

RETAIL NEWSAGENT

TOBACCO: IS IT STILL WORTH IT?

Plus 28 more reader questions answered

REGULATION
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Barista at a bargain
'I sell 110 cups of Starbucks-quality coffee a day.' Page 24 >>

NEWS • CONVENIENCE • PROFIT

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Retail crime top priority say PCCs



- RN poll reveals seven in 10 police and crime commissioner candidates have pledged to tackle shop crime if elected.
- Private security, better training and more police on street identified as measures by cross-party representatives. Page 5 >>



LEGISLATION

My fight to stop more retailer evictions

Sunny Patel takes campaign to high court to stop stores being turned into homes.

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TOBACCO

'Big brand 10-packs to last to February'

Manufacturers are stockpiling, industry sources tell RN. Page 4 >>

NEWSPAPERS

Regional boost for New Day

Half-price offers in local titles. Page 7 >>



Ram-raid robbers strike Roli Ranger's Londis store in Sunninghill was ram-raided on Friday 15 April at 4.30am by a delivery van. A quantity of cigarettes was stolen and two men were caught on CCTV. Mr Ranger said: "We'll have to rethink our security - we're looking at getting bollards for outside." No arrests had been made at the time RN went to press.



CONVENIENCE

Nisa apps & promos to build loyalty

Activity follows record recruitment.

Page 6 >>

Show National Living Wage impact for 2017 consultation to prevent further rises, retailers told.

Page 5 >>

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LEADER



We aim to give you dozens of real examples of how retailers are attracting new customers and getting existing customers to visit more often



CHRIS GAMM

Editor

@ChrisGammRN

I received a lovely letter on Monday from RN reader Ushi Vithani, who is selling his shop and wanted to thank the team for the support we've given him over the past 30 years.

Additionally, the Independent Achievers Academy, the industry's "Oscars", helped him benchmark his store against the very best in the industry, he said.

It was the second time in a week I'd heard something similar. In last week's issue, Hook Norton retailer Joe Williams said, being miles from the nearest store, it is a challenge to see how he's performing against other businesses. But RN's retailer profiles allow him to see what his peers are up to and pick up new ideas that are working for them.

There's a brilliant example in this week's issue. Last Wednesday, RN's symbol correspondent Steven Lambert was at the Nisa show in Stoneleigh and spotted a coffee machine he hadn't seen before. Chatting to the commercial team on the stand, he learned it was made by Swiss-based food company Aryzta. It had profitably grown hot drink and food to go sales in Ireland and was expanding into the UK.

Steven visited one of a handful of trial stores on Friday and was told how owner Anwar Haq grew hot drink sales from 10 cups a day at 80p each to 110 drink and pastry meal deals a day at between £2.50 and £3 in just a month. You can read Anwar's story in this week's retailer profile.

Every week, we aim to give you dozens of real examples of how retailers are attracting new customers and getting existing customers to visit more often and buy more goods. It's great to hear when you find it helpful.

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HOT DRINKS
Drive your profits higher with our guide

"THEY DON'T REALISE THAT WHAT THEY'RE ACTUALLY DOING IS FUELLING SERIOUS, ORGANISED CRIME"

- CRIMESTOPPERS' ROGER CRITCHELL ON WHY THE PUBLIC MUST TAKE A TOUGHER LINE ON THE ILLICIT TRADE Page 20 >>

NEWS



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Anger at Times' price hike

Retailers have hit out at The Times' price rise and terms cut saying News UK should lead by example and make cuts within its own company.

Last week News UK said it would increase The Times' cover price to £1.40 and cut margins to 21.5%.

Vijay Patel, of Higham Newsagents in Higham Ferrers, said: "If News UK wants to invest in newspapers, it should invest Mr Murdoch's money, but not at the expense of newsagents."

Chris Duncan, News UK chief customer officer, said: "News UK's investment in the independent sector remains unrivalled. Retailers will make more money for every copy sold as well as incentives for acquiring new subscription customers."

John Vine, of Newsworld in Shropshire, meanwhile, said although the terms cut 'was a setback', he appreciated that News UK was the first publisher to clearly explain its strategy to retailers.

● Letters - p17

C-channel 'will grow'

The convenience channel can grow "well beyond" predicted figures, despite facing multiple challenges, Spar managing director Debbie Robinson said.

Speaking at the Association of Convenience Stores 2016 Summit this week, she warned the National Living Wage would cost the Spar estate £89m by 2020 - £220 per store per week. She lamented the pressures placed on retailers, stating: "It feels like we're easy fodder."

But by "differentiating and answering consumer demand", she said convenience could overtake the IGD's prediction of growth to £49bn by 2019.



News UK warms up for Euro 2016

News UK has sent out Euro 2016-branded standalone units for The Sun to 1,000 independent stores. Greg Deacon, independents sales manager at News UK, said: "The stands are designed to grow cross-category sales, and retailers should put complementary products within them to drive news relevance, customer experience and basket spend." News UK said it would send more units on request to other retailers, as long as they were 'compatible' in terms of location and sales performance.

Tobacco manufacturers to stockpile before EUTPD II Three 'big challenges' before deadline

Small packs will still be available until early 2017

by Tom Gockelen-Kozlowski and Gurpreet Samrai

Big brand 10-packs are expected to be available until February 2017, two senior industry sources have told RN.

Ritmeester field development manager Andy Swain last week told RN his company will have stock of its cigars, including Moods and Royal Dutch, available for retailers until September. However, two sources have said they expect stock of the big brands to run through

to early next year, especially for rolling tobacco and cigarettes.

A source close to the manufacturers, who did not want to be named, said: "I believe the major manufacturers are doing all they can to stockpile smaller packs for larger brands. They're trying to get enough to see through until February 2017 at least and have a huge amount of brands such as a market-leading RYO already done."

Ron Ridderbeekx, head of legal and external affairs at

British American Tobacco (BAT), confirmed that BAT has had to ramp up production prior to the 20 May deadline to avoid running out of stock.

He said this was due to three "big challenges", including:

- legislation transposing the directive into national law falling behind schedule;
- factories losing production while updating machinery and
- packaging supply issues.

He added: "We wish to reassure retailers that BAT's

first priority is to ensure that its packaging is at all times compliant with legislation and that all branded products offered to the trade after 20 May 2016 is produced prior to that date and is therefore fully compliant."

Meanwhile, JTI head of communications Jeremy Blackburn said: "It's inappropriate to speculate and second-guess this, because rate of sale is dependent on so many different factors. I couldn't put a date on it."

● Your EUTPD II questions answered - p26.

We won't hang indies out to dry says Imperial

"We're not going to leave independent retailers to hang out to dry," was the message from Imperial Tobacco as it addressed NFRN national council this week.

Imperial regional business manager James Hall said the company needed independent retailers, who shouldn't let the multiples muscle them out and take

over the market as looming EUTPD II and plain packaging legislation comes into force.

"It's important we have a successful independent trade," he said.

"We're not going to leave independent retailers to hang out to dry. We don't want to get into a situation like the milk market, where

it's being dictated by the big boys."

Mr Hall said Imperial is the only manufacturer to have seen positive growth since legislation was introduced in Australia, and believes it can help retailers through the latest major transformation of cigarette retailing in the UK.

But he urged retailers not to hike prices too high if pricemarked packs disappear with plain packaging legislation.

Availability and price were key in Australia, he added, with many independents giving up tobacco as a "lost cause" resulting in ground being lost to the multiples.

Prospective commissioners set out their stalls 'This is a hugely important issue'

Retail crime on agenda for seven in 10 PCC candidates

by Gurpreet Samrai

Seven in 10 cross-party police and crime commissioner (PCC) candidates have pledged to make tackling retail crime a priority if they are elected in May.

It comes after RN contacted a cross-party selection of potential PCCs to find out if they are aware of the extent of crime faced by store owners and if they will make it one of their priorities if they are elected.

Eight out of the 10 candidates said they are aware of

the violent attacks retailers face, while seven said tackling the issue will be one of their main priorities.

Private security, better training and more officers on the streets are some of the measures promised by the candidates to provide improved protection for independent retailers.

"I am fully aware of the challenges retailers face in terms of security and the fact there are a lot more robberies and knife crime," UKIP candidate Patrick Lowe told RN. "My preven-

tive policing plan is about getting police constables out there in the community on the beat and that is what retailers want. They want face-to-face policing so they have that extra security."

Conservative candidate Marc Jones said: "We have had six knife-point robberies in Lincoln over the last two months, so it is something that is very much on the radar locally and something that needs tackling."

The NFRN and Guto Bebb MP, former chair of the all-

party parliamentary group on retail crime, have been lobbying police and crime commissioners in a bid to get police to "upgrade" their response to retail crime.

Adrian Roper, NFRN head of public affairs, said: "We are heartened if the candidates are realising the extent and importance of the issue. This is a hugely important issue and we are pleased it is being taken on board. We are looking forward to working with PCCs after the elections to tackle the problem."

70-year-old stabbed

Suntharalingham Sockalingham, of Premier Stores in Walthamstow, was stabbed during an attempted robbery at his store.

The 70-year-old NFRN member was attacked by three men on 17 April while they attempted to rob the store in north east London.

The retailer was taken to hospital where he remains in a serious but stable condition.

The three suspects were seen leaving the premises immediately after the stabbing. No arrests had been made when RN went to press.

All set for EUTPD II?

More than half of retailers claim they are unprepared for EUTPD II just under a month before the first wave of legislation is introduced in the UK. An RN Twitter poll found 56% of independents believe they are not prepared for the new law. It comes as manufacturers prepare to stop producing 10-packs of cigarettes and smaller rolling tobacco pouches to meet new legislation coming into force on 20 May.

● Your EUTPD II questions answered, page 26

Coke Zero re-brand

Coca-Cola Great Britain (CCGB) is replacing its Coke Zero brand with new Coca-Cola Zero Sugar as part of plans to further reduce sugar and calorie content in its drinks.

The move comes a month after the government announced it will introduce a tax on sugary soft drinks by 2018.

CCGB will invest £10m to market the new product as it looks to phase out Coke Zero, which launched in 2006.

Guy celebrates new beginning

Retailer Guy Warner (pictured right) celebrated the opening of his latest Budgens store in Winchcombe this week with the help of town council chairman Jim Mason and pupils from Winchcombe Abbey Primary School, who won a competition to cut the ceremonial ribbon. The opening comes as Mr Warner signed a new three-year contract to stay with Budgens following the company's purchase by Booker last September.



Measure NLW impact, indies urged

The Association of Convenience Stores has called on retailers to use the Low Pay Commission's recently-launched consultation on the National Living Wage and minimum wage rates for 2017/18 to demonstrate the impact of increases on their businesses.

Following the launch last week, the government was

warned any further hikes will come at the cost of more jobs for independent retailers and their staff.

The consultation will look to gauge the impact of recent wage increases on businesses, and will consider chancellor George Osborne's target of hiking wages to 60% of median earnings by 2020.

NFRN chief executive Paul Baxter said: "These are adding costs to already hard-pressed retailers, many of whom are finding it difficult to pay themselves the national minimum wage. Any disproportionate increase will cost hours and jobs."

Retail consultant David Gilroy said he expects

hourly rates to increase next year, adding: "The government is pretty clear on its strategy and it will take something monumental to shift them off that."

The news comes as Waitrose announced it will cut overtime and Sunday pay for new workers in response to minimum and Living Wage hikes.

NEWS

BUSINESS

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Lifestyle change for more retailers

Landmark Wholesale said it is making progress with its new Lifestyle Extra and Value fascias, with another 10 retailers set to take on the formats.

The group said six stores will convert to its Lifestyle Extra format while another four will join Lifestyle Value within the next two months.

It will bring the total number of retailers under the fascias to 15 following trials of the concept at five stores last year.

Stuart Johnson, retail controller at Landmark Wholesale, said: "We are currently dealing with a high number of enquiries from retailers who have expressed an interest in upgrading their stores to these new formats."

Central buying move at Parfett's

Parfett's Cash & Carry has centralised buying functions for all six of its depots into its Stockport head office in a move it claims will improve availability and service for its customers.

All orders will now be dealt through the head office with the exception of short-date items and cigarettes. The firm said butchery will still be available through all depots but will be distributed from its Halifax and Somercotes sites.

Greg Suszczenia, joint managing director, said: "The structure of the business has served the company well for 35 years but it is now inappropriate for our future plans."



East End gala raises massive £71k for charity

West Midlands-based wholesaler East End Foods has raised a whopping £71,000 for Macmillan Cancer Care after totalling up donations received from and since the company's gala dinner last October. More than 500 guests helped to raise money at the event, which included a casino and fairground games. Director Jason Wohura said: "We're amazed at the generosity of all our guests as the amount raised is just incredible."

Q4 results show sales up by 4.9% to £327.5m Strong Christmas trading gives a boost

Nisa product promos set to build member loyalty

by Steven Lambert

Nisa has revealed it will launch new product promotions this month to build member loyalty, after a record number of stores joined it at the end of last year.

The group revealed it had its strongest recruitment levels for the year in Q4 with 111 stores joining, including 41 retailers joining as symbol group members.

Stewart Smith, trading director at Nisa, added that Nisa will look to

build member loyalty with another a new product promotion later this month, which will be similar to its Black Friday offers launched last December.

In addition, Nisa revealed it is developing a new digital app allowing retailers to place stock orders and track store sales through the firm's updated Epositive Evolution system.

The group is also updating its Heritage own label brand with premium pizzas and more chilled

ready meals, and will update packaging and add new ranges including energy drinks.

The firm unveiled its Q4 trading results last week, with sales growing by 4.9% to £327.5m and case volumes up 5.8% in the 14 weeks to 3 April 2016.

Nisa said it was also on track to meet its full year EBITDA expectations of £7.2m, which will be subject to the completion of its next audit.

Robin Brown, chief financial officer at Nisa, said the company had

been boosted by two consecutive quarters of strong trading, with sales and volumes over Christmas growing at 4.9% and 5.8% respectively.

"This sets us on a good path for the next financial year, and we're aiming to get off to a fast start for the first quarter," said Mr Brown.

"We have achieved what we set out to do, which was to stabilise the business, and now we have a bit more firepower to build our investment in pricing and promotions."

Fridge efficiency 'can help offset NLW impact'

Convenience retailers should be investing in energy-saving refrigeration equipment to help them combat the long-term effects of the National Living Wage, according to the head of a leading refrigeration company.

Simon Robinson, managing director at Delta

Refrigeration, advised store owners updating their chillers to look at options such as closed-door units and temperature-monitoring technology.

He said: "There are some pretty good, low-cost monitoring systems that retailers can put on refrigeration that can constantly record

and log cabinet temperatures.

"It means that you don't necessarily have to have a member of staff to constantly check the fridges."

Mr Robinson is working with the Association of Convenience Stores to launch online tools to promote the benefits of

energy-efficient refrigeration equipment to retailers.

From June, the Delta Refrigeration website will have a new feature called The Lab, which will offer estimates on the annual costs of running chiller equipment based on a convenience store's size, services and other factors.

NEWSTRADE

Half-price vouchers trialed in cross-promotion Scheme could be rolled out in other areas

Trinity uses regionals to prop up New Day sales

by Nadia Alexandrou

Trinity Mirror is using its "unique position" as a regional and national publisher to stimulate sales of its recently-launched national paper The New Day in its "big city" regional titles.

