

RETAIL NEWSAGENT

OUTSIDE THE BOX

Two weird ways to boost your margins

NATIONAL LIVING WAGE

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My store of the future
'Big changes doubled our profitability'

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My Local plans to profit from print



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600 stores average £1,100 sales per week. Page 18 >>

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Meal deal text trial

Costcutter targets 38k shoppers in York and West Midlands.

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Just the ticket Worcester retailer Natu Patel's Lottery sales have rocketed 30% following press coverage of a potential £33m jackpot winner at his Ambleside News store. Mr Patel made headlines after claiming he sent the lucky ticket to Camelot, despite it being nearly destroyed after "going through the wash". Page 12 >>

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Wakefield service 'turns the corner'

Yorkshire store owners report improvements from Menzies. Page 12 >>

Star sales up, but retailers miss out on £200k profit in first three months since price cut.

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INTRODUCING

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LEADER



As a parent – and victim of pester power – it's important to get a balanced range that appeals to both children and parents



CHRIS GAMM
Editor
@ChrisGammRN

Whenever I visit our local c-store, my four-year-old daughter always asks to join me. She knows it has a large selection of Kinder Eggs and which particular variants she is collecting. She's not always successful, but there are a lot of My Little Pony toys currently scattered around the house.

Speaking at the Local Shop Summit last October, London retailer Jay Patel told delegates how he invests in children's shopping experience because they are future customers and bring parents with them.

One tactic he uses is creating brilliant kids magazine displays at floor level. He doesn't mind mess or damage because there is always a title in parents' baskets and he sells 17 boxes of comics a week.

There are two great examples of effective marketing to these future customers in this issue. Cobham retailer David Worsfold grew his confectionery sales by 8% in his new store with a 'Christmas tree' display of American confectionery.

Meanwhile, Vishal Madhu, from American food importer Innovate Bites, explains how the bright, vibrant packaging of US products is helping the 600 stores he supplies sell on average £1,100 of US confectionery and other products per week.

As a parent – and victim of pester power – it's important to get a balanced range that appeals to both children and parents. Londis retailer Kate Mills does this by integrating healthy fruit-based treats with vivid packaging into her pick & mix range.

Getting feedback from customers shouldn't be limited to adults, either. In next week's issue, we interview a seven-year-old magazine-buyer about what she reads, why and how the positioning of magazines in a store is crucial in determining where she visits with her mother.

Meet their needs and you could win shoppers for life.

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Why offering a morning snack is now essential



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Retailers review this essential category

"IF THEY'RE NOT ABLE TO HIT OR BEAT THAT FIGURE I'LL TAKE MY BUSINESS ELSEWHERE"

– RETAILER JAGTAR RAI ON HIS HARD NEGOTIATING WITH WHOLESALERS Page 26 >>

NEWS



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Only 10% of beers duty-paid

Only one in 10 beer cans and bottles on retailers' shelves has had its UK duty paid, according to the Federation of Wholesale Distributors.

James Bielby, FWD chief executive, told RN during an interview for next week's issue the majority of this 10% is found on the shelves of smaller stores. "Retailers may be offered beers, wines and spirits well below wholesalers' prices, and that's very likely to be because duty hasn't been paid on the stock," he said.

The organisation is championing the new Alcohol Registration Scheme which will require retailers, from 2017, to check their wholesaler is registered with HMRC as a supplier of duty-paid alcohol.

Mr Bielby added he expects the cost of the National Living Wage to wholesalers to be nearly £60m by 2020, but the effect will be worse for retailers "who can't absorb costs in the same way".

Post Office openings

The Post Office is inviting applications from independent retailers as well as multiples as it looks for franchise partners for 39 of its 11,500 Crown branches.

It follows an announcement last week detailing plans to close three branches in Barry, south Wales, and in Antrim and Belfast, and to relocate the rest within selected businesses.

Currently, businesses such as WH Smith and Tesco house former Crown post offices. However, the organisation said it would consider all applicants. A spokesman said: "Applicants will need to have the necessary space and the potential to help grow Post Office business."



Creme Egg Café's cracking start

Cadbury is getting London shoppers in the mood for Easter with the launch of its Creme Egg Café, which has been serving up snacks based around the confectionery to sweet-toothed customers in the capital. The venue was officially opened by Louise Thompson of Made in Chelsea fame, and will be open until March as part of a wider marketing campaign to grow Creme Egg sales.

Sector up 10% in two years with £15.1bn value Brands' expansion is model of choice

Franchise retailing set to grow further in 2016

by Steven Lambert

Franchise retailers in the grocery and newsagent sectors are set for further growth in 2016, according to new market data, as retailers claim franchise membership gives them more time to focus on impending law changes.

A survey conducted by the British Franchise Association and NatWest found the total franchise sector was worth £15.1bn in 2015, a 10% increase on figures recorded in 2013.

Within this, 'store retailing' franchises, including the likes of One Stop, Bar-

gain Booze and WH Smith Local, as well as other retail sectors, were responsible for £3.2bn of this turnover.

The survey backs up reports of growth from companies including One Stop, which broke through the 100 franchise store mark last May.

Vip Measuria, owner of a One Stop store in Derby, said: "One Stop invests more in retailer support teams and helping us to get better deals compared to the symbol groups.

"It's given us more time to focus on upcoming issues such as pension auto-

enrolment and the National Living Wage."

Meanwhile Conviviality Retail, which owns Bargain Booze and Wine Rack, also revealed to RN it added 76 new franchise stores to its estate last year.

Amanda Jones, chief operating officer at Conviviality, said: "New franchisees have joined from a cross-section of fascias such as Nisa, Costcutter, Londis, Best-one and other independents."

Cathryn Hayes, head of business support at the British Franchise Association, said she expected franchise revenues this

year to "climb towards £16bn", adding that "90 to 95" of the UK's 900-plus franchise brands will be in retail by the end of 2016.

"Alongside established brands such as Bargain Booze, it was a year in which One Stop continued its franchise expansion at a rapid rate and with impressive results for franchisees," she said.

"We have seen increasing numbers of large brands turn to franchising as their expansion model of choice, whether through new outlets or converting company-owned stores into franchises."

Figures spark new call for retail crime action

Police chiefs are being hit with renewed calls to prioritise retail crime after new figures revealed shop theft was up by more than 9,000 incidents and a hike in violent offences.

The annual figures released by the Office for National Statistics show shoplifting in the year ending September 2015 was at

its highest since 2003, with 332,277 incidents compared to 322,964 the previous year.

Association of Convenience Stores chief executive James Lowman said: "The government must be clear that shop theft is a serious offence. Police and crime commissioners and police forces must prioritise

it. The courts must impose meaningful sentences to deter and punish shop theft. Retailers must report it."

The figures also show there was a 27% rise in violence against people offences in the year ending September 2015 and knife crime was up 9%.

National Police Chiefs'

Council lead for crime recording, chief constable Jeff Farrar, said: "Police chiefs are working individually, collectively and closely with key partners to adapt to the threats we are facing today and will face in the future so we can continue to reduce the number of people impacted by crime in the UK."

Newsstands to be individualised to suit local demand Survey to be carried out in 128 stores

My Local sees potential in print by tailoring ranges

by Nadia Alexandrou

My Local has revealed its plan to tap into the "huge growth potential" of newspapers and magazines by tailoring its range to bridge the gap between traditional newsagents and the multiples.

In an interview with RN, My Local trading director Neil Turton and range and pricing manager Matt Phillips said they are carrying out in-depth surveys across all 128 stores to develop individual ranges suited to local demand.

The surveys will be car-

ried out early next month in collaboration with news retail consultancy Fore Partnership. The company will interview store staff and collect information on local areas, including details of nearby offices, schools, community centres and newsagents.

"Newspapers and magazines markets have huge potential for growth. This is why we're so keen to do some research and find out what's missing," Mr Phillips said.

"Our plan is to use this data to build the new ranges, which will be

relaunched around early March."

For the 14 weeks My Local has been trading, the stores have been operating an "emergency" interim range of around 100 core titles, put in by Fore Partnership. However, it plans to break away from the largely centralised and structured approach of supermarkets and symbol groups, giving store managers more flexibility to tailor their ranges.

"Symbol groups are not particularly experts at doing news," Mr Turton said. "We're now in a position to

take these ranges further, and in keeping with our ethos, My Local has to be more local than any other convenience retailer."

Specialist newspaper and magazine retailer Mark Ansell, of Liskeard News in Cornwall, said: "It's good that the convenience sector sees it as a worthwhile category to invest in."

However, Hitesh Pandya, of Toni's News in Kent, fears the move could be a threat to newsagents near a My Local, and encroach on newspaper and magazine sales.

Tesco in firing line

Tesco has been ordered to make "significant changes" to the way it deals with suppliers after being blasted for knowingly delaying payments to boost its profits.

The Groceries Code adjudicator, Christine Tacon, ruled the supermarket was in 'serious breach' of the industry's code of conduct following an investigation, in which Tesco was found to be deliberately delaying payments to suppliers.

Ms Tacon said: "I was troubled to see Tesco at times prioritising its own finances over treating suppliers fairly."

A better £5 note

The Bank of England is to issue a new polymer £5 note from September 2016 making them "cleaner, more durable and more difficult to counterfeit".

The note, whose new design and security features will be unveiled in June, will be smaller than the existing one.

Retailers are being asked to brief staff on the new note in the run-up to its release, and to contact suppliers of machines, including self-service checkouts, ATMs and ticket machines, to discuss what adaptations will be required and when they will be available.

Lottery wins spark 30% sales surge

Two Lottery retailers have reported a leap in ticket sales following news of big jackpot wins in their stores.

Natu Patel, owner of Ambleside News in Worcester, hit the headlines last week over a potential £33m-winning Lotto ticket sold through his store. Mr Patel said a woman had handed him a ticket containing the winning numbers of 26, 27, 46, 47, 52 and 58 from the 9 January draw. However, he said the date and barcode were faded on the ticket after the woman



claimed it had 'been through the wash'.

Mr Patel told RN: "We've sent the ticket off

to Camelot but they told us a number of people have come forward claiming the prize, so we'll have

to wait until they finish their investigation.

"We've spoken to everyone from the BBC to the Mirror over the story. I would say our Lottery ticket sales are up by 30% because of the publicity."

Meanwhile, Carey's Newsagents in Belmullet, County Mayo (pictured), was celebrating after a €10 Quick Pick ticket sold in the store turned out to be a €13.7m winner. Owner Lorraine O'Connor said: "Our footfall has quadrupled and our Lottery machine has been busy ever since."

'Keep fighting over Sunday trading'

Independents need to remain vigilant and keep up the pressure against extending Sunday trading hours.

That is the message from former environment secretary Caroline Spelman MP and former defence minister Sir Gerald

Howarth MP, two of the Tory politicians opposing the government's plans.

"I don't think it's completely off the agenda, there's a possibility it could come back as part of the Enterprise Bill," Mrs Spelman said. "It's very important the pressure is

maintained and the facts keep being repeated about the detrimental impact it could have on smaller retailers."

Sir Gerald added: "People need to be vigilant. My advice to retailers is to get hold of your MP and make your voice known. I've

made it clear we should not mess with something we hammered out 25 years ago and I do not see anything has changed to warrant another upheaval. I think if the chancellor feels there are too many Conservatives opposed, he'll drop it."

Red tops' uni ban

Thirty university campus shops have banned the sale of newspapers like the Sun and the Star because of their depiction of women, according to a survey carried out by Spiked magazine.

The survey, which looked at 115 leading British universities, found that 90% of them censored free speech with 30 delisting lads' mags and selected newspapers.

NEWS

BUSINESS



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Nisa signs up new recruits

Nisa has reported growth in retailer membership with 374 new stores joining the group in the nine months to 31 December 2015.

The company said it enjoyed strong recruitment in its third quarter results, with 199 new stores joining up during the period.

Nick Read, Nisa chief executive, said: "Our improved retailer recruitment is a testament to our distribution, flexible service, popular chilled product range and award-winning Heritage brand."

The news follows on from Nisa reporting positive trading performance for Christmas, which saw the group increase sales by 6.3% to £254m.

In addition, Nisa revealed it has signed former Amazon executive Steven Cook as the new head of its IT operations.

Mr Cook joins Nisa with more than 16 years' experience in IT operations, most recently as Amazon UK's regional IT manager.

Spar's new brew trio

Spar is targeting late winter sales with the expansion of its own label hot drinks range.

The company has launched three products this month - Drinking Chocolate 250g (RRP £1.50), Green Tea 50s (£1.50) and Earl Grey Tea 50s (£1.50) - while also improving the quality of the tea in its 80 Tea Bags packs.

It comes weeks after Spar unveiled a range of Nespresso coffee machine-compatible capsules. Susan Darbyshire, Spar UK brand director, said: "We have a fantastic opportunity to grow sales of up to £1m in the own label beverages category, with new products estimated to deliver at least £500,000."

£1,000 free Bestway shop loyalty prize

Bestway is offering retailers the chance to win a free cash and carry shop as part of incentives for its new customer rewards card.

The scheme launches next week and marks the latest initiative under the group's 40th anniversary plans.

Independents will be able to pick up a rewards card every month from their nearest Bestway and Batleys depot.

Each card is split into four rows, with each featuring three products. Retailers who spend more than £300 in depots, excluding tobacco purchases and VAT, and purchase one of the stipu-



lated products during their visit will receive a stamp.

Filling up one of the rows will entitle retailers to a free case of product or money off a case, while those getting 12 stamps



within the month will be entered into a prize draw to win the cost of a previous shopping visit, up to the value of £1,000.

Salih Sheikh, marketing manager at Bestway Wholesale, said: "We want

to reward our loyal customers and welcome new visitors to depots, and the new rewards card is just another reason why customers should find they are better off at Bestway and Batleys."

