

RETAIL NEWSAGENT

KEEP THEM SAFE

How retailers
are protecting
their news
deliverers

BEST PRACTICE

Page 24 >>



Survive? I thrived
‘Tesco arrived and I
doubled my turnover’

Page 22 >>



NEWS • CONVENIENCE • PROFIT

www.betterretailing.com • £2.30

We'll show true face of shop crime



- Guto Bebb MP vows to demonstrate extent of intimidation and violent attacks on retailers to police and government.
- Retailer suffers horrific injuries six years after husband murdered in store, but says ‘don't let criminals win’. Page 5 >>



VAPING

‘Specialise to grow e-cig sales’

Staff training and
tighter ranges help
fight increased
competition.

Page 4 >>

SYMBOLS

Family Shopper winter windfall

Supermarket-beating
£1 deals help stores
boost trade by up to
18%. Page 6 >>

NEWSPAPERS

Grow sales together

Digital and cross-
category focus for
News UK. Page 7 >>

Vol 127 No 2
FOR TRADE USE ONLY



Family fortunes Family Shopper Draycott in Derbyshire gave shoppers the chance to claim an early Christmas present of £100 cash in a ‘lucky dip’ draw running in the shop last month. Customers were encouraged to put their receipts into a box on the front counter, with John Lacey (pictured right) being chosen as the lucky winner of the grand prize.



DELIVERIES

‘We’ll keep improving on missed cut-offs’

Occurrences down
16.9% last year, but
publishers pledge to
do more. Page 4 >>

Unprecedented
demand for Irish
Revolution partwork,
as Dublin newsagent
sells 500 in first week.

Page 13 >>



NFRN

The voice of the independent retailer

NFRN Legal
NFRN Legal Plus
NFRN Mutual

NFRN Assist
NFRN Credit Union

TARGET YOUR DEBTS

If you're struggling financially, we can help.

We can help relieve financial pressure by putting the right solutions in place to help you get back on track, meaning you can focus on the important things in life.



Help your business and family by calling NFRN Assist if:

- You have cash flow issues.
- Personal credit or expensive loans are funding your business.
- You are struggling to pay bills to creditors.
- You are not making statutory returns to HMRC due to insufficient funds.
- You and your family are suffering because of business demands.

ALL CALLS ARE COMPLETELY CONFIDENTIAL

Below is an example of how we can help:

BEFORE SPEAKING WITH US		AFTER SPEAKING WITH US	
Personal Debt	£22,423	Debt repaid	£19,500
Business Debt	£25,159	Debt legally written off	£28,802
Total Debts	£47,582		
Monthly repayments	£1,248	Monthly repayments	£325

Don't put off until tomorrow what needs to be carried out today

Call NFRN Assist on 0800 043 0215

Confidential advisers available Monday - Friday - 8am to 8pm and Saturday - 9am to 4pm.

We do so much more - visit our portfolio at: www.nfrnonline.com

LEADER



Dave's six weeks away from the shop were so productive that he joked he should break his leg every year



CHRIS GAMM

Editor

@ChrisGammRN

When do you come up with your best business ideas? I get my mine on my daily 25-minute cycle between Paddington and RN's office in Angel. My mind is clear and it's time built into my day to think creatively about a particular challenge or issue. It's when I had the idea for this column.

Before Christmas, I spent a day visiting three Londis stores owned by Steve Bassett and working in the Weymouth shop run by Dave Hiscutt. One thing I learnt was how Dave once made great use of being out of the business for six weeks with a badly broken leg. He used the time to think about two challenges and how to overcome them.

Firstly, he found that several tasks were being repeated across the three stores. Dave used his recovery time to teach himself to code so he could synchronise each stores' back office systems, resulting in better efficiency and less margin for error.

Secondly, Dave had a Tesco Clubcard but never claimed the points. He wanted instant rewards for his loyalty and suspected his customers did too. So he created a 'half price coffee' key fob, gave out 5,000 to local businesses and now sells 60 cups a day.

Similarly, he used a three-hour drive to the IAA gala dinner with Steve to plan their strategy for adding hot meals to their successful food to go counter.

Dave's six weeks away from the shop were so productive that he joked he should break his leg every year. The serious point, though, is it highlights the importance of planning in time to work on your business and protecting this from the day-to-day tasks. It can often be found in unusual places and prove to be the most effective part of your day.

CONTENTS

NEWS

- 4 INDUSTRY NEWS** Missed cut-off times down 16.9% new figures reveal
- 6 BUSINESS NEWS** Family Shopper bargains continue
- 7 NEWSTRADE** News UK to launch trade website
- 8 PRODUCT NEWS** Big marketing push for water after festive indulgence
- 12 REGIONAL NEWS** Scottish health campaign boosts fruit and veg sales

COMMENT & ANALYSIS

- 14 YOUR STOCK, YOUR SAY** Will making e-cigs available on prescription have an impact on your sales? And are you catering for health-conscious dieters?

16 LETTERS

- Retailer ends up paying Barclays 99% commission rather than .99%; catalogue of Menzies mistakes
- 17 YOUR ISSUE** PayPoint feels the heat over electricity and gas key and card processing system

18 COLUMNIST

- Neville Rhodes on the business benefits of sub-retailing to avoid further dramatic decline in the newstrade

19 INDUSTRY PROFILE

- John Payne, right, Nrich sales director at Wanis International Food



- 20 PRICEWATCH** UK chewing gum prices

21 THE

- ENTREPRENEURS** What you can learn from the world's best business brains. This week, Mary Berry

22 RETAILER PROFILE

- Supporting the shopping habits of locals enabled Gaz Bains to double his turnover and fight competition from a nearby Tesco

FEATURES

- 24 NEWS FEATURE** Make sure your news



32

delivers are safe and seen

- 26 SPRING CONFECTIONERY** There's more to this core category than just Easter eggs. Read our guide to make the most of this seasonal sales opportunity

30 HOUSEHOLD

- CLEANING** Brush up your range and enjoy tidy profits

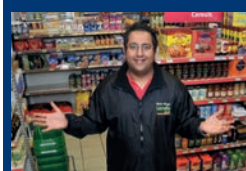
32 PREVIEW

- Walkers extends its range of independent-exclusive Max crisps

THIS WEEK IN MAGAZINES

- 33 ROUND-UP** The era of the superuser
- 34 FOR YOUR SHELVES** Launch of Jazz on Vinyl

NEXT WEEK



KNOWING YOUR AREA

- Bintesh Amin looks at the other retailers around his new business



IN THE MOOD

- Meeting the differing needs of couples on a date night in

"IT'S ONE OF THE MOST IMPORTANT THINGS YOU DO IN YOUR BUSINESS"

- MARTIN WARD EXPLAINS THE IMPORTANCE OF NEWS DELIVERERS' SAFETY TO HIS BUSINESS Page 24 >>

NEWS



facebook.com/retailnewsagent
to have your say on the latest news

Cameron will not rule out sugar tax

The sugar tax debate is back on the agenda after David Cameron revealed he has not ruled out introducing a levy on sugary drinks to curb UK obesity levels.

The prime minister's recent comments mark a u-turn on his stance on the matter in October, when he said there were no plans to introduce a sugar tax despite pressure from health groups.

Last week, Mr Cameron reportedly said the government would come up with a "fully-worked up programme" on obesity this year. He said that while he would look to avoid extra tax to tackle the issue: "We shouldn't be in the business of ruling things out."

It comes as health organisation the National Obesity Forum proposed taxing sugary food and drink by as much as 50%.

PayPoint sells web business

PayPoint has sold its online payments businesses to outsourcing solutions company Capita in a £14m deal finalised this month.

The move will see Capita take on both PayPoint.net and Metacharge, which serve around 200 enterprise brands and 3,500 businesses. PayPoint's online business processed more than 100 million transactions amounting to £4.5bn worth of payments in 2014-15.

The company said there will be an update on the sale of its mobile payments business "in due course".

Cut carriage charges now, warns NFRN

The NFRN has warned news wholesalers to "stop dragging your heels and cut carriage charges" as fuel costs hit a seven-year low.

The demand comes after successive hikes. The latest came before Christmas

when Northern Ireland wholesaler EM News pushed up its charges, blaming "volatile fuel pricing and continued falling sales".

However, the RAC predicted this week that

fuel prices could drop below £1 per litre if there is a continuation of oversupply from Saudi Arabia.

NFRN chief executive Paul Baxter said: "Fuel prices are at their lowest level since 2009 and newspaper

and magazine volumes continue to dwindle. No longer can news wholesalers justify rising carriage charges. The time has come when news retailers must pay less for their news supplies."

'We'll keep improving,' says trade Re-runs also down by 21.6% year on year

Publishers' missed cut-off times down by 16.9%

by Gurpreet Samrai

Publishers have reduced the incidences of missed cut-offs for a second year, following a series of cross-industry summits led by the NFRN highlighting delivery flaws.

The number of occurrences of publishers missing cut-off times into wholesale depots was down 16.9% in 2015 compared to 2014, and 35.8% in comparison to 2013, according to industry figures. There was also a 21.6% drop in re-runs last year compared to 2014.

Mirror Group Newspapers general manager Neil Jagger said: "Through the summits we've taken a good hard look at what we can do and moved things around. So where we might have had a bit of a pinch point it's made us re-evaluate that, look again and say actually, can we move those around so we can get there earlier."

He said pushing the

editorial team to meet deadlines and a decline in circulation volumes has also had an impact, but added the group will continue to make improvements including working with wholesalers on copy flow.

Mail Newspapers head of logistics Chris Cadman said following a high number of missed cut-offs at the beginning of 2015, it saw a significant reduction in

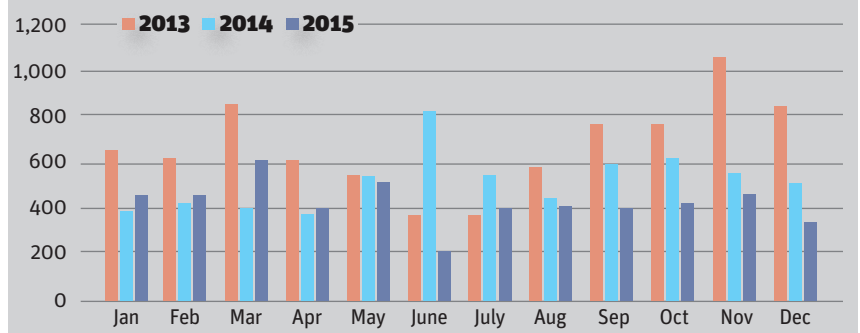
the second half of 2015 after working with the NFRN to make improvements. "The changes we put in place are ongoing and we are hopeful 2016 will see a significant improvement on last year," he added.

The NFRN has warned publishers must not be complacent. Brain Murphy, NFRN head of news, said: "Again in 2015, improvements have been made from

the dark days seen in the autumn of 2013. The key goals for 2016 are now to reduce the instance of cut-off occurrences and volume of re-run copies even lower."

He added the NFRN will continue to push for the National Distribution Monitor, which is a key indicator of performance for the newstrade, to be "modernised to better reflect today's marketplace".

Getting better: missed cut-offs over the past three years



'Specialise to grow e-cigarette sales'

Independents are widening their knowledge of the e-cigarette sector to maintain sales and stay ahead of growing competition from specialist vaping shops.

It comes as a number of store owners raised concerns over falling trade in e-cigarettes and e-liquids due to a 'saturation' of shops

taking on the products.

Les Wood, of L&J News in Urmston, Manchester, said he has struggled to sell e-cigarettes after two vaping shops opened up nearby, while Eric Jordan, of Evenwood News in County Durham, added e-cigarettes were no longer 'popular' with his customers follow-

ing the launch of specialist shops close to his business.

However, Adam Hogwood of Budgens of Broadstairs in Kent said his sales had grown despite the presence of a nearby vaping shop.

"We struggled to get a decent range before, but now we're working directly with a single supplier, Real Trad-

ing, to introduce a better range. We're also training up staff to improve their knowledge of the products."

Weymouth retailer David Hiscutt added e-cigarette sales at his Londis store have grown 25% over the past year, while the number of specialist stores in his area has declined.



Follow RN
on twitter

@RetailNewsagent for expert
advice to help you grow your sales

Wife of murdered retailer attacked in store 'Police and government need to do more'

Time to accept reality of retail crime says MP

by Gurpreet Samrai

The police and government need to overcome an "unwillingness" to accept the extent of intimidation and violence faced by retailers, an MP has warned after a store owner was attacked in the same shop her husband was stabbed to death in.

Nirupa Patel suffered horrific injuries, including a gash to her head and cheek which required around 49 stitches following the assault in the early hours of Christmas Eve. The incident at Moon's Newsagent comes only six years after her husband was murdered during a robbery.

"I'm used to people shouting at me and throwing abuse at me," she said. "But I never ever thought something like this would happen to me. I never ever thought it would happen again."

Despite the harrowing ordeal, the 57-year-old is urging retailers not to give

up. "I had the courage to come back after the first time and if I could I would go back now. But my kids have taken the keys off me and won't give them back. I have backed down because I saw the tears in their eyes."

"The police and government need to do more to protect retailers."

Her calls have been echoed by MP Guto Bebb, who is pushing for the issue to be raised in parliament, and Bedfordshire police and crime commissioner Olly Martins, who have vowed to keep pressuring the police and government to provide better protection. They are urging retailers "not to lose confidence in the police" and ensure they report all crimes.

"There's nothing more serious than someone being assaulted," said Mr Bebb, who is chair of the retail crime all-party parliamentary group. "The aim is to bring retail crime up the political agenda and make sure the government,



Nirupa Patel needed 49 stitches after the Christmas Eve attack

where necessary, is able to act and police and crime commissioners, who in general are guilty of linking retail crime with low-level crime, understand the level

of threat and violence that retailers face on a far too regular basis."

A man has been arrested in connection with the incident.

Morrisons closures

Supermarket chain Morrisons is shutting seven of its stores despite posting better than expected sales over Christmas.

The company saw a 0.2% rise in like-for-like sales in the nine weeks to 3 January, beating city analysts' prediction of a 2% dip during the period.

However, Morrisons' chief executive David Potts revealed it would shut seven unprofitable 'medium-sized' supermarkets, adding to the 21 stores it closed last year and the sale of 140 M Local stores.

Meanwhile, latest Kantar Worldpanel figures claim Sainsbury's was the strongest Christmas supermarket with sales increasing 0.7% on last year, while festive sales at Tesco dipped by 2.7%.

Tesco had yet to publish its official Christmas trading report at the time RN went to press.

Payzone sell-off

Payment system firm Payzone UK has been bought by Grovepoint Capital and Clive Kahn from former owner Duke Street Capital with promises of investing significant funds in technology to "transform and grow the business".

The new owners claim that the investment will improve in-store efficiency and "enable the provision of a wide range of services to local communities".

Masters of media

The Post Office is offering free social media masterclasses to postmasters.

The workshops will be held in Manchester on 3 and 4 March and postmasters can register through the Post Office's Retail Awareness website.

Free dip costing retailers 'millions'

Retailers have expressed their dissatisfaction at not receiving commission on a free Lucky Dip offered by Camelot to customers who match two numbers.

John Leak, of Much Hoole Village shop in Preston, said he has calculated the industry will miss out on millions of pounds of com-

mission over a year.