The publisher trialed a week's worth of half-price vouchers for The New Day in its Newcastle title, The Chronicle, last week. It was timed to coincide with the regional paper's relaunch.

Alan Tyldesley, divisional newspaper sales director at Trinity Mirror, said: "Cross-

promoting our national titles in regional papers helps stimulate and drive additional purchase, but in terms of budget constraints we have to be careful where we focus these promotions on geographically. We've also made sure we have enough supply of The New Day in the area as the promotion starts to kick in."

Trinity Mirror will use the results of the voucher uptake across the north-east to determine whether to continue it, and which other areas to concentrate on for similar promotions.

Cross-promoting regional and national titles with money-off vouchers is part of the publisher's wider strategy aimed at encouraging dual-purchases of both types of newspapers – a trend that has declined in recent years along with the market, according to Trinity Mirror.

Mr Tyldesley said: "With the decline of print and rising cover prices, more readers are choosing one over the other. While it's up to the customer to choose what they want to read, whether that's The New Day, Mirror or The Chroni-

cle, it's our job to make sure they pick one of them.

"We're in a unique position of having a strong portfolio of both nationals and regionals, and this has given us the ability to run strong cross-promotions over the last year or two."

With the acquisition of regional publisher Local World last year, Trinity Mirror now sells more than half a million regional newspapers across its wider portfolio, and Mr Tyldesley said the group will use the strength of these titles to help support and push its nationals as well.

Contract print win

A regional publisher has won contracts to print 30 weekly newspapers on its presses.

Discovery Print, the contract printing arm of DC Thomson, has won two newspaper printing contracts – Johnston Press and Wyvex Media – that will see it producing a further 30 Scottish weekly regional titles. DC Thomson has confirmed this will not affect retailers.

Johnston Press' contract covers 26 of its titles in Scotland, and the Wyvex Media contract includes the Argyllshire Advertiser, Arnan Banner, Campbelltown Courier and Oban Times.

Playboy's 200% rise

The last nude issue of Playboy saw a 200% uplift in copy sales compared to the average across the previous three issues, according to its distributor Comag.

The news comes as the first ever non-nude issue of Playboy came off sale last week, which Comag confirmed there would be sales data for within the next few weeks. The move follows Playboy's successful nudity-free website revamp in 2014, which triggered a reported 400% boost in unique visits per month to 16 million.

More WWE

Topps extended its WWE collectables range with WWE stickers last week.

The stickers, which went on sale 14 April, were launched to coincide with the World Wrestling Entertainment tour, which runs from 16 – 23 April. Topps also supported a signing event with WWE Superstar Rusev, at the Stretford Extra Tesco store on Tuesday 19 April. The starter packs are selling at £2.99, with sticker packs at 50p.

Odd ones in for Paul's mags

Paul Patel, of WH Smith Local in Dibden Purlieu, Southampton, has created a new magazine bay alongside his post office to highlight 'odd ball' special interest and topical magazines. The retailer is aiming to drive impulse sales of high-value magazines by displaying these titles where customers queue up for the post office. He said: "Magazine visibility is crucial to my sales, which is why I've added another bay onto my island display and standard range."



Wholesaler complaints increase 15%

The NFRN reported a 15% increase in the number of wholesale complaints processed through its helpline in the first quarter of 2016.

The news comes as the Press Distribution Review Panel's annual report for 2015 showed an overall decrease in the number of complaints that were made against wholesalers

and selected publishers from 1 January 2015 to the end of the year under the Press Distribution Charter complaints process.

Brian Murphy, head of news operations at the NFRN, said these figures were misleading and only "the tip of the iceberg".

In response to the comment, Neil Robinson,

chairman of the PDRP said despite an overall decline for 2015, figures published in the PDRP's quarterly reports clearly identified an increase in 'Delivery - Timeliness' complaints towards the end of 2015. Mr Robinson confirmed that the pattern has continued into the first quarter of 2016. He added: "This trend has

also been apparent from the complaints resolved via the Press Distribution Forum's Helpline."

He added the PDRP addressed this issue on 10 December 2015, and identified overnight road works, vehicle sharing by publishers and consolidation from wholesale depots as the key causes of late deliveries.

NEWS

PRODUCTS

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Kipling's on-the-go expansion

Premier Foods has unveiled twin packs for its Cadbury Mini Rolls and Mr Kipling Slices as part of investment in its new 'on-the-go' cake concept.

The range - which includes Angel, Chocolate and Lemon Layered Mr Kipling Slices - has been designed to grow impulse sales for convenience retailers.

Products will retail at 89p, with pricemarked packs available to convenience retailers later this year.

Premier Foods said it is now looking to launch Mr Kipling Exceedingly Good Orange, Cranberry and Oat Slices in twin packs.

It has also launched a dedicated 'on-the-go' cake team to handle the range, and has introduced a range of PoS material to promote the products in independent stores.

Choice is on a roll

Country Choice is expanding its savoury snack range with the launch of The Sausage Roll Co. brand this month.

The move will see the manufacturer launch a selection of sausage rolls targeted at shoppers looking for more premium snacks. The range includes six variants - The Classic, Pork & Chorizo, Chilli Beef, Cheddar & Onion, Pork & Smokey Bacon and Pork, Cheese & Pickle - which will retail at £2.29.

Country Choice will support the products with PoS material including branded sausage roll holders and heated display cabinets.



Choco Leibniz's reveals £5m murder mystery campaign

A murder mystery will provide the setting for Bahlsen's latest marketing campaign for its Choco Leibniz biscuits. The activity will run across terrestrial and digital channels and video-on-demand sites until 22 May as part of a £5m investment. Bahlsen will back the ads with a 'who done it' competition running on its website, which will give away a premium weekend break.

Bespoke PoS kits for retailers to drive sales Codes to appear on 90 million packs

Coca-Cola fans get set to net tickets for Euro 2016

by Steven Lambert

Football fans will have the chance to claim thousands of tickets to Euro 2016 under a new competition unveiled by Coca-Cola Enterprises (CCE) this month.

The firm will use its position as official sponsor of the tournament to launch an on-pack promotion running on Coca-Cola, Coca-Cola Zero and Diet Coke.

The activity will see

10-digit codes appear on more than 90 million packs, including 500ml, 1.25l and 1.75l bottles and 330ml can multipacks. Shoppers using the codes at a Coca-Cola website will be entered into a daily prize draw, which runs from now until 30 May.

A total of 2,016 tickets will be up for grabs, with 504 winners winning four tickets each along with £400 to cover costs of travel and accommodation.

The tickets will cover matches up to the Euro 2016 quarter final stages, as well as home nation games including England, Wales, Northern Ireland and the Republic of Ireland.

Caroline Cater, operational marketing director for CCE, said: "This is one of the most keenly awaited football events in memory, and the 'Win Tickets' promotion is a great opportunity for retailers to increase

their sales as excitement builds."

CCE will back the promotion with bespoke PoS kits for retailers, and has also launched its 'Win Tickets' marketing campaign.

The activity includes TV and outdoor ads running in the build-up to the start of the tournament, along with digital and social media marketing highlighting when tickets will be drawn for specific matches.

Ten times more coffee sales with Seattle's Best

Aryzta Food Solutions is working with coffee chain Starbucks to introduce a new coffee and food to go concept to UK retailers.

The company has begun convenience store trials for its Seattle's Best Coffee, which includes a machine offering barista-style coffee

containing 100% Arabica beans. The units also include mini promotional stand for stores to display food-to-go lines from Aryzta's Cuisine de France and Otis Spunkmeyer brands, including doughnuts and sweet pastries.

Anwar Haq, owner of

Nisa Local Manchester Road in London, installed a Seattle's Best Coffee unit in his store last month. He said: "We had a coffee machine before where we charged 80p a cup, but we were only selling up to 10 cups a day. Now we're charging up to £3 for a cof-

fee and a pastry, and we're up to selling 110 cups a day."

Vincent Brook, retail commercial manager at Aryzta, said it was looking to expand the concept after setting up more than 100 Seattle's Best Coffee units in Ireland.

● Retailer profile p24.

Hot products for your shopping list



Cadbury Mini Rolls and Mr Kipling slices will be available in twin packs to promote on-the-go sales



Coca-Cola packs will contain codes to win Euro 2016 tickets



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NEWS

PRODUCTS

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Carry on Campo as new wine released

Pernod Ricard is launching its latest Campo Viejo variant, Viura-Tempranillo Blanco, as an exclusive for UK retailers this month.

The wine, which combines Tempranillo Blanco and Viura grapes from the Rioja region (RRP £9.35), will initially be available in supermarkets before rolling out to independent and convenience stores next month.

It comes as Pernod Ricard reported the Campo Viejo brand has grown 13.6% in value and 9.9% in volume in the UK over the past year.

The manufacturer will support its latest launch with a digital marketing campaign running over the summer, along with PoS material.

Cider Cup winners for Pimm's

Diageo is updating its Pimm's Cider Cup range with new flavours to grab a bigger share of the £1bn off-trade cider market.

The manufacturer is adding three Cider Cup lines this month - Summer Fruits, Mango & Passion-fruit and Plum & Red Apple - to follow up the launch its Strawberry & Cucumber variant last June. All will be available in cases of eight with an RRP of £2.29.

Claire O'Neill, innovation manager at Diageo, said: "Our insight shows us that frequent cider drinkers are more likely to experiment by trying something new."



Slow Mo Guys focus on Foster's

Heineken has teamed up with YouTube stars the Slow Mo Guys for a new campaign promoting Foster's Rocks. The duo - who have more than 7.5m YouTube subscribers - have produced a slow motion video showing two balloons filled with paint crashing into each other, to signify the combination of rum and lager in Foster's Rocks.

Consumers collect letters to spell out holiday destinations 20,000 prize giveaways

On-pack promo Walkers 'will fly off the shelves'

by Steven Lambert

PepsiCo claims its latest Walkers competition will see the crisps "flying off the shelves", with shoppers given the chance to win one of 20,000 holidays.

Launched this week, the promotion will offer a seven-night stay for four to one of 26 destinations across the world. To be in

with a chance of winning, consumers must collect letters found in promotional packs of Walkers crisps to create the name of the destination they wish to go to.

In addition, shoppers finding a sachet in Walkers single-serve packs will bag themselves one of 250,000 instant-win prizes, from cameras to designer sunglasses.

Thomas Barkholt, marketing director at PepsiCo, said: "We know people love holidays and collector competitions with multiple chances to win. This promotion will provide a huge opportunity to engage with retail customers and shoppers, and we are confident the packs will fly off the shelves as consumers plan their summer getaways."

The activity follows on from PepsiCo updating Walkers with its Tear 'n' Share range, which features bags that can be turned into sharing bowls.

The products were promoted with TV and digital marketing featuring brand ambassadors Gary Lineker and fellow football pundits Alan Hansen and Jamie Redknapp in February.

Feedback prompts new KP Nuts pack features

KP Snacks has updated its KP Nuts products with new designs and pack features following feedback from consumers.

The range now features upgraded foil packaging and an enhanced KP logo to help the brand stand out

more on retailers' shelves.

In addition, a re-closeable label has been added to KP Nuts 270g and 450g bags to enable consumers to store the products for longer.

For independents, KP Snacks has also launched KP Nuts Chilli in an im-

pulse 50g bag and has also introduced £1 pricemarks on 80g Original Salted, Dry Roasted, Chilli and Salt & Vinegar flavours.

Matt Collins, trading controller convenience at KP Snacks, said KP Nuts is growing at 7.7% year

on year and has a retail sales value of £59m. He added: "While we want to maintain the brand's heritage and popularity in the sector, it's important for us to keep moving forward and stay relevant to today's consumer."

Hot products for your shopping list



Campo Viejo's new wine range uses Tempranillo Blanco and Viura grapes



Walkers' latest on-pack competition has 20,000 holidays as prizes



KP Nuts has received updated pack designs and features

Nestlé Shreddies

sponsors

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Shreddies' partnership with Britain's Got Talent will be supported by a £2 million marketing campaign that will include:

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- TV advertising
- Digital - Knitting Nanas go behind the scenes
- Sponsorship from March to May



NEWS

REGIONAL



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Amazon expands food offer

Amazon has extended its Prime Now one-hour delivery service to postcodes in Surrey.

The service, which first launched in London in June 2015 before being rolled out to Birmingham, Newcastle, Manchester and Liverpool, offers more than 15,000 products including a chilled and frozen range.

It gives Prime members in areas including Camberley, Lightwater and Aldershot the choice of delivery within one hour for £6.99 or free delivery within a choice of two-hour, same-day delivery slots between 8am and midnight, seven days a week. The service's most popular purchases last year included bottled water and Pepsi Max.

Amazon's full UK grocery service is expected to launch later this year.

ACS worries over licensing 'accountability'

The Association of Convenience Stores (ACS) has raised concerns over a provision no longer requiring alcohol licensing guidance to be scrutinised by parliament.

In its submission on the

Policing and Crime Bill, the association stated the removal of parliament approval could lead to significant changes passing through without any accountability. The ACS has called on the Home Office to commit to

formal consultation on any changes to guidance, adding it has failed to do so in recent years.

ACS chief executive James Lowman said: "If changes to section 182 guidance are to be made without

reference to parliament, then the Home Office must consult extensively with both the on-trade and the off-trade to ensure that any changes do not have an adverse impact on licence holders."

MPs and councillors join community support for Sunny 'I've been overwhelmed by support'

Locals campaign to help retailer save his business

by Gurpreet Samrai

A determined retailer at risk of losing his livelihood is taking his fight to the high court in a bid to prevent other small independent businesses facing the threat of eviction to make way for homes.

Sunny Patel, of Sunny News in Southfields, claims an oversight in regulations passed in 2015, allowing property such as shops to have their use changed so they can be converted into residential property, left him vulnerable to eviction.

He is awaiting dates for a judicial review, where he will argue the policy has been misapplied, and a county court hearing challenging his landlord's eviction notice. Mr Patel's landlord served him notice in June last year for possession of the shop and premises to convert the property to a private house to live in.



An application for planning permission to change the use of the shop was turned down by Wandsworth Borough Council, but the decision was successfully overturned by a planning inspector on appeal in January.

"The legislation was intended to bring disused properties back into use, as opposed to assisting owners in achieving the closure of successful businesses and evicting tenants," Mr Patel

said. "The legal challenge is to stop my shop from being forced to close but it will have a wider impact, if successful, of helping to protect other small, independent businesses which are now also threatened."

The community has thrown its weight behind Mr Patel with more than 600 signatures added to a petition calling on Wandsworth Council to seek a statutory review and challenge the decision. It also

launched a crowdfunding campaign which has raised nearly £6,000 towards his legal bill which could rise to £80,000.

Mr Patel has also received support from MPs Zac Goldsmith and Justine Greening, and councillors. "My customers are the ones who instigated the crowdfunding and they're the ones who really want me to stay," he said. "I've been overwhelmed by the support."

RN READER POLL

YES
100%

Do you plan to increase your HND charge to offset the higher wage cost for adult paper deliverers?

NEXT WEEK'S QUESTION

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



Have your vote now

Go to betterretailing.com/retail-newsagent

SGF's 'no nonsense' manifesto for elections

The Scottish Grocers' Federation has launched its "no-nonsense" manifesto outlining the key actions MSPs must take to ensure "a sustainable and prosperous" independent convenience store industry in Scotland.

