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Police: We won't pursue shop theft



- My Local boss Mike Greene hits out at police chief after officers told not to investigate shoplifting reports.
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EUTPD II

Shock as cig PMP already vanishing

Lambert & Butler and Richmond Menthol among first to lose price flashes days into new law. Page 4 >>



On to a weiner Eleanor Tyler, daughter of Sibylla UK representative Richard Tyler, helped dish out hotdog samples at Ramesh Shingadia's Londis Southwater store. Mr Shingadia is one of 10 retailers, including Raj Aggarwal and Bintesh Amin, trialing the Sibylla food to go unit, which offers margins in excess of 50%.

CONVENIENCE

Wholesale bosses: Don't cut pricemark margins

Give retailers better terms to protect sector, suppliers told. Page 4 >>

Post Office pledges to make postmasters convenience experts to attract younger customers. Page 14 >>



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LEADER



With consumer demand and food trends ever changing, an offer can quickly get tired and irrelevant



CHRIS GAMM

Editor

@ChrisGammRN

In last week's issue, we profiled Best-one retailer Tharmalingam Gnana-chchandran's 18th and newest store. With so much experience, Tharmalingam knows better than to roll out a fixed store template. Instead, he and the market surveyed the competition and built an offer around local demand and market gaps.

Assessing the market is common when a new store opens, but how often do you review what's around your established store? With consumer demand and food trends ever changing, an offer can quickly get tired and irrelevant.

Shopper marketing consultant Phillip Adcock shared a great model to check this. Visit every store within a six-minute radius of your customers, he told RN last week, and make sure you have better, more relevant ranges and services and the best customer service.

I put it to the test on Monday and visited three stores within six minutes of the office to buy my lunch. The big Sainsbury's was the cheapest, but least inspiring, with meal deals £3 or less depending whether you pick Taste the Difference or standard sandwiches.

The Co-op c-store had a good mix of salads, wraps, snacks and interesting drinks like coconut water in its set £3.25 lunch deal. Boots was the priciest at £3.79 or less, but had great variety. I saw a customer concoct a meal of sushi, a pot of nuts and seeds and a bottle of cactus water.

I bought my lunch in Boots because meal deals are £1 for O2 customers on Mondays. But I returned to Co-op the next day because it had a good selection for a reasonable price and was most convenient, saving eight minutes on the round trip.

If your customers looked at the options around them like I did, is your offer good enough to make yours their shop of choice?

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"IN THE FIRST YEAR WE BEAT OUR TARGET BY 50%. BY THE END OF THE SECOND YEAR WE BEAT THE FOUR-YEAR PROJECTION"

– FRANKIE AGO ON HOW HE HAS BUILT HIS SUCCESSFUL BUSINESS Page 20 ►►

NEWS



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Price hike welcomed with some concerns

Trinity Mirror's price increase on two of its national Sunday titles could earn retailers an extra £977k a year, but some fear it will increase the risk of customers switching to digital or subscriptions.

The publisher raised the cover price of The Sunday Mirror and People by 10p to £1.40 on Sunday 5 June, while maintaining terms on both at 21%.

The price increase means retailers will receive 29.4p per copy. Based on the latest ABC figures, retailers will make an extra £700k for the Sunday Mirror, and £277k for the People per year.

Andrew Newton, of Nisa Local in Dudley, said: "I'm only concerned about cash margins, so I'm happy."

However, Ushi Vithani, of The Front Page in London, said: "More broadsheets are putting both the cover and subscription price on titles, thus increasing risk of losing them to digital and subscriptions."

Scheme in firing line

A tobacco licensing scheme in England "will not stamp out the illicit trade" and will "target legitimate retailers", according to the NFRN.

In its response to a HMRC consultation on the measure, the federation warned tobacco licensing would place more unnecessary burdens on "hard-pressed" retailers.

In place of licensing, the NFRN has proposed the introduction of a tobacco retailers' register, which it believes would be easier and more cost-effective to operate and would be more effective at tackling illicit tobacco trading.



Sandeep bags better beer sales

Sandeep Bains, of Simply Fresh in Kent is encouraging customers to trade up from four-packs to six-packs by pre-bagging and promoting cans of his best-selling beer: Stella, Foster's and Kronenbourg. He said: "This makes it an easy and convenient purchase because they're chilled and ready to go. I promote them at £7, whereas for a four-pack it's £5, which makes it more likely customers will buy them on impulse."

Wholesalers should work together to protect indies Worry over National Living Wage pressure

Don't cut pricemark margins, suppliers told

by Gurpreet Samrai

Suppliers must reverse the trend of reduced margins on pricemarked packs to retain a strong independent sector, wholesalers fighting for better terms have warned.

Wholesalers told RN several manufacturers are providing inadequate returns on pricemarked products, putting more pressure on wholesalers and retailers facing increased costs.

John Baines, trading director at Today's Wholesale Services, said: "Retailers are facing increased pressure on margin with the introduction of the National

Living Wage, which over the next couple of years will rise to about 3%, according to recent estimates. Other legislation such as auto-enrolment will also impact margin. If their selling price is fixed, where does this come from?"

Philip Jenkins, managing director of buying group Sugro, said combined wholesaler and retailer margins are dropping below 20% in more and more instances, whereas "they must be in excess of 25% minimum for both parties to make a viable profit".

"There is a requirement for suppliers, if they wish to

retain a broad marketplace and a strong independent sector, to reverse the trend of reduced margins on pricemarked packs. Retailers and their wholesale supply chain need to enjoy fair profitability," he said.

"To resolve the problem, it is necessary for all parties in the independent sector to combine in persuading manufacturers to maintain fair margins on price-marked packs."

Naeem Khaliq, Day-Today symbol group controller at United Wholesale Scotland, added: "Pricemarked packs are very important for our retailers and we would like

to see them continue, but it will hurt wholesalers and retailers if the margins are not fair.

"Lobbying individually will not help the wider market. What will happen is the wholesalers that lobby hard for themselves will get rewarded by some sort of margin enhancement. For it to benefit everyone, it has to be done collectively."

Today's Group, Sugro, and United Wholesale Scotland added that they constantly try to negotiate better terms with manufacturers to keep the sector viable.

Several manufacturers declined to comment.

Surprise as pricemarked tobacco goes

Independent retailers have expressed their surprise at the removal of pricemarked packs from a number of tobacco brands just weeks after the introduction of EUTPD II legislation.

Store owners this week told RN pricemarked tobacco packs have begun disappearing from wholesalers despite retailers

having until 20 May 2017 to sell them through. Manufacturers ceased production of price-flashed packs last month under new EUTPD II laws.

Dan Cock, owner of Premier Whitstone Village Stores in Devon, said he could no longer get price-marked Lambert & Butler Kingsize 10s and Richmond

Superkings Menthol 10s.

"I'm surprised they have started going so early. I would have thought Imperial would have more in stock," he said.

John Vine said Costcutter has also started delisting pricemarked packs from its ordering site, adding "they are getting more difficult to find".

A spokesman for Imperial said it notified retailers last month that it expected pricemarked packs to start disappearing from the start of June.

He added: "The removal of pricemarked packs on specific brands and pack sizes will be driven through consumption rates."

My Local boss attacks 'low priority' given to retail theft 'Thieves are being protected'

Police 'make mockery' of shop crime says Greene

by Gurpreet Samrai

The police have been accused of "making a mockery of our tax and crime control systems" by a convenience chain boss who claims criminals are being protected by officers refusing to investigate shop theft.

The criticism comes from Mike Greene, chief executive of My Local, who told RN a store manager in Crumpsall, Greater Manchester, was told by a police officer that the superintendent for the area has instructed his officers to no longer respond to shoplifting incidents.

"Police across the country seem to be actively trying to dissuade retailers from reporting shop theft because they see it as low priority," Mr Greene said.

"It's making a mockery of our whole tax and crime control systems. By police saying they are not going to address it, thieves in effect become protected by them."

My Local Crumpsall manager Chris Foulkes told RN the statement was made to him by a police officer after he lodged a complaint that CCTV relating to various incidents dating back to April had not been collected or investigated.

"We could have several

incidents a day, sometimes costing £80 each," he said. "My Local is a multi-million-pound national business and if they are saying that to us, what does that mean for independent retailers?"

NFRN head of public affairs Adrian Roper said the statement is "extremely concerning" and he will be contacting Greater Manchester Police (GMP).

He said: "They are leaving retailers exposed because someone stealing a couple of packs of crisps could move on to something more serious as they realise there is no penalty for retail crime."

Mr Greene told RN he is escalating his concerns with ministers because he is "sick of the police treating retail crime as low-level".

Chief superintendent Wasim Chaudhry of GMP's City of Manchester team, said: "We will investigate shoplifting offences and will make an assessment based on threat, harm and risk to determine the most appropriate response at that time."

"Each incident is assigned an appropriate grade and there are some incidents that warrant an immediate response, which we will treat as a priority."

Training on new fivers

The Bank of England is offering training materials to retailers to help them prepare for the launch of £5 polymer bank notes on 13 September.

It has launched videos, posters, leaflets and a smartphone app providing information about the new plastic notes and will offer advice to store owners and staff about their new security features and how to check for forgeries.

It will also give guidance on what software updates retailers must introduce to their cash machines to handle the notes.

More information about the materials, which are all free of charge, can be found on the 'New Fiver' website.

Indies invest

Independent retailers have invested £600m in improving their businesses over the past 12 months, with a record £181m spent in the last quarter, according to the Association of Convenience Stores.

However, the trade body said overall spend per store is declining 1.4% year on year as a result of rising employment costs caused by pension auto-enrolment and the National Living Wage.

Remain ahead

A survey of 500 independent and hospitality businesses has revealed the Remain campaign is edging ahead just two weeks before the EU referendum vote on 23 June. Research by Epos Now found 48% of businesses would vote to stay in the EU, with 45% in favour of leaving and 7% undecided.

Retailer scoops £100k Lottery in own store win

A convenience retailer has described her "shock" after selling herself a £100,000 winning Lottery scratchcard from her own shop. Christine Cole celebrated the big win on the 10x Cash ticket with her husband Peter outside their Super Shop business in Portsmouth last week. Mrs Cole said: "I've been playing scratchcards for years, but this is the biggest win I've ever had."



Tobacco bosses face NFRN conference quiz

Tobacco manufacturers will take centre stage to explain their plans to minimise the risk of retailers losing sales at next week's NFRN annual conference in Torquay.

Representatives from four suppliers and an HMRC director will make presentations at the conference to explain to retailers

the effect plain packaging and EUTPD II will have on sales.

Paul Baxter, NFRN chief executive, said: "With EUTPD II, it is critical the tobacco industry explains its plans to NFRN members on managing the change to minimise potential loss to sales."

Voicing the concerns

of many retailers, Ray Monelle, owner of Orchard News in Somerset and NFRN vice president, said: "60% of my sales are of smaller tobacco packs so it's a major issue for my business."

Other key topics to be addressed at the event include retail crime, the future of Camelot in

independent stores and carriage service charges. Retail crime will also be high on the agenda.

● News from conference and the first interview with new national president Ray Monelle in next week's issue, and full coverage in 24 June issue. Live coverage on Betterretailing.com and @RetailNewsagent.

NEWS

BUSINESS



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One Stop rethinks meal deal options

One Stop has followed a revamp of its chilled and fresh range with the launch of new meal deals for its franchise stores.

The firm is adding products such as fruit bags and cocktail sausages to offer shoppers 'hundreds of combinations' in its £3 lunchtime meal deal, which includes a main dish, snack and soft drink.

In addition, One Stop has moved its evening meal deal from 'three for £6' to 'two for £4' and added more lines such as pizzas and garlic bread following a successful store trial.

Lizzie Reynolds, customer director at One Stop, said: "We have had only positive feedback from customers and are continually looking at delivering great value and choice to all."

Bargain Booze's £20,000 incentive

Conviviality Retail is offering retailers signing up to its Bargain Booze franchise 'at least £20,000' to invest in their businesses under the company's latest recruitment drive.

The company is also promising access to more than 4,000 grocery lines and more than 2,500 chilled lines delivered up to five times a week for new starters under its Bargain Booze and Bargain Booze Select Convenience fascias.

Conviviality announced it had opened 126 new stores and attracted 38 new franchisees in its latest financial results for the year ending 1 May 2016.



Indie retail star loses illness fight

Mark Gillett, managing director of Gillett's Callington Ltd, passed away at his home on 25 May after a long battle with illness. Mr Gillett ran one of the largest independent retail businesses in the UK, with 63 Spar stores serving shoppers in southern England for more than 30 years. His funeral took place in Tavistock on Tuesday.

Wanda-ful loyalty idea at Bmorelocal

New Bmorelocal retailer Wanda Winchester told RN she is working with Blakemore Wholesale to develop a bespoke shopper loyalty scheme as part of early plans for her store.

Mrs Winchester and her husband Marc reopened their Sawnsea convenience store this Friday under the new fascia, which is being promoted as a premium concept centred on fresh, chilled and food to go. The first Bmorelocal store opened in Grimsby last Saturday.

Speaking to RN, Mrs Winchester said the new symbol group presented a "fantastic opportunity" for convenience retailers.

She added: "We're just putting in the final touches but we're already



talking to Blakemore to see if we can introduce a loyalty scheme for shoppers in the near future."

Meanwhile, Blakemore's Fine Foods division announced it has updated its 'Best of British' alcohol catalogue offering a number of new premium beer, ciders, wines and spirits to retailers.

The brochure will allow store owners to choose from more than 470 products from 75 different local suppliers.

Retailers and symbols join forces on soccer displays Groups unveil marketing promotions

Great sales on the cards as fascias embrace Euro 2016

by Steven Lambert

Convenience retailers are expecting big sales from Euro 2016 and other summer sporting events after working with their symbol groups to develop bespoke promotions and eye-catching merchandising materials.

Craig Crossey-Truesdale, store manager at The Chalet Costcutter in Portadown, County Armagh, has been working with his group to develop a dedicated Euros beer display, including a set of goal posts made entirely from multipacks of Carlsberg.

The move has led to an additional £5,000 in sales for the store in the first week,

with Northern Ireland footballer Luke McCulloch also visiting the store to admire the display (pictured left).

Mr Crossey-Truesdale (pictured right) said: "We're offering a £1.50 saving on eight-packs of Carlsberg and we'll be running offers on products associated with whoever Northern Ireland is playing in their group – such as deals on wine when they play France."

His comments come as Costcutter unveiled its new 'summer of sport' marketing campaign, including deals on drinks and barbecue essentials running between 12 May and 14 September.

The group is also giving retailers the chance to download Euro 2016 wall



planners and card games for shoppers on its ActivHub website.

Meanwhile, Raaj Chanadrana of Premier Tara's News in High Wycombe, said he will look to grow snack sales during the football after

convincing Booker to start stocking premium popcorn brand Propercorn.

He said: "We have been asking Premier to get it in for a while now and we're launching it with a buy one, get one free offer.

"Booker has also brought back 15-packs of beer at £10 for the football and we'll be doing our own Euros sweepstake for customers – it's a big opportunity for us."

Meanwhile, Luton retailer Peter Mann praised Nisa for its upcoming deals around the Euros and Wimbledon tennis.

He said: "We'll be pushing out bottles of Pimm's at £9.99 and 1.5l bottles of Volvic at 59p, and the PoS has also been improved this year."

NEWSTRADE

PoS sent to 750 stores with biggest March sales 'I managed to sell an extra 15 copies a week'

Hello! promotion leads to 50% sales rise for indies

by Nadia Alexandrou

Independent retailers experienced sales uplifts of up to 50% during Hello! Magazine's last promotion.

The sales increase follows the publisher sending out PoS packs to 750 independent stores which had the highest sales of Hello! magazine in March. According to Marketforce, retailers experienced an average sales uplift of 3% across the board, with the more successful stores increasing by as much as 50%.

Tony Cery, of Cery's News in Tiptery, who par-

ticipated in the promotion, said: "I always get behind these promotions as they tend to be successful. By using the poster and display units I managed to sell an extra 15 copies a week, so for that period I was selling 35 copies a week."

Emily Rouse, circulation manager at Marketforce, said there was "really positive feedback from retailers", with counter display units that also clip on to shelves, the most popular piece of PoS ordered.

Alongside the packs, retailers were offered exclusive deals, which 111

retailers took up.

Kate Vaughan-Payne, senior project manager at Hello! magazine, said: "This was a much higher response rate than we were expecting, and we're working with these retailers to promote the Queen's birthday ahead of the celebrations around 11 June, and will continue to run similar deals with them in the future."

The promotion - which started three weeks ago and ends on 30 June - aims to drive sales of Hello! magazine and its souvenir special, The Queen's 90th

Birthday, through themed merchandise including bunting and posters. Ms Vaughan-Payne added: "In-store theatre is crucial to boosting sales. To encourage retailers to get fully behind decorating we are asking retailers to send in photos of their display units, of which the winner will receive a Fortnum & Mason hamper."

According to Marketforce, 23% of Hello! sales are through independents and symbol groups, which generates more than £3.6m a year through the channel.

New title fails to hit the Target

A weekly newspaper launched less than 18 months ago by Local World has been closed.

The last print edition of Lincolnshire-based The Grantham Target circulated on 1 June, after the title failed to gain a strong enough foothold in the local market.

It is the first closure of a Local World print product since Trinity Mirror's takeover in October last year.

A Trinity Mirror spokesman said: "The decision was made at a local level, not as a cost-cutting move by head office."

Seven up for prices

Johnston Press increased the cover price of seven of its midland titles last week.