"Given that Camelot has decided not to pay commission on a free Lucky Dip, the retailer loses 10p on each transaction," he said.

Meanwhile, Craig Etchells, of C&W Etchells in Manchester, reported a glitch whereby his terminal wouldn't print out a free

Lucky Dip. He said: "We spoke to Camelot who said the customer had to claim by post, so we ended up buying a Lucky Dip for him. With the price of the ticket, the price of the call to Camelot and the fact we get no commission on free Lucky Dips, we're out of pocket."

This week, Camelot announced record sales as last week's £66m rollover jackpot attracted an estimated 400 purchases a second in the hour up to Saturday's draw.

Total sales across all games hit £242m while Lotto sales across Wednesday's and Saturday's draws reached £139m.

Victory for NFRN-backed tote campaign

Menzies has improved its paperwork sent out with tote boxes, following a campaign initiated by the NFRN.

The federation had raised concerns that members were incurring costs for returning tote boxes late. In response Menzies has

agreed to display the date of distribution on every tote ticket, allowing retailers to track their returns more easily.

Retailers also welcomed news that Menzies is changing its customer service numbers to deliver 'lower call costs'.

NEWS

BUSINESS



facebook.com/retailnewsagent
to have your say on the latest news

TranSend helps P&H to deliver

Palmer & Harvey (P&H) is aiming to improve its efficiency and service to independent retailers through the launch of a new delivery management system.

The firm is rolling out TranSend ePOD to its entire delivery fleet in a move to automate its delivery operation and reduce operational and admin costs.

All 793 P&H drivers will be upgraded to Zebra TC75 Android mobile devices to run the TranSend ePOD app, which will provide 100% coverage across the group's delivery network.

P&H said the update would also bring benefits including electronic proof of delivery, two-way messaging between its back office and drivers, and accurate vehicle tracking.

Mark Lonard, group operations director at P&H, said: "TranSend provides the driver with detailed instructions at each stop by customer, by contract and by product."

New MD at Blakemore

AF Blakemore has appointed Russell Grant as the new managing director of its wholesale division.

Mr Grant, who is the current commercial director of Blakemore Wholesale, has pledged to use his new role to implement a number of "exciting new initiatives", including the launch of a supplier data platform in March.

He said: "Since I joined AF Blakemore a great deal of work has taken place in relation to centralising the marketing, pricing and stock control functions with an increased focus on working collaboratively across divisions.

"A continuation of this approach will be critical."



SOS make big deals out of its 20th anniversary

Derby-based wholesaler SOS has unveiled a new logo and special deals for retailers as part of its 20th anniversary celebration plans. The company's delivery vans will feature updated designs from this month to highlight the achievement, which will be backed with a print and digital campaign promoting a number of 'birthday deals' running in its Quidz-in promotional brochure.

Busy retailer reports 18% festive sales growth More supermarket-beating deals lined up

Family Shopper keeps the value ball rolling in 2016

by Steven Lambert

Family Shopper retailers are targeting shoppers with extra £1 deals and value promotions on bottled water, bread and milk this month to keep up momentum from a positive Christmas trading period.

Store owners speaking to RN said sales grew by up to 18% during the festive period due to a high number of supermarket-beating deals which won over value-conscious shoppers from multiples and discounters.

Mo Razzaq, who runs a

Family Shopper in Blantyre, said his sales were up 18% compared to the previous year.

He added: "The promotions over Christmas were really good and we didn't have many items priced over £1.

"Money has been tight for shoppers this month, so now we're doing deals such as a loaf of bread and Euro Shopper milk for £1.50, which a lot of customers have been going for."

Adeil Hussain, owner of a Family Shopper in Motherwell, said his sales grew

17% this Christmas. "Some of the deals we had over Christmas were better than the supermarkets," he said. "We had Cadbury chocolate selection boxes at £1.50 while the larger stores were charging £2. We're now doing deals like three for £1 on Smartwater, which is going well right now with people who are trying to be healthier this month."

Meanwhile, Derby retailer Vip Measuria said he was one of six Family Shopper retailers trialling a new Christmas competition, which gave customers

the chance to win a £100 cash prize by putting their receipts into a lucky dip box.

Robert Butler, head of Family Shopper, said the group will provide an update on the results of the trial at a later date.

He added: "It is great news that Mo and Adeil have seen such growth over Christmas.

"It is also pleasing to hear that the promotions such as the £1 range, selection boxes and bottled water have delivered real value for them."

Nisa's Epositive Evolution reaches 100 Milestone

Nisa is targeting further expansion of its Epositive Evolution system after introducing the technology in its 100th store this month.

The latest installation took place at the aptly-named Nisa Milestone store in Newry, with 10 tills now linked up to the new EPoS system at the business.

Epositive Evolution was launched by Nisa in 2014 as an upgrade to its original Epositive system, and provides benefits including advance notice of presells, a stock valuation system and a web-based user interface allowing retailers access from various digital devices.

Tom McAvoy, owner of Nisa Milestone, said: "The

new system will change the way in which we run the store, allowing us to use all of the functionalities to ensure the store is efficient and has good control of its stock levels."

Pete Walker, head of Epositive, said Evolution has now served more than 10 million customers and processed more than £70m

worth of sales. He added that Nisa is now looking to bring the technology to forecourts and multisites.

He added: "We are extremely pleased to have passed this significant milestone with Evolution as a great deal of work has gone into creating a system which works hard for our members."

NEWSTRADE

News UK aims to 'change perceptions' Site will allow independent retailers to access sales data

'Partnerships will grow news and total store sales'

by Chris Rolfe

News UK has pledged to help independents grow newspaper and total store sales in 2016 with a new website, a focus on cross-category merchandising and improved service to store owners.

The company will aim to change retailers' perception of the news category in the face of price cuts by rival publishers and wholesalers' carriage charges by prioritising digital and online channels to improve communication and service to retailers.

It will launch a trade website where retailers can report issues directly and access sales data for their stores, to follow the launch of a YouTube information channel (see below) and build on the ongoing support offered by its field team.

News UK will also expand its My Perfect Store initiative by focusing on time-of-day and mission-based merchandising, such as cross-selling newspapers with confectionery and bakery products, to attract extra sales during peak periods.

"We want to help retailers make more money, sell

more newspapers and give shoppers a better experience in-store," said Greg Deacon, independents sales manager at News UK. "We plan to create solutions and an unrivalled service for retailers that will fit modern retailing and make newspapers more relevant."

The company launched trials of a confectionery and newspaper link-deal with Mondelez in November and will now roll the offer out nationally, while looking for additional manufacturers to partner with.

My Perfect Store has helped 5,000 stores earn an

estimated £2.4m extra sales since July and the company will target a further 2,000 in the next six months.

The digital and merchandising initiatives will build on News UK's investment in-store and on HND in 2015.

Mr Deacon reported that 6,700 retailers across the UK and the Republic of Ireland were mapped by the company last year, and 50 million customers were mapped to HND agents. From a £3m investment in the Deliver My Sun HND scheme, 42,000 orders were generated, with 6,000 retailers receiving one order or more.

News UK channels info via YouTube

News UK has launched a retailer-focused news channel on YouTube. The feed, called Retail +, launched last week and will feature updates, for example the recent "Get Holiday Ready" promotion, offering readers a holiday for £9.50. The Deliver My Sun and Deliver My Times HND initiative, giving customers 12 weeks free delivery, is also featured. Short videos will also be uploaded that include tutorials on how to maximise newspaper sales in-store. So far the website has attracted 160 views.



Hazard is the Topps

Chelsea FC star Eden Hazard has become the personality to launch Topps' new UEFA Champions League edition of the Match Attax trading card game.

The company said the new collection builds on the success of the Premier League edition of Match Attax, released at the end of 2015. Match Attax UEFA Champions League contains player statistics, and Hazard himself features as a Match Attax limited edition and 101 Club Player.

The Belgium international will also star in Topps' TV advertising campaign, which launches on 14 January.

Hebdo no-show

A retailer has reported difficulty in getting hold of a copy of Charlie Hebdo's anniversary edition, which hit newsstands last week.

The edition went on sale to coincide with the anniversary of the Charlie Hebdo massacre on 12 January 2015.

Amit Patel, of Belvedere News, said: "I've had interest and emailed Menzies to see whether there has been any allocation. Copies have not been forthcoming so far."

Haymarket 8.7% rise

Haymarket's operating profits rose 8.7% last year to £5.3m.

The publisher of magazines such as FourFourTwo, Stuff and Autocar described the figure as "encouraging" and attributed it to increased revenues online and expansion in the US. The company also sold off its headquarters in Teddington. Print content generated 46% across the group, a figure predicted to fall below 40% this year.

Mail piles on pounds with diet booklets

Sales of the Daily Mail were boosted by a six-day national Weight Watchers promotion last week.

The promotion offered readers a 32-page pre-bagged Weight Watchers diet plan booklet with its weekend magazine and five additional 16-page booklets the following week.

Sales of the 2 January edition increased by an estimated 125,000 copies, with an additional 175,000 copies sold across the Monday to Friday editions.

The promotion was offered to all retailers rather than one select multiple and was supported by a TV advertising campaign.

"We're incredibly pleased with the incremental uplift in sales for this timely promotion. It's further evidence of our commitment to providing compelling, margin-driving promotional activity and we're grateful for the support we've received from our retailers," said Paul Duffy,

head of retail sales and trade marketing at Mail Newspapers.

Hanif Kali, of Beaumont Stores in Leicester, added: "We saw an increase in infrequent customers coming into store and a number of customers asking for it to be delivered so they didn't miss out."

NEWS

PRODUCTS

East End's Indian brews

Specialist Indian food importer East End Foods is expanding its range with the launch of two beer brands in the UK this month.

Himalayan Monkey Beer and Shimla Indian Beer, both brewed and bottled in India, launch this month and have been formulated to complement spicy dishes.

Paul Deep, commercial director at East End Foods, said: "The UK's current two best-selling beer brands which strongly imply they are 'Indian', are actually brewed in the UK and are mass-produced. We realised there was an opportunity to provide consumers with genuine Indian beer in the UK."

Goode just got better

Tangerine Confectionery has unveiled new recipes and revamped packaging on two of its retro confectionery lines inspired by feedback from shoppers.

Henry Goode soft liquorice and Prince Mallows marshmallows have both been reformulated and will be relaunched this month and in February respectively in bags featuring 'Best Ever' labels.

Yen Luong, brand manager at Tangerine Confectionery, said the company had made the changes following "rigorous testing with consumers".

She added: "We have confidence that they will be instrumental in delivering incremental sales to retailers throughout 2016."



Nrich wants to smash it in 2016

Milk drink Nrich is kicking off 2016 with a bang with its new #SmashIt digital campaign, which will target shoppers on a health push this month. The activity will see a series of ads running on websites including Facebook and Twitter, which will show a number of unhealthy food items being smashed with a can of Nrich.

Manufacturers to quench thirst of 'dry January' shoppers Healthier options for new year

Water marketing flows for post-Christmas detox

by Steven Lambert

Soft drink companies have launched marketing campaigns for their bottled water brands this month to capitalise on shoppers looking to detox after Christmas and New Year celebrations.

Coca-Cola Enterprises (CCE) has unveiled a multi-million campaign for its Glaceau Smartwater running under the tagline 'Going dry this January? Hit the bottle',

and will include outdoor ads launching this month encouraging consumers to pick up the brand.

CCE said it expects bottled water sales to increase in January as more people look for healthier options after over-indulging during the festive season.

Caroline Cater, director of operational marketing at the company, said: "Dry January has become a growing consumer trend in

recent years, as people look to start the new year afresh by finding ways to lead a healthier lifestyle.

"We're looking to help retailers get their year off to a strong start, which is why we've launched this new campaign to engage shoppers at a time when the demand for water and healthier options will be on the increase."

CCE will further support retailers during the

campaign with the launch of Glaceau-branded PoS material.

Meanwhile, Evian is also targeting 'Dry January' shoppers with the launch of special edition bottles for its mineral water range.

The three 'Spirits' designs, which take their inspiration from cocktails, will be available until mid-February, backed by a social media competition giving away limited edition umbrellas.

AB InBev leads way with nutritional info

AB InBev has announced it will introduce full ingredient and nutritional information on packs after research found fewer than 20% of shoppers are aware of calorie levels in beer.

The Stella Artois and Budweiser manufacturer will add information including fat, saturated fats, salt,

sugars and carbohydrates on cans and bottles, which will be broken down into per 100ml and per portion size.

AB InBev said the changes will start this year and will be in place on at least 80% of its European volumes by 2017.

It follows a survey conducted by market research-

ers Ipsos MORI on behalf of AB InBev, which found that fewer than one in five shoppers are aware of the amount of calories in beer.

The survey also revealed 36% of consumers are paying attention to their daily calorie intake, with this figure rising to 48% among 18- to 29-year-olds.

Anna Tolley, legal and corporate affairs director at AB InBev, said: "While the EU continues to discuss the best way forward for nutritional labelling in our industry, we want to give consumers the information they need at their fingertips to make well informed choices and enjoy our products responsibly."

Hot products for your shopping list



Glaceau Smartwater is being promoted to appeal to customers seeking a healthy start to 2016



New recipes and packaging have been unveiled by Tangerine Confectionery



East End Foods is bringing Himalayan Monkey Beer to the UK





going dry this january? hit the bottle.

- worth over **£18.4m*** in Great Britain
- available in **600ml, 12 x 600ml and 850ml** pack sizes
- multi-million pound marketing support for 2016

**inspired by clouds for
a clean, crisp taste**



vapour distillation inspired by clouds

*Nielsen MAT w/e 31.10.15. GLACÉAU smartwater is a trademark of Energy Brands Inc. © 2015 Energy Brands Inc.

NEWS

PRODUCTS

TalkSport tie-in for Heinz Soups

Heinz will promote its Big Soup range to more than two million TalkSport radio listeners under its latest marketing campaign.

The activity will see Heinz Big Soup advertised during the Colin Murray and Friends morning show, which will include promotional trails and sponsored 'challenges' giving shoppers the chance to win tickets to sporting events.

Marco Marioni, assistant brand manager at Heinz, said: "Our partnership has been timed to kick off in January during a key winter month when soup is in high demand and to ensure that Heinz Big Soup is front of mind."

My bready Valentine

Aryzta Food Solutions is getting shoppers in the mood for Valentine's Day with the launch of heart-shaped loaves under its Cuisine de France brand.

The 65g Mini L'Amour Loaf contains chocolate chips and comes with an RRP of £1.50. It will be sold in cases of 60 that will come with branded gift bags featuring a Valentine's Day heart design.

Shane Vaughan, head of retail marketing at Aryzta Food Solutions, said: "The Mini L'Amour will increase impulse purchases, adding seasonality to the bakery category and driving incremental profits over the key Valentine's gifting occasion."



McCain helps banish the January blues

McCain is helping shoppers get over the January blues with its new 'Merry Back to Normal' TV campaign. The 30-second ads, which will show families getting back into their regular teatime routines after the festive period, are being supported with social media activity and a competition running on Magic FM and Bauer Big City radio, giving listeners the chance to feature in an on-air anthem.