The launch, at the federation's Big Debate event which included deputy first

minister John Swinney on its panel, was the next step in the federation's programme of political engagement in the run up to the Scottish parliament election next month.

The key issues highlighted include the negative impact on retailers of a potential Deposit Return System, the need for a gov-

ernment minister to take direct responsibility for the illicit trade and the benefits of having a cross-party group on independent convenience stores. The federation is also calling for staff in convenience stores to be given the same legal protection as emergency workers and for the small business bonus to become

a permanent form of relief within the business rates system.

SGF chief executive Pete Cheema said: "We have made this a very focused, very practical document - we believe that all of the solutions to the problems we've highlighted can be achieved by MSPs in the next parliament."

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NEWS REGIONAL

Regeneration frustration 'We could lose our livelihood'

'Council scheme cost me £800k'

by Gurpreet Samrai

A retailer says he has been left in limbo by a council's multi-million-pound regeneration scheme which he blames for a loss of £800,000 in trade and his shop becoming a target for thieves.

Raj Patel, of Best-one in West Gorton, Manchester, told RN that despite being told by Manchester City Council 10 years ago that due to his store falling into the regeneration area he would be moved into new premises, he now faces losing his livelihood.

He said he has objected the council's application for a CPO after it broke its "promises" leaving him bidding against another group for a premises, which he will have to pay rent for.

"There is no guarantee we will get the shop," he said. "And if we do we will go from owning a premises to renting, and the rent is quite high. We have lost a lot of trade over the last eight years. I have had to remortgage my house and borrow from the bank to keep the business going and cover costs. They have put us in limbo and we could lose our livelihood."

Mr Patel said he has also lost a



large amount of trade as homes and a factory in the area have been demolished, and his shop has become a target for thieves. "The area has become isolated so we have so many problems," he said. "We were broken into only last week and in the past we have had six break-ins in 11 days. The shop has become so deteriorated and we can't spend money on it because it's going to be demolished."

The regeneration scheme includes new homes, a television production base and new retail and office space.

Cllr Bernard Priest, deputy leader of Manchester City Council, said: "Major change can be disruptive to residents and businesses, but the city council is making every effort to engage with the local community - and especially with local traders to support them to relocate."

More WH Smith post offices

Up to 61 more Post Office branches will move into WH Smith stores over the next 12 months.

Announcing a new 10-year agreement with WH Smith, the Post Office said the plans include 39 directly-run Crown Post Office branches for which proposals to franchise were announced in January.

WH Smith currently operates 107

Post Office branches from its stores.

Roger Gale, general manager of the Post Office's crown branch network, said: "The vast majority of the Post Office's 11,500 branches are already run on a franchise or agency basis. Crown branches are still run directly by the Post Office, but we have to consider new ways to provide our services in some locations."

Nisa stars' gala awards night

Nisa retailers were honoured for their hard work in growing sales and improving their stores at the group's annual gala dinner held in Stoneleigh last week.

The award for Nisa Symbol Store of the Year (more than 3,000sq ft) went to Hitesh Patel, owner of Nisa Local Virginia Quay in London. Mr Patel was recognised for his use of

social media to engage with the local community and for growing weekly turnover from £45,000 to £70,000.

Paul and Pinda Cheema of Nisa Local Malcolm's Stores in Coventry took home the Store of the Year award in the 1,500sq ft-3,000sq ft category, while Nisa Local Victoria Road, Richmond, scooped the same prize for stores less than 1,500sq ft.



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Bowling star aged 4

Northern district president Mike Michelson presented a trophy to four-year-old Hibba Awan who was the highest scoring female bowler in the annual Top Shop ten pin bowling competition last month. She was playing for H&H Convenience Store in Fell- ing, Gateshead. Kamul Sood, from Chainsons, was the highest scoring male, with Chainsons in Benton, Newcastle, victorious with 919 points. Second place went to Milbank News, Darlington, while St Andrews Newsagents, Newcastle, took third place.

Pledge to set up £20m revitalising fund NFRN and retailers welcome plan

I'll save high street says London Mayor hopeful

by Gurpreet Samrai

Mayoral hopeful Zac Goldsmith's pledge to establish a £20m fund to revitalise London's 600 high streets has been welcomed by retailers.

The plans include a £2m "stop and shop" fund to encourage councils to offer 30 minutes free parking to draw shoppers to town centres.

The package of measures in his Action Plan for Greater London also includes appointing a new "Retail Tsar" to back regeneration across London's high streets, in response to a change.org petition backed by 28,000 Londoners.

Revealing his plans, the Conservative candidate said: "London depends on the success of our local high streets and independent shops - they

are the heart of our communities and the building blocks of the economy.

"My Action Plan for Greater London will deliver our high streets with a new £20m fund to secure Greater London's economy. And I'll deliver it while protecting family finances and freezing mayoral council tax."

He said the new fund will be paid from existing underspend identified by his campaign.

The NFRN has welcomed the pledge and is urging all London mayoral candidates to adopt policies to help the high street and independent retailers.

NFRN national president Ralph Patel said: "It is crucial that we maintain a strong high street economy and encourage more people to shop at the high street, which is why

the NFRN welcomes Mr Goldsmith's proposal for a specific fund including a Retail Tsar to help small businesses and independent retailers."

Meanwhile, Labour rival Sadiq Khan states in his manifesto: "Our small businesses, start-ups and entrepreneurs are at the heart of our economy and our communities, and supporting them to grow, innovate and create wealth and jobs will be central to my plans."

His pledges include preventing the loss of business space, by working with local authorities to stop the excessive conversion of commercial space under permitted development rights, and supporting communities which want to keep the character of their high streets intact.

Insurance warning after £14k cash raid

A retailer has warned about the dangers of not banking uninsured cash after £14,000 was stolen from her shop.

Leanne McGowan, of Keystores in Alford, Aberdeen, told RN retailers must not get complacent with banking regulations after the cash and £1,000 worth of tobacco were

taken from her shop on Monday 4 April.

While Mrs McGowan is still in the process of claiming on her insurance, she is expecting to receive only around 30% of what was taken. This is because at the time of the incident the total value of money in the safe exceeded the amount specified

in her insurance policy.

She said: "It's easy to think you are safe in your routine, but I've learned the hard way that it's crucial to put checks in place to make sure your money is correctly managed."

A 39-year-old man arrested in relation to the break-in has been remanded in custody.

HND HEROES

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Top Tips

Tony Parker

Field partner manager, News UK



COVER YOUR COSTS

1

TOP TIP

Make sure your delivery charges are competitive but cover your costs - remember people will pay more for a reliable quality service. Offering consistent delivery means your customers are less likely to cancel.

INCREASE ROUNDS

2

TOP TIP

Be prepared to purchase rounds from other retailers that no longer want to offer a delivery service. Increasing your rounds will generate more profit as well as providing more potential drops in areas which you couldn't previously get to.

UPDATE WHOLESALERS

3

TOP TIP

Make sure you keep your wholesaler updated on your delivery service as this will ensure you receive the correct amount of copies during times of change. This is highly important during the summer months when your customers will go on holiday and won't require a paper for one to two weeks.

UP-SELL YOUR SERVICE

4

TOP TIP

To increase frequency of purchase, talk to your customers that have a delivery less than seven days per week. Up-selling your service will generate long-term loyal customers who value your daily service as it becomes part of their daily routine.



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Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper

Distributor Seymour Distribution, 2 East Poultry Avenue, London, EC1A 9PT



Audit Bureau of Circulations
July 2014 to June 2015 average net circulation per issue **14,539**



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



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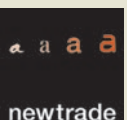
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For trade use only

YOUR SAY Tesco reported its first quarter of UK sales growth in three years. Do you see this as a threat to your business?

Amandeep Singh

Happy Shopper, Barnsley

It was inevitable Tesco would eventually go back into profit, having spent the last few years getting rid of its deadwood and closing down its loss-making stores. You could take this as a bad sign and be nervous about it, or you can see it as a challenge. The competition is always going to be there, it's just a case of being constantly on the ball, continually innovating, and making sure you're always one step ahead of the game.

Bob Sykes

Denmore Premier Food Store, Denbighshire

We're not really affected by Tesco here, the nearest store is five miles away. A Tesco Express was meant to open opposite us five years ago, but it did not get planning permission. We do have a My Local near us, which



recently changed from a Morrisons. At first the store suffered when it was taken over, but it has changed its strategy and become a lot more price competitive. Nonetheless, we've learned how to live with it.

Bal Ghuman

Premier AK News, Shrewsbury
As Radio 4 put it the other

morning, Tesco is a bit like an oil tanker - for it to turn around profits today, it would have had to start working on a strategy two or three years ago. It has Aldi and Lidl hot on its heels and it's clear it is taking this seriously and fighting back. For me, I'm going to make sure my Premier promotions are working hard to capture the attention of customers.

YOUR STOCK With recent research showing that 46% of magazines are bought on impulse, what do you do to capture more of this type of sale?

Andrew Newton

Nisa Local, Brierley Hill, West Midlands

We light our magazine bay with bright LED lights. Although we have just moved our range from the front to the back of the store, we have gone from two sets of nine low shelves to one set of 18 shelves at eye level. This is to make it easier for customers to browse. We picked the idea up from the strategies of some Tesco and McColl's stores.

Paul Patel

WH Smith Local, Southampton

I'm in the process of creating another bay separate from my standard selection, which will go by the post office where people are queuing. This will display what I call 'odd ball' magazines - a variety of special interest and quirky titles that customers cannot find in supermarkets. I also put topical magazines on my counter, for example a few royal magazines



for the Queen's birthday, to encourage impulse buys.

Meinir Simpson

Kiel House Stores, Newport

We have just done a refit with Costcutter, and we've cut down our range and moved it right by the till, which will help drive

impulse purchases. We've cut our range by around 20%, mostly women's magazines, but it's far more important what you actually do with your display than the size of it. We've made our bay brighter with better lighting, and our customers have already commented on the new arrangement.

LETTERS

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

SOLD THE FRONT PAGE! THANK YOU FOR YOUR SUPPORT

After nearly 30 years, we have sold The Front Page.

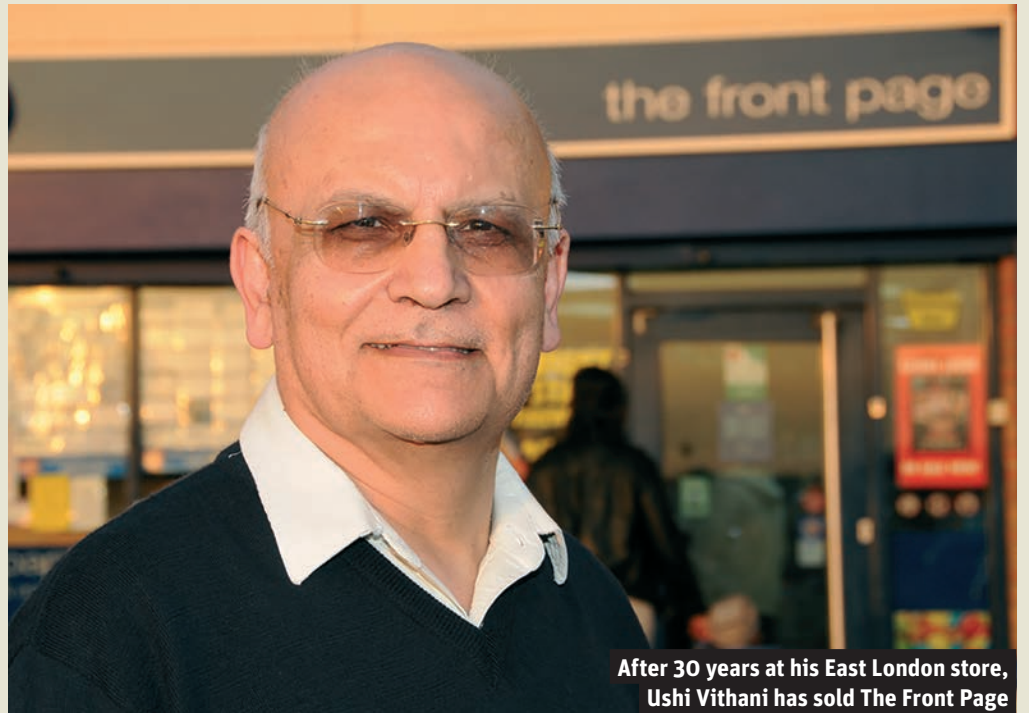
Over the years we have had the privilege to work alongside like-minded colleagues whose commitment to customer service and the willingness to adapt to the changing retail environment has enabled the store to become an integral part of the community.

As a result, we have won a number of regional and national awards. My gratitude to all leading trade publications for keeping us updated with related matters within the trade.

Special thanks to all at Newtrade for creating the Independent Achievers Academy. In a short time, it's become the Oscars of the trade awards and provides the benchmark to judge one's store against the very best in the industry.

Thank you to all our customers for their loyalty and to my wife for her vital support over the years.

Ushi Vithani
The Front Page,
East London



After 30 years at his East London store, Ushi Vithani has sold The Front Page

Major retailers' silence on cuts is deafening

With regard to your article on newspaper margins (*RN, 15 April*), I wholeheartedly agree with Neville Rhodes' reply. News UK's Chris Duncan's attempts to justify his newspapers' contempt for the independent retail trade – particularly when the link between publisher and major retailers is highlighted – is scandalous.

It is inconceivable to think that, knowing their dominance, the major retailers would merely accept a terms cut without complaint. They would not tolerate such arrogance from any other supplier.

Imagine Mr Duncan's reaction if they were to boycott his titles over their whole retail estate? I find the major retailers' silence deafening, and the publishers' position unfair on the independent trade, despite their comments to the contrary.

Guy Pollington
Pollington Newsagents
Walton-on-Thames, Surrey

Have publishers formed a cartel?

Chris Duncan goes some way to justify the term cuts on the Monday to Friday edition of The Times.

But I have a number of questions. Why doesn't News UK pay more to HND retailers like myself or remove the cover price so we can sell at a price to cover our costs? Why do all publishers follow each other cutting terms? Are they working together like some sort of cartel? Why won't any publishers increase their pathetic 2p handling allowance?

In the case of the Star and Express price cuts – which are subsidised by retailers like myself – I haven't seen any increase in overall sales. People who are in charge of these businesses wouldn't take a wage or bonus cut.

What have publishers done to reduce carriage charges on fixed-price products? Can someone also explain to me who is paying for free newspapers at Waitrose?

As the old saying goes, pay peanuts, get monkeys. If Mr Duncan wants to invest in newspapers, he should invest Mr Murdoch's money, but not at the expense of newsagents.

Why do publishers treat retailers like second class citizens?

Vijay Patel
Higham Newsagents,
Higham Ferrers, Northants

Chris Duncan, News UK chief customer officer said:

"The package of price and margin paid delivers significant incremental sales value and cash margin into retail."

The benefit of selling a copy of The Times has been increased. We will also support retailers with additional cash where they can help us recruit their customers to subscription. In addition, News UK's investment in the independent retail universe remains unrivalled in the industry. Executed through our local field sales teams, we have been focused on how we grow your total shop sales through activity such as our store refit programme, perfect shops and home news delivery."