The Louth Leader, Mablethorpe Leader, Harborough Mail, Spilsby Standard and Skegness Standard have all risen by 5p to 90p, with percentage terms being maintained.

The Bourne Local and Rugby Advertiser, meanwhile, have increased by 5p to 65p and 80p respectively, with terms also remaining pro-rata.

Cover price cut for Fashion Monthly

Hello! Publications is running a price cut promotion for Hello! Fashion Monthly across three issues while maintaining the cash margin of its full cover price.

The monthly women's lifestyle and fashion magazine is being promoted at £1 for the 1 June, 5 July

and 2 August issues, but retailers will still receive 25% margin on its original cover price of £1.50.

Emily Rouse, circulation manager for Hello! at Marketforce, said: "Hello! is running this promotion over three consecutive issues for the peak summer period, and with both

high volume forecast and enhanced margin this will drive retailers' revenue even further."

Independent retailers and symbol groups are forecast to see an extra 4,000 copy sales per issue, which equates to a total of £18,000 extra revenue across the three issues.

Ms Rouse added: "If the publisher had dropped price to £1 permanently (like Cosmo, for example) the additional sales would be as above but the additional revenue would only be £4,000 per issue. So by doing a price promotion, Hello! is benefiting retailers."

Royal appointment for Queen special

News UK targeted 350 independent retailers last week to promote The Times' bookazine, Queen Elizabeth II, ahead of the Queen's 90th birthday celebrations around 11 June. Greg Deacon, News UK's independents sales manager, said: "While it's too early for any sales data, we're off to a strong start and retailers will benefit from sales driven by increased customer interest in the Queen's birthday." Angela Chilvers (pictured right), of Londis in Hemingbrough was one of the 350 shops to be targeted.



Guardian doubles up

The Guardian is aiming to double its paid-for membership as it looks to manage revenue declines in print and digital display advertising. The announcement came from the Guardian's executive editor for digital Aron Pilhofer, who spoke at an event hosted by Reuters last week. He also said the Guardian sees print as "being the bridge to our future", while focusing on "driving growth where growth is" on the digital side.

NEWS

PRODUCTS



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Nestlé's multibuy exclusive

Nestlé is predicting a boost in impulse sales for its chocolate and sugar confectionery lines with the launch of an exclusive multibuy deal for independent retailers.

A '2 for £1' price flash will appear on a number of the brand's core range, including KitKat 4 Finger, Rowntree's Fruit Pastilles and Aero Peppermint, which will only be available in the wholesale and convenience sector.

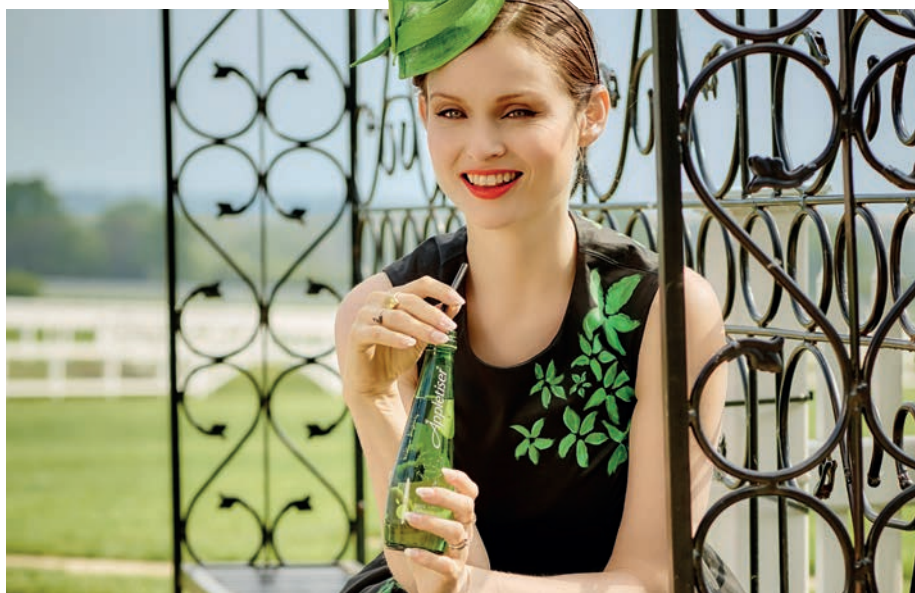
Research conducted by Nestlé found 70% of singles confectionery buyers preferred a two for £1 deal compared to a discounted price.

Old Mout marketing millions

Heineken has launched a multi-million pound marketing campaign promoting its Old Mout cider during the summer.

The activity will promote the brand's New Zealand heritage by encouraging shoppers to get 'the Kiwi taste for adventure', and will include national outdoor ads, bus and tube ads and promotion in Time Out magazine and its website.

Heineken off-trade category and trade marketing director Craig Clarkson said the firm has trebled its investment behind Old Mout since last year, adding: "We are ensuring off-trade customer partners will directly benefit by increasing the proximity of advertising sites to stores with specially developed adverts."



Appletiser's got style

Appletiser is celebrating its second year as official soft drink of Ascot racecourse by hosting a number of cocktail sampling sessions during key race days over the course of the season. The brand, which is celebrating its 50th anniversary this month, will also promote 'the style of Ascot' with a fashion campaign backed by singer Sophie Ellis-Bextor.

Manufacturer says smokers may be attracted from other categories 'More affordable option'

Legislation opens up new opportunities for cigars

by Steven Lambert

Scandinavian Tobacco Group UK (STG UK) claimed exemptions on cigars to EUTPD II and plain packaging legislation will present a number of opportunities for retailers to grow sales of these products in their stores.

As of last month, manufacturers can no longer produce cigarette packs of less than 20 cigarettes or pouches containing less than 30g of rolling tobacco, while plans to introduce

standardised tobacco packaging have also been approved by the High Court.

However, while cigar products will face larger pictorial and text health warnings under the measures, they currently do not face the same restrictions on branding and pack sizes.

Huw Williams, managing director at STG UK, said a total ban on the sale of smaller cigarette and RYO packs, coming into force from 20 May 2017, meant cigars could soon be seen as a more affordable

option by smokers.

"Cigars will continue to be premium priced but, as far as out of pocket spend is concerned, they are now going to be one of the cheaper options on the tobacco gantry and may attract existing smokers from other categories," said Mr Williams.

It comes as latest STG UK figures show independent retailers' share of the cigar market is down 0.8% year on year to 18.2%, while volume sales in supermarkets are rising 0.7% to 43.8%. It added

symbol groups are also growing their share in the market, up 0.4% to 14.6%.

The firm said independents had originally grown their cigar sales after larger retail stores introduced a ban on tobacco displays in 2012, with smaller stores given an extra three years before hiding tobacco from display.

However, STG claimed multiple stores had now "caught up" with independents following a blanket ban on open tobacco displays.

UB launches first gluten-free biscuits

United Biscuits (UB) is aiming to make its brands more accessible to shoppers with the launch of its first range of gluten-free biscuits.

The manufacturer is en-

tering the free-from sector this month with McVitie's Gluten-Free Original Hobnobs and Chocolate Hobnobs.

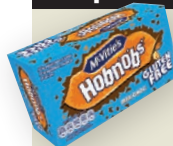
Both products will be available in 150g boxes,

with Original Hobnobs coming with an RRP of £1.69 and Chocolate Hobnobs priced at £2.19.

UB said the range will look to take advantage of growing sales in the free-

from biscuit market, which it claims has doubled in size since 2012 to be worth £55m. It predicted Hobnobs Gluten-Free will hit £3m in retail sales over the next 12 months.

Hot products for your shopping list



Gluten-free Original and Chocolate Hobnobs have been launched by UB



A multi-million campaign will promote Old Mout cider during the summer



Nestlé's core confectionery range is to get a '2 for £1' price flash

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Minions ready to go Tic Tac bananas

Animated film stars the Minions are returning to packs of Tic Tac this month with the sweet brand's re-launched Banana flavour.

The pill-shaped characters will appear on 18g (RRP 58p), 49g (£1.31) and 98g (£2.51) pack sizes, while new printing technology will allow individual Tic Tacs to resemble one of the Minions in shape and colour.

Levi Boorer, customer development director at Ferrero, said: "It's great to be able to show the more humorous side of the Tic Tac brand while still being able to offer retailers a way to drive additional sugar confectionery sales."

McVitie's impulse initiative

United Biscuits (UB) is targeting shoppers on the move with new impulse snack packs for its McVitie's Digestives and Hobnobs brands.

The 'To Go' range includes individual packs each containing two biscuits of either Original, Milk Chocolate and Dark Chocolate Digestives or Milk Chocolate Hobnobs (RRP 50p). A multipack containing six twin packs will also be available (£1.39 - £1.59).

UB said it will support the range with TV ads later in the year, which will fall under its 'Sweet' marketing campaign.



Carling's Godfathers talk tough

Former footballers Paul Ince and Jimmy Bullard are making shoppers an offer they can't refuse in a new TV campaign for Carling, which spoofs a scene from The Godfather movie. The ad forms part of the beer brand's summer campaign, called 'Pay Per Inch', which will give consumers the chance to win high-quality TVs.

Competition 'to improve customers' shopping experiences' £7,000 top prizes on offer

Coors' cash prizes for retailers' Smooth Ideas

by Steven Lambert

Molson Coors is offering retailers a top prize of £7,000 for submitting ideas on how to improve shopping experiences for customers under its new Cobra Smooth Ideas competition.

The activity, which forms part of the brewer's 60 Second Shop campaign for independent retailers, will encourage store owners to submit proposals on how to

grow their businesses and boost sales. This could include developing new meal deals, offering more digital solutions or creating innovative in-store displays.

The retailer with the winning entry will win £7,000 from Molson Coors to put towards developing their idea in their store.

A £1,000 runner-up prize will also be up for grabs, while the brewer said it will offer further profiling

and PR opportunities for entrants.

Molson Coors said the scheme will be used to grow awareness of its 60 Second Shop initiative and encourage retailers to follow its three key principles - ease of shop, value for money and occasions.

Alpesh Mistry, customer marketing director at Molson Coors, said: "Our Cobra Smooth competition is a great way for retailers to

get creative and think about how they can really optimise the shopper experience.

"The £7,000 we're investing in the winning idea has the potential to transform a retailer's business and the additional PR and profiling will put them on the map."

Molson Coors said participating retailers must send in their ideas via the 60 Second Shop website, with the competition open from now until 17 July.

Skittles bowls 'em over with Google Play app

Wrigley is teaming up with digital app store Google Play to launch a summer on-pack promotion on Skittles.

Shoppers will have the chance to find codes on participating Skittles packs and enter these on a website to win £5 credit

to spend on downloading movies, games, music and apps from the Google Play store.

Buyers who fail to win £5 credit will be able to claim a free in-app item from Google Play.

The offer will run on 55g single bags (RRP 49p) and

174g sharing pouches (£1.28) of Skittles Fruits, Tropical, Wild Berry, and Crazy Sours from this week until the end of the year.

Dan Newell, confectioner marketing manager at Wrigley, said: "We've had huge success with previous entertainment linked

campaigns and we expect this activity to drive a 5% increase in sales.

"With over one billion users worldwide, Skittles' partnership with Google Play represents a great opportunity for retailers to tap into this growing trend and drive sales."

Hot products for your shopping list



McVitie's Digestives and Hobnobs are now available in impulse snack packs



Molson Coors is offering £7,000 in its Cobra Smooth ideas competition



Minions are back on packs of banana flavour Tic Tacs

Kellogg's

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NEWS

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Sad loss of newstrade stalwart

A former NFRN member who served the newstrade for 60 years died on Monday 30 May at the age of 91.

Eric Robinson, father of Peter Robinson of Robinson Retail, was a Pembrokeshire branch president and secretary and represented Pembrokeshire branch at both district level and at annual conference in the 1980s and 1990s.



Mr Robinson started out as a newspaper delivery boy at the age of 12 and worked for WH Smith & Son for 20 years, managing shops across

the north of England before starting his own business with his wife Brenda.

They moved to Pembroke in 1966 and bought a newsagent, which they ran until their retirement in 1995, when their son Peter took over.

Mr Robinson's funeral was due to be held today.

£168k duty crook jailed

A Peterborough man, who evaded more than £168,000 in excise duty by repeatedly peddling illicit cigarettes and tobacco around the east of England, has been jailed.

HMRC officers uncovered 510,000 non-UK duty paid cigarettes and 24kg of hand-rolling tobacco in a car in July 2014, which investigations found belonged to Saade Jabar.

The 34-year-old was later arrested and bailed but continued dealing, with a further 150,000 illicit cigarettes and 20kg of tobacco found during searches of his home, a car and a local shop he was connected to.

Jabar pleaded guilty to seven counts of the fraudulent evasion of excise duty and was sentenced to two years and eight months in jail.

Avon calling leaves retailer made up

A Kent retailer is reaping the benefits after adding another "unique" service to his store's portfolio.

Amit Patel is taking orders for Avon at Belvedere News Food & Wine after reading about the opportunities it presented another retailer in Retail Newsagent.

He receives 25% commission on all orders. The



value of orders for each campaign, which run over three weeks, is now hitting more than £300.

However, over the next few months Mr Patel is

hoping to more than double his client base of around 15 customers and increase the order value to around £500 for each campaign.

"After reading the article, I contacted the retailer on Twitter and asked how he went about getting the agency in his store," he said.

"The aim was to bring footfall into the store. We

provide a lot of unique services that you don't necessarily find in other convenience stores such as passport photography and key cutting, and I thought this is completely out the box and fits in with that."

Mr Patel has also launched a QR code which customers can scan to place orders online.

Preferential terms offered to NFRN members 'National daily with a northern twist'

'Metro for the north' to launch with news focus

by Nadia Alexandrou

A new daily newspaper for the north of England and south west Scotland is being launched by CN Group this month.

The publisher of the North West Evening Mail and The Cumberland News will launch 24 on Monday 20 June, with a cover price of 40p.

Miller Hogg, chief executive of CN Group told RN: "The paper will be a straightforward national daily with a northern twist, with 95% of news coming from the Press Association, and the rest regional. It's a 20 minute read with no opinion, just news, which is similar to the tone of the Metro."

Free sampling copies will be given out in public areas for the first two weeks - approximately 100,000



per week.

Mr Hogg said the free sampling will be scheduled to avoid damaging retailers' sales.

"I've been a retailer and circulation director for most of my career so I understand it's really important to get the trade on board. Most of the free activity will take place in the afternoons with no day in the same area, so it doesn't damage the morning sales peak," he added.

The target circulation

will be between 5,000 and 10,000 copies a day, which is based on the success rate of nationals in the area, according to Mr Hogg.

The total number of retailers receiving copies will be approximately 1,250, with an initial print run of 15,000.

"We control about 11% of the daily market through our two regional titles, and with this launch we are not trying to transfer existing buyers, but attract new customers into the

market," he said.

Margin is set at 25% per copy, however NFRN members will be offered preferential terms for engaging with the product for a promotional period of 13 weeks.

Mr Hogg said: "It's important to encourage independents to get behind this product because they have the opportunity to grow it through home news delivery, display and talking to customers."

Almost half of shoppers 'confused' by bag tax

Nearly 50% of shoppers have been left confused by the introduction of a carrier bag levy in England only for large stores, according to a new poll.

The survey, conducted for the Break the Bag Habit Coalition, revealed 42%

were confused that only some outlets introduced the levy while 70% said they believed the 5p charge was 'reasonable'.

In response to the results, the NFRN has renewed its call for the 5p charge on plastic bags,

introduced in October last year for businesses employing 250 or more staff, to be extended to include small shops.

NFRN chief executive Paul Baxter said: "We have said all along that excluding small shops from the

levy would cause customer confusion and this latest poll clearly demonstrates this to be the case.

"With such new and compelling evidence, it has to be time for the Department of the Environment to reconsider."

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NEWS

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New look for NFRN website

The NFRN's website has been relaunched with a fresh new look and simplified navigation.

One new feature is the Retail Standards section which provides members with information and advice on running a profitable and compliant business, with factsheets, training modules and access to NFRN Legal Plus.

The new events diary also allows members to download details into their own Outlook or other electronic diary. National president Ralph Patel said: "Before redesigning the site we listened to feedback from our members and they said they wanted it to be more user-friendly and accessible from a range of different devices."

Members' email addresses will become their new log in identities on the site. Login passwords from the old site cannot be transferred over, so users will be contacted and asked to select new passwords.



Raids yield massive illicit tobacco haul

A haul of 6,700 cigarettes, 350g of hand-rolling tobacco and 615 pouches of chewing tobacco was seized from four premises across Hounslow in raids following tip-offs from the public. The premises owners were all issued a formal caution. Councillor Sue Sampson, Hounslow's cabinet member for community protection, said: "I thank those who came forward to report those who want to gamble with the health of our residents in order to make a quick profit."

MP works with retailer to save paper's staff

A Dudley retailer has stressed the importance of having a good relationship with your MP following a successful campaign to halt major cutbacks at a weekly newspaper.

The Black Country Bugle, which specialises in the industrial heritage and social history of Dudley, Sandwell, Wolverhampton and Walsall, was at risk of being moved out of the area and staff being cut.

Local MPs, Dudley Borough Council and the National Union of Journalists campaigned against the changes.

Dudley MP Ian Austin launched a petition which was signed by more than a thousand local people in just three days, tabled a motion in parliament and lobbied Trinity Mirror bosses leading to the plans being shelved last week.