New recipe to feature 'improved texture and flavour' 'It's important we continue improving'

KP coming on strong for major McCoy's rebrand

by Steven Lambert

KP Snacks has unveiled full details of its latest rebrand for its McCoy's crisps as revealed by RN in November.

The manufacturer said it is updating the range with new recipes from next month, which it claimed will improve the texture and flavour of the crisps.

The changes will apply to McCoy's Original, Salt &

Malt Vinegar, Cheddar & Onion and Paprika lines, with packs being updated with a new 'Now even stronger flavour' message.

KP Snacks said the move will be used to encourage further sales of the brand among its target audience of young male shoppers.

Jeff Swan, marketing director at the firm, said: "In such a significant and growing category, it's

important that we continue improving our products in order to give consumers the best possible products.

"Consumer research has shown that taste and strength of flavour highly influences purchase decisions, so we're confident that McCoy's fans will love our stronger flavours and even crunchier texture."

KP also told RN at the end of last year that it

would introduce its first on-pack 'three for £1' offer on its snacks range, which would include brands such as Wheat Crunchies and Skips.

In addition, the manufacturer has enlisted a third party field sales agency to bring its crisps and snacks category management scheme, SnackPartners, to more than 150 independent stores this year.

Premier gets ready to Amaze with cake bites

Premier Foods is aiming to widen the appeal of its Cadbury cakes brand with the launch of Cadbury Amaze Bites in the convenience sector this month.

The firm's latest line consists of bite size brownie pieces covered in Cadbury

milk chocolate, featuring a twice-blended cake recipe to give a smoother texture.

Amaze Bites are available in three flavours – Double Chocolate, Chocolate & Orange, and Chocolate & Mint (RRP £1.99) – and come in resealable tubs containing

14 brownies.

Premier claimed the product has already hit £1.5m in retail sales since its launch in supermarket chains in October, and is now looking for further growth through independents.

Joanna Agnew, brand

director of Cadbury cakes, said: "With Amaze Bites, we wanted to create a product that could be shared."

Premier will back the launch of Amaze Bites with a £1.5m marketing spend, including TV ads, later this year.

Hot products for your shopping list



Aryzta's Mini Loaf contains chocolate chips for a Valentine's treat



Rebranded McCoy's now feature an improved recipe



Premier Foods launches Amaze Bites in the convenience sector this month



COMING SOON

The
BESTWAY AND BATLEYS REWARDS CARD

REWARDING

40
YEARS
OF LOYALTY FROM
OUR CUSTOMERS

1976 - 2016



**SHOP WITH US TO WIN
REWARDS EACH MONTH
FROM FEBRUARY!**

**COMING SOON TO A
DEPOT NEAR YOU!**

You're better off at Bestway and Batleys

www.bestway.co.uk www.batleys.co.uk



BATLEYS

*Not applicable to delivery customers. In-depot and Click & Collect customers only.

NEWS

REGIONAL



facebook.com/retailnewsagent
to have your say on the latest news

Prices to continue fall in 2016

Prices are expected to continue to fall in the first half of 2016, after shop prices saw deflation of 2% in December.

The figures released by the BRC-Nielsen Shop Price Index show food prices in December were 0.3% lower than 12 months previously.

Helen Dickinson, chief executive of the British Retail Consortium, said: "With retailers continuing to invest in price, relatively low commodity prices and intense competition a hallmark of the industry, we can expect falling prices to continue in the medium term."

She added it is too early to say whether lower prices are having a positive effect on sales for retailers.

Meanwhile, accountancy and business advisory firm, BDO's monthly High Street Sales Tracker recorded a 5.3% drop in year-on-year sales for December, the worst monthly results since December 2008.

YouTube viewers' holiday plan for Anejas'

A newsagent who featured on a YouTube video chronicling his working day says he is "chuffed" that viewers have suggested clubbing together to pay for a holiday for him and his wife.

Amin Aneja has run Village News in Moseley, Birmingham, with his wife, Rosie, for 12 years and agreed to take part in the YouTube series School of Life when he was approached by a filmmaker.

In the video, which looks at a day in the life of a newsagent, Mr Aneja mentioned that he only took Christmas Day and Boxing Day off each year, prompting responses from viewers wanting to give Mr Aneja the chance to take a proper annual break.

One response read: "I'd



crowdfund two week's worth of profit for them to go on a nice vacation."

Mr Aneja said: "I'm

chuffed. It's very nice to have that kind of response, but I'm not unique. All newsagents work very hard

and if I did take more time off I'd only feel guilty that I was on holiday when others aren't."

Scottish government's 'better diet' initiative Praise for 'great working partnership'

Healthy living scheme grows fruit and veg sales

by Helena Drakakis

A retailer who signed up to a Scottish government-funded scheme to promote healthy living has reported a dramatic uplift in fruit and vegetable sales.

Ferhan Ashiq, of Day-Today in Prestonpans, signed up to the Healthy Living Programme (HLP) in December. Since then, he has seen his frozen food sales triple and his fruit and vegetable sales double.

The scheme is a government-funded initiative,

delivered by the Scottish Grocers Federation (SGF), that aims to increase the range and availability of healthy products in convenience stores, in particular in disadvantaged communities.

Mr Ashiq said: "Bringing in the SGF has been really positive. I'm a community councillor so I want to encourage my customers to improve their diets."

"As a retailer I also saw there's more interest in buying fresh fruit and vegetables and since I've

made changes that's been reflected in my sales."

Mr Ashiq was visited by representatives who offered him advice on what to stock and where to position the stock and provided him with a free display unit and promotional material.

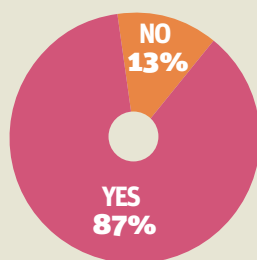
Dennis Williams, of Broadway Premier in Edinburgh, has been part of the scheme for four years. Since then, he's gone from selling basic fruit and vegetables to more adventurous items, like chilli, garlic, and avocados.

He said: "We have a great working partnership with HLP. Its advice from the start has been invaluable and we've grown our range and sales over the last four years."

"My advice would be to have an open chiller with loose and pre-packed items and to use HLP's PoS material."

Currently, 1,500 independent retailers and symbol group members, among others across Scotland, have voluntarily signed up to the scheme.

RN READER POLL



Do you shop around before renewing your gas and electricity contracts?

NEXT WEEK'S QUESTION

How are e-cigarettes selling in your store?



Have your vote now

Go to betterretailing.com/retail-newsagent

NFRN's London district plans May trade show

The NFRN's London district is organising a trade show to take place in Wembley on 17 May.

Nilesh Patel, trade committee chair, said he is

aiming to have 20-25 trade stands at the show including Booker, Cadbury and e-cigarette manufacturers.

He says it will be a chance for companies to

launch new products, offer retailers special deals and give feedback and advice.

"There is tremendous value in trade shows when they are done locally and

where suppliers are more involved and provide special deals on the night," he said. The show will be open to members and non-members.

REGIONAL

Trinity title Sunday edition axed

The Sunday edition of the Western Morning News has been scrapped because there is "not sufficient demand".

The title, which is part of the Local World group bought by Trinity Mirror

in November, launched the Sunday edition in June 2014.

Western Morning News editor Bill Martin said:

"We are sorry to announce the end of the Western Morning News Sunday

edition, but accept there is not sufficient demand for that format. The changes announced today are to ensure the newsrooms are adapting to the continually shifting media landscape."

The Western Morning News has an average daily circulation of just under 25,000, according to ABC figures. No official circulation figure has been published for the Sunday edition.

Business rates in spotlight

The Association of Convenience Stores (ACS) has submitted its response to the consultation on proposed changes to the business rates appeals system and called on the government to ensure the system is simple and accessible for retailers.

The association has also raised concerns the proposed fees associated with an appeal could act as a barrier to small businesses appealing their valuations and called for more transparency of the valuation process.

Irish indies report huge sales with many more expected 'Wonderful' title is 'bucking the trend'

'Unbelievable' demand for Irish Revolution partwork

by Helena Drakakis

Retailers in Ireland have described demand for a unique partwork celebrating the centenary of the Irish Revolution of 1916 as "unbelievable".

Part one of The Revolution Papers was published on 28 December and, according to publishers Albertas Ltd has already sold "tens of thousands" of copies.

Joe Sweeney, of the Newsagent in Dublin, reported 500 copies sold in one week and has put in an order for 600 per week for forthcoming editions.

He said: "It's unbelievable. In my whole 16 years of being a newsagent I've never known sales like this. At a time when print is declining this is wonderful."

Similarly, John Larkin, of Innisfree in Belfast, said he had to reorder the partwork



every day last week and sold a total of 250 copies.

He said: "History in Ireland is an emotive subject, but I wasn't expecting to sell this volume. It's bucking the trend and great for retailers."

The 52-part weekly magazine is a collaboration with the National Library in Dublin and features original newspapers from 1916-1923 detailing a turbulent period in Irish history, which eventually led to the

independent South.

Rebecca Markey, chief executive of Dublin-based publisher IFP Media, which publishes niche and B2B titles, said she believed the publication's success was a combination of timing, focus, quality and the ability to tap into an emotional consumer response.

"Partworks work. They're niche and collectable. The strength of this partwork is it taps into a period of history that there's a real

appetite for. It's selling facts, knowledge, history and family. I love the idea of a grandparent buying this to pass down to their grandchildren."

Albertas Ltd publisher Peter McGee said: "This looks like a classic partwork, but partworks are far more niche than 10 or 20 year ago. It's first-hand history rather than a partisan product, but aimed at a wide readership. We're delighted with the response."

Smugglers sentenced

Five men have been sentenced for their role in supplying the UK with illicit cigarettes, tobacco and alcohol worth hundreds of thousands of pounds in lost duty and taxes, and money laundering.

Irvin Dunn, who orchestrated the fraud from jail, and his brother Wayne Dunn, from South Yorkshire, were jailed last week for their involvement in the distribution and sale of the illicit goods between January and October 2013. Three other men received suspended sentences.

The fraud unravelled after HMRC officers witnessed the handover of a bag containing almost £110,000 in April 2013.

Smiths set to move magazine packing

Smiths News has announced proposals to move its magazine packing operation in Plymouth to Newport.

The wholesaler said the move is part of its "broader rationalisation plan for the business". It added the newspaper side of the op-

eration will remain at the site and there are no plans for changes at its smaller newspaper distribution centres in the south west.

Retailers have raised concerns about the impact the move will have on the delivery of their magazines.

Bridget McNulty, of The

Paper Shop in Honiton, said: "I don't think it's good. We get a very good service from Plymouth. If they now have to come down from Newport, you often get the motorway closed because of accidents, which means they'll be late in. We don't think it is going

to be very good."

However, a Smiths News spokesman said: "We do not expect any delays to deliveries of magazines as a result of the consolidation."

The proposals are now under consultation, with redundancies "likely" if the proposals so ahead.

Group's sales up

The Southern Co-operative saw a 4.7% rise in like-for-like sales and a 5.4% total sales increase in the three weeks to 3 January.

It has attributed its success to more competitive pricing, an improved range, and tailoring ranges.

OPINION

Do you want to see your views in RN?

✉ letters@newtrade.co.uk
☎ 020 7689 3350



NEWS • CONVENIENCE • PROFIT

11 Angel Gate, City Road, London EC1V 2SD
Tel 020 7689 0600

email letters@newtrade.co.uk

Annual Subscription

UK	1 year	£144	Europe	£289
	2 years	£227	Rest of world	£339
	3 years	£319		

To subscribe contact 01737 457236

Editor

Chris Gamm
020 7689 3378

Associate Editor

Chris Rolfe
020 7689 3362

News Editor

Gurpreet Samrai
020 7689 3386

Reporter

Steven Lambert
020 7689 3357

Features Editor

Tom Gockelen-Kozlowski
020 7689 3361

Features Writer

Nadia Alexandrou
020 7689 3350

Head of Production

Darren Rackham
020 7689 3373

Production Coordinator

Emma Langschieid
020 7689 3380

Director of Sales

Mike Baillie
020 7689 3367

Account Managers

Liz Dale
020 7689 3363

Will Hoad
020 7689 3370

Dwain Nicely
020 7689 3372

Sales Executive (classified)

Aiden Gilbert
020 7689 3366

Audience Development Executive

Chris Chandler
020 7689 3382

Marketing Manager

Tom Mulready
020 7689 3352

Marketing Assistant

Tom Thorn
020 7689 3384

Managing Director

Nick Shanagher
07966 530 001

Email first.name.surname@newtrade.co.uk

If you do not receive your copy of RN please contact **Chris Chandler** on 020 7689 3382 or email chris.chandler@newtrade.co.uk

Printed by Southernprint, Poole,

on 80gsm Galerie Fine Gloss paper

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



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



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



When you have finished with
this magazine please recycle it.

Retail Newsagent is published by Newtrade Publishing Limited, which is wholly owned by NFRN Holdings Ltd, which is wholly owned by the Benefits Fund of the National Federation of Retail Newsagents.

Retail Newsagent is editorially independent of the NFRN and opinions, comments and reviews included are not necessarily those of the Federation and no warranty for goods or services described is implied.

Reproduction or transmission in part or whole of any item from Retail Newsagent may only be undertaken with the prior written agreement of the Editor.

Contributions are welcomed and are included in part or whole at the sole discretion of the Editor. Newtrade Publishing accepts no responsibility for submitted material. Every possible care is taken to ensure the accuracy of information.



For trade use only

YOUR SAY The UK medicines regulatory agency has awarded a licence to Nicovations Ltd that could pave the way for e-cigarettes to be available on prescription. If the product becomes available through the NHS, how do you think this will impact your sales?

Les Wood

L&J News,
Urmston,
Manchester

I don't shift any e-cigarettes. There are two dedicated e-cigarette shops in town and customers go there.

I also think the market is now completely saturated. If e-cigarettes became available on prescription, it would kill the trade off completely. I think retailers can forget it.

Matthew Clark

Penylan News,
Cardiff

I sold a lot of e-cigarettes at first, particularly E-Lites and Nicolites, but I don't sell any now, so I don't think that this would affect me at all.

Whether it would happen in Wales, I don't know, because we have a devolved government, but



How would e-cigarettes on prescription affect your sales?

in any case for me, there'd be little impact.

Eric Jordan

Evenwood News,
County Durham

E-cigarettes are not popular with

my customers, but there are also specialist shops now. Some people did buy them, but a lot have gone back to cigarettes so I saw no real impact on my tobacco at all. Having e-cigarettes on prescription wouldn't affect my sales.

YOUR STOCK Have you adapted your range to cater to health-conscious January dieters?

Ben Dyer

Debbens News,
Waterlooville,
Hampshire

We've sold less bread since the new year. We haven't actively pushed or brought in other healthy items instead of bread, partly because we usually ride January out and wait for people to give the health kick up.

However, we do stock fruit and I've noticed a rise in the amount of bananas we are selling.

Ferhan Ashiq

Day-Today,
Prestonpans,
East Lothian

I made my store healthier in December with a fruit and veg stand and a better frozen range so that work was already done.

I've sold fewer bread rolls in January, but other than that I haven't really seen a change. I'm planning on moving my healthier foods to the front of the store.



