

# RETAIL NEWSAGENT

## THE SUGAR TAX MAN

What Jamie's latest campaign means for you

HEALTH  
Page 22 >>



Low prices, big baskets  
'Our concept value store makes customers spend more' Page 20 >>

NEWS • CONVENIENCE • PROFIT

www.betterretailing.com • £2.30

# Margin cuts 'risk future of news'



- Retailers review profitability of every category as they prepare to fork out more to pay National Living Wage.
- 'News and mags don't justify space for margin earned.'
- Daily Mail defends cutting potential £1.8m profit. Page 5 >>



Allen Harrigan

### WHOLESALE

## 'We'll keep improving service and accuracy'

Menzies' Wakefield manager addresses RN readers' concerns.

Pages 5 & 13 >>

### CONVENIENCE

## My Local bread and milk guarantee

Promotions and community events to win back lost trade. Page 4 >>

### NEWSSTAND

## Bookazine 18% boom

But indies missing out on 'biggest growth area'. Page 7 >>



**Cracking display** More than 100 Cadbury Mini Egg bags were sold in a week at one of Peter Wagg's News on the Wharf stores in Canary Wharf. He created a new bespoke window display featuring digital screens and promotional packs to attract passers-by. Page 10 >>



### SYMBOLS

## B...More premium fascia trial

Retailers approached to test Blakemore format focusing on high-end fresh and chilled products.

Page 6 >>

Retail crime hits record high, new figures reveal. Page 10 >>

Vol 127 No 5  
FOR TRADE USE ONLY





# PLAYER'S

INTRODUCING PLAYER'S RED  
MORE VOLUME, GREATER VALUE



MAKE IT OR ROLL IT  
STOCK UP NOW

Also available in standard packs.  
PMP/RRP: For the avoidance of doubt, customers are free  
at all times to determine the selling price of their product.

[www.imperial-trade.co.uk](http://www.imperial-trade.co.uk)



For Tobacco Traders Only



## LEADER



**I discovered one factor in any service improvements out on a delivery round – my driver**



CHRIS GAMM

Editor

@ChrisGammRN

Last Wednesday, RN news editor Gurpreet Samrai and I spent a fascinating night and morning in Menzies' Wakefield super hub, seeing first-hand the news and magazines packing, returns and delivery process.

The timing was interesting, as it was the same week you'd told us service from the depot has turned a corner in the past few months. With this in mind, we took six reader concerns covered in RN since the summer to find out how they have been addressed and what improvements have been made.

Depot manager Allen Harrigan and his team were candid about what they've got right and where further improvement is needed. You can read about what we learnt this week (*see page 13*) and next week.

I discovered one factor in any service improvements out on a delivery round – my driver, Alan Fulton. At 24 years of age, and having joined the business eight months ago, Alan spoke about how he goes out of his way to ensure independent retailers don't lose business from late deliveries.

He'd already been out before our 4.15am run to deliver and collect magazines to speed up the newspaper deliveries. I saw him leaving papers in vans and car washes, chatting to service station night staff and helping bring in totes for other drivers at the end of his shift. I don't believe it was for my benefit, either.

One of the main problems you experienced was caused by inexperienced staff. My experience highlights the improvements made, as well as the importance of recruiting and developing brilliant people. It's just one of the areas Menzies must keep focusing on if it is to fully address your issues in a sustainable way for the future.

## CONTENTS

## NEWS

- 4 INDUSTRY NEWS** Exclusive promotions in store to boost My Local
  - 6 BUSINESS NEWS** B...More is new high-end fascia for Blakemore
  - 7 NEWSTRADE** Indies get incentives to cash in on bookazines' growth
  - 8 PRODUCT NEWS** 'Win in Spring' with P&G
  - 10 REGIONAL NEWS** Crime sentencing welcomed
  - 12 NFRN DISTRICT COUNCIL** North West DC report
- COMMENT & ANALYSIS**
- 13 YOUR ISSUE** Behind the scenes at Menzies' Wakefield super hub
  - 14 YOUR STOCK, YOUR SAY**

Do you think franchises are now a more viable option for independents?

- 15 LETTERS** Eurocrats told to stop interfering with paper rounds
- 16 INDUSTRY PROFILE** Federation of Wholesale Distributors chief executive James Bielby, below right
- 17 COLUMNIST** Lessons in lawful trading with Doug Love
- 18 PRICEMATCH** Spirits prices around the UK
- 19 THE ENTREPRENEURS** What you can learn from the world's best



20

**20 RETAILER PROFILE** The Kumar family has been focusing on value-led shopping. We look at how Landmark Wholesale's Lifestyle Value store model is working for them

business brains. This week, Digby Jones



32

More of your customers want breakfast on the go to fit in with their busy lifestyles. Find out what five top retailers are serving up

**27 CHOCOLATE**

Your need-to-know guide to what's new and what's popular in this vital FMCG category



24

## FEATURES

- 22 NAKED TRUTHS** RN hears from celebrity chef and healthy food campaigner Jamie Oliver
- 24 ON THE GO: BREAKFAST**



16

## NEXT WEEK

**50 IDEAS TO MAKE AND SAVE MONEY**

Part one inside

**IN-STORE BAKERY**

How retailers of all kinds are getting in on the action

- 32 PREVIEW** B&H Blue in 17s; Coca-Cola Zero Cherry

**THIS WEEK IN MAGAZINES**

- 34 ROUND-UP** Tailor-made news and mags ranges
- 35 FOR YOUR SHELVES** Outdoor Photography special; Great Airports one shot

**"BE HONEST ABOUT WHETHER YOUR PRODUCT HAS GRAT NUTRITIONAL BENEFITS OR IS A TREAT"**

– JAMIE OLIVER CALLS FOR GREATER CLARITY FROM THE FOOD INDUSTRY Page 22 >>

# NEWS



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

## No duty is paid on one in ten beers sold

One in every ten beer cans and bottles on retailers' shelves has had no UK duty paid, according to the Federation of Wholesale Distributors.

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

However, NFRN chief executive Paul Baxter said the finger can't simply be pointed at retailers: "We are supportive of measures that will reduce illicit trade. It is important that wholesalers check stock and supply sources as ultimately retailers will pay the penalty if wholesalers don't."