Animal tragic

I've had an ongoing issue with My Zoo Animals, particularly late deliveries and lack of response to my request for more copies. The latter issue is no longer relevant since I lost that customer after failing to save copies for him.

The former, however, is still a big problem and, more often than not, I don't receive the collectable on the day it's meant to come – Wednesday.

This is particularly unfortunate because my customer is only around my area on Wednesdays, so when I cannot give it to him that day he misses out on that week, and I risk losing him. Whenever I query it with Menzies, however, it says it's in the hand of the publishers.

Amit Patel
Belvedere News, Kent

Dave Shedden, head of communications at Menzies,

said: "We were sorry to read about Mr Patel's difficulties. In this instance, demand for copies of My Zoo Animals has outstripped supply. Our local team has taken action to locate replacement copies and have successfully sourced the missing issues, which will be consigned to him directly."

Peter Hilton, head of client relations at Comag, said:

"We have seen that recent sales performance has been stronger than anticipated at this point of the collection. National supplies have now been increased from issue N32 (on sale mid-April) onwards and we hope that this will help with any problems that Mr Patel and any other retailers have been experiencing on this collection."



Why doesn't News UK pay more to HND retailers like myself

Vijay Patel

Higham Newsagents,
Higham Ferrers

YOUR ISSUE

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WILL PCC CANDIDATES PRIORITISE RETAIL CRIME?

With PCC elections looming, RN has carried out its own survey to find out if candidates will make tackling retail crime a priority. We spoke to 10 candidates, seven of which pledged to make the issue a priority if they are elected.



Steve Uncles,
Kent,
English Democrats

Retail crime isn't one of my priorities, but community policing is high on my list. The best way of tackling retail crime is prevention. One way to do this is to have people on the ground who have the stature and presence to deter people who want to carry out this sort of crime. We would make it possible for people to have their own local police force, so where you have a group of shops together you will have a security guard who can be converted into a special constable, who will hopefully be taken more seriously than a security guard.



Patrick Lowe,
Sussex,
UKIP

As a person who has a business that has supplied retailers across the south-east for 18 years, I am fully aware of the challenges retailers face in terms of safety and the fact there are a lot more robberies and knife crime. Tackling the issue is a priority for me. My preventive policing plan is about getting police constables back out in the community on the beat. Retailers want face-to-face policing for extra security. At the moment it is reactive policing based on call centres and I want to move away from that.



Therese Hirst,
West Yorkshire,
English Democrats

I have been doing research on the issues retailers face following a

report by the Federation of Small Businesses. This area is quite neglected by law enforcers. I know it's controversial, but I have been considering private security. We can identify certain areas where shopkeepers and other businesses are struggling and prioritise those. I have never seen such an extent of robberies and burglaries in my area. There's a lot of violence attached to it and that needs addressing. Each shop should also have access to a panic button attached to a centre. I would make it one of my top three priorities as retailers need to feel they can run their businesses without fear of being murdered or attacked.



Melanie Hurst,
Northumbria,
UKIP

I am aware it's a big issue. I used to be the fraud manager in the town centre so I'm aware of the level of violence, and that it is on the increase. It would certainly be one of my top three priorities because of the significant impact it has, not just on retailers, but on the community around them if it's not tackled. One of the ways to tackle it is increasing the presence of bobbies on the beat.



David Whitehouse,
Warwickshire,
Independent

I was a police officer for 35 years and the head of the department for community safety, through which we set up a retail crime initiative where retail radios were given out as well as a database of prolific shoplifters. Over the last five years the number of officers on the beat has reduced and it would be my intention to get more visibility on the streets, by recruiting special constables. Along with rural crime, business crime is important and I am aware there are attacks on shopkeepers.

Higher visibility of policing is my top priority.



Chris White,
Hertfordshire,
Liberal Democrat

I am not fully aware of the extent of the problem, but I know it's bigger than shoplifting alone. I would look at making it a priority because without small retailers, high streets, side streets and corner shops would disappear, which would have a massive effect on the community and more vulnerable groups that rely heavily on shops they don't have to drive to. One of my broader themes is the need to communicate better with victims of crime, so I would also like a group of retailers in the area I can turn to for a constant update on issues.



Marc Jones,
Lincolnshire,
Conservative

We have had six knife-point robberies in Lincoln alone over the last two months, so it is something on the radar locally that needs tackling. The lack of neighbourhood policing, certainly in rural areas, makes it harder to get a police response quickly and that makes them an increased target, so we need to work to keep smaller communities protected. One of the initiatives I want to introduce is community constables who represent and serve only in that community. That would help support retailers, whether it's anti-social behaviour outside shops, shoplifting or violent attacks. It is a priority and it would remain a priority.



Barry Sheldon,
West Mercia,
Independent

We made business crime a policing priority in 2013 and since then have developed a business crime strategy. We are taking different

arms of action to reduce business crime and that includes crime against small retailers. We are big supporters of CCTV and have invested in it. That's all about making our town centres safer, protecting our businesses and we are encouraging business partnerships. Retail crime is very much at the forefront of our business crime strategy. More work needs to be done and if I'm elected it will remain a policing priority.



Kathryn Holloway,
Bedfordshire,
Conservative

I would propose that major retailers that employ store detectives release them to train as special constables. That would mean retailers small and large would enjoy umbrella cover from people who understand their priorities. I'm aware of the dangers, and it's a priority because these people don't have the protection of large store detectives and they quite often don't have money to invest in the security measures larger stores have in place. I will be supporting the creation of seven community policing hubs throughout Bedfordshire. Each will be headed up by a sergeant, with specials attached to it.



Ron Hogg,
Durham,
Labour

We have a very strong partnership with the North East Retail Crime Association and have worked with them for a number of years to look at how we can tackle crime against shopkeepers. One of things we do when we have shoplifters who have reformed is to take them to shops to advise shopkeepers how best to prevent shoplifting. It wouldn't be a specific priority, however. Because of the links to anti-social behaviour, violent crime and shoplifting, it is something that is a concern and a part of a wider priority.

NEVILLE RHODES

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Structural change is needed

With the current newstrade supply chain creating "an industry in crisis", Neville Rhodes suggests alternative options for a more sustainable future

Paul Baxter, the NFRN's chief executive, spoke recently about newspaper and magazine retailers operating within "an industry that's in crisis because its structures are all wrong".

That was putting it mildly. Unlike most other FMCG supply chains, where retailers are treated with respect as the gateway to consumers, in the newstrade the majority of news sellers are expected to take what they are given and do as they are told.

So sales are lost because deliveries arrive late, occasionally due to breakdowns or other unavoidable delays, but more often because publishers have not kept to their scheduled arrival times, or because cost-cutting by wholesalers has jeopardised their compliance with customers' RDTs.

Other sales are lost through the mis-allocations of copy, especially when retailers' requirements are sacrificed to meet internal targets.

Fixed cover prices benefit the publishers by contributing to an orderly market, but the quid pro quo for retailers should be proper negotiations with trade associations over terms.

Yet at a time when retailers were facing unprecedented increases in their employment costs, the three largest newspaper titles, the Sun, the Mail and the Mirror, reduced their trade terms

- the two red-tops by the same percentage on the same day.

As if this were not painful enough for retailers, Menzies turned the knife by increasing carriage charges for the second time in a year even though transport fuel prices remain around the same as they were eight years ago. Judge for yourself whether carriage charges have become a racket.

With so much wrong with the distribution system it's not surprising that sales in both categories continue to decline alarmingly. What is shocking is that so little is being done about it.

Retailers will have to confront this crisis themselves because no one else will. The competition au-



NFRN chief executive Paul Baxter has called for radical change before it's too late for the newstrade

thorities have spent years investigating the distribution system, and their most recent conclusion was that although it disadvantages retailers in some ways, there were insufficient grounds for ordering fundamental changes. Instead, they recommended that the industry resolve problems through self-regulation - a procedure with a long history of doing very little to help retailers.

If I were still in the trade I would be as ruthless and cynical in my work with the news category as the publishers and

wholesalers are in their treatment of retailers.

As for structural changes, I would immediately scrap cut-off times and give each wholesale manager discretion to commence deliveries at whatever time is necessary to ensure compliance with all RDTs. Cut-off times are pointless if they don't allow RDTs to be met.

Other immediate reforms should include tiered incentive schemes to promote sales, and measures to encourage sub-retailing to low-volume outlets when their wholesaler account becomes unviable.

Before too long the industry should also consider contracts between publishers and retailers, and the practicalities for groups of local retailers sharing a single drop-off point for their supplies, to reduce delivery costs and save carriage charges.

The publishers' and wholesalers' old standbys of terms cuts and carriage charges increases won't save the newstrade. As Mr Baxter says, it needs structural change - before it's too late.

Neville Rhodes is a freelance journalist and former retailer

★ Cutting terms doesn't pay

✦ It's now six months since Northern & Shell halved the price of the Daily Star, and both the daily and Sunday editions have gained sales. Retailers have not shared in the publisher's good fortune, however. The terms cut that came with the price reduction has cost the retail trade over £14,000 a day in lost margin, which is not much of a reward for those retailers who were daft enough to continue supporting the title. It was daft because by accepting a near-5p a copy reduction to their profits from Northern & Shell, those retailers sent a message to all other publishers that they could get away with terms cuts - and the Mail, Sun and Mirror duly reduced their percentage margins at the first opportunity. I look forward to the occasion when retailers finally demonstrate to a publisher that cutting trade terms doesn't pay.

INDUSTRY PROFILE

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Crimestoppers



When a crime needs reporting Crimestoppers is there to listen and feed back intelligence to the authorities. According to its director of operations Roger Critchell, it's a model that is finding much success

RETAIL NEWSAGENT Tell us about Crimestoppers.

ROGER CRITCHELL We work closely with the small business community to try to assist them if they have issues designing and running awareness and information-gathering campaigns in relation to crime. We also offer a platform for local communities to report criminal activity against retail.

RN How do you work with other organisations?

RC We tend to work with everybody from the police and trading standards to tobacco manufacturers on awareness campaigns when there is intelligence linking it to serious organised crime. We look at any requests with three things in mind – what is the criminal activity, who is the target audience, and what law enforcement agency is prepared to assist, because we don't do any activity unless there is a law enforcement agency prepared to take our information.

We then use money from the industry, whether that be a tobacco manufacturer or The Federation Against Copyright Theft, to fund the campaign. Through the Association of Convenience Stores we have also offered third party rewards for violent crimes.

RN Retail crime continues to have a devastating impact on the livelihoods of store owners. What are Crimestoppers' main areas of focus?

RC We see quite a lot of theft and robberies in relation to smaller stores. There's also the sale of illicit alcohol and cigarettes. In general, fraud is the biggest thing in all areas of retail, particularly online. We are getting more and more information about that and quite often it's internationally based so it's very difficult for law enforcement to tackle it.

RN What is the biggest challenge you face when tackling the illicit tobacco market?

RC There are two types of networks – shopkeepers who sell it because it's cheap and members of the public buy it, and then your more organised group where it goes one step further



We have seen about a 25% rise in information coming into us in the past 18 months

and people are selling it on, on behalf of serious organised crime.

Quite often people don't realise serious organised crime is behind it. People see it as a Robin Hood scenario where legal tobacco is taxed so heavily so all they are doing is evading tax.

They don't realise that what they're actually doing is fuelling serious, organised crime and driving harm straight back into their own communities.

RN How successful have campaigns run by Crimestoppers been?

RC We have seen about a 25% rise in information coming into us in the past 18 months. That's mainly because we have done more follow-up campaigns.

We have seen seizures of illicit goods as a result of information and intelligence that we have gained has helped target and disrupt criminal networks linked to illicit tobacco.

RN Is reporting crime effective?

RC We're assisting law enforcement agencies and I think the industry as a whole is helping to target these criminal networks. There is also a lot of prevention advice available from the industry and law enforcement and we are helping to highlight the problems. If there is more awareness that tends to lead to prevention and more information coming in to us so law enforcement can disrupt more criminal activity.

** Company CV **

Company Crimestoppers

Director of operations Roger Critchell

Profile Independent crime-fighting charity Crimestoppers helps law enforcement agencies locate criminals and solve crimes. It has an anonymous 24/7 phone number that can be used to pass on information about crime as well as an anonymous online platform. The charity pays cash rewards of up to £1,000 if the information provided leads to one or more people being arrested and charged.

Latest news The charity is in talks with various organisations about new campaigns targeting the sale of illicit and counterfeit goods.



INDEPENDENT
Achievers Academy

UNLOCK THE SECRETS TO YOUR SUCCESS



“The biggest benefit is the challenge of the assessment. Working through the categories gives us a chance to be honest with ourselves”

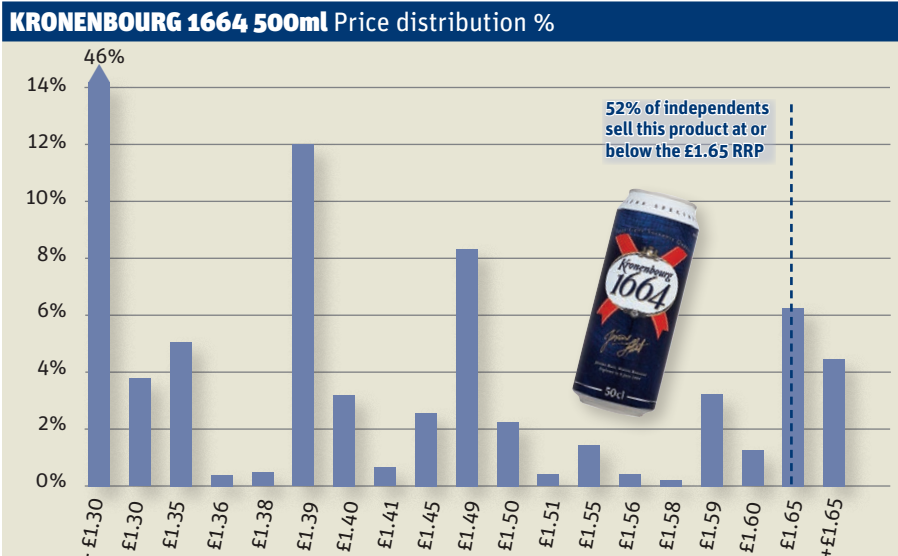
Julian & Jackie Taylor-Green
Taylor-Green Spar, Lindford
IAA 2016 Ambassadors

Benchmark your shop by May 20 at
betterRetailing.com/IAA



PRICEWATCH

LAGER



LAGER PRICES AROUND THE UK

PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Carling 15-pack 440ml	£12.99	£13.09	£10.00	£10.00	£10.00	£10.99	-
Stella Artois 4-pack 500ml	£5.69	-	£5.49	-	£4.49	£5.49	£5.00
Foster's 4-pack 568ml	£5.65	£5.50	£5.65	£5.65	-	£6.49	-
Stella Artois 500ml	£1.49	£1.34	-	-	-	£1.40	£1.25
Foster's 15-pack 440ml	£14.99	£12.27	£10.00	£10.00	£10.99	£10.99	-
Kronenbourg 1664 500ml	£1.65	£1.28	-	-	£1.49	£1.40	£1.25
Carlsberg 500ml	£1.25	£1.21	-	-	-	£1.10	-
Budweiser 4-pack 500ml	£5.49	£5.18	£5.49	-	£4.49	£5.49	£5.00
Carlsberg 4-pack 500ml	£4.39	£4.37	-	£4.39	-	£4.39	£5.00
Coors Light 4-pack 500ml	£4.99	£4.71	£4.99	-	£3.99	£4.99	-
Carlsberg Export 4.8% 4-pack	-	-	-	£5.25	£6.00	£5.25	-
Stella Artois pint can	£1.95	£1.97	-	£1.98	£1.89	£1.50	-

Pricing strategies

RETAILER

1



NAME NARESH GAJRI
STORE Premier Cranhill
LOCATION Glasgow
SIZE 2,900sq ft
TYPE housing estate

We have a mark-up of around 15% and always have a lot of promotions. They reduce our margins, but the supermarkets offer good deals and we have to provide something similar if we want people to buy from us. Tennent's is most popular, followed by Budweiser. Bottles of Budweiser have got a lot more popular recently. People tend to buy multipacks these days - 15-packs are growing in popularity. We stack them up near the counter to drive sales.