Fresh fruit and vegetables are a good draw for customers looking for a healthier lifestyle in the new year

Manjit Samra

Samra Supermarket,
Smethwick

I do notice a change in habits in January. People buy fewer potatoes and bread and my customers have all made resolutions to be healthier.

I stock loads of fruit and even super foods like blueberries and

raspberries. I always try to promote the 5-a-day message.

I've even started stocking vitamins, because a vitamin shop opened nearby. I noticed that his stock was selling really well and that gave me the confidence to try them in my store. You'd be surprised how many people buy them.

YOUR REGION

NFRN DISTRICT COUNCIL REPORT SOUTH WALES 04.01.2016



Jenny Simms reports from the NFRN South Wales district council meeting

Government meeting agenda

Retail crime, business rates, town centre policies, defending local high streets and the Tobacco Retailers' Register will be on the agenda when Welsh NFRN members meet Welsh Assembly government members (AMs) next week.

The aim of the reception in Cardiff Bay on 20 January will be to build relationships between NFRN members in north and south Wales and their AMs.

Matthew Clark, South Wales district president, said the Welsh government's awareness of "the concerns troubling independent retailers" needed to be raised so that businesses can receive the help they need.

HMRC two-day raid successes

Delegates were given a presentation on the success of a two-day operation by HMRC to tackle illegal sales of tobacco and alcohol.

Membership services manager Chris Appleton said: "The officers seized 1,016,653 cigarettes, 73.6 kilos of hand-rolling tobacco and 52.36 kilos of shisha tobacco, with an estimated £268,900 of duty and VAT evaded – as well as 74.25 litres of alcohol with an estimated £1,500 in duty and VAT evaded from 29 premises during a operation in Manchester and Bolton on 6 and 7 October. A total of 56 retail premises and 12 storage units were raided over two days."

HMRC officers also seized two vehicles used for the transport or storage of the seized goods.



Welsh NFRN members meet Welsh Assembly government members at Cardiff Bay on 20 January

Branch structure 'no longer works'

South Wales delegates agreed that the NFRN branch structure was no longer working and that it was ready and willing for change following a presentation on proposed changes to the federation.

Matthew Clark suggested that if districts covering north and south Wales merged, meetings should be held in Cardiff at a reasonable distance from the airport because of the



Matthew Clark



It is imperative members report all problems, even those they resolve themselves

Chris Appleton

Membership services manager

geography of the country. It was also suggested members in north Wales should be able to claim expenses to fly down.

Swansea Bay member Dev Aswani urged the district to be "early adopters" if structures were changed.



Dev Aswani

Menzies meeting 'is overdue'

Members reported problems caused by Menzies' failure to deliver copies of the Mirror on several days to newsagents in west Wales' towns. On one occasion, a newsagent who contacted the call centre was incorrectly told no copies of the paper had been printed that day.

Cwm Rhymni member John Rowlands said the example could be "damaging" to retailers' reputations.

The council agreed a meeting with Menzies was overdue.



John Rowlands

'Run a challenge register' advice

Pembrokeshire & West Wales member Peter Robinson advised members to "run a challenge register" to demonstrate good practice and records. This could be used as part of a defence if a retailer was ever accused by trading standards of selling lottery tickets, scratchcards or cigarettes without challenging customers to prove they were not under-age.

Membership up

Chris Appleton reported that total South Wales district membership as of 5 December stood at 580. Overall, district membership increased by seven last year after 57 new members were recruited and 50 left.

But only five complaints were registered by district members with the NFRN helpline between 20 and 26 December. Three complaints concerned Smiths Newport – one order amendment, one delivery short and one for credits – while two concerned Menzies Swansea – one late delivery and one missing delivery.

Mr Appleton said: "It is imperative that members report all problems, even those they resolve themselves. If we are not aware of problem areas there is nothing we can do about them."

Pensions warning

Retailers were reminded to ensure they are prepared for the introduction of auto-enrolment pensions and were warned that one NFRN member had faced a £400 fine for non-compliance.

Your say

What changes will you make in your store this year to grow your business?



I've invested in a balloon stuffing machine for gift wrapping. We have lots of ideas for it which we're putting on Facebook. We'll do balloons for Valentine's Day, but we can wrap various things such as teddy bears too.

Mark Dudden

Albany News, Albany Road, Cardiff



I only have a small store so I will be pushing home news delivery this year with door-to-door flyers, offers and vouchers – probably with help from The Independent. I'll also be looking at various ways to cut costs.

Matthew Clark

Penylan News, Cardiff



I have three shops and because of concerns about the cost of pension changes I'll look at operational overheads to ensure I buy at the best prices and get the best value from utilities, banking and other services so I don't have to shed staff.

Peter Robinson

Robinson's Newsagents, Pembroke

LETTERS

✉ letters@newtrade.co.uk
☎ 020 7689 0600
@RetailNewsagent



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

CATALOGUE OF MENZIES MISTAKES TO START THE YEAR

This week I have had to endure a catalogue of mistakes by Menzies. On 6 January, I received a charge for a tote box. I normally get, at best, two tote boxes per day which are promptly returned with magazines or empty.

However, because the docket on the side of the tote box often gets dislodged Menzies can't trace where the tote has come from and wants to charge me £12 for a missing tote. The problem was rectified when I emailed them, but this should not be happening.

On the same day, I only received one copy of the title Zoo Animals. It's an 18-part series and I order two a week. Both copies are shop saves, so there's no reason to cut back my allocation.

And, to top it all, I received another batch of wet magazines. This is not the first time this has happened but I've yet to receive an explanation as to why it keeps happening.

One copy of Lego Friends is completely ruined and several Build the American Muscle Car are also damaged, in some cases with the free gift missing from the front.



Keeping a tote box dry is not rocket science. Why can't Menzies get its act together?

Amit Patel

Belvedere News, Food & Wine, Kent

Menzies did not respond to RN's request for a reply to this letter.

Barclaycard charged 99% fee, rather than 0.99%

I've had a problem with Barclays since June and it's still not been resolved. It started when I took the bank up on its offer through the NFRN for a Barclaycard payment terminal. The deal was 0.99% on everything across the board for debit and credit cards, 1.2% for business credit cards, as well as £10 plus VAT rental of the terminal.

I signed up, but then a few days later noticed it said 99% instead of 0.99%. I spoke to Barclays which said it was fine, and I re-signed through the Barclays portal online.

It was OK until they invoiced me and were charging 99% on a £10 transaction, so instead of 10p they were charging me a lot more. The bank said it would sort it, but the next month charged 99% again. Eventually, three months later, it was rectified and Barclays credited me. October was fine, but in November it had all changed

with different random rates. The bank said it was because I'm part of the federation and that rates had changed. I spoke to the NFRN and the rates hadn't changed, so someone at Barclays was telling me fibs.

No one has been in touch with me and I'm waiting for a call. Because we've been busy for the last few weeks, I thought I'd let it go and then change my terminal in the new year.

It's just not good enough, I'm very disappointed to say the least.

Manpreet Bawa

Stevenson Convenience Store, North Ayrshire

A spokesman for Barclays

said: "We have now spoken to Mr Bawa directly and his problem has been resolved."

Retailers are missing out on millions of Camelot cash

Camelot would have us believe everything is rosy as a result of recent changes – sales booming, record jackpots, more chances to win, and

consequently more commission for retailers.

But the true fact is that sales are down as customers become more cynical about the changes. Far from increasing commission as a result of doubling the ticket price, commission income has fallen.

But worse still, as a result of the latest changes, retailers are losing millions of pounds in commission but no one seems to have noticed.

Given that Camelot has decided not to pay commission on a free lucky dip for picking two correct numbers, the retailer loses 10p on each transaction. This may not sound very much, but given there were more than 1.8 million winners on 6 January, it works out at £180,000. Over 52 weeks, twice a week, it reaches a staggering

amount of nearly £20m.

Furthermore, each free ticket will count as a sale in Camelot's books, and it will therefore be able to take its percentage cut of £3.6m just for 6 January. A nice little earner over a year.

I'll bet someone at Camelot got a healthy bonus for thinking of that idea – perhaps the lotteries commission should be investigating?

John Leak

Much Hoole Village Shop, Preston

A Camelot spokesman said Camelot would take up this case with the retailer directly.



Retailers are losing millions of pounds but no one seems to have noticed

John Leak

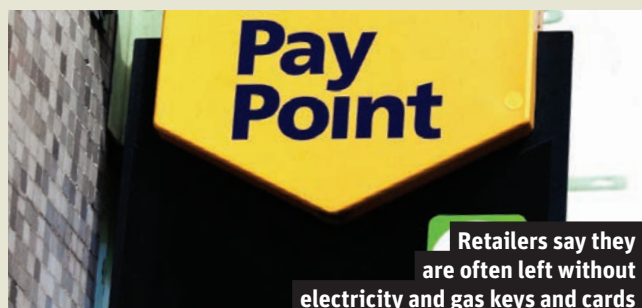
Retailer, Preston



YOUR ISSUE



Gurpreet Samrai
 gurpreet.samrai@newtrade.co.uk
 020 7689 3386
 @GurpreetSamraiRN
 facebook.com/retailnewsagent



PAYPOINT CARD AND KEY DIFFICULTIES

RN received numerous calls from retailers about PayPoint last year, from the payment service provider's heavily criticised commission cap cuts which instigated a wave of protests from disgruntled independent retailers to concerns about its exclusivity clause.

This week, the company has come under fire once again, this time for its electricity and gas key and card processing system. Retailers say they are often left without cards and keys and have to call PayPoint several times to get more, while others say their terminals fail to monitor their stock even when cards and keys are issued correctly.

Sharon Dunn, of Dunns in Stranraer, says: "On one occasion last year I must have phoned six times over eight weeks trying to get some. The problem is it takes so long to actually get through to someone so you end up leaving messages, and because you don't actually speak to someone you don't get any confirmation that they've heard what you asked for."

She says she ran out of gas cards over Christmas so spent 30 minutes calling other stores to find out if they had any.

"I gave the last one out and 20 minutes later someone else came in for one," she says. "It was Christmas Eve and she was desperate so I called other shops for her and it was only when I called the sixth shop that I managed to find one."

"I did that out of common courtesy because I didn't want to see someone stuck without gas on Christmas Eve, but it's not my place to be doing this."

She adds: "It's an ongoing problem. You can never get through to PayPoint the first time, ask once and get them sent out."

Meanwhile, other retailers have taken to social media to express their frustration. One retailer says: "We go months without keys or cards despite phoning up and ordering them multiple times." He adds that despite issuing keys and cards correctly, his terminal "never correctly monitors stock".

A spokesman for PayPoint says it uses a "smart stock system" to monitor stock levels and send more out automatically when stores are running low.

He adds: "Unfortunately, if a retailer doesn't follow the right process when issuing keys and cards, we have no way of knowing that their stock is running low. In these situations, when the retailer contacts us to advise they have run out of keys or cards, we send a letter to remind them of the correct process so that we can avoid the same issue occurring again in future and advise the retailer to contact us if they experience any other issues with receiving stock."

"If a retailer is following the right process they should never run out of stock or need to contact us to request a special delivery."

MAX

DEEP RIDGED TASTE

YOUR SNACKING SALES WITH THE FASTEST GROWING POTATO CRISP BRAND IN IMPULSE¹

TWO NEW FLAVOURS



IMPULSE EXCLUSIVE FLAVOUR

AVAILABLE NOW WITH THREE CASE STACKER

VISIT WWW.COUNTSFORMORE.CO.UK FOR INFORMATION ON HOW TO MAXIMISE YOUR SNACKING SALES AND EARN REWARDS FOR YOUR STORE

Follow us on twitter @PepsiCo_UKTrade

¹AC Nielsen Brand Value 52 weeks data to 26.12.15

NEVILLE RHODES

✉ letters@newtrade.co.uk
☎ 020 7689 0600
🐦 @RetailNewsagent
📘 facebook.com/retailnewsagent



The business benefits of sub-retailing

If the industry is to avoid further dramatic decline – and scores of news sellers leaving the market – publishers need to start encouraging sub-retailing and wholesalers need to facilitate it. As Neville Rhodes argues, the benefits would be felt by all



The bad news about the market for national newspapers is that UK sales have fallen by almost a third over the past five years, down from 3.2 billion copies a year in 2010 to around 2.18 billion.

The slightly better news is that with the benefit of price increases, the retail margin from the category has declined by only about 18%, and it is still worth around £410m a year.

The good news for the publishers is that most of their retailers have stuck with the category – despite the unreliable supplies and late deliveries, the terms cuts, and the rapacious carriage charges levied by the wholesalers.

Whether this situation will last for much longer is doubtful. For more and more retailers the news category is becoming unprofitable. Average sales per outlet of weekday national newspapers are now only about 110 copies a day, and if HND copies and the major supermarkets' sales are excluded, the average figure is much lower.

Retailers may value the footfall that papers generate, but if they are selling only 30 or 40 a day, do they need a distant wholesaler whose terms and conditions are

onerous, whose customer service is poor, whose paperwork is often confusing, and whose charges are unaffordable?

Would these retailers not be better off, not only financially but also in workload terms, if they could obtain their supplies from a nearby specialist news retailer who would treat them like customers, and value the extra business they provided?

And would it not be better for the publishers to do whatever needs to be done to encourage sub-retailing, rather than see thousands of

retailers exiting the news market altogether?

Widespread sub-retailing would create difficulties for the wholesalers because of their over-reliance on carriage charges for their income, but in the long run they would probably be better off with 20,000 valued and profitable retailer customers than a declining number of captive clients who wished they had an alternative supplier.

Sub-retailing already happens on a relatively small scale, and if encouraged and supported by the publishers and properly facilitated

by the wholesalers, it would create exceptional opportunities for entrepreneurial news specialists. As well as earning additional income from the shops they supplied, their presence in new areas could provide an additional platform for expanding their existing HND operations.

But retailer enterprise requires supplier commitment and efficiency. It beggars belief that senior executives of national newspapers allow their titles to arrive late at the wholesalers, and that Smiths News and Menzies Distribution, both subsidiaries of major public companies, do not have efficient and reliable systems for dealing with their customers' credit claims.

It's impossible to say how much the billion copies a year decline in the national newspapers market since 2010 has been caused by the distribution system's inefficiencies, but it is safe to say that unless the problems that retailers have been banging on about for years and years are taken seriously and dealt with diligently, by 2020 the industry will be on its knees.

Neville Rhodes is a former retailer and freelance journalist

★ Doubling up at the weekend

✚ **Price rises during 2015** resulted in the weighted average cover price for national newspapers increasing to 82.8p per copy, while the average profit per copy rose to 18.7p. The importance to retailers of Saturday and Sunday editions is underlined by the huge difference that has opened up between weekday and weekend cover prices, with the former averaging 63p (on a weighted basis) and the latter £1.22. Saturday and Sunday only shop-saves or deliveries can earn nearly as much as Monday to Friday orders. As a footnote, I am writing this on 4 January, the return-to-work day for millions of people after the Christmas and new year holiday. For me it was another wasted early morning walk – in the rain – to our village shop. The papers arrived 30 minutes late.

INDUSTRY PROFILE

Tom Gockelen-Kozlowski
tom.gk@newtrade.co.uk
020 7689 3357
@tomGK_RN

Wanis

A trend for healthy eating and exercise has driven demand for high-protein products. Wanis brand Nrich is perfectly placed to take full advantage according to its sales director John Payne



RETAIL NEWSAGENT What lies behind the increase in popularity of high-protein drinks such as Nrich?