Offers sent direct to customers' smartphones Symbol group's digital marketing drive in 2016

Costcutter shoppers on call for Love Local Deals

by Steven Lambert

Costcutter is building on its digital marketing plans with a new footfall-driving pilot scheme promoting its product deals to smartphone users.

The proximity marketing campaign will see 38,000 text messages sent to shoppers in York and the West Midlands, which will promote Costcutter's latest Love Local Deals.

O2 customers within half a mile of Costcutter stores in both regions will receive a text encouraging them to pick up a spaghetti bolognese meal deal.

The offer includes a



jar of Dolmio sauce and spaghetti and garlic bread

or salad from the Independent range, which can be bought for less than £5 from participating shops.

Costcutter said it would consider extending the proximity marketing campaign to other regions later in the year if the pilot proves successful.

Sean Russell, head of digital at Costcutter, said: "The West Midlands and York gave us a very good balance of high store density and a number of O2 customers. This enabled us to reach a wide audience and have an impact on a large number of retailers."

"Running this trial alongside our Love Local

Deals campaign allows us to amplify key deals and reach a wider audience via different media."

The activity is the latest attempt by Costcutter to grow its presence among tech-savvy shoppers. The group also revealed in December it would offer social media training to all its retailers to help them improve their presence on sites such as Facebook and Twitter.

Mr Russell said: "Digital marketing is a key part of our plans for 2016 and we are taking a 'local first' approach to helping retailers to drive footfall into their stores."

Colourful Christmas boost for WH Smith

Strong sales of adult colouring books helped WH Smith record its first growth in high street Christmas sales for 14 years.

The company reported a

2% increase in like-for-like high street sales in the five weeks to 2 January 2016.

It added that group like-for-like sales were up 2% and total sales grew 4% in

the 20 weeks to 16 January 2016.

Stephen Clarke, WH Smith group chief executive, said: "In high street, we had good like-for-like

sales growth over the key Christmas period, driven by the 'colour therapy' phenomenon, our seasonal offer and strong promotions in stationery."

NEWS

NEWSTRADE

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NFRN calls for Northern & Shell to restore retailer margin 'Increased awareness' has helped Star drive these extra sales

Daily Star shining for publisher, but is a £200k loss for retailers

by Chris Rolfe

The Daily Star grew year-on-year sales of its daily, Saturday and Sunday editions in December, but retailers have lost more than £200,000 in margin since Northern & Shell halved the paper's price last October.

The latest figures from the Audit Bureau of Circulations reveal a 5.2% rise in year-on-year sales for the red top's weekday edition, a 13.6% increase for its Saturday edition and an 11.4% rise for its Sunday edition.

The figures come after the paper also achieved year-on-year copy sales growth across all editions in November. This contrasts with the three months before the Star's 5 October price cut, where the daily, Saturday and Sunday editions all posted declines of between 8.1% and 14.2%.

But despite the copy sales increases, retailers' profits from the Star continue to fall. Between October and December, the total margin earned by retailers was £251,400. This was down from £452,700 earned between July and

September, a fall of £201,300.

"The increase in sales indicates that price is a factor, but increased awareness has also driven these extra sales, because of the advertising campaign," said Brian Murphy, head of news and magazines at the NFRN. "Now, the right thing to do is look at how to restore retailers' margins and sustain the long-term growth of the category."

Meanwhile, rival red top the Mirror suffered further sales falls during December, with year-on-year sales of its weekday, Saturday and Sunday editions down 11.7%, 13.3% and 14.7% respectively. The Sun's sales were down 8.2%, 6.4% and 5.9% respectively.

The year-on-year decline in newspaper sales slowed in December, according to the ABC figures, although most weaker-selling issues between Christmas and New Year were excluded from the report. Sales of weekday papers in December fell by 6%, Saturday papers by 4.8% and Sunday papers by 7.4%, compared to 8.7%, 7.8% and 7.4% respectively in September.

Johnston set for a sale

Johnston Press is looking into selling a number of titles that are "not part of its long-term future" as part of a review of its portfolio.

Announced last week in a trading update, the publisher also revealed falling revenues of 7% year on year, and outlined plans to drive profits and make further cost reductions in 2016.

The news comes a week after Johnston Press announced 100 editorial jobs were at risk of redundancy. According to reports, the

publisher shed half of its journalists in 2009 with more than 1,000 jobs gone, and closed 18 titles - mostly free weeklies - towards the end of last year.

While Johnston Press has not named the titles being looked at for sale, it has categorised its newspapers into four groups, partly by profitability: "sub-core", "primary", "core" and "uber". The publisher said groupings have no bearing on sales decisions, and it would never look to sell a whole category.

December Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	694,474	-1.4%	-11.7%	£96.7	757,807
Daily Record	168,642	-1.1%	-11.3%	£22.3	176,884
Daily Star	450,388	-0.5%	5.2%	£21.8	429,038
The Sun	1,654,525	-2.4%	-8.2%	£153.5	1,688,236
Daily Express	379,059	-0.4%	-11.7%	£50.5	385,571
Daily Mail	1,312,340	-0.1%	-3.7%	£182.7	1,388,423
Daily Telegraph	436,326	-0.4%	-0.6%	£142.3	431,534
Financial Times	36,968	-0.6%	-7.2%	£20.0	59,756
Guardian	138,687	0.6%	-6.2%	£57.4	138,992
i	204,772	-2.6%	-7.0%	£20.5	279,432
Independent	35,707	0.5%	-6.3%	£11.1	51,363
Times	329,738	-3.1%	0.0%	£93.0	351,747
TOTAL	5,841,626	-1.3%	-6.0%	£872	6,138,783

December Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	896,125	-1.7%	-13.3%	£172.6	964,678
Daily Record	193,775	-5.1%	-13.5%	£36.2	210,052
Daily Star	446,934	6.0%	13.6%	£32.4	417,777
The Sun	2,065,923	-3.2%	-6.4%	£309.5	2,181,579
Daily Express	478,734	0.1%	-8.2%	£87.1	478,989
Daily Mail	2,152,292	0.7%	-1.0%	£414.5	2,212,872
Daily Telegraph	600,543	-3.4%	-5.7%	£288.3	603,433
Financial Times	71,114	-4.0%	-7.2%	£56.3	96,700
Guardian	295,964	-2.9%	-4.6%	£183.8	306,827
i	172,025	0.6%	-6.6%	£21.5	250,675
Independent	58,505	-9.2%	-14.4%	£24.9	80,559
Times	471,716	-4.4%	0.3%	£166.3	498,421
TOTAL	7,903,650	-1.5%	-4.8%	£1,793.40	8,302,562

December Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	193,761	-1.3%	-10.4%	£65.1	201,758
Sunday Mirror	676,566	-1.9%	-14.7%	£184.7	746,620
People	268,772	-2.2%	-18.2%	£73.4	280,220
Daily Star Sun.	295,053	2.8%	11.4%	£32.6	266,591
The Sun	1,398,935	-3.5%	-5.9%	£293.8	1,479,156
Sunday Express	350,562	-0.6%	-9.5%	£104.0	352,770
Sunday Post	164,949	-1.8%	-12.5%	£54.4	170,624
Mail on Sunday	1,259,287	-0.6%	-5.2%	£423.1	1,332,347
Ind. on Sunday	42,888	-6.5%	-2.8%	£23.6	97,020
Observer	183,662	-3.0%	-5.9%	£133.2	188,987
Sun. Telegraph	343,699	-2.9%	-7.6%	£156.4	351,738
Sunday Times	705,615	-3.2%	-5.5%	£370.4	734,555
TOTAL	5,883,749	-2.0%	-7.4%	1,915	6,202,386

¹ Core sales are newstrade sales and pre-paid subscriptions in the UK and Ireland; ² ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; ³ Total sales includes bulk sales; ⁴ Reflects inclusion of i compared to 2013 figure; Source: ABC

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NEWS PRODUCTS

250 calorie cap on ice creams 'We need to play our part'

Manufacturers step up health responsibility

by Steven Lambert

Manufacturers are stepping up their health responsibility plans this month with the introduction of lower-calorie options and more nutritional information on their products.

Unilever revealed it will introduce a cap of 250 calories or less to its entire adult single-serve ice cream range as part of new health commitments.

The firm said the move will fall under its Sustainable Living Plan, which it claimed would help 'millions' of shoppers lead healthier lifestyles.

It follows Unilever's reformulation of its children's ice cream products, which it said now contained 110kcal or less.

Noel Clarke, executive director at Unilever, said: "Our products will still taste as good as ever, but through a process of development and resizing we will ensure our entire single-serve ice cream portfolio will contain 250 calories or fewer."

Meanwhile, Diageo has become the second alcohol company to announce its intention to give shoppers more detailed nutritional

information about its products this month.

The Smirnoff and Guinness manufacturer revealed it would provide a full breakdown of carbohydrates, calories, fat, sugar and other stats on its responsible drinking website, DrinkIQ.

It falls in the same month as rival firm AB InBev revealed it would provide full nutritional information on its alcohol products, including Stella Artois and Budweiser, both online and on packs.

Diageo added the revamped DrinkIQ site would include new features, such as a 'What's In Your Drink' section providing full ingredient information, and a Drinks Calculator to help consumers track their alcohol intake.

Carolyn Panzer, alcohol in society director at Diageo, said: "As people become more and more interested in their diet and lifestyle choices, we need to play our part."

"We know that consumers want nutritional information about what they drink - just as they do with the foods they eat; they also want a clear and easy way to know how much alcohol they are drinking."

Mr Kipling's Exceedingly 'better for you' cakes

Premier Foods is broadening the appeal of its Mr Kipling brand with the launch of its Exceedingly Good Cake range.

The new oat and fruit slices contain 140 calories per serving and are being targeted at people looking for 'better for you' snack products, according to the manufacturer.

Holly Bristow, innovation controller at Premier Foods, said the range would help independents "attract new consumers", adding that 63% of shoppers look out for healthier products during shopping trips.



Exceedingly Good Cakes are available from this month in two flavours - Cranberry & Orange and Dark Chocolate & Coconut - which come in 'snack packs' of four with an RRP of £1.49.

Kepak rolls out massive Flamin Tasty sampling

Kepak Convenience Foods is aiming to prove the quality of its microwaveable Rustlers products with the launch of the brand's biggest ever sampling campaign.

The 'Flamin Tasty' scheme will be rolled out in north-east England from next month as part of an initial £350,000 investment, which is set to reach 1.5 million shoppers.

The activity will see Rustlers sampled in stores, shopping centres and student unions, which will be backed with money-off coupons being offered to students and more than 300,000 households.

In addition, a text message



incentive and radio and social media ads will encourage consumers to visit their local Rustlers stockist.

Kepak said it will roll out the scheme to other regions throughout the year, and will support retailers with PoS material and cash and carry demonstration days.



Nigella has a Typhoo Moment

TV chef Nigella Lawson has teamed up with Typhoo for the brand's latest TV marketing campaign. Ads airing this month will show the celebrity enjoying a cuppa to promote the tea's latest tagline 'Typhoo Moments', which is being supported with a £5m investment including outdoor and social media activity.

Meaty Mix Ups from Walkers

Walkers has expanded its Mix Ups snacks range with the launch of a Meaty flavour this week.

The new line includes meat-flavoured Doritos, Monster Munch, Wotsits and French Fries all mixed into a single sharing bag, which comes with an RRP of £1.99. It marks the first new addition to the

Mix Ups range since its launch last February. Speaking about its latest product, PepsiCo marketing director Thomas Barkholt said: "Within the first 11 months of launch, Walkers Mix Ups drove 14.4% penetration to the market, and this new addition to the line-up is set to continue driving growth."

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PART ONE AND PART TWO STICKERS ARE NEEDED TO COMPLETE THE STICKER COLLECTION!

Topps

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NEWS

PRODUCTS

Easter hot cross bun flavoured Butterkist

Butterkist is continuing its latest line of limited edition launches with a new hot cross bun-flavoured-popcorn variant for Easter.

The seasonal snack (RRP £1.49) launches on 15 February and will be available in 150g packs featuring a red and yellow spring-themed design. It follows on from Butterkist launching its first yogurt-coated popcorn range this month.

Anjna Mistry, senior brand manager at Butterkist, said: "Our first-to-the-market limited edition offers a fantastic opportunity for retailers to drive sales as we head into a time of year when there is strong customer demand for sweet, novelty and seasonal products."

Bovril link with Dad's Army film

Unilever has given its Bovril range a retro redesign to tie-in with the launch of the new Dad's Army film next month.

The firm has unveiled three limited edition jars featuring Union Jack designs and messages such as 'Dig In For Victory' and 'Dad's Army Wants You Beefy'.

In addition, both Bovril and Colman's will give away prizes including a holiday to Yorkshire, a trip for two to Bletchley Park and Dad's Army branded shovel spoons and mugs as part of an online competition.



Global campaign encourages consumers to 'Taste the Feeling'

The Coca-Cola Company has unveiled a global marketing campaign that will see its soft drink brands promoted under its latest tagline 'Taste the Feeling'. The company said the initiative will mark the latest step in its 'One Brand' strategy, which will see it move away from multiple marketing campaigns for its various products.

Packaging overhaul to attract adult shoppers Growing 'candy' market worth £1.1bn in UK

Maynards and Bassetts form new 'masterbrand'

by Steven Lambert

Mondelez is bringing Maynards and Bassetts together to form a new 'masterbrand' in a bid to bring more adult shoppers back to the confectionery market.

The manufacturer will mark the move with a packaging overhaul to all its existing Maynards and Bassetts sweets, including Jelly Babies and Liqueurice Allsorts, which will feature

a new 'Maynards Bassetts' logo and updated graphics being soft launched in February.

It will also add £1 pricemarked packs to the range to encourage impulse sales through independent stores.