Julia Bywater, of Bywater News, said: "We get a lot of old people in our business and they all reminisce about the past and like the Bugle. I sell about 40 copies a week."

"Being in Dudley it struck a note. Our local MP sent out a petition and it's great that he supported what local people wanted."

"If you have the support of your MP it helps get your voice heard."

Group seeks subpostmasters looking to build retail People visit c-stores 'three times per week'

Post Office sets sights on new, younger customers

by Steven Lambert

The Post Office is targeting more subpostmasters looking to develop the retail side of their business under plans to encourage new and younger shoppers to use its services.

Mark Jacobs, retail & development training manager at the Post Office, told RN there has been a shift from "postmasters running Post Offices with retail at its side" to postmasters who now see "retail as more important to the overall success of their business model".

He added: "The fact that people are visiting a local convenience store as much as three times per week marries with the multiple visits per week to a post office that we see."

"It's a good match between small convenience, food to go, fresh - high turnover potential for wastage and loss but with the combined footfall of both businesses we can manage that really successfully."

Mr Jacobs said the Post Office was now conducting regular store "health checks", offering retailers questionnaires to look at

new ways of encouraging convenience retailers to use Post Office services.

"The existing core Post Office products and the traditional products you'd expect to find on the retail side - cards stationery, gift wrap - will be what an older customer wants to purchase whereas millennials want convenience, promotions, slush machines and so on," said Mr Jacobs.

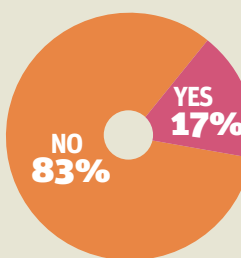
The announcement came as the group revealed it is now the largest UK retailer to open on Sundays, with 3,800 branches opening seven days a week.

The Post Office said its Network Transformation programme had created an extra 195,000 opening hours at its branches, with more than 6,000 sites now modernised.

Kevin Gilliland, Post Office Network and sales director, said: "Our modernisation plan is about getting better for customers and making sure that branches across the country offer opening hours to meet their customers' needs, with Sunday opening increasing rapidly across our network."

● *Future-proofing the fascia,* page 36.

RN READER POLL



Has your relationship with PayPoint improved since it first cut commission last year?

NEXT WEEK'S QUESTION
How will you be voting in the EU referendum on 23 June?



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Another week of excuses from Menzies?

Last week Menzies' head of communications Dave Shedden replied through RN – despite an email going directly to Menzies which it did not answer – to my complaints about poor service by saying: "It's disappointing to hear Mr Barker has ongoing frustrations with service and we are keen to resolve them."

But how keen? I have received no communication from Menzies, but this is not a surprise. Come on RN get a campaign going – how many customers are not receiving weekly credit despite paying a weekly service charge?

On a final note this week – again, no credits have been received from my vouchers sent in last Tuesday.

I have sent copies of last week's letter and this one to the board of directors at Menzies and suggest management consider their position or step up and give me the weekly service I am paying for.

Once again I look forward to this week's excuses.

Steve Barker
S & J News
Rochester

Dave Shedden, head of communications at Menzies, said: "A member of our local management team has called Mr Barker and discussed his concerns in detail; they have agreed that every effort will be made to process voucher returns promptly. We hope that Mr Barker will see an improved service in the coming weeks."

My clash of the couriers

About a year ago I set up two courier service accounts – one with DPD, the other UPS.

Both worked alongside each other, and as well as bringing in welcome extra revenue, they also drove



TOTE BOX WOE CONTINUES

We have been getting a lot of wet tote boxes over the last couple of years and complain about it all the time.

Sometimes there is a lot of rubbish in them. This week I had a nail in one of the boxes. I handle the magazines and was careful, but if somebody didn't look and put their hand in the box they could have really hurt themselves.

Menzies should have some kind of system where it makes sure totes are

not like this. This has been going on for a long time and we always complain about it, but we don't get a response from Menzies.

I must have complained about 10 to 15 times in the last year.

Some times the lids are broken too. It is not just us. When we talk to other retailers they say the same thing.

Bhadrash Patel
Plummers News, Barking

footfall into my store from customers who wouldn't otherwise use it.

Today, I got a visit from a DPD representative who told me the company has a new national initiative under which I cannot have another courier service in my shop, only theirs.

While UPS pays 30p per delivery and generates £30 a month for me, DPD pays 60p and I get £60 a month from that service, which also triples for the Christmas period.

My main concern is not just for myself, but other retailers who must be affected by this, and I'd like to know why.

Graeme Pentland
Ashburton News
Gosforth, Newcastle Upon Tyne

A DPD Pickup spokesman said:

"The launch of DPD Pickup has been hugely successful with more than two million parcels moving through our 2,500 shops in the first year. Unfortunately, a very small number of shops in our network also have a UPS facility. This has caused some confusion for some of our customers, and in response we have decided to clarify

the situation by removing the DPD service. This has no reflection on the shop or the owner, it is simply a commercial decision we have made to meet the needs of our customers."

EU not alone in crazy rulings

I was pleased to see RN has continued its coverage of the EU referendum with Priti Patel's views as a rep-

resentative of the 'leave' campaign (RN, 3 June).

I was reminded of a conversation I had with my brother (a Brexit supporter) a few weeks ago about regulation.

Basically, he said the same as Ms Patel about the EU regulatory burden that is imposed on businesses.

I said the burdens on the store I used to run that I felt heaviest were entirely generated by Westminster.

Here are some of them from my independent retail years:

- TV listings deregulation, 1991
- Tobacco duty escalator, 1993
- Various other tobacco related regulations driven by WHO
- Sunday Trading Act, 1994
- National Living Wage, 2016

I am sure the politicians that brought these acts and regulations forward did so with the very best of intentions, but some of them have had serious consequences and damaged small businesses like mine.

Steve Denham
Betterretailing.com associate editor



Again, no credits have been received from my vouchers sent in last Tuesday

Steve Barker
S & J News, Rochester

#YOUR SAY

Who's saying what on betterRetailing.com on last week's story 'PayPoint pays retailers £5m less commission for 21 million extra transactions'

PayPoint is more interested in looking after their shareholders rather than retailers who contribute to their profits. Retailers need to stand up and say enough is enough. Why is it always the retailers who have to suffer? They provide an excellent service to the public and need to be reimbursed fairly.

Chander Hingorani

Unfortunately the only way to stand up at the moment is by leaving the company once the contract with Paypoint is up. We personally can't wait but customers will lose out.

Miss F

I'm sick and tired of hearing that PayPoint is making all this money yet our commissions were cut last year. My bank charges have tripled in the same period so I'm at more of a loss than ever. All we ask is for a "fair" commission to enable us to offer this service, not to make money out of it but just so we can break even.

Mohammed Shahid Rafiq

Surely there is an independent governing body that should step in and act as this is just slave labour!

Leon

Modern day slavery working for Pay-Point, not any more needs to be said.

Imran

Go to betterRetailing.com to read more comments

OPINION

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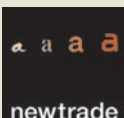
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YOUR SAY Symbol groups including Bestway, Booker and Lifestyle Express have launched value-led convenience concepts over the past few months to help retailers remain competitive against discounters. Would you adopt this type of fascia for your store?

Ben Dyer

Debbens News,
Waterloooville

We already have quite a big focus on value, run a lot of two for one promotions and stock priced products. I'm not sure about the bulk buys, as that means I would have to stock a lot of bulk-promoted products and we don't have a lot of storage space. Value is very important for footfall. Customers will travel from further away just to buy priced cigarettes from our store, for example.

Manish Mehta

Williams News,
London

If I was a convenience store, then definitely. I have a Sainsbury's, Lidl and Aldi all near me, but they focus on offering value for grocery, whereas I focus on value for newspapers and magazines, which works out quite well. Price



is still important to my customers for news and magazines and if they're too expensive people will not touch them. I think it's important to have a good value offering in any store to remain competitive.

Kay Patel

Global Food & Wine,
Stratford

I don't know how successful

they'll be in that, I guess we will have to just wait and see how the trials go. Convenience is growing so I'm not sure why Bestway is bringing out a complete value fascia, but it's true that the Best-in range is becoming ever more popular. Maybe they saw the success of Stelios' Easy discount store in Park Royal which stocked all the Best-in products and wanted to trial it.

YOUR STOCK With the introduction of EUTPD II last month, has your relationship with manufacturers changed?

John Vine

Newsworld,
Shropshire

Manufacturers have never been so nice to us. They're bringing menus, offering us double points for sticking to RRP's and lots of other incentives. There is a lot of concern at the moment from manufacturers about retailers marking above the RRP when pricing comes off. From all the retailers I've spoken to

there seems to be a general plan to mark up by 10p as soon as that happens.

Peter Robinson

Robinson Retail,
Pembrokeshire

I've always received good support from manufacturers and this is definitely continuing. We have some new reps trying to build relationships with us, which is good. However, I understand

there's been some misjudgement with priced stock, which is running out. However, with the new non-marked stock manufacturers are dropping the RRP, but when we bought it it was at a higher price and RRP so we are not making a profit.

Des Barr

Sinclair Barr Newsagents,
Paisley

We see our rep every fortnight and also get deliveries from Filshill wholesale. We've always had a good relationship with our rep - I think it's been in their interest to keep us stocked with the right brands and what sells best for us. In the build up to EUTPD II, however, I have seen a bigger push from some reps with e-cigarettes, as I think that's where they see a real opportunity for growth.



How has your relationship with tobacco manufacturers changed?

YOUR ISSUE

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RETAILERS TAKE RESEARCH DOWN UNDER

Last week RN reported on Ralph Patel and Dee Sedani's trip to Australia with tobacco manufacturer Philip Morris to assess the effect of plain packaging on the economy, retailers' day-to-day operations and customers. This week, Jerry Margolis, PMI UK sales director, said: "Together we had the opportunity to observe and see in place how plain packaging is implemented in Australia, what we could learn from Australian retailers and share thoughts. The experience was very valuable for us and we had a much better understanding of plain packaging and what to do and how to plan for it. The key lessons and our experience will now come together in a mini documentary so that we can share our lessons with the wider audience of retailers. We are looking forward to continuing to work with Ralph and Dee to spread the word and get prepared through the transition." Here, Mr Patel and Mr Sedani share the lessons they learned:

Ralph Patel, of The Look In Woodmansterne, Surrey

One of the retailers we visited told me adapting to plain packaging was like walking into a dark tunnel and all of a sudden you couldn't see anything, then as your eyes got accustomed to the darkness you started to see a few shadows, and gradually once they were fully operational they got out of the tunnel and could see the light.

We are very fortunate that outsiders will have branding on them, but in Australia there's no branding whatsoever.

So you can imagine when a delivery comes in with 100 outsiders, where normally it would take you minutes to check it off against the delivery note, it was taking hours because they were having to physically look at each package for the bar which identifies it.

We need to prepare to make sure we know exactly what is



where in our gantries. Secondly, there are some retailers who will think they can charge what they like.

That needs great caution because one of the things that happened in Australia was some of the retailers who did that saw a lot of their customers go to the multiples, who carried on selling at the same price. It's very easy to lose a customer, but it's very difficult to get them back.

Retailers also need to start training their customers from now rather than leaving it to the last minute. Firstly, they need to know their stuff and secondly, pass it on to their staff and customers. It is important we become experts in our products so we can pass that on to our customers who will have confidence in us and return.

Everyone said there has been little or no impact on the rate of smoking or on their sales. One store said their sales went up.

I don't think it's going to make a heck of a difference. If you look at our history in tobacco, we increased the age from 16 to 18, we have gone dark and then there's plain packaging. If you look at going dark, I don't think it has had an impact.

What might happen is people will switch to value brands. I guess another lesson is to en-

sure they don't all go onto value brands because it will mean retailers will lose margin. So again we need to be specialists, we need to educate our customers.

Retailers need to be prepared, know their products and get their prices right.

Dee Sedani, owner of two stores in Derbyshire

Plain packaging and going dark has had no effect on retailers' sales; all it has done is fuel the illicit trade. A pack of 20s there is £16. Their tax is far greater than ours, but we don't know what is going to happen with our economy yet.

The packets have changed and the wording has changed so retailers need to think about how they help consumers. There was a lot of staff training going on and that's something retailers in the UK need to be aware of.

The other thing was, in Australia, retailers thought they could put their prices up and that had a massive backlash. The public weren't stupid.

My tips to retailers in the UK would be - don't be stupid and put your prices up, make sure you are fully aware of the packaging and the products within it so you can educate your staff. If you don't educate your staff you



Ralph Patel: "Retailers need to be prepared, know their products and get their prices right"

will lose customers because you haven't got the confidence to tell them what's in that packet.

To be honest retailers aren't facing up to this, they are burying their heads in the sand. They need to think how they are going to manage their gantries. They might be managed by one of the tobacco companies and they are still going to want the same space so the question is how are they going to organise their gantries.

Over there a lot have done it by manufacturer. In the UK it's a different story because gantries are often manufacturer-controlled. Companies need to work with retailers on how we are going to do this.

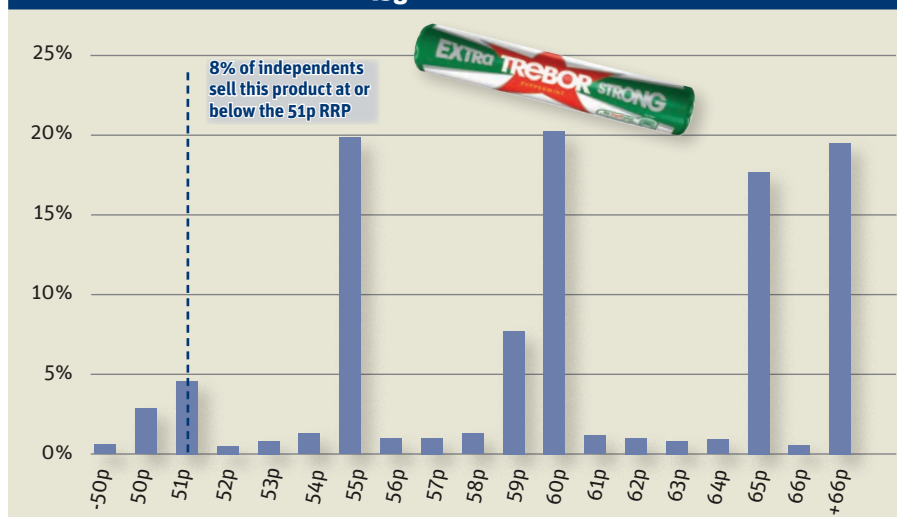
One of the methods they introduced into supermarkets was drawers. They are organised alphabetically and that seems the most logical way of doing it.

It's opened my eyes in a couple of ways. I am going to look at my gantry, find out when my contract ends and have my own gantry. I haven't decided if it's going to be overheard or behind the counter. I would rather control my own gantry and do what I think is right. I would rather move the gantry from behind the counter and use that space for e-cigarettes because that is a growing market in the UK.

PRICEWATCH

MINTS

TREBOR EXTRA STRONG MINTS 45g Price distribution %



MINTS PRICES AROUND THE UK

PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Polo Mints 37g	50p	56p	55p	55p	60p	50p	65p
Trebor Extra Strong Peppermints 45g	51p	50p	65p	-	50p	-	-
Trebor Soft Spearmint 45g	50p	50p	65p	50p	50p	55p	60p
Trebor Extra Strong Mints 45g	51p	60p	65p	50p	50p	55p	-
Trebor Softmints 44g	51p	50p	65p	50p	50p	55p	60p
Polo Spearmint 37g	50p	55p	-	55p	60p	50p	69p
Tic Tacs 18g	58p	63p	65p	65p	62p	60p	69p
Mentos Chewy Mints 38g	49p	55p	55p	49p	-	-	-
Fox's Glacier Mints 130g	£1.00	£1.00	99p	£1.00	£1.00	£1.00	-
Trebor Softmints Citrus 45g	56p	53p	-	55p	50p	-	-
Wrigley's Extra Ice Mints Sugar Free 14g	49p	54p	50p	-	-	-	60p
One Pounders Mint Humbugs	£1.00	£1.00	-	£1.00	£1.00	-	-

Pricing strategies

RETAILER

1



NAME EUGENE DIAMOND

STORE Diamonds Newsagents

LOCATION Ballymena, Northern Ireland

SIZE 600sq ft

TYPE main road

Mints are a year-round seller for me. There's a much bigger range than when I started in business – 36 years ago we just had Polo and Fox's Glacier Mints, no Softmints or anything like that – but we're still selling a lot of them. We sell more spearmints than we ever have done – it used to just be peppermints. Here in Northern Ireland we have our own range made by H.G. Ritchie, including cinnamon and clove lozenges and after dinner mints, and they're wonderful products for me because barely anyone else sells them.

RETAILER

2



NAME MARK ANSELL

STORE Liskeard News

LOCATION Liskeard, Cornwall

SIZE 900sq ft

TYPE village store

All our mint lines sell very well. People giving up smoking tend to go for mints to help them quit. Trebor Extra Strong Mints are especially popular and people will often go straight for them, whereas alternatives like Fox's XXX Mints – which we used to have but withdrew – barely sell at all when the extra strong mints are available instead. But generally, mints are a good, reliable category that's always popular.

Toby Hill
 RNreporter@newtrade.co.uk
 020 7689 3361

RETAILER

3

NAME JOHN VINE**STORE** Newsworld**LOCATION** Church Stretton, Shropshire**SIZE** 1,000sq ft**TYPE** high street

Trebor sells well for us – people will often go straight for their products. And Fox's £1 price-marked bags are popular at the moment, too. It's a category where pricemarking can make a real difference, largely because it's very much an impulse buy. Brands are important too – ours is an area with quite an elderly generation and they really recognise the brands. Margins are generally good: if the reps come round with good offers we'll buy a lot.