JOHN PAYNE An emerging growth area over the past year in particular has been the sports nutrition category – within which products containing and championing protein have done exceptionally well. Protein has been getting a good press for a number of years for helping some people lose weight through protein-rich, carb-low diets. It also appealing to others who use protein-rich foods as part of their gym routine to build leaner muscles. The category has seen sales grow 17.3% to £77m and volume is up 32.1%. The uplift in volume reflects the proliferation in brands and products now in the market and the growing consumer demand.

RN For independent retailers, are these now must-stock products?

JP Healthier drinks options are a must-stock for January. Shoppers will be making their new year's resolutions and starting to get fit after over indulging at Christmas. Tapping into this trend can give sales a much needed lift in an otherwise quiet January.

Nrich has a very diverse fan base, due to the fact it delivers so much and addresses multiple consumer missions. It works as a breakfast shake, on-the-go drink, post workout recovery, meal replacement if you've missed a meal and just as a delicious beverage. The key to success here is successful merchandising.

RN What merchandising advice do you have for retailers stocking NRICH?

JP For breakfast and on-the-go shoppers, having it available chilled and ready to go delivers impulse purchase sales. For consumers looking to stock up and drink at home or post exercise, an off-shelf display works very well. We have often seen that offering off-shelf case deals appeals to daily Nrich consumers. They want the value of buying in bulk, with the convenience of having it at home as part of their routine.

RN How does the new marketing campaign aim to grow sales?

JP The Nrich Smash It campaign which is live from this month is unveiling seven short videos, each showing a food item considered unhealthy, being smashed to smithereens by a can of Nrich. The foods being obliterated include a plate of chips, a pile of doughnuts



Healthier drinks options are a must-stock for January

and a bowl of sweets. The videos will be released online across platforms including Facebook and Twitter and tap into consumers' new year's resolutions to get fit and healthy after an indulgent Christmas.

We want to encourage them to switch and drop their junk food habits and switch to a healthier can of Nrich.

RN How else are you investing in the brand? Are you working directly with independents too?

JP The January campaign is just the start of wide-reaching trade and consumer engagement activity for NRICH, and a long-term growth strategy for the brand.

We've launched a new website, are engaging retailers with support including PoS, and have offered great promotional deals for new customers.

We will be announcing a raft of further activity throughout the year to continue to build momentum around Nrich, so now really is the perfect time to get on board.

RN Will 2016 continue to see the growth of this category?

JP We are very confident that this category and Nrich will continue to deliver significant growth throughout 2016.

Nrich will be reaching out to even more consumers, championing product benefits, sampling our five great flavours and ultimately driving shoppers into stores to pick up a can in their local store.

** Company CV **

Company Wanis

Sales director (Nrich) John Payne

Profile Wanis International Foods is one of the biggest wholesalers and distributors of African and Caribbean food and drink in the UK. Alongside Tropical Sun and the beer brand Carib, Nrich is one of the company's major brands. Nrich is a high-protein drink which meets the needs of increasing numbers gym goers looking for extra protein in their diets.

Latest news With the arrival of January comes the new year's resolution of millions to be healthier. The new 'Smash It' campaign taps in to this, highlighting how the drink can help move consumers diets away from junk foods.

**

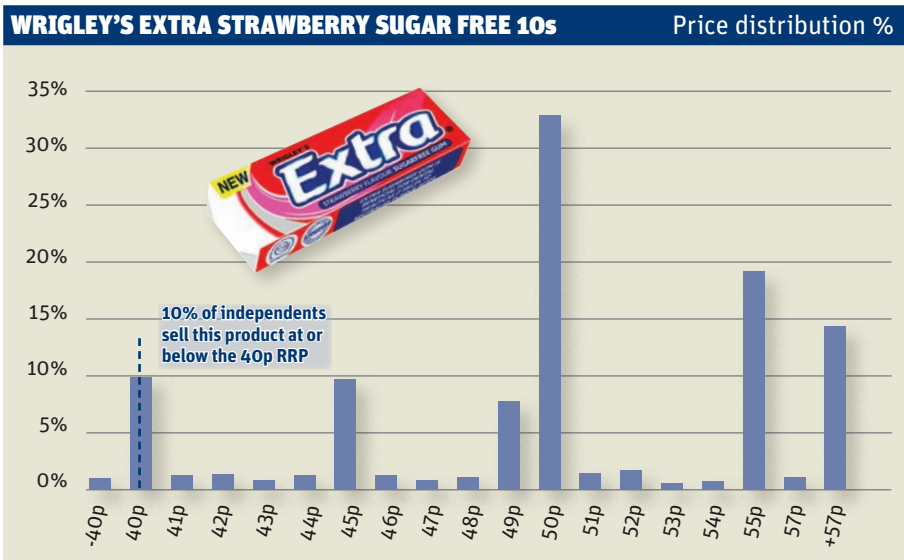
**



PRICEWATCH

CHEWING GUM

GUM PRICES AROUND THE UK							
PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Wrigley's Extra Sugar Free Peppermint 10s	51p	40p	55p	60p	50p	53p	50p
Wrigley's Extra Sugar Free Spearmint 10s	51p	40p	55p	60p	50p	53p	50p
Wrigley's Extra White Bubblemint 10s	54p	49p	55p	60p	50p	53p	50p
Wrigley's Extra Sugar Free Cool Breeze 10s	51p	40p	55p	60p	50p	53p	50p
Wrigley's Extra Ice White 10s	54p	49p	60p	60p	50p	53p	55p
Wrigley's Airwaves Sugar Free Menthol & Eucalyptus 10s	53p	45p	60p	60p	50p	53p	50p
Wrigley's Extra Strawberry Sugar Free 10s	50p	40p	55p	60p	50p	53p	50p
Wrigley's Airwaves Cherry Menthol 10s	53p	45p	60p	60p	50p	53p	50p
Wrigley's Hubba Bubba Apple 10s	44p	39p	45p	50p	-	-	40p
Wrigley's Extra Ice Spearmint 10s	54p	49p	55p	-	50p	53p	50p
Wrigley's Hubba Bubba Tape Snappy Strawberry 180cm	99p	92p	£1.00	£1.00	-	-	£1.00
Wrigley's Airwaves Sugar Free Blackcurrant & Vitamin C 10s	53p	45p	60p	60p	50p	53p	50p



Data Facilities Management

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.

Pricing strategies

RETAILER

1



NAME SURESH PATEL
STORE Premier Upholland
LOCATION Skelmersdale, Lancashire
SIZE 1,000sq ft
TYPE village

I set gum prices high, although I regularly check nearby shops to make sure I'm not overcharging. This is a very impulsive category and I know that customers rarely take price into account, which is why I feel confident in the prices I set. All of the gum I stock goes on one stand in the middle of my two tills. Gum has been a relatively static category for me for years, which is no bad thing because it has a high turnover rate and steady sales all year round.

RETAILER

2



NAME BAL GHUMAN
STORE Premier AK News
LOCATION Shrewsbury, Shropshire
SIZE 900sq ft
TYPE Busy roadside

I sell most of my gum at 60p, with the exception of Hubba Bubba, which is 50p. I've only recently raised most of my gum prices from 50p, and this is mainly due to their steadily rising cost price. I put all gum on two Wrigley counter-top units - one by each till - which hold about 25 different products each. I get a lot of passing trade, which over time has become regular trade, and combined with local residents this has helped contribute to a steady rate of sale.

➡ **Nadia Alexandrou**
 ✉ nadia.alexandrou@newtrade.co.uk
 ☎ 020 7689 3350

RETAILER

3

**NAME SHAHID RAZZAQ****STORE** Premier Mo's Convenience**LOCATION** Blantyre, Glasgow**SIZE** 1,000sq ft**TYPE** neighbourhood

I set all my gum prices at 50p, which gives me a healthy 40% margin. I'm reluctant to go above this price because I want to remain competitive in my area in all categories. Despite the gradual decline of this market over the years – I've had to delist Juicy Fruit and Hubba Bubba because of poor sales – I'm still enjoying sales of around £60 a week. I put all my gum on a Wrigley counter-top unit, and I have a Wrigley rep who visits me regularly to help me with merchandising and ranging.

RETAILER

4

**NAME STEVE CUTHBERT****STORE** Spar**LOCATION** Alsager, Cheshire**SIZE** 2,500sq ft**TYPE** neighbourhood

I stick to the RRP's set by Spar. My customers seem to be happy with this and I get good margins so I see no reason to change. We have a hanging shelving unit that sits just below the till, which is great for driving impulse buys because customers will grab gum as they're paying. Gum gets bought at a fast pace, is popular all year round and is fairly easy to manage, so I'm very happy with this category.

RETAILER

5

**NAME JAYESH PAREKH****STORE** Jay's Costcutter**LOCATION** Manchester**SIZE** 1,800sq ft**TYPE** neighbourhood

I go above RRP for gum prices, because people who buy chewing gum from me don't look at the prices, they just pick it up. As part of my refit with Costcutter last year I replaced my Wrigley counter-top units with two hanging dispensers two-and-a-half feet long. The way they hold the gum means it looks much neater and more symmetrical, and since we got them sales have shot up. This has even given me the confidence to start selling chewing gum in bottles, which can fit in the dispensers, too.

THE ENTREPRENEURS

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



MARY BERRY

Route to the top

Mary-Rosa Alleyne Berry is a food writer and television presenter. Berry's first job consisted of conducting home visits to show new customers how to use their electric ovens. At the age of 22, she worked at the Dutch Dairy Bureau, while taking various evening courses. She then left to become a recipe tester for PR firm Benson's, and has since cooked for a range of food-related bodies, including the Egg Council and the Flour Advisory Board. She has also been a food editor for Housewife and Ideal Home, during which

she also published her first cookbook, The Hamlyn All Colour Cookbook. Since 2010, she has been one of the judges on The Great British Bake Off and last year she began presenting a new series, Mary Berry's Absolute Favourites.

Key achievements

- Berry was appointed Commander of the Order of the British Empire (CBE) in 2012.
- She launched her own product range in 1994 with her daughter Annabel.
- Berry has written more than 70 cookbooks during her career.



Lessons for your store

- 1 Follow your passion – it was Berry's pursuit of her interests, not her career that helped make her successful
- 2 Include family in your work – Berry says it's her children who inspire her to cook and appear on TV
- 3 You're never too old to work and play – even at 79 Berry is still appearing on TV shows, cooking and partying in Ibiza

RETAILER PROFILE



Rebuild, evolve, profit

By redeveloping his store to support local shopping habits, Coventry retailer Gaz Bains has more than doubled his turnover and remains a strong competitor to the local supermarket giants.

Steven Lambert reports

When a large Tesco decided to open its doors close to his family's longstanding CTN store 15 years ago, Gaz Bains knew that drastic changes would be needed to help the business compete against the supermarket giant.

So drastic, in fact, that the retailer decided to buy the 600sq ft building from the council four years ago, completely demolish it and invest more than £350,000 to build a completely new, modern 1,400 sq ft convenience store in response.

Almost overnight, Gaz saw weekly turnover at his Select & Save Belgrave Stores in Coventry more than double from £9,000 to £19,000, a figure he has been able to maintain to this day despite the extra challenge of a B&M discount store also opening nearby.

"We describe ourselves as a pure convenience store," says Gaz. "We cater for impulse and distress purchases rather than being a destination store."

"While we've been here longer than Tesco, about 20 years now, and have embedded ourselves within the community, the market has evolved and so have shopping habits. That means we've had to evolve with it."

Being in such close proximity to larger stores, Gaz says he and his staff have to be extra disciplined when it comes to store presentation, customer service and making the business "easy to shop".

He says the same goes for merchandising,

a fact exemplified by the fact that Gaz is the current holder of the Independent Achievers Academy award on the category.

"People are only here for a few minutes at a time and they need to be able to find everything they need quickly, especially with Tesco next door," he says.

EPOS data is invaluable, says Gaz. "We go over it in depth every two weeks and use it along with websites like betterRetailing to help streamline the planograms we get from Select & Save."

"For example, when B&M opened, we noticed more people were going to them for laundry products. So we streamlined out the laundry section and we've added more lines to more profitable sections like pet food and chilled."

"We also used to stock about 10 different soft drinks cans but now we only do two or three, after we found that bottles were much more popular."

With a mix of local residents, "blue collar workers", and frequent visitors from the nearby hospital and school, Gaz says he has expanded his range of services and products to meet a diverse range of shopper needs.

This included opening a free-to-use cash machine outside the business, which has encouraged more people to spend in the store, and the addition of bread from the local bakers, beer from Byatt's Brewery located just four miles from the store, Rollover hot dogs and hot



People expect more from smaller stores now but if you play to your strengths, be different, keep your store clean and tidy and keep on top of your EPOS data, you'll be fine."

GAZ BAINS



Gaz Bains pays special attention to his merchandising and store presentation to compete with big supermarkets like Tesco



"People are only here for a few minutes at a time and they need to be able to find everything they need quickly, especially with Tesco next door"

VISIT MY SHOP

Select & Save Belgrave Stores

Select & Save
Belgrave Stores
184 Belgrave Rd,
Coventry
CV2 5BN



and cold food to go from Cuisine de France.

Gaz's food to go section is complemented by the latest addition to the store, a Jack's Beans coffee machine. Gaz says: "I tried two other coffee machines that didn't work for us but the Jack's Beans one seemed better suited to smaller stores."

"We now have a lot of workers using it in the morning and evening, and they're picking up things like muffins and steak slices alongside their coffee."

Gaz says he is now working to develop his store even further, starting with his chilled food offering.

He says: "We have five metres of chilled food and I think we need to extend this by another metre so that we can include more ready meals, which customers have been asking for."

Despite the presence of supermarkets and discounters on his doorstep, Gaz has proven that, with the right investment and planning, independent stores can continue to prosper.

And he has some advice for any retailer in a similar position to his: "If a big store opens next to you, you shouldn't get disheartened. People expect more from smaller stores now but if you play to your strengths, be different, keep your store clean and tidy and keep on top of your EPOS data you'll be fine." ●



Want to see more of Gaz's store? Go to betterretailing.com/gaz-bains

NEWSTRADE

It's a sad fact that the job of a news deliverer is not without risks. One district of the NFRN is determined to make sure that the young people involved are as safe as possible. **Tom Gockelen-Kozlowski** reports

Are your deliverers safe and seen?



Last week RN reported on an annual safety competition for young news deliverers, 'Be Safe Be Seen', organised by the NFRN's Northern district. Offering participants the chance to win £200 (with retailers who encouraged their delivery teams to enter given the chance to win £50), the six-question quiz turns what is an extremely serious issue into an engaging and fun activity.

Retailers and retailer groups, including both the NFRN and the Association of Convenience Stores, have long sought tougher action from authorities including the police and the government on business crime in general. Indeed, as recently as November the NFRN was behind reception in the House of Commons for the All Party Parliamentary Group on Retail Crime, where MPs were given countless accounts of the dangers and abuse that store owners and staff can face. And though it may not always be discussed as much as other areas, the risks that face news deliverers – working alone – make them particularly vulnerable to theft or attacks.