● *Industry profile - p16.*

## North East Nisa split

Nisa has declined to extend the membership of North East Convenience Stores (NECS) as part of its turnaround strategy launched last year. The decision to split from NECS is the first step towards its strategy focusing on addressing a number of loss making members.

Nick Read, Nisa CEO, said: "We are moving away from loyal members subsidising other members and from non-profit-making members benefiting from Nisa, but not contributing."

The 31-strong convenience estate, based in the north of England, will cease to have Nisa as its main supply partner from 1 August 2016, after 16 years.



## Generous Samantha's donation

IAA winner Samantha Coldbeck (pictured) donated £500 and a 40" HD Smart TV to a hospice near her Wharfedale Premier store after holding a raffle during a celebration day at the end of last year. The bumper donation was made after the raffle winner failed to claim the prize. Mrs Coldbeck said: "No one claimed the TV so I decided to donate it and the cheque."

**Long-term growth strategy revealed** Promise of free bread and milk if stock runs out

# Exclusive promotions in-store to boost My Local

by Nadia Alexandrou

My Local is focusing on exclusive promotions and store community events to win back lost trade as part of its long-term growth strategy.

The group's sales are currently around 15% below the level when the stores were owned by Morrisons. This is largely due to the stock problems it encountered when it opened and losing the strength of Morrisons own brand, My Local's trading director Neil

Turton told RN.

Up until now stores have been "piggy-backing" off Nisa's promotions, but the chain is now looking to focus on its own deals to get more customers into its stores. The first will be a bread and milk guarantee that promises customers these items free on their next purchase if the store they are at has run out.

Matt Philips, pricing and promotions manager at My Local, said: "These are the two most common products people pick up in stores, and

this will help us win back customer confidence."

He added that My Local will consider rolling the guarantee out across more of its "golden lines" - a list of around 150 items it has identified to be the core bestsellers in convenience - depending on feedback. "We don't want to be a cheap supermarket or a high-end outlet, but inbetween the two. We'll be constantly checking and reviewing our golden lines with competitors to make sure this happens," he said.

Stores will also be hosting local community days throughout the year as part of its strategy to reconnect and engage with customers. Mr Turton added the company plans to continue its average growth of 1% to 2% a week in the next quarter in order to exceed Morrisons' sales by the summer. The company is also in talks with Nisa to improve its fresh range, and last week hosted its first supplier conference, which attracted more than 270 suppliers.

## PayPoint's weather explanation branded 'limp'

PayPoint's statement that unseasonably warm weather was behind a decline in bill transactions in the last quarter is "slightly limp", a stockbroker has told RN.

The payment services provider's third quarter report states bill and general transactions declined by 2.4% in the three months ending 31 December "main-

ly due to lower energy consumption" a knock-on effect of the unseasonable weather.

However, David McCann, director, speciality and other finance equality research at Numis Securities Limited, believes there is more to the figures than the company is revealing.

"My view is it's a slightly

limp excuse given the comparative period last year they also used the same excuse. It just leaves me with the feeling we're not getting the complete picture," he said.

"I don't know the answer. It'll probably come out in the wash at some point in the future, but something is causing less business to

go through the terminals."

The report states the company saw "strong growth" in retail services of 22.7% and 9.6% in mobile and online, net revenues were up 1.8% to £35.0m from the third quarter last year. However, top-ups also saw a decline of 13.7%.

PayPoint did not want to comment.



Category could suffer in range reviews to pay for NLW 'News and mags don't justify space'

# Publishers warned margin cuts may alienate stores

by Chris Rolfe and  
Chris Gamm

Newspaper publishers who cut margins risk driving retailers away from the category as business owners conduct range reviews to calculate how to pay the National Living Wage.

That was the warning from Nisa store owner Paul Cheema in the week that the Daily Mail increased the price of its Monday to Friday edition by 5p and reduced margins from 23.2% to 22.4%. While the price rise added an extra 0.58p

margin per copy, the cut denied news sellers a potential £1.8m a year in profit according to RN analysis.

"The Mail is wrong to put the price up but cut our margins," said Mr Cheema. "With the National Living Wage, we need to maximise our profitability. We're looking at every category and cutting ranges drastically where they aren't earning a good margin."

Slow-selling products are also being cut, he added, and the Star is "a big question mark at the moment"

following Northern & Shell's decision to halve its price last October.

Londis retailer Atul Sodha added: "Everything is about margin. I'm looking at mine so closely right now, but I'm concerned that newspapers and magazines aren't justifying the space they occupy for the margin they earn."

Earlier in the week, the Mail defended its move, saying retailers would benefit from the extra profit the price rise would earn store owners. A spokesman said: "Overall, this will

generate an incremental £16.1m retail sales value and a further £1.9m profit for retailers from the Monday to Friday editions of the Daily Mail."

Brian Murphy, head of news at the NFRN, urged publishers to engage with retailers to ensure newspapers remain a core category.

"Newspapers are still prime products and publishers must build relationships with the people who sell them," he said. "Failure to do that will cause retailers to invest less effort in selling them."

## Healthy message

Food and drink manufacturers such as Coca-Cola and Unilever as well as major retailers have the opportunity to become "great global educators" of healthy eating, campaigner and chef Jamie Oliver has said.

Speaking about his support for a UK sugar tax to members of the Advertisers Association in central London last week, Mr Oliver recognised the industry's efforts to tackle obesity. However, he called for greater clarity with packaging and labelling.

● News analysis - p22

## Menzies' challenge

Recruiting and training 150 new staff was the biggest challenge bosses at Menzies faced as they moved major parts of the supply chain to the Wakefield super hub, depot manager Allen Harrigan told RN.

He said despite improvements in the overall service from packing to stock replenishment, the wholesaler will not be complacent and will continuously push to provide a higher level of service to retailers.

"You're only as good as your last distribution, so we have to make sure what we do is accurate as we can possibly make it."

● News analysis - p13

## Mandeep smells the coffee after refurb

Retailers must improve their businesses if they want to be successful in an era of higher minimum wages and pension auto-enrolment, according to the director of Booker Wholesale's Premier symbol group, Martin Swadling.

Mr Swadling was showing the media around Mandeep Singh's newly-refurbished Manor Store in Sheffield where a raft of new categories have been introduced including a new food to go and coffee offer, kid zone and a student-friendly non-food range.

"What's the sales opportunity that wasn't there before? We've got to think about it more broadly," Mr



Swadling told RN.