RETAILER

4

NAME GRAHAM DOUBLEDAY**STORE** Newsmarket**LOCATION** Mossley, Greater Manchester**SIZE** 700sq ft**TYPE** main street

Mints is a straightforward category that pretty much sorts itself out. I don't even bother to check the margins – you've got to have mints to draw people into the store so it doesn't make much difference. Pricemarking makes a difference here as it does with most products – people feel safe with price-marks. People like brands and won't take a cheaper derivative of the brand they like, whether it's Tic Tacs or Trebor or Polo. They want the shape and taste that they're used to.

RETAILER

5

NAME JOE WILLIAMS**STORE** The Village Shop**LOCATION** Hook Norton, Banbury**SIZE** 1,500sq ft**TYPE** village shop

We get good margins on our mints because there's no direct competition around here so we're able to price ourselves slightly up on the category. We've just had a refit and moved our mints from among the rest of the confectionery to next to the till and that's led to a big increase in sales. Mints are very much an impulse purchase. I'd say the two most popular brands are Tic Tacs, which lots of kids buy, and Polo, which are more popular with adults.

THE ENTREPRENEURS

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



CARLY FIORINA

Route to the top

When Carly Fiorina dropped out of law school after just one year, her law professor father told her she'd never amount to much. Over the next few years, Fiorina drifted from job to job, working in bars and teaching English in Italy. Then, at the age of 25, she settled into a steady career path as a management trainee with telecommunications firm AT&T. She joined the sector at the right time, as it expanded in previously undreamt of directions. A combination of an acute grasp of new technologies and sharp sales instincts propelled her rapidly up the company. In 1999 she was hired as chief executive by Hewlett-Packard. A controversial merger with Compaq

Computers damaged her reputation, and she resigned from the position in 2005. Subsequently, she has pursued a career in politics, most recently standing as a candidate in the 2016 Republican presidential primary.

Key achievements

- In 1998, shortly before moving to Hewlett-Packard, Fortune dubbed Fiorina the most powerful woman in business.
- When Carly Fiorina was hired as Hewlett-Packard's chief executive, she was the first woman to take control of a Fortune 100 company.
- She oversaw one of the most successful IPOs (Initial Public Offerings) in US history, when AT&T spin-off Lucent raised \$3bn in 1996.

Lessons for your store

- 1 Play to your strengths – Fiorina's combination of business acumen and interest in communication technologies positioned her for a career in the sector.
- 2 Trust your own decisions – Fiorina defied her law professor father by swapping careers.
- 3 Stay involved with the world beyond your business – Fiorina's charitable outreach 'Technology for Teaching' programme at HP was widely admired.



RETAILER PROFILE



Keeping it 'old- school'

When the only food shop in his village closed, Frank Ago decided it was time to set up an "old-school" local store. Three years on, it has become the heart of the community. **Tom Gockelen-Kozlowski** reports

Retail, it has to be said, often runs in families. For Hungarian Frankie Ago, however, growing up in his parents' communist-era local store hardly inspired him to follow the same path.

"My family business in Hungary went bust and my parents got divorced, so I really did not ever want my own business," he says.

But 12 years after arriving in Britain, and having originally been searching for a nine-to-five job a million miles from his parents' life, Frankie is an award-winning retailer who has found his life's passion.

"You know when you go to work, but you're not working?" he says brightly.

The story revolves around the Surrey village of Shalford where Frankie acquired his first business seven years ago.

"I was fortunate enough to fall in love with this small takeaway sandwich bar, just by the cricket green," he says. Between two busy roads and in an area that had few amenities, the business case behind the purchase was as clear as the beauty of its surroundings.

"A year after we bought the sandwich shop the only source of food shopping, the nearby petrol station, closed down. There was nothing else, just two toy shops, a gallery and a small post office and fish and chip shop," he remembers.

His initial response to its closure was to install a chiller in the sandwich shop for a few essential products, but there was "no

way" the small 250sq ft shop could cater for the community's needs.

Frankie believed a true local shop could work in the village and luckily, one resident, a financial 'angel' investor, agreed. "With his backing we managed to buy an abandoned building just around the corner and spend £200,000 refitting it. Snooty's Groceries – to complement the Snooty Fox sandwich shop branding – was born.

The store's development was done "hand in hand" with Nisa and Frankie credits the company with instilling in him modern retail practices such as "just in time" ordering and offering detailed projections for him to work with. This is vital for a small 900sq ft site where compact shelves and a tiny store room mean even bestsellers like Kellogg's Cornflakes can only be kept four at a time.

Another key element to the success was keeping prices low and taking advantage of any of the group's promotions: "With our position we could have quite easily taken advantage and charged extra. We wanted to be like an old-school village shop, affordable and down to earth," Frankie says.

And though he is adamant that none of this was done for the money, the results have been impressive: "We had a survey to find out how well the store should do for the area it's in. In the first year we did 50% more than this figure and by the end of the second year we had beaten the four-year projection."



**My best piece of advice
is enjoy what you do –
it's infectious"**

FRANKIE AGO



**"It's brought
the community
together and
the village
has got a
lot younger
because young
families can
come out for a
cup of coffee"**

But Frankie and his wife Adriann – who manages the store while he looks after the rest of the business – are by no means the only ones to benefit. Firstly, between the coffee shop-cum-sandwich bar and the store, the Snooty Fox mini-empire employs 30 local staff.

As well as this, however, villagers have benefited by having somewhere to socialise. "When we first opened up, next door neighbours who had lived together for ages were meeting each other for the first time in years because before they had to get in their car and drive somewhere else to shop," Frankie says.

"It's brought the community together and the village has got a lot younger because young families can come out for a cup of coffee. House prices have gone up by at least 5%," he adds.

So it's hardly surprising Snooty's Groceries won Independent Store of the Year Award from Nisa in April.

"I went to a presentation by former Sainsbury's boss Justin King when we were in Vienna for the Nisa conference," Frankie remembers. "He said the only way to fight the supermarkets is by being special, where they can't be like you."

On this score, he's confident: "They cannot be Frankie, they cannot be Adriann and they cannot be Snooty Fox." ●

VISIT MY SHOP

**Snooty's
Groceries**

Kings Rd,
Shalford,
Guildford
GU4 8JZ



**Want to see more of Frankie's
store? Go to betterretailing.com/
Frankie-Ago**

ACADEMY IN ACTION



In-store Display

Search
#IAA16 for
ideas and
inspiration

Stocking the right range is essential, but attractive in-store displays will attract impulse sales and higher basket spend. Mondelez International's Susan Nash and Louise Brennan joined Stafford retailers Jill and Peter Atkinson to advise how to improve their store's presentation



Name Jill & Peter Atkinson

Store Queensville Stores

Location Stafford

Size 500sq ft

The Independent Achievers Academy is a business development programme to help retailers like you improve your profits. This is the 2nd of 12 features to help show how retailers are working with our partners to follow the Academy's advice and grow their sales.



Jill and Peter Atkinson have been running their small c-store in Stafford for 36 years. They have worked hard to build sales from a mix of local residents and passing trade on the main road outside it.

The store offers a strong selection of magazines, confectionery, wine and cards. Jill and Peter also make their own sandwiches to sell each day and have recently bought a machine to make fresh coffee. But while all these products are highlighted with window, outdoor or in-store signage, customers often fail to notice what the business has to offer.

The couple were looking forward to learning more about creating attractive displays and theatre around their store during today's visit, to raise awareness about what they have to offer.

My challenge

Peter and Jill's store is very small, and they struggle to make the best of their limited display space. Customers often fail to spot certain ranges and their new coffee machine.



IAA ADVICE

1

Plan space for attention-grabbing displays

With space tight in Peter and Jill's shop, every inch of shelf space counts and Susan and Louise spot several places where they believe the couple could improve the effectiveness of their displays.

They suggest best-selling products which are often bought on impulse could be second-sited around the store without taking up much room. Confectionery, for example, could be placed in front of a freezer opposite the front door, while snacks could be placed on a bay opposite wine by the till. Susan also sets up a hook-on unit to display chocolate bars with magazines.

Jill is also keen to make full use of her counter, which spans the length of the back wall, so Susan and Louise provide PoS to highlight her best-selling chocolate bars.

2

Highlight specialist and local products

"We make our own sandwiches every day, and we've made everything from chicken and cheese to egg and chives when customers have asked for them," says Jill. This popular range is advertised outside and with handwritten signs in the chiller, but Susan believes they could do more to boost awareness and sales.

"Your chiller is one of the first things people see and you need to look at how to make people buy more things with your sandwiches," she says. "It's great that they are freshly-made every morning, so you need to shout about this too."

She suggests a meal deal with snacks and drinks to attract lunch trade, forward-facing snacks in the chiller to improve visibility and printing signs to tell customers sandwiches are made in-store and that they can request their own mix of fillings.

3

Use sensory triggers to prompt sales

Jill and Peter have recently invested in a coffee machine that is proving popular with customers and sends a waft of fresh coffee beans around the counter area.

Susan and Louise suggest they could create more of a feature of this area by grouping related products near to the machine.

"You could drive associated purchases by displaying biscuits, snacks and confectionery in front of it, and also by switching your bread and biscuits into your prime display space beside the machine," Louise suggests.

She adds that Peter and Jill could create an outside seating area for customers to enjoy their drinks. "It would give the store a homely feel," she says.



WHAT WE LEARNED



Susan & Louise say

"It's been great to see Jill and Peter's store. They have done a great job of choosing a selective range and talking to customers to tailor it and create a point of difference. They can build on this by offering a meal deal to go with their freshly-made sandwiches and putting complementary products closer to them in the chiller. The front of the shop is a hotspot, so we've also suggested some secondary display ideas."

Susan Nash and Louise Brennan

Trade communications manager and sales executive, Mondelez



Jill & Peter say

"The visit has been great today. Susan and Louise were really helpful and we're glad to have had their advice on our displays because it's really difficult to get all the stock in the store displayed well because it's so small. They have suggested things like moving our biscuits to a more visible place, which we'll be looking at doing, and also bringing in some new point of sale."

Jill and Peter Atkinson

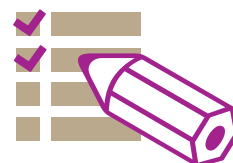
Queensville Stores, Stafford

Jill & Peter's action plan



- Create a meal deal for sandwiches, snacks and drinks in the chiller
- Second-site best-selling confectionery and snacks around the store
- Move biscuits and bread into key sales space by the coffee machine

Your action plan



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

CATEGORY ADVICE



Robyn Cardno from Red Bull talks to Umesh Bathia about how to boost his soft drink sales

Refresh sales for summer

As the warmer weather approaches, soft drinks are increasingly important for convenience retailers. RN joined **Red Bull** to help two retailers get their soft drinks merchandising ready for summer

If you want to grow your soft drinks sales, getting your merchandising right will make all the difference. RN took a tour of two retailers' stores with Red Bull to offer insight and advice to help them make the most of their soft drinks fixtures. Using its 'refresh, stimulate, hydrate' approach to merchandising, we made improvements to their displays to help drive sales this summer.



FOCUS ON UMESH BATHIA

Premier U&S Food & Wine, Farnham

"A large number of my soft drinks customers are teenagers. They arrive in the afternoon looking for a variety of fizzy drinks and cans. Brands like Lilt and Barr Bubblegum sell well for us so I like to keep those topped up. We also try and go for pricemarked packs as much as possible, as these sell well. However, I haven't had much category advice and, especially with the possibility of future legislation, I'm looking forward to trying something different with my fixture."



Robyn Cardno says

"Umesh has a great range and is keen to keep as many lines as possible. Stocking too many slower-sellers could mean missing out on sales of the biggest sellers. We can increase sales by taking out some products and increasing the space for top-sellers. We can improve the display by moving energy drinks to the centre, and waters to the right, and organising different sized products to have the larger on the right and smaller on the left, based on how shoppers read the fixture"



ACTION PLAN

- 1 Range:** By reviewing and removing lines that don't sell well in Umesh's store, he is now able to cater more effectively for his customers and his bestsellers have more space.
- 2 Double-face bestsellers:** Having several facings of all the biggest brands - not just Red Bull, but the leading carbonates and waters too - will ensure the bestsellers stand out to shoppers browsing the fixture.
- 3 Strike zone:** Putting signpost brands including Coca-Cola and Red Bull at eye level will provide a clear starting point for shoppers, help them identify categories and speed up their purchasing.



**EXPERT
ADVICE
ROBYN
CARDNO**
Category specialist,
Red Bull

in association with



Red Bull's Robyn Cardno gives Rishi Madhani advice on how he can increase his soft drink sales



RED BULL TIPS FOR YOUR STORE

- 1 Merchandise from left to right: refresh, stimulate, hydrate
- 2 Block brands vertically
- 3 Split category space according to share of sales
- 4 Focus on the top three brands
- 5 Put signpost brands at eye level and stair-step variant sizes
- 6 Create clear price labels and use branded PoS

THE OPPORTUNITY



Shoppers purchase **65%** more items if they find their first item within 10 seconds



Sports & Energy and Water, now account for **30%** of soft drink sales



FOCUS ON RISHI MADHANI

Today's CJ Stores, Stokenchurch

"My soft drinks sales are fairly good, but they can be slow at times, especially since a Tesco recently opened nearby. The challenge in this category for me is the number of new lines and variants because we don't always know which ones to stock. It would be great to get some advice on this. Now is the perfect time for Red Bull to come because the weather is starting to get warmer. I'm excited to see what changes can be made to improve my sales."



Robyn Cardno says

"Rishi has a really interesting store, with some unique features like a £1 zone and lots of space. His soft drinks merchandising already follows a number of our principles – double-facing bestsellers, keeping soft drinks chilled and stocking the big brands, for example. But we can improve his fixture by merchandising it according to customer needs – the order should be refresh, stimulate, hydrate from left to right, and by putting the best-selling energy drink brands in the centre of the fixture."



ACTION PLAN

- 1 **Shopper needs:** Organising Rishi's soft drinks fixture into a 'refresh, stimulate, hydrate' sequence, moving from left to right, ensures the fixture caters to customers' needs.
- 2 **Clear signage:** Adding some bright, attractive branded Red Bull PoS to Rishi's soft drinks display will help shoppers spot pricing on the biggest-selling product in this category.
- 3 **Vertical blocking:** Shoppers can only see products within a 1.3 metre breadth, so displaying similar brands in a vertical line will make shopping easier and help them find what they're looking for.

What happens next?

Over the next few weeks, Rishi and Umesh will follow Robyn's bespoke planogram and advice. We'll track the sales data at both stores to see what's changed.

To find out how they got on, look out for RN on...



24 JUNE



GET INVOLVED

To see how you can grow your soft drinks sales call Emily on **0207 689 3377** or tweet **@betterretailing!**

CHILDREN'S MAGAZINES

With summer holidays approaching, children's magazines sales are expected to soar. But what do today's kids want to read, and which trends are driving publisher activity?

Nadia Alexandrou finds out

Get them into a good habit



Get your youngest customers reading this summer

Pre-school



Carys-Mia Wong
(aged three)

What are your hobbies and interests?

I like playdough, dressing up and playing in the sand box. I also love drawing and crafty things that I can do with my mum.

What are the most popular films, TV shows and games among you and your friends?

Playing with Duplo Lego and watching lots of programmes like Thomas the Tank Engine, Peppa Pig and Paw Patrol.

Which magazines do you read?

I like reading magazines about the programmes I watch, so Fun to Learn Peppa Pig, Thomas & Friends and Paw Patrol. I especially like the magazines with free toys.

WHAT TO STOCK

BBC Showcase

Price £3.99
Frequency monthly



Launched in January, Showcase taps into popular children's trends, featuring different topics every month. BBC Showcase is also one of the best-selling pre-school titles according to Smiths News' latest magazine rankings for independents.

Fun to Learn Peppa Pig

Price £2.25
Frequency fortnightly



Based on the popular British pre-school animated TV series Peppa Pig, Fun to Learn Peppa Pig and Peppa Pig Bag-o-Fun magazines ranked as the top two pre-school bestsellers in the latest ABC figures, published in February.

CBeebies

Price £3.25
Frequency fortnightly



Another bestseller in the last ABCs, Immediate has based several of its titles on the popular CBeebies channel. The CBeebies brand continues to expand its reach with an app, a radio version, live shows, and since 2014, CBeebies Land at Alton Towers.

Industry advice Fiona Campbell

Assistant publisher, pre-school, Immediate Media



Over 20% of pre-school sales come from new titles, so list launches from issue one. For boys, keep a lookout for Lego titles – the most successful launches in last three years have all been Lego. In terms of trends, there are increasingly more brands aimed at the younger end of pre-school, so make sure you keep on top of the bestsellers.



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CHILDREN'S MAGAZINES

Primary boy



Albie Murray

(aged eight)

What are your hobbies and interests?

Tennis, swimming, playing football and martial arts. Playing on the PS4, watching YouTube, TV and reading.

What are the most popular films, TV shows and games among you and your friends?

Superheroes films and comics. I watch Britain's Got Talent, Doctor Who, The Simpsons, the Disney XD channel and The Regular Show. I also play Diamond Minecraft, Lego games and Roadblox.

Which magazines do you read?