In addition, Mondelez is launching Bertie's Jelly Mix, a combination of jelly sweets in the shape of objects such as bow ties, cups and phone boxes. It will be

available in 130g and 160g bags.

Mondelez claimed the UK sugar confectionery market is currently worth £1.1bn and is in 1.4% growth, with Mondelez controlling an 18% share of the market.

Katie Bashford, senior brand manager at Mondelez, said: "Our research shows 65% of candy is purchased by adults, and shoppers have told us they would welcome a

revival of nostalgic brands such as Maynards and Bassetts."

Mondelez will grow awareness of the Maynards Bassetts brand with a £4m marketing investment, which will include a TV ad campaign launching in April.

The company added it will expand its sweets range further with new products being launched later this year.

Walkers latest crisp bags turn into bowls

PepsiCo is giving a twist to its Walkers range this month with the launch of range of crisp bags that transform into serving bowls.

The new Tear 'n' Share packs are available to retailers now and are being tar-

geted at shoppers looking to share snacks with friends and family.

The range will feature a thicker-cut crisp compared to standard Walkers variants and will be available in five flavours - Lightly Salted, Salt & Malt Vinegar,

Cheddar Cheese & Onion, Sticky BBQ Ribs and Sweet Chilli (RRP £1.99).

Thomas Barkholt, marketing director at PepsiCo, said Tear 'n' Share would appeal to the 86% of households that buy sharing snack packs at least once a

month. He added: "The bag and bowl concept, a first for the sharing segment, accompanied by a thicker-cut crisp that is set to drive incremental sales."

PepsiCo will back the launch with TV ads and marketing on social media.

Hot products for your shopping list



Butterkist is releasing Hot Cross Bun-flavoured popcorn for Easter



Walkers new crisp packs can be used as bowls for easier sharing



The Bovril range gets a retro redesign to tie in with the new Dad's Army film

NEWS

REGIONAL

Spotlight on counterfeit trade

A cross-sector approach is needed to tackle the counterfeit trade in an area branded the knock-off capital of the UK, a government body has warned.

Despite a series of high-profile raids, the black market remains embedded in the areas of Cheetham Hill and Strangeways in north Manchester, according to a report published by the Intellectual Property Office.

The latest in a series of raids in the area reportedly saw police and trading standards seize goods worth £1.5m at 14 shops before Christmas, while a million counterfeit cigarettes and 70 kilos of fake tobacco with an estimated value of more than £5m were seized in 2014.

The report states "the concentration of counterfeit trade in the area undermines any

opportunity for genuine business enterprise" and no single agency can successfully tackle the problem.

Cllr Nigel Murphy, Manchester City Council's executive member for neighbourhoods, said: "I welcome the government's recognition of this issue and look forward to our officers working as part of a wider partnership to tackle it."

Business rate relief on agenda 'Local shops are vital parts of our communities'

NFRN joins new Wales-focused indies group

by Gurpreet Samrai

Trade associations and politicians have joined forces to launch a group dedicated to developing Wales-focused policy to support local shops.

The Economic Development Group for High Streets formed officially last week with representatives from bodies including the Association of Convenience Stores, the NFRN and the Federation of Small Businesses. It aims to audit existing UK-wide guidance to produce Wales-specific policy and support independents through reinvigorating and re-energising high streets.

Janet Finch-Saunders AM, assembly member for Aberconwy and chair of the cross-party group on small shops, said: "Local shops and newsagents are vital parts of our communities, often providing essential services to many, especially in our rural towns and villages. It is essential that we work to support such businesses, through policies such as business rate



relief, improved parking, and community-led high street development plans."

On the same day, the NFRN held its first reception at the National Assembly for Wales to mark the publication of its 2016 Agenda for Wales. It outlines the federation's views on policies impacting independent retailers including retail crime, business rates and town centre policies.

Ms Finch-Saunders AM attended the reception alongside NFRN representatives including national president Ralph Patel, South Wales district president Matthew Clark, and Mersey Dee & North Wales district president

David Thomas.

"The message is clear: we must work to support our small shops in Wales," Ms Finch-Saunders said. "Revitalising our high streets is one way in which we can do this - something I have long campaigned for."

NFRN chief executive Paul Baxter said the aim of the agenda is to "provide an insight into the daily challenges independent retailers face" and that "by focusing our engagement at a more local level we can start to build up and improve the relationship between independent retailers and the Welsh Assembly".

A profitable Xmas for Scottish indies

Retailers north of the border enjoyed their best performance for two years during the Christmas period, according to figures from the Scottish Retail Consortium.

After adjustment for inflation,

total Scottish sales were up by 1.8% in December, with food sales up by 1.1% on the previous year - the best figures since November 2013.

"We had an 18% increase over Christmas," said Mo Razzaq, of

Premier Mo's Convenience Store in Blantyre, Glasgow. "The difference is consumers are looking to buy what they need, rather than in bulk. Customers are going to small shops rather than big ones."

HND HEROES

In association with

News UK

Top Tips

Tony Parker

Field partner manager, News UK



CANVASS NEW AREAS

1

TOP TIP

Canvass new areas which do not have anyone delivering to them. But make sure you only canvass areas which you can get to easily and that you have reliable staff to do the rounds.

OFFER INCENTIVES

2

TOP TIP

Employ trustworthy staff and offer incentives or a bonus scheme to keep good, reliable employees motivated and working hard for you. When looking for new paper boys and girls, make sure you advertise to parents as well.

HIRE ADULTS

3

TOP TIP

If you want to offer a competitive premium service for which you can charge a higher rate, use adults to deliver your rounds as they can deliver more papers earlier in the morning or at a more convenient time for elderly people.

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NEWS

REGIONAL



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One Stop steps in for flood-hit retailers

One Stop pulled out all the stops to help its stores in flood-ravaged areas of the country over Christmas, with staff and contractors pooling resources to help out.

The clean-up operation for the two stores in Cocker-mouth, Cumbria, and Hebden Bridge, West Yorkshire, included refurbishments.

As well as helping out the two stores and fellow employees whose own homes had been damaged by the floods, the helpers also looked after their own stores.

A One Stop area manager said: "I just wanted to personally thank the team that went to Cumbria with the amazing hampers.

"I have been inundated with calls and messages all day from the team and I can honestly say they are as overwhelmed as I am."



Tory councillor backs bus battle

Conservative councillor Matthew Evans visited Jon Powell, of The Kiosk in Newport, to lend his support to a campaign to bring back buses to the city's high street. Since the route has been changed, buses now bypass more than 120 independent traders, which has forced Mr Powell to close on Sundays because of a dramatic drop in trade. The MP showed his support alongside customers and bus users at a makeshift photo booth now operational from Mr Powell's shop. "Hundreds have been photographed and joined the campaign," said Mr Powell.

Wholesaler 'has improved' after teething problems 'It's a lot better now than it was'

Menzies super-hub praised as service 'turns the corner'

by Tim Murray

Menzies has "turned the corner" according to Yorkshire retailers who say the service out of its Wakefield super hub has improved.

Many retailers were up in arms when Menzies shifted its major operations in the area to the new centralised super hub last summer. However, at the end of last year Menzies said it was committed to improving "teething problems" following a meeting with

the NFRN.

While retailers admitted there was still work to be done, most, including delegates at a Yorkshire NFRN district council meeting last week concurred.

Brian Moses, of The Bookstall in Harrogate, said: "The first two months were horrendous. We had all sorts of problems. I sell a lot of international titles and some we didn't have for five or six weeks after it changed.

"It's still not perfect, but it has improved. Menzies

has really tried to get things sorted and it is a lot better now than it was. There's a feeling that it has turned the corner."

Meanwhile, Andrew Taylor, of Taylors Value and Convenience in Hull, said: "The problems started in about May, but they have massively improved this year, especially from October and November, which was when the problems really peaked.

"There was a three month period when there were massive problems and

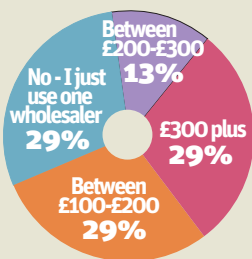
we had a terrible service. But Menzies has addressed the problems and it's really improved."

Problems retailers were experiencing took in almost every aspect of the service, from late and non-existent deliveries, not enough or the wrong magazines and a lack of staff.

"I'm sure there are still isolated issues, but those are operational ones," Mr Taylor added.

● Find out what happened when RN visited Wakefield, next week.

RN READER POLL



Do you make a saving by shopping around between wholesalers?

NEXT WEEK'S QUESTION

Will My Local's plans to tailor news and magazines ranges to individual stores help increase standards in other convenience stores?

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

Indie convenience continues its growth

The independent convenience sector continued to grow in 2015 with more unaffiliated operators acquiring sites, according to figures from a property expert.

With the supermarkets shifting their c-store strategy, effectively ending the gold rush from the big four to the convenience sector,

the opportunities are there for independent businesses, the report Business Outlook 2016, from Christie & Co states.

However, the report also notes that prices in London and the south east continue to rocket, with rents for convenience store retail outlet properties in the capital more than double the mar-

ket rate in other regions.

It adds that while there was a 3.4% rise in independent convenience stores in 2015, this year may not boast the same growth as factors such as the National Living Wage could hamper further expansion for independents.

The report's findings in the retail sector chimed with other property ex-

perts' opinions.

Barry Frost, of Commercial Plus, said: "There have been some really good opportunities for the right retailers, for savvy ones who have taken advantage and opened up second or third stores.

"There's still a lot of room for independently-run convenience stores."

YOUR REGION

NFRN DISTRICT COUNCIL REPORT YORKSHIRE 19.01.2016



John Dean reports from the NFRN Yorkshire district council meeting

Menzies 'showing improvement'

In the wake of a spike in problems with Menzies' Wakefield depot in the Yorkshire district late last year, retailers expressed mixed opinions about the wholesaler's service to retailers. District president



Andrew Taylor

Andrew Taylor said service had been steadily improving after retailers had suffered issues with allocation, delivery times and returns out of the depot.

Improvements achieved proved the value of the federation's meetings with Menzies to discuss newsagents' concerns, he added.

Chesterfield member Stuart Reddish agreed that Menzies seemed to be improving its service and York member James Wilkinson said: "We are making progress. I think we are over the worst."

However, Rotherham member Geoff Canadine said that members in his area continued to report poor service, including late deliveries and incorrect orders.

He said: "We are still having problems with Menzies' service and we are getting tired of it. The same old problems keep cropping up."

Frustration over Newsquest titles

James Wilkinson said that erratic deliveries of Newsquest titles in the area coupled with deteriorating margins for retailers were causing problems for members.



Yorkshire members have made a donation to help businesses hit by recent floods

He said that on some occasions the newspaper had not arrived until the following day and that one member had left the federation because he did not feel it was doing enough to challenge the situation.

Stuart Reddish said that while he understood these frustrations, members were limited in what action they could take in protest, partly because boycotting specific titles might damage their own business.



Stuart Reddish

“

We are making progress. I think we are over the worst

Stuart Reddish

Retailer, Chesterfield, on Menzies

He assured delegates that the NFRN was doing plenty of work on behalf of its members.

Leeds member Martyn Brown also acknowledged retailers' frustrations with publishers, but added: "We have to work with them. Unfortunately, that is life at the minute."

NFRN to probe market mags

NFRN chief executive Paul Baxter told members the federation was investigating the problem of cheap magazines being sold on market stalls which undercut newsagents' sales.

The assurance came as the Yorkshire district was one of a number of areas that had expressed concerns about the practice to the NFRN in recent months.

Mr Baxter said work was underway to find out more about the sale of the publications and that the NFRN was talking to



Paul Baxter

a private investigator.

He said the aim of the federation's inquiry was to locate the source of the cheap magazines.

Falling branches?

Paul Baxter told members that proposed changes to the federation's structure could allow some districts to abandon the idea of branches.

Mr Baxter said there was support for the introduction of more flexible rules to replace those that had governed branches for years.

He said: "These proposals are the first step. We do not want a revolution. We want branches, members and districts to be able to take change forward at their own pace."

"We are not saying this is a one-size-fits-all."

National president Ralph Patel added: "This change will be for the better but we will not force anyone to change."

Geoff Canadine said that dwindling attendance at branch meetings in some areas meant the proposals made sense. He said: "I welcome this. It is long overdue."

Fed's flood aid

District president Andrew Taylor said the winter floods had hit some homes and businesses hard in parts of north and west Yorkshire and the NFRN was among organisations that had been helping them.

The meeting agreed to donate £1,000 out of district funds to be divided between two traders who had been particularly badly-hit. Branches have also been making donations.

Your say

Have you ever reported a business crime to the police, or would you if your business was targeted?



The problem is cutbacks to the police. When I reported an incident of nuisance crime at 4.30am, there was just one police officer to cover 10 square miles so they couldn't really deal with it. But I would report it again if needed.

James Wilkinson
Pybus Newsagents,
Boroughbridge



If it was a serious crime, using violence or intimidation, you would report it to the police, but I wouldn't report something like shoplifting, as you wouldn't get a response. The only thing you could do is ban the shoplifter.

Andrew Taylor
Taylor Premier,
Hull



When we had an armed robbery at our shop the police responded well. Since then, whenever we have had an incident at the business they have responded, as you would hope and expect they would.

Gordon Bird
Mellors Newsagents,
Cudworth

YOUR REGION

NFRN DISTRICT COUNCIL REPORT WESTERN, DEVON & CORNWALL 20.01.2016



Nick Constable reports from the joint Devon & Cornwall and Western district council meeting

Amalgamation plans praised

In a wide-ranging speech, NFRN chief executive Paul Baxter praised the Western and Devon & Cornwall districts' advanced plans for amalgamation and to retain just one branch each and pledged: "You'll have whatever you need to get this to work."