RETAILER

2



NAME DAN COCK
STORE Premier Whitstone
LOCATION Holsworthy, Devon
SIZE 1,200sq ft
TYPE village

We sell mainly pricemarked packs, with margins of 20% to 30%. Bigger packs sell much better than smaller ones. We stack up displays of 15-packs on the floor near the counter. They've become bestsellers, and sales of eight-packs have declined. Carlsberg is our most popular lager, but sales of Foster's have improved a lot in the past year. Sales of American and continental beers, such as Corona or Desperados, are improving.



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

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



Toby Hill
 editorial@newtrade.co.uk
 020 7689 3350

RETAILER

3



NAME SAMANTHA COLDBECK
STORE Wharfedale Convenience Store
LOCATION Hull
SIZE 1,600sq ft
TYPE high Street

We aim for margins between 18% and 22% on undiscounted lagers, and 10% on promotional lines. Lager sales are highly price-led, and our promotional stock sells very quickly. We keep as much as possible in the chiller, ready to drink, which makes a big difference to how well it sells. We sell four, eight and 15-packs – single cans are just an occasional purchase for our customers and we don't sell many of them. We're selling a lot of 15-packs now, particularly Carling, which always tends to be our most popular lager.

RETAILER

4



NAME JULIE DUHRA
STORE Jule's Premier Convenience Store
LOCATION Telford
SIZE 1,500sq ft
TYPE high street

We aim for a margin of around 25%, although most of our lager is pricemarked, which can be restrictive. We buy mostly from Booker, which has good deals on lager, with the same brands on offer every fortnight or so. We've seen beer sales fall in the past few years as people have less money to spend. They are also buying smaller amounts – packs of four instead of eight, for example.

RETAILER

5



NAME MEHMET GUZEL
STORE Simply Fresh Bethnal Green
LOCATION London
SIZE 1,700sq ft
TYPE high Street

We aim for a profit margin of 20%, presenting our lagers in the chiller without any fancy layout or displays. They sell fine like that. Traditionally, four-packs of Kronenbourg and Red Stripe have been most popular. But we're seeing a big growth in craft beers, which isn't surprising for this part of London. Craft beers bring in new customers, although we also see some old regulars trading up. Kernel Table Beer is particularly popular right now, but all our craft beers are going from strength to strength.

THE ENTREPRENEURS

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



DAVID LLOYD

Route to the top

David Lloyd was a well-known tennis player, captaining the British Davis Cup team in the 1970s and 1980s. The Essex-born entrepreneur opened the first David Lloyd Leisure Club in 1982. In 1995, when 18 branches had been established, Whitbread PLC acquired the company for £182m. Whitbread ran more than 50 David Lloyd Leisure Clubs but sold the company for £925m in 2007. The Lloyd family maintained a strong connection with the business. In 2013 London & Regional Properties agreed to sell David Lloyd Leisure

to TDR Capital for £750m. The group retains the David Lloyd Leisure name to this day.

Key achievements

- The David Lloyd Group now includes 89 UK and European David Lloyd Leisure Clubs, two exclusive Harbour Clubs and five David Lloyd Studios and a membership of around 440,000.
- In 1965 Lloyd won both singles and doubles titles at Junior Wimbledon and the following year was runner up in the junior singles.
- He was chairman of Hull City AFC and Hull FC.



Lessons for your store

- 1 Capitalise on what you know – Lloyd looked at how he could incorporate his tennis knowledge into a business.
- 2 Find a gap in the market – Lloyd introduced family-oriented, racquet sport-focused gyms, which were new to the market.
- 3 Look at the bigger picture – by joining Whitbread and then TDR, Lloyd's gym brand has grown to almost 90 centres.

RETAILER PROFILE



‘Starbucks in a c-store’

With his store located in a once run-down area, London retailer Anwar Haq faced the difficult decision of whether to expand his shop or face closure. He chose to invest and has grown sales thanks to new opportunities such as fresh coffee. **Steven Lambert** reports

Located just a short walk from the heart of London's business district, Canary Wharf, Anwar Haq's Nisa Local store is a haven for office workers looking for a quick bite to eat and families looking to do a larger shop at a reasonable price.

But it didn't always used to be this way. With Anwar's father establishing the business as a small newsagents in 1980, the landscape back then was very different to today.

Anwar says: "We used to have problems with drug dealers using the walkways and garages around the back of the store.

"It got to the point where the council told us to either extend the store into the garages to deter them, or risk being closed down."

Deciding to tackle the problem head on, Anwar expanded the floor space from around 1,000sq ft to 2,800sq ft in 2002 and, three years later, joined the Nisa symbol group to expand into fresh fruit and veg, chilled and frozen food and general groceries.

The investment coincided with the redevelopment of the Docklands area, with a number of new homes helping to attract more families and builders to the area.

"We made some big changes to the store to make it more inviting," says Anwar. "For example, we had parents using the nearby school who were concerned about alcohol being located at the front of the store, which

they thought would encourage youngsters to pick it up.

"We listened to them and moved this to the back of the shop, where we can also keep a better eye on it for security reasons."

Working with the community, Anwar says the situation has become "much better", and has allowed him and his team of 12 staff members - including his son Zubair - to look at new opportunities to grow the business.

This includes working with Aryzta Food Solutions to trial the group's Seattle's Best Coffee unit, which uses the same blend of coffee as Starbucks.

Anwar says: "We had a coffee machine before where we charged 80p a cup, but we were only selling up to 10 cups a day.

"We installed the new machine about a month ago, and customers are telling us that the taste is milder and is much better. We're now doing on average 110 cups a day, which is a big difference."

The unit also comes complete with promotional stands for Anwar to stock food-to-go lines from Aryzta's brands, Otis Spunkmeyer and Cuisine de France. Shoppers using the machine can pick up croissants, doughnuts, cookies and other treats as part of a £2.50 or £3 deal.

"We have had a lot of people picking up products when they get a coffee, especially in the morning where we're most busy," says Anwar.



I think it's very important to support your community. We're about to give £2,000 to the local youth club through donations raised through the store."

ANWAR HAQ



Anwar used to sell around 10 cups of coffee a day, but now sells 110 cups a day with his new machine



"It got to the point where the council told us to either extend the store into the garages to deter them, or risk being closed down"

In addition, Anwar has worked with Aryzta to introduce the firm's Pierre's hot food-to-go concept.

The store now features a counter promoting breakfast items such as bacon and sausage baps in the morning, and toasted baguettes, popcorn chicken, sandwiches and other meals in the afternoon and evening.

The range is promoted with a digital menu by the counter, with customers able to order food to take away or eat in at a small seating area located nearby.

"It's helping to keep people in the store for longer and they often pick up more products when they do," says Anwar.

These products include a vast range of chilled and frozen goods to suit all tastes and budgets, including more exotic products such as authentic homemade curries, crayfish tails and a large selection of coconut waters.

Anwar says future plans will focus on building up his food-to-go and coffee sales, including adding an extra digital screen to attract more trade to his Pierre's counter.

He says: "I've been in the area for 40 years and we've always tried to offer the best service and deals to customers, and we'll continue to do so."

VISIT MY SHOP

Nisa Local

286 Manchester Rd,
London
E14 3HW



Want to see more of Anwar's store?
Go to betterretailing.com/anwar-haq

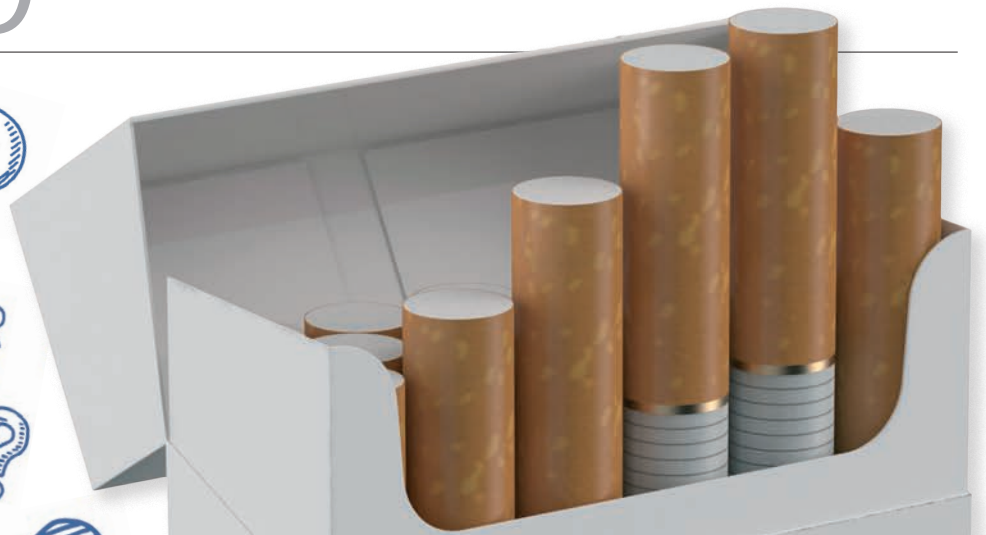
TOBACCO



Is tobacco a category still worth bothering with? When will menthol cigarettes disappear? Will my wholesaler help me through the changes?

With not one, but two, unprecedented new sets of regulations about to arrive, keeping abreast of developments in the market has never been more difficult. Or important.

To get you ready for both the EUTPD II and standardised packaging, RN looked for answers to some of our readers' most pressing questions and discovered the details that both you and your staff need to know to keep up.



Your Questions Answered

The arrival of EUTPD II and (almost certainly plain packaging) is less than one month away, but are you and your team ready? **Tom Gockelen-Kozlowski** and **Toby Hill** put your questions to the industry. With billions of pounds of sales at stake, can you afford not to read on?



What is EUTPD II?

A The EUTPD stands for the European Union's Tobacco Products Directive. It's a series of rules regarding the way tobacco products are manufactured, packaged and sold within the EU. It was recently updated, earning it the "II".

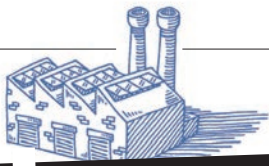


Now is not the time to start getting rid of 10-packs and rolling tobacco formats that are still selling

What is plain, or standardised, packaging?

A Plain or standardised packaging rules stem from UK rather than EU legislation. They mandate what cigarette packs and roll-your-own tobacco pouches must look like.





What's happening when?

A **20 May 2016**
EUTPD II and standardised packaging legislation is due to come into force. From this point no manufacturer can produce non-EUTPD II compliant products. A 12-month sell-through period begins.

20 May 2017
The sell-through period ends and retailers must not sell any non-EUTPD II compliant stock.

2020
Menthol cigarettes are banned, along with other flavoured tobaccos.



“ Staff who are knowledgeable about the legislation will aid a store in being compliant and guide customers through the changes



How are cigarettes affected?

A 21 of the 25 top-selling cigarettes will be banned by EUTPD II

Minimum pack sizes will be raised to 20 cigarettes, making 18, 19 and 10-packs illegal. Cigarettes will have to be sold in plain packaging, 65% of which must display a health warning.



How will the biggest-selling tobacco products be affected?



A Research by Retail Newsagent shows that 21 of the 25 top-selling cigarette packets will become illegal in May 2017.

With the arrival of plain packaging as well as the EUTPD II seemingly certain, should I change the way I manage this category to prepare?

Kate Clark

Sean's News,
Upton-upon-Severn



The orthodox answer so far has been “no”. “It’s business as usual, nothing should change in terms of category management for now,” says Jeremy Blackburn at JTI.

He specifically points to availability and ranging as being cornerstones of good practice that retailers should follow. This, he says, will “make sure stores remain a destination for smokers”.

The one point where adaption might be wise at this point, JTI says, is on staff training. “Training will become increasingly important as staff who are knowledgeable about the legislation will aid a store in being compliant and guide customers through the changes, helping to secure repeat custom,” he says.

Philip Morris’s sales director Jerry Margolis agrees that “getting the fundamentals right will be critical”.

He adds that the need for good availability extends to products that are covered by the EUTPD. “Now is not the time to start getting rid of 10-packs and rolling tobacco formats that are still selling,” he says.

Significantly, however, Mr Margolis is one of the first figures from a major tobacco manufacturer to move away from merchandising advice that has existed for decades. “Taking lessons from

Australia with plain packs, we would recommend retailers to merchandise their products alphabetically by brand name, as this has made it easier for staff to find products customers were looking for.

Mr Margolis goes so far as to advise retailers to consider moving away from the traditional behind-the-counter gantry. “Also, if they have an opportunity to put tobacco above or below the counter, this will free up more space for them to display high margin lines such as spirits. A back bar gantry behind closed doors will not be the best use of their space,” he says.



Is a gantry still the right option for your store?



TOBACCO

I feel like as a business we're ready but our customers are totally ignorant of the upcoming legislation. We're doing our best to educate them but is there any prospect of some kind of industry or government campaign to prepare people?

Lorraine & Trish Lettley

EJ Teare
Newsagents,
Wellington,
Somerset



The answer is almost certainly not. The government is not going to run a campaign that tells people how to buy tobacco and manufacturers are not able to communicate with the public because of the long-standing ban on advertising.

So what can you do? JTI's Jeremy Blackburn urges retailers to make sure they're ready to answer any EUTPD-related questions. "It is crucial that independent retailers follow Lorraine and Trish's example and are in a position to answer smokers' questions," he says.

If it's a frustration that once again the trade is put at the frontline of not only implementing new regulation, but also explaining it – one positive is that it doesn't have to do it alone. JTI is one of a number of manufacturers committed to supporting retailers to educate their customers. Its "Your Guide Through Change" initiative provides, Mr Blackburn says, "a go-to source of industry-leading advice that offers reassurance and clear, practice steps to continue to profit."

Similarly, Imperial Tobacco describes its educational "Partnering for Success" initiative as offering "guidance around EUTPD II and standardised packaging legislation" – again highlighting that suppliers are beginning to be more open about the likelihood of plain packaging coming into force.



Why bother to keep selling tobacco products at all?

A Market research shows that tobacco is a key offering for convenience stores. 39% of adult smokers say tobacco is their main driver to visit. The average spend of a tobacco smoker is £10.57, almost double that of a non-tobacco smoker (£5.45).



Has plain packaging legislation been introduced elsewhere?

A Plain packaging came into force in Australia in 2012. Ireland and France have also passed plain packaging legislation.



What is plain packaging intended to achieve?