I read every issue of 110 Gaming because it looks at what big games are coming up. I'll get a magazine if it's got a good free gift, especially if it's Lego, which sometimes is in newspapers too.

WHAT TO STOCK

Beano
Price £2.50
Frequency weekly



With the first comic published in 1938, DC Thomson's magazine has been a strong performer in the primary boy's category for decades. It is the best-selling magazine for primary boys, and had a newsstand circulation of 18,583 in the last ABCs.

Star Wars Adventures

Price £3.99
Frequency monthly



Launched by Egmont last summer to appeal to all young fans of the Star Wars saga, Star Wars Adventures has already claimed the number two spot in Smiths News' magazine bestsellers list for independents.

Lego Ninjago

Price £3.50
Frequency monthly



Lego Ninjago has gone from strength to strength since its launch early last year, and was the best-selling primary boy's magazine in the ABC figures published this February, with an impressive newsstand circulation of 64,178. It was also the sixth best-selling children's title overall.

Primary girl



Eilidh Steele

(aged eight)

What are your hobbies and interests?

I love reading, swimming and watching films. I sometimes go to the theatre and I'm part of an acting group on Saturday mornings. We put on performances too.

What are the most popular films, TV shows and games among you and your friends?

I talk about Star Wars a lot with friends. My favourite TV shows are Strictly Come Dancing, Britain's Got Talent and the Big Bang Theory. I recently saw Kung Fu Panda and Goosebumps in the cinema.

Which magazines do you read?

I read Jacqueline Wilson magazines, which I love because they are full of quizzes. I also read The Week Junior, which my auntie buys for me. It tells me about news around the world.

WHAT TO STOCK

Frozen
Price £4.99
Frequency monthly



Unlike Elsa, primary girls are clearly not ready to "let it go" as this magazine continues to post strong sales figures, reaching an impressive newsstand circulation of 99,005 in February's ABCs, which put Frozen at the top of the children's bestsellers list.

Colour Girl

Price £2.99
Frequency monthly



Recently-launched Colour Girl magazine is expected to be a popular choice this summer according to Redan, with no other regular colouring title aimed at eight to 12-year-old girls. The series features promotions throughout from film releases such as The BFG, Secret Life of Pets and Finding Dory.

Disney Princess

Price £2.99
Frequency fortnightly



Associated with the world-famous Disney brand and its princesses, the magazine is a popular choice for primary school girls. February's ABCs revealed the title had a newsstand circulation of 56,126.

Pre-teen



Joseph Gaye

(aged 11)

What are your hobbies and interests?

Playing football, cricket and boxing. Listening to music and playing on my PlayStation, especially Minecraft.

What are the most popular films, TV shows and games among you and your friends?

Marvel films, and the TV show Shadow Hunters, but I prefer to watch things on YouTube like anime, Pokémon and Minecraft tutorial videos. The best game is Minecraft, but I also like Fifa.

Which magazines do you read?

I don't read a lot, but I buy magazines every now and then. When I do it's usually trading card magazines like Pokémon and Match of the Day.

WHAT TO STOCK

Top of the Pops
Price £3.99
Frequency monthly



A spin off from the long-running, successful BBC television programme, Top of the Pops magazine is the best-selling pre-teen magazine according to Smiths News' magazine rankings.

Toxic

Price £2.99
Frequency monthly



Launched to take on all the important things in a boy's world, Toxic proved extremely successful for Egmont and featured in the top 10 children's magazines in the latest round of ABC figures.

Angry Birds

Price £3.99
Frequency monthly



As the third bestseller for the pre-teens category in Smiths News' rankings, the comic continues to grow in popularity, boosted by the brand's widespread popularity as a video game.



Industry advice Julie Jones

Joint managing director, Redan



Summer is a busy time for major family film releases. The big movie studios have vast promotional budgets, making sure their target audiences are left clamouring for more of their favourite new characters, so looking out for magazines with film content will definitely help with sales.

Industry advice Julie Jones

Joint managing director, Redan



We all know the children's section of the magazine rack is not always the tidiest and independents need to keep on top of this to ensure they are giving themselves the best chance of selling more children's titles. Display titles in different categories, so split pre-school, girls, boys and pre-teen.

Industry advice Helen Stables

Marketing director, Egmont

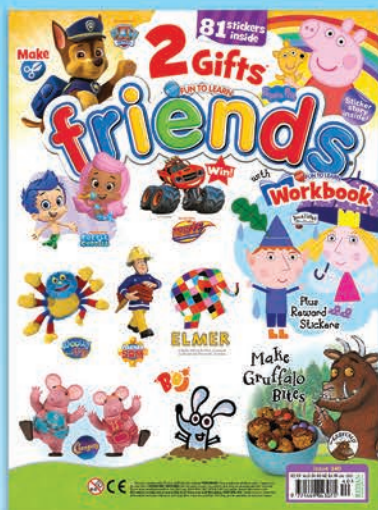


In the school holidays, during which sales can increase by up to 25%, retailers should ensure they stock the top titles, with all magazines full-facing and the bestsellers front of shelf. Magazines for pre-teens are an impulse purchase and a strong display will ensure strong sales. ●

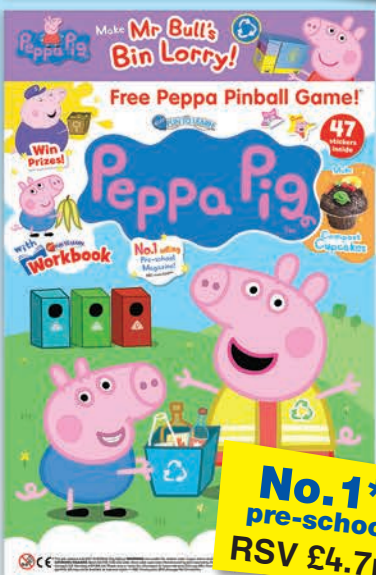
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Total RSV
£18m



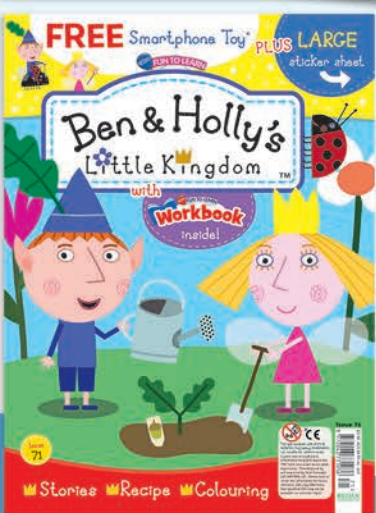
No.2*
primary girls
RSV £2.3m



No.1*
pre-school
RSV £4.7m



No.2*
pre-school
RSV £4.3m



NEW

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*ABC July-December 2015 (average net circulation)

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SCORE *your* STORE

CAKES

No matter how large or small your take home cake fixture may be, as the top-up shop occasion continues to grow retailers have the chance to drive strong cake sales. With 22% of convenience shoppers buying Mr Kipling or Cadbury Cakes, there is definitely an appetite for branded cakes in the convenience channel, so score your store below to find out if you are making the most of this opportunity.



1 Range & Display

1 Does your cake fixture look like this with enough space dedicated to the right products?

Tick box ☐



2 Are you stocking and displaying best-selling, well known brands prominently?

Tick box ☐

3 Do you regularly update your stock to make way for category enhancing new products?

Tick box ☐

Total

/3

2 Visibility & Availability

1 As a sought after flavour, do you position your chocolate cake products together to help aid extra sales?

Tick box ☐



2 To take advantage of the impulsive nature of cakes, do you position small cakes at eye level?

Tick box ☐

4 Do you use gondola ends to promote cakes?

Tick box ☐

3 Do you position pies and tarts together to help shoppers navigate the fixture with ease?

Tick box ☐

Total

/4

3 Drive value

1

Are you stocking
pricemarked
packs of best-
selling brands?

Tick box ☐



in association with



3

Do you offer
shoppers
cross-category
promotions?

Tick box ☐

2

Do you include cake within your seasonal displays?

Tick box ☐

Total

/3

Overall

Total /10

How did you score?

0-3 You could be making more of your cake category, by simply putting more emphasis on range, display and visibility you can generate valuable sales

4-7 You have put some great steps in place, but there is still some room for improvement. Select two points which you aren't currently doing and challenge yourself to make these changes

8-10 Congratulations, you are working hard to maintain a strong cake fixture which will help you maximise your sales. Make sure you keep up the good work and utilise supplier insight and advice to help you maintain cake sales

BONUS ROUND

Q: Where would you stock the new Mr Kipling and Cadbury Cake on the Go range?

A

Within a branded
parasite unit as
part of the 'on
the go' fixture

B

Within a branded
counter top unit to
encourage impulse
purchase

C

As part of the
'take home'
cake fixture

Answer:



How did you score on the bonus round?

Answer: A or B – the new Cake on the Go range should be sited away from take home cake as the twin pack format lends itself to the impulse occasion and the price point is in line with other on the go items such as confectionery or cereal bars

Get in touch with us at POS@premierfoods.co.uk to order your free Cake on the Go POS kit



PARTNERING FOR SUCCESS...



WHAT IS HAPPENING?

The **EUTPD II** is a series of new rules regarding the way tobacco products are manufactured, packaged and sold within the EU. The UK Government has chosen to add extra legislation in the form of **standardised** – or ‘**plain**’ – packaging.

This new legislation will affect everybody involved in the tobacco category, including **you**.

WHEN IS IT HAPPENING?



WHAT WILL GANTRIES LOOK LIKE?

Over the coming months towards **20 May, 2017** tobacco gantries will begin to comprise of a mixture of current branded packs and standardised packs.

We look forward to working with the trade to help deliver a smooth transition to **May 20, 2017** when only standardised packs can be sold.

MIXED STOCK ON SHELF

STANDARDISED PACKS ON SHELF



For Tobacco Traders Only

PRICING YOUR TOBACCO COMPETITIVELY

The recent EUTPD II and standardised packaging manufacturing deadline on 20 MAY 2016 means the manufacturing of Price Marked Packs (PMPs) is no longer permitted.

Previously, **PMPs** provided a clear way for retailers to communicate their tobacco product pricing, reassuring tobacco shoppers they were getting **good value** while helping to **drive in-store footfall** and protect retailers' turnovers.

Recent retailer feedback suggests there are major concerns around the potential loss of tobacco shoppers once **PMPs** disappear from the market. Ensure that you retain shopper **trust** by adopting a **transparent pricing strategy**.



PMPs are phasing out from 20 May 2016



Make sure you price your standard branded stock competitively...



...ahead of standardised packaging from 20 May 2017

Price competitively and keep your shoppers loyal

INSTILLING SHOPPER CONFIDENCE STEPS TO SUCCESS

- ✓ Reassure shoppers that despite the loss of **PMPs** your **clear pricing policy** continues to offer **good value** on tobacco
 - ✓ Make your customers **aware** that you sell tobacco products at the recommended retail price or below*
 - ✓ Display a **current price list** in your store
- Don't forget you can create and download your free fully compliant price list from MyTobaccoPriceList.co.uk

For more information on the legislation visit

www.imperial-trade.co.uk or
www.imperial-ignite.co.uk



Experience in **Australia** suggests retailers who adopted clear and sensible pricing strategies prior to and post the introduction of standardised packaging have only seen a **minimal impact** on their tobacco sales.



...THROUGH EUTPD II AND STANDARDISED PACKAGING

Sources: *Please note that retailers are free to determine the price of their products at all times
The content of this document is without prejudice to Imperial Tobacco's position that the Standardised Packaging Regulations are unlawful and subject to the outcome of Imperial Tobacco's ongoing legal challenge.



www.imperial-trade.co.uk

DAVID GILROY

GUEST
COLUMNIST

✉ editorial@newtrade.co.uk
☎ 020 7689 0600
🐦 @RetailNewsagent



A levy on sugary drinks may be just the first of a raft of new health-related legislation but the challenge it presents is bringing out the best in the industry

Weighty matters

The chancellor has dropped his sugar tax bombshell. The trade is assessing the implications and there's a lot of talk about bringing influence to bear during the consultation period.

Concerns around the technicalities, mechanics and inconsistencies of the tax are all highly valid and will be argued out over the next two years.

But isn't there a much bigger play going on here? The move to drive down obesity and to encourage healthy eating is becoming firmly established. This is likely to be embraced by consumers who will drive the market. In Philadelphia, where a decision was taken not to apply a sugar tax, consumption of sugary drinks is falling faster than in the USA overall.

Demand-side measures taken by the authorities – no sugary drinks in schools or vending machines, a sustained education programme, strict menu labelling laws and incentives for stores to highlight healthy foods – are taking effect.

Now take a look around any small independent store in the UK. Look at the goods stocked and the space allocated. The problem with convenience stores, as they are set up at the moment, is that nearly all the business comes from categories such as alcohol, tobacco, soft drinks and crisps – primarily “unhealthy” places – which make up around 90% of turnover in small stores. This is a threat.

If consumers really get on board with healthier eating and take sugar and processed foods out of their diets, convenience retailers and the whole trade will need to restructure their ranges to satisfy future consumer demands.

Sales figures show that buying habits in the soft drinks category have been changing for several years, which calls the need for a sugar tax into question. Purchases of regular soft drinks in the UK have



Britain is fighting a big battle against obesity

fell by 32% from 2010 to 2014. So why hit the only category that has consistently reduced the sugar content of its products?

There are many other sectors that have a case to answer on refined sugar.

Yet in a strange way this could work in favour of soft drinks manufacturers, aligning with anticipated consumer expectations and moving them ahead of the curve.

I've spoken to a number of senior people in the soft drinks arena and there's a lot of positivity about the direction of the industry and

the opportunities available. Most, for some time, have been reformulating their products to reduce sugar content. In his Budget speech the chancellor even complimented Robinsons owner Britvic on its work in this respect.

Other current and planned actions include:

- Reformulation of existing products
- Creation of new sub-5g per 100ml products
- Rebalancing of product portfolios towards lower-sugar products
- Effective labelling to enable consumers to make informed choices
- Communication of plans to facilitate informed choice
- Working more closely with education and health enterprises to promote ways of living healthier lifestyles – calories in/calories out approach.

Many are trying to forecast how this will play out in terms of winners and losers. There's no doubt that the ratio of sales will change and that on-shelf space allocation will have to be adjusted accordingly.

The view is that the losers

are likely to be the low-cost, heavy-sugar two litre and three litre bottled carbonates and drinks with high sugar levels. Some with sugar content as high as 15g per 100ml will have tough decisions to make on the impact of sugar reduction versus taste and whether or not to reformulate.

Industry contacts I've spoken to predict the winners are likely to be:

- Pure fruit juice products, as they contain more naturally-occurring and less refined sugar
- Soft drinks with less than 5g per 100ml, as they will have a price advantage
- Milk-based drinks, which are exempt from the tax
- Bottled water
- Low-sugar energy drinks, which target young adults.

Everyone is confident that while there will be profound changes in the composition of sales, volumes will hold up well. That's good. Our industry needs this important sector to be successful.

David Gilroy is the director of Store Excel. This article first appeared in Better Wholesaling

“ Sales figures show that buying habits in the soft drinks category have been changing for several years

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- ✓ Keeping you 'safe and legal'
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**co-investment may be required.

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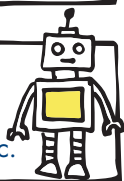
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FASCIAS

From new premium and value fascias to technology, distribution and chilled food, **Tom Gockelen-Kozłowski** and **Steven Lambert** explores how fascia owners are ensuring a strong future for retailers

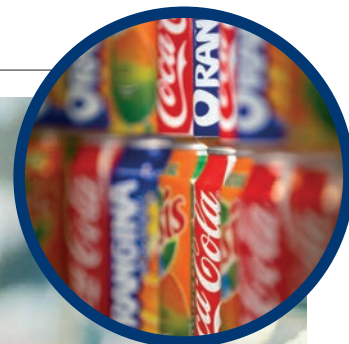
Future- PROOFING the FAScIA

The rapid rise of the convenience sector over the past few years has been well-documented in the business and national press, driven by an increasing number of time-poor consumers making more frequent top-up shops at local stores.

But with new threats from the likes of one-hour food delivery service Amazon Fresh and legislation such as the National Living Wage and EUTPD II – and a tax on sugary soft drinks on the horizon – experts claim fascia and franchise groups will need to work even harder in the future to maintain this growth.

Latest figures from market analysts IGD would, at face value, suggest these issues, and others, are already having an impact on the »

In an ever-competitive convenience market, what must fascia owners do to ensure a strong future?



SPAR



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FASCIAS



The future of fascias depends on improving the quality of stores to keep them competitive



It is equally important that the overall quality of stores is improved

convenience market, with the number of symbol group stores falling from 15,169 in 2014/15 to 15,060 by 31 March this year – a drop of 0.7%.

While this may trigger alarm bells for some, the IGD claims the figures are a result of a ‘rationalisation’ of store numbers in the symbol sector, with groups expecting their members to adhere to tighter disciplines and compliance.

This is backed by companies such as Costcutter, with chief executive Darcy Willson-Rymer saying the group has “ended relationships” with retailers who did not maintain basic store standards.

“A key part of our business growth will be through increasing our store numbers, however, it is equally important that the overall quality of stores is improved,” says Mr Willson-Rymer.

And even the Post Office now has a retail team which provides advice during “health check” visits, which focus

on everything from the basics of retail all the way to helping to join a franchise or symbol group. The scheme is designed to help its Post Office-branded retailers raise standards.

The future of fascias, therefore, appears to be less focused on playing the store numbers game and more on symbol and franchise groups improving the quality of existing and new stores to ensure they remain competitive against supermarkets and discounters.