"We'll throw everything at it. I want to be standing up at annual conference to say: 'Told you - look at the impact this has had.'"

Mr Baxter said he believed all districts would eventually follow suit, ultimately replacing a historic and unwieldy 189-strong branch network.

A more flexible structure would allow meetings to be held around social or trade events, encouraging new blood and giving district representatives full democratic control of the federation's national executive committee.

Mr Baxter said: "The members own this organisation, but we need to make sure they understand that, use it and participate in it."

"There are certain people who ultimately will have to let go of the power they're clinging on to. It's the membership we need to serve - not the officials."

Private eye to investigate mags

A private detective has been hired by the NFRN to establish how future issues of magazines are going on sale before wholesalers distribute them.

National deputy vice



Paul Baxter told the district the NFRN annual conference will seek to give the federation 'a more political voice'

president Ray Monelle said the practice had become "big business on some market stalls" and the federation



Ray Monelle

had resolved to investigate the problem. But he warned: "This is not illegal. It has also proved very difficult

for the private detective to establish what's going on."



We're going to change conference slightly
Paul Baxter

NFRN chief executive

Mr Monelle said the magazines could only be coming from two sources - waste copies held by wholesalers or over-runs from print works.

Devon member Duncan Finlayson said the first four issues of adult colouring magazine Just Colour were on sale at a local market.

"Yet Smiths has only been able to supply us the first issue," he said.



Duncan Finlayson

Locals fail over bank holidays

Newsagents in Devon and Cornwall suffered huge shortfalls in their allocation of local newspapers over Christmas.

Torrington retailer Roy Crawford said his HND supply of North Devon Journals - normally around 600 copies - was cut by 100 for two successive weeks during the festive period.

"When we chased this,

the North Devon Journal rep and Smiths News blamed each other," he said.

And North Cornwall newsagent Dan Cock reported a similar problem with the Cornish Guardian and Western Morning News.



Dan Cock

He said: "Our allocation of these titles was slashed without explanation. If it's purely down to the bank holiday it is unacceptable."

Conference to get a new look

This year's annual conference will seek to give the NFRN a more powerful political voice, Paul Baxter told the meeting.

The existing approach of voting on motions meant discussions often centred on issues that were out-of-date or already policy, Mr Baxter said, and the federation was therefore working to improve the format of the event.

He said: "We're going to change conference slightly. We still have to find a way for people to say their piece on issues that are important to the membership."

"But maybe we can start using conference as a debating centre to talk about big issues - like retail crime or illicit tobacco - and create a platform for our political agenda."

"Conference must still be relevant, but less about our internal wranglings and more our message to the outside world."

Your say

Have you seen a change in newspaper buyers' shopping habits since the Express and Star cut their cover prices?



We asked HND customers to consider changing to an alternative daily paper and that's mostly what has happened. The Mail was the obvious choice. We now also purposefully take the Saturday Express off sale by midday - that's encouraged people to switch on week days.

Andrea Monelle
Orchard News,
Weston-super-Mare



Customers are not as brand-loyal as they used to be. The reduced price does catch the eye and the Star is selling more. But I've noticed no change in Express sales - if anything, they are declining as readers get fed up with front-page weather stories.

Dan Cock
Premier Whitstone Village
Stores, Bude



We've been really encouraged by the support from customers over this. When we've explained that our pay has been cut by the Express at least 15 regulars have taken a decision to switch their daily paper. They understand we need to make a living.

Duncan Finlayson
The Paper Shop
Honiton

LETTERS

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Des Barr was pleased Menzies' deliveries were not affected by severe winter weather

CREDIT WHERE IT'S DUE

At a time when Menzies has received continued complaints about its service, it's important to give credit where credit's due.

In Scotland we've experienced appalling weather, from floods around Christmas to snow from mid-January.

Despite this, my Menzies' deliveries remained on time throughout. I recognise the work and effort that's gone into making deadlines under difficult conditions and feel it's important to recognise this.

Des Barr
Sinclair Barr, Paisley

Wall of silence over Menzies tote box credit

I was wrongly charged for a tote box in November last year and, despite an email exchange with Menzies, I have not received a credit for the error.

Menzies' head office has sent emails to the depot with instructions to credit me.

And an email was sent to Menzies' head office through the "contact us" form on its website last week.

When I submitted it, a message was displayed saying I would receive acknowledgement, but I am still waiting. I then phoned head office and was passed on to customer services.

The person I spoke to there said they would contact the branch and call me back.

Having heard nothing again I rang once more but no one was available. I was told to leave a message and again someone said they would ring me back.

So far I've heard nothing.

Mukesh Patel
MR Patel, Lewisham

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

Subs offer 'another nail in our coffin'

I am disgusted and livid that the weekly Jewish Chronicle, selling at £1.90, is offering a three-month trial offer direct to its customers and is bypassing retailers again.

We have already lost quite a few customers during its previous campaigns. To add salt to the wound, the flyer was inserted in today's copies which I unwittingly delivered to my customers, thus adding another nail in the coffin in our declining trade.

The JC has a total disregard for us hardworking newsagents and refuses to work with us.

Kamal Thaker
Stop Shop News
Edgware

The Jewish Chronicle did not respond to RN's request for a reply to this letter.

YOUR ISSUE

TILL PROBLEMS DON'T ADD UP SAYS STUART

Anyone who's been in retail for any length of time will be used to service providers changing hands, being bought out or renaming after takeovers.

So when Stuart Swift saw his maintenance contract covering software and hardware in his store had changed from Micros to Oracle, he thought nothing of it.

It was only when one of the two tills in his shop, SJS News in Felixstowe, Suffolk, began playing up that he tried to call Oracle and realised the transition hadn't been as smooth as he'd hoped.

"I'd had an email from Oracle and signed all the necessary documents," he says. "I called the number I'd always rung, there was no answer, so I called the number on the bottom of the email. They asked for a unique code I should have been given and they had no idea who I was."

Over the next 48 hours Mr Swift spoke to Oracle staff as far afield as Germany, India and Romania, to try to book an engineer to visit him in Suffolk.

"It was like globetrotting," he says. "I felt like I was being fobbed off."

An engineer arrived two days after he first tried to report his

problems - carrying parts for a different type of machine.

Mr Swift says: "The engineer turned up with no warning, holding a till monitor that was totally incompatible with my system, and he then had to drive 12 miles to pick another one up. He was very helpful and it wasn't his fault he was given the wrong equipment as the information he had been given about my system bore no resemblance to what I actually had."

Eventually, the problem was fixed, but, as Mr Swift noted, the new maintenance contract has hardly got off to a good start.

"I can't afford to be without both tills, so to go 48 hours not knowing what's going on is not really good enough."

"I'm a CTN with 50 delivery rounds (1,000 customers) so software and hardware maintenance cover is essential, and at £1,400 a year I think we all deserve a much better service and certainly better customer care."

Oracle did not respond to RN's request for a comment.

➤ **Tim Murray**
✉ gurpreet.samrai@newtrade.co.uk
☎ 020 7689 3386
@GurpreetS_RN



Stuart Swift had a frustrating 48 hours trying to get a fault on one of his tills rectified

OPINION

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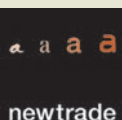
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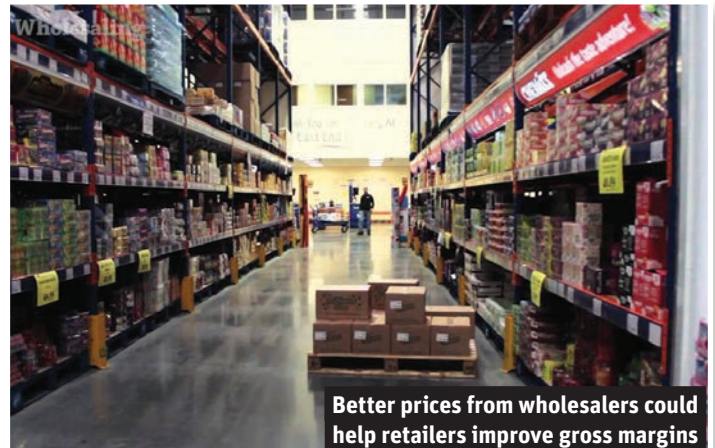
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YOUR SAY Would you push wholesalers and manufacturers for better prices to help you offset the cost of the National Living Wage?

Vip Measuria

The Prior Way,
Derby

I have a Family Shopper and a One Stop, so I have two heads on when it comes to the Living Wage. Booker supply the former store and, as wholesalers, I would push them on better deals. On the other hand, One Stop understand the challenges around the Living Wage as they run their own stores as well as offering franchises. At the end of the day, we are going to have to work smarter and buy smarter, so it would be silly not to ask wholesalers to be more competitive.



Bay Bashir

Lifestyle Express/
Bellevue Convenience,
Middlesbrough

The Living Wage can't be offset by one solution, but rather a combination of things. Better prices at wholesale is one aspect. I tend not to cherry pick from different wholesalers because that costs

time and money, but if I know one has a better price on bulk items I will ask my wholesaler to match it. Nine times out of 10 they do. I've got a good relationship with them and they value me as a customer.

Dee Sedani

One Stop,
Etwall Village

I have had that conversation with

my supplier. The problem is that while my costs are increasing, so are theirs. The question we should be asking is how can we help each other on this journey? I am largely tied into One Stop so I don't cherry pick. However, more and more retailers are cherry picking and I think the idea of some buying from multiples is disgusting. No one has the answer yet, but we need to start finding solutions.

YOUR STOCK How are you preparing for the second phase of the Tobacco Products Directive when small packets and flavoured cigarettes will be phased out?

Graham Doubleday

Newmarket,
Ashton-under-Lyme

I'm not going to do anything until it happens. What can I do? I think the whole thing is a joke. Since the introduction of gantries my cigarette sales have gone up, the only difference is that people are going for cheaper options. Phasing out of smaller packs will make a difference, I am sure, but until it happens I'm not going to predict the impact. It will be interesting, though.

John Vine

Newsworld,
Church Stretton

I have been telling customers for six months that these products are going to be off the market. It's not retailers that need to prepare. It's customers. Most of them look really shocked. I operate in a

small village, but I wouldn't like to be in an inner city store when suddenly someone has to pay more for a larger pack. I think the best thing retailers can do at the moment is communicate the upcoming change to their customers.

Kamal Thaker

Stop Shop News,
Middlesex

I'm not doing much to prepare because I predict a flurry of activity around when the directive actually comes into force. However, I do worry in terms of sales. For example, with smaller tobacco pouches being phased out, the outlay for a 30g bag could be as much as £25. My prediction is that the illicit trade will soar and that's something that retailers need to worry about. It needs to be addressed.



INDUSTRY PROFILE

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Innovative Bites

Want to stock products that will give better margins, help you stand out and excite your customers? Innovative Bits founder and CEO Vishal Madhu says he's got just what you need



RETAIL NEWSAGENT Tell us about Innovative Bites.

VISHAL MADHU We specialise in importing American foods from the USA into Europe. Many of the products that we source are brought to the UK by us under exclusive arrangements with those brands, including the likes of Hostess, which makes Twinkies. We invest in many of the brands to ensure that their packaging is able to meet EU specifications.

RN How big an opportunity is American produce for retailers?

VM One major retailer that we supply did some research and told us they think the American foods market overall is in growth of 18-20%. We have worked with retailers including Amazon, Ocado, Tesco, Asda and even the discounters. In convenience, we've worked with the Co-op and Spar too.

RN Why are American products so popular in the UK?

VM If you look at the American market they're very good at innovation. While our innovation is concentrated on health benefits, their products – such as Fruit Loops cereal, for example – are bright, vibrant and excite kids in the morning. These products are great as impulse purchases because people want something different.

RN With larger stores involved too, is this still an opportunity for independent retailers?

VM Independents are a big market for us. What I think independents need to remember is that yes, Tesco might be selling Lucky Charms at a cheaper price, but they see this as only one product within the millions that they stock. Because of the complexity of its operations, however, Tesco cannot respond to changing trends and different innovations. We're supplying about 600 independent stores and they're turning over, on average, £1,100 of our products per week.

RN Do these products come with increased margins too?

VM While the average margin in the convenience trade is around 25-30%, our American products – even if you were to compete with Tesco on price – offer margins of around 40%. But to take full advantage of this retailers need to stock a full range of products.

RN What does this look like?

VM The first thing to get into place

“

One major retailer that we supply did some research and told us they think the American foods market overall is in growth of 18-20%

is confectionery – which takes up around 42% of the whole American foods category. Then you've got breakfast products, soft drinks and finally grocery. The biggest confectionery brand is Reece's and then it's more sugar confectionery and products such as Cookie Dough Bites, which are big sellers.

In cereal, Lucky Charms was always the top seller in the market, but we felt that we needed a value offering and have brought Marshmallow Mateys to the UK. This brand is part of a billion-dollar company in the US and is judged to be the same taste and quality as Lucky Charms when we've done blind taste tests. Whereas Lucky Charms sells for anywhere between £5 and £7, Marshmallow Mateys retails at £3 – which is more in line with UK cereals.

RN How do you support retailers entering this market for the first time?

VM We have a display that we've developed for retailers. With cereals at the top, alongside a few other products such as Twinkies, there's then savoury snacks, confectionery and a range of soft drinks there too.

We can go to independents and say, if you follow this, the amount of money that it will earn you is higher per square foot than having Hovis or Kellogg's on your shelf. We have PoS that we supply which we can personalise and send out at no extra charge.

** Company CV **

Company Innovative Bites
CEO & founder Vishal Madhu

Profile Since founding the company eight years ago Vishal Madhu has turned Innovative Bites into a business with a turnover of £25m per year. Supplying retailers from Asda to Selfridges – plus 600 independents – the company has exclusive deals with some of the biggest American food brands.