He added that much of what the company had been developing in the Singh's store would be

available to stores across the UK, including a new meal deal, fascia design and PoS material to promote "bigger packs, better value".

"The challenge to my team is to work with every retailer and find out what the opportunity in their store is," he added.

## New push for extra Sunday trading hours

The government confirmed it will push ahead with proposals to extend Sunday trading hours as RN went to press.

During the second reading debate of the Enterprise Bill on Tuesday, business minister Sajid Javid MP

announced devolution of Sunday trading will be added to the bill during the committee stage. Shadow business minister Kevin Brennan MP reportedly responded by saying bringing the proposals through at a late stage of the bill was

a "gross abuse of power".

Chief executive of the Association of Convenience Stores James Lowman said: "We cannot allow this unpopular, unnecessary and damaging legislation to be forced through parliament when it did not

feature in the Conservative manifesto, and when there is such strong opposition from within all parties at Westminster and from a broad coalition of shop workers, small shops, family groups and churches."

## EasyFood by Stelios

EasyJet founder Sir Stelios Haji-Ioannou has launched a trial EasyFood mega discount store in London.

Raaj Chandarana, of Tara's News, High Wycombe, said there was a mixture of Happy Shopper, Euro Shopper and Best-in brands promoted at 25p. He said: "It could devalue symbol groups' stock and threaten our exclusive foothold."

# NEWS

## BUSINESS



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

## Today's craft beer guide

Today's Group is launching new category guides to help its retailers grow their wine and craft beer sales.

The firm is producing two booklets under its Plan for Profit scheme offering retailers tips and advice on how to grow their alcohol section.

The first booklet, launched this month, is dedicated to wine and will focus on three key strategies to make independent stores a destination for wine buyers. It will include an overview on world wines and an introductory guide to wine tasting.

Today's said it will soon launch a second booklet offering similar advice around craft beers.

The group said both guides have been launched in response to sales generated by a soft drinks merchandising booklet launched last summer.

## Morrisons price wars

Morrisons has fuelled supermarket price wars by announcing plans to slash the cost of more than 1,000 "staple" products.

The firm's chief executive, David Potts, revealed it would cut prices on goods, including fruit and vegetables, by an average of 19%, with offers remaining in place for at least three months.

Mr Potts said: "We are cutting the prices of products that customers will welcome being cheaper at Morrison and we are cutting every penny we can."

The news follows on from a better-than-expected Christmas trading period for Morrisons, where like-for-like sales were up 0.2%.



## Healthy margins with Graze

Kenilworth retailer Sid Sidhu is attracting healthy sales and 40% margins after introducing all 14 products in the Graze snacks range in his Simply Fresh store. "I read that Graze was Boots' third best-selling range and it fits with my aim of creating a point of difference and offering healthy alternatives," he said. Mr Sidhu became the latest retailer to trial News UK's new display stand this week and has also second-sited the Graze range with newspapers to encourage cross-category sales.

**Fascia to focus on high-end fresh and chilled products** Retailers 'interested' in Blakemore offer

# Blakemore's new fascia B...More to launch soon

by Steven Lambert

Blakemore Wholesale is understood to be developing its own premium fascia with plans to start trials with retailers in the next few months.

Store owners have told RN they have been approached by the company to discuss a new fascia called 'B...More'.

They claim the concept will place a large focus on

high-end food and fresh and chilled products, and will feature green and black signage and graphics.

The news comes soon after Landmark Wholesale, of which Blakemore Wholesale is a member, launched two new fascias of its own – Lifestyle Value and Lifestyle Extra.

Lifestyle Express retailer Bay Bashir, owner of Belle Vue Convenience Store in Middlesbrough, said he had

been approached for his opinion on the fascia.

He said: "It has a similar design to Marks & Spencer so it definitely looks the part."

"I'm due for a refit soon and I am interested in finding out more. But I'm not sure whether that will clash with what Landmark is doing with the new Lifestyle fascias."

Barjesh Kumar, who has been trialling the Lifestyle

Value fascia since last May, said Blakemore has also presented him with details on B...More.

"It does look interesting, and I'm considering whether we should introduce it at one of our other shops," he said.

A spokesman for Blakemore confirmed it was looking into launching a B...More fascia, but was unable to supply further details on the concept.

## New EPOS system from Conviviality

Conviviality Retail is working on a new EPOS system and offering more exclusive deals through its Matthew Clark business for its franchise retailers following a "pleasing" set of half-year financial results.

Speaking to RN this week, the company's chief executive Diana Hunter said members of its Bargain Booze and Wine Rack franchises had benefited

from Conviviality's acquisition of drinks wholesaler Matthew Clark last October by stocking exclusive alcohol offers from the firm, with plans to expand this further this year.

She also revealed that the group is to launch a new "flexible" EPOS system developed using feedback from retailers.

The news comes as Conviviality announced a 38% increase in revenue to

£252m in the 27 weeks to 1 November.

It said the number of stores owned by multi-site franchisees was up 7.4% to 276 during the same period, adding that it expects to end the financial year with 50 net store openings and a 50% reduction in store closures.

While like-for-like sales were down 1.3%, Christmas like-for-like sales were up 1.1%, with Wine

Rack's sales growing by 11.1%.

Ms Hunter said: "I'm really pleased with the results. We're now seeing the fruits of our labour from the strategy we set out three years ago."

She added that on-trade wholesaler Matthew Clark, which Conviviality acquired last October, had also increased revenue by 2.7% to £60.6m.



## NEWSTRADE

**Publisher targeting indies with incentives** 'Biggest growth area in print publishing worldwide'

# A new chapter of sales growth for bookazines

by Nadia Alexandrou

A wholesaler and publisher are offering retailers the chance to capitalise on "the biggest growth area in print".

The bookazine market is worth more than £40m in retail sales making it the 10th largest category in the magazine sector, according to Smiths News.

The wholesaler has selected 250 independent retailers to help grow their bookazine sales through a collaboration with distributors, looking at bookazines that complement their best-performing

magazine categories.

The shops were chosen because they showed strong sales in particular sub-segments including crafts, entertainment/film, fitness, sport, technology, and women's.

A Smiths spokesman said: "The bookazine market is worth over £40m in retail sales value and was up 18% in sales volume for 2015, making it the 10th largest segment within the magazine market and the best-performing.