Wholesale and convenience guru David Gilroy believes this will lead to big shifts in how successful businesses are run in the near future. “In the next couple of years there’s going to be a fundamental change in how convenience stores look and feel,” he says.

With this in mind, RN looks at some of the initiatives fascia and franchise groups are working on to help them, and their members, future-proof their businesses. >>

How I’ve worked with.... **Post office**

Than Thevarajah

Nyetimber
Post Office
Bognor Regis



My parents opened the business in 2004 after One Stop was bought by Tesco and the supermarket removed the post office from the original site. Since the Post Office modernisation started, we’ve been able to transform the business and the Post Office gave us the funding to be able to do it – basically a year’s salary, which we invested in the store. The team also offered a lot of advice and as we have grown the retail part of the business we decided to join a symbol group. Post Office and Spar work together well to make sure we offer what our customers want and the Post Office is a brand that’s very well trusted by the older demographic of our customer base.



Post Office funding helped Than invest in his store

DO YOU FEEL VALUED BY YOUR SYMBOL GROUP?

SECOND
YEAR RUNNING

☐ YES

Congratulations, you're probably with Today's. When asked,
81% of Today's retailers said they felt valued, the highest score
out of all **10 symbol groups** that took part.*

☐ NO

You have our sympathy. If you'd like to develop a great relationship
with a Symbol group, talk to us at Today's and benefit from
the support of independent wholesalers who recognise and
value independent retailers. To join our winning team visit
www.todaysplanforprofit.co.uk or www.todays.co.uk.



*Source: him! Symbol Track 2015

Today's
Group



FASCIAS

Nisa has launched a fresh delivery service for its members



How I've worked with.... Nisa

Harj Dhassee

Nisa Mickleton
Village Stores,
Gloucestershire



Nisa has been talking with us and other retailers about going through step-by-step store development, which is really reassuring. It's easy to get stagnated, but Nisa is helping us to focus and move our business on. We've taken part in Nisa's fresh and chilled workshops, which have been amazing. We've always had a strong fresh offering but we still learned a lot, and you can even arrange for their team to come directly to your store to teach your staff about things like compliance and ranging. Nisa has also been setting up regional WhatsApp groups between retailers and area managers, which I'm part of, and it's a great way of communicating and keeping in touch, as well as learning about new innovations.



Harj has learned from Nisa's fresh and chilled workshops

Fresh & Chilled

One of the biggest growth opportunities identified by groups to ensure the future success of fascia formats is fresh and chilled foods.

This year has seen a huge amount of time and investment made by companies to improve the reputation and quality of their products in this category.

David Gilroy believes this move boils down to a number of factors, including health legislation and shifting shopper buying habits.

"The biggest challenge facing fascias and the whole industry is the composition of their range, particularly around food and drink," he says.

"We're getting sugar tax on soft drinks and I think that's just the beginning of the drive on healthy eating and obesity. Confectionery will also come under scrutiny.

"The problem with convenience stores, as they are set up at the moment, is nearly all the business comes from categories such as alcohol, tobacco, soft drinks and crisps, which make up around 90% of turnover.

"If consumers really get on board with healthier eating and take sugar and processed foods out of their diets, convenience retailers and the whole trade will need to restructure their ranges."

With more shoppers set to seek out healthier and fresh ingredients to prepare meals at home, convenience groups are working to offer more category advice and training for fresh and chilled to improve standards in stores, as well as improve their distribution and ranging.

Nisa, for example, has launched a new fresh produce delivery service for its members, which group unit business director for symbol Nigel Gray says will "allow its retailers to bulk-buy fresh produce and benefit from enhanced margins".

Meanwhile, Bestway head of business development Paul Adams says sales at its new central pick service for fresh fruit and vegetables, launched last October, have been going from strength to strength.

"We have more than doubled our volumes since the launch, and are seeing more confidence from retailers in how they manage what is a difficult department within their stores," he says.

While these groups benefit from having a large delivered wholesale network, cash and carry operator Landmark is also looking to grow its share in this sector with its new Lifestyle Chilled Club.

The scheme, launched in conjunction with a fresh and chilled delivery service, Fresh to Store, will offer exclusive deals, ranging advice and other benefits to users, according to Landmark retail controller Stuart Johnson.

"A lot of our stores, because they're small in nature, have evolved from CTNs and off-licences into convenience stores, and so have not traditionally been strong in the chilled and fresh areas," says Mr Johnson. "We're trying to get them get up to speed to help them realise the full potential of this sector."

Franchise operator One Stop has also relaunched its fresh offer this year, adding 85 new products to its range including fresh meat and ready meals backed with promotional activity.

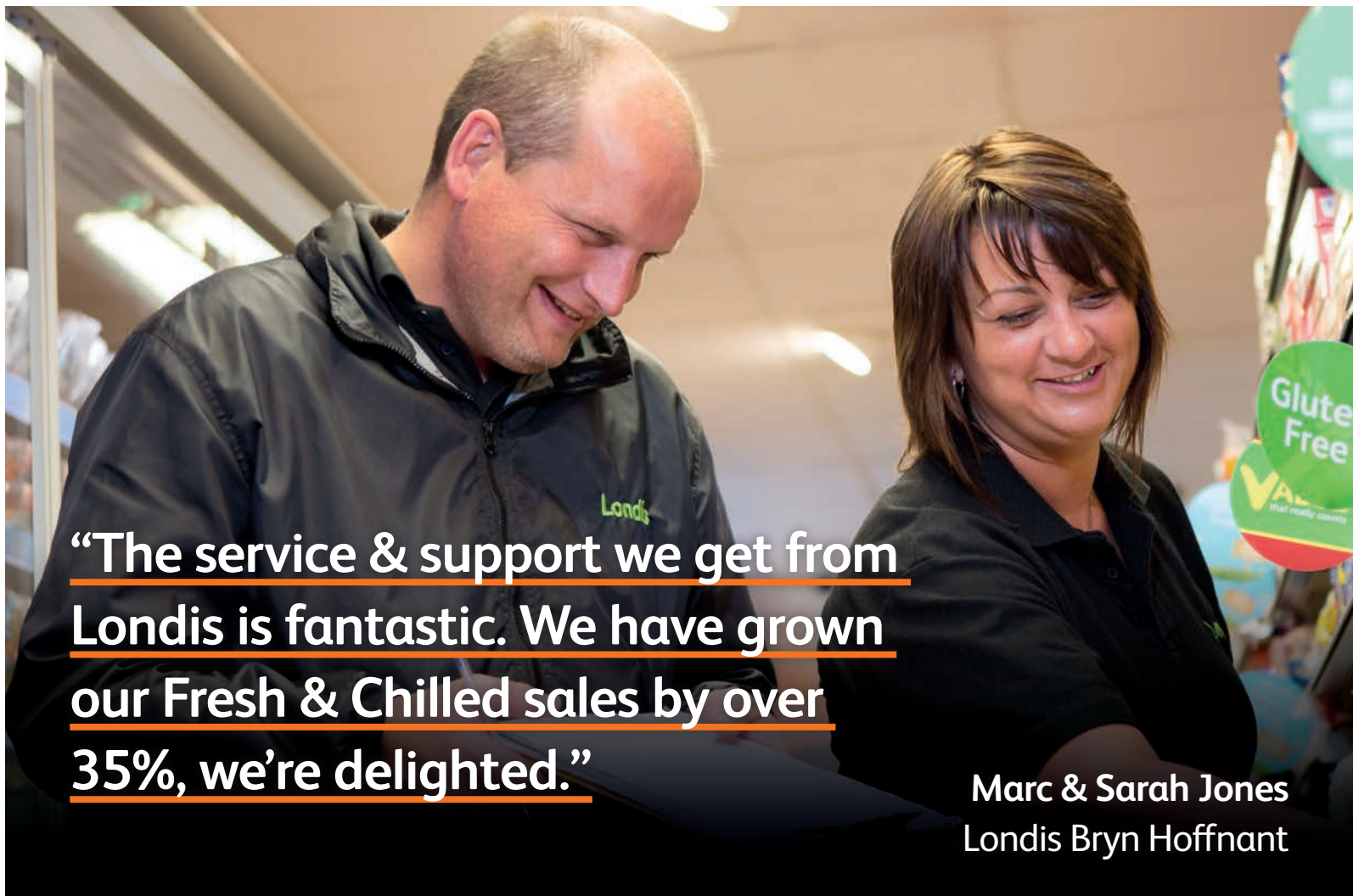
Andrew King, the company's franchise director says: "We conduct in-depth customer research asking customers what they want and then further determine our range based on mission, regionality and affluence - giving our franchisees an offer we consider right for their customers and their store by location." ➤➤



If consumers really get on board with healthier eating convenience retailers will need to restructure their ranges

Bestway says sales at its fruit and veg central pick service have doubled since its launch in October





“The service & support we get from Londis is fantastic. We have grown our Fresh & Chilled sales by over 35%, we’re delighted.”

Marc & Sarah Jones
Londis Bryn Hoffnant

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FASCIAS



Food Service & Food to Go

As well as high quality fresh produce, fascia groups are also helping their retailers by raising their game on food to go and foodservice.

Kash Khera, director of Simply Fresh, says the group is expanding its Simply Fresh Kitchen hot food concept next month to take in more “day-part occasions”, with menu choices changing depending on whether retailers are serving at breakfast, lunch or dinner.

“Everything will be pre-made. It will be more of a substantial offer – not just a sandwich or a pasty,” Mr Khera says.

“We’re talking about hot food taking a lot of inspiration from chains like Planet Organic and Whole Foods and from the convenience stores in

Ireland too. There’s healthier options and hearty food like stews too.”

Spar has also looked to take this foodservice element forward with the development of its Daily Deli offer, giving retailers the option of having a fully-fledged serving counter for hot meals and soups.

The company says it will look to widen the presence of its food and drink franchise partnerships across its retail estate, including increasing the number of in-store concessions for well-known brands such as Starbucks, Costa and Greggs.

As its managing director Debbie Robinson told the Association of Convenience Store’s Annual Summit last month, Spar “saw the raising of standards and the blurring of lines



We’ve built up great partnerships with some of the biggest names in food-service



How I’ve worked with.... Booker

Mandeep Singh
Premier Singh’s,
Sheffield



We’ve done a lot of work with Booker with a new concept at our Manor Road store. We’ve become more of a destination for food to go and we also launched a kid’s zone that includes a slush machine and link deals. With that, we’ve managed to win over more kids from rival stores. We’ve also started stocking bigger branded packs, similar to the large discounters. Customers are becoming more demanding, but now we’re getting comments from shoppers who say they are coming to our store instead of the supermarkets – we’ve never had that in 20-odd years. We’re still a convenience store, but we’ve become more than just a top-up shop.



Mandeep’s kid’s zone makes his store a destination

between food service and convenience and were quick to act on that.

“We’ve also built up great partnerships with some of the biggest names in foodservice in our country.”

This trend looks set to continue with other groups in the near future. Bestway’s Paul Adams says the group is looking to hold talks with Costa and other franchises to improve its foodservice credentials, while Nisa has begun trials with Aryzta Food Solutions to add the company’s Pierre’s hot food counters and Seattle’s Best Coffee units in its stores. ➤➤

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*terms & conditions apply

FASCIAS

How I've worked with.... Today's

Rishi Madhani
Today's Local,
Stokenchurch,
Buckinghamshire



We heard a Tesco Express was opening nearby and knew we had to prepare. So a representative from Today's Local came to provide some advice. They analysed all our departments and made suggestions on what to stock and how to make the store lighter and more spacious. We got rid of 30% of the frozen section and changed merchandising throughout the store: pairing cereal bars with the coffee machine, and baked beans with bread. We installed a pound section at the back which – along with the better layout – has stopped people bottlenecking at the front. Now the Tesco Express has opened and our sales have inevitably taken a hit. But trade is getting better week on week, and customers are coming back to us again.



Today's helped Rishi prepare for the arrival of a Tesco Express

Nisa is expanding its Heritage range



Shoppers will orientate more to fresh and chilled

OWN BRAND & RANGING

David Gilroy says while the quality of own label products in fascia stores has been steadily improving, more could be done to accommodate new sales opportunities.

"Shoppers are going to be looking at products that are better for you, gluten-free products, and will orientate more towards fresh and chilled."

"If fascias aren't starting to address this now, consumers will buy less and less from these places and buy these from the superstores and discount operators instead."

Spar says it is responding to similar health concerns from customers by reducing the sugar content in its Spar own label soft drinks by 10% this year, which it claims will remove 51.6 tonnes of sugar and 206 million calories from across the range.

Meanwhile, a number of fascia groups are flexing their buying power to improve the quality and breadth of their product ranges.

Nisa is building its range of around 800 Heritage products this year with updated packaging and expansion into categories such as fresh gourmet pizzas, premium ready meals and energy drinks.

Nisa symbol director Nigel Gray is confident the move is the right one: "The importance of having a strong own label range in convenience stores has grown significantly as consumers now expect to find an own label range which not only covers all categories but provides a good quality alternative to branded products, at a cheaper price point," he says.

Meanwhile, Bargain Booze opera-

tor Conviviality Retail says recent acquisitions such as that of alcohol supplier Matthew Clark are helping its retailers to become a destination for exclusive beers, wines and spirits at eye-catching prices.

Kenton Burchell, commercial director of Conviviality Retail, says: "We are providing consumers with ranges they cannot buy anywhere else; such as Sancerre, a French wine that is never going to be out of fashion, and bottles of Heidsieck Monopole Grande Cuvee Champagne, which is on our exclusivity list."

Booker also claims its acquisition of the Musgrave estate is paying dividends for Londis and Budgens stores in terms of own label, with these stores now receiving Booker's range of Farm Fresh products, including fresh fruit, vegetables and meat.

Londis director John Pattison says the group has seen its volume sales of own label rise by 60% since switching out SuperValu lines to take on fruit, veg and fresh meat from Booker's Farm Fresh range.

As part of its store "health checks" the Post Office advises retailers to look at their customer base and provides specific advice for different demographics.

"The existing core Post Office products and the traditional products you'd expect to find on the retail side – cards stationery, gift wrap – will be what an older customer wants to purchase whereas millennials want convenience, promotions and slush machines," says retail & development training manager Mark Jacobs. ➤



We are providing consumers with ranges they cannot buy anywhere else

Specialist private label ranges help stores become destinations



JOIN US FOR A Nisa 2016



“

**THE HERITAGE RANGE IS
ABSOLUTELY KEY TO OUR
BUSINESSES' SUCCESS**

”

“Nisa's Heritage
own label has been a
**KEY
FOOTFALL
DRIVER**”

“The impact of Costcutter, our old symbol partner, splitting with Nisa last year was a 12% decrease in sales due to poor availability, range, price and the quality of fresh products.

Plus, after speaking with our customers, it became clear that Heritage was also a key reason they shopped with us, and a big part of the shopping experience. When we asked them why, it wasn't just about the price, but the quality too.

Since joining Nisa, we have recouped the trade and have now become a more trusted “foodie” store. The main benefits of being with Nisa for us as a business is the stability it offers us as a trusted brand, through its sector leading distribution service, unrivalled range, award winning own label brand, and through the fantastic support that is available to us day and night through the head office and field-based teams.

The customers have also trusted the brand for many years, and are very happy that we brought back what was important to them, and not what our supply partner wanted to push to them. We are able to give the customer all the products they require and many have reported a general feel good factor when they visit the new and improved store.”

Paul Cheema
MALCOLM'S

To find out why joining Nisa is as easy
as 1-2-3 visit **www.join-nisa.co.uk**

Nisa
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FASICAS

technology, social media & marketing support



From in-store innovations to creative marketing tools, fascia groups are looking at new ways of using technology to make retailers' lives easier and help them build an online platform for their businesses.

One such group is Costcutter, whose recent work includes the rollout of Smarttill cash drawers to stores. These automatically count up coins and notes stored inside them and provide daily reports to store owners.

This month, the company also became one of the first convenience groups to accept Android Pay in its stores, while it has also launched an updated version of its ActivHub online retailer portal, offering its members guidance and advice on everything from merchandising to new legislation.

"There has been a real appetite from our retailers to use technology to help grow their businesses and our Activ technology programme is continually evolving to offer the very latest systems," says Dan Quest, retail director at Costcutter.

Meanwhile, Simply Fresh says it will trial self-service tills at one of its sites in July. The group is also due to launch a fully-customisable smartphone app for its retailers and shoppers, with features including a digital loyalty scheme and plans to offer a click and collect service in the future.

Kash Khera explains the company's thinking: "If someone has downloaded the app but they're not a frequent visitor, you can search for people not using the card more than

once a week or once a month and send them a voucher for a free coffee or tell them that this product will be half price the next time they call in. It's all about driving new footfall into the store."

It's something John Kinney, retail director at Today's, also sees as becoming ever more important to his business's success. "We have recognised that there is a whole group of customers – millennials – who don't necessarily respond to leaflets and therefore we very much see this app technology bridging this communication gap."

The Today's Group, for example, is using its partnership with tech firm Big DL to introduce promotional digital window screens in 1,000 of its stores to help retailers grow awareness of deals and promotions.

Meanwhile, both Costcutter and Nisa have launched their own dedicated digital marketing teams, which are providing advice and support to retailers looking to increase their store presence on social media.