**

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JOHN EASTWOOD

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With Valentine's Day just around the corner and Easter chasing hot on its heels, which products offer the best sales potential to independent retailers and what should a good range include? John Eastwood takes a look at last year's sales figures to find out

Get your spring range right

There are now just 16 days to go until Valentine's Day, the first big seasonal sales event of 2016, with Easter following just six weeks later. So for this month's column, I have examined the past two years' EPoS data from independent stores across the UK for both events to identify sales drivers and trends worth watching out for in the next two months.

Of the two events, Valentine's Day is by far the easier one for independent retailers to plan for, and the data reveals three product categories that store owners should focus on.

Greetings cards had their highest sales of 2015 in the seven days before Valentine's Day, when more than 3% of cards were sold. Unfortunately, volumes sales were 8% lower in 2015 than in 2014 and value sales were 10% lower, but this was true of card sales in independents throughout the year.

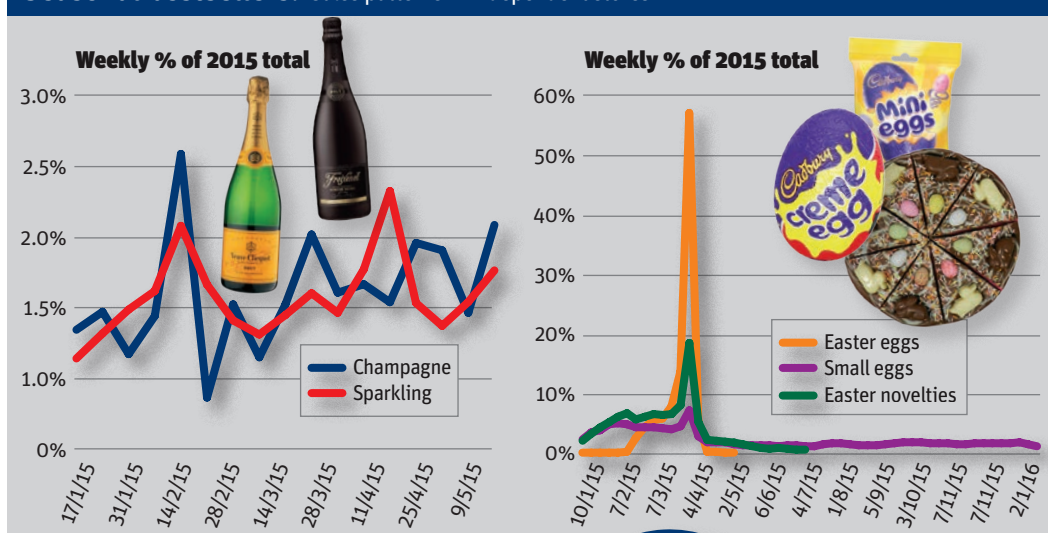
Likewise, champagne and other sparkling wines such as cava achieved a spike in sales during this period. The distinction between these two drinks is important, since champagne accounted for an average 18% of sparkling wine sales by value across the year, whereas in Valentine's week this rose to 22%.

Champagne sales during the week around Valentine's Day last year were 4% higher in value than in 2014, which is largely due to the fact that prices were over 20% higher, averaging £28.91 per bottle.

Unsurprisingly, volume sales were therefore lower, but that might also have been because the number of licensed shops selling champagne fell from 12% to 10%.

Boxed chocolates are the third Valentine's Day essential. In 2015, value sales of these were almost 10 times higher than champagne, with top sellers including Dairy Box 720g, Lindor Milk Cornet 200g and

Seasonal bestsellers: Sales patterns in independent stores



Champagne sales during the week around Valentine's Day last year were 4% higher in value than in 2014

£28.91
The average price of champagne during Valentine's 2015

Cadbury Milk Tray 400g.

Easter, on the other hand, is much less predictable and is therefore harder for local stores to plan for, not least because of the ever-changing date on which it falls.

It was recently reported that the Archbishop of Canterbury has proposed that the timing of Easter Sunday should be standardised to fall at roughly the same date every year, and this would certainly help convenience retailers and suppliers plan for this important sales opportunity.

Whenever it falls, Easter is always largely about confectionery, but the choice of what to stock is less clear cut.

Small eggs have the lengthiest sales period, with the likes of Creme Egg, Galaxy Caramel and Smarties available to sell the minute Christmas is over, but understandably sales are at their highest in the weeks approaching Easter.

However, while these are the first products independents are recommended to focus on, it might come

3%
of greetings cards are sold in Valentine's week

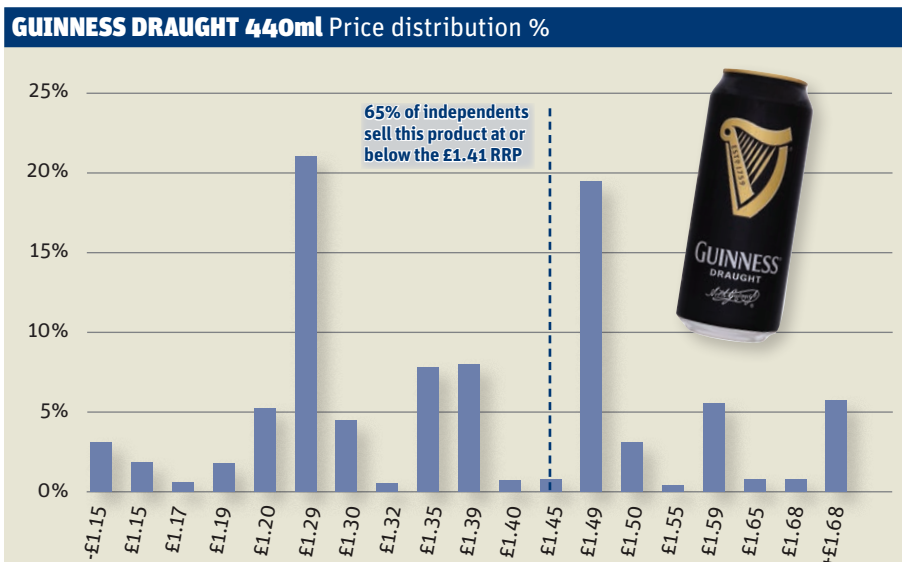
as a surprise that sales of traditional Easter eggs in local stores were much higher in 2015 compared with 2014.

Several products were available at very competitive prices, which clearly had a positive impact on sales. Notable among these were the Mars 141g Medium Egg, the 127g Maltesers Medium Egg and the 135g M&Ms Medium Egg, which all retailed at below £2.90. This was in contrast to sales of many novelty confectionery lines, such as bunnies, which were well down on the previous year.

A large variety of products are available for independent retailers to promote and sell for both Valentine's Day and Easter this year, most of which have the advantage of being suitable for sale all year round too. Independents must combine their ingenuity with their long-standing knowledge to profit from the most predictable and unexpected sales opportunities. ●

PRICEWATCH ALES

ALES PRICES AROUND THE UK							
PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
John Smith's Extra Smooth 4-Pack 440ml	£4.39	£4.39	£4.49 (PM)	-	£4.39 (PM)	£4.39 (PM)	£4.99
Guinness Draught 440ml	£4.89	£1.41	£4.89 (PM - 4pk)	£4.89 (PM - 4pk)	£4.89 (PM - 4pk)	-	£4.89 (PM - 4pk)
Newcastle Brown Ale 550ml	£2.29	£2.15	£2.39 (3 for £5)	-	£2.29 (3 for £5)	-	£2.49 (3 for £5)
Hobgoblin Strong Dark Ale 505% 500ml	£2.09	£2.10	£2.39 (3 for £5)	-	£2.29 (3 for £5)	£2.09 (3 for £5)	£2.29 (3 for £5)
Old Speckled Hen 500ml	£2.39	£2.37	£2.39 (3 for £5)	-	£2.39 (3 for £5)	£2.09 (3 for £5)	£2.49 (3 for £5)
Bishops Finger Ale 500ml	£2.29	£2.21	£2.39 (3 for £5)	-	£2.39 (3 for £5)	£2.09 (3 for £5)	£2.29 (3 for £5)
Sharps Doom Bar Amber Ale 500ml	£2.49	£2.39	£2.39 (3 for £5)	-	£2.39 (3 for £5)	£2.09 (3 for £5)	-
Fullers London Pride Bitter 500ml	£2.49	£2.48	£2.39 (3 for £5)	-	£2.39 (3 for £5)	£2.09 (3 for £5)	£2.49 (3 for £5)
Spitfire Premium Ale 500ml	£2.29	£2.16	£2.39	-	£2.39	£2.09	£2.49
Abbot Ale 500ml	£2.39	£2.27	£2.39 (3 for £5)	-	-	£2.09 (3 for £5)	£2.49 (3 for £5)
Marstons Pedigree Bitter 500ml	£2.19	£2.12	£2.39 (3 for £5)	-	£2.19 (3 for £5)	£2.09 (3 for £5)	£2.49 (3 for £5)
Tanglefoot Premium Strong Ale 500ml	£1.99	£2.19	£2.39 (3 for £5)	-	£2.19 (3 for £5)	£2.09 (3 for £5)	£2.49 (3 for £5)



Pricing strategies

RETAILER

1



NAME BOB SYKES

STORE Denmore Premier Food Store

LOCATION Rhyl, Denbighshire

SIZE 1,000sq ft

TYPE town centre

I buy pricemarked bottles where I can, and run a lot of '2 for x' promotions across ales in particular. This encourages people to try new brands and buy more than they intended. I will sell ales which are not pricemarked at £2.39 to give my customers consistency, and it also allows them to make purchasing decisions through brands and types rather than just price. I don't sell single cans of beer because this tends to attract the wrong type of customer. I buy my whole range from Booker, which tends to run good deals on this category.

RETAILER

2



NAME PAUL MATHER

STORE Sherston Post Office

LOCATION Malmesbury, Wiltshire

SIZE 2,000sq ft

TYPE village

We've delisted a lot of the bigger name ales and beers in recent months. Instead, we've been stocking and sourcing craft beers and ales from local breweries. It's going very well for us. We have about 10 different breweries within a 10 or 15-mile radius. Each has its own price, either £1.99, £2.29 or £2.59, and we make our normal margin of 25% on them. We have two in particular two or three miles away which virtually sell themselves. We don't do promotions, but in December we did gift boxes, with three different ales in them. They sold really well.



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.

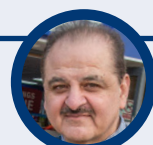
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RETAILER**3****NAME** BALVIR SINGH ATWAL**STORE** Atwal News**LOCATION** Hatton, Derbyshire**SIZE** 800sq ft**TYPE** village

I sell most of my ales and stouts priced or on offer, because my customers always expect good deals in this category. I was selling a 10-pack of Guinness priced at £10, for example, which was incredibly popular. The market for bottled ales has grown in the past year – driven mostly by customers aged over 40 – though I don't think they'll ever catch up with lager, which is mostly bought by younger people. I don't sell super-strength beers because I'm in a fairly affluent area and people tend to not be looking for a strong ABV.

RETAILER**4****NAME** ANDY PALMER**STORE** Yorkley Village Post Office**LOCATION** Lydney, Gloucestershire**SIZE** 1,000sq ft**TYPE** village

I focus my range on bottled ales, and I round the price up or down to £2.09. This not only gives consistency to my customers, but also helps me more than make up for lost margins on the ones which I round down. I only buy cases when they are on promotion, which is most often a case of eight for £8.99. Hobgoblin and Doom Bar are my best-selling brands, although any brands included in my three for £5 deal sell quite well. I dedicate around five feet for ales and stouts in the chiller.

RETAILER**5****NAME** VIP PANCHMATIA**STORE** Mace**LOCATION** Stroud Gloucestershire**SIZE** 2,000**TYPE** village

The ales and stouts side of the business has really improved in recent months, and a lot of people are trying out new flavours. We try and keep up with new lines, new offers and what else is going on in the market. You have to keep an eye on it and be able to respond. We stock a section of ales that are on offer, and all come under a three for £5 deal. We have a good selection on offer, anywhere from 12 to 15 or more. We sell single bottles at prices ranging from around £2.19 to £2.59, but it's the three for £5 offer that really works for us.



THE ENTREPRENEURS

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



THE BEATLES

Route to the top

Not just happy to be the most influential and successful pop band in history, in 1968 the four members of the Beatles founded Apple Corps, home to Apple Records, Apple Retail, Apple Films and Apple Publishing among others. "We find ourselves in business," Paul McCartney told a journalist when the company was announced. In reality the company's recording studio would go on to see the likes of Marc Bolan, Harry Nilsson and the Beatles' own George Harrison record there, while Apple Publishing would be behind huge hits for other artists such as Harry Nilsson's Without You alongside the Beatles'

output. Other ventures such as Apple Electronics and the Apple Boutique became costly misadventures for the company, but for nearly 50 years Apple Corp's success has been in protecting the bands legacy.

Key achievements

- Publishing and releasing some of the most loved and critically-respected music of the 20th century.
- Maintaining the Beatles' legacy by aggressively clamping down on any unauthorised use of their music.
- Funding and distributing a range of music, films and even electronics that would otherwise have struggled to find funding.

Lessons for your store

- 1 Protect your ideas – you might not have a classic album but if you've got a great idea or niche, make sure you keep it protected.
- 2 Try things out – for every misstep, Apple Corps found a great success.
- 3 Know where you stand – one of the biggest challenges for Apple Corps came when the band split up because it took a lot of discussions (and arguments) to work out who got what.



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RETAILER PROFILE



In his father's footsteps

Surrey retailer David Worsfold has completed phase one of his shop development plan to compete with Sainsbury's. Having grown up living above his father's shop, David knows how to make customers feel right at home. **Steven Lambert** reports

David Worsfold can legitimately claim to know every inch of Farrants Newsagents, having spent most of his early years living above the shop his father used to run.