A Plain packaging aims to dent smoking rates by removing brand imagery, one of the few customer-facing marketing techniques left to tobacco companies.



Australia has had standardised packaging for four years

How has plain packaging legislation affected tobacco sales in Australia?



A The Australian Bureau of Statistics reported a 12.2% yearly fall in tobacco consumption between December 2013 and 2014. BAT, however, has insisted that the legislation has not prevented Australia being a boon market in the Asia Pacific region.

Fall in tobacco consumption in Australia
12.2%

How has plain packaging affected levels of illicit trade in Australia?

A According to a KMPG report, Australia has witnessed a 3% rise in the illicit tobacco trade since the introduction of standardised packaging in 2012.

3% rise in illicit tobacco

When does the ban on menthol cigarettes come into force?

A Retailers will no longer be able to sell menthol flavoured cigarettes from May 2020.

Will flavoured tobacco other than menthol be affected by EUTPD II?

A Yes. From May 2020 all products that give cigarettes a characteristic flavour other than tobacco will be banned (for example, candy, alcohol, vanilla, fruit, spice, herbs.)

Can retailers sell pricemarked packs?

A Pricemarked packs can no longer be produced. Existing stocks can be sold until 19 May 2017, when their sale will also become illegal.

Imperial Tobacco is working hard to inform and educate

Track & Trace is a technology intended to combat the illicit trade in tobacco products. It consists of a code on cigarette outers that identifies legitimate products and enables them to be tracked at each point of movement from production through to end sale.

What is meant by "Track and Trace"?

When during the year will the TPD-compliant stock begin to appear on the market and when will 10-packs and small RYO products disappear?

Mark Ansell

Liskeard News, Liskeard, Cornwall



Earlier this week, Ritmeester field development manager Andy Swain told RN his company will have non-TPD product available until September, but other industry sources have said they expect this stock to remain in circulation until as far away as February.

To put these predictions in context, Ron Ridderbeekx, head of legal and external affairs at British American Tobacco, told RN how the transition from current tobacco packaging to EUTPD II and plain-packaging compliant packaging, is causing major challenges for manufacturers.

One is the uncertainty caused by late passing of legislation (draft rules will not be sent to parliament until 22 April), is creating difficulty with supply. Another is the requirement that factories stop producing for a period of time as machinery is updated or replaced to produce the newly-mandated packaging.

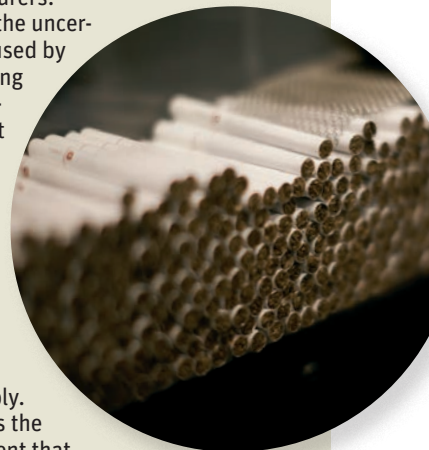
Backing Mr Swain's point, Mr Ridderbeekx says the result of these challenges is higher production of existing pack sizes.

"BAT has had to produce higher stocks prior to the 20 May 2016 manufacturing deadline in order to avoid out of stocks," he says. "The TPD explicitly provides for transitional provisions to allow product manufactured before 20 May 2016 to be sold until 20 May 2017."


Meanwhile, with the 2017 deadline still 13 months away, Andrew Miller, Imperial Tobacco's head of field sales, says the company is working to inform and educate retailers about the legislative in-and-outs and the potential impact EUTPD II and standardised packaging will have on their businesses.



Flavoured tobacco will disappear



Your Guide Through Change

 Your guide through change

Clear practical advice on TPD2

JTI has launched a brand new initiative to support retailers ahead of the new EU Tobacco Products Directive (TPD2) legislation - '**Your Guide Through Change**'. The comprehensive communications plan will see JTI provide online training modules, educational videos and easy-to-read information packs, all available 24/7 through JTI Advance, so that retailers know what to do when.

Here, JTI provides industry leading advice and clear, practical steps for now, to ensure retailers continue to profit from the tobacco category and are up to speed on the legislation. TPD2 will come into force from May 2016. There will be a year's sell through period, meaning that from May 2017 a range of tobacco products will be banned from sale... **but for now it's business as usual.**

What are the changes and the key dates?

May 2016

Manufacturing Deadline

Last date to manufacture packs less than 20 ready made cigarettes and packs less than 30g roll your own.

May 2017

Sell Through Deadline

Packs less than 20 ready made cigarettes and packs less than 30g roll your own can no longer be sold in the UK.

Standardised pack design (shape, size, materials and opening mechanisms).

What should I do now?

In a changing environment, it's more important than ever that retailers focus on best practice and get their **availability** and **range** right. JTI has developed **ARTIST**, which stands for Availability, Range, Training, Innovation, Sales and Technology - a simple six step guide to maximising tobacco profits.

Full details can be found on jtiadvance.co.uk

A	AVAILABILITY	R	RANGE
<input checked="" type="checkbox"/>	Is your gantry fully stocked with no gaps?	<input checked="" type="checkbox"/>	Do you stock a wide range of pack sizes and price marked packs?
<input checked="" type="checkbox"/>	Do you have a dedicated member of staff to manage gantry stock levels?	<input checked="" type="checkbox"/>	Do you know the best-selling formats and brands in your area?
<input checked="" type="checkbox"/>	Do you have a plan in place to manage out of stocks should they occur?	<input checked="" type="checkbox"/>	Do you stock a wide selection of brands across all price segments?

Retailer insight

Here, tobacco retailer, Joseph Mooney, talks about the importance of availability and range in a changing environment.

Joseph Mooney, Tobacco Retailer Mooney's Convenience Store, Scotland

“Having a good range and maintaining availability is key. Print out your planogram and speak regularly with your existing adult smoker customers – take note of what is selling well and listen to the types of products that they want. By focusing on training my staff and communicating with customers we've ensured that our sales haven't been affected.”



**Worth
£15bn¹**

in the UK, tobacco is the biggest FMCG category and the No.1 contributor to store turnover in the convenience channel²

97%

of existing adult smoker shoppers, in the traditional convenience channel, said tobacco was one of the reasons for visiting³

Where do I find more information?

JTI has created a video containing everything retailers need to know about TPD2. To watch the video, visit the legislation section of **JTI Advance** at: jtiadvance.co.uk/article/tobacco-products-directive

Here retailers will also find a training module which they can use to ensure staff are well trained on the law and regulatory and legislative changes.

If you haven't signed up yet, speak to your sales rep or contact **JTI's Customer Care Line on 0800 163 503**.



JTI Advance
Leading Tobacco Together



www.jtiadvance.co.uk

1. JTI Estimates 2015. 2. IGD Research 2015 - sales contribution by category (2014). 3. JTI IPSOS Research 2015. JTI's UK trading company is Gallaher Limited.



TOBACCO

What are the new prices going to be? We've already had to adjust to selling 17s and a lot of our customers just want to know what the price will be if pack sizes change. It's all about the cost at the end of the day.

Vip Measuria

Prior Way One Stop, Derbyshire



The best indication of price so far comes from BAT which has already made its larger Cutters Choice format EUTPD II-compliant at 30g. How much does it cost? It's currently pricemarked at £10, and although this is a more of a premium RYO brand than others, it gives an indication of the dramatic rise in price smokers are going to have to get used to.

With pricemarking removed from packs and tobacco hidden behind covered gantries there may be a temptation for retailers to boost their margins and raise prices. It's something the industry is warning store owners against.

"Regarding price, we highly recommend retailers stick to the manufacturer's RRP, or at least shop around their area to make sure they're in line with the marketplace," says Jerry Margolis at Philip Morris. "When we went dark, shoppers immediately assumed that prices had gone up on tobacco, so retailers need to keep this in mind in an even darker market. If they over-price tobacco, they will out-price themselves against their competition," he says.

Imperial Tobacco's Andrew Miller agrees with this sentiment. "Indications show that the downgrading trend is set to continue," he says. The company's value cigarette brand Carlton recently rose to become the top-selling cigarette in the independent channel and Mr Miller admits that, like other manufacturers, Imperial "needs to continue to offer compelling solutions" to down-trading customers, whatever the legislative environment.



When will new "Track and trace" features be implemented?



New Track and Trace security features will be implemented in May 2019.



How is rolling tobacco affected?



The same packaging rules that apply to cigarettes will apply to packets of rolling tobacco. The minimum pack size will be a pouch of 30g.



What is the key date for retailers?

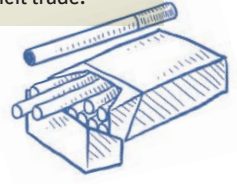


Retailers will no longer be able to sell packs of less than 20 ready-made cigarettes, or rolling tobacco packs less than 30g, from May 2017.

How will customers or retailers be able to identify different cigarette brands under plain packaging rules?



All packs will be brown in colour, with the brand and variant name given in grey text. No logos or other branding will be permitted. Retailers will have to identify brands from the name alone.



We dealt with the display ban and I think we can deal with plain packaging too, but what comes after? Is there any indication what the next big regulation will be?

Joey Duhra

Jules' Premier Convenience Store, Telford



One of the major criticisms of the way that successive governments have dealt with tobacco regulation is that, before a particular set of rules have even been implemented, new regulation is being considered.

"The government seems intent on layering increased regulation upon retailers without analysing the impact of existing legislation first," says Jeremy Blackburn, head of communications at JTI.

Yet once the arrival of plain packaging is confirmed and in place, is there much more regulation that can be put onto this category? The answer, predictably, is yes.

Alongside further regulation on smoking in public places and other restrictions not directly concerning retailers, tobacco licensing, in line with alcohol retailing, is the idea most commonly proposed idea.

While some argue that such a move would benefit the fight against the illicit trade and provide greater penalties to retailers found to be breaking tobacco legislation, others are less convinced.

"The government is consulting on introducing tobacco licensing, so we have to view this as a live threat, though one we can seek to address with a strong evidence-based submission to that consultation," says ACS chief executive James Lowman. He doubts that there would be any of the promised benefits regarding illicit trading. "Licensing systems load costs and administrative burdens on retailers, and the registration scheme adopted in Scotland has not been effective in tackling the illicit tobacco trade."

"We will be calling on HMRC and enforcement agencies to use the existing resources and penalties to tackle the illicit trade."



Will I get any support from my wholesaler to make sure I'm compliant and in-stock?

Vip Panchmatia
Hexagon Stores,
Andover



From work that RN's sister magazine Better Wholesaling did to report on this sector the answer seems to be an unequivocal "yes".

"The role of the wholesaler, to act as a link between supplier and retailer, has never been more important," Palmer & Harvey managing director Martyn Ward said. As the single biggest tobacco distributor in the UK, the wholesaler is in an important position and Mr Ward says the company's "van sales team are on hand to talk to retailers and prepare them for upcoming changes," he told Better Wholesaling earlier in the year.

James Bielby, chief executive of the Federation of Wholesale Distributors, agrees. "Wholesalers always make sure their customers are up to date with legislative changes and they will support them during the transition to standardised packaging over the next 12 months through their retail clubs, business development managers, online advice and depot staff."

To know the exact details of what support is available from your wholesaler contact them directly.



Will electronic cigarettes also have to carry health warnings?

A Yes. They will have to carry a health warning that makes up at least 30% of the text on the packaging.



Will there be changes to restrictions on product sizes of electronic cigarettes?

A Yes. A maximum refill size of 10ml will come into force, with a maximum nicotine content of 20mg/ml.



How much opportunity will there be to find success as a tobacco specialist retailer and how can I create this niche for my store?

Paul Patel

W H Smith Local,
Diben Purlieu



Manufacturers such as Ritmeester argue that while many retailers will inevitably de-list slow selling products, other retailers will benefit from becoming specialist stores. And with pipe and cigar packaging exempt from any incoming plain packaging legislation, there are advantages to specialising too. "Products such as cigarillos, which have a double filter for a smoother smoke, are designed for cigarette smokers who want to have something different." Clearly being the only branded option available to many customers should benefit this category.

To aid retailers making this switch, Ritmeester – which produces the Royal Dutch cigar range – says its sales team have begun a process of educating retailers which, it hopes will be passed on to customers. Mr Swain describes the lack of public knowledge over the changes as "frightening".

The second, method of specialisation is to invest in the growing e-cigarettes market. Earlier this month BAT publically stated its ambition to become the most innovative market leader in the category and all major e-cigarette suppliers are investing in this fast-maturing category.

Although the EUTPD II regulations may provide challenges to retailers – there is a similar 12-month sell through period for non-compliant e-cigarette stock – it is striking that this is a category where new regulation is being welcomed in most quarters. "At Blu we welcome most of the changes. We believe the legislation will improve the quality of products available in the market," says Marc Michelsen, senior vice president of communications and public affairs.

To take advantage of this growing sector Blu recommends using in-store posters, promotions and display units – all things that are no longer possible in tobacco but which can help independents develop a reputation for having a specialist range.

Did retailer and other industry lobbying against EUTPD II achieve anything?

A British American Tobacco's Ron Ridderbeekx thinks so. He says three key compromises were achieved:

1 The 12-month sell through period for retailers

2 The removal of a proposed ban on bevelled packaging

3 A delay in the banning of menthol cigarettes to 2020

WHAT HAPPENED NEXT?

With just weeks to go until their implementation, final confirmation of the rules surrounding the EUTPD II and standardised packaging regulations is yet to appear. In terms of EUTPD II the legislation still needs to be transposed into UK law but this is likely to be just a formality. Standardised packaging is, however, still subject to a legal challenge in the high court. A final judgement is expected in early May and you can get all the details, reaction and advice in **Retail Newsagent**.



CIDER

Who are your cider-drinking customers? As **Lee Graham** argues, the answer will say a lot about the kind of products you should stock and the merchandising advice you should heed

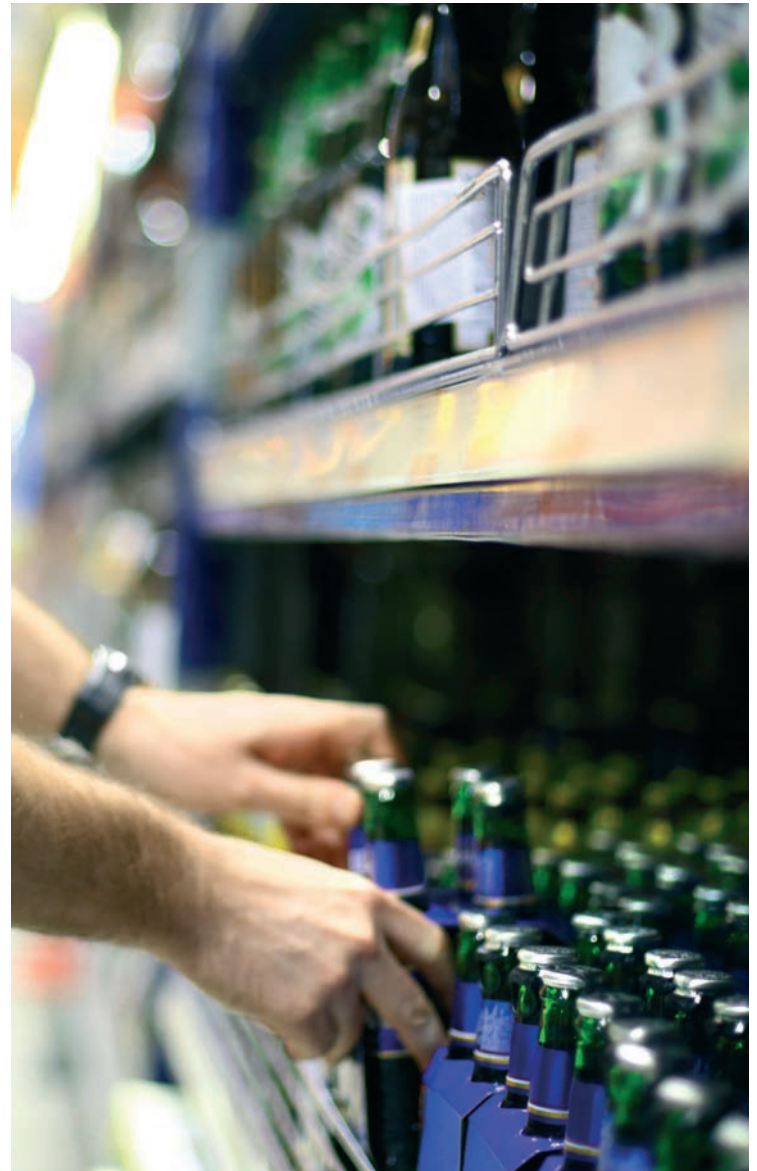
Is your range up to date?