"Independents have predominantly not been supplied with bookazines and therefore the opportu-

nity for growth is substantial for them. Due to their higher cover price, they provide a great opportunity for more profit."

The wholesaler said independent retailers are not being targeted because of a high level of early returns.

Imagine Publishing is also targeting independents with incentives and educational material.

The publisher is working with its distributor MarketForce to offer retailers the chance to win one of three £100 vouchers for stocking two issues of its Curious Minds bookazine.

Damian Butt, manag-

ing director at Imagine Publishing, said: "This is the biggest growth area in print publishing worldwide, and I see independents as a key priority for its continued growth."

Meanwhile, Andrew Howell, of Loch Lomond News in Scotland, said: "We've been selling bookazines for 18 months, and sales have grown quickly. We now sell 30-40 a month.

"It's sometimes a struggle to know what's available and we don't stock as many as we'd like, but it's definitely a category I want to expand."

## Future's new two back print

Future publishing announced two new senior appointments last week in its recently created magazine division, as part of its strategy to focus on print magazines.

Matt Pierce has been appointed the editorial director of Future's design, games and photography portfolios, with Paul Newman handling film, music and technology titles.

Mr Newman said: "We set up this division because we see a really strong future in print magazines. There will always be a market for great magazines."

## £53.6m in GNM cuts

Guardian News and Media has announced plans to cut running costs by 20% - £53.6m - over the next three years. It said it is considering charging for some of its content, although a payroll is not planned.

GNM is expected to declare more than £50m in operating losses in the year to the end of March, more than double last year's total, largely due to its expansion in Australia and America.

## Ban paper rounds call

The European Committee of Social Rights, part of the Council of Europe, has suggested that children's paper rounds should be banned, and allowing children to deliver newspapers before school puts their "attendance, receptiveness and homework" at risk.

The council is to further investigate the situation in the UK, which it believes could be in breach of the European Social Charter on social rights, of which the UK is a signatory.

### Bauer bargain fitness bonus

Bauer Media has launched its first 40-page fitness supplement in this week's issue of Grazia. It will feature an exclusive cover shot, using only Souluxe products. As part of an exclusive partnership with Matalan, 500,000 copies of the supplement will be distributed throughout UK stores in January and February. There will also be Grazia branding in-store at cashiers and on Matalan's website.



## Extra outlets 'straining supply chain'

Declining newspaper and magazine sales are being spread across a growing number of outlets that sell them, putting pressure on an already thinly-stretched supply chain, an industry report and analyst have warned.

The number of outlets selling newspapers and magazines has grown by 2.3% to 54,525 after three

years of decline, according to analysis of ANMW figures by marketing firm Wessenden.

The majority of growth comes from grocery outlets (600), specialist outlets (482) and convenience stores (298), whereas traditional newsagents are in decline.

Douglas McCabe, CEO and head of publishing

and tech at Enders Analysis, said: "The pressure on wholesalers and distributors, which are already operating on very thin margins, is further increased because they have more contractual arrangements and more physical outlets to deliver to.

"We believe there is serious pressure on the

wholesale and distribution layer already, which could be considered onerous."

Jim Bilton, managing director of Wessenden Marketing, told RN that drastic measures needed to be taken as the pressure builds.

"I think we need a very urgent and radical review of the magazine supply chain," he said.

# NEWS

## PRODUCTS

### CCE cuts Life range calories

Coca-Cola Enterprises (CCE) is reformulating its Coca-Cola Life range to lower calories and sugar in the drinks by 45% compared to regular colas.

The new recipe, which contains a greater level of natural sweetener stevia, will replace the original Coca-Cola Life product launched in September 2014, which contained a third less sugar and calories.

A 330ml can of Coca-Cola Life will now contain 76 calories and 19 grams of sugar, according to CCE.

In addition, the firm has extended its Coca-Cola Zero range with the addition of a cherry flavour in the convenience sector this month.

The brand will be available in 330ml and 500ml formats, which will be available priced at 49p and £1 respectively.

### Monster's sugar drop

Halo Foods is launching a multimedia marketing campaign to promote a 25% reduction in sugar in its Honey Monster Puffs.

The company said the latest move will see sugar content in the cereal reduced to 6.6g per 30g serving, adding that sugar levels for the brand have more than halved over the last 10 years.

The reformulated product will hit shelves in March and will be backed with TV and outdoor ads, as well as updates on packs informing shoppers of the changes.

### JTI launches B&H Blue 17s ahead of new laws

JTI is launching smaller 17s packs of its B&H Blue brand just months before the introduction of new tobacco legislation banning packs of fewer than 20 cigarettes.

The new packs are available now and run across King Size and Superkings

Blue and Sky Blue variants, at a lower price of £5.99.

The launch takes place ahead of the the amended Tobacco Products Directive in May, which will bring in laws to abolish sales of smaller cigarette and rolling tobacco packs.

Jeremy Blackburn, JTI head of communications, said: "The trend towards value cigarettes is going strong, and as JTI's cheapest cigarette brand, B&H Blue is a must-stock for any retailer looking to capitalise on this sales opportunity."

JTI is backing the launch with wholesale deals running on B&H Blue and Sky Blue products, and is also offering retailers the chance to win £100 worth of Amber Leaf stock in a competition running on its JTI Advance website.

**ShelfHelp website revamp and core range update** Campaign will create sales opportunities

## P&G unveils plans to help retailers Win in Spring

by Steven Lambert

A revamped ShelfHelp website and a tighter core range of products will form part of Procter & Gamble's (P&G) plans to support independent and convenience stores this year.

The manufacturer made the announcements during a presentation of its new 'Win in Spring' campaign, which aims to unlock new sales opportunities for retailers in categories including home cleaning, health & beauty and laundry.

The plans include updates to P&G's ShelfHelp category management website, which has been relaunched this month with a host of new features.

These include a news section for retailers to keep up-to-date with the latest developments in the retail



market, along with new retailer testimonials and planograms.

P&G said the site has also been optimised for mobile devices, meaning more retailers will be able to view content while on the move.

Meanwhile, the firm has unveiled a number of pack formats and products designed to drive more trade

to local businesses.

It will add a £3.49 price-mark to Daz 22-wash packs backed with TV and digital marketing, while Ariel will be available in a smaller 500ml laundry pack price-

marked at £1.99.

In addition, Fairy cleaning products will be priced and supported with TV ads on the Disney channel, the first time the brand has been promoted on the small screen in five years.