But even if this hadn't been the case, David's keen eye for detail means he would probably still be able to tell you about every square inch of the 3,000sq ft business he now owns in the affluent village of Cobham in Surrey.

It is part of the reason why trade is booming at his store, despite the presence of Sainsbury's Local just two doors down.

This success has also come from an investment of just under £1m to transform the business into a one-stop shop for confectionery, news and magazines, toys and tobacco.

David says: "When Sainsbury's Local opened up two years ago, we chose to put everything on the line to try and defeat them.

"I got in a consultant - something my father would have killed me for - and she took me on a journey of how retail has changed.

"She told me that whereas people in the past would socialise while doing their shopping, they now tend to congregate elsewhere."

With this in mind, Farrants underwent a nine-month refit to give the store a modern look while celebrating its 120-year history.

The new wooden interior - "inspired by Fat Face stores" says David - is complemented with various items dotted around the

store relating to Cobham's past, including the engine from a Hawker Hurricane plane which crashed nearby during World War II.

"I wanted shoppers to feel like it was their store and somewhere they could use as a social hub, and not be processed like they would be in Sainsbury's."

Farrants officially reopened on 7 November and, since then, David said the store has "doubled in profitability" thanks to a number of new features.

Chief among these has been the creation of a special tobacco room, hidden away from view behind the store's main till. The 'shop within a shop', which is only accessible to customers aged over 18, allows David to fully display his wide range of tobacco products.

This includes big-name brands, specialist rolling tobacco, a comprehensive range of pipes, and even a large selection of Cuban cigars located in the store's own walk-in humidor.

"We have a separate till in the room for transactions and, because we can display the products, we've had a bit of fun with the presentation, such as embedding cigar boxes into the wall.

"Since the changes our tobacco sales have grown by 20% and our cigar sales are up by 30%."

Other additions include a revamped news and magazine section, complete with two leather sofas and table for customers looking to browse before they buy.

"It ties in with trying to get people to



We've been followers of the trade press including RN, as it's important for us to keep up to date with the latest news going on in our sector."

DAVID WORSFOLD



David Worsfold has immersed sales thanks to new features such as sofas in his news and magazine section and a specialist tobacco room



"I wanted shoppers to feel like it was their store and somewhere they could use as a social hub, and not be processed like they would be in Sainsbury's"

linger in the store," says David. "Our news and mag sales are up 8% as a result."

Children are all also well catered for at Farrants, with a new confectionery Christmas tree-shaped display filled with American sweets.

David says: "We're now looking to add lights so it draws your eye right from the front of the store."

"Confectionery sales have grown by 8%, and we'll be working with a company called American Fizz to extend our American range further."

Despite the positive early results, David says the business is "only 75% there" and is already moving onto "phase two" of the development.

His plans include the creation of a function room at the back of the store to hold community events and workshops, as well as a separate 'smoking room' underneath the business for pipe and cigar smokers.

David says he will also launch a 'Friends of Farrants' loyalty scheme, with fee-paying customers gaining exclusive deals such as free cups of coffee from the soon-to-be-installed coffee machine.

He adds "I have a two-year programme of things to do and, now that we have the platform to build on this, it's going to be a very exciting time for us." ●

VISIT MY SHOP

Farrants Newsagents

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Cobham
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@farrants_cobham



Want to see more of David's store? Go to **betterretailing.com/mike-nicholls**

NATIONAL LIVING WAGE

The search for National Living Wage survival strategies is on. From playing hardball with wholesalers and nearly doubling margins to moving away from the orthodox supply chain altogether, **Tom Gockelen-Alexandrou** looks at two bold ideas for increasing your profitability

What's your strategy?



Push firms to fund Living Wage' urged former Bestway director David Gilroy on the front page of RN last week. Retailers, he said, could improve their margins by up to 2% if they "pushed harder" for better prices from their wholesalers, potentially funding thousands of hours of wages at the new £7.20 rate.



What does "pushing harder" look like in this market, however? Having spoken to many retailers over the past week, RN has identified two eye-catching approaches business owners are taking to pressure suppliers and ensure their margins are sustainable after the National Living Wage comes into force. As we highlight, these ideas may prove as controversial and radical as they are profit-driving, but what can you learn from them?

Shop around

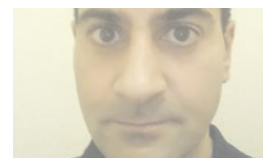
Jagtar Rai, owner of Oak Supermarket in Walsall, picks a new category



in his business every three months and then focuses his energy on finding out the prices that all the wholesale groups offer. With this information he can then demand that any wholesaler matches or beats the cheapest price he's found.

"I ask the wholesaler what the best price they can do for me is and if they're not able to hit or beat that figure I'll take my business elsewhere," he says. It's certainly a different approach to the idea of maintaining loyalty to a group so a retailer can benefit from its help and support, but

Larger businesses like Aldi have embraced higher wages but can your business afford them?



If they're not able to hit or beat that figure I'll take my business elsewhere

Jagtar Rai

Oak Supermarket, Walsall

working this way had helped Jagtar to raise margins by an astounding 87% (he is now working with an average margin of 40% to 42%).

His life as a hard-negotiating unaffiliated store began a few years ago when he bought out his uncle and left the Costcutter group.

"I used to be the manager of a Sainsbury's Local and I learned a lot from them. The first thing I did when I took over the business was make everything possible price-marked - this, I know, is something Sainsbury's and the other multiples are returning to their ranges."

As well as concentrating on price-marked products - which thanks to his negotiate he can still get these larger margins on - Jagtar also manages to source 43 different promotions around the store at any time.

This way of working is not without its critics however. "If you want to spend your time outside of your shop travelling around different cash and carries that's fine, but I think it's more important to be in your store," says Dennis Williams of Broadway Premier in Edinburgh. "I think there are other ways you can save money such as looking at your overheads - we made big savings



Do you demand enough from your wholesalers on price?



The huge growth of Amazon highlights how dramatic its effect on convenience could be

“



It's really important to offer products that provide good margins and that retailers elsewhere don't stock

Peter Mann

Nisa Local, Luton

by moving over to LED lighting, for example,” he adds. Dennis says he “can’t understand” retailers who don’t want to be with a symbol group at this point and is confident that his business will be safe from the threat of closure that the National Living Wage might pose to other stores. “If you look at the symbol groups and you look at the unaffiliated CTNs and ask who’s going to disappear, I know who I’d choose.”

Work with Amazon

If putting pressure on your wholesaler is one way to ensure that they (and ultimately their suppliers) give you the best possible price then what about circumventing traditional wholesale altogether?

The arrival of Amazon Fresh and Amazon Pantry – respectively the delivery company’s move into fresh and chilled and its consolidated grocery service – is giving retailers up and down the UK the hope that one day Amazon could deliver products to their stores.

“I would definitely use them,”

“



Amazon would be looking to shift as many units as possible

Paul Hargreaves

Founder and managing director, Cotswold Fayre

Amazon Pantry, designed for customers, is now seen as a potential challenger to wholesale

says Peter Mann, owner of a Nisa Local store in Luton. Increasingly wholesalers are doing little more than providing PoS for deals, he says, and “if the prices are right” he can see Amazon as an increasingly-important deliverer of stock.

“With the arrival of the National Living Wage it’s really important to offer products that provide good margins and that retailers elsewhere don’t stock,” he says. So while he cannot see Amazon overtaking the likes of Nisa or Booker anytime soon, Peter would value the range and reliable service that is Amazon’s hallmark.

Price is, however, also vital to him and one of the reasons he’d be happy to see another avenue for buying stock is the number of times he sees products on sale in supermarkets for a cheaper price than he can buy from his wholesaler. “One supermarket was selling bottles of

Smirnoff for £15 and my wholesaler was charging me £18 per bottle,” he says.

While the major symbol groups look set to maintain much of the market thanks to their brand, size and extra services, on the surface, specialist wholesalers such as Cotswold Fayre – which provides premium, local and niche products to retailers throughout south and central England – appear to be particularly at risk of this movement. Its boss, Paul Hargreaves, is confident, however. “I can’t see Amazon getting into account management. Our teams build relationships with customers, retailers and suppliers; Amazon would be looking to shift as many units as possible,” he says.

So, as with Jagtar’s strategy with the major wholesalers, using Amazon will mean more work for retailers in building their own relationships with suppliers and less advice on ranging and organising tasting etc from category experts. Yet it does highlight again that when it comes to looking for extra revenue streams and savings needed for the National Living Wage, retailers are busy thinking outside the box. ●



SECURITY

Digital technology is transforming the way retailers protect their businesses. **Nadia Alexandrou** talks to two retailers about their top three devices and how they use them to keep their stores and staff safe

Safety in numbers



Situated between social housing and a drug rehabilitation clinic, ex-police officer Samantha Coldbeck has invested time and money in getting the right technology to protect her shop against theft, fraud and maintaining a high standard of customer service

My top three digital security devices

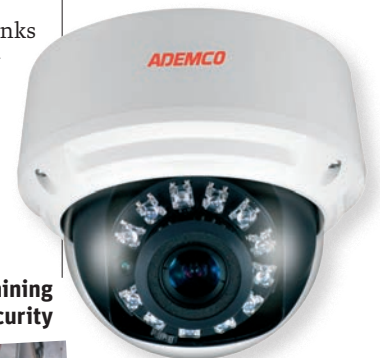
1 CCTV with sound recording I've recently invested in a standalone CCTV system for staff-only areas, including behind the till and the stock room. It records sound as well as images which is a great tool for staff training - ensuring our 15 staff up-sell sufficiently, for example - but it also helps to minimise the chance of any staff theft. The system - which I bought from Maplin for £700 - is by Swann, and includes four cameras, a monitor, two hard drives and a viewing app, Swann View Pro. It's a DIY installation, which is partly why it's such a good deal.

2 16-camera CCTV Given that sound recording is prohibited in public spaces, I use a different CCTV system to monitor the shop floor. I've got a strict one-year ban policy for customers who are caught stealing, and always report the perpetrators to the police when we catch them on video. We've actually earned a few loyal customers through our firm handling of shoplifters because they respect our approach and, after their ban, even some of those caught stealing have become frequent shoppers. I use Ademco CCTV, whose system records onto a hard drive that saves footage for 10 days.

3 Financial security software To help me keep my banking and financial business transactions secure I use Trusteer Rapport and ESET Smart Security, which prevents malware and phishing attacks - two things that are at the root of all financial fraud. Nearly all the banks offer this as a free service to customers, and I got mine through HSBC. This is crucial to ensure secure business banking, which is particularly important to me because I have an ATM in my store and therefore process a lot of money.



I've got a strict one-year ban policy for customers who are caught stealing



CCTV can help with training as well as security

RETAILER INNOVATION

RN spoke with two more retailers who've used technology in an eye-catching way to keep them and they're business secure

Dee Sedani
One Stop
Etwall, Derby



Fingerprint technology

I have a background in IT, so I've been able to design my own bespoke software that uses fingerprint technology for both my staff and customers. My staff use it to log their working hours, allowing me to verify the start and end

times exactly. I also use regular customers' fingerprints to create accounts, so they don't need their ID checked every time they come in for cigarettes or alcohol - just their fingerprint.

Dan Cock
Premier Whitstone
Village Stores,
Devon



Social media We have a lot

of problems with scam artists, who mostly end up conning my staff out of change. A few years ago I decided to

use Twitter and Facebook to share information and ask for advice, and this really helped me learn how to protect my business. Off the back of that I created a Facebook page called The Retailers Security Exchange, which is still being used to this day by retailers for sharing advice and information about different threats and criminals to watch out for.





Technology is giving retailers an advantage over criminals

Retailers' top security apps

We asked you to tweet us your favourite apps for security: here's your top six

#i-Smart Viewer This app for Android phones allows real-time viewing of digital video recording systems. Features include split-screen viewing, and image captions. Available to download from the Google Play Store.



#IBM Trusteer Rapport



Offered free by most banks, and also available to download from IBM's website, this app gives users safe access to banking websites. Fake banking websites and man-in-the-middle attacks are detected by the mobile browser.

#Lockdown Pro Helps you lock down your apps and pictures and offers different password modes including time pin (for example, if the time is 09:59 pin will be 0959), smart locks (using your car, watch or wifi address) and fake covers.



#Protect Your Money

Lists all applications in your phone that may cost you money, including two kinds of notification for warning any harmful app that you just installed, as well as a trust list system for your trusted apps. Available to download from the Google Play Store.



#LogMeIn

Provides secure access to your computer from an Android device. Allows you remote access and control home and work computers on the go. Available to download from the Google Play Store.



#Alfred

Enables you to turn your phone into a surveillance camera. Requires installation of Alfred app on two Android phones. One acts as a Webcam at your desired location and take the other one with you as a Viewer. Available to download from the Google Play Store. ●



Despite being located in an affluent area with low crime levels, Avtar Sidhu invested a total of £6,500 on his security system when his Simply Fresh store opened in late 2014

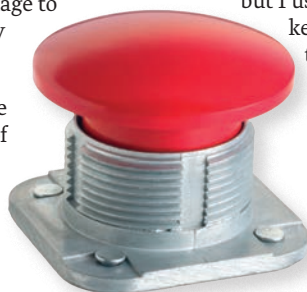
My top three digital security devices

1 CCTV When we opened, I invested in a large security system with 40 cameras and a connected alarm system. My alarms are monitored around the clock by King Security – the company which installed the system – and I get notified by mobile when they are triggered. My cameras are mostly used to catch thefts and scams on camera, such as one scam artist who was using digital money voucher Ukash to get money and had already hit four other stores. He would try to pay for the voucher (worth up to £300) with a credit card. Under the pretence of going to the in-store ATM to draw out money, when the card was declined, he would just walk out of the shop with the voucher. As the only store owner who had CCTV, I gave footage to the police, who eventually tracked him down.