Retailers therefore give their responsibilities in this area the upmost attention.

"It's one of the most important things you do in your business," says northern district president Martin Ward, whose daughter, Hannah, picked up the award. "The last thing you want to see is any harm come to one of the children who deliver your papers."

The quiz is organised and judged by the branch's social committee, a panel that has few equivalents in other districts. The competition has run for the past three years but its focus on this area of security has been a long standing one. In previous years the committee booked an adventure course for local news deliverers where these messages



It's one of the most important things you do in your business

Do your deliverers know what they should bring to stay safe on their round?



were discussed. Additionally, every summer they subsidise a trip to a local theme park, providing an important extra benefit to the job for young people who may not always enjoy the early starts that delivering the news requires.

Tony Pucci, branch secretary of the Sunderland & Shields branch sits on the committee and was one of the key figures behind the questionnaire and the other events. He says that, though the competition is designed to be fun and engaging, it also prompts deliverers into thinking about their safety on their round – however highly they might score.

"It encourages them to consider their safety and often reinforces what they already know," he says. Taking a torch and a mobile phone, for example, are essential on dark mornings so that deliverers can easily navigate their round and contact someone if there's any problems en route.

One retailer who has embraced the "be safe, be seen" campaign is

RN columnist Mike Brown.

He won the £50 prize after encouraging nine of his paper boys to submit their answers to the committee. He has strong



A lot of parents will help their kids out with their delivery on a Sunday morning and a lot of them were really behind the competition



relationships with his deliverers' parents and says that many of them helped him to encourage their children to fill out the quiz. "A lot of parents will help their kids out with their delivery on a Sunday morning and a lot of them were really behind the competition," he says.

With the NFRN, retailers, parents and (most importantly) the news deliverers all behind this safety campaign, Martin Ward thinks that it's a model that should be rolled out nationally. "There are fewer newspaper deliverers around now than there were years ago but that doesn't mean we shouldn't focus on keeping those doing the job as safe as possible." ●

Hannah Ward took home the £200 prize

BE SAFE, BE SEEN COMPETITION QUESTIONS

News deliverers in the NFRN Northern District were asked to provide short written answers to each of these questions with each answer given a score out of 10. Try it with your team – are you happy with the answers they give?

1 What made you want to become a newsboy/girl?

2a Do you check your round before leaving and do you check with your employer for any adds, or stops?

2b Why is this important?

3 Why is it important that you ensure the paper is pushed right through the door and you close the gate, or door, after you?

4 You go to one of your houses on your round and the milk is still on the doorstep and yesterday's paper (the one that you delivered) is still on the mat in the hall - what would you do?

5 What would you do if someone you didn't know stopped their car beside you and called you over to them?

6 What items would help to keep you safe while delivering your round?

TIE BREAKER

The motto "Be safe, be seen" is a good safety rule to abide by. Can you think of a new safety slogan?

SPRING CONFECTIONERY

Spring confectionery is about a lot more than simply putting Easter eggs on your shelves. **Nadia Alexandrou** speaks to leading industry figures and one top retailer to discover how you can take full advantage of a peak season for this core category

Sweeter sales on the cards



There's more to the season than just Easter eggs, experts agree



Stock the right range at the right time

Split spring into three opportunities

With Valentine's Day, Mother's Day and Easter all within weeks of each other, Ferrero's customer development director Levi Boorer says a little organisation on the part of independent retailers can go a long way.

"The best thing for retailers is to break spring up into these three occasions, and make sure their range is relevant to customers every step of the way," he says.

Jonathan Summerley, Hancocks purchasing director, agrees, and warns that with a particularly early Easter (27 March) retailers will need to take extra care with timing their seasonal ranges and promotions.

"This means there will be even more of a risk with overlapping, so ensure your range is focused for customers at the right time," he says.

One advantage of splitting spring into three is that it allows retailers to make the best possible use of the space available to them. Mr Boorer says sales data from independent stores shows boxed chocolates are far more popular at Mother's Day than Easter, and in the run up to the event should be highlighted in a prominent display. This space can then be used for novelty gift items such as a MaltEaster Mini Bunny gift box or Ferrero's Grand Rocher at Easter.



Novelty products help to signpost your Easter range



Ensure your range is focused for customers at the right time

2015 SALES BY TOP 10 EASTER PRODUCTS in the 12 weeks leading up to Easter

Symbols & Independents

Cadbury Creme Egg 39g	£3,616,816
Cadbury Mini Eggs 90g	£3,200,191
MaltEaster Bunny 29g	£1,040,367
Cadbury Dairy Milk Egg 136g	£879,215
Cadbury Creme Egg 12x39g	£471,511
Cadbury Mini Creme Eggs 89g	£440,813
Cadbury Buttons Egg 101g	£396,767
Cadbury Creme Egg 5x39g	£368,330
Maltesers Egg 127g	£363,486
Mars Bar Easter Egg 141g	£352,781

12 wks to 26/04/15

Source: IRI



Begin with a strong core range

Every year confectionery suppliers bring out a wealth of new seasonal products for spring – but the fact remains that bestsellers contribute the largest share of confectionery sales. IRI's sales figures for independents and symbol groups (see table) show that the profits earned by last year's top three selling Easter chocolates are well over double the amount earned by the following seven combined.

"It's not just about having the latest bit of product development or the fanciest chocolate. It's about stocking up on the best-selling lines and allocating space accordingly" says Mr Boorer. ➤



PICK 'N' MIX STAND DEAL

NEW YEAR EXTRA SPECIAL OFFER!

- 1 x New Style 20 Bin Stand
- 10 x Scoops • 500 x Pick 'n' Mix Bags
- 100 x 16oz Cups and Lids
- 100 x 9oz Cups and Lids

Plus ~~20~~ **24** outers
of product, retail
value over ~~£500~~
£600!

@ 85p per 100g

GET IT ALL FOR JUST...
£599.00 +VAT



PICK 'N' MIX STAND DEAL VOUCHER*

Please complete the details below and take to your nearest Hancocks depot.

Customer Name: _____

Customer Number (Day pass not valid): _____

Customer Email Address: _____

Depot Number: _____

Manager/Assistant Manager – Print Name: _____

*Voucher entitles customer to 24 outers of specific Pick 'n' Mix (see range in depot), a Pick 'n' Mix stand and listed accessories as detailed above from Hancocks Cash & Carries. Deal available 12th January - 29th February 2016. Voucher can only be used once, one per customer. While stocks last. Hancocks reserves the right to remove the promotion at any time.



www.hancocks.co.uk
info@hancocks.co.uk
01509 216644

**20 Cash and Carry Depots
Nationwide and Online too!**

SPRING CONFECTIONERY



Customers are turning away from the homogeneous products offered by the multiples

Advertise launches clearly with PoS material

Once your core range is in place, stocking a few well-merchandised recent launches can make your fixture more eye-catching and attract new customers, according to Susan Nash, trade communications manager at Mondelez. The company says the arrival of Cadbury Dairy Milk Marvellous Creations, its biggest confectionery launch for three years, attracted an extra one and a half million customers to the category.

"To take full advantage of these launches, retailers should use materials such as shelf wobblers and clipstrips to make them as visible to customers as possible," Ms Nash says. This month the company introduced purple Cadbury brand-



ing at the ends of all its single confectionery brands, which it says, will make the range stand out more clearly on shelves.

Similarly, Ferrero added to its Kinder range with Kinder Joy – a new egg that contains two wafer balls – and introduced a larger 240g Rocher this month. According to Mr Boorer, retailers can not only use its themed PoS material (available to order through its website) to drive sales of the new products, but also raise the profile of your entire confectionery range. "With these seasonal launches and complementary material we're giving retailers a great opportunity to increase visibility of the whole category," he says.

Avoid confectionery heavily promoted by supermarkets

Supermarkets use their buying power to run deals that not even independent wholesalers – let alone retailers – can match, and retailers need to take this into account when deciding their own seasonal ranges. "It's important not to take big risks on shell eggs and similar products that are promoted heavily in bigger stores," says Mr Boorer. Instead, retailers can gain a competitive edge by putting an emphasis on products customers can't find in nearby supermarkets, such as a Thornton's Milk Chocolate Bear or a luxury box of chocolates from a local supplier. (See Kate Clark box below)

This doesn't have to be an expensive or premium alternative, however. Known for its alternative low-cost brands and quirky confectionery products, Hancocks has launched a new Easter range for the spring, including bunny teeth mallow pops and a 1kg egg. "Customers

are turning away from the homogeneous products offered by the multiples and are looking for products which are uniquely branded – and this is what we have kept in mind when designing our new range," says Mr Summerly.

Take advantage of last-minute buys

There's nothing quite as disappointing as having to rush to a shop early on Mother's Day for a last-minute buy only to find the retailer has run out of stock. "In the days leading up to Valentine's Day and Mother's Day, retailers should ensure they have strong availability of core products to cater for the sales peak from customers who have forgotten the all-important dates and start panic buying," says Bep Dhaliwal, trade communications manager at Mars. There is more at stake than just a one-time missed sales opportunity

here – the likelihood this customer will come to you for their next last-minute purchase may drop significantly.

According to Mrs Dhaliwal, retailers can further profit from last-minute buys by creating displays around each event that hold everything a customer would need – chocolate, flowers, greeting cards, alcohol and even pens. "Positioning these displays in high footfall areas will attract customers' attention and help to further drive impulse purchases," she says.



Do you stock products unavailable elsewhere?



VALENTINE'S DAY AND MOTHER'S DAY TIPS FROM KATE CLARK

By using local suppliers, creative displays and promotions, Kate Clark's Sean's News in Worcester is the go-to store for Valentine's Day and Mother's Day in her village. Here's her tips for other store owners

Create an area just for the event I put everything a customer would need on two tables in the middle of my shop including chocolate, alcohol, wrapping paper and gifts. I use decorations such as balloons and posters, and when it's Valentine's Day I have a red lips sticker on the window.

Be clear on pricing I sep-

arate and signpost each table with two labels: "Under £5" and "under £10". All my seasonal cards (on a standalone display alongside the tables) are clearly priced for under £2.

Use local suppliers One of the main reasons my customers come to me is because they know they will find gifts and cards

that are a bit different. Hamiltons Chocolates are particularly popular, and I also stock quirky gifts from Budget Greeting Cards, including keyrings and picture frames.

Give customers a break between events It's im-



portant not to bombard customers with constant seasonal promotions and displays.

I give my customers a clean break between Christmas and Valentine's Day, for example, and will set up for the event in the last week of January. ●

BOOST YOUR SALES THIS VALENTINES WITH FERRERO

THE #1 CLASSIC
BOXED BRAND



Neilsen Total Impulse; MAT 17.10.2015

£5.3M
MEDIA SPEND
INCLUDING TV!

14/02/16
VALENTINES DAY

VISIT US AT:
WWW.FERRERO-TRADE.CO.UK
FOR MORE INFORMATION

HOUSEHOLD CLEANING

MEET THE RETAILERS

Four great retailers provide insight on the products and objects featured in our category toolkit

Raj Kaur

Owner of **Newhouse Minimarket**

in Ayrshire, Raj caters mainly to local residents and operates a profitable household cleaning category that takes up six metre-long shelves.



Peter Lamb

Despite running a store that focuses on premium and local products in East Sussex, Peter enjoys a high turnover rate of low-cost household cleaning products in his **Lamb's Larder** village shop.



Kay Patel

Running four **'Global'**-branded convenience stores and two CTNs in East London, household cleaning is a core category for Kay, who has tailored his range to suit each shop.



Sandy Sarwar

Having spent the last year developing his third **Premier Pricerack store** in Dundee, Sandy has learnt how to tailor his household cleaning range for tight-knit local communities.



Spring cleaning may be on your shoppers' post-Christmas list of jobs but, get the category right, and household cleaning products can be steady sellers throughout the year. **Nadia Alexandrou** takes a look at what you need to succeed

Tidy profits for all

Kitchen

A place that needs to be kept clean and for many the most important room in the house



Kitchens need daily cleaning

Sandy Sarwar

I stock two brands of tablets – Finish and Euro Shopper – for customers who want a smaller pack size. They sell for £2.99 and £1.35 respectively. I then stock a large bag of Fairy dishwasher salt for those who want to stock up.

Dishwasher detergent

With dishwashers common in most households, any store with residents nearby has the potential to become the go-to top-up shop for detergent.

Washing up liquid

This crucial item will be a staple for any customer, with or without a dishwasher, especially for pans and expensive dishes that need to be hand-washed.

Raj Kaur

I offer a good, better, best range with Fairy, Persil and a Lifestyle own label brand. Fairy is by far our bestseller because despite being slightly dearer, it lasts much longer.



Peter Lamb

I use Cif and Flash cleaning sprays because these are the brands my customers know and trust to be of good quality.

Branded kitchen spray

Customers looking for a spray to clean the surface where they prepare drink and food will want trusted brands they recognise.

Dishwasher water softener

Water softeners help prevent dishwasher scaling, and consequently save people from having to buy more expensive descaling products.



Peter Lamb

This is one of the products where brand and quality matters, so I stock Calgon. This slightly premium brand, which I sell for £6, also allows me to make up for some lost margin on other cleaning products.

Bathroom

It's where your customers go to clean up so it needs to be kept nice and shiny itself

Own label bleach

Cleaning the toilet may be your customers' least favourite chore, but it's also a regular necessity that requires a steady supply of bleach.

Peter Lamb

My customers go for price over brand on this – as long as the product does the job. I stock a Euro Shopper bleach for 50p. I sell around 12 bottles every week and many customers come to me specifically for this product, which is cheaper than the equivalent in the nearest supermarket.

Sandy Sarwar

I stock Mr Muscle Sink & Plughole Unblocker, and also a low-cost alternative for people who are looking for a quick and cheap solution to a blocked drain or plughole.

Sink and plughole unblocker

Water refusing to go down the plug is a problem that customers will want to fix as quickly as possible, and their local store is perfectly placed for an emergency purchase.



Multi-purpose and speciality products

Many products can be used through the house or serve a particular purpose

Have you got what they need to clean up?

NON-PRODUCT ESSENTIALS

Outside your range there are other ways to help sales in this category soar

Pound zone

Grouping and clearly displaying £1 pricemarked cleaning products – whether it's an own label or an iconic brand – may tempt your customers to picking up their cleaning products in your store.

Raj Kaur

I try and get branded cleaning products at a £1 pricemark where possible and group them together so my customers can easily spot them. Domestos bleach sells particularly fast when pricemarked at £1, as do antiseptic wipes.

Planograms

Kay Patel

When I was planning my household section I printed off planograms from Partners for Growth, P&G and Best-one, and used them to make my own range.

Looking at both wholesalers' and suppliers' planograms can help you merchandise your range in the best possible way for your store and ensure you don't miss out on best-selling products.

Shelf signage

A big sign advertising a multibuy promotion can encourage any customer to do a bit of cleaning, regardless of what time of year it is.

Kay Patel

When I get a particularly good deal on stock I run a multibuy promotion that gives customers a 20% discount when they buy any three household cleaning products.

A list of bestsellers

Keeping on top of nationwide bestsellers is key to making sure your stock meets your customers' needs and that you know which products have moved up or down recently. ●



Now go online Go to betterretailing.com/householdcleaningbestsellers to find a list of the top 10 best-selling household cleaning products from RN's latest **What to Stock** figures.

