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NEWS • CONVENIENCE • PROFIT

How hard have the news wholesalers lobbied publishers on behalf of independent retailers?



CHRIS GAMM

Editor

@ChrisGammRN

“We’re not looking at passing on the effects of the National Living Wage to our customers – they have their own businesses to deal with. We’re looking at ways to reduce costs.”

This piece of insight appears in the March edition of RN’s sister title Better Wholesaling. It comes from an interview with Nick Ramsden, managing director of Grimsby-based grocery and foodservice wholesaler Dee Bee.

What struck me is the stark contrast between this strategy and that of news wholesaler Menzies. Its managing director Mark Cassie told RN this month he is mitigating part of the £2.5m that the National Living Wage is adding to his costs this year by passing it to retailers.

This highlights both the privileged position news wholesalers hold and the competitive world of grocery wholesaling, where businesses must help customers overcome challenges to win their custom.

Nick Ramsden highlights a brilliant example of this: fighting for a fair deal on pricemarked pack margins. “If our retailers are not here in 10 years, it’ll be because they’ve been driven out of the market by PMPs,” he explains. “There needs to be some serious lobbying by wholesalers for fairer terms.”

It comes in the same week that the Sun and Mirror announced they will join the Mail in raising prices but cutting retailers’ margins and adding millions of pounds to their bottom lines.

It raises three questions: How hard have the news wholesalers lobbied publishers on behalf of independent retailers? Have they had their own terms cut by the Sun, Mirror, Mail, Star or Express? And, most importantly, do they even see retailers as customers to lobby on behalf of?

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IAA LAUNCH

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“PUBLISHERS NEED TO GRASP THAT THEY ARE KILLING THEMSELVES BY REDUCING THE ATTRACTIVENESS OF NEWS”

– HND OPERATOR RICHARD BRIGHTON WARNS PUBLISHERS TO TREAT THE TRADE WITH GREATER RESPECT Page 28 >>

New

Galaxy[®] Duet[™]

- Galaxy's biggest innovation in 5 years, achieving the highest concept test score of any Mars chocolate product!
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Toffee & Popcorn

Available from 28th February



Source *Nielsen BASES II study #80184 3.7.2014. ***Based on research group, Neilsen BASES study April 2015. Galaxy® Duet™ is a registered trademark. ©Mars 2016.

Smiths and Menzies should stand up to publishers say retailers Stores miss out on £3.2 margin

'Wholesalers should help to protect our margins'

by Nadia Alexandrou

Wholesalers have shunned responsibility for lobbying publishers for better terms as retailers were denied more than £3m potential annual profit in the latest round of newspaper margin cuts.

It comes in the week Trinity Mirror raised the price of the weekday Mirror by 5p to 65p and the Saturday edition by 10p to £1, and News UK raised the weekday price of The Sun and The Scottish Sun by 10p to 50p.

Combined, the increase will earn more than £9m, but margin cuts across all titles will strip retailers of

more than £3.2m potential profit, according to RN's calculations.

Defending News UK's move, Greg Deacon, independent sales manager said: "It's not a lost margin because of the amount News UK invests in proactively promoting our titles through promotions and our support for retailers. Last year we invested more than £4m to help drive sales through newsstands."

Meanwhile, John Howard, newspaper sales director at Trinity Mirror said: "The Daily Mirror offers the highest pence per copy of all the mid-and popular tabloids. Falling newsprint

advertising and declining circulation volumes mean we have had to – and will continue to – put in place massive cost initiatives which obviously include redundancies on a large scale.

"Despite all of these, we are unable to prevent a margin adjustment."

Retailers this week called on wholesalers to help push publishers for better margins.

Naresh Purohit, of Marseans in Dartford, Kent, said: "Wholesalers should stand up to the publishers because we can't and they have more standing as they are the only route to market

for publishers."

However, Menzies and Smiths News said the decision to change retailers' margins lies with publishers.

Jon Bunting, managing director of Smiths News owner Connect News & Media, said: "Publishers are always mindful of getting the balance right between the increased cash margin a retailer receives versus the percentage margin."

Menzies Distribution, meanwhile, said its lobbying focused on areas where publishers' actions directly impacts service, such as the timings of inbound deliveries.

Two thirds of indies want Brexit

More than two thirds of independent retailers believe their business would be better off if the UK leaves the EU, according to RN's reader poll.

With the EU referendum taking place on 23 June, 68% of retailers claim they would benefit from leaving the EU compared to 32% who voted to stay.

Amit Patel, owner of Belvedere News Food & Wine in Kent, said: "Legislation such as the Tobacco Products Directive is going to hit retailers hard, and I think we will have to deal with less regulation and red tape if we leave the EU."

Jai Singh, of MJ's Local in Sheffield, said: "There would be less red tape without the EU and it could also encourage more retailers to support local producers and farmers."

Breakfast club kids off to a healthy start

Dennis and Linda Williams welcomed more than 400 local schoolchildren to their one-off breakfast club on Tuesday, which gave youngsters the chance to try breakfast goods from manufacturers including Müller, Allied Bakeries and PepsiCo. The retailers also gave away goodie bags filled with fruit, milk and Strathmore water as part of the healthier eating push. They were supported by Colinton/Fairmilehead Ward councillor Elaine Aitken, the Scottish Grocers' Federation, Police Scotland and the government's Eat Better Feel Better scheme.



Sainsbury's mini c-store

Sainsbury's has launched its smallest convenience store to date with the opening of a new site in Richmond, Surrey, this month.

The business has just over 750sq ft of floor space and is centred around impulse-led items including ready meals, sandwiches and food to go.

Sainsbury's chief executive Mike Coupe said it is looking to extend the 'micro site' format to more than 1,000 locations.

Minimum wage rise 'anti-small business'

Retailers have criticised the government for being 'anti-small business' after it agreed to increase National Minimum Wage rates this week.

MPs accepted and published recommendations by the Low Pay Commission to increase minimum hourly rates for staff aged 24 and

under, which will come into effect in October.

Shop workers aged 21 to 24 will see wages increase to £6.95 an hour (up 3.7%), while pay for workers aged 18 to 20 and 16 to 17 will rise to £5.55 (up 4.7%) and £4 (up 3.4%) respectively.

Conrad Davies, owner of four Spar stores in Wales,

said the increases will place more pressure on him on top of the National Living Wage, which he estimates will cost him around £50,000 a year. "We have 130 staff but we have had to make redundancies with NLW, and this places more burdens on us," said Mr Davies.

"I thought the Tories were meant to be supporting independents, but all these policies are very anti-small business."

Bintesh Amin, owner of two convenience stores in Kent, said he believed it should be up to employers to increase wages based on performance.

Hannah to join Today's

Today's Group has appointed JW Filshill managing director Simon Hannah as deputy chairman of its Today's Wholesale Services Ltd board following a meeting on 7 March.

NEWS

BUSINESS



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Costcutter tries out Smart tills

Costcutter is aiming to save its retailers time and money with the introduction of intelligent cash drawers to its stores.

The group is trialling Smart tills in a number of its retail businesses, which it is planning to roll out to its entire 2,600 store estate.

The tills use weighing technology that counts notes and coins automatically within seconds of the drawer being closed. They also provide figures including change needed and rolling float and sales values, which Costcutter claims will save retailers up to 30 minutes a day per PoS terminal.

Dave Morris, director of IT at Costcutter, said: "Constantly delivering improved technology to our retailers is a key focus for us throughout 2016 and this new technology follows our wider technology and digital investment, which includes our ActivHub portal, ActivMobile app and social media training for store owners."

Applegreen revenue up 15%

Irish forecourt operator Applegreen has announced a 15% increase in revenue to €1.08bn as the group reported strong trading in its 2015 financial performance.

Pre-tax profits for the company also rose 22% to €17.7m for the year ending 31 December 2015, its first full year results since debuting on the Alternative Investment Market and the Irish Stock Exchange last June.



Bestway stars shine for annual awards

More than 400 suppliers and guests attended the annual Bestway Performance Awards in London last week. Those taking home trophies on the night included Stevie Wilkie of Bestway Batleys Glasgow (pictured), who picked up the Depot of the Year award, while Coca-Cola Enterprises scooped the Overall Supplier of the Year award.

Booker praised for Premier support 'Anything the big boys can do, we can do too'

Better Mega Deal margins 'help us prepare for NLW'

by Steven Lambert

Premier retailers have praised Booker for improving their margins on Mega Deal promotions, which they claim is helping them prepare for the National Living Wage coming into force next month.

Store owners said they have seen strong volume sales and up to 10% profit increases on Mega Deals over the past year.

They were also positive about Booker's latest promotions, which includes the return of a £3 deal on a 30

pack case of Walkers crisps.

Dan Cock, owner of Premier Whitstone Village Stores in Devon, said he has sold more than 100 Walkers cases in a month. He added that he has now ordered another two pallets after the deal was extended to a 'when it's gone it's gone' offer this month.

"It's a product we tend to order by the pallet because of the price. It's massive for us and shows we can compete," said Mr Cock.

"I think with the Musgrave move, Booker now has more clout to negotiate

better terms for retailers with suppliers. The margins have improved significantly."

Samantha Coldbeck, owner of Premier Wharfedale in Hull, said she has sold 140 Walkers boxes in a month after promoting the deal on Facebook and Twitter.

"Customers want to see you are offering great value so this is a cracking price for us," she said. "Booker has improved our terms and I would say they have increased by around 5% to 10% over the past year,

which will help us with the National Living Wage."

Raaj Chandarana, owner of Premier Tara's News in High Wycombe, added that he has sold 300 Walkers boxes since the start of the promotion.

"This is how we can differentiate ourselves and say to customers that anything the big boys can do, we can do too," he said.

Martin Swadling, director of Premier, said: "Mega Deals have been a great way for our retailers to maintain a competitive position."

Today's to launch Big Deals Local app

Today's Group has teamed up with digital app Big Deals Local (Big DL) as part of plans to increase sales and footfall for its symbol retailers.

The technology will allow shoppers using the Big DL app on smart devices to receive prompts

on the latest promotions when they pass close to a Today's symbol store.

The scheme, which is already used by other symbol groups including Spar and Premier, will be rolled out to Today's stores from 18 April. Participating retailers

will receive iBeacon technology that will allow them to transmit digital deals to shoppers passing within 25 metres of their business.

The scheme was announced at the annual Today's Group trade show at the Liverpool Exhibition

Centre last week, where the company also held its 2016 Member Awards.

This year's winners included Savage & Whitten, which was awarded Retail Operator of the Year, while Symbol Store of the Year went to Day Today Saltcoats.

NEWSTRADE

Latest development in adult colouring is an instant hit Indies targeted for title's launch

Join the dots to cash in on 'the next big thing'

by Nadia Alexandrou

Dot to dot adult colouring magazines are predicted to be the "next big thing" with all sectors of the supply chain revealing plans to invest in the emerging sub-segment.

Publisher Anthem Publishing is targeting 6,500 independent retailers for the launch of its Ultimate Dot2Dot title, on sale 24 March. According to its distributor Marketforce, early EPOS data for the title's trial

issue showed that six to nine copies were sold on average per store, and around 12,000 copies were sold through four major retail groups.

This outperformed the launch period of Anthem Publishing's adult colouring title Colouring Heaven, which is the best-selling adult colouring magazine for independents according to Smiths News' December 2015 rankings.

Rob Humphrey, group circulation manager at Marketforce, said: "Ulti-

mate Dot2Dot will further add to the growth of this new sub-sector which still offers the enjoyment of a visual mini-project, but appeals to a slightly different audience that gains satisfaction from completing an image in a different, challenging way."

WH Smith Local has confirmed it will introduce dot to dot adult colouring magazines to its range, following its success in WH Smith High Street. Speaking to RN last week, WH

Smith Local predicted dot to dot magazines would be a big trend. The retail group said it would introduce the range next month, and would disclose further details at a later date.

The overall adult colouring sector is still showing strong sales distribution in the UK. From March to December 2015, the category generated £9m worth of sales, which equates to 2,478,271 sales overall, according to estimates from Marketforce.

Economist expansion strategy

The Economist Group is focusing on growing its newsstand sales as part of its strategy to expand circulation.

The news comes as the group reported a reduction in sales decline after it dropped 100,000 free bulk copies in January at the same time as increasing its paid copy supply to its retailer customers.

The magazine has outperformed its sales expectations in the last 10 months, declining at 1% in the UK, compared to its 10% forecast.

Golf title tees off

A weekly golfing paper is relaunching this March in time for one of the annual world golf championships.

After its initial launch during last year's US Masters, The Golf Paper hits newsstands for the start of the WGC-Dell Match Play, taking place in the last week of March.

The title secured more than a fifth of newsstand sales within the golf category for its sales period between March and November last year.

Papers get together

The UK's six leading newspaper groups launched a multi-media advertising campaign on 14 March.

Running for six weeks, the campaign will remind people of the unique role newspapers play in setting the national agenda, as well as their growing audience of more than 46 million readers a month, according to marketing body Newsworks. The campaign will run across 19 national newspapers.

Scotswoman rebrand gives 9% sales boost

Johnston Press reported a 9.07% sales uplift of The Scotsman on 8 March as it celebrated International Women's Day by rebranding it as the Scotswoman. Content for the special edition was decided by the newspaper's female staff, and was the first Scotswoman issue in 21 years. Linda Williams, of Premier Broadway in Edinburgh, pictured, holding a copy of the Scotswoman with a customer on International Women's Day.



Guardian push as Indy closure looms

Guardian Newspapers is launching a number of offers to help retailers secure sales in advance of the closure of The Independent newspaper and Easter disruptions.

Guardian Newspapers has sent letters to retailers through Smiths and Menzies offering discount cards,

HND canvassing letters and PoS packs to help them promote the Guardian and the Observer during March and April. Retailers with a payment terminal can request discount cards to offer to casual purchase customers, who will receive daily discounts off the Guardian and the Observer

for six weeks. HND retailers can also request canvassing letters, which will offer the Guardian and the Observer free to HND customers for a week, followed by a further two weeks at half-price.

PoS packs containing shelf talkers and posters will also be available.

Rob Rattley, circula-

tion manager at Guardian Newspapers, said: "Travel disruption around Easter always has an effect on newspaper purchase, and combined with the closing of The Independent, we want to help retailers encourage their customers to get back into the habit of picking up a paper."

NEWS

PRODUCTS

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Fruit and Crunch Corner updates

Müller is updating its core Fruit and Crunch Corner yoghurts with updated recipes and packaging this month.

The move comes a week after the company unveiled a range of limited edition Brazilian-themed desserts to tie in with its sponsorship of Team GB and Team Ireland at the Rio Olympics.

From 21 March, Müller Corner will contain a 'thicker, creamier' yoghurt, while packs will also feature new imagery of the products. The company confirmed RRP's will remain the same.

The changes will be communicated through a TV campaign starring celebrity Nicole Scherzinger from April.

Margins big draw on XXL Pencils

Hancocks is growing its range of novelty sweets with the launch of XXL Pencils from the Crazy Candy Factory this month.

The confectionery will be available in three flavours – watermelon, blue raspberry and strawberry – all containing a cream filling.

XXL Pencils will be featured among Hancocks' special offer sheet this month. The company said the products will offer retailers margins of up to 42%.



Creme Egg on Snapchat users' faces

Snapchat users were able to give their selfies a Creme Egg makeover last Saturday as part of a one-off feature sponsored by brand owner Mondelez. The move, which gave Snapchat members the chance to update their pictures with Creme Egg imagery, forms part of an ongoing promotional campaign for the confectionery brand during the Easter period.

Manufacturer responds to customer feedback 'Open' system gaining popularity

Blu targets indies with 'next generation' vaping

by Steven Lambert

E-cigarette brand Blu is aiming to grow its presence in independent stores with the launch of its next generation of vaping products this month.

The Imperial Tobacco-owned brand has unveiled new additions to its range of closed-system products in the form of Blu Go and Blu Plus+.

Blu Go (RRP £6.99) is a disposable e-cigarette fea-

turing updated technology, including a 'six microhole mouthpiece' that the firm claims will offer a smoother draw and increased vapour delivery to users.

Blu Plus+ (£14.99) is a rechargeable e-cigarette featuring a 23 microhole mouthpiece and improved battery life, while new cartridges have also been designed to last up to 67% longer than other brands.

Both lines will be supported with updated PoS

material, including posters and gantry door stickers.

Jennifer Roberts, vice president of customer marketing at Blu UK, said its latest launches have been designed to address growing trends towards 'open' vaping systems.

"70% of Blu sales are now through the open system and liquids, which is a big shift from a year ago. We've listened to customer feedback on our closed systems and upgraded the range to

provide the vaping experience with an open system, but with the convenience of a cartridge format."

The news follows on from rival brands such as E-Lites and Vivid unveiling their next generation of e-cigarette products last year in order to grow their share of the vaping sector.

Ms Roberts claimed the e-cigarette market has doubled in size over the last two years and is now worth £154m in the UK.

Haribo Starmix fans vote for their favourite

Fans of Haribo Starmix will have the chance to win limited edition prizes in the sweet brand's new Join Your Team campaign.

Launching this month, the promotion will invite shoppers to vote online for their favourite of the five

shapes found in bags of Haribo Starmix.

Participating shoppers will have the opportunity to claim one of 4,000 Starmix-themed prizes ranging from mugs and towels through to sunglasses and keyrings.

A total of 25 prizes will be up for grabs on the Team Starmix website every day during the campaign, which will run until the end of August.

The Join Your Team promotion will be available on special packs of Haribo

Starmix, which will be available both priced and non-priced.

Haribo will grow awareness of the scheme to shoppers with a multimedia marketing campaign, which will include TV, cinema and digital ads.

Hot products for your shopping list



Hancocks' XXL Pencils will give retailers margins of up to 42%



Haribo Starmix is offering prizes in its Join Your Team promotion



Blu Plus+ is part of the company's new range of vaping products

Cadbury

Introducing...



"I am sure that the combination of a proven brand, great price point and clear calorie count will make it a real winner"

Paul, Sherston Stores

"I think this is a wonderful idea, it's ideal for a light bite, just what some consumers are looking for. I'll definitely be stocking it"

**Paul Donegan, Manager
News on the Wharf,
Canary Wharf**

"This makes for a great snack for an afternoon break. The POS and PMP will definitely help the product stand out and drive sales."

**John Radergo, Lakeland in the City,
Manchester**

Time to get fully stocked

NEWS

PRODUCTS

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PG Tips expands tea ranges

Unilever is expanding its PG Tips Green and Fruit & Herbal tea ranges after seeing a 64% rise in sales for these brands over the past year.

The new flavours being added this month are Green Tea Strawberry Cupcake, Green Tea Lemon Pie and Green Tea Orange, along with Apple & Cinnamon, Pear & Caramel, Honey & Lemon Balm and Cool Citrus.

Unilever said previous investment in green and fruit PG Tips flavours last January had brought new shoppers into the tea sector.

Lola Danlos, PG Tips brand manager, said: "We aim to build on the growth we've seen across our range of Fruit, Herbal and Green teas in 2014 and 2015, and attract even more new consumers to the category."

Maoam's new cola flavour

Sweets brand Maoam is targeting further impulse sales of Maoam Stripes with the addition of a new Cola flavour this month.

The variant will sit alongside existing strawberry, apple, raspberry, orange and cherry flavour fruit chews in 160g and 180g packs.

Maoam claims Stripes make up a third of its overall value sales and is growing at 10%. Brand manager Vicky Forshaw said: "Cola is without doubt a popular flavour with our core target market of young adults."



Little Glass has a lot of what you need.



Peep Show star voices Tropicana ad

David Mitchell of Peep Show fame will voice a new TV campaign for Tropicana which will launch this month. The 'Little Glass' ads, which will run for the next six months, will be used to highlight Tropicana's 100% juice credentials and promote the product as part of a healthy and balanced lifestyle.

Drinkers switching from traditional beers and ciders Smaller packs offer higher margins

World brands to the fore in Heineken premium drive

by Steven Lambert

Heineken is aiming to address ongoing decline in 'classic' beer and cider sales with investment in its world, premium and niche brands in the off-trade.

The alcohol manufacturer claimed sales of more traditional beers and ciders were continuing to fall as drinkers switched out to growing alcohol categories such as prosecco and craft ales, with sales of the latter growing by more than 30% over the past year.

It added that independent stores were also potentially losing out on profits by over-relying on supermarket-style offers on larger multipacks.

Craig Clarkson, Heineken off-trade category and trade marketing director, said: "People are drinking less, and fewer people are drinking beer and cider. We are also seeing more independents following the supermarkets by stocking more medium and large multipacks on promotion, meaning less pence per litre

for them, instead of focusing on smaller packs offering them higher margins."

Mr Clarkson said Heineken will grow sales for independents with a number of launches, including the rollout of new packs for Amstel beer in the off-trade from May.

The premium lager will be available in 4x440ml and 10x440ml cans, a 650ml bottle and 6x300ml, 15x300ml and 20x300ml bottle multipacks.

Heineken will back the launch with a marketing

campaign later in the year.

In addition, the firm is expanding its Desperados range with the launch of individual 25cl cans and 6x33cl packs, while also adding 4x33cl and 10x33cl packs of Old Mout Kiwi & Lime cider.

Mr Clarkson said Heineken is also trialling a new super-premium cider, Cidre de Stassen, in Sainsbury's stores, adding that it will look to roll this out to other markets if it proves popular with shoppers.

Vimto gives new recipe a spin with Remix

Nichols is targeting young shoppers looking for new soft drink flavours with the launch of its latest Vimto sub-brand, Vimto Remix.

The drinks range features a combination of Vimto's

recipe mixed with mango, strawberry and pineapple flavours.

Independent retailers will be able to pick up Vimto Remix from wholesalers from this month. It will be available in a 500ml

fizzy bottle priced at £1, a 500ml still bottle also priced at £1, and a new slimline fizzy can priced at 55p.

Vicky Marsden, Vimto senior brand manager, said: "We carried out extensive

research that demonstrated teenagers' and parents' enthusiasm to try new flavour combinations and Vimto tastes."

Nichols said it will support Vimto Remix with a full range of PoS material.

Hot products for your shopping list



Amstel will roll out a raft of new pack sizes in May



New flavours have been added to PG Tips' Green and Fruit & Herbal ranges

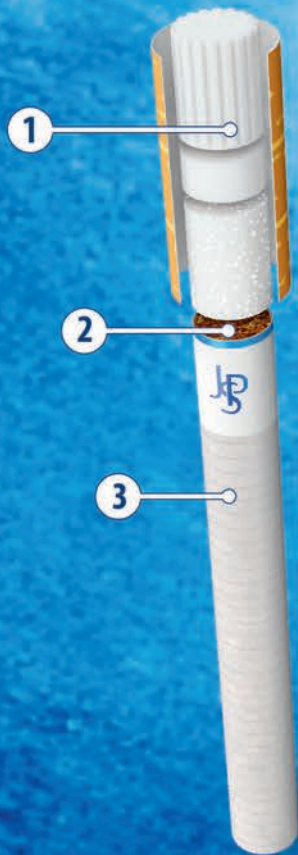


Cola flavour joins the Maoam line-up this month

EXPERIENCE OUR
ULTIMATE SMOOTH.



NEW
TRIPLE
FLOW



1 EASY DRAW
CHANNELS

2 SMOOTH
TOBACCO BLEND

3 LESS SMOKE
SMELL PAPER

BORN THAT WAY
JPS
JOHN PLAYER
SPECIAL
SINCE 1970

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



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For Tobacco Traders Only

NEWS

REGIONAL



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Dave's got craft beer in the can

A Weymouth retailer has seen his craft beer sales soar since introducing cans as part of a big overhaul of his range.

Dave Hiscutt said his Londis Weymouth store turned over around £550

in the first month of introducing a canned craft beer range – representing 39% of sales in the store's

group of products that can't be bought anywhere else in the area in February.

He added the category has seen a 40% increase year on year.

"We are always changing our range and had quite a big overhaul in February," he said. "I can't say the increase is all down to the cans, but it really surprised me how quickly it grew. There's huge interest in them."



Scottish convenience sector 'bucking trend'

The convenience industry in Scotland is bucking the trend of slow growth and sluggish performance in the Scottish economy, delegates at the Scottish Grocers' Federation (SGF) Success in Scotland Summit heard this week.

The organisation highlighted findings in its Scottish Local Shop Report which reveal that there are now more convenience stores per head of population than in the rest of the UK. In 2015, it added, there was a net growth

rate equivalent to one new shop opening every week across Scotland.

SGF chief executive Pete Cheema said: "Convenience retailers are entrepreneurs and successful business people: they take risks, they innovate, they

provide invaluable jobs and investment to the local economy. We can also see that these key factors of risk, innovation and investment are the crucial elements for success in all areas of business in Scotland."

Higher sales expected say retailers Symbol groups' support and deals 'better than last year'

Happy Easter firmly on agenda for independents

by Chris Rolfe

Retailers across the UK have increased their stock of Easter eggs this year to boost sales ahead of and during the event next weekend.

One Stop Gospel Lane in Birmingham has more than doubled its range of chocolate eggs this year after running out of stock two days before Easter last year.

Shelley Goel said: "We have lots of variety. The whole shop is full of Easter eggs. It does make a good display, and when you enter you can't miss them."

"I think by Easter Friday we will sell out. Once the supermarkets clear out people will come to us."

Meanwhile, Amit Patel of Premier Town Street in Nottingham, put up his Easter display in the second week of January and took pre-orders, selling more than £200 worth by the end of the month.

"We've sold more than ever before," he said.

"It's the first time we've trialled this method and we sold seven eggs on the first day."

"I would definitely do it again and might use the same tactic for selection boxes at Christmas and for Halloween."

Jatinder Sahota, of Max's Londis in Kent, increased his order by 25% after selling out before the Easter weekend last year and said large eggs selling for £7.99 and Mini Eggs on secondary sites were proving especially popular.

He said support from symbol groups had been instrumental in improving the range and prices available to independent stores.

He said: "Symbol groups are getting behind Easter more and the pricing and deals they have are better than last year. Now customers can see that independent retailers can punch above their weight."

Meanwhile, Leicestershire retailer Kamal



Sisodia said new impulse lines such as Basset's Jelly Bunnies, Cadbury's Oreo and Daim Mini Eggs

and Nestle's Caramel Collection and Lion Bar eggs had also proved a hit with customers.

RN READER POLL



Do you think staying in the EU or leaving would be more beneficial to your business?

NEXT WEEK'S QUESTION

What will be the impact of the national minimum wage on your business?

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

Diamond night raises £280k for GroceryAid

More than £280,000 was raised for GroceryAid at the prestigious annual Diamond Ball.

The funds will enable

the charity to support at least 187 beneficiaries in the next 12 months.

On the night, departing president of the fundrais-

ing committee and chief product officer at Tesco, Jason Terry, welcomed new president Andrew Moore, chief merchandis-

ing officer at Asda. A special auction was also held to celebrate the forthcoming 2016 UEFA European Championships.

REGIONAL

Black market linked to human trafficking and firearms trade JTI helping to highlight issue

Illicit tobacco fuels serious crime, says Crimestoppers

by Gurpreet Samrai

Serious organised crime is being fuelled by illicit tobacco sellers and buyers, a crime-fighting charity boss has warned.

Roger Critchell, director of operations at Crimestoppers, told RN the black market is often linked to crimes such as firearms importation, human trafficking and the supply of class A drugs, but there is a perception it is a victimless crime.

"People often see it as the Robin Hood scenario where legal tobacco is taxed so heavily so all

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

Mr Critchell said he is aware of retailers being threatened and pressured into selling illicit tobacco and encouraged them to contact the police, trading standards or Crimestoppers.

The charity has been working with HMRC, trading standards and tobacco companies to raise awareness of the illicit trade

and its link with serious organised crime. Last year, it launched a campaign targeting hot spot areas in Cardiff, Birmingham and Glasgow, which was supported by HMRC, as well as regional campaigns with trading standards in areas including Hounslow and Surrey.

"We would only do a campaign if there was intelligence linking it to serious organised crime," Mr Critchell told RN.

Manufacturer JTI is one of the organisations the charity has worked with to highlight the issue. Jeremy Blackburn, JTI head

of communications, said: "We have done 20 regional media campaigns, part of which is communicating that message.

"We are doing everything we can to publicise this and will be doing more this year.

"It supports retailers because we are trying to protect legitimate sales. There's also a hope and expectation that when retailers see this crime, they should use Crimestoppers as a reporting mechanism. They shouldn't accept this in their community and should do something about it."

Rewards for attack heroes

Two brave men who helped disarm a knife-wielding robber who threatened a shop owner have been awarded £250 each.

Ryan Gent, 21, was sentenced to four years in jail at Exeter Crown Court after he threatened one of the owners of Nestor's News in Exeter. The judge praised the courage of a pensioner and workman who risked their own safety to apprehend the robber and awarded them the cash reward.

Speaking after the sentencing, Tony Nestor, whose daughter was working in the store at the time of the robbery, said: "There was a man inside the shop and when he noticed what was going on he started to grapple with the intruder. He's not very well himself, but saved the day."

myHermes print trial

Delivery firm myHermes is trialling a new scanning and printing system at more than 30 ParcelShops across Leeds.

It aims to help customers who don't have access to a printer at home, enabling them to use their mobile devices to print labels in-store.

A nationwide rollout is planned for later this year.

Co-op's £8m investment

The Co-op is investing more than £8m in new stores in the south west.

It has revealed plans to open at least 10 shops in Somerset, Wiltshire, Devon, Dorset and Cornwall this year, adding to its 300 stores in the south west.

Business minister Anna Soubry MP said she is "thrilled" it will create 250 jobs.



Janu's been saying it with flowers

Sales are blooming for an Essex forecourt retailer who sold £18,500 of plants and flowers over the two-week period covering Valentine's Day and Mother's Day. Janu Patel, of Jet New North Road in Ilford, has seen his sales grow from around £12 a week when he took over the forecourt more than 15 years ago to an average of £2,000, with flower sales now equating to one fifth of total sales. He sources his flowers directly from Holland with between two and three deliveries every week, beating off competition from a Tesco, Co-op, Lidl and florist all a short distance from the forecourt. He said: "I don't need to advertise my flowers as we're now renowned for our beautiful displays and ranges. The plants and flowers have definitely had a knock-on effect on sales of other shop items and some of our customers travel from quite a distance just because they know and trust the quality of our flowers."

Mults' price cuts extend food deflation

Supermarket price cuts are leading to continued deflation in food, new figures have revealed.

The BRC-Nielsen Shop Price Index shows food

returned to deflationary territory, falling 0.4% in February from January's 0.1% rise.

Mike Watkins, head of retailer and business insight

at Nielsen, said: "Food prices continue to fall as supermarkets are working hard to stimulate sales with price cuts rather than multibuy promotions, and this is

leading to continued deflation in food.

"With uncertain market conditions, offers and discounts are likely to continue for the time being."

YOUR REGION

NFRN CONFERENCE REPORT SCOTLAND 07 & 08.03.2016



Chris Rolfe reports from the NFRN Scottish annual conference

Learn and earn priority – Baxter

The NFRN's chief executive Paul Baxter called on the federation's districts to adopt a modern structure and prioritise events which help members make and save money and network with peers and suppliers.



Paul Baxter

Mr Baxter updated Scottish delegates on proposals for restructure being debated in districts across the UK.

Each district is free to retain or dissolve its branches, but any meetings held should offer clear business value, he said.

"Members need to know they will learn something or earn something at meetings, because if we can't give them ideas to make them better retailers or help them earn money, the NFRN will only be there as an insurance policy for when members are in trouble," he said.

National deputy vice president Linda Sood backed Mr Baxter in his call for modernisation.

"Ordinary members want money in their tills. I'd love to go to meetings with trade partners who have deals, and that's how you'll get people there. We do need to change, and that means having more networking sessions."

Aberdeen member Jim Maitland suggested that holding meetings about key issues such as carriage charges would attract higher attendance. Previous meetings for the district's "Rob the Robber" campaign



'I won't let you down' says new Scots' president Forbes

David Forbes (above, left) was elected as the Scottish district's new president, and Gail Winfield (right) as vice president.

Taking over the position from Mo Razzaq, Mr Forbes said: "I can't predict what will happen in the next year, but members will be at the forefront of all we do and I won't let them down."

Paisley member Hassan Lal, Edinburgh

member Abdul Qadar, Mr Razzaq and Ms Winfield will serve as the district's national councillors for the next year. Arshad Ahmed and Aleem Farooqi, both from Edinburgh, George McCall, Dumfries & Galloway, Tom O'Connor, Lanarkshire, Manpreet Singh and David Woodrow, Paisley, and Sharon Sisman, Falkirk, were elected on to the district's executive committee.

against Menzies' charges had attracted 140 mem-



Jim Maitland

bers in Paisley and 128 members in Aberdeen, he said.

Dumfries & Galloway member

George McCall added that a wholesale exhibition in Stoneleigh was well attended because delegates could access pre-ordered deals if they attended the event.

"Members will travel if meetings are worthwhile," Mr Baxter agreed.

'Talk up the positives' plea

Retailers should focus on positive news, new opportunities and make changes in their businesses to stay in line



We need to talk up the positives rather than complaining about the negatives

Mo Razzaq

Outgoing Scottish president

with modern retailing practices said district president Mo Razzaq.

In his opening address to conference, Mr Razzaq said retailers faced a raft of challenges including hiked carriage charges, the National Living Wage, pension auto-enrolment, the EUTPD II and increased council tax.

But he urged retailers to focus on opportunities such as profitable deals from NFRN Commercial, high-margin or sale-or-return products and seasonal or sporting events.

"Success doesn't come easy and we need to work for it. We need to talk up the positives rather than complaining about the

negatives," he said.

Sandy Wilkie, business relationship and development director at Müller Wiseman, echoed Mr Razzaq in his keynote speech. He highlighted examples from the farming industry, where his family farm had gone from owning 20 cows to 350 as farming practices had modernised, and farmers were adopting new technology for milking and feeding.

"Farmers don't like change but those who adopt it and have invested are doing well," he said.

"Change is inevitable – you must grasp it or be left behind."

News visibility key to its future

Retailers and publishers must improve the visibility of newspapers and in-store displays to help create a sustainable future for the category, according to News UK.

Greg Deacon, independents sales manager at the company, said news remained a significant category and a footfall driver despite falling circulation, but poor in-store displays meant independents were failing to realise its full profit potential.

He said: "News often doesn't get the space it deserves, but by being proactive, retailers can generate extra income from newspapers. We need to build income streams and make more money from the space given to the category."

Mr Deacon added that News UK will increase its investment and support for independent retailers in 2016 by making rep visits to 4,000 more



Mo Razzaq

YOUR REGION

NFRN CONFERENCE REPORT SCOTLAND 07 & 08.03.2016



Chris Rolfe reports from the NFRN Scottish annual conference

stores than in 2015 and providing more on-line support via a new website and YouTube channel.

Cross-category display stands are also being trialled, he said, which have helped store owners increase newspaper and confectionery sales by up to 10%.

Meanwhile, in Scotland 450 stores have been mapped on the publisher's Deliver My Sun website, 2,000 orders for The Sun and 80 for The Times have been generated and 4,000 stores have received units to second-site news as part of News UK's My Perfect Shop initiative.

"Newspaper prices will go up and margins will be challenging, but retailers and publishers have a responsibility to work together to improve displays and make sure news is being sold properly to drive sales," Mr Deacon said.

Benefits of NFRN membership

Much has been done in the past year to raise the profile of and support offered by the NFRN, but the benefits of federation membership need promoting more effectively.

That was the view of membership services manager Bernard Ridgewell, who updated delegates on meetings between the NFRN's operations team and convenience groups including Nisa, Landmark and One Stop which are interested in working with the federation.

New support for members included a series of retail insight modules to assist with training on topics such as food

safety, customer service and shrinkage, while applications for the federation's NFRN Assist 500 and Empowering Young People initiatives were also being processed.

Mr Ridgewell said: "There are loads of tools on the website but many members aren't using them. We need to highlight the benefits membership of the federation offers."

Meanwhile, he also reported that district membership grew by 22 stores in 2015, with 148 new members recruited, offsetting a loss of 126.

Deposit scheme would cost £86m

The proposed deposit return scheme for drinks cans and bottles could cost £86m to implement

in Scottish shops, the Scottish Retail Consortium (SRC) has warned.

Addressing delegates at the event, David Lonsdale, director of the SRC, said the high figure, which does not include estimated costs for lost space and staff training, would make the scheme a key issue in the run-up to the Scottish election in May.

"Expect to see this appear on party manifestos in the next month," he said, assuring members that the SRC was challenging the proposal.

Elsewhere in his presentation, Mr Lonsdale said the SRC had been developing a retail industry strategy to cover issues such as soaring business rates and the future of high streets. Businesses, he warned, faced income

and council tax rises.

Recent successes achieved by the SRC on behalf of retailers included a review of business rates and a successful campaign against a proposal local sales tax, he added.

'Don't miss out on restitution'

Paul Baxter called on newsagents facing carriage charge hikes to file restitution claims or to invoice wholesalers for lost profits, time and service.

He said: "It's a tactic that used to work a lot down south with Smiths. We expect delivery, we expect good service. You're paying a lot of money for a service that isn't up to scratch much of the time so why are

you accepting it? You have to look at the challenges in your business and think 'what can I do?'"

United waives fee for trade days

United Wholesale (Scotland) has offered to waive a £1,500 charge and allow the NFRN to set up stands in its Newbridge depot in Edinburgh and its Maxwell Road and Queenslie depots in Glasgow on trade days.

Announcing the news, Paisley member Hassan Lal said: "This will help us to connect with members and I advise that we take up this offer."



Hassan Lal

Increase in margins 'carrot'

Delegates were informed of Johnstons Press' decision to reduce the price of Scotland on Sunday from £2.15 to £1.70, while increasing margins from 23% to around 23.5%. "They are trying to compete with The Herald and are dangling increased margins as a carrot," said David Woodrow.



David Woodrow

Parliamentary receptions 'yes'

Members voted in favour of a motion to hold annual parliamentary receptions in devolved assemblies. The motion states that "these receptions should embrace all political parties represented at the parliaments".



Roll of honour place for 'unsung hero' Ian Stewart

Long-standing Aberdeen member Ian Stewart was elected onto the district's roll of honour.

Jim Maitland praised Mr Stewart for the

work he had done for the Aberdeen district and said: "Ian is one of this district's unsung heroes. He has put in a five-star performance and has earned this award."

YOUR REGION

NFRN DISTRICT COUNCIL REPORT MERSEY DEE 01.03.2016



Glyn Bellis reports from the NFRN Mersey Dee district council meeting

Editorial content key for New Day

Members reported a successful launch day for The New Day when the paper was given away free, but said they then struggled to sell copies as the cover price went up to 25p.

North Wales Coast member John Parkinson said on the first day customers had to pay for the Trinity Mirror title, out of the 107 copies supplied to his store, he delivered one and sold a second in-store.

North West Wales member David Thomas, of Roberts



David Thomas

Newsagents in Holyhead, said the new publication had caused delays in the supply of other newspapers. In turn, this had had a knock-on effect for young news deliverers, who had to leave their paper rounds to get to school.

He said: "It's not a good start for a paper to be late and cause every other paper to be late too. I don't think it will be around for much longer, although hopefully I can be proved wrong."

Liverpool member Ramsay Hasaballa, meanwhile, said red-top publications such as the Daily Mirror were still top sellers in his area.

Other retailers warned that the editorial content would need to be changed if The New Day was to survive.

'Powerless' over carriage rises

Menzies Distribution was widely criticised for increasing carriage charges at a time when



Will a diesel price increase lead to another carriage charge hike from Menzies, asked members

complaints about the wholesaler seemed to have eased.

Chester & Welsh Borders member Kevin Jones said: "It's an absolute disgrace. We are all struggling to provide a living wage for our staff. Shops are closing down."



Sam Whiteside

Former national president Sam Whiteside, of Abergele, said: "Costs keep rising. We don't have any power whatsoever."



Costs keep rising. We don't have any power whatsoever

Sam Whiteside

Former national president

John Parkinson added that retailers could risk losing customers if they reacted to the hike by increasing their prices.

David Thomas, meanwhile, questioned whether there would be a further increase if the price of diesel went up.

Problems with late deliveries and tote boxes were also discussed, particularly magazines being damaged as a direct result of not being packaged into tote boxes. Retailers were reminded

to check for mistakes with credits.

Kevin's £1,000 Camelot dispute

Retailers' ongoing difficulties with Camelot were highlighted by Kevin Jones, who outlined his current dispute with the company. Mr Jones said problems first arose when he refused a new scratchcard machine, but since then, he has received a £1,000 invoice for an aborted pick-up of the existing equipment.



Kevin Jones

Mr Jones said he was now determined not to use the lottery provider's 'expensive' phone number to speak to the operator about the dispute.

Test purchase 'sting' fine

David Thomas criticised Anglesey trading standards after being hit with a £900 court bill for selling alcohol to a girl aged 15 in a test purchasing "sting".

Mr Thomas was fined and ordered to pay costs after admitting the offence, which took place on A-level results day last summer.

But he told the district council he found out he was being prosecuted on Christmas Eve after having been led to believe he would be cautioned.

Mr Thomas said this was the first time a problem of this nature had occurred after many years of trading. "One mistake is all it takes, they don't care. I was the premises supervisor, I accepted full responsibility," he said.

Your say

With Menzies putting up its carriage charge for the second time in six months, how will you offset the extra cost?



There's no way of offsetting the increase. It's

a question of having to absorb it yet again. We are taking a wage cut to subsidise Menzies. Retail sales generally are decreasing. Costs are ever-increasing.

Kevin Jones

Level Stores, Hawarden, Chester



Menzies hasn't taken any account of the fact

the price of diesel has dropped. It's almost the straw that breaks the camel's back. I am considering reducing staff hours.

John Parkinson

Broadway Premier, Penrhyn Bay, Llandudno



I will have to put up my HND charges to

try to offset it. It's a bit of an insult, especially since for two weeks in a row now, every single day, one title from my delivery has been missing.

Hemalata Patel

K & L Newsagents, Northwich, Cheshire

LETTERS

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

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

Stop reducing our margins and focus on what we can do together

Publishers continue to fluctuate prices, close titles and move online, but all the time reducing retailers' margins. They tell us that sales are down and they need to save money, but in the same breath cut our profit and ask us to promote their product.

Here are a couple of suggestions on how to save money without cutting jobs or margins:

1) Stop letting multiples dictate how many copies they need and only give them what they sell, which is what you do to us.

2) Work closer with independents on promotions. Talk to the NFRN - with over half of newsagents in the UK signed up as members we can promote and achieve higher sales of any product.

My main gripe, however, is with Menzies Distribution. The first problem is that Menzies (along with Smiths) has a monopoly over the supply chain. We cannot switch suppliers, no matter how bad the service gets.

The other issue is delivery times and what we have to pay to receive these late deliveries. We worked hard on our own social media campaign last year to get our orders back on time. However, this year, our deliveries went back to being late.

There are roughly 30,000 newsagents left. If we all shut our doors what do you think will happen?

With only their bottom lines to worry about, supermarkets would be able to dictate their own terms. Wholesalers would be forced to close and the publishers would have to deal with the big companies directly - another 100,000 jobs gone.

Let us say that an average



Tom Gockelen-Kozlowski has passed his BTEC exam

'GOOD SUPPORT' IN OUR FIGHT TO REDUCE UNDERAGE SALES

I write first and foremost to thank your magazine, and in particular your features editor Tom Gockelen-Kozlowski, for your ongoing interest in and support for retailers who take professional training in preventing underage sales (RN, 4 March 2016). I'm pleased to let you and your readers know that Tom passed his exam and his BTEC certificate will be with him soon.

I also want to take the opportunity to clarify the quote from my colleague John Cassin that "this qualification protects your licence against any potential fine. It's like an insurance policy".

Our compliance advisors, including

John, offer assured advice in preventing underage sales, both as part of JTI's recent competition, and as part of the nation-wide Responsible Tobacco Retailing programme, supported by JTI, Imperial Tobacco Ltd and Philip Morris.

But it is important for your readers to understand that it is only by following that advice, adhering to the law and staying up-to-date with changes in regulations that they can protect their licences and fulfil their important role as gatekeepers of age-restricted products.

Tony Allen
Managing director,
Under Age Sales

wholesale bill is £2,000 a week, that's (2,000 x 52) x 30,000 = £3,120,000,000 per year, gone.

If we go, we are but the first domino in a long chain of stability that has made the UK strong.

Adrian Cooke
Station Kiosk
Hockley,
Essex

Dave Shedden, head of communications at Menzies, said: "Menzies Distribution strives to provide the best possible service to our customers,

within the logistical and economic constraints of the supply chain.

"While there may only be a single newspaper distributor in each area, that approach helps to keep news delivery efficient. If two wholesalers operated in every territory, the trade would have to support the cost of two parallel delivery networks rather than one, leading to a greatly increased carriage service charge burden overall - something recognised by the regulatory authorities in their last published opinion.

"Menzies is healthiest when the independent sector is healthy. Through continued efforts to keep our chain efficient, we aim to help our customers avoid the scenario Mr Cooke describes, and promote profitable trading for all parties in the future."

Who's getting my personal information?

For the last few months my delivery notes have

been missing with my morning delivery almost every other day. My main concern with this is that every time these notes go missing, so does my personal information, including financial details, how many copies I'm getting and my shop details. I've also sometimes received another retailer's delivery note. This is of great concern to me if my competition is getting my delivery notes.

Although Menzies has been faxing my delivery notes to me when I've rung up, it's still not offered an explanation as to why, and has on occasion faxed me another retailer's delivery note.

I need someone from Menzies who knows if there's a local problem going on in London to explain and help me.

Manish Mehta
Williams Newsagents,
Streatham,
London

Dave Shedden, head of communications at Menzies, said: "I'd like to apologise to Mr Mehta for the difficulties he has been experiencing with his delivery note.

"This issue has been passed to the local team for fuller investigation, and we'll be back in touch with Mr Mehta once we know more."



Stop letting multiples dictate how many copies they need and only give them what they sell

Adrian Cooke
Station Kiosk, Hockley

OPINION

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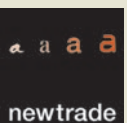
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YOUR SAY What steps have you taken to prepare for the arrival of the pension auto-enrolment scheme?

Bay Bashir

Belle Vue Convenience Store
Middlesbrough, Cleveland
I started preparing for this before Christmas. I sent details of all my staff to a third party company, Enrolex. It wrote to my staff giving them the option to opt-in to the pension scheme, to which they all said no. It cost me around £400-£500 to set this up. I got organised early because I can imagine there will be a last minute rush, and also third party companies might start charging more.



Bernard Bretagne

Gerald's Supermarket
Dawlish, Devon
We haven't taken any steps yet, but I'm aware that my deadline is coming up in October. We've had various emails from the government, but I still find the whole thing quite confusing and unclear. Ultimately, you do want

a third party to help, but I'd want to shop around first to make sure I'm getting a good deal. I have 20 staff members, but I can't imagine them wanting to opt-in to pay.

Bal Ghuman

Premier AK News
Shrewsbury, Shropshire
I have not put any thought into

this scheme. I don't agree with it, particularly as I have put so much work and time into my own pension plan and I know what I'm going to get out of it. But the government is putting the burden on me to support my employees in something I don't believe in. When are they actually going to get this pension?

YOUR STOCK Following Concha Y Toro's development of wine pairing stickers, do you see food and wine pairing promotions as a sales opportunity in your store?

James White

White's Calver
Hope Valley, Derbyshire
Possibly. We've never actively promoted wine pairing with other products in-store, but one of my brother's friends is a wine merchant and he puts labels with serving suggestions in front of his wines in our store. The labels suggest different meals that would go well with each bottle. I think they target a different market, and most customers will buy these £8 wines for a special occasion, rather than our everyday value range.



Dean Holborn

Holborn's
Redhill, Surrey
Food pairing is not something that is massively on our radar, but the wine category in general is developing and growing fast in our store. Since our refit 18

months ago, we have revamped our wine display and changed the way we group them and this has massively increased sales. We worked with Treasury Wine Estates last year to split our wines into four categories by flavour, for example full bodied reds and dry and crisp whites.

Kay Patel

Global Food & Wine
Stratford, London
I would definitely see it as an op-

portunity, but I think wholesalers and suppliers would have to create the serving suggestions and materials themselves and actively promote it. I've seen such descriptive labels with food suggestions in other stores, but I've never got round to doing it. However, more of my customers are going for more expensive premium wines. For example, I now sell Louis Jadot in my stores and these bottles cost around £25.



WHEN IT
COMES TO
MAKING
PROFITS,
YOU WEAR
THE CROWN.

Chesterfield

This communication is for tobacco traders only. *Recommended Retail Price. All shelf prices are selected by the retailer alone. **Margins are calculated on published recommended retail price lists and Bestway published price lists as of 29 January 2016. All pricing decisions rest with the retailer therefore margin may be affected by the retailer's chosen selling price. Super low include cigarette brands with a recommended retail price of £2.99 or less. Price marked and non-price marked packs are available.

Smoking kills



SMALLER CASES
 == **FASTER** ==
 SELL-THROUGH*

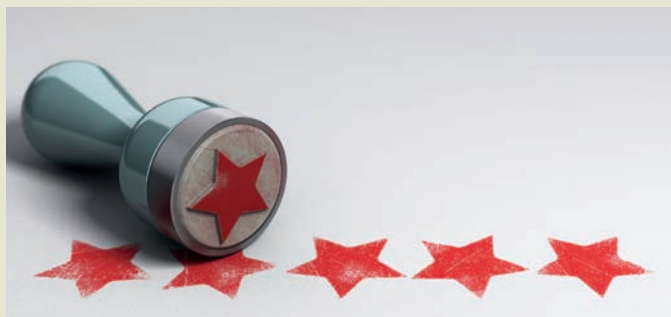


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*A 32 case count will sell through faster than a 48 case count based on equal product sale rates.

YOUR ISSUE



LOYALTY CARDS KEEP THEM COMING BACK

With an increasing number of retailers launching loyalty cards and schemes, RN has spoken to three retailers to find out how they make them work.

**Jatinder Sahota
 Max's Londis, Kent**

"We have had a coffee machine for just over three years and do quite well out of it. We launched our loyalty card a few weeks ago to draw more customers in and to reward existing ones because we get a lot of repeat custom and no one else offers this in my area. We work well with Tchibo and it provides the cards, so after the ninth cup you get one free. We usually sell 25 to 30 cups a day and have seen a spike of six to eight cups since launching the scheme. I'm hoping it will increase by about 10 cups a day. Once in a while, we also do a £1 offer which we promote on social media. I might look at introducing a food to go scheme and we're looking at doing vouchers linking our store with the fish and chip shop we have next door."

**Dennis Williams
 Premier Broadway,
 Edinburgh**

"We are launching a fruit loyalty card with two local primary schools, which have around 420 children each. It is in conjunction with the Scottish government's Healthy Scotland programme. They will get a small card and if they buy four pieces of fruit they'll get the fifth free. It was an idea my wife came up with. It gives children a healthy option and with a large proportion of children across the UK going to school without

having breakfast in the morning it gives them a healthy breakfast option. It will also get children and mothers in the shop. We'd hope to see quite an uplift. Children come into the shop before school, sometimes at lunchtime and on the way home from school so it's a good opportunity. We're also looking at launching a shop loyalty scheme, but it's early days."

**Pete Hart
 Chapmans of Southwold,
 Southwold**

"People who buy a greetings card costing over £1.50 get a stamp on their loyalty card and once they have 10 stamps they get a free card worth up to £2 or £2 off a more expensive one. We launched the scheme two years ago, and I'd say it's been a great success. Our greetings cards sales are growing around 8% year on year. We are constantly changing our range and there are other factors that affect sales too so it's not entirely down to the loyalty scheme, but it does tie some customers in and makes them come back. We are also involved in My Southwold, which is a town-based discount card organised by the Chamber of Commerce. Every month we'll have a different offer, so at the moment we have 10% off gift wrap, gift bags and Easter eggs. The scheme was initiated to highlight independent shops in the town. It creates a sense of community and makes people aware of the need to shop locally."

- Gurpreet Samrai**
- gurpreet.samrai@newtrade.co.uk
- 020 7689 3386
- @GurpreetS_RN



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NEVILLE RHODES

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They take you for granted at their peril

Menzies' latest carriage charge hike, coupled with declining newspaper sales and margins are threatening the long-term sustainability of the category, writes Neville Rhodes



Menzies Distribution's latest outrageous increases to carriage charges, which take effect next month, mean that news outlets selling a couple of hundred national newspapers a day – about double the national average – will be paying more than £8 a day for their deliveries – an amount equivalent over the course of the week to the profit on 300 average-priced newspapers.

If you find this shocking, consider the plight of retailers whose newspaper sales are only around half the national average. Their £250-£300 a week newsbills incur carriage charges of around £5 a day, absorbing almost half of the publishers' margins, and leaving them with a gross profit contribution from the news categories of less than £6 a day.

This situation is unsustainable. Smiths News realised this last summer when it offered customers a two-year freeze on charges, but Menzies has pressed on regardless, even slipping in an extra increase when it must know that many retailers are facing unprecedented financial pressures.

Crunch time is coming. Sooner or later thousands of news retail-

ers will have to decide whether the wholesalers' rapacious charges, onerous terms and conditions and abysmal service levels are worth the extra footfall that newspapers attract.

It's impossible to forecast to what extent and how quickly this will occur, but if copy sales continue to decline at the current rate of around 8% per annum while carriage charges continue to absorb an increasing share of retail margins, I believe it's safe to say that by 2020 the news categories will not be profitable for at least

half of today's wholesaler-supplied outlets.

An exodus from the news market by potentially thousands of retailers, resulting in the loss of easy access to print newspapers and magazines for millions of people, would be disastrous for most publishers, and you would expect them to do everything within their powers to stop it happening. Foolishly, they are not doing so.

Last week's margin squeezes by the Sun and the Mirror were almost unbelievably short-sighted. News UK has just commenced an

in-store marketing campaign for the Sun through independents, while Trinity Mirror needs strong retailer backing for its ailing New Day. Do these publishers think trade support comes free with terms reductions?

The latest reduced discounts on the Sun and Mirror will save the publishers around £3m a year potentially – if their savings aren't quickly wiped out by falling circulations – and that means £3m won't be available for retailers to put towards their carriage charges, which for Menzies customers are about to go up by an estimated £1.6m a year.

Milking retailers – some would say bilking them – to recoup some of the revenues the publishers and wholesalers have lost is a self-defeating policy. Small retailers for whom the newstrade no longer provides much financial benefit can easily walk away from it, and as they quit, specialist news retailers and roundsmen will be able to call the shots, finally turning the tables on their so-called trading partners.

Did I hear voices calling: "Bring it on!"?

Neville Rhodes is a former retailer and freelance journalist

★ Where's the investigation?

✚ **Twenty years** after the newstrade's first self-regulatory body was set up, the vexing, very vexing, problem of late deliveries still hasn't been sorted out. Over the past two weeks, deliveries to our village store have been at least half an hour late on all 10 weekdays, and more than an hour late on three of them. Among the reasons for the lateness were the Mail's arrival close to the wholesaler's cut-off time on five consecutive days; deliveries being held back for the Express and Star when these titles missed the cut-off by 15 minutes; and the ongoing mystery of why there is often more than two hours between the last title's arrival at the depot and delivery to our village store just over 20 miles away. The Press Distribution Forum, the newstrade's current self-regulatory body, should investigate this and similar circumstances elsewhere. That's what it's there for.



- AND THERE IS MORE -

8% POR[†]

THE HIGHEST^{**}

LONG TERM POR IN THE SUPER LOW SEGMENT
(RUNS UNTIL END OF 2016)

Chesterfield



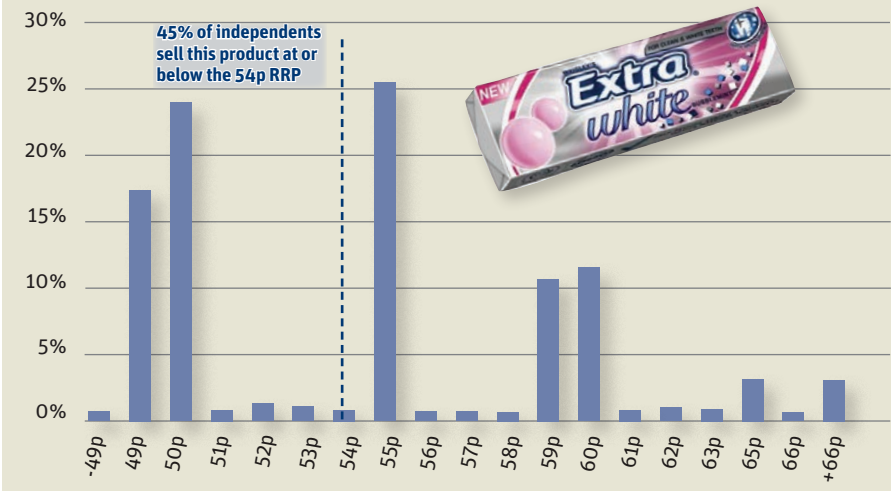
GREAT QUALITY. GREAT PRICE.
THAT'S CHESTERFIELD VALUE.

Smoking kills

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PRICEWATCH GUMS

WRIGLEY'S EXTRA WHITE BUBBLEMINT 38g Price distribution %



GUMS PRICES AROUND THE UK

PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Wrigley's Extra Sugar Free Peppermint 10s	51p	40p	50p	40p	65p	50p	50p
Wrigley's Extra Sugar Free Spearmint 10s	51p	40p	50p	40p	65p	50p	50p
Wrigley's Extra White Bubblemint 38g	54p	49p	-	50p	65p	60p	55p
Wrigley's Extra Sugar Free Cool Breeze 10s	51p	40p	50p	40p	65p	50p	50p
Wrigley's Airwaves Sugar Free Menthol & Eucalyptus 10s	53p	45p	50p	45p	70p	-	50p
Wrigley's Extra Ice Peppermint 10s	55p	49p	50p	50p	65p	50p	55p
Wrigley's Extra Ice White 10s	54p	49p	50p	50p	65p	50p	55p
Wrigley's Extra Strawberry Sugar Free 10s	51p	40p	50p	40p	65p	50p	50p
Wrigley's Airwaves Cherry Menthol 10s	53p	45p	50p	45p	70p	-	50p
Wrigley's Extra Ice Spearmint 10s	54p	49p	50p	45p	65p	50p	-
Wrigley's Airwaves Sugar Free Black Mint 10s	53p	45p	50p	-	70p	50p	50p
Wrigley's Airwaves Sugar Free Blackcurrant & Vitamin C 10s	53p	53p	50p	45p	70p	50p	50p

Pricing strategies

RETAILER

1



NAME WAQAR CHAUDRY
STORE Milton Stores, WH Chaudry News
SIZE 450sq ft
LOCATION Glasgow
TYPE housing estate

Gums are a good seller and the most popular brand we stock is definitely Wrigley's Extra Spearmint, followed by the Peppermint variety and then Wrigley's Extra Cool Breeze. I base my prices on a 25% mark-up and the RRP. We stock our gums in a prominent position on a Wrigley's stand by the till. The busiest time of the day for sales of gum is between 7am and 9.30am and it's most popular with kids who come in before school starts specifically to buy it.

RETAILER

2



NAME GRAHAM HALES
STORE Locks Newsagency
LOCATION Portsmouth
SIZE 500sq ft
TYPE high Street

Sales of gum are going very well. We are right by the train station and people pop in to pick up a packet on the way to and from there. They generally come in specifically to buy it, rather than it being an impulse purchase. Our gum is displayed on a stand by the till. We base our prices on the RRP.



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

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

➔ Tom Gockelen-Kozlowski
 ✉ tom.gk@newtrade.co.uk
 ☎ 020 7689 3361

RETAILER

3

**NAME NAVIN BHUPTANI****STORE** Goswell News**SIZE** 400sq ft**LOCATION** Islington, London**TYPE** high street

We set our prices based on the margins we want to achieve as well as what other stores in the area are charging. All retailers in the area have come to an agreement on what we charge. We stock our gums in front of the till and Wrigley's Extra Peppermint is probably our bestseller. People buy gum all day long, but it probably sells best in the evening when people are on their way to the pub. It is usually an impulse purchase with other items.

RETAILER

4

**NAME BEN DYER****STORE** Debben News**SIZE** unknown**LOCATION** Waterlooville, Hampshire**TYPE** village

We base our prices on the RRP and round them to the nearest 5p. We don't really compare prices with what others in the area are selling at. All of our gum sells well because we only stock strong sellers. We are located very near to a school so we have a lot of school children coming in to buy gum. In the mornings they tend to buy it on its own but at lunchtime it's a mix and some buy it along with their lunch. It's displayed next to the till so people can pick it up as they pay.

RETAILER

5

**NAME PAUL BRIDGEWATER****STORE** The Cabin**LOCATION** Freshwater, Isle of Wight**SIZE** 450sq ft**TYPE** town centre

Sales of chewing gum are going steadily right now, but we expect things to pick up over Easter. We base our prices on margins that we calculate on our EPOS system – our gum prices are cheaper than those the big supermarkets are charging in the local area. We keep our gum in a Wrigley's-branded unit next to the till. Generally, the busiest time of the day for gum sales is first thing in the morning when kids are going to school.

THE ENTREPRENEURS

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



JAMES DYSON

James Dyson is probably best-known for creating the Dyson bag-less vacuum cleaner, but the Norfolk-native's first original invention was the Ballbarrow, a modified wheelbarrow using a ball in place of the wheel, introduced to the market in 1974.

In the late 1970s, Dyson had the idea of using cyclonic separation to produce a vacuum cleaner that would maintain suction levels as it collected dirt.

He launched the 'G-Force' cleaner in 1983 but no UK manufacturer or distributor wanted to be involved, so Dyson launched the product in Japan, selling it for the equivalent of £2,000. It

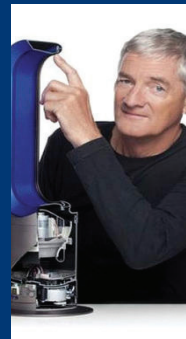
won the 1991 International Design Fair prize in Japan. Dyson had obtained his first US patent on the idea in 1986. Dyson set up his own manufacturing company, Dyson Ltd, in 1993 and opened a research centre in Wiltshire. In 2005, Dyson combined the Ballbarrow concept with the vacuum cleaner to create the Dyson Ball.

Key achievements

- The James Dyson Foundation was set up in 2002.
- In 1997, Dyson was awarded The Prince Philip Designers' Prize.
- He went on to be named on the New Year Honours list several times.

Lessons for your store

- 1 Keep the faith – if you have an idea for your business that you know could work, take constructive criticism on board.
- 2 Think outside the box – lateral thinking was what led Dyson to his success.
- 3 Be willing to adapt – Dyson initially marketed his vacuum based on the clever technology behind it, but it was the fact that it was bag-free that eventually enticed the British market.



RETAILER PROFILE



Sticking with tradition

Kent retailer Soban Shanmuganathan, has opened a new shop in order to meet his customers' changing demands.

It is already a huge success, which Soban says is as a result of working with local tradition rather than against it.

Steven Lambert reports

Ever since trading in his office job in London nearly nine years ago, Soban Shanmuganathan has dedicated his time to providing a vital retail service to residents in the small village of Goudhurst in Kent.

Establishing his first store, Goudhurst Newsagents, in 2007, Soban has built up strong relationships with local customers and a wealth of workers passing through on their way to nearby towns such as Maidstone and Tonbridge.

With the backing of the local parish, Soban took the opportunity to expand his estate when a nearby store was looking to close its doors last year.

Soban says: "We had a shop down the road from us and when the previous retailers were looking to leave, the neighbour next door to the shop bought the lease and asked whether we would like to take it over.

"We said we would, but we didn't want it to be a typical convenience store. We wanted to offer something a bit different and stock the products that customers had been asking us for but which, until then, we hadn't had the space for in our other store."

His latest venture, Burgess Stores, officially reopened in November, with the 1,200sq ft business presenting its own set of unique challenges for Soban and his team.

For one, the store is located in a grade II listed building and its roots can be traced

back to 1831. Soban says the store's history has fed into some of his business decisions.

"For example, the name Burgess Stores has been known in the village for ages. When the previous owners renamed the store, it didn't go down well, so that is why we have brought the Burgess name back."

He adds that the building has also influenced the design and look of the store. "It is quite a traditional building and features a lot of wood. We have tried to replicate that by using things like wicker baskets for our fresh fruit and veg and ordering in specialist lights from the internet."

Serving a very close-knit community, Soban says he has also paid particular attention to the needs of local shoppers, which affects everything from the products he stocks to the type of refrigeration equipment he uses.

"We wanted to modernise the store and we worked with Delta Refrigeration, through the NFRN to introduce just over eight metres of chiller space.

"Because we're right next door to people's homes, we have to be cautious when it comes to noise pollution. This is why we've introduced special ventilation fans for the fridges outside that dampen the sound so you can barely hear them."

The new fridges have also allowed Soban to expand his product range to include more convenience goods, including chilled ready



We held tastings for a local company producing high-quality apple juice, which we now stock based on customer feedback. We're planning on holding more tastings in future"

SOBAN SHANMUGANATHAN



Soban works hard to ensure that his store fits in with the history and traditional aesthetics of the area, by using wicker baskets and locally-sourced goods

Supporting British farmers



"We had samplings and events taking place in the shop over Christmas and we've seen a lot of repeat custom since then"

meals, cooked meats and dairy products to meet demand from customers.

This is complemented with a Love Food-branded freezer filled with gourmet ready meals and a deli counter stocked with meats, cheeses and tapas, all sourced from local suppliers. Meanwhile, Soban has extended his range of beers and wines to include more premium and locally-sourced goods, around half of which are chilled.

"Some of our best-selling products include Korkers sausages, from which come from a local company, and we have a lot of demand for Wise Owl cider and Chapel Down wine, which are also made in Kent.

"We also work with Spar and use their Blakemore Fine Foods service, from which we get three deliveries every week and have no minimum orders on. People here are prepared to pay a bit more for quality products."

Soban says it is still "early days" for the business but says his new store has continued to trade well after a positive Christmas.

"We had samplings and events taking place over Christmas and we've seen a lot of repeat custom since then. We've been able to maintain sales throughout January and February, which is a good sign that we are doing the right things." ●

VISIT MY SHOP

Burgess Stores

High Street,
Goudhurst,
Kent
TN17 1AJ



Want to see more of Soban's store?
Go to betterretailing.com/soban-shanmuganathan

NEWSPAPERS



Richard Brighton runs one of the largest HND operations in the the UK. Brighton's Newsagents has been based in Reading for 30 years, and now distributes more than 50,000 newspapers and magazines each week

Ten years ago I tried to make changes within the newstrade, arguing for better terms for retailers. It didn't work then and it hasn't worked with recent initiatives. We should be co-operating with publishers, but that's become very difficult when they keep taking the bread out of our mouths.

Newspapers already suffer from being unique in the British supply chain as they are the only commodity with one buying price, one selling price and, unbelievably, you have to pay for their delivery.

I am totally averse to terms cuts and when the Mirror first cut terms several decades ago, not only did I try to delist it, but it forced me to become an HND retailer. I knew that every time terms were reduced I could make up the shortfall with increased delivery charges. However, every time you raise prices you risk losing customers. The public aren't sympathetic to price rises.

The Mail terms cut has cost my business more than £1,000 a year. So what I would say to the publishers is, be cautious.

On the HND front, we and other deliverers will attempt to restore margins by increasing delivery charges at the risk of losing customers altogether.

On the sub-retailing front, many

accounts are now hardly worth servicing and it is only a matter of time before small convenience stores delist news.

On the retail side, already reeling from the Express and Star price cuts, the Mail's reduced margin along with the National Living Wage leaves two options: either to sell papers above the cover price, which we deem unrealistic or, in order to maintain our margins, move away from news as we have already done in our larger store, replacing it with toys. All publishers are fully entitled to make a conscious decision to reduce terms, but since we intend to remain in business, we have no option but to react to maintain our margins.

Reducing terms is inconvenient to retailers but they can react by adjusting their product range. However, it is a major threat to HND, which is already on the wane. Either a reduction in terms or an increase in delivery cost will increase the number of lost customers.

Working with the publishers is a great idea. However, they listen but don't act. Talk is cheap, and action is needed now. Publishers need to grasp that they are killing themselves by reducing the attractiveness of news and magazines to sellers.



Greater numbers of retailers may choose to replace news and magazines with high margin products

When publishers raise prices and cut terms, should retailers welcome the extra profit or lament the loss of margin? **Helena Drakakis** caught up with two successful roundsmen to hear their reactions



When a newspaper's price is cut, sales usually go up – but what are those extra sales really worth to you?



Robert Schlachter was a retailer for almost 20 years in Reading and now runs a large HND operation, based in Banbury and delivering around Oxfordshire

PA PHOTOS

Percentages versus pence

As print sales fall alongside advertising revenues, newspaper publishers have imposed differing strategies to claw back income.

Most notably, Richard Desmond slashed the price of the Star and the Express by half. While reaping some 23,000 extra sales for publisher Northern & Shell, the move had resulted in £201,000 reduced profit for retailers by January.

In other recent developments, the Daily Mail, Mirror and Sun, alongside a plethora of regional titles, have chosen to increase their prices but cut retailers' margins. Soon after the Mail's increase, DMG Media was accused by some of "pure greed" but the Mail argued the increase would generate £1.9m in retail profit. Opinion remains divided on publishers' strategies, so RN invited two retailers-turned-roundsmen to present their differing views.



Publishers need to grasp that they are killing themselves by reducing the attractiveness of news and magazines to sellers

I feel the slashing of prices by the Express and Star last year was a negative move. Circulation increased by 8% as a result, but it has been at the detriment of other titles. Such a small increase doesn't cover the total loss in revenue. It may be that Northern & Shell has increased advertising revenue as a result, but from a retailer perspective what I'm gaining on the swings, I'm losing on the roundabouts. Publishers cannot just halve the price without compensation to the retailer. Instead, they could meet us half way and up terms to 30%, for example.

A strategy of price increases and terms cuts might be more acceptable for an HND newsagent than a retailer. With the tabloids, like the Mail, I am better able to absorb the decrease in sales, as I am able to recoup that loss from delivery charges. I review my delivery charges once a year and I write to my customers to inform them.

My customers don't object, and the internet has been instrumental in that. People have become used to buying goods online and being charged for delivery. They are much more amenable to that idea, and that's helped HND a lot.

Having said that, if the quality broadsheets, like The Times or Telegraph, which are my big HND titles, raised their prices and cut terms, I would not be happy. For me, there's an absolute limit of 20% margin. Anything below that, and newspaper publishers will be facing the wrath of the newsagents.

If I were still a retailer, I would absolutely be reducing the space I give to

news and magazines. Retailers look closely at each metre and how much profit that space brings in. There's a lovely saying: turnover is vanity, profit is reality. It's so true. The publishers will always tell you to measure in pence and not percentages, but it's nonsense. In retail, it's all about percentages.

As a roundsman, however, it's not that critical because I don't have the overheads that retailers have. I know exactly what my percentages are but my delivery charge income is far more important to me. The way I see it, the supply chain is changing faster than publishers realise. I think traditional wholesalers like Smiths News and Menzies are in a precarious position. In 10 or 20 years' time, the landscape will look very different and I believe we will have "super-retailers" sub-wholesaling to smaller outlets, just like they do in Australia.

The vast majority of traditional newsagents have now moved into convenience. With a low news bill, and paying up to £50 a week in carriage charges, it doesn't make sense. They would rather use a "super-retailer" and I have steadily increased my sub-wholesaling activity over the years. In my view, publishers secretly know this. How they react, remains to be seen. ●

In the internet age, customers are used to paying for delivery



PART
2

PARTNERING FOR SUCCESS...



WHAT IS HAPPENING?

In 2014 the European Union adopted the revised Tobacco Products Directive – or 'EUTPD II'. It's a series of new rules regarding the way tobacco products are manufactured, packaged and sold within the EU. The UK Government has also 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**.

As a responsible business we recognise the need to prepare for compliance. The result is **Partnering for Success**, a programme to advise and support retailers through EUTPD II and Standardised Packaging.

WHEN IS IT HAPPENING?



HOW ARE WE SUPPORTING YOU?

Our **START*** pack updates ensure retailers have all the latest legislative information and category advice at their fingertips.

The latest updates include a case study focusing on the impact of Standardised Packaging legislation on an Australian retailer, plus recent Imperial Tobacco Anti-Illicit Trade initiatives.

Many retailers have been provided with **START** packs by their designated Imperial Tobacco rep; digital versions can be downloaded from www.imperial-trade.co.uk or via the **ignite** website.



For Tobacco Traders Only

THE IMPORTANCE OF TOBACCO TO YOUR BUSINESS

Tobacco's role in independent retail will remain in a standardised packaging environment.



Tobacco attracts shoppers to your stores:

Tobacco will remain a **footfall driver**. A wide range and high availability are drivers for success – more than 1 in 10 potential shoppers will walk out if their brand of choice isn't in stock¹.



Tobacco shoppers outspend other shoppers:

Adult smokers don't just buy tobacco products. Their **basket spend** is more than twice as much as the average convenience shopper per year¹.

PLANNING AND PREPARING FOR CHANGE

Imperial Tobacco's experiences in Australia, which introduced standardised packs in 2012, suggest that retailers who **plan and prepare** for the legislation will be putting themselves in a strong position for a successful transition.

Improve your tobacco offering by focusing on the following:



Aim for maximum availability:

By focusing on high availability, you'll build a loyal shopper base who'll return to your store time and again.



Stock a wide range:

As well as premium brands, our range also contains value-orientated alternatives. A wide range will meet all of your customers' needs.



Let's work together:

By combining your retail experience with the category knowledge of your Imperial Tobacco sales representative, you'll optimise your tobacco range, protect availability and improve gantry navigation.



Imperial Tobacco continues to work with the trade to prepare and plan for a **smooth and successful** transition between 20 May 2016 and 20 May 2017.

To find out more, retailers should talk to their Imperial Tobacco sales representative, while taking advantage of free resources including our START packs and **MyTobaccoPriceList.co.uk**.

... THROUGH EUTPD II AND STANDARDISED PACKAGING

Sources: 1 ITUK estimates based on McKinsey Shopper Research 2013.

* For the avoidance of doubt, the contents of this document and the START packs are without prejudice to Imperial Tobacco's position that the Standardised Packaging of Tobacco Products Regulations 2015 are unlawful and therefore subject to the outcome of Imperial Tobacco's ongoing legal challenges.



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perfectly balanced



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TOBACCO

Could you be a specialist?

If so, there is a huge amount to learn, but a lot of opportunity to profit. **Helena Drakakis** speaks with four top retailers to find out what you need to build this point of difference



MEET THE RETAILERS

David Worsfold



Owner of Farrants in Cobham. It's recent refurbishment included a tobacco room and walk-in humidior.

John Hanna



John has been running Smokemart in Brighton for many years. Cigars are his core category and he looks to achieve a 15-18% margin.

Marco Sinforiani



Owner of family business Sinforiani Brothers in Kilmarnock, which has been selling tobacco and tobacco-related products for more than 100 years.

Pete Hart



Owner of Chapmans of Southwold. The business is well-known for specialist tobacco although since going dark, has begun to wind down its offering.

Pipe smoking

From the pipes themselves to the tobaccos they require, this area of the market is filled with a huge range of products

PIPES

Experienced pipe smokers look for whether a pipe has a filter or not and they'll have a preference for shape too. A visible range customers can touch is invaluable.

David Worsfold



We've got between 35 and 40 pipes displayed across a section of wall with a price range of £15-£100. Pipe smokers want "an experience" so my range is informed by the although I do experiment too. My best-selling pipes are Big Ben and Viking.

PIPE TOBACCO

Pipe tobacco can be displayed if you have a tobacco room or a licence. If you can, stock a full range and let customers smell the tobacco.

Marco Sinforiani



We keep our specialist tobacco in tins so customers can look and sniff the product. Our pipe tobacco range incorporates varieties like Aromatic, Dutch and Kentucky as well as a full range of flavoured pipe tobaccos such as cherry and vanilla and coffee and caramel.

Cigars

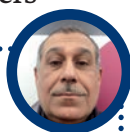
From a traditional Hamlet or a Royal Dutch Miniature to a handmade Cuban, a good cigar range can bring in loyal custom if you build a reputation as a go-to shop for regular smokers

REGULAR CIGARS

Regular cigar smokers come in all shapes and sizes. They don't want to browse, and tend to be brand loyal. Range and availability can reap return sales.



John Hanna



I have a separate gantry for my cigars so customers know that I'm always fully stocked. It's hard when they can't see the product but my knowledge and reputation brings people in. My bestsellers are Café Crème, Henry Wintermans Half Corona and Hamlet.

David Worsfold



If my customers smoke a Hamlet but are willing to experiment and aren't ready for a big 'stogie', I will direct them to my transition range. It consists of Villigers, Willem II, Hofnar, Backwood and Swisher Sweets among others.

TRANSITION CIGARS

Mid-range cigars are great for regular cigar smokers who want a more specialist smoke.



David Worsfold



There's premium Cuban or off-the-island cigars. Cuban include Montecristo, Cohiba, and Romeo Y Julieta. Tobacco produced on neighbouring islands doesn't quite taste the same. We sell limited editions at £20-£30 and high-end at £30-£45. Regular smokers will buy a box of 25 per week.



PREMIUM CIGARS

Quality cigars appeal to more experienced smokers and can make great margins of around 45%.

Value, quality & profit perfectly balanced



Stock today, profit tomorrow

AVAILABLE IN 10s & 17s



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developed with you, for you.



TOBACCO

Tobacco

Tobacco can range from traditional rolling to flavoured tobaccos. Stocking unusual brands of cigarettes can also provide a unique selling point

ROLLING AND FLAVOURED TOBACCO

Hand-rolling and flavoured-rolling tobacco attracts a mixed market and sales can be boosted with accessories like papers and filters.



Marco Sinforiani

Our loose tobaccos are kept in stainless steel tins and our range runs from loose, rough cut rolling tobaccos to fine cuts and from golden blend to black cherry, strawberry and toffee. You name it, we have it. Golden blend is popular because it's a light tobacco and black cherry is our favourite flavour.

CIGARETTES

Offering a specialist range of cigarettes can gain loyal custom and bring younger customers into a store.



John Hanna

I stock brands from American Spirit to Lucky Strike and Pueblos and I stock the full range, for example Pueblo yellows and blues. They're in my gantry behind the till, so it's word of mouth that brings customers in.



Accessories

From pouches and lighters to tampers, scrapers, papers and filters, there's a whole host of accessories that can add extra sales

PIPE ACCESSORIES

Having cleaners, filters, and tapers on offer can add extra sales. Pipe smokers tend to be older and like to touch and browse. Pipe smoking is a leisure pursuit so retailers have time to encourage incremental sales.



David Worsfold

Pipe smokers will look around and spend time choosing accessories and they like the ritual of tamping down and cleaning. My regulars come in once a week and having specialist pipe accessories is essential, for example spill tapers and specific pipe lighters.

ROLLING TOBACCO ACCESSORIES

Rolling tobacco smokers regularly buy papers and filters. Different customers will opt for different brands and sizes and there's good margins to be had.

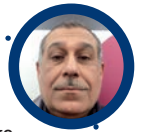


Pete Hart

I keep a good selection of papers and filters. It's harder to sell accessories like that because pound shops can sell them cheaply, but we make a steady trade with margins of 30% on filters, which is better than cigarettes.

LIGHTERS

Disposable lighters may be bought by regular smokers, but more expensive offerings like refillables can go down well on occasion.



John Hanna

My lighters range from around £5 to £35 and it's a steady market. I do sell disposables but pound shops capture that market and I won't sell potentially dangerous lighters. My niche is in Zippos and other top-range products.



Non-product essentials

Outside your tobacco range, there are ways to help sales in the cigar category grow

HUMIDOR

Humidors come in small cabinet form, free standing units or retailers can even build walk-in humidors to store cigars. Letting customers see products can grow sales.



David Worsfold

Pipe smokers tend not to use social media but our cigar smokers do. Word has spread about our walk-in humidor on social media and we've seen new customers. A walk-in humidor provides a wow factor and it adds to the experience.

DISPLAY TOOLS

If you have a specialist tobacco room, then the look and feel can bring in new custom. Simple, low-cost ideas can build atmosphere.



David Worsfold

I did a lot of research to create my tobacco room. I modelled it on a modern tobacco room such as at Dunhill's London shop, rather than a classic gent's. Aside from the outlay to build it, I've bought jars to display my tobacco range, the odd piece of oak furniture and I've decorated the ceiling with hundreds of cigar box covers.

SPECIALIST KNOWLEDGE

Knowing your stock and being able to talk to customers about their needs goes a long way, particularly as most retailers will have to cover their displays.



Marco Sinforiani

We've been here for more than 100 years. My father and grandfather ran this business before me and that heritage and knowledge really helps. My staff know the range which is important because, for example, my loose tobacco is now all in stainless jars where they used to be perspex.



THE ORIGINAL ADDITIVE FREE TOBACCO

100% premium tobacco,
with no additives, from sustainable sources.

- Pioneers of additive-free tobacco products since 1982.
- Only 100% premium quality - no volume tobacco, no stems.
- Additive free tobacco from sustainable sources.



For further information please contact: enquiries@sfrti.com

For the information of tobacco buyers only

Smoking seriously harms you and others around you

DELI & BUTCHERY



David Charman

Spar Parkfoot Garages Ltd, Kent



Why did you opt to add a butchery counter to your store?

Before the changes three years ago we sold meats and cheeses but in pre-packed formats. We wanted to expand and do something different. We met local suppliers and discussed what we could sell and how to display and store it. It's a well-regulated, excellent supply chain and it's important you pass on to customers that confidence. We

DAVID'S TOP TIPS

- Offer a pre-packed butchery range first as there's less wastage
- Keep your counters open longer so it's truly convenient
- Employ specialists and encourage interaction with customers
- Use your counters to grow other areas of your business



Traditional butchers are a rare sight in many towns

Want your store to stand out from the crowd? Top convenience retailers are increasingly turning to deli and butchery counters to do just that. **Helena Drakakis** speaks to two

Give them something different

Convenience retailers are increasingly looking at deli and butchery counters to add a "wow" factor to their fresh food offering, increase basket spend and stand out from other retailers. David Charman installed a butchery and deli counter three years ago and

has built his reputation for serving great, often local, meat. Bintesh Amin, meanwhile, installed a deli counter in the past few weeks. Both retailers outline how they've developed this area of their store, while their staff explain the nuts and bolts of managing an in-store counter.

Bintesh Amin

Blean Village Londis, Canterbury



Why have you opted to install a deli counter?

We've just installed a 3m deli counter at the back of the store where my post office used to be. I wanted to expand my food to go range and it's positioned next to my range of crisps and snacks. If it doesn't take off I can always use that space for chillers.

How have you chosen your range?

Before we were offering Country Choice pies, pasties and sausage rolls and grab-and-go food. We're now looking to do breakfast baps and we have a range of cheeses, olives, pork pies and hams. The plan is to build that with local products. We're already working with some local suppliers including Canterbury cheese makers. I've learned so much about cheese in the past few days it's ridiculous. We're stocking 15 different varieties from Kent alone. The response has been great. The average transaction last week was around £35.

TOP TIPS

- Stock locally-sourced products
- Use the deli as a way of reducing overall store wastage
- Work on the deli yourself, so you know the challenges your staff face
- Encourage your staff to be food enthusiasts



Freshly made sandwiches attract top margins

launched not long after the horse meat scandal and it was a great time to offer guaranteed provenance.

What sets you apart from the multiples?

We have five supermarkets around us, and our counters work exactly like theirs with loose meat, as well as on-the-shelf. However, we employ specialist staff who are happy sharing their experience and advice with customers the way that butchers used to. You don't get that in supermarkets. Our staff know where the produce is sourced from and how to cook it, and our counters are open long hours and all weekend.

How have you built your reputation?

There hadn't been a local butcher here for a decade, so we put a sign outside saying we were opening one. It's been word of mouth. People came in for sausages and then returned for their Sunday joint. We didn't advertise and we've only just done our first 18,000 leaflet drop. We also do Facebook promotions, for example, offers on rump steaks with a bottle of wine.



Word of mouth can be the perfect marketing tool

How do you choose your range?

We buy large pieces of meat to cut because that's cost efficient, and we sell it loose or pre-packed. On the deli side we pre-pack many of our cheeses. If they are sealed at source they have a greater shelf life. As well as offering a usual range we offer seasonal products too, like turkeys at Christmas. We take orders and our suppliers source locally where possible.

What sales uplift have you seen?

For three years we've seen a 10% increase month on month. It's steady now, so we're advertising to get more people through the doors. There's still work to be done, but when people come in to buy meats or cheeses, they'll often pick up other produce such as sauces or vegetables.

A Day in the Life

Butchery manager

Kevin Hughes

I work five days a week with Wednesday and Thursday off. It's a 7am start on Mondays and Tuesdays and 5.30am on Saturday and Sundays. I was already a fully-qualified butcher before I joined Spar Parkfoot, but I train my staff on the job. I've been training my assistant Harry for two years. Unlike the supermarkets we don't just cut vat-packed meat. We bone meat – it's old school. We bone a side of beef each week and butcher eight lambs. My first job in the morning is to clean the trays and set out the sausages. We have around 20 varieties. Then I move onto the main cabinet, and the main counter. I check the dates

on everything. I want the counter to look fresh and bright. It's set out in checkerboard colours so it's visually attractive. The counters are completed by 11.30am, then I sort the fridges out, bringing stock forward and looking at what I need to order. At weekends, I'll put a special on like a rib of beef. The enthusiasm and knowledge of my staff and I go a long way.



Attractive displays can boost sales

How are you training your staff to work on the deli counter?

All my staff will work on it so we are refreshing on our food and hygiene and compliance training. The supplier shows me how to cut and package produce, then I set up systems and processes and pass that training down to the managers. I want a great level of customer service and staff need to tell customers if a product is local.

How will you build a reputation to compete with the multiples?

Customers know what they want from the multiples, but we have a

lot of farm shops around us with suppliers. We want to live up to their standards with our range and freshness. Word of mouth is proving successful, but I will do a campaign across Facebook and Twitter. We are also doing a lot of tastings in-store.

What sales uplift do you expect?

Our food to go range was bringing in around £1,800 per week, but by the end of the year I want that to have grown to around £5,000. Then I want to offer ready meals like curries and my projection is closer to £7,000-£8,000.

A Day in the Life

Shop assistant

Jordan Delacey

My colleague Adam gets in before me and starts preparing the counter, lifting the meats and cheeses from the fridge below and arranging them. When I start at 9am I help him make the bacon and sausage rolls for our morning customers. The kitchen is out front, so people can see us cooking.

From 11.30am onwards we clean up, serve customers at

the front of the shop and manage the deli on an ad-hoc basis, cutting cheeses or meats if customers need it. In time, all the staff will be fully trained in health and safety. It's early days, but I'm learning so much about cheese. I'm learning on the job and taking in so much information from suppliers too. ●

Counter staff learn valuable skills



INDUSTRY PROFILE

 **Steven Lambert**
 steven.lambert@newtrade.co.uk
 020 7689 3357
 @StevenLambertRN

Blakemore Wholesale



The wholesaler's new boss Russell Grant takes the helm at a particularly challenging time, thanks to the imminent arrival of the National Living Wage and tobacco regulation. His aim is to ensure Blakemore can give a helping hand to any retailers in need

RETAIL NEWSAGENT How are you planning to improve Blakemore Wholesale in your new role?

RUSSELL GRANT We're trying to become more customer-focused, even more so than we have been in the past. We are doing customer surveys in depots to see where we can improve. Life is very tough for our customers and we're looking to give them more support and help them with improved margins, which they need to grow their businesses.

RN How will you be going about doing this?

RG We've launched initiatives such as our Blakemore Club, which is an opportunity for retailers who don't want a symbol package but need activity and support to sell more. It's been very successful so far and we now have nearly 500 members. In regards to margin, we're already members of Landmark Group and layered with Blakemore negotiations on top of that, this gives us scale to put pressure on cost prices. We're a low margin business and any margin we do make is invested back into the business.

RN Retailers are facing increased pressure from the National Living Wage and other challenges. How are you helping them to combat this?

RG We're currently conducting a big review to see where we can make cost savings and improve efficiency from depot through to head office.

The market is tough for retailers and wholesalers and we want to protect our business. In order to do that we have got to have the right offer. We're trying to be more efficient without affecting customer service.

RN How are you planning to handle the revised EU Tobacco Products Directive?

RG Tobacco is a challenge as it represents such a large part of our turnover, and, with the category in decline, it puts the pressure on. I think it's a little naïve for any wholesaler to think they can stockpile tobacco products for TPD, because I believe there will be fairly



Life is very tough for our customers and we're looking to give them more support

tight controls over how this is managed with the main suppliers. We don't want to load customers up at the end of the selling period, but we also want to ensure we can offer them what they want to buy for as long as they can. I think it's more important we help our customers to get as much knowledge on TPD as they can.

RN Where do you see opportunities to grow sales away from tobacco?

RG We're looking at other areas such as impulse, fresh and chilled, as well as our on-trade offer. For example, we're currently trialling a new fresh and chilled delivery service with 50 retailers to see how we can develop this category. We're also looking to support our customers further with the launch of an online ordering app, which we're hoping to have ready within the next three to four months. We're also due to launch an improved EPoS system for our retail members.

RN Can you give us more details on the launch of your B...More fascia?

RG We've chosen four retailers to trial B...More with, which we're about 12 weeks away from opening. We've had bigger stores wanting work with us, and this is a way of differentiating them from the other fascias that are out there. We'll be targeting B...More at retailers who are looking for a wider focus on fresh, chilled and food to go, and I can see us having 30 or more stores open within the year.

** Company CV **

Company Blakemore Wholesale
Managing director Russell Grant

Profile As the cash and carry and delivered wholesale arm of AF Blakemore & Son, Blakemore Wholesale serves independent retailers from 14 depots in areas including Swansea and Birmingham. It also supports local stores through its Lifestyle Express and Apex retail clubs and counts itself as the largest member of the Landmark Group.

Latest news Launched its Blakemore Club in January promising 20 exclusive product promotions every three weeks for members, with just under 500 members now signed up to the scheme.



**

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PREVIEW



Bag some Boost Bites

Mondelez is aiming to grow sales of its chocolate bags with new price-marked Boost Bites 80g packs.

RRP £1

Outers 12

Contact 0870 191 7343



Time for tea... cakes

United Biscuits has expanded its cake range with the launch of McVitie's Teacakes this month.

RRP £1.65

Outers not given

Contact 0800 138 0813



Britvic brings Mojito!

Britvic is targeting adult cocktail fans with the launch of 7Up Free Mojito this month.

RRP 99p

Outers not given

Contact 0845 755 0345



Danone erupts!

Danone Waters has launched a TV ad campaign for Volvic under the tagline 'Awaken Your Volcano'.

RRP various

Outers various

Contact 0208 799 5888



'Wich one to choose?

Unilever is extending its Ben & Jerry's ice cream portfolio with the launch of its 'Wich range.

RRP £2.49 - £4.99

Outers not given

Contact 01293 648 000



Flip top pack – it's back!

Mondelez is relaunching its Mikado biscuit sticks with new flip-top packs, which will be available with price-marks.

RRP 55p

Outers not given

Contact 0870 191 7343



Capri Sun get adventurous

Coca-Cola Enterprises is offering prizes including trips to theme parks in an on-pack promotion on Capri Sun.

RRP 59p

Outers 10

Contact 08457 227 222



Cadbury bounces back!

Cadbury has launched an Easter TV ad featuring its Cadbury Easter Bunny character.

RRP various

Outers various

Contact 0870 191 7343



Sweet enough

Purity Soft Drinks has reformulated its Juiceburst range, lowering sugar levels by 20%.

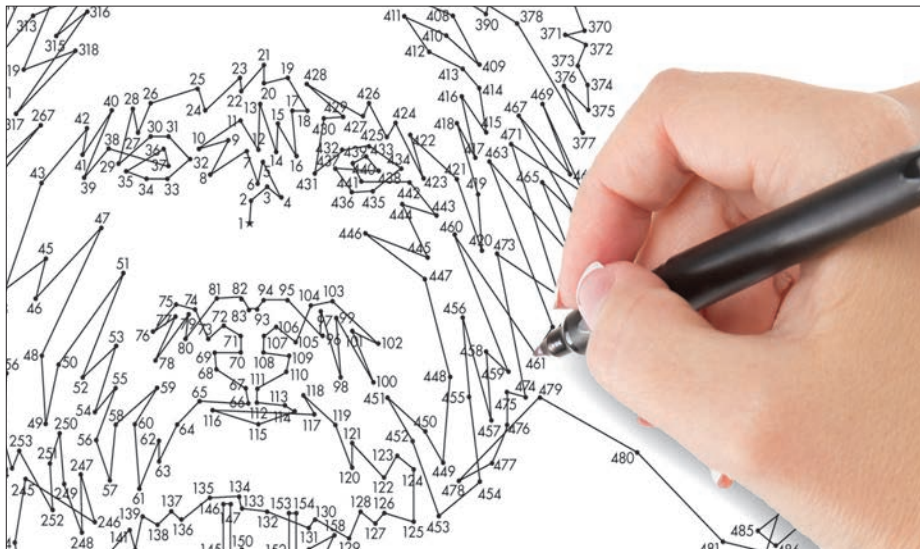
RRP 99p

Outers 12

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THIS WEEK IN MAGAZINES



Round up



NADIA ALEXANDROU
Magazines
reporter

SPRING INTO A NEW SEASON

What do your customers love most about spring? If you can answer that question, you're already in a strong position to profit from magazine sales this season.

There are currently hundreds of magazines on sale (or just about to be) that have put their own spin on spring, and have been designed by publishers to capture the interests of their target audience - your customers.

Are there any gardening enthusiasts among your regulars? They might find new gardening title Modern Garden the inspiration they need to get started. Publisher Bauer Media says it has launched the magazine into a growing market at the height of the gardening season.

Or maybe you know parents in your area who are looking ahead to the Easter holidays. Have you let them know about Easter specials? Animagic's Easter edition comes with several gifts, and is set for strong sales based on last year's 38% sales uplift of its Easter issue.

And don't forget customers with more unusual pastimes. Two of the best-selling wood-working magazines - Woodworking Crafts and Woodturning - have included a woodworker's directory in their April issues, both on sale later this month.

According to Woodturning's publisher The GMC Group, last year's issue including the directory was its biggest selling issue of the year and expects this year's to deliver similar sales performance.

It's these small things, like ordering a new title that you think one of your customers might be interested in and telling them about it, that speaks volumes to people and encourages them to return to your store.

New from Anthem

SEE THE BIGGER PICTURE WITH DOT TO DOT TITLE

With the adult colouring market worth £9m a year, here's your chance to get in early on the 'next big thing' with this monthly

ULTIMATE DOT 2 DOT is a new monthly title from Anthem Publishing - publisher of Colouring Heaven and Colouring Heaven Special. This issue will contain 24 puzzles printed on single-sided A4 pages. The puzzles are completely original, featuring dogs, transport, film stars and spring flowers. The puzzles are aimed at adults, in challenging, non-linear patterns. They take 15-20 minutes each, and collectively offer six to eight hours of dot-to-dot colouring activity. According to Anthem, the new title aims to capture the 'next big thing', following and complementing the adult colouring market, which is worth more than £9m annually.



ULTIMATE DOT 2 DOT
On sale 24 March
Frequency monthly
Price £2.99
Distributor Frontline
Display with
Colouring Heaven,
Zen Colouring, Colour

Take a Break's

PUZZLES COLLECTIONS



BETTER DISPLAYED TOGETHER



ANIMAGIC

This issue is an Easter special filled with posters, puzzles, facts and photos of animals. This edition also comes with several gifts including a lockable secret diary, a wallet, an eraser and a lip balm. Last year's Easter issue saw a sales uplift of 38%, and its publisher DJ Murphy expects to see similar results this year. The special's cover price is £1 more than normal, giving retailers an opportunity to earn more revenue.



On sale 17 March
Price £4.99
Frequency monthly
Distributor Marketforce
Display with Animals & You, Pets 2 Collect, My Little Pony



PETS2COLLECT

This issue of Pets2Collect comes with a bunny gift set which includes a basket, straw bowl, stickers, toy carrots and four toy bunnies. It also comes with a sticker sheet including 97 stickers. Publisher Signature Publishing expects the issue to be a high seller. In every issue there are stories, puzzles, games, competitions and posters about animals, all aimed at primary school children.



On sale 25 March
Frequency monthly
Price £3.49
Distributor Seymour
Display with Animals & You, My Little Pony, Animagic



HOLIDAY LIVING

Kelsey Media is launching this series of bi-monthly magazines which will include The Holiday Parks Guide, The Ultimate Lode Guide, Outdoor Adventure Breaks, Glamping Special, Winter Retreats and Buyer's Guide. The series will look at a range of options for leisure breaks and holiday ownership and will be cross-promoted in other Kelsey Lifestyle titles including Coast and Period Living. The magazine is aimed at readers looking for getaway ideas in the UK, as well as those looking to buy holiday homes.



On sale 24 March
Frequency Bi-monthly
Price £5
Distributor Seymour
Display with Coast, Period Living, Discover Britain



SHOWCASE - CARE BEARS

Egmont Publishing is basing its next Showcase issue around the children's TV series Care Bears. This edition will include stickers to use throughout the magazine, as well as a pair of toy walkie-talkies. The musical animated TV series is currently airing on Tiny Pop and Netflix, and is targeted at children aged three to six - like the magazine.



On sale 16 March
Frequency monthly
Price £3.99
Distributor Seymour
Display with Cheebies Weekly, Thomas and Friends, BBC Toybox



COUNTRY LIFE

Country Life is the star of a three-part BBC TV series, focusing on a year in the life of the UK's best connected weekly magazine. The first two programmes aired on 4 March and 11 March on BBC 2 at 9pm, with the final to air on 18 March. According to its publisher Time Inc, the publicity generated by the TV series is a great opportunity for independents to increase their sales of Country Life.



On sale 23 March
Frequency Weekly
Price £3.20
Distributor Marketforce
Display with The Field, Country Homes & Interiors



Bestsellers Leisure titles

Title	On sale date	In stock
1 Horse & Hound	24.03	<input type="checkbox"/>
2 Tractor & Machine	18.03	<input type="checkbox"/>
3 Dog World	18.03	<input type="checkbox"/>
4 Cage & Aviary Birds	16.03	<input type="checkbox"/>
5 Classic Tractor	24.03	<input type="checkbox"/>
6 Empire Magazines	25.02	<input type="checkbox"/>
7 Railway Modeller	10.03	<input type="checkbox"/>
8 Rail	16.03	<input type="checkbox"/>
9 Steam Railway	24.03	<input type="checkbox"/>
10 Railway Magazine	02.03	<input type="checkbox"/>
11 Hornby	10.03	<input type="checkbox"/>
12 Flypast	01.03	<input type="checkbox"/>
13 Navy News	01.03	<input type="checkbox"/>
14 Total Film	11.03	<input type="checkbox"/>
15 Amateur Photographer	19.03	<input type="checkbox"/>
16 Our Dogs	18.03	<input type="checkbox"/>
17 Heritage Railway	10.03	<input type="checkbox"/>
18 Old Glory	17.03	<input type="checkbox"/>
19 Steam World	18.03	<input type="checkbox"/>
20 Model Rail	10.03	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

EURO2016 FRANCE

OFFICIAL LICENSED STICKER COLLECTION

Includes: ALBUM +31 stickers!

STARTER PACK: £2.99^{RRP}
PACKETS: 50p^{RRP}
ON SALE SOON
 @OfficialPanini
#GotGotNeed

THIS WEEK IN MAGAZINES

Industry viewpoint

Jon Bickley

Managing director,
Anthem Publishing Ltd



A funny thing happened last year. A new magazine sector delivered £9m of new retail sales. WH Smith increased profits partly off the back of it. Publishers recorded 100%-plus annual sales growth. And independent newsagents got more than their share of the action. What was it and how did indies cash in?

The first answer is simple: adult colouring took the world by storm, and everyone quick enough made good money. The second answer is more subtle. As a launch-oriented publisher, we always look at quickly establishing a strong core of sales for new titles. With multiples, the pattern involves booking promotions, proving sales, painting the future, more promotions

and finally getting listings - months of development.

It's different for independents. If we supply good product when the market is right, an indie can enjoy sales straight

away, get more copy the following month to

satisfy happy customers, and the month after that. Independents have freedom from fixed ranges and direct contact with customers, so were able to immediately capitalise on adult colouring.

What's next? In January we tested Ultimate Dot-2-Dot - an adult dot-to-dot magazine that sits comfortably next to adult colouring, but delivers a different experience. The result is one of our best-selling magazines ever, with sales immediately on a par with the number two colouring magazine. So exploit your advantages, get in early, display the copies you're sent and tell your customers about it.

Top tip

Go with your gut instinct and jump on trends early. Ultimate Dot-2-Dot could be the start of the next big thing!



MODERN GARDENS

Bauer Media is launching a new magazine into the homes and gardens category, Modern Gardens. The title will provide inspiration and easy ideas to develop gardens with a more 'modern look'. The magazine will also feature recipes that readers can use with various ingredients that can be grown in their gardens. According to Bauer Media, Modern Gardens targets 'lifestyle gardeners' who see their garden as an extension of their home.



On sale 23 March
Frequency monthly
Price £2.99
Distributor Frontline
Display with BBC Gardeners World, Garden News, Amateur Gardening



WOODTURNING

The April issue of Woodturning includes the Woodworker's Directory, a 40-page reference book listing products and services. This issue also offers a variety of projects including an antique desk clock and a hybrid ballpoint pen. Every issue includes features on turners around the world, as well as illustrated techniques, news, reader feedback, detailed tests and reviews. According to its publisher the GMC Group, Woodturning is the world's best-selling magazine for woodturners.



On sale 24 March
Frequency monthly
Price £3.95
Distributor Seymour
Display with The Woodworker, Woodworking Crafts, Good Woodworking



BBC TOP GEAR

This issue contains a comprehensive new car buyer's supplement, New Car Buyers Guide. The 292-page guide includes everything readers need to know about choosing, buying and owning a car. The magazine is based on the British television series about motor vehicles, primarily cars, and is reportedly the most widely watched factual television programme in the world. The presenters of the television series are regular contributors, along with the series' production staff.



On sale 23 March
Frequency monthly
Price £4.95
Distributor Frontline
Display with Motorcycle News, Autocar, Classic Car Weekly



BELLA

This issue provides readers with a 20% discount off fashion retail chain Peacocks. This discount is expected to drive a 30% sales uplift, and distributor Frontline recommends retailers stock this issue at the front of the fixture to maximise the opportunity. According to Smiths News' latest magazine rankings for independent retailers, Bella is one of the top 10 best-selling traditional women's weeklies, and is in the top 20 magazines overall.



On sale 15 March
Frequency Weekly
Price 97p
Distributor Frontline
Display with Women's Weekly, Peoples Friend, Chat



YOURS: 90 GLORIOUS YEARS

Bauer Media is launching a Yours 100-page one shot as a tribute edition to celebrate the Queen's life as she approaches her 90th birthday on 21 April. Readers will have the chance to win an invitation to the Queen's birthday celebrations in Windsor through a competition. The Yours fortnightly edition will follow its usual sales pattern while the special edition is on sale. According to its publisher, Yours is the UK's best-selling fortnightly lifestyle magazine for women over 50.



On sale 10 March
Frequency one shot
Price £4.99
Distributor Yours (actual copy), Chat, Spirit & Destiny
Display with Kitchen Garden, Grow Your Own, Garden News

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



VIM ODEDRA ON HOW HIS NEW STORE REFIT HAS ENHANCED HIS IMPULSE SALES

Plus, make sure your soft drinks category knowledge is up to date with our fun quiz, and, in time for the summer we look at how retailers make the most of ice cream



Partworks

Title No Pts £

DeAgostini

Build the Ford Mustang	10	100	8.99
Build the Millennium Falcon	63	100	8.99
Cake Decorating	209	210	2.99
Cake Decorating Relaunch	158	165	2.99
Dinosaurs & Friends	56	60	5.99
Jazz at 33 and third RPM	5	70	9.99
Official Star Wars Factfile	112	120	2.99
Simply Stylish Knitting	11	90	3.99
Star Wars Helmets Coll'n	6	60	9.99
Zippo Collection	14	60	19.99

EagleMoss

3D Create & Print	61	90	6.99
Build A Solar System	30	104	6.99
DC Comics Graphic Novel	16	60	9.99
Disney Cakes & Sweets	132	120	4.50
Doctor Who Figurines	68	70	7.99
Marvel Chess Collection	61	64	8.99
Marvel Fact Files	158	150	3.50
Military Watches	55	80	9.99
Star Trek Ships	68	70	10.99

Hachette

Art of Crochet	29	120	2.99
Art of Knitting	60	90	2.99
Art Therapy	52	100	2.99
Black Pearl	114	120	5.99
Build the Mallard	81	130	7.99
Build the U96	82	150	5.99
Classic Pocketwatches	94	80	8.99
Dr Who Complete History	15	80	9.99
Judge Dredd Mega Collection	31	80	9.99
Marvel's Mightiest Heroes	59	60	9.99
My 3D Globe	63	100	5.99

RBA Collectables

Amazing Dinosaur Discovery	55	80	5.99
My Zoo Animals	28	60	5.99
Precious Rocks, Gems & Minerals	60	100	5.99
Real Life Bugs & Insects	78	85	5.99

Collectables

DeAgostini

Magiki Bunnies	2.50
Frogs & Co	1.99

Magic Box

Zomlings Series 4	0.50
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Collectables

Topps



Disney Frozen Friendship Activity Cards
Starter £4.99
Cards £1.00



Minions
Starter £4.99
Cards £1.00



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



Rugby Attax
Starter £4.99
Cards £1.00



Lego Friends
Starter £2.99
Stickers £0.50



Shopkins
Starter £2.99
Stickers £0.50



Lego Ninjago
Starter £2.99
Stickers £0.50



Star Wars Force Attax
Starter £4.99
Cards £1.00



Match Attax 2015/16
Starter £3.99
Cards £1.00



Star Wars Stickers
Starter £2.99
Stickers £0.50



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



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



Minions
Starter £2.99
Stickers £0.50



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

Panini



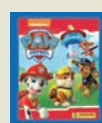
Abatons Humans
Starter £5.99
Stickers £1.25



Ireland Sticker Collection
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Descendants
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Disney Princess Fabulous Talents
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Peppa Pig
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Starter £3.99
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England Official Sticker Collection
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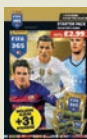
Star Wars Abatons
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The Good Dinosaur
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Back in the day

100

YEARS AGO

18 March 1916

Small traders have been faring badly in their appeals to the local tribunals for exemption from military service, though one or two exceptional cases have been reported. A Nairn bookseller has been granted total exemption, having no assistant in his shop.



50

YEARS AGO

19 March 1966

Robert Maxwell, chairman of Pergamon Press Ltd, has abandoned plans to publish an evening newspaper in Bletchley, an area scheduled for a new city. He announced this decision at the opening of a branch office of Northampton's Evening Chronicle and Echo in Bletchley.



25

YEARS AGO

23 March 1991

Disappointment and dismay in the newstrade greeted Norman Lamont's first Budget on Tuesday. The chancellor dealt a double blow to the trade by increasing tobacco tax by 15%, coupled with a 2.5% increase in VAT, which will affect confectionery prices.



I don't bee-lieve it! There's a bug in the raspberries

A Tesco customer has caused a buzz in the papers after reportedly finding a live bee in a pack of raspberries she bought from the supermarket.

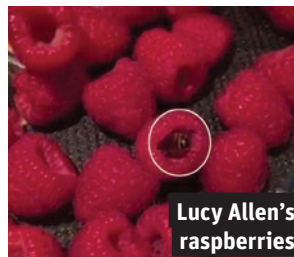
Lucy Allen of Tulse Hill, London, had purchased the punnet from a Tesco Express store to snack on while she decorated a dessert at a friend's house.

But as she was about to tuck in, she was shocked to see a pair of hairy legs sticking out from one of the fruits.

Ms Allen told the Evening Standard: "When I went to make the dessert, I ate a couple. I was putting them into a chocolate mousse. I picked one up, but then I saw the back end of an insect inside it. I was very close to

eating it. We poked it with the end of a pen and it started moving."

Keen not to get stung both physically and in her purse, Ms Allen complained to the



Lucy Allen's raspberries

Tesco customer service helpline but claims the company was less than helpful with its response.

"They asked me to package up the specimen and take it back to a store," she said.

"I don't live close to the store and as it is a huge organisation with a fleet of delivery vans I'd have thought the least it could do was collect it."

A Tesco spokesman said: "Due to the time of year, this product has been sourced from outside the UK so it is not immediately clear how this may have happened."

'Scottist' Aldi ad is out of kilt-er

Aldi has come under fire Down Under following accusations that one of its Australian radio ads was 'racist' towards Scottish people.

The cheeky ad in question opens with the sound of bagpipes and features a man with a thick Scottish accent talking about the discounter's whisky range. A woman with an English accent is then heard translating his words, despite the Scotsman protesting that

he is speaking English.

The Australian Advertising Standards Board received a complaint about the ad from an angry expat Scot, who said: "Why is it acceptable to be racist towards the Scottish?"

However, the board backed up Aldi's claims the ads were intended to be 'light-hearted and humorous', adding that it is part of a series that also takes the rise out of French and New Zealand accents.

VIEW FROM THE COUNTER with Mike Brown



My branch of the NFRN (Teesside) is very important to me. Having been elected to the position of district vice president for the northern district at our recent AGM, the support and help of my branch over the next three years will be even more crucial than usual.

I suspect that over the term of office there will be difficult moments and decisions to make but I know my branch members, who number some of my closest friends, will help and support me.

Of course, since I joined in 1991 this has always been the case, but the intensity of my position has created an even stronger bond and excitement between us. I am proud of Teesside and it is proud of me.

I recently received notification of a carriage charge increase from my wholesaler Menzies of slightly more than £2. My charge is now an eye-watering £58.56.

Menzies blamed the introduction of the National Living Wage and the impact it would have on its business. So to mitigate that it is recovering the cost from me. What a cheek. How am I meant to survive? I'm going to have to pay the National Living Wage as well, Menzies.

There is an old Yorkshire belief that anything started on 29 February will be successful. For that reason it was considered an ideal day to begin a new enterprise or business.

Trinity Mirror is obviously sticking to tradition with the launch of its new daily newspaper, The New Day, and in a leap year too.

Let's hope with our support for this brave move it gets the success it deserves.



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