The cider market has diversified in recent years, with different cider products appealing to different demographics. So it makes sense that retailers who understand which customers are buying which types of cider, and target their ranges accordingly, will be giving themselves the best shot at capitalising on the category.

RN takes a look at four types of cider customer, and speaks to suppliers and retailers to find out how you can best meet the needs of your customer base.



Our flavoured ciders are massive with the under-35 age group



Cider has gained many new fans among the young

The flavour-seeker

Fruit cider is the fastest-growing segment in the cider category, experiencing double-digit growth. According to retailers, these drinks are most popular with younger drinkers.

“Our flavoured ciders are massive with the under-35 age group,” says Sam Coldbeck of Wharfedale Premier in Hull. “Our best-selling can is Strongbow Dark Fruits, while Bulmers Crushed Red Berries & Lime and Bold Black Cherry are also doing nicely. Strangely, Bulmers Zesty Blood Orange isn’t doing so well with us, despite the national trend.”

Indeed, Zesty Blood Orange was the biggest-selling new cider product of 2015 according to Heineken, bringing one million people into the Bulmers brand - 50% of whom were new to the cider category. The company recently stopped producing its Bold Black Cherry variant in

favour of a new Wild Blueberry & Lime flavour.

“The launch was encouraged by research indicating young adults’ desire for flavour experimentation. Blueberry’s popularity is soaring in the UK, yet surprisingly there has been no mainstream blueberry-flavoured cider in the market - until now,” says Emma Sherwood-Smith, cider director at Heineken.

In an innovative market, new flavours can drive sales



TOP TIP Keep abreast of new flavours. In addition to Bulmers Wild Blueberry & Lime, new products likely to be a hit with flavour-seekers include Kopparberg Frozen Mixed Fruit Cider, and Old Mout Kiwi & Lime and Passionfruit & Apple from Heineken.



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TRADES SHOPPERS UP TO SPEND MORE

**STOCK UP
NOW**

1. Nielsen total Coverage UK 12 w/e 10.10.15
2. MAT w/e 13.02.16

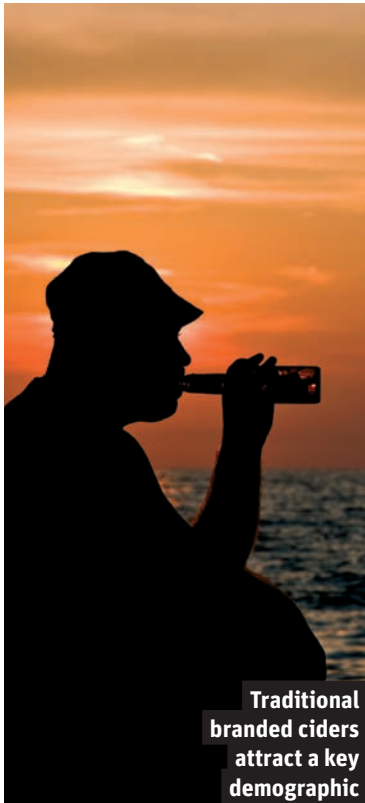



STRONGBOW

**CLOUDY
APPLE**

for the facts drinkaware.co.uk

CIDER



Traditional branded ciders attract a key demographic

The brand-loyal customer

“Merrydown Vintage Medium cider in 750ml bottles has shown particularly strong growth in impulse stores, where sales volumes are up by 19% and value has increased by 22% over the past year,” says Debs Carter, marketing director for Merrydown.

She attributes this success partly to the brand’s heritage, which resonates particularly well with older customers.

“Merrydown celebrates its 70th anniversary this year and the brand has an established and very loyal consumer base,” says Ms Carter.

“There’s been a lot of shelf space being given to the new wave of cider brands targeted at 18 to 30-year-olds, but retailers should note that almost



two-thirds – 60% – of cider is consumed by the over-35s. A third of all cider consumers are actually aged over 50, and that percentage is growing.”

Another brand to find success in this area is Strongbow with its cloudy variant, though available in cans, presents a similarly traditional proposition.

And, according to the most recent data, apple cider is now growing ahead of flavoured cider in convenience, with a 17% uplift in sales value and volume – pushing its volume share of glass-bottled cider sales to 43%, just short of flavoured ciders’ 48% volume share.

Meanwhile, sales of pear cider are continuing to decline, and this now accounts for just a 9% volume and 7% value share of these bottles’ sales.

TOP TIP

“While some brands are flourishing, others are showing steep double-digit declines in sales,” says Debs Carter. “This makes it essential for retailers to stock the brands that continue to perform well and have the staying power to ride out the rise and fall of the category.”



Almost two-thirds – 60% – of cider is consumed by the over-35s

The value hunter

“Our biggest sellers are the 3l bottles at the cheaper end of the market,” says Julian Hull of Nisa Local in Southminster, Essex. “Perhaps there was a time when cider would be considered an older man’s drink, but these days I’d say value ciders are more popular with middle-aged women, if anything.”

“We have four or five of the cheaper brands on offer, including 3 Hammers and Frosty Jack’s, which at £4.45 for 3l is our cheapest. Frosty Jack’s is also our biggest-seller, so there’s a clear relationship between low price and high sales.”

It’s important to recognise the kind of area in which your store operates, as what works for Julian won’t necessarily work for every store. Indeed, Terry Caton of Londis on Chatsworth Road in Chesterfield, Derbyshire, says: “We’re in an area I’d describe as mid-to-high-end, and we sell hardly any Frosty Jack’s. But in my previous store, which was right next to a council estate, we shifted 20 to 30 cases of it each week. There’s no way we’d get those types of sales in this area.”



There’s a clear relationship between low price and high sales

TOP TIP

If you’re in an area where value is key, be sure to stock the cheapest and best-selling larger bottles. The biggest sellers nationally are Strongbow 2l (average price £3.06), Frosty Jack’s 2l +50% free (average price £4.18) and perry brand Lambrini 1.5l (average price £3.46).

The next generation

According to Diageo, makers of Pimm’s, ‘spiders’ (spirit ciders) are the “third stage of the premium-ciders evolution” and are attracting a new generation of cider drinkers.

Daf Pugh Williams, senior innovation commercialisation manager at Diageo, explains:

“Stage one was glass bottle served over ice, and stage two was flavours such as pear. Then last year, Pimm’s introduced Cider Cup, which combines Pimm’s No.1 with British cider and a hint of strawberry and cucumber flavours.”

“While flavoured cider continues to show strong growth, we are conscious that we need to evolve with our consumers’ tastes,” adds Mr Williams. “We believe that ‘spider’ drinks represent a potential sales opportunity of over £14m across total trade.”

Retailer Samantha Coldbeck says these ‘spider’ products are gathering pace in her store and advises fellow retailers to keep them chilled, as this can make a big difference to sales. “Without a shadow of a doubt, people will buy from chilled. Ideally we’d keep all our cider chilled, including the 1l and 3l bottles, but sadly we just don’t have the fridge space.

“We’ve just looked at the figures



Warmer weather helps boost sales

for Easter this year compared to last, and all our alcohol is down this year. The reason? Last Easter was hot and sunny; this year was a washout. The weather plays a massive part. And if it’s hot, drinkers of all kinds are going to want cold drinks.”

TOP TIP

“When stocking your fridge, the faster-selling categories and products should be at eye level,” advises Diageo’s Daf Pugh Williams. “Place top sellers in the centre of the category as they act as ‘anchor’ brands. And remember, visible pricing is a key factor in the decision to purchase.”



Pimm's Cider is a ‘spider’ according to Diageo

PREVIEW



Grab a slice of this

United Biscuits has added pricemarked packs to its McVitie's Slices and Flapjacks ranges.

RRP £1
Outers 10
Contact 0800 138 0813



Easy cheesing

Kraft Heinz is bringing its Macaroni & Cheese frozen ready meals to the UK, available in three flavours.

RRP not given
Outers not given
Contact 020 8573 7757



What's got Nestlé smiling?

Nestlé will back up its sponsorship of National Smile Month with the launch of Polo Sugar Free Extra Strong next month.

RRP 50p
Outers 48
Contact 01904 604 604



Fancy that!

Premier Foods is promoting its Mr Kipling French Fancies in a new £2.5m TV campaign.

RRP not given
Outers not given
Contact 01727 815850



We're all screaming here

Häagen-Dazs is launching its ice cream in 300ml tubs for the convenience sector.

RRP £3.50
Outers not given
Contact 01895 201100



Plenty of power

Plenty has updated its The Original One and The Fat One kitchen towels to make them 15% stronger.

RRP not given
Outers not given
Contact 01582 677400



Free always tastes better

Unilever is launching a 40% extra free version of its Flora ProActiv 250g packs this month.

RRP not given
Outers not given
Contact 01293 648 000



Are you festival ready?

Red Bull is launching limited edition can designs to promote its Culture Clash music festival.

RRP various
Outers various
Contact 01344 418 396



Tasty cakes, tasty margins

Premier Foods has launched pricemarked packs on its Mr Kipling and Lyons products exclusively for convenience retailers.

RRP £1 - £1.69
Outers various
Contact 01727 815850



C'mon let's twist

Budweiser is launching bottles featuring Twist-Off caps designed to eliminate the need for bottle openers.

RRP not given
Outers not given
Contact 01582 391166



Check this, FitBit

Lucozade Sport will give away FitBit fitness checkers in a new campaign fronted by England footballer Harry Kane.

RRP various
Outers various
Contact 0800 096 3666



Summer's coming!

Costcutter has revamped its Independent ice cream range with new pack formats and flavours.

RRP various
Outers various
Contact 01904 488 663

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THIS WEEK IN MAGAZINES

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Kids' favourite

CLANGERS MAKING A NOISE ON THE SHELVES

They've been on a planet of their own for more than 40 years. Now they're casting their spell on a whole new generation of youngsters

THIS LAUNCH is based on animated children's series, Clangers. The magazine is aimed at children aged three to five, and contains stories and colouring-in pages. Issue one, which will be going into just shy of 8,300 independent stores, comes with a sticker section, a Clanger alphabet poster, a whistle and a figurine toy. Clangers, which is about a family of creatures who live on a moon-like planet, is a longstanding series originally aired by the BBC in 1969. A new series, narrated by Monty Python actor Michael Palin – pictured above with two of the show's stars – started in June last year on the CBeebies TV channel, with high viewing figures.



CLANGERS MAGAZINE
On sale 27 April
Frequency monthly
Price £2.99
Distributor Frontline
Display with CBeebies Magazine, Swashbuckle and Octonauts.

Round up



NADIA ALEXANDROU
Magazines
reporter

ADOPT A LONG-TERM STRATEGY

Making phonecalls for this week's vox pop on what retailers thought of Tesco's return to profit for the first time in three years made me think about the importance of a long-term strategy in a difficult market.

Bal Ghuman, of Premier AK News in Shrewsbury, thought the media's comparison of the multiple to an oil tanker was a lesson to be learned for all retailers. He said: "To drive profit in either business you would have had to start implementing that strategy years in advance, which is something any retailer needs to consider to make his business sustainable."

It's clear that Tesco's impressive turnaround was not down to good weather or one-off events, but to careful long-term planning that saw it return to profit in a challenging and competitive market dominated by massive discounters.

Similarly, in the tough and declining market of newspapers and magazines, independent retailers have the capability of implementing measures to secure a profitable long-term future for this part of their businesses.

Paul Patel, of WH Smith Local in Dibden Purlieu, Southampton, told me of his plan to create another magazine bay alongside where his customers queued for his post office counter. On it, he would put high-value special interest and topical magazines to attract customers' attention.

Doing something like this may mean setting aside time in an already-busy week, but once in place, your changes can help you earn revenue with little or no effort in the long-term.

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STICKER PACKET: 50P
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THIS WEEK IN MAGAZINES



Bestsellers News & current affairs

Title	On sale date	In stock
1 Private Eye	13.04	<input type="checkbox"/>
2 Economist	16.04	<input type="checkbox"/>
3 Weekly News	23.04	<input type="checkbox"/>
4 New Scientist	23.04	<input type="checkbox"/>
5 Spectator	16.04	<input type="checkbox"/>
6 Irish Post	23.04	<input type="checkbox"/>
7 The Week	23.04	<input type="checkbox"/>
8 Investors Chronicle	22.04	<input type="checkbox"/>
9 Irish World	16.04	<input type="checkbox"/>
10 The Gleaner	14.04	<input type="checkbox"/>
11 New Statesman	15.04	<input type="checkbox"/>
12 The Voice	14.04	<input type="checkbox"/>
13 National Geographic	29.04	<input type="checkbox"/>
14 BBC History	22.04	<input type="checkbox"/>
15 Barbados Nation	21.04	<input type="checkbox"/>
16 New Yorker	25.04	<input type="checkbox"/>
17 Monocle	21.04	<input type="checkbox"/>
18 Nature	14.04	<input type="checkbox"/>
19 The Oldie	31.03	<input type="checkbox"/>
20 Time International	25.04	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



LOVE TO KNIT & CROCHET

Love to Knit & Crochet is a new monthly title from Time Inc. UK's The Craft Network series. Each issue will be covermounted with a gift, and the first issue comes with a kit to crochet a miniature cat and kitten. This 68-page magazine is for all those who knit and crochet, from beginners through to advanced knitters and crocheters. Content is divided into four sections that are based around trends, ideas, pictures and patterns.



On sale 22 April
Frequency monthly
Price £5.99
Distributor Marketforce
Display with Love to Make, Knitting & Crochet, Simply Knitting



FROZEN

This issue of Frozen comes with several gifts, including an Elsa Snowflake twirler, a memory box craft activity and a cut-out board game. Sales figures from the Audit Bureau of Circulations in February showed Egmont Publishing's Disney Frozen retained its position as the leading children's magazine in the market. This echoes the animated film's performance, which became the fifth highest-grossing film in box office history.



On sale 27 April
Frequency monthly
Price £3.99
Distributor Seymour Wilson, My Beautiful Princess, Girls Love



CLASSIC AMERICAN

This issue of Classic comes polybagged with a free A1 events guide wallplanner. All UK newstrade copies of the May edition include the supplement, which features all the major events happening in the sector and advertisements for a range of related services. Alongside its regular sections, the May issue includes features on a 1968 Mercury Cougar, a 1963 Chevrolet Corvair Monza, a 1970 Dodge Challenger and the 2016 Wheels Day event.



On sale 21 April
Frequency monthly
Price £4.40
Distributor Comag
Display with Motorcycle News, Auto Car, Classic Car Weekly



SLAM

The next edition of SLAM is a special collector's issue called Kobe Bryant, which is all about the player and his 20-year career in basketball. He is set to retire from basketball at the end of the current season, and this tribute to him will cover his time at the club and his international playing career. This includes "rare" photos from his career, as well as an exclusive questions and answers piece.



On sale 27 April
Frequency monthly
Price £5.95
Distributor Comag
Display with Kitesurf UK, Hoops NBA, Darts World



SPARKLE WORLD

This bonus issue of Sparkle World comes cover mounted with recently-launched collectable Magiki Mermaid. This edition also includes a My Little Pony nail set, as well as a Barbie competition, stickers, stories and activities. Magiki Mermaids, launched by De Agostini, went on sale on 20 April, and is being supported by a four-week TV campaign.



On sale 21 April
Frequency monthly
Price £2.99
Distributor Comag
Display with Frozen, Pink, Disney Princess

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ISSUE 5's ON SALE 28 APRIL





BBC GARDENER'S WORLD

The May issue of BBC Gardener's World includes a Gardens to Visit Card and a 68-page guide. The re-usable card allows readers 2 for 1 entry to more than 400 gardens across the UK and the Republic of Ireland until April 2017. This issue also includes part two of the Back to Basics series, focusing on the 25 essential gardening techniques. A retail sales value of £828,000 is expected for the issue.



On sale 26 April
Frequency monthly
Price £4.50
Distributor Frontline
Display With Gardens Illustrated, Amateur Gardening, Modern Gardens



TAB TAKE A PUZZLE

This issue of Take a Break's Take a Puzzle is offering readers the chance to win over £10,000 in prizes. This includes a £3,000 break to Alicante, £2,500 in cash prizes, a three day trip to Cologne, a DVD box set and £500 worth of vouchers. Take a Puzzle is the second best-selling mixed content puzzle magazine in the UK and offers readers 68 pages of a variety of popular puzzles.



On sale 28 April
Frequency monthly
Price £2.20
Distributor Frontline
Display with TaB Take a Crossword, TaB Puzzle Selection and Puzzler Collection



WORLD OF CRUISING

This month's issue includes a guide to the top 10 locations in the Mediterranean, as well as two competitions to win a Saga Cruise and a luxury chauffeur driven weekend break. According to Marketforce, World of Cruising is the UK's best-selling cruise magazine. Also in this issue there is a guide to the best holiday reads, cruise tips from the experts and a pick of the top 10 cruise spa treatments.



On sale 23 April
Frequency 8 issues a year
Price £4.95
Distributor Marketforce
Display with Conde Nast, Traveller, Living France, National Geographic Traveller



OH COMELY MAGAZINE

This issue of Oh Comely is themed around sisters, featuring interviews with Welsh actress Alexandra Roach and musician Frankie Cosmos. Newly published under Iceberg Press, this will be the magazine's 30th issue and will be distributed to an extra 2,000 independent newsagents. This issue will also feature guest illustrator Talluah Fontaine and a review of American artist Georgia O'Keeffe's work, 100 years after it was first exhibited in Chicago.

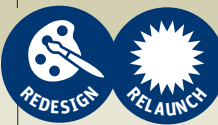


On sale 15 April
Frequency bi-monthly
Price £5.00
Distributor Comag
Display with Elle, Red and Vogue



ANGLING TIMES

The Angling Times is changing from a newspaper to a magazine format, with the first edition out on 26 April. According to Frontline, the newspaper generates £2.1m in retail sales value, which is forecast to increase to £2.3m a year in its new format. This issue comes with two wagglers (floats) and will contain more pages for the same price.



On sale 26 April
Frequency weekly
Price £1.99
Distributor Frontline
Display with Your Coarse Fishing, Anglers Mail, Carp Talk

Industry viewpoint

Simon Carrington

Publishing director, BBC Good Food, BBC Top Gear



Cooking has never had such a high profile in the UK media. Across magazines, online, events and of course, TV, we are surrounded by an absolute proliferation of recipe content and chefs all helping us to be better cooks.

BBC Worldwide is at the forefront of the UK food media industry, publishing both the UK's biggest-selling food magazine and market-leading website. For UK magazine retailers, the cookery category is worth almost £13m annually and is a sector in growth. BBC Good Food generates 30% of that retail sales value and outsells its nearest competitor by almost three to one.

The magazine industry is changing, though, as readers' habits evolve and demands on their time change.

Magazines have to change too in order to stay relevant. As magazine publishers, our job is to create products that allow our audiences to indulge their passions, and in food that passion extends beyond recipes. And so BBC Good Food magazine is changing to give readers a greater breadth of content in addition to the wonderful recipes our readers love.

Our new magazine is bigger in size and we've added more pages. The magazine now includes some of the UK's highest-profile food columnists covering travel, restaurants and wine. In the first issue of our new-look magazine, Britain's favourite cook, Nigella Lawson has selected 12 of her favourite recipes exclusively for readers of BBC Good Food.

By investing in BBC Good Food magazine we hope to be able to enjoy a shared success with retailers across the UK.

Top tip
 As the UK's number one food media brand, ensure you place BBC Good Food magazine front of fixture to capitalise on the success of the cookery market.



COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

HOW SANDIP KOTECHA'S BESPOKE DIGITAL APP BOOSTS SALES AT HIS LONDIS STORE

Plus, Bintesh Amin reveals some great new ideas for improving his stores, and how hot drinks could drive additional sales throughout your shop this summer



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	15	100	8.99
Build the Millennium Falcon	68	100	8.99
Cake Decorating Relaunch	163	165	2.99
Dinosaurs & Friends	61	80	5.99
Jazz at 33 and third RPM	7	70	9.99
Official Star Wars Factfile	117	120	2.99
Simply Stylish Knitting	16	90	3.99
Star Wars Helmets Coll'n	8	60	9.99
Zippo Collection	16	60	19.99

Eagle Moss

3D Create & Print	66	90	6.99
Build A Solar System	35	104	6.99
DC Comics Graphic Novel	18	60	9.99
Disney Cakes & Sweets	137	160	4.50
Doctor Who Figurines	70	70	7.99
Marvel Chess Collection	67	96	8.99
Marvel Fact Files	162	200	3.50
Military Watches	57	80	9.99
Star Trek Ships	70	70	10.99

Hachette

Art of Crochet	34	120	2.99
Art of Knitting	65	90	2.99
Art Therapy	57	100	2.99
Black Pearl	119	120	5.99
Build the Mallard	86	130	7.99
Build the U96	86	150	5.99
Classic Pocketwatches	96	100	8.99
Dr Who Complete History	17	80	9.99
Judge Dredd Mega Collection	34	80	9.99
Marvel's Mightiest Heroes	61	60	9.99
My 3D Globe	68	100	5.99

RBA Collectables

Amazing Dinosaur Discovery	60	80	5.99
My Zoo Animals	33	60	5.99
Precious Rocks, Gems & Minerals	65	100	5.99
Real Life Bugs & Insects	83	85	5.99

Collectables

DeAgostini

Magiki Bunnies	2.50
Frogs & Co	1.99

Magic Box

Zomlings Series 4	0.50
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Collectables

Topps



Disney Frozen Friendship Activity Cards
Starter £4.99
Cards £1.00



Shopkins
Starter £2.99
Stickers £0.50



Force Attax Extra
Starter £3.99
Cards £1.00



Shopkins
Cards £4.99
Stickers £1.00



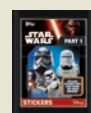
Hero Attax
Starter £4.99
Stickers £1.00



Star Wars Force Attax
Starter £4.99
Cards £1.00



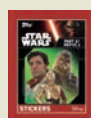
Match Attax 2015/16
Starter £3.99
Cards £1.00



Star Wars Stickers
Starter £2.99
Stickers £0.50



Match Attax Extra 16
Starter £3.99
Cards £1.00



Star Wars Stickers Part 2
Starter £2.99
Stickers £0.50



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



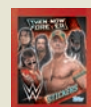
UEFA Champions League Official Sticker Collection
Starter £2.00
Stickers £0.50



Minions
Starter £2.99
Stickers £0.50



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



WWE
Stickers £2.99
Cards £0.50

Panini



Abatons Humans
Starter £5.99
Stickers £1.25



Republic of Ireland stickers
Starter £3.99
Cards £0.70



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



Star Wars Abatons
Starter £7.99
Cards £1.00



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



The Good Dinosaur
Starter £2.99
Stickers £0.50



Fifa 365
Starter £2.99
Stickers £0.50



Wales Sticker Collection
Album £2.99
Stickers £0.50



Fifa 365 Adrenalyn XL
Starter £4.99
Cards £1.00



World of Batman
Starter £2.99
Cards £0.50



Northern Ireland Sticker Collection
Album £2.99
Stickers £0.50



Zootropolis
Starter £2.99
Cards £0.50



Paw Patrol Stickers
Starter £2.99
Stickers £0.50



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FOCUSSED ON INDEPENDENT RETAILING

Newspaper terms

Daily newspapers Margins/pence

Sun	50p	11.15p
Mirror	65p	14.5p
Mirror (Scotland)	70p	15.61p
Daily Record	65p	14.30p
Daily Star	20p	4.84p
Daily Mail	65p	14.50p
Express	55p	13.31p
Express (Scotland)	30p	7.26p
The New Day	50p	11.60p
Telegraph	£1.40	32.62p
Times	£1.40	30.10p
FT	£2.70	54p
Guardian	£2.00	44.00p
i	40p	10p
Racing Post	£2.30	54.00p
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	22.40%
Express	55p	24.20%
Express (Scotland)	30p	24.20%
The New Day	50p	23.2%
Telegraph	£1.40	23.30%
Times	£1.40	21.50%
FT	£2.70	20.00%
Guardian	£2.00	22.00%
i	40p	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
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%
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	£1.30	27.30p
People	£1.30	27.30p
Star Sunday	50p	11.05p
Sunday Sport	£1.00	24.3p
Mail On Sunday	£1.60	33.60p
Sunday Mail	£1.70	35.70p
Sunday Mail (Scotland)	£1.60	33.60p
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	£1.30	21.00%
People	£1.30	21.00%
Star Sunday	£1.00	22.10%
Sunday Sport	£1.00	24.30%
Mail On Sunday	£1.60	21.00%
Sunday Mail	£1.70	21.00%
Sunday Mail (Scotland)	£1.60	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 16-17 April

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,175g	950g	10g	1	10g
Sunday Times	995g	670g	35g	3	15g
Sunday Telegraph	990g	555g	190g	3	125g
Mail on Sunday	870g	435g	80g	2	45g
FT	850g	515g	0g	0	0g
Guardian	835g	335g	80g	3	65g
Times	760g	440g	60g	5	20g
Sun	715g	410g	70g	4	30g

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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IN ASSOCIATION WITH



Back in the day

100
YEARS AGO

22 April 1916

After several unsuccessful efforts, it appears that Liverpool will at last have a really strong Newsagents Association of its own. Thanks to Mr J Taylor, who, prior to coming to Liverpool, rendered yeoman service as secretary for the Preston newsagents, a successful inaugural effort has been made.



50
YEARS AGO

23 April 1966

The old newspaper kiosk on the corner is fast becoming a 'mini store', says the Daily Mail. Besides selling tobacco – the newspapers' traditional companion – these shops now have a big line in sweets, stationery, greetings cards, ice cream and soft drinks and even smaller toys.



25
YEARS AGO

27 April 1991

Extra costs to retailers could be on the horizon following a move to halve the tobacco industry's shopfront advertising. The news comes as tobacco companies and the government announce additions to their voluntary agreement on tobacco advertising, promotion and health warnings.



Shelf barkers takes on a whole new meaning...

An Italian supermarket has come up with a novel way to attract trade from dog lovers – new trolleys complete with a section for pooches to sit in.

The Unes store, located in the city of Liano, has launched the custom trolleys after noticing many of their customers were making trips to the store while walking their dogs.

The news went viral when shopper Luca Landoni posted a picture of her Jack Russell using one of the carts on Facebook.

Gianfranco Galantini, owner of the store, said: "The owners of small dogs can

now avoid having to leave them outside, giving them peace of mind to take all the time they need to make their purchases."

For those worried about the state of the trolleys after being used by Fido, they are cleaned after every use. And if you happen to have an Alsatian or husky, tough luck – the trolleys are only designed with small dogs in mind.

The concept has become so popular with shoppers that Unes is looking to roll it out to its other stores.

Some will no doubt see it as a genius move but, frankly, we think they're just barking mad.



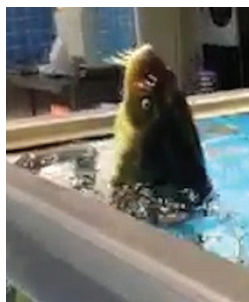
A likely tail from Siberia

A Siberian supermarket has seen a 's-pike' in customers with its latest attraction – a live dancing fish.

The funky sturgeon has become an online hit after videos emerged of the animal standing up on its tail and appearing to perform dance moves.

Nobody has been able to explain exactly why the fish is behaving in such

an unusual manner. Some speculate its performance is used to impress shoppers into not buying him for supper. Rather more grimly, others believe the fish is trying to end its life, due to fact that it holds its head above the water for prolonged



periods.

Either way, we can certainly see it as a late frontrunner for Siberia's Got Talent...

AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



How long will it be before The Daily Telegraph price is increased to £1.60 Monday to Friday now that The Times has gone up to £1.40? It's surely just a matter of time.

And, of course there is The Guardian and Observer increase as well – are they really hoping to sell the Observer at £3 a copy?

I can see it following in the footsteps of The Independent before long. I wouldn't mind but every time papers increase in price, people think us newsagents make extra profit as well, but they couldn't be more wrong.

I had finished my round on Saturday 9 April and was on my way back to Stafford when I saw flashing blue lights. A police car was across the road at the junction with the lane that goes up to Ranton.

I got sent up there to divert through Ranton Village, back down Hextall Lane in order to get back on to the main road.

I was later told that there had been a fatal accident and that section of the main road had been closed off.

Apparently a motorcycle had collided with a fire engine and the rider had died at the scene. The road was closed for a number of hours and now there are bunches of flowers marking the spot where he died. My thoughts go out to his family.

As I deliver down High Offley bank, it is quite high up and you can see for miles.

On Saturday 16th the view was spectacular – snow had fallen overnight which covered the Wrekin, the Stretton Hills, the Long Myndd. You could even see the tops of the Llangollen mountains in Wales it was so clear, with a perfect panoramic scene. It made my morning so special.

I thought, despite the problems we encounter some mornings, how very fortunate I am to have a job that enables me to see these very beautiful sights.

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