2 Panic buttons We have three panic buttons – all of which are connected to, and monitored by, King Security – which will call the police as soon as

they're pressed. They're also connected to the shop's safe – along with the alarm system – so when they're set-off or pressed, it triggers a five minute time lock on the safe, dissuading them from risking a longer job to get the money. I also spent £100 on mag locks, which are connected to just one button behind the till. It locks all of my doors simultaneously when pressed, helping keep people in or out, depending on the situation.

3 CCTV app I use a free app – i-Smart Viewer – that allows me to access my CCTV footage live online wherever I am from various devices, including my mobile. My CCTV is already monitored by King Security, but I use this mainly to keep an eye on operations, and to also help me to manage my staff remotely.



With the press of one button Avtar can secure his business

I use a free app – i-Smart Viewer – that allows me to access my CCTV footage live online

BABY-CARE & PRE-SCHOOL

Mums spend on average 38% more per trip than shoppers without babies, so are you stocking the right products to ensure you get your share of this spend? **Nadia Alexandrou** takes looks through the planograms of a leading wholesaler and speaks to one experienced parent to get some advice

Get it right and drive more sales

Parents spend more than the average shopper and offering them the range of products their young children require is a great way to drive basket spend and cement customer relationships.

Yet there is a challenge: babies grow fast and their needs change regularly in the years before they start school. "Retailers must offer the full range of baby milks and foods across all stages where space is available, to help improve the length of time mums stay in the category and frequency at which they shop," says

baby feeding category expert Charles MacDonald of Danone Nutricia Early Life Nutrition.

How can they do this? A great place to start is the planograms wholesalers produce for almost every category – and baby-care and pre-school is no different.

But that's not all. Every mum is a parenting expert in their own right, so RN has recruited its own experienced mum of two – hospital administrator Sue Cox – to give a personal account of what parents need from their local shops.



Check your range to ensure their needs are catered for

Stage 1

0-6 months

From the moment your newest customers are born, and throughout their first six months, babies need the constant attention of their parents

Ask a mum

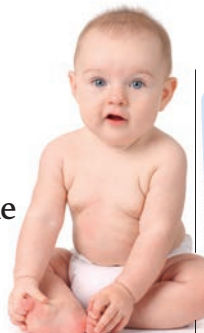
How did you feed your sons when they were first born?

I gave my boys breast milk until they were four months old. My eldest, Callum, then moved on to puree-type foods at five months, whereas I decided with Liam to let him move onto solids at his own pace. During their weaning periods I used formula to make sure they didn't go hungry.



What did you look for at your local shop?

Although I mashed up a lot of food myself, I would often buy food pouches such as Hipp Organic baby food and baby rice. When I was using formula I would often use Aptamil. I would also buy own-brand nappies – size 1 or 2 – if I had run out to keep me going until my next supermarket shop.



Checklist

Today's Plan For Profit Planogram recommends 11 products for babies aged 0-6 months. How many do you stock?

- SMA First Infant Milk Powder 900g
- SMA First Infant Milk Liquid 200 ml
- Cow & Gate Infant Milk From Birth 900g
- Cow & Gate Infant Milk for Hungrier Babies from Newborn 200ml
- Pampers New Baby Size 1 Newborn Carry Pack 23 Nappies
- Heinz 4 Month Mum's Own Egg Custard 4 x 128g
- Heinz Mum's Own Chocolate & Banana Pudding 4mth+ 4 x 128g
- Heinz 4 Month Mum's Own Sweet Pot & Mince 128g
- Cow & Gate Creamed Porridge 4-6 mths 125g
- Cow & Gate Grandpa's Sunday Lunch 4mths 125g
- Heinz Pure Apple & Blackcurrant Juice 4-6mths 750ml



Aptamil milks grow +50% in convenience channel*



**MUMS SPEND OVER £550 ON APTAMIL FORMULA MILK
DURING THE BABY AND TODDLER FEEDING JOURNEY****

To help attract mums to your store, stock the full Aptamil range today.

*IRI MAT Value Sales % Change from 06 December 2014 to 05 December 2015

**Based on average spend from Kantar Worldpanel July 2014

BABY-CARE & PRE-SCHOOL

Stage 2

6-12 months

Later in their first year, babies start to get up and about. They also start to move off milk and widen their tastes

Ask a mum

How did their needs change as they got a little older?

Both Callum and Liam started to eat more lumpy food at six months. Throughout their first year you have to be very careful with the amount of salt babies eat – but I could start to give them small portions of whatever I was eating. I occasionally bought kids’ ready meals and organic finger foods too, as long as the salt content was low.

How did you use your local shop at this point?

I would often simply mash up whatever food I was eating but, when I was pressed for time, I would buy kids’ ready meals such as premium brand Little Dish or organic snacks such as rice cakes from my local shop. I would again buy own-brand nappies, but at this stage it would be for sizes 3-4.



Retailer viewpoint
Anish Keshwara



Owner of two neighbourhood stores in Peterborough, Anish explains what other products parents most frequently buy from his 2,600sq ft store



Babycare products have been selling particularly well ever since our store moved over to the new Nisa ‘store of the future’ format. During the refit we reduced our babycare range significantly – particularly babyfood and nappies – to the core best-selling lines. With baby toiletries such as powder, oil, lotion and baby shampoo, for example, I now just stock the Johnson & Johnson brand because parents trust it. For certain baby accessories, however, it is important to offer a value alternative – and this is mainly for products that don’t have anything to do with consumption or skin care. For dummies and feeding bottles, for example, I stock the Capitol brand, and for nappy bags I use a brand called Tidy Z.



When I was pressed for time, I would buy kids’ ready meals

Checklist

Today’s Plan For Profit Babycare Planogram features 12 products for babies aged six months and above. How many do you stock?

- SMA Follow-on Milk Stage 2 200ml
- Cow & Gate Infant Milk Hungrier Babies Stage 2 Bottle 200ml
- Farley’s Original Rusks 150g
- Heinz Breakfast Creamy Oat Porridge 125g
- Heinz Creamy Rice Pudding Dessert 4 x 100g
- Heinz Mum’s Own Cottage Pie 7mths + 200g
- Cow & Gate Rice Pudding 7mths + 125g
- Cow & Gate Banana Cookie Crumble 7mths+ 125g
- Cow & Gate Grandmas Sunday Lunch 7mths+ 200g
- Pampers Baby Dry Midi size 3 22’s PM £4.99
- Pampers Baby Dry Maxi size 4 20’s PM £4.99
- Pampers Baby Dry Maxi+ size 4 20’s PM £4.99



Stage 3

1-4 years

From their first steps to their first walk to school, babies spend the next few years growing into children who eat, play with and even read much more of what a local shop sells

Ask a mum

What were your children’s diets like as they got older?

This is when they could start eating more salt, and so I shared even more of my meals with them and Callum stopped having his food mashed up completely after about 18 months. Children at this age can also start drinking cow’s milk.

What would you be looking to buy in your local shop?

I often used to look out for specific childrens’ ranges – particularly shops which had a café such as Debenhams or M&S – because both Liam and Callum seemed to enjoy the food there. I would also look out for children’s meal deals that would include three to five snacks for a set price. I would use size 5 nappies, and pull-ups when they started toilet training too. ●



Checklist

There are many favourites with children children featured across the planograms in Today’s Plan for Profit. How many do you stock?

- Heinz Spaghetti Hoops 400g
- Green Giant Sweetcorn Original Sweet Niblets 198g
- Kellogg’s cereals including
- Frosties 500g, Coco Pops 295g and Rice Krispies 340g
- Nestlé’s cereals including Cheerios 375g and Shreddies 500g
- Hartley’s Strawberry Jelly 135g
- Angel Delight Strawberry 59g
- Green’s Tom & Jerry Strawberry Cake Kit 199g
- Capri Sun Orange 330ml
- Nesquik Strawberry 300g
- Pampers Baby Dry s6 XL 17’s PM £4.99
- Huggies Pull Ups boy size 5 14’s
- Huggies Pull Ups girl size 5 14’s



Products are available for every stage of development



PREVIEW



Hot cross popcorn

Butterkist is launching limited edition Hot Cross Bun flavoured popcorn for Easter.

RRP £1.49
Outers not given
Contact 01253 603 613



Paperware revamp

Spar has revamped its own label paperware range with higher quality materials, new products and price-marked packs.

RRP various
Outers various
Contact 0208 426 3690



ONE CAN AND YOU CAN.

RED BULL GIVES YOU WINGS.

Red Bull can, can you?

Red Bull is back on TV this month with a series of ads running under the tagline 'One Can and You Can'.

RRP various
Outers various
Contact 01344 418 396



Dine in with Knorr

Knorr is launching a multi-million pound marketing campaign including digital activity and TV spots around Channel 4 show 'Come Dine With Me'.

RRP various
Outers various
Contact 01293 648 000



Meat range with Welly

Nisa has teamed up with Welly to launch a range of five cooked meat products in its stores.

RRP £1.19 - £3
Outers not given
Contact 01724 282 028



New York trips to win

Bodyform is offering an all-expenses paid trip to New York to 10 shoppers in its Pink Ticket competition.

RRP not given
Outers not given
Contact 01582 677500



Dad's Army makeover

Bovril and Colman's will both receive limited edition packaging to mark the launch of the new Dad's Army film next month.

RRP various
Outers various
Contact 01293 648 000



Purdey's star support

Actor Idris Elba will front a new marketing campaign for Purdey's fruit drinks launching in April.

RRP £1.19
Outers 12
Contact 0845 755 0345



Blue Steel tie-in

Ciroc vodka is getting a limited edition 'Blue Steel' bottle to tie-in with the upcoming launch of the Zoolander 2 movie.

RRP £38.50
Outers 6
Contact 0845 7515 101

THIS WEEK IN MAGAZINES

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Round up



HELENA DRAKAKIS
 Magazines
 reporter

NICHE WORK IF YOU CAN GET IT

It takes confidence to begin stocking high-end magazines, but it could be a trend that more and more news outlets have to wrestle with.

Last week, we featured Jamie Leslie who has set up as a magazine specialist. From quarterly high-quality children's magazine Anorak to £6 cycling magazine Boneshaker, there's a dizzying array of independent publications in his shop.

Admittedly, our guest writer has pitched himself in a trendy part of London, synonymous with design and creativity, so you could argue he has a captive market.

But media experts also predict the rise and rise of 'niche' in the next few years.

We've already seen the beginning of this trend with high production-value adult colouring magazines. If similar titles take off, the problem, perhaps, is how to display them in-store and how to get the choice right for your market.

Understandably, many traditional retailers will be nervous about bringing in a £15 bookazine that may sit there gathering dust. However, well-chosen, well-displayed stock could make all the difference.

These are not throwaway weekly reads, like Closer or Take a Break. They will be lost in the disorder of many magazine racks. But a small stand housing front-facing titles might introduce a select range to your store.

If you talk to your customers and judge their interests and passions well, this educated risk could earn you a specialist reputation and loyal customers.

Coining it in

GET MINTED WITH THIS HISTORIC COIN SERIES

Coin collectors with an interest in the history and the life and times of Britain's rulers will love this new bi-weekly series

WITH EVERY ISSUE of Rulers of Britain Coin Collection, readers will receive a faithfully reproduced, museum-quality coin, which includes real gold plating. Each coin has been hand-finished to look and feel authentic. Within the magazine they can discover the story of an ever-changing Britain, from the first ancient civilisations that minted metal into coins to the present day. Every issue explores the life of a different ruler – building into a comprehensive guide to the Rulers of Britain. Enthusiasts can find out how these individual men and women transformed this tiny, vulnerable group of islands into one of the most powerful nations in the world.



**RULERS OF BRITAIN
 COIN COLLECTION**
On sale 3 February
Frequency bi-weekly
Price £1.99
introductory; issue
2: £2.99 and £3.99
thereafter
Distributor
Marketforce
Display with Coin,
Stamp & Coin Mart



**CELEBRATING
 25 YEARS
 AS NO.1**

**The original and still
 the best-selling
 prize puzzle magazine**

On sale 4 February

**Take a
 Break's
 Take
 a Puzzle**



STAR MONSTERS

Star Monsters are a range of pocket-money friendly products for boys and girls that start at £1 for a packet containing two Star Monsters and two stickers. At £3 the Star Monsters Starter Pack contains a full 32-page guide and sticker book. Each character has been formed from a star that has fallen to earth. The star transforms into a Star Monster, taking shapes and characteristics from the environment it lands in.



On sale 4 February
Frequency one shot
Price £1-£3
Distributor Seymour
Display with other collectables



CLASSIC POP PRESENTS: DAVID BOWIE

Anthem Publishing's Classic Pop Presents celebrates the life of David Bowie with this special collector's edition magazine. This commemorative magazine will retrace Bowie's career decade by decade, from Ziggy Stardust through to his most recent Blackstar album with editorial content detailing his albums, singles, tours, movies, personas and collaborations. The issue will also celebrate Bowie's visual variety and theatrical flamboyance with full page photos.



On sale 2 February
Frequency one shot
Price £6.99
Distributor Marketforce
Display with Mojo, Q, Uncut, David Bowie collectables



PAW PATROL STICKER COLL'N

With the all-new Paw Patrol Sticker Collection from Panini, collectors can share adventures with six heroic and fun pups. The Paw Patrol is a team of energetic pups - Chase, Marshall, Rocky, Rubble, Skye and Zuma - and a 10-year-old boy, Ryder, who's also the team leader and coordinator. There are 180 stickers to collect, including 36 special stickers.