Ian Morley, group sales director, said the products will be used to target more people 'proximity shopping' at stores close to their home, claiming that top-up purchases now make up half of all shopping trips.

He added that P&G is committed to "trimming" its product range by 20%, saying the firm is adopting a "no more SKUs for news" policy.

Mr Morley said: "We're going to be more selective and want to give retailers genuine products that can grow categories."

### Malibu Pineapple bottle follows can success

Pernod Ricard is launching 70cl bottles of Malibu Pineapple following successful sales of the flavour in pre-mixed cans.

Available to retailers from this month, the drink fea-

tures a combination of pineapple and coconut rum and will come with an RRP of £14.99. It will come in case outs of six bottles, which will feature a pineapple skin design to help the

product stand out.

Jo Alexander, marketing manager at Pernod Ricard, said the move will build on sales of its Malibu Pineapple pre-mixed cans, which she claimed have generated

23% value and 24% volume growth in the past year.

Pernod Ricard will support the brand with neck collar recipes and a summer digital marketing campaign.

#### Hot products for your shopping list



CCE is cutting calories in its Coca-Cola Life range and adding a cherry flavour to its Zero line-up



Malibu Pineapple will be available in 70cl bottles after a successful trial in cans



Packs of 17 B&H Blue are being launched ahead of tobacco legislation changes



## PRODUCTS

Summer sales targeted with new products and bigger sales force £3m Cornetto ad spend

# Unilever takes five with massive ice cream drive

by Helena Drakakis

Unilever is targeting summer sales with five new ice cream products and a commitment to increase its sales force in a bid to reach five times as many retailers.

From March, the company will release new additions across its Twister, Feast, Cornetto, and Magnum brands.

Noel Clarke, Unilever brand building director for ice cream, said: "To help deliver strong sales we are significantly investing in

our distribution and product innovations."

The new products include Twister Blackcurrant (£1 single and £2.49 multipack of six), a lower fat, salt and sugar product, while Feast will break into the snack bar range with a maximum 250 calorie-count bar, available in peanut butter flavour (single £1 and £2.25 six-pack).

Meanwhile, Unilever will launch Cornetto Choc 'n' Caramel disc to build on the format which first hit shops in 2015. It will be sup-

ported by a £3m marketing campaign across TV and digital.

The firm will also launch two new flavours, Double Chocolate and Magnum Double Peanut (£1.90 or multipack of three £3.35), with a significant ad campaign promised for April.

Meanwhile, R&R Ice Cream has announced a relaunch of its Kelly's of Cornwall range, which will see the launch of four new flavours in a bid to encourage sales among younger consumers.

Joining the existing Honeycomb Crunch and Clotted Cream flavours are Berry Eton Mess, Praline Caramel, Lemon Curd Tart and Chocolate Brownie Salted Caramel, all available in 950ml cartons.

The new-look 'parlour range' has been designed to replicate the delivery of ice cream within the company's almost 50 parlours dotted around Cornwall.

The relaunch, which includes a redesigned logo, will be supported by a £2m advertising campaign.

## Freedom by Kerry

Kerry Foods says it will target growing numbers of shoppers looking for 'free-from' foods with the launch of its Pure microwaveable meals this month.

The company has unveiled a range of seven Pure products - four lunchtime (RRP £2.85) and three evening meal (RRP £3.50) options - including Spicy Singapore Chicken Noodles and Roasted Butternut Squash Risotto.

The new range will be supported with an ongoing social media campaign, with plans to sample the products at various summer events.

## Lager gets fruit lift

Kopparberg is aiming to broaden its appeal among young adult drinkers with the launch of its Kopparberg Fruit Lager brand.

The product will be available to independent retailers in April in a 5% ABV Lemon & Lime flavour, which will come in a pack of four 330ml bottles (RRP £5.99). Kopparberg will support Fruit Lager with a £6m marketing campaign.

## Pots of cash

Shoppers will have the chance to win £1,000 every day for 60 days under Unilever's latest promotional campaign for King Pot Noodles. Launched this week, the scheme will offer cash prizes to King Pot Noodle buyers through daily draws. Unilever is supporting the initiative under its £2m 'You Can Make It' campaign.

## Haribo's kids put words in grown-ups' mouths

Haribo returns to TV this month with the latest addition to the confectionery brand's ongoing 'Kids' Voices' campaign. The first set of ads, which will feature a group of adults talking about Haribo with kids' voices, launched this week to promote Starmix sweets, with similar ads promoting Tangfastics launching on 15 February.



## PepsiCo kicks off Champions League promo

PepsiCo is giving football fans the chance to win tickets to the UEFA Champions League finals in a new campaign running across its crisps and snacks range. The activity kicks off

on 16 February on packs of Walkers, Doritos and the new Walkers Tear 'n' Share range, offering prizes including footballs and t-shirts every hour. Consumers will be

encouraged to enter a code found on promotional packs on a website to see if they have won.

In addition, PepsiCo is giving away match tickets to the quarter finals, semi-

finals and finals of the Champions League as part of the scheme. PepsiCo is backing the campaign with digital and social media ads, PoS material, and TV ads.

### Hot products for your shopping list



Football-loving snack fans can win Champions League tickets in a PepsiCo promo



Kopparberg is making a Fruit Lager variant available to indies from April



Kelly's of Cornwall's ice cream range is relaunching with four new flavours

# NEWS

REGIONAL



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

## Call for return of rate relief

The chancellor is being called on to reintroduce the retail rate relief scheme for small businesses as part of a package of measures to help local shops and high streets.

In its submission to the Budget on 16 March, the Association of Convenience Stores (ACS) said the "important measure" is needed to offset some of the costs businesses are now facing.

Other measures being called for are the ring-fencing of funding for HMRC to tackle the illicit alcohol and tobacco market at a local level and the scrapping of proposals requiring businesses to report on their business taxes quarterly.

James Lowman, ACS chief executive, said: "2016 is already set to be a year of difficult trading conditions for local shops dealing with higher wage costs and uncertainty over their business rates bills."



## A big hit for Down Under day

Ludgershall store manager Steve Pope donned his best cork hat as Connolly Spar stores marked Australia Day last week. Sales for the four stores were up 12% year on year as customers were treated to a table of goodies and deals including Foster's beer and chocolate treats.

Official figures show rise in violent crime NFRN and MP welcome new guidelines

# Cost of retail crime hits highest level on record

by Gurpreet Samrai

The annual cost of retail crime soared to £613m last year - the highest level since records began - new figures have revealed.

The sum is a 2% increase on 2014 - and three times higher than in 2007/08. There was also a 28% increase in offences involving abuse or violence against shop staff, rising to 41 out of every 1,000 crimes committed compared to 32 last year, according to the annual retail crime survey published by the

British Retail Consortium on Monday.

The NFRN has expressed its dismay and stated 2016 will be the year "we step up efforts to raise awareness of the blight that retail crime causes".

Chief executive Paul Baxter said: "Retail crime - be that shop theft, verbal abuse or physical assault - threatens the very existence of local shops and the communities they serve. Our members will be laying bare the physical and psychological impacts that such incidents can have on

their lives when they meet with ministers and MPs at an NFRN reception in parliament next week and will be appealing for their support and assistance in addressing retail crime."

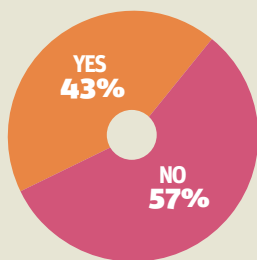
It comes as the NFRN and MP Guto Bebb, chair of the retail crime all-party parliamentary group, welcomed new tougher guidelines for robbery offences announced by the Sentencing Council last week, which call on courts to take the full impact on victims into account.

Under the new guide-

lines, the sentence range for shop robbers who use weapons and inflict serious harm is between seven and 12 years, with a starting point of eight.

Mr Bebb said: "Often it is felt the sentence is comparably light in relation to the damage it has done to individuals, so anything that shows that people are taking the issue more seriously will be welcomed by retailers and the APPG. If the new guidelines come coupled with prioritisation for such crimes that will be a positive step forward."

## RN READER POLL



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

## NEXT WEEK'S QUESTION

Is the Daily Mail's 5p price increase on its Monday to Friday edition good news for independent retailers?

**Have your vote now**

Go to [betterretailing.com/retail-newsagent](http://betterretailing.com/retail-newsagent)

## Window display brings early Easter boom

A London retailer is targeting a boom in Easter confectionery sales after selling more than 100 Cadbury Mini Eggs in a week thanks to his new bespoke window display.

Paul Donegan, operations manager for Peter Wagg's News on the Wharf

estate, has been promoting Cadbury confectionery brands using digital screens and promotional packs to attract passing trade at one of his stores in Canary Wharf.

Mr Donegan said: "We set it up last month and in the first week we sold more

than 100 Mini Egg bags. We initially thought about having the display up for a couple of weeks, but now we're looking to extend it all the way through Easter."

He added that sales of Creme Eggs are also up after displays in gutter trays were placed next to maga-

zines and a three for £1.20 deal was introduced.

Susan Nash, trade communications manager at Cadbury owner Mondelez, said: "This just goes to show how having a simple and effective display can grow confectionery sales for retailers."



## REGIONAL

## Shoppers 'want to spend locally'

More than 55% of shoppers prefer their spending to benefit local businesses, according to new research.

The 2016 Shopper Stock Take was this week launched by independent shopper research agency,

Shoppercentric.

Director Iona Carter said: "There are some encouraging findings for independents, and with shopper habits and attitudes changing at a pace never seen before, there is

good reason to believe that these could have a positive impact going forward.

"For example, 57% of UK shoppers prefer to see the money they spend benefiting local business, rising to 61% saying the same

when it comes to British business."

The report adds 73% of shoppers prefer to buy ingredients to make meals than buy ready meals and 80% now buy fresh food as and when they need it.

**A post office, coffee concession and LED lighting among changes** 'New customers on board'

## Retailers switch symbol group to add more fresh

by Gurpreet Samrai

Fresh has remained a top priority for retailers who are dedicating more space to the category and moving symbol group to increase their offering.

Former Premier retailer Sophie Towers has relaunched her Hillingdon store, pictured far right, under the Spar symbol group due to its fresh offering.

The Burnley store has undergone a £120,000 expansion and refit, going from around 1,000sq ft to 2,700sq ft with new additions including more fresh products, a post office and hot food as well as LED lighting and new fridges to improve efficiency.

She said: "People were asking for things I couldn't offer them such as fresh fruit and veg and meat and I couldn't get it from Premier, so we decided to



move and Spar was offering the things I was looking for. We are already gaining new customers, it's been really positive."

She told RN the store's turnover is up 25% since the refit.

Meanwhile, Spar retailer Paul Stone has opened his sixth store, pictured above, and is gearing up for the launch of his seventh.

The sixth store – a former McColl's at Manchester

University – opened last week with Cheeky Coffee, a seating area, wifi and an increased fresh range.

He said: "We have cut back on news and magazines, cut back on canned and packet grocery and increased the space given to fresh because 'feed me now' is a very important shopper mission for us."

The seventh store in Marple will open next month.

Mr Stone said: "We know the site's a good one with a lot of potential, it's an affluent area so a different type of consumer.

"We will be targeting mums on the way back from the school run. It was a Premier so we'll be taking half of the shelving out and putting more refrigeration in. We will have one bleach and one toilet roll pack because that's not important. What's important is fresh."

## Be social, do better

A convenience retailer is spearheading the organisation of a new social networking event in the south west.

Dan Cock, of Premier Whitstone Village Stores in Devon, said the main objective is to get retailers sharing information and ideas. He hopes to include store visits and get suppliers such as Booker onboard to support the event.

"It's by retailers for retailers, so it'll be very informal and modern," Mr Cock told RN. "If it goes well it could be an annual or bi-annual event. We're hoping other branches and districts will take on the idea as well."

The first event is expected to take place in April or May this year.

## Vigilance warning

Police Scotland is warning retailers about a scheme where individuals or small groups attempt to confuse staff into accidentally handing over money.

The body says either a small purchase is made with a high-value note to get change or they attempt to change currency from one denomination to another. During the transaction they confuse the retailer by changing their mind numerous times, leading to a sum of money frequently being obtained.

## MPs call on govt to save local papers

MPs are calling on the government to stop the "destruction" of local newspapers.

Labour MP Helen Goodman has tabled an early day motion calling for a "short, sharp inquiry" to produce a coherent strategy for defending local journalism and to prevent the "destruction

tion of these vital community assets".

She states that more than 150 newspapers have closed since March 2011.

So far, it has been signed by six MPs – Peter Bottomley (Conservative), Mark Durkan (SDLP), Kelvin Hopkins (Labour), Caroline Lucas (Green), Liz Saville

Roberts (Plaid Cymru) and Christopher Stephens (SNP).

It comes after Johnston Press' announcement earlier this month telling staff to expect cuts in "a number of areas" across its business.

Johnston Press said MPs "will be well aware that the regional media industry

continues to operate in challenging times".

A spokeswoman added: "Changes such as councils' obligations to place public notices in local papers – previously a major source of revenue – have added to this pressure and, as a result, difficult decisions have to be made."

## Post Office in spotlight

Citizens Advice has launched an online survey looking at the benefits of the new post office models.

It is seeking the views of current and former operators of the Local and Main formats, as well as postmasters on traditional contracts being asked to convert to a new model.

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT NORTH WEST 20.01.2016



Glyn Bellis reports from the NFRN North West district council meeting

### Menzies is improving supply

A meeting between NFRN representatives and Menzies senior management has helped improve service, the North West district heard.

The wholesaler had been the subject of many complaints from newsagents, particularly after its move to a distribution super hub in Wakefield. But difficulties including late deliveries, missing bundles and insufficient supplies were raised during face-to-face talks last month.

District president Suleman Khonat said: "Menzies has got much better than it was three months ago."



**Suleman Khonat**

The wholesaler said it had improved tote documentation following customer feedback. Retailers can now track tote box deliveries with the box ID recorded on parcel content notes and the date of distribution is now displayed on tote tickets.

Meanwhile, district delegates also met Smiths News in Stockport. The wholesaler urged newsagents to make greater use of SNapp, which allows retailers to email the distributors' teams directly.

Other key issues discussed were late supplies, shortages, and missing tote boxes or bundles. There were 74 occasions when a title arrived "late" into Liverpool, Stockport or Warrington in the final two months of last year, with the Daily Mirror the worst culprit.

Trinity Mirror will be



**HMRC has seized illicit products with a value of around £268,000**

contacted about the inbound times and re-runs after Oldham member Jayesh Parekh complained that weekend copies of Mirror publications arrived torn.

He said: "They were not good enough to sell. I am worried customers will go elsewhere."

Mr Parekh added the problems were caused by the way magazines were inserted.

### Floods highlight insurance worries

Recent major flooding



**Menzies has got much better than it was three months ago**

**Suleman Khonat**

North West district president

allowed retailers to demonstrate their community spirit, but also highlighted the difficulties small businesses face in getting adequate insurance.

In Todmorden, West Yorkshire, national councillor Muntazir Dipoti donated cases of bottled water to flood victims who had been forced out of their homes. He also gave out torches and candles to people whose Christmas had been ruined.



**Muntazir Dipoti**

Mr Dipoti said: "My shop was lucky and I am relieved. But next door there was a grid and the force of the water was like a huge fountain coming out of the pavement. I was involved in trying to stop water coming into another shop for three to four hours."

He told delegates it was important for members to check their flood cover with insurers.

Suleman Khonat said NFRN members had helped colleagues to

clear up in the aftermath of the flooding. But he added: "We have some members who have been declined insurance for flooding."

"Members need to look at their cover and see what is protected in case anything happens. I also believe the government needs to do more to help retailers because they are a vital part of communities."

"It's important retailers reopen as quickly as possible. They need money for the clean-up."

### Don't leave it late to write a will

Retailers were advised not to put off writing their wills. North West Manchester member Alan Dryden said many retailers left it too late, which could result in major complications after their deaths.



**Alan Dryden**

### Huge hauls from HMRC raids

HM Revenue and Customs seized more than one million illicit tobacco products worth an estimated £268,000, as well as 74 litres of alcohol, in swoops on 29 premises in the Manchester and Bolton areas.

The hauls were highlighted in a report by membership services manager Chris Appleton.

Members were also reminded they couldn't ignore their duties as employers with new rules governing pensions.

At least one NFRN member had faced a £400 fine from the HMRC.

### Your say

Are you prepared for the introduction of the National Living Wage?



It's an extra cost we could do without.

The shop is run by my husband and I and a couple of part-time staff. We could do with the flexibility of setting lower wages, but we will adapt to it.

**Rukshana Mahetaji**  
A & M Newsagents, Lancaster



We have to do what the government says.

My four shops are run by family members or staff. Fortunately, we won't have to reduce their hours and will be able to cope with the additional financial burden.

**Salma Patel**  
Birley Street News, Blackpool



I have one full-time and one part-time member of staff. I already meet the minimum wage so it won't come as a shock to the business. We have experienced staff and keeping them means we keep providing good customer service.

**Jamal Kazi**  
Union News, Accrington



# YOUR ISSUE

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



## WHAT WE LEARNED IN WAKEFIELD

**R**N editor Chris Gamm and news editor Gurpreet Samrai visited Menzies' Wakefield super hub last week to see first-hand the newspaper and magazine packing and distribution process. During the visit, RN raised retailers' concerns about the wholesalers' service since the move to Wakefield with depot manager Allen Harrigan. Here he addresses six issues covered in RN in the past seven months.

### The move

"In terms of size, complexity and timeframe, this was a very big operation we put together. It was necessary for the future of the business and also the timeframe we had for securing the building. There are not many 100,000sq ft buildings available, so getting the whole project completed was time-critical. Branches were brought in every three weeks from the depots themselves, which were big on their own. We brought Leeds in first, then Sheffield, Preston, Chester and York."

### Inexperienced staff

"We had to do a major recruitment drive because we couldn't transfer all the staff into Wakefield. That was probably the biggest challenge. The night packing operation was effectively lifted out of Leeds and we did take some people from Sheffield. We had a big team of people here from Edinburgh and we interviewed 600-700 people altogether. Around 150 people were then brought in. They were trained with a high level of support and we identified future supervisors and put those into position. Many of them have done extremely well. We still have a way to go in terms of what we want to do, but fundamentally the operation is sound and is performing well. We've come a long way in six months. If it was a child, it wouldn't even be walking yet."



One of the magazine packing machines in Wakefield's 100,000 sq ft depot, where Allen Harrigan, inset, is depot manager

### Late deliveries

"We don't change our process every day, but when we have a good day or a bad day there's a corresponding pattern. It's about delivery, and the variable is when we get stuff in. Our cut-off time is 3.30am - that's not the time publishers should be delivering the papers, but if they arrive after that we have to re-run. Some people think 'all the papers arrived at 3.25am, what's the problem?' The problem is you have millions of copies to sort in five minutes. No two days are the same, they can bunch, they can come in early, certain days of the week are better than others. However, the customers' perception is we've had them late or on time."

"Through our head office, we push back on publishers when we have particularly late arrivals and ask what changes they can make to their distribution so we can receive papers in good time to be able to pack them. Publishers are fairly receptive and they realise the impact as well. It can be for a number of reasons - production problems are the biggest issues they face."

### Damaged magazines

"Some magazines don't go in tote boxes, but get packed like

newspapers because of the time we receive them, and sometimes due to volumes. As an industry standard we've always packed certain magazines over the benches. We try to make sure they are protected as best as they can be. I guess you'll always get some that are damaged - we are putting out 18,000 totes a day. It's not right, or good, but it's inevitable that there's going to be some sort of damage during transportation. But we don't know what point in the chain that damage has occurred. We don't want this to happen regularly and we will go to as much effort as we can to get the product right to people."

### Wet totes

"We instruct all staff that the first person on the line who puts anything into a tote box must take it out if it's wet and remove any litter from the box. Of course, there will be instances where someone says they have something in their tote box, but again we are packing into 18,000 totes a day, four days a week, so realistically we're not going to eliminate the problem entirely. The culture we're bringing into the warehouse is that any wet tote is removed from the ma-

chine and replaced."

### Packing accuracy

"In terms of packing, the packers have got more efficient and their accuracy level has increased. The processing speed has also increased as they get more proficient. One of the areas we were weak on was stockroom replenishment and we've focused heavily on that. We have a good team of supervisors in there now, led by an individual manager, and we're turning around requests a lot faster. Accuracy of packing, quick replenishment of any claims or extras, documentation and delivery times - it's these four things we need to get right."

### What's next?

"There are areas we need to work on. Packaging accuracy, again, is one. It's continuously getting better, but we are never going to say 'job done we're okay'. We want to improve it constantly. Our customers want stuff on time, packed accurately and with the right paperwork. You're only as good as your last distribution, so we have to make sure what we do is as accurate as we can possibly make it."

● See next week's issue for more.

# OPINION

Do you want to see your views in RN?

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

**RETAIL**  
**NEWSAGENT**

NEWS • CONVENIENCE • PROFIT

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

email letters@newtrade.co.uk

Annual Subscription

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

To subscribe contact 01737 457236

#### Editor

Chris Gamm  
020 7689 3378

#### Associate Editor

Chris Rolfe  
020 7689 3362

#### News Editor

Gurpreet Samrai  
020 7689 3386

#### Reporter

Steven Lambert  
020 7689 3357

#### Features Editor

Tom Gockelen-Kozlowski  
020 7689 3361

#### Features Writer

Nadia Alexandrou  
020 7689 3350

#### Head of Production

Darren Rackham  
020 7689 3373

#### Production Coordinator

Emma Langschieid  
020 7689 3380

#### Director of Sales

Mike Baillie  
020 7689 3367

#### Account Managers

Liz Dale  
020 7689 3363

Will Hoard  
020 7689 3370

Dwain Nicely  
020 7689 3372

#### Sales Executive (classified)

Aiden Gilbert  
020 7689 3366

#### Audience Development Executive

Chris Chandler  
020 7689 3382

#### Marketing Manager

Tom Mulready  
020 7689 3352

#### Marketing Assistant

Tom Thorn  
020 7689 3384

#### Managing Director

Nick Shanagher  
07966 530 001

Email firstname.surname@newtrade.co.uk

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

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

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



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



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

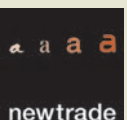


Retail Newsagent is published by Newtrade Publishing Limited, which is wholly owned by NFRN Holdings Ltd, which is wholly owned by the Benefits Fund of the National Federation of Retail Newsagents.

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

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

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



For trade use only

## YOUR SAY With the franchise sector up 10% in the last two years and further growth expected in 2016, do you think franchises are now a more viable option for independents?

### Adrian Rodda

AR News,  
Harrogate, Yorkshire

Personally, I wouldn't entertain the idea. I believe it would take away my shop's individuality which, for me, is what being a retailer is all about. It could, however, be good for retailers who are just coming into the trade or those with little experience, because it would give them structure and support. I've been in this trade for many years so I wouldn't need the type of training and management that franchises offer.

### Bay Bashir

Lifestyle Express Belle Vue Convenience store,  
Middlesbrough, Cleveland

Very possibly. I think it depends on location and if you have the right criteria, but some of the franchises have great concepts and a wealth of expertise that can help independents grow. Also, I've only heard about successful franchisees, and no complaints or challenges from them. The rise



Is a WH Smith Local franchise something you would consider?

of symbol groups and franchises just shows the opportunity in this sector, and I believe independents who want to move forward now have to be part of something bigger.

### Amandeep Singh

Family Shopper,  
Hoyland, Barnsley  
Franchises don't really appeal to me, largely because I don't like

being tied down. Most franchises like One Stop require 95% compliance, whereas with Family Shopper it's roughly 70% and this gives me the freedom to source my own deals and suppliers that work best for me. Also, with WH Smith Local, 80% of the products it sells in its stores are more expensive than mine and it has more of a newsagent format, which would not be good for the area I'm in.

## YOUR STOCK How have your customers reacted to the influx of lower-calorie and sugar-free products?

### James White

Spar White's Calver,  
Hope Valley, Derbyshire

I've not noticed any reaction from my customers, only within the trade, and mainly from suppliers. Although since Christmas, my fruit and vegetable sales have gone up over 20% compared to last January, which is very good. I've also had a lot more customers asking for gluten-free products, which I'm putting down to New Year's resolutions. I'm interested to see if both these trends will continue throughout the year, and not just after Christmas.

### Rishi Madhani

Today's C J Stores,  
Stokenchurch, Buckinghamshire  
I know there's been an ongoing



call for reduced-sugar products in the industry, but I haven't seen this translate into customer demand. I always get a sales peak for healthy items in January, so any extra sales I've seen in the past month are nothing unusual. Healthier desserts are particularly