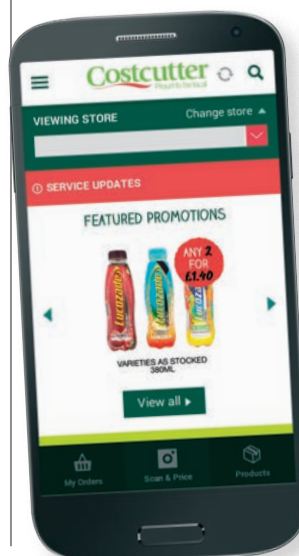
Nisa is also using smartphone technology to keep in closer contact with its retailers, with each of its regional retail managers setting up WhatsApp groups with all of its retailers.

"On an individual basis, stores can successfully implement an online shopping facility. It caters to the needs of its local community and can increase the penetration of local products as a point of difference across a broader consumer base," says Nigel Gray. ➤



There has been a real appetite from our retailers to use technology to help grow their businesses

Costcutter has updated its retail portal and now accepts Android Pay



**How I've worked with....
Spar**

Ian Lewis

Spar Crescent
Stores, Witney,
Oxfordshire



We've been with Spar for 25 years and they've always provided reliable and helpful support. In that time, we've gone from being a small village store to an established larger outlet, and they helped us through that process in various ways – by evolving our deliveries, with back office support, with a new infrastructure and by developing our layout. They have a great business development management team which frequently visits the store to help with ideas and promotions. We're also involved in their Shop 'n' Win promotion and one of our customers recently won an iPad, which stirred local interest and helped drive footfall. My dad's been in the business since 1967, so he's very experienced, but I know he still hugely appreciates the support of Spar.



Spar's business development team pays regular visits to Ian's store

Reason

#6 /16

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**Reasons
to talk**

Costcutter
Supermarkets Group

Costcutter

Mace

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SuperShop

simplyfresh

INDEPENDENT

FASCIAS

delivery & distribution



Amazon Fresh promises deliveries within an hour

With new online ordering services such as Amazon Fresh promising to deliver groceries to shoppers' doors within an hour of ordering, Corner-shop Online director Purdeep Haire

How I've worked with.... Bargain Booze

Mital Patel

Bargain Booze
Select Convenience,
Brentwood, Essex



Prices are up to 10% cheaper than the major supermarkets, and Conviviality hosts regular meetings to offer insight into how the business is run, as well as a chance to meet up with other franchisees. I recently suggested a change to my PoS, which was taken on board and implemented by Bargain Booze across all stores. The range of products available and access to hyper-local suppliers is fantastic. For instance, I stock local ales from Brentwood Brewery and locally-sourced frozen pie and mash ready meals, which gives me an edge over my competitors. Following consistent year-on-year growth, I'm now looking to put this winning formula to good use elsewhere by opening additional stores.



Bargain Booze's range gives Mital's store the edge over its competitors

believes fascia stores will need to maintain excellent standards on customer service and product availability to compete effectively against this.

"Shoppers will be prepared to pay a premium on goods if they can order them online and get them delivered in an under an hour, which Amazon is promising," he adds.

Costcutter's Dan Quest says while Amazon Fresh remains a "hot topic" within the convenience sector, many retailers are "already offering delivery and collection services from their stores which they have tailored to meet the specific requirements of their customer base".

Costcutter is also looking to help its members combat this through its partnership with wholesaler Palmer & Harvey (P&H), which has launched a number of initiatives to improve delivery times and product availability.

This includes its new 'Big van, little van' strategy, where the wholesaler has launched a single sales team covering its delivered lorry service, offering around 12,000 lines to retailers, and its smaller vans sales operations.

P&H has also updated its delivery force by updating its entire fleet with Transend EPod technology, with drivers now equipped with Android mobile devices fitted with satellite technology to help P&H and its retailer base track and monitor deliveries more efficiently.

According to P&H commercial director Darren Goldney, the company is "combining the best of our delivered and van sales service into one great sales proposition for independent retailers."

Meanwhile, Booker says it is using its new Londis distribution platform to improve delivery times to stores and help retailers recognise new sales opportunities, including developing fresh and chilled sales for its Family Shopper sites.

Steve Fox, managing director of Booker Group - retail, says: "By joining forces, we can now serve all retailer types.

"We now have nearly 5,000 disciplined retail stores turning over around £1.7bn at wholesale. But we're committed to growing all four of our symbol brands - Premier, Family



The range of products available and access to hyper-local suppliers is fantastic

Transend EPod technology enables P&H to track and monitor its deliveries more efficiently



How I've worked with.... One Stop

Dee Sedani

One Stop Matlock,
Derbyshire



Being with One Stop gives me a whole range of basic benefits that are essential to my store: an established brand to work with; store standards such as PoS and shelf labelling and promotions for my customers. People don't give me grief about pricing - which used to be a constant problem - because I can say it isn't controlled by us. Then there's the wealth of knowledge and data that One Stop has, which they draw on whenever they come to review our layout. The business development manager comes into the store every six months or so and considers a range. Most recently, we looked at the whole flow of the shop, adding a few extra products and changing the dynamics. The changes have added 0.5% to weekly turnover.



Dee says One Stop has helped him improve store standards

Shopper, Londis and Budgens - by improving the fresh offer, having a stronger own brand presence and a better supply chain."

Conviviality Retail is also helping its franchisees keep up to speed with its delivery cycles through its online Fuse system, which also acts as a portal for retailers to share media and advice on growing sales.

"The flexibility of the platform gives our franchisees a voice to head office, while being accessible from desktop, tablets and mobile devices," says Kenton Burchill at Conviviality. >>>

Run a Post Office

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POST
OFFICE



CROOKHAM VILLAGE POST OFFICE, HAMPSHIRE

We are looking for a retailer to run a Post Office Local in Crookham Village near Fleet, from their existing or proposed business. Provide vital Post Office services to this rural Hampshire community.

Weekly customer transactions: 580
Estimated income from Post Office fees: £12,100 - £13,600



LANCHESTER POST OFFICE, COUNTY DURHAM

Great opportunity in this small rural town in County Durham. The current premises are available or you could add a Post Office Local to your own existing business.

Weekly customer transactions: 1,050
Estimated income from Post Office fees: £13,700 - £15,400
Property enquiries:
Anthony Morland 01207 528 813



UPPER MALONE POST OFFICE, BELFAST

Combine a thriving Post Office Local with your existing or proposed retail business in this Belfast suburb, benefiting from almost 1,000 weekly Post Office customers.

Weekly customer transactions: 970
Estimated income from Post Office fees: £15,600 - £17,600



CHURCH STREET POST OFFICE, ILFRACOMBE

We are looking for a successful retailer to incorporate a busy Post Office Local into their existing or proposed business in this lovely seaside town in Devon.

Weekly customer transactions: 780
Estimated income from Post Office fees: £16,600 - £18,700



LOCHMABEN POST OFFICE, LOCKERBIE

Post Office Ltd is looking for a successful retailer to incorporate a Post Office Local into their existing or proposed business in Lockerbie, Dumfriesshire.

Weekly customer transactions: 670
Estimated income from Post Office fees: £8,900 - £10,000



DUNCAIRN ST POST OFFICE, BELFAST

Exciting opportunity to run a busy Main Post Office in Belfast. Incorporate the Post Office into your existing business or the premises are available.

Weekly customer transactions: 2,480
Estimated income from Post Office fees: £52,800 - £59,400
Property enquiries:
Mrs Christine McAloone on 0289 0351362



TOWER HILL POST OFFICE, BIRMINGHAM

Add Post Office Local services to your retail offer in this Birmingham suburb, or the current premises in Walsall Road are available.

Weekly customer transactions: 900
Estimated income from Post Office fees: £18,200 - £20,500
Property enquiries:
Mr Kuldeep Singh 0121 3571228



CAMP HILL POST OFFICE, NORTHAMPTON

Post Office Ltd is looking for a successful retailer to incorporate a Post Office Local into their existing or proposed business in this residential Northamptonshire suburb.

Weekly customer transactions: 870
Estimated income from Post Office fees: £18,000 - £20,200

- Post Office invests up to £10,000 in a Local and £45,000 in a Main branch

- There is no franchise fee to add Post Office services to your customer offer

- A Post Office Local only needs a square metre of counter space by your retail till

Register your interest at RunaPostOffice.co.uk

FASCIAS

store Formats

While fascia groups have been working hard to develop their core convenience stores, many have also been developing new store formats based on feedback from their retailers and research into the latest market trends.

This includes a number of new value-led fascias launched or trialled over the last six months, which have come as a result of companies attempting to take on discount multiples at their own game.

Bestway's Paul Adams says the group has been trialling a new Best-one Value fascia at a site in Milford Haven in Wales.

The revamped store focuses heavily on pricemarked products and promotions on larger bulk-buy items such as washing powder, which are targeted at price-conscious shoppers.

"Sales at the store are growing 5% week on week and footfall has also been increasing since the change.

How I've worked with.... Costcutter

Chaz Chahal
Costcutter,
Bromsgrove



Costcutter give us different ideas and ways to move forward. In terms of IT support and backup, they are definitely near the top and the product range is continuing to improve following the transition from Nisa a few years ago. Marketing has also been really good over the last year and the PoS material we have been receiving has been really striking, especially for Euro 2016. Costcutter has also improved its social media and digital operations. In regards to the future, Costcutter is helping me with trends such as fresh and chilled by working with Simply Fresh, and I'm just about to open my first Simply Fresh store. Costcutter is really good at store development, so the new site is coming along well.



Budgens continues to develop its premium-led concept stores

"Consumers are becoming savvier around product prices and value, driven by discounters, so there's a need to reflect to this.

"We recognise this is a huge trend and we felt there's a place for value in our market, while still providing a full convenience offer for shoppers," Mr Adams says.

Booker is targeting similar shoppers with a new concept developed at Premier Singh's Manor Road in Sheffield.

The redeveloped store also includes a number of new bulk-buy promotions, as well as a larger selection of ready meals and a dedicated 'kids zone' containing a slush machine and confectionery.

Martin Swadling, director of Premier says: "it is vitally important that symbol retailers feel their group is aware of any dynamic shifts in the market and that they are able to give them support and advice on how they can maximise any opportunities arising."

On the flip side of the coin, Budgens is continuing to develop its line of premium-led concept stores with its latest store, Warner's Budgens in Winchcombe.

The business places an emphasis on high-quality ready meals, fresh fruit and vegetables, artisan products and freshly-ground coffee.

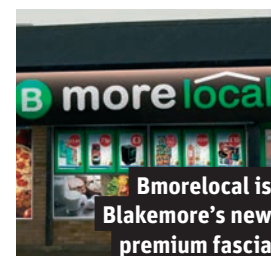
Budgens brand director Mike Baker says the launch falls under the group's new "Fresh thinking from Budgens" strategy, which includes benefits such as a 'spend and save' scheme offering retailers discounts dependent on the amount they spend in a Booker depot every month.

Mr Baker adds the new proposition is "a much simpler package, boosts profitability, improves the supply chain and extends own brand options".

Blakemore Wholesale is following a similar train of thought with its new Bmorelocal stores, a premium



Consumers are becoming savvier around product prices and value, driven by discounters, so there's a need to reflect to this



Bmorelocal is Blakemore's new premium fascia

How I've worked with.... Londis

Bintesh Amin
Blean Village
Londis, Kent



Londis has gone through a lot changes with the move the Booker, but I would say its range and pricing has got a lot better since the move. The work that's being done around Farm Fresh, with fruit, veg and meat, has helped, because it's given me the option of buying products I was buying from Booker anyway but now I have them delivered, and we're getting strong deals and rebates on these. Londis is in a good situation right now – it's a good symbol group to join. There are good retailers there, and they are plugging stores into all kinds of different networks to draw on other peoples' experiences.

fascia also centred around high-quality fresh, frozen and chilled goods and food to go. Around 30 stores are lined up to take on the format in the coming months, Blakemore says.

Meanwhile, Landmark is aiming to give its retailers the best of both worlds with new value and premium store formats – Lifestyle Value and Lifestyle Extra.

Stuart Johnson says the fascias were developed in direct response to feedback from retailers.

He says: "Retailers are investing more and more in their businesses and are becoming more premium. These formats enable these retailers to get that premium feel but at the same time get their offer right for their particular neighbourhood."

And while many companies are considering their position on the premium to value spectrum, the Post Office is using its reorganisation to trumpet the increased convenience of its offer. Since modernisation the company is open for an additional 192,150 hours per week, with 3,500 branches open on Sundays. "The combined footfall of both a convenience store and a post office can be managed really successfully," Mark Jacobs says. ●

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Mandeep Singh, Sheffield.



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Shahid Razzaq, Family Shopper, Blantyre, Glasgow



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RANGE**

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PREVIEW



The Call up

KP Snacks is expanding its 'When Flavour Calls' campaign for McCoy's with bespoke and interactive displays available from wholesalers as part of a £3m investment.

RRP 79p

Outers 30

Contact 01207 291910



On The Go

United Biscuits is launching McVitie's To Go, with twin packs and multipacks of Digestives Original, Milk Chocolate and Dark Chocolate and Hobnobs flavours.

RRP 50p - £1.59

Outers various

Contact 0800 138 0813



Summer fun

Malibu is being promoted in a new summer marketing campaign covering outdoor and social media activity, launched by Pernod Ricard.

RRP various

Outers various

Contact 0208 538 4484



Egging them on to win

Mondelez is renaming Cadbury Mini Eggs as Wini Eggs and launching a competition offering family trips to Rio.

RRP various

Outers various

Contact 0870 191 7343



Minions go bananas

The Minions are back as Tic Tac re-launches a banana variant featuring the animated characters on packs.

RRP 58p

Outers 24

Contact 01923 690 300



Back to Nature

Nature Valley is introducing a new and improved protein bar range in multipack and single servings, as well as becoming the official snack bar of British tennis.

RRP 69p - £2.89

Outers various

Contact 01895 201100

PREVIEW



Attacking the market

Kerry Foods is rebranding its Attack A Snak range and adding a new flavour, Peri Peri Mayo.

RRP £1.50

Outers not given

Contact 01784 430 777



Spreading the word

Seriously Strong Spreadable cheddar is widening its scope with the launch of a new format, Squares, alongside new flavours.

RRP £1.45 - £1.75

Outers 8 - 12

Contact 01737 783 300



Crossing the Rubicon

AG Barr is launching Rubicon Spring, blending the health benefits of water with fruit flavours, backed by a £2m campaign.

RRP £1.20

Outers 12

Contact 01236 852400



Sauce of inspiration

Rollover has launched new designs for its range of hotdog sauce bottles.

RRP not given

Outers not given

Contact 01753 575558



Vinto on the road

Vinto is giving retailers the chance to win £100 as part of a van sales tour for its soft drinks.

RRP various

Outers various

Contact 01925 220 122



The perfect Mix

AG Barr has added limited edition Mix Ups to its soft drinks range in Raspberry Ripple and Cherry Bubble flavours.

RRP 39p - 69p

Outers 12 - 24

Contact 01236 852400

INDUSTRY PROFILE

Toby Hill
 email tom.gk@newtrade.co.uk
 tel 020 7689 3361
 @TomGK_RN

Close Brothers

Banking group Close Brothers has been providing finance to convenience stores for more than 25 years. It remains committed to the sector and, according to its managing director of business finance, Richard Briscoe, is more confident of its future than ever



RETAIL NEWSAGENT What services does Close Brothers offer retailers?

RICHARD BRISCOE Close Brothers is one of the largest funders of shop fittings and refurbishments in the country.

We offer asset financing through leasing and hire purchase, so our security is on the equipment rather than on bricks and mortar.

This means that only small deposits are required and there's a low initial outlay.

RN What criteria do you use to determine which projects you will finance?

RB We operate through brokers, who put proposals to us.

This will include the background of the shop and shopkeeper, account finances and bank statements, the location, the symbol group, and so on.

We don't use credit scores and treat each business as an individual case.

RN Why should retailers work with Close Brothers instead of going to banks for a more conventional loan, or using alternative sources of finance?

RB We've been around for a long time and understand the sector from the grassroots up.

We've supported it through economic recessions over the last 25 years, and even during tough times – when banks stopped lending – we carried on doing so.

RN With independent convenience stores having to deal with pensions auto-enrolment, the National Living Wage and tobacco legislation, do you remain confident about the sector's future?

RB We have great confidence in the sector from a long-term point of view.

Over the past 25 years we've witnessed store owners working very hard to make their businesses work.

We've continued to back the sector even when people have been predicting its death and it's proven itself to be highly adaptable.

It helps that these are small individual businesses and this is how owners make their livelihoods. They're not just looking to get rich quick.

RN Is now a good time to consider opening a new store or investing in your existing store?

RB I think there are great opportunities right now.

People are returning to using smaller stores on a regular basis and prefer them, as long as they're clean, well laid out and airy.

People's lifestyles have changed too, especially in cities. My parents would go to the supermarkets once



Even during tough times – when banks stopped lending – we carried on doing so

a week to buy all their shopping and groceries.

But now most people go to the shops every other day so a convenience store works for them.

RN What typical mistakes have you seen retailers make that have trapped them in financial difficulties?

RB It usually relates to a failure to do proper research before starting a new project.

For example, choosing a location with a large multiple nearby. Or not understanding the demographics of the local area.

But we don't see too many problems like this. For most store owners paying for a refit or to fit up a new store is a big investment and they'll think long and hard before doing so.

RN What distinctive projects have you been working on recently?

RB We've had a few recent clients opening stores with an exit strategy already in place.

They have an idea in mind of what the large multiples are looking for. So they'll set up knowing it will be successful as an independent convenience store, but also ensuring there are the right ingredients to attract a supermarket, such as car parking and space.