On sale 28 January
Frequency one shot
Price Sticker album: £1.99; sticker pack: 50p
Distributor Marketforce
Display with other collectables



INSTYLE

The March issue of InStyle is cover-mounted with a free Ciaté nail polish in a choice of five shades for the spring season. They each have a retail value of £9 and readers can collect all five, worth £45. This Fashion issue features 180 pages of spring fashion and beauty, along with new hair and make-up looks to keep readers up-to-date with this season's key looks. There's also an interview with British actress Ruth Wilson.



On sale 4 February
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Marie Claire, Glamour, Red



FOCUS

A new-look BBC Focus magazine hits the newsstand in February. Each issue features the latest discoveries made around the world. The new look will be smarter and easier to read. This new issue includes features on Stephen Hawking, Russian entrepreneur Yuri Milner and Astronomer Royal Sir Martin Rees' Hunt For Alien Life; how animals could save us from earthquakes; plus new Focus columnist, Robin Ince.



On sale 4 February
Frequency monthly
Price £4.30
Distributor Frontline
Display with Wired, New Scientist, Discover



Bestsellers Motoring

Title	On sale date	In stock
1 Motorcycle News	03.02	<input type="checkbox"/>
2 Autocar	03.02	<input type="checkbox"/>
3 Classic Car Weekly	03.02	<input type="checkbox"/>
4 Speedway Star	06.02	<input type="checkbox"/>
5 Autosport	04.02	<input type="checkbox"/>
6 Auto Express	03.02	<input type="checkbox"/>
7 Motorsport News	03.03	<input type="checkbox"/>
8 What Car	11.02	<input type="checkbox"/>
9 BBC Top Gear	27.01	<input type="checkbox"/>
10 TmX News	12.02	<input type="checkbox"/>
11 Classic Sportscar	04.02	<input type="checkbox"/>
12 Classic Bike	27.01	<input type="checkbox"/>
13 Practical Classics	27.01	<input type="checkbox"/>
14 Commercial Motor	28.01	<input type="checkbox"/>
15 Classic Cars	27.01	<input type="checkbox"/>
16 Land Rover Owner	27.01	<input type="checkbox"/>
17 Classic Car Buyer	03.02	<input type="checkbox"/>
18 Truck & Driver	02.02	<input type="checkbox"/>
19 Practical Sportsbikes	17.02	<input type="checkbox"/>
20 Classic Motorcycle	05.02	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

Sticker Collection

BRAND NEW!

Starter Pack: £2.99 RRP

Sticker Packet: 50p RRP

On Sale Soon!

www.nickelodeon.tv
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THIS WEEK IN MAGAZINES



TAB CODEBREAKERS

TaB Codebreakers Collection is filled with more than 70 challenging coded crosswords, with the added advantage of being in large clear type. This puzzle magazine gives puzzlers the opportunity to win £5,000. Publisher H Bauer expects the February range of puzzler titles to generate more than £135,000 in sales, so retailers are advised to display them together, front of fixture, to maximise sales potential.



On sale 28 January
Frequency monthly
Price £2.20
Distributor Frontline
Display with TaB Criss Cross, TaB Crosswords, TaB Wordsearches



TAB CRISS CROSS COLL'N

With 100 pages full of Criss Cross puzzles, H Bauer promises that TaB Criss Cross Collection will keep readers busy. Throughout the magazine there is also a wide selection of different puzzles and there's £5,000 on offer in the magazine's competition. TAB Criss Cross Collection is the 10th best-selling puzzle magazine, according to Smith's rankings.



On sale 28 January
Frequency monthly
Price £2.20
Distributor Frontline
Display with TaB Crosswords, TaB Wordsearches, TaB Codebreakers



TAB CROSSWORDS COLL'N

TaB Crosswords Collection offers readers 140 quick-to-solve puzzles. The magazine offers a mix of straight crosswords, cryptic and quizzer-style crosswords in abundance, as well as a few variants thrown in to the mix. Plus, this issue, H Bauer is offering readers the chance to win £5,000. TAB Crosswords Collection is in the top 20 most popular puzzle magazines, with the category growing dramatically over the last few years.



On sale 28 January
Frequency monthly
Price £2.20
Distributor Frontline
Display with TaB Criss Cross, TaB Wordsearches, TaB Codebreakers



TAB WORDSEARCHES COLL'N

TaB Wordsearches Collection features more than 100 wordsearches with full solutions. In this issue there's also the chance for one reader to win £5,000. On sale monthly, the TaB series is the most popular puzzler collection currently on sale. TAB Wordsearches Collection is in the top 10 most popular puzzle magazines with TAB being the most popular brand in the category.



On sale 28 January
Frequency monthly
Price £2.20
Distributor Frontline
Display with TaB Codebreakers, TaB Criss Cross, TaB Crosswords



TAB MY FAVOURITE RECIPES

In this issue of TaB My Favourite Recipes there are 60 great reader recipes including Hina's Pasta Bake in Cheese Sauce, Lina's Pure Love Tart and Lisa's Ham & Cheese Pastry Ring. H Bauer is also offering £25 for any recipe which is used in the magazine and is also offering the chance to win £250 in cash for the top recipe each issue. This issue is expected to sell approximately 26,000 copies.



On sale 28 January
Frequency monthly
Price £1
Distributor Frontline
Display with Take a Break

Industry viewpoint

Editor, BBC Focus Magazine



TECHNOLOGY AND SCIENCE TO FOCUS ON

Over the last few years, there's been a shift in the public's attitude towards science. It's no longer the pursuit of boffins locked away in labs, but is exciting, cool and all-pervasive.

Last year's spectacular space discoveries, for example, have broadened awareness and opened our eyes to wonders of the world we inhabit. You just have to look at the firestorm events generate on social media to understand that excitement.

And let's not forget technology. This year promises spectacular innovation from the Internet of Things to 4K Ultra HD TV sets, VR goggles, wearable fitness tech and smart drones.

That sense of wonder is at the heart of the new-look BBC Focus magazine. We're all about fueling the imagination with surprising insights and mind-blowing breakthroughs and using science as a means to satisfying our curiosity.

And we're lucky, because in this digital age, traditional media is still where it's at when it comes to discovery. In a world where the public has developed a level of skepticism about the accuracy of scientific reporting, trusted, established brands (like the BBC) play a vital role in science communication.

So, BBC Focus has a clear mission and a unique place in the magazine landscape. We're looking forward to another brilliant year of science and bringing pleasure and understanding to everyone curious about how the world ticks.

Top tip
 The new-look BBC Focus will take readers on an amazing journey of discovery – from wonders of virtual reality to the biggest ever hunt for alien life – front face and display prominently in store.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



THE KUMAR FAMILY LEAD THE WAY WITH LANDMARK'S LIFESTYLE VALUE FASCIA

Plus, RN visits Menzies Wakefield super-hub to ask how it's addressing eight readers' complaints, and how five retailers meet their morning customers' breakfast needs



Partworks

Title	No	Pts	£
DeAgostini			
Build the Millennium Falcon	56	100	8.99
Cake Decorating	202	210	2.99
Cake Decorating Relaunch	151	165	2.99
Dinosaurs & Friends	49	60	5.99
Official Star Wars Factfile	105	120	2.99
Zippo Collection	11	60	19.99

Eaglemoss

3D Create & Print	54	90	6.99
Batman Automobilia	81	80	10.99
Build A Solar System	23	104	6.99
DC Comics Graphic Novel	13	60	9.99
Disney Cakes & Sweets	125	120	4.50
Doctor Who Figurines	62	70	7.99
Marvel Chess Collection	56	64	8.99
Marvel Fact Files	150	150	3.50
Military Watches	52	80	9.99
Star Trek Off. Starships Coll.	64	70	10.99

Hachette

Art of Crochet	22	120	2.99
Art of Knitting	53	90	2.99
Art Therapy	45	100	2.99
Black Pearl	107	120	5.99
Build the Mallard	75	130	7.99
Build the U96	74	150	5.99
Classic Pocketwatches	91	80	8.99
Dr Who Complete History	5	80	9.99
Judge Dredd Mega Collection	28	80	9.99
Marvel's Mightiest Heroes	56	60	9.99
My 3D Globe	56	100	5.99
Your Model Railway Village	114	120	8.99

RBA Collectables

Amazing Dinosaur Discovery	48	80	5.99
My Zoo Animals	21	60	5.99
Precious Rocks, Gems & Minerals	53	100	5.99
Real Life Bugs & Insects	71	85	5.99

Collectables

DeAgostini

Magiki Kittens	2.50
Geckos & Co	1.99

Magic Box

Zomlings Series 4	0.50
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Collectables

Topps



Disney Frozen Friendship Activity Cards
Starter £4.99
Cards £1.00



Minions
Starter £4.99
Cards £1.00



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



Rugby Attax
Starter £4.99
Cards £1.00



Lego Friends
Starter £2.99
Stickers £0.50



Shopkins
Starter £2.99
Stickers £0.50



Lego Ninjago
Starter £2.99
Stickers £0.50



Star Wars Force Attax
Starter £4.99
Cards £1.00



Star Wars Stickers
Starter £2.99
Stickers £0.50



Match Attax 2015/16
Starter £3.99
Cards £1.00



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



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

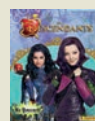


WWE Slam Attax Then, Now, Forever
Starter £4.99
Cards £1.00



Minions
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Stickers £0.50

Panini



Descendants
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Stickers £0.50



Inside Out
Starter £2.99
Stickers £0.50



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



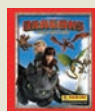
Northern Ireland Sticker Collection
Album £2.99
Stickers £0.50



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



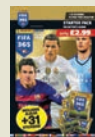
Road to UEFA Euro 2016
Starter £4.99
Cards £1.00



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
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Wales Sticker Collection
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Back in the day

100

YEARS AGO

29 January 1916

A Birmingham newsagent, who refused to reduce his shop lights when asked to do so by police, and defied the court when summoned, was last week remanded to have the state of his mind enquired into.

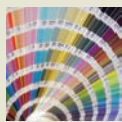


50

YEARS AGO

5 February 1966

The Daily Mirror is planning to turn to colour printing before long. It is to start an experimental plant in Northern Ireland to assess the problems of printing a daily newspaper in colour. Mr Cecil Harmsworth King, chairman of the International Publishing Corporation, said the Mirror's Northern Ireland edition would be printed in colour "probably next year".



25

YEARS AGO

2 February 1991

Anger has again erupted in the newstrade with the announcement that Today and The Sport have cut their terms to newsagents from 28% to 26.5%. And while The Sport has increased its cover price to 28p, providing retailers with an extra 0.4p per copy sold, Today remains at 25p, resulting in a net loss to the newsagent of .375p per copy.



'Victims' become criminals after fake robbery scam

Here on RN, we do our best to highlight the great work that independent retailers such as yourselves are doing for their local communities.

But, unfortunately, every so often we come across the odd business that seems to be doing their best to let the side down.

Such an instance came about last week after it was revealed shopkeepers in Derby had been prosecuted – for faking an armed robbery on their own shop.

Rasadhurai Raguvanan and Sathiyathan Kanagasabai claimed a gang brandishing a hammer and a handgun had made off with more than £13,000 from their convenience store and post office in Allenton. The pair even posed for the local paper next to a hole in their shop's ceiling where they claimed the gang had ripped out their

CCTV system. However, police became sceptical when they could see no evidence of raiders from other CCTV cameras nearby. Their suspicions were raised further when the alleged stolen CCTV hard drive was found reattached at the shop a few days later.

An investigation of the security system revealed an audio recording of Raguvanan and Kanagasabai discussing plans to stage the crime.

The pair were later arrested and prosecuted at Derby Crown Court. Raguvanan admitted stealing £13,063 in cash and perverting the court of justice and was jailed for 20 months, while Kanagasabai was handed a 10-month prison sentence suspended for two years.

Needless to say, we don't think we'll be doing a retailer profile on the store anytime soon...

Nestlé can't catch a break

The possibility of 'four-finger' Dairy Milks came a step closer to reality after a UK high court ruled Nestlé cannot trademark the shape of its KitKat chocolate bar.

The decision is the latest in a long-running legal battle between Nestlé and rival chocolate firm Cadbury stretching back to 2010.

High court judge Mr Justice Arnold this month sided with Cadbury, saying that the shape of a KitKat bar did not have enough of a "distinctive

character" to meet trademark requirements. The decision could pave the way for a number of rival confectionery brands to use the four-finger shape, although Nestlé said it will appeal the decision.

It also marks bittersweet revenge for Cadbury, which has previously had its attempts to trademark the shade of purple used on its Dairy Milk packaging blocked by Nestlé in a separate court hearing. Or, as you could say, more of a 'two-finger' salute.

AROUND WITH THE ROUND SMAN with Blanche Fairbrother



Is New York's snow heading our way?

What a week this last one has been. I have managed to come down with an awful cold and chest infection that so many of my customers seem to have when they come to the door, coughing and spluttering all over the place.

I have to say that if I had worked for someone else this week I would have taken a couple of days off but, of course, self-employed people don't have that option. So it has been a case of carry on regardless, even if it has been a tad difficult.

Anyway, I think I am on the mend now, apart from that I have had a bit of a mishap and managed to wreck the wing mirror on my car. It is now being held on by gaffer tape until the garage can fit a new one.

On 10 January we had our first taste of winter. There was a significant fall of snow making driving conditions hazardous in places and, because it was Sunday, some of the roads weren't gritted. In the countryside the lanes are never done anyway, as I have said before.

If what they say is correct, we will have a lot of bad weather in about six weeks' time because there is heavy snow in America right now, and it is said what they have now we will get six weeks down the line. Let us hope it doesn't come to fruition.

I hope the start of February will be better than January – there have been too many people in obituary columns for my liking. May they all rest in peace.

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