Rubber gloves

More practical than fashionable, cleaning accessories such as gloves, cloths and sponges are a must-have for any big spring clean.

Sandy Sarwar

I stock rubber gloves, silver scrubbers and soft sponges in my household cleaning section. Marigold is by far the best-selling gloves brand, but customers are less brand-conscious about sponges and cloths so I buy the best deal I can find.



Raj Kaur

I stock a variety of brands pricemarked at £1 including Dettol, Flash, and an own label product. Some customers even use baby wipes, not just for their babies but to clean with too.



Antiseptic wipes

From wiping down computer screens to desk surfaces, disposable wipes can be a frequent impulse purchase for any shopping mission.

Scented air fresheners

From scented candles and deodorising sprays to plug-ins, customers looking to disguise bad smells will be on the lookout for one of these.

Kay Patel

I stock three scents of Air Wick, and get the same scents in an own label brand to give customers more choice. Lavender is by far the most popular scent.



Speciality products

Whether it's soda crystals or a premium stain-remover, different customers will likely require at least one niche product from you at certain times.

Kay Patel

I sell soda crystals and Pledge wood polish in only one of my six stores. This is because the shop is near several restaurants, which use them to clean their furniture and equipment.



PREVIEW



Max investment

Walkers is extending its range of independent-exclusive Max crisps with two new flavours – Cheeseburger and Flame Grilled Steak.

RRP 75p

Outers 32

Contact 01189 306666



Beer necessities

East End Foods is introducing two authentic Indian beers to the UK market – Himalayan Monkey Beer and Shimla Indian Beer.

RRP not given

Outers 8 - 24

Contact 0121 553 1999



Passion for drinks

Halewood International has extended its Lambrini drinks range with the launch of a Passion Fruit variant.

RRP £2.99

Outers 6

Contact 0845 6000 666



Staropramen deal

Molson Coors is handling distribution of Staropramen beer in the UK from this month.

RRP £2.69

Outers 8

Contact 0845 6000 888



Cookie spreads

Empire Bespoke Foods is launching a range of caramelised cookie spreads this month in Original, Crunchy, Espresso and Cappuccino flavours.

RRP £2.59

Outers 6

Contact 020 8537 4080



Nrichment assured

Milk drink Nrich has launched its #SmashIt social media campaign to promote its health credentials to shoppers.

RRP not given

Outers not given

Contact 020 8988 1100



Kettle launch

Kettle Foods has unveiled Kettle Bites this month, a range of lentil and wholegrain healthier snacks.

RRP 70p - £1.89

Outers not given

Contact 0800 616 996



New KitKat campaign

Nestlé is supporting new KitKat 4 Finger Vanilla and KitKat Chunky Extra Chocolate with new marketing campaign, 'The Break Off'.

RRP not given

Outers not given

Contact 01904 604 604



Model move

Head & Shoulders has been announced as official shampoo sponsor of the new season of Britain's Next Top Model.

RRP various

Outers various

Contact 0800 597 3388

THIS WEEK IN MAGAZINES

✉ RNreporter@newtrade.co.uk
☎ 020 7689 3358
🐦 @RetailNewsagent
📘 facebook.com/retailnewsagent



Feline favourite

PURR-FECT PUBLICATION FOR ARTY CAT LOVERS

Colouring Heaven is ready to pounce on creative readers with the first in a series of special editions, featuring the humble moggy

BUILDING ON the Colouring Heaven monthly adult colouring title, and indications of success for one-off specials, Anthem is launching a regular series of Colouring Heaven Specials. It follows hot on the heels of the Colouring Heaven Christmas Special which brought a new variety to the adult colouring sector and contained 48 images on single-sided pages at £4.99. Cats have been chosen as the first subject for this new Specials series, based on the success of the Christmas issue – which featured a cat as the cover image – and also the widespread publication of cat-focused colouring books.



COLOURING HEAVEN
On sale 20 January
Frequency bi-monthly
Price £4.99
Distributor
Marketforce
Display with adult
colouring titles

Round up



HELENA DRAKAKIS
Magazines
reporter

THE ERA OF THE SUPERUSER

Sometimes in the world of newspapers and magazines it's easy to get stuck in a rut, obsessing about perceived threats and uncertain opportunities.

We are undoubtedly in an age of uncharted territory. For some traditional publishers and retailers of print, digital is largely seen as a threat...but is it? Behold the rise of the super-user – the 21st century hybrid user of both platforms could, in fact, be the saviour of magazines. This user uses the complementary nature of each medium to its advantage – online or via a mobile for portable, quick-fix, up-to-date information and print for a deeper engagement with their hobbies, interests and passions. Evidence suggests these users form longer attachments to magazine brands than other users.

Taking this principle, there's an interesting idea about growing the magazine category in-store. How do retailers use their social media, Facebook pages and other online resources to bring people in and make a magazine offering relevant to their audience?

Last week, we featured retailer Christine Hope, in Herefordshire, who was using a 20% January discount on magazines to entice customers, ask them about what they'd like to see on the shelf, and then rationalising her stock. I also read a case recently from Australia whereby publishers had grouped together to offer big-prize competitions only available to those who were loyal to independents. The news gets out there via websites and social media, but there's still much mileage in the longevity of in-store loyalty.



REPUBLIC OF
IRELAND

OFFICIAL CAMPAIGN STICKER COLLECTION

**STARTER
PACK**
€3.99 RRP



**STICKER
PACKET**
€0.70 RRP

**BRAND
NEW!**

PANINI

www.paninigroup.com

@OfficialPanini
#GotGotNeed

Football Association of Ireland © 2015.
All Rights Reserved.

ON SALE NOW

THIS WEEK IN MAGAZINES



Bestsellers Puzzles

Title	On sale date	In stock
1 Take a Break Take a Crossword	11.02	<input type="checkbox"/>
2 Puzzler Collection	10.02	<input type="checkbox"/>
3 Take a Puzzle	04.02	<input type="checkbox"/>
4 Take a Break Puzzle Selection	21.01	<input type="checkbox"/>
5 Take a Break Arrowwords	04.02	<input type="checkbox"/>
6 TAB Seasonal Puzzle Cll'n	15.01	<input type="checkbox"/>
7 Take a Break Wordsearch	21.01	<input type="checkbox"/>
8 TAB Hide 'n' Seek Wordsearch	21.01	<input type="checkbox"/>
9 Take a Break Wordsearch Cll'n	28.01	<input type="checkbox"/>
10 Take a Break Kriss Cross Cll'n	28.01	<input type="checkbox"/>
11 Take a Break Codebreakers	11.02	<input type="checkbox"/>
12 Puzzler Q Wordsearch	10.02	<input type="checkbox"/>
13 The Puzzler	10.02	<input type="checkbox"/>
14 Take a Break Crossword Cll'n	28.01	<input type="checkbox"/>
15 Take a Break Sudoku	04.02	<input type="checkbox"/>
16 TAB Picture Arrowwords	04.02	<input type="checkbox"/>
17 Puzzler Q Puzzle Compendium	24.02	<input type="checkbox"/>
18 Chat Crosswords	10.02	<input type="checkbox"/>
19 Puzzler Wordsearch	10.02	<input type="checkbox"/>
20 Puzzler Q Kriss Kross	10.02	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



OUTDOOR PHOTOGRAPHY

Outdoor Photography magazine is dedicated to landscape, wildlife, nature and adventure photography. The February issue includes a free photography holiday and courses guide, offering a wide range of workshops for people wanting to develop their skills, in the UK and abroad. The title features regular contributions by leading photographers from the UK and beyond, as well as opinion features and in-depth technique articles.



On sale 14 January
Frequency monthly
Price £4.75
Distributor Seymour
Display with Practical Photography, Digital Photography, Amateur Photographer



TAKE A BREAK, TAKE A CROSSWORD

Take a Break's Take a Crossword is the UK's Number One best-selling puzzle magazine through the independent channel and offers readers 68 pages packed full of crosswords. In this issue customers can win more than £5,000 in prizes including £1,000 cash, £750 in vouchers, Lenovo Yoga 2 Tablets and a Copenhagen break for two worth £1,450.



On sale 14 January
Frequency monthly
Price £2.20
Distributor Frontline
Display with Crossword Collect, Puzzler Collection, Take a Puzzle



JAZZ ON VINYL

This partwork features an iconic collection of LPs, introducing all the stars from the most creative periods in Jazz history. This includes, wherever possible, going back to the original master tapes and recreating the albums on 180-gram vinyl. And inside every eight-page accompanying Jazz album magazine there's a story to be told, from memorable sessions to the meeting of minds between talented musicians.



On sale 20 January
Frequency bi-weekly
Price £4.99 introductory
Distributor Comag
Display with other music collectables



BELLA

This issue of Bella contains The Big Beauty Giveaway which has more than £2,700 worth of prizes up for grabs. This is a key seasonal issue for Bella as the January issues reflect the new year, new you theme. The giveaway is focused on beauty and prizes including a spa break for two, hair products and tools, make-up, his and her fragrances, anti-ageing skincare and more. In addition, readers can also benefit from a free Weight Watchers meeting and free online trial.



On sale 19 January
Frequency weekly
Price 97p
Distributor Frontline
Display with traditional women's weeklies



SHOWCASE (formerly Play & Learn)

From this issue Play & Learn will change its name to Showcase. As part of the new package publisher Egmont has lined up brands from All About magazine and combined them with the Showcase line-up. Potential brands for 2016 include Star Pets, Care Bears, Hotwheels and Crayola. In this issue there's also a six poster pullout and competitions.



On sale 13 January
Frequency monthly
Price £3.99
Distributor Seymour
Display with pre-school titles



A NEW TITLE FOR THE YOUNGER PUZZLE FAN



WE  **MIXED PUZZLES**
ON SALE 19 JANUARY



GULF WAR

Gulf War looks back on the air war over the Gulf 25 years ago, as the US-led Coalition ousted Iraqi forces from Kuwait. Extensively illustrated with photographs, including many from private collections, it tells the story of the air war from August 1990 to today. With a history of Operation Desert Storm, including pilot accounts, and details of the aircraft and air forces involved.



On sale 21 January
Frequency one shot
Price £5.99
Distributor Seymour
Display with History of War, Britain at War



WE LOVE MIXED PUZZLES

Your Puzzles magazine has been given a facelift. The newly relaunched title will be called We Love Mixed Puzzles including a heart as the "love" in the masthead. Adele is on the cover of issue one and she is also the subject of a double-page feature and quiz. The fresher feel to the cover and content is aimed at younger female puzzlers. Every issue will also offer a pampering prize for two, kicking off with a weekend break at Champneys.



On sale 19 January
Frequency monthly
Price £2.30
Distributor Frontline
Display with Crossword Collect, Puzzler Collection, Take a Puzzle



MATCH ATTAX – UEFA CHAMPIONS LEAGUE

This new collection from Topps builds on the success of the popular Premier League edition of Match Attax. The cards contain a range of statistics so collectors can compare the Champions League stars according to power, skill, passing and shooting, as well as play a card game version of football using the Defence and Attax categories.



On sale 14 January
Frequency one shot
Price starter pack: £2, sticker pack: 50p
Distributor Topps
Display with other collectables



HEAT & CLOSER MULTIPACK

This week's issue is a bumper pack of two women's weekly favourites: Heat and Closer, featuring all the usual celebrity gossip, pictures and entertainment features, real-life stories and style and beauty. Publishers estimate that this new year's issue could generate 60% more sales than other issues, which translates to 94% more revenue in store. Display prominently with other women's weeklies.



On sale 12 January
Frequency Weekly
Price £2.10
Distributor Frontline
Display with traditional women's weeklies



MATCH OF THE DAY – EURO DREAM TEAM SPECIAL

In this special issue of Match of the Day contributors have put their footballing knowledge together to create the dream sports team to take part in Euro 2016. Readers can be part of the build-up to all the action, which will begin on 10 June and runs to 10 July in stadiums across France.



On sale 14 January
Frequency weekly
Price £2.99
Distributor Frontline
Display with other children's titles

Industry viewpoint

Dave Hiscutt

Londis, Weymouth



IS YOUR MAGAZINE RANGE LIBERATED?

I decided to have a look at my magazine stock at the end of last year. I have quite a lot of space dedicated to magazines – around four metres with three tiered shelves.

The tendency is to think that the section runs itself, and it does to a certain extent, but I'd left it around nine months to have a thorough category review.

In actual fact, I should do this every two-to-three months, but it's easy to put jobs like that off.

I used my EPoS data and local knowledge of my area. I had around four gardening titles and even a tractor title. My shop is on the seafront in Weymouth! I didn't need them in store.

Of course, if a loyal, regular customer was picking up one title once a month, I wouldn't cancel that, but no shop needs four gardening titles, especially ones that don't sell.

I rationalised my stock, looking carefully at volume sales, regular orders and magazines that I was constantly returning.

I maintained my categories, like home and living and sport, children's titles and women's magazines, but I wanted to give a lot more space to my high sellers. The data told me that women's weeklies sold well and so I gave them space and front faced them.

The result has been very surprising. My sales are up £600 per week from last year. I think many retailers are scared to make those changes. You are always thinking 'What if I upset a customer by not stocking this title?'

My advice is simple: you have to be ruthless, but your decisions have to be based on intelligence. There's no point in keeping money tied up in non-selling stock. Liberate your magazine range. It could be the key to an uplift in sales.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



MIKE NICHOLLS ON KEEPING HIS BUSINESS FRESH AS IT APPROACHES ITS 50th YEAR

Plus, Bintesh Amin takes RN on a tour around the location of his new store to see what opportunities are available, and get set for Valentine's Day with our guide



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Millennium Falcon	54	100	8.99
Cake Decorating	200	210	2.99
Cake Decorating Relaunch	149	165	2.99
Dinosaurs & Friends	47	60	5.99
Official Star Wars Factfile	103	120	2.99
Zippo Collection	10	60	19.99

Eaglemoss

3D Create & Print	52	90	6.99
Batman Automobilia	80	80	10.99
Build A Solar System	21	104	6.99
DC Comics Graphic Novel	12	60	9.99
Disney Cakes & Sweets	123	120	4.50
Doctor Who Figurines	62	70	7.99
Marvel Chess Collection	55	64	8.99
Marvel Fact Files	148	150	3.50
Military Watches	51	80	9.99
Star Trek Off. Starships Coll.	64	70	10.99

Hachette

Art of Crochet	20	120	2.99
Art of Knitting	51	90	2.99
Art Therapy	43	100	2.99
Black Pearl	105	120	5.99
Build the Mallard	63	130	7.99
Build the U96	63	150	5.99
Classic Pocketwatches	89	80	8.99
Dr Who Complete History	5	80	9.99
Judge Dredd Mega Collection	27	80	9.99
Marvel's Mightiest Heroes	54	60	9.99
My 3D Globe	54	100	5.99
Your Model Railway Village	112	120	8.99

RBA Collectables

Amazing Dinosaur Discovery	46	80	5.99
My Zoo Animals	19	60	5.99
Precious Rocks, Gems & Minerals	51	100	5.99
Real Life Bugs & Insects	69	85	5.99

Collectables

DeAgostini

Magiki Kittens	2.50
Geckos & Co	1.99

Magic Box

Zomlings Series 4	0.50
-------------------	-------------

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**

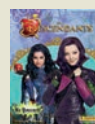


Minions
Starter **£2.99**
Stickers **£0.50**



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

Panini



Descendants
Starter **£2.99**
Stickers **£0.50**



Inside Out
Starter **£2.99**
Stickers **£0.50**



Disney Frozen My Sister, My Hero
Starter **£2.99**
Stickers **£0.50**



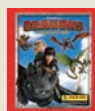
Northern Ireland Sticker Collection
Album **£2.99**
Stickers **£0.50**



Disney Princess Fabulous Talents
Starter **£2.99**
Stickers **£0.50**



Peppa Pig
Starter **£2.99**
Stickers **£0.50**



Dragons
Starter **£2.99**
Cards **£0.50**



Road to UEFA Euro 2016
Starter **£4.99**
Cards **£1.00**



England Official Sticker Collection
Starter **£2.99**
Stickers **£0.50**



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



Fifa 365
Starter **£2.99**
Stickers **£0.50**



The Good Dinosaur
Starter **£2.99**
Stickers **£0.50**



Fifa 365 Adrenalyn XL
Starter **£4.99**
Cards **£1.00**



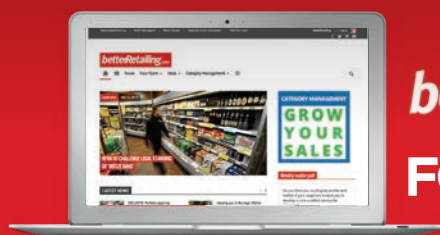
Ultimate Spider-Man
Album **£2.99**
Stickers **£0.50**



Jurassic World
Starter **£2.99**
Stickers **£0.50**



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



betterRetailing.com

FOCUSED ON INDEPENDENT RETAILING

Newspaper terms

Daily newspapers Margins/pence

Sun	40p	9.28p
Mirror	60p	13.92p
Mirror (Scotland)	65p	15.08p
Daily Record	60p	13.20p
Daily Star	20p	4.84p
Daily Mail	60p	13.92p
Express	55p	13.31p
Express (Scotland)	30p	7.26p
Telegraph	£1.40	32.62p
Times	£1.20	28.20p
FT	£2.70	54p
Guardian	£1.80	41.40p
i	40p	10p
Independent	£1.60	35.52p
Racing Post	£2.20	53.35p
Herald	£1.30	29.90p
Scotsman	£1.40	31.50p

Daily newspapers Margins/percentage

Sun	40p	23.20%
Mirror	60p	23.20%
Mirror (Scotland)	65p	23.20%
Daily Record	60p	22.00%
Daily Star	40p	24.20%
Daily Mail	60p	23.20%
Express	55p	24.20%
Express (Scotland)	30p	24.20%
Telegraph	£1.40	23.30%
Times	£1.20	23.50%
FT	£2.70	20.00%
Guardian	£1.80	23.00%
i	40p	25.00%
Independent	£1.60	22.20%
Racing Post	£2.20	24.25%
Herald	£1.30	23.00%
Scotsman	£1.40	22.50%

Saturday newspapers Margins/pence

Sun	70p	14.98p
Mirror	90p	19.26p
Mirror (Scotland)	90p	19.26p
Daily Record	85p	18.70p
Daily Star	30p	7.26p
Daily Mail	90p	19.26p
Express	45p	9.63p
Express (Scotland)	45p	10.13p
Telegraph	£2.00	48.00p
Times	£1.50	35.25p
FT	£3.50	79.10p
Guardian	£2.70	62.10p
i Saturday	50p	12.5p
Independent	£2.00	47.20p
Racing Post	£2.50	58.125p
Herald	£1.70	39.10p
Scotsman	£1.80	40.50p

Saturday newspapers Margins/percentage

Sun	70p	21.40%
Mirror	90p	21.40%
Mirror (Scotland)	90p	21.40%
Daily Record	85p	22.00%
Daily Star	60p	24.20%
Daily Mail	90p	21.40%
Express	45p	21.40%
Express (Scotland)	45p	22.50%
Telegraph	£2.00	24.00%
Times	£1.50	23.50%
FT	£3.50	22.60%
Guardian	£2.70	23.00%
i Saturday	50p	25.00%
Independent	£2.00	23.60%
Racing Post	£2.50	23.25%
Herald	£1.70	23%
Scotsman	£1.80	22.50%

Sunday newspapers Margins/pence

Sun	£1.00	21p
Sunday Mirror	£1.30	27.30p
People	£1.30	27.30p
Star Sunday	50p	11.05p
Sunday Sport	£1.00	24.3p
Mail On Sunday	£1.60	33.60p
Sunday Mail	£1.60	33.60p
Sunday Mail (Scotland)	£1.60	33.60p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£2.90	72.50p
Independent on Sunday	£2.20	55p
Scotland on Sunday	£2.15	49.45p
Racing Post	£2.50	60.625p
Sunday Herald	£1.50	34.50p
Sunday Express	£1.40	29.68p
Sunday Post	£1.50	33.00p

Sunday newspapers Margins/percentage

Sun	£1.00	21.00%
Sunday Mirror	£1.30	21.00%
People	£1.30	21.00%
Star Sunday	£1.00	22.10%
Sunday Sport	£1.00	24.30%
Mail On Sunday	£1.60	21.00%
Sunday Mail	£1.60	21.00%
Sunday Mail (Scotland)	£1.60	21.00%
Sunday Telegraph	£2.00	22.75%
Sunday Times	£2.50	21.00%
Observer	£2.90	25.00%
Independent on Sunday	£2.20	25.00%
Scotland on Sunday	£2.15	23.00%
Racing Post	£2.50	24.25%
Sunday Herald	£1.50	23.00%
Sunday Express	£1.40	21.20%
Sunday Post	£1.50	22.00%

Newspapers

Scale of third-party advertising insert payments

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

* By negotiation

Weight Watchers 9-10 January

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	1,550g	855g	305g	5	180g
Telegraph	1,540g	1,185g	105g	5	80g
Times	1,045g	580g	185g	5	105g
Sunday Telegraph	840g	490g	70g	2	60g
FT	825g	500g	0g	0	0g
Mail on Sunday	800g	360g	110g	5	60g
Guardian	765g	330g	0g	0	0g
Mail	705g	235g	180g	5	65g

Insertion payment guide

Per copy sold Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p.

Per copy supplied Independent News & Media =2p. Financial Times =2p. Mirror Group Newspapers =2p

CLASSIFIED

To advertise in the Retail Newsagent classified section call **020 7689 3366** or email **classified@newtrade.co.uk**
(Please mention Retail Newsagent when replying to the advertisements)

STOCKTAKING

STOCKTAKING

Special low prices

Your first call for all your stocktaking needs.

COUNTABILITY UK
NATIONAL HOTLINE 01707 333665

or 07775 60 60 60

A name you can trust and rely upon
for a professional and accurate stocktaking
service at unbeatable prices!

www.stocktaker.com

e-mail: info@countabilityuk.co.uk

"A service that counts so you don't have to!"

STOCKTAKING

*** VERY LOW FEES GUARANTEED ***

Henderson Stocktakers provides high
quality stocktaking, stock audit mystery shopper and
other retail services nationally.

20% OFF STOCKTAKES
FOR ALL READERS

Telephone now for unbeatable services at unbeatable fees

FREEPHONE
0800 298 7544

www.stocktakers.com
enquiries@stocktakers.com

PROPERTY

em&f
everett • mason • farby

Selling or buying a business?

...That's our business!



Sold off an asking price of £69,950
Anglia Office



Newsagents Newcastle Under Lyme
Leasehold £120,000 Ref: T32209V

Located in busy town centre
Lock up, run on short hours
ANP for working owner of £49,666pa
Sales circa £9,448pw

Anglia

01603 280873

Staffs & Derbys

01782 711022



News, Con, Tobacco Twickenham
Leasehold £55,000 Ref: T32402LN

Busy road in residential area
Lock-up shop in very good condition
Off Licence, Lottery and Oyster
Weekly sales £6,500, WNB £1,400

Herts

01908 904555

www.emfgroup.com

Head Office: 01404 813952

thinking of selling
your business?

SOLD !

.....that's our
business

**18 Offices throughout
the UK**

PHOTOCOPIERS

NEW COMMISSION ONLY

Black & White Photocopier

EZEE COPY



- Ezeecopy pay for **everything** - the copier, paper, toner & service
- You earn a **generous commission** each month
- Simple & Ezee

PLUS...

FREE
Point of
sale signage
included!



Increase your profits!

I'm interested! What do I do next?

Ring **01744 766 976**, or e-mail us at admin@ezeecopy.co.uk

EXCLUSIVE supplier to:



And many
independent
stores

Subject to status. Terms & Conditions apply. VAT Registered No. 343 8633 45. Company Registration No. (England & Wales) 2038240

PROPERTY

"WHEN I'M BUYING
LOCAL STORES, I NEED
AN EXPERT WHO
CAN DELIVER
THE ESSENTIALS"

Karen, business owner,
Peterborough



Every deal is individual.
We treat it that way.

Want to buy or
sell a business?

Visit christie.com

Christie+Co

insight | EIGHTY YEARS OF BUSINESS INTELLIGENCE

FINANCE

Get £1,000-£50,000 in 2-3 days!



Looking to
grow your
business?

Need immediate
access to working capital?

- ✓ Minimal paperwork required
- ✓ No asset based collateral
- ✓ No personal guarantee
- ✓ No brokers, no fine print

Apply for free and get a quote in just a few hours!

Call 0800 368 9696

www.gotcapital.co.uk

got
capital

Across the country you're
never far away from a
GroceryAid event.

Wherever you travel, we are making life better
for grocery people in need. From factory to
store we help everyone.

To join us or get involved call 01252 875925,
email events@groceryaid.org.uk or visit
www.groceryaid.org.uk

Real lives. Real problems. Real help.



f GroceryAid @groceryaid

GroceryAid is the trading name of the National Grocers Benevolent Fund. A registered
Charity Reg No 1095897 (England & Wales) & SC039295 (Scotland). A company limited
by guarantee registered in England & Wales no 4520685

GroceryAid
From factory to store we're your charity



EPOS

Repos
Retail EPOS Solutions

The Best EPOS System
for a Convenience
Store or Newsagent

From only **£13.26+vat per week**



0%
Interest
Free News
Wholesaler
Deals

- ✓ Complete EPOS System Package
- ✓ 7 day Hardware & Software Support
- ✓ Integrated Newspaper and Magazine control by issue and home news delivery software
- ✓ On-Site Installation and Training
- ✓ Menzies and Smiths News Daily Delivery Notes
- ✓ Unlimited online training
- ✓ Lifetime software licence
- ✓ Easy to Use with Powerful features & Reports
- ✓ Software Only Packages
- ✓ Electronic Links to Most Wholesalers (Optional)

Menzies

SmithsNews



TOSHIBA

Free Demo at your Shop www.repos.com

0845 0945 200

Lease price quoted per week is subject to status and Repos Ltd Terms and Conditions, price per week on model pictured from £14.53+vat per week and all weekly prices subject to deposit / initial payment. Further details and finance quotations are available on request.

EXTRA! EXTRA!

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

IN ASSOCIATION WITH

betterRetailing.com

Back in the day

101

YEARS AGO

15 January 1916

We report the death of Lord Burnham, chief proprietor of the Daily Telegraph. Lord Burnham had just completed his 82nd year, having been born on 28 December, 1833. Having spent his life as a journalist, Lord Burnham never ceased to take the keenest interest in all that appertained to that profession.



50

YEARS AGO

15 January 1966

Newsboys in Hull registered for employment in the delivery of newspapers, are alleged to be collecting money for newsgents contrary to the local by-laws. In a letter, the town's chief education officer, Mr S.H. Hobson said: "I hope newsgents concerned will take steps to stop this."



25

YEARS AGO

19 January 1991

Sales of at least 700,000 per week have been promised by IPC subsidiary Independent Television Publications for the first of its two planned launches in the burgeoning TV listings market. The newcomer will be called What's On TV and will carry programme details for the first week in March.



M&S's 'pimped up' custard cream fakes the biscuit

With Christmas having come to a close, we've no doubt independent retailers have sold their fair share of biscuit selection boxes as festive gifts to customers.

But one particular 'premium' biscuit brand from Marks & Spencer has been making headlines for all the wrong reasons after one shopper discovered they were merely humble custard creams in disguise.

Peter Marshall had been looking forward to tucking into a pack of luxury M&S Extremely Chocolatey Milk, Dark & White Chocolate biscuits. That was until he dipped one of the chocolate-coated treats in a cup of tea, only to find an everyday custard cream hid-

den underneath.

He was so incensed that he took to Instagram to post a picture of the incriminating evidence, along with the



message "Marks and sparks are a bunch of cheap-skates".

The post has since been picked up by the national press, with The Telegraph discover-

ing even more stealth custard creams in the pack.

Marks & Spencer has since admitted it used a custard cream mould to create the biscuits, but insists they are made using a premium recipe.

While we admit that a chocolate-covered custard cream sounds right up our street, we're sure the news will put M&S in a lot of hot water.

Storm in a teacake for Tunnock's

It's a product as synonymous with Scotland as haggis and Irn Bru – but now Tunnock's teacakes have drawn the ire of nationalists after revamping itself as a 'British' brand.

Adverts for the snack have popped up on the London Underground as part of a new marketing campaign, which promotes it as 'Tunnock's Great British teacake'. What's more, the brand's eponymous Scottish lion logo was nowhere to be seen on the ads.

The news has sparked a fierce response from loyal Scots,

with a number threatening to boycott Tunnock's products in the wake of the move.

One Facebook group, called 'Boycott The Companies That Scared Scotland', stated: "What's really petty is a millionaire interfering with a country's democratic decision so he can sell more biscuits."

However, Tunnock's managing director Boyd Tunnock called the backlash a "storm in a teacake", saying the lion logo would remain and adding the London ads were a "spoof on the Great British Bake Off".

AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



Well it hasn't taken them long to get back to normal has it?

Christmas fortnight was wonderful, and the papers were here well before 4:30 am. It is now 6 January and here I am writing this at 4:30 am, because there is no sign of papers to be sorted.

I would just like to know how the magic wand works for those two marvellous weeks. If only it could always be like this – life would be a lot less stressful.

I don't think the Radio Times will do itself any favours by a price rise of 30p. After all, TV

mags are out there in abundance and I always think people would do better to purchase a Saturday Mail for 90p, because the magazine in it is by far the best when it comes to TV and radio coverage. It is also full of other interesting items and, when you add it all up, it's what I call a rather good purchase.

I have just had my annual quote from Swintons for my car insurance and it is totally outrageous. I have been with this company for more than 20 years and never made a claim, yet each year it becomes more expensive until, of course, I shop around for cheaper quotes.

I present these to them and, all of a sudden, they drop the price they originally came up with by a large amount.

If I was stupid enough to just accept the first quote, they would take the money and not say a word about the fact that I was being totally ripped off.

In my opinion, these insurance companies are getting money by fraud and malpractice. It's about time something was done to stop people like me who stay with the same company being charged well over the odds.



betterRetailing.com



Got something to say? Want to gain business insight? Join our online community today