And after a few years they'll aim to sell on to the multiples.

** Company CV **

Company Close Brothers

Managing director of business finance Richard Briscoe

Profile Close Brothers describes itself as “a leading merchant banking group” and – from its London base – has helped finance independent retailers' plans for growth for a quarter of a century.

Latest news Mr Briscoe says he is seeing retailers nationwide investing in their stores despite the additional regulatory burden on the market.

**

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THIS WEEK IN MAGAZINES

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 @NadiaAlexRN
 facebook.com/retailnewsagent



Motoring special

MINI WORLD TO BRING MAXI SALES FROM FANS

Rockingham Motor Speedway is the venue for 2016's Mini World Live event. And this guide will be a must-have for all enthusiasts

MINI WORLD LIVE is the souvenir guide to the annual Mini car show held at Rockingham Motor Speedway. The show brings together the best examples of classic and modern Minis from around the UK and Europe on Sunday 10 July. This one shot contains maps, guides, times and bonus features to give attendees everything they need to know about the event. Mini World Live will receive support from Kelsey's three Mini titles – Mini Magazine, Mini World and Modern Mini – so if you stock these titles, Seymour recommends you display the souvenir guide alongside them to drive incremental purchases.



MINI WORLD LIVE
On sale 10 June
Frequency one shot
Distributor Seymour
Display with Classic
Car Weekly, Classic
Sportscar, Mini World

Round up



NADIA ALEXANDROU
 Magazines
 reporter

THE PERFECT PACKAGE

In a bid to grow their readerships and lock in readers, magazine publishers are becoming a lot more experimental about trying to find the “perfect” magazine package – in particular with cover prices. CBeebies, for example, fluctuates on a weekly basis right now – with the two previous issues selling at £2.25 to £3.25, the current issue at £2.50, then the following issues' prices will circle around to £3.25 and £2.25 respectively.

Elsewhere, Hello! Fashion Monthly magazine has echoed Cosmo's cut price for a trial period, but is keeping the margin of its full £1 cover price, not to mention the mass of women's celebrity weeklies which consistently switch up their prices.

So how are retailers benefiting from this? Carl Pickering, of Top Shop News in Lancashire, says the best results came from price drops, because although he received less cash margin from them, they drove sales of not only the title in question, but also encouraged customers to pick up another magazine with it. He said: “I sometimes second-site cut-price magazines by the till, and that really helps drive impulse purchases.” When it comes to testing prices of premium-priced magazines, special interest titles such as bookazines and collectors' editions are less affected by price, because customers are driven more by their passion than money. But elsewhere, they are more sensitive to price hikes. “I think £5 is the cut-off point for premium magazines,” Carl added.

Grow your sales by making sure those editions are visible on your display and, if there's space, second-site them on another stand or display.

EURO 2016 FRANCE

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OFFICIAL LICENSED PRODUCT

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THIS WEEK IN MAGAZINES



Bestsellers Gardening

Title	On sale date	In stock
1 Garden News	11.06	<input type="checkbox"/>
2 Amateur Gardening	11.06	<input type="checkbox"/>
3 Gardeners' World	29.06	<input type="checkbox"/>
4 House & Garden	02.06	<input type="checkbox"/>
5 Homes & Gardens	02.06	<input type="checkbox"/>
6 Kitchen Garden	26.05	<input type="checkbox"/>
7 The English Garden	22.06	<input type="checkbox"/>
8 Garden Answers	22.06	<input type="checkbox"/>
9 Grow Your Own	03.06	<input type="checkbox"/>
10 Gardens Illustrated	22.06	<input type="checkbox"/>
11 Practical Poultry	09.06	<input type="checkbox"/>
12 Smallholder	11.06	<input type="checkbox"/>
13 Garden Rail	16.06	<input type="checkbox"/>
14 Home Farmer	02.06	<input type="checkbox"/>
15 Your Chickens	08.06	<input type="checkbox"/>
16 Garden Railways	27.05	<input type="checkbox"/>
17 Practical Pigs	06.05	<input type="checkbox"/>
18 Garden Design Journal	18.05	<input type="checkbox"/>
19 Scottish Gardener	30.07	<input type="checkbox"/>
20 Landlust	14.06	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



STRIKE IT

This issue comes with several cover gifts, including three packets of England trading cards and one limited edition card for copies distributed in England. For Wales, Scotland, Ireland and Northern Ireland the issue will come with five packets of mixed Euro trading cards. There will also be 10 large posters in this issue, which will go on sale the day before the start of the Euro tournament. The target audience for Strike It is boys aged five to 10.



On sale 9 June
Frequency monthly
Price £1.99
Distributor Marketforce
Display with Match of The Day Weekly, Match, Kick



AMATEUR GARDENING

The next issue of Amateur Gardening comes with two packs of seeds – Sweet William Mixed and Poppy Iceland Mixed – which have a combined retail value of £3.79. With a cover price of £1.99, Time Inc says this free gift offers added value for money and is anticipated to be popular with gardening enthusiasts. The issue features tips on maintaining roses and the plants to grow with them, as well as the flowers to plant this season.



On sale 14 June
Frequency weekly
Price £1.99
Distributor Marketforce
Display with BBC Gardeners' World, Garden News, House & Garden



DIVE

The June issue of Dive is a special edition on night diving with a photo feature on manta rays in Hawaii. It also includes a photo feature on night diving with crocodiles in Cuba, a big feature on black water diving in Palau and a natural history overview of the oceans at night. According to Intermedia, Dive Magazine is the fastest-growing scuba diving magazine in the world and is aimed at diving enthusiasts.



On sale 16 June
Frequency quarterly
Price £6.99
Distributor Marketforce
Display with Carve, Wavelength, Diver



AUTOMOBILE

This month former Lotus designer Peter Stevens reflects on why the Lotus Elite of 1957 is considered to be one of the most beautiful cars of all time. The issue also takes a look at the technical innovations of the series of four-wheel drive prototypes built by Harry Ferguson between 1939 and 1959. This magazine is aimed specifically at readers with a passion for pre-1960 cars.



On sale 17 June
Frequency monthly
Price £5.50
Distributor Marketforce
Display with Motorcycle News, Autocar, Classic Car Weekly



BELLA

Inside this issue of Bella, Bauer Media is offering readers 20% off at Evans, a British chain retailer specialising in women's clothing, lingerie and shoes in plus sizes. This discount is expected to drive a 25% uplift in sales, according to Frontline. Bauer recommends retailers display this edition at the front of the fixture.



On sale 7 June
Frequency weekly
Price 97p
Distributor Frontline
Display with Take A Break, Woman's Weekly, People's Friend

NEW PUZZLE CONCEPT

Is it a Worssearch?
Is it a Crossword?
Is it an Arrowword?

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Colourful insect

Queen's finery

Recognised

Take a Break's

Mini CROSSEARCH COLLECTION

£750 CASH must be won!

ADS IN THE MIRROR

NEW CONCEPT

ISSUE 1 £2.00



HELLO!

This issue will feature the photos from the preceding weekend's birthday celebrations for the Queen in London. According to Marketforce, this is forecast to be the highest selling issue in the first half of the year, and the print run has been increased to nearly 400,000 copies – an extra 45% – compared to standard issues. The issue is likely to be bought as a souvenir edition by royal family fans.



On sale 14 June
Frequency weekly
Price £2
Distributor Marketforce
Display with Hello!
Fashion Monthly, Good Housekeeping, Glamour



VEGAN FOOD & LIVING

Anthem has launched Vegan Food & Living as a bi-monthly title after the success of two trial issues. According to Marketforce, the number of vegans has more than trebled in 10 years to 542,000. The title aims to fill a gap in one of the UK's fastest-growing cooking categories. The July/August issue includes a bonus 32-page desserts supplement, while in the main magazine there are 75 summery recipes, ranging from picnic food to barbecue essentials.



On sale 9 June
Frequency bi-monthly
Price £4.99
Distributor Marketforce
Display with Healthy Food Guide, BBC Good Food, Free-From Heaven



CLASSIC PORSCHE

This issue of Classic Porsche sees the magazine undergo a complete redesign – with a new look and logo. The redesign also includes a frequency increase to nine issues a year and a price increase to £4.95. Classic Porsche is the only title which exclusively covers every classic model, from the earliest post-war prototypes to the turbocharged icons of the 1980s, making it a must-have magazine for any classic Porsche enthusiast.



On sale 16 June
Frequency 9 issues a year
Price £4.95
Distributor Seymour
Display with 911 & Porsche World, GT Porsche, Total 911



ANDY'S AMAZING ADVENTURES

Issue 5 of Andy's Amazing Adventures comes with a predator set containing a T-Rex, a great white shark and a sabre-toothed cat. This issue also comes with a sticker set featuring scenes of explosive volcanos and the coral reef, as well as a Diplodocus Star Dino pullout.



On sale 8 June
Frequency monthly
Price £2.85
Distributor Frontline
Display with CBeebies Magazine, CBeebies Art, In The Night Garden



CLANGERS

The second issue of the newly-launched Clangers magazine comes with three jumping froglets. Inside the magazine, readers can find out how to play with the froglets, complete the Soup Dragon number puzzles, finish a counting poster with provided stickers and learn about astronauts. There are also craft activities, including how to make Clangers nose and ears, as well as colouring pages.



On sale 8 June
Frequency bi-monthly
Price £2.85
Distributor Frontline
Display with CBeebies Magazine, Swashbuckle, In The Night Garden

Industry viewpoint

Jim Bilton

Managing director,
Wessenden Marketing



THERE'S NO NEED TO FEAR THE DARK

To many publishers, the newsstand is a dark channel. It's a black box with little visibility of what's going on inside.

They see it as a mix of greedy retail multiples and incompetent independent retailers, all of which are trying to squeeze as much profit as possible out of a declining category.

Added to that are a lot of reactive wholesalers who seem to be totally focused on stripping out costs, and overstretched distributors who over-promise and under-deliver.

In reality, it's a lot more complicated than that, and thankfully, a lot more positive. We can see that from the daily work Wessenden undertakes, where we produce a mix of benchmarking surveys and offer hands-on operational consultancy.

An annual survey of magazine publishers showed they are increasingly polarised to the extremes.

Here's one extreme: that retail is just a slow motion car crash, with publishers shifting money out of retail and into subs and digital as fast as they can.

Here's another view that's a bit more balanced: that retail remains at the core, and although it's challenging, will have more potential.

But publishers could help retailers by being a bit smarter.

One simple example of this is improving communication with retailers and putting themselves in their shoes. Where are retailers coming from? How do they make money from what publishers are doing?

What is driving them – are they going for more market share or volume? Do they want retail sales value growth, or are they more interested in getting as much trade investment from publishers as possible?



COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

HOW BARGAIN BOOZE RETAILER MITAL PATEL MAKES LOCAL PRODUCTS WORK FOR HIM

Plus, get up-to-speed with the post-EUTPD II e-cigarettes market with our in-depth guide, and pre-mix drinks or at-home cocktails – which is right for your store?



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	22	100	8.99
Build the Millennium Falcon	75	100	8.99
Cake Decorating Relaunch	170	169	2.99
Dinosaurs & Friends	68	80	5.99
Jazz at 33 and third RPM	11	70	14.99
Simply Stylish Knitting	23	90	3.99
Star Wars Helmets Coll'n	11	60	9.99
Zippo Collection	20	60	19.99

Eaglemoss

3D Create & Print	73	90	6.99
Build A Solar System	42	104	6.99
DC Comics Graphic Novel	22	60	9.99
Disney Cakes & Sweets	144	160	4.50
Doctor Who Figurines	74	74	7.99
Marvel Chess Collection	74	96	8.99
Marvel Fact Files	169	200	3.50
Military Watches	61	80	9.99
Star Trek Ships	74	78	10.99

Hachette

Art of Crochet	41	120	2.99
Art of Knitting	72	90	2.99
Art Therapy	64	100	2.99
Build the Mallard	93	130	7.99
Build the U96	93	150	5.99
Classic Pocketwatches	100	100	8.99
Dr Who Complete History	21	80	9.99
Judge Dredd Mega Collection	37	80	9.99
Marvel's Mightiest Heroes	65	60	9.99
My 3D Globe	74	100	5.99

RBA Collectables

Amazing Dinosaur Discovery	67	80	5.99
My Zoo Animals	40	60	5.99
Precious Rocks, Gems & Minerals	72	100	5.99
Real Life Bugs & Insects	90	97	5.99

Collectables

DeAgostini

Magiki Mermaids	2.50
Frogs & Co	1.99

Magic Box

Zomlings Series 4	0.50
Star Monsters	1.00

Collectables

Topps



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



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



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



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



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



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



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



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



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



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



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



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



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

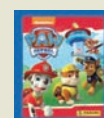


WWE
Stickers **£2.99**
Cards **£0.50**

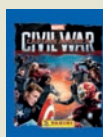
Panini



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



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



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



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



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



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



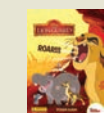
Official UEFA Euro 2016 Sticker Collection
Starter **£2.99**
Stickers **£0.50**



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



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



Lion Guard Sticker Collection



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

betterRetailing.com

FOCUSED ON INDEPENDENT RETAILING

Newspaper terms

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

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

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

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

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

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

Newspapers

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

Insertion payment guide

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

Weight Watchers 4-5 June					
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,400g	1,055g	90g	4	50g
Sunday Times	1,100g	680g	130g	6	50g
mail on Sunday	1,045g	565g	110g	4	50g
Times	780g	485g	35g	3	15g
Guardian	695g	245g	55g	2	50g
FT	690g	395g	0g	0	0g
Sunday Telegraph	645g	365g	0g	0	0g
Observer	555g	75g	40g	1	40g

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FOR TRADE USE ONLY



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Back in the day

100

YEARS AGO

10 June 1916

As newsagents banded together with other trades to form a new super-federation of all trades, looking at, in part, the Military Service Act, newsagents were still being forced by appeal panels to sell their businesses and join the army.



50

YEARS AGO

11 June 1966

Annual conference for the federation saw the great and the good from the organisation heading to Great Yarmouth. And delegates came from further afield than just the UK and Ireland – avid Retail Newsagent reader and retailer Ade Adeyi had flown from Nigeria to attend.



25

YEARS AGO

15 June 1991

TV Quick sales were hampered by a cover price increase, taking it up to the 40p mark, with TV Times publisher ITP claiming it had 50% of the market across just two titles. Selling far better, however, were News International Sun-branded cycle helmets for paper boys and girls, with demand outstripping supply of the £17.25 protective headgear.



Pet patisserie lines up some doggy treats for lucky Fido

It's a dog's life, they say. But a dog's life doesn't sound so bad: there's food and shelter for free, regular walkies and now your own range of Waitrose muffins.

That's right, the supermarket chain has begun stocking specially-designed cakes for canines, which it is calling "Iced Woofins".

Made from dog-friendly ingredients in a dedicated pet patisserie, they feature vanilla or carob sponge topped with yoghurt icing, and wrapped in pawprint muffin cases.



At £3 each, they're four times as expensive as Waitrose triple chocolate muffins for mere humans. But do muffins for people include charming little bone-shaped

biscuits on the frosting? Well, not yet anyway.

If you find yourself thinking these Woofins look good enough for a human to eat, however – well, it isn't recommended. The inclusion of "meat and animal derivatives" on the ingredients list suggests the recipe is strictly a dog's dinner.

Josh hits the Jaffa jackpot

Ahead of the approaching war between humans and robots, man just scored an early victory, thanks to a malfunctioning Tesco self-service checkout.

Twitter user Josh Knight told the world about his triumph when he purchased a pack of Jaffa Cakes on offer for 59p and paid with a pound coin – only to receive £1.41 in change.

Never have Jaffa Cakes tasted so good as when Tesco pays you to eat them, he found. The supermarket's social media team took it in



good humour, but asked if Josh could perhaps let them know where the faulty machine was, before Jaffa Cake sales went through the roof and Tesco was bankrupted.

Twitter users were already angling to get their

hands on some of the stock giveaway, not to mention the free cash.

But Josh wasn't prepared to help the supermarket: "I'm not a grass, sorry," he replied. So his robot ally is safe for now – perhaps the machines and people can be friends after all.

VIEW FROM THE COUNTER with Mike Brown



There was great excitement in the Brown household recently. My youngest daughter Emma, was called up to play her first match for England Women's under-15s football team.

The match was played at the University of Warwick against MK Dons boys, the girls losing 5-3. Emma came on for the last 20 minutes of the second half in her position of centre back (No. 5) and put in a tidy performance. Unfortunately we were only allocated two tickets, otherwise there would have been a coach load of the Brown clan cheering from the touchline.

The men's singing group I joined in January are in concert at Saltsburn's Earthbeat centre on 16 June.

The Hebrew Slave Song in Italian is proving a bit of a challenge, masked by our broad North Yorkshire accents – hopefully there won't be too many Italian speakers in the audience.

My only worry is the state of my voice, as the concert is the day after I come back from conference. Having talked incessantly for four days, my voice is never in good shape when I return. At our branch meeting someone suggested wearing a silk scarf and sucking on a Jakeman's.

Sadly, the team I support, Leeds Rhinos, are rooted firmly at the bottom of the Superleague table. A relegation scrap for last year's treble winners now seems inevitable.

I went to support my team at the annual rugby league jamboree in Newcastle-Upon-Tyne, called the Magic Weekend, where we were thumped by Wigan 8-40. To add salt to the wound I had to sit opposite two Wigan supporters on the train going home. Mercifully it is only a short journey to Darlington where I had left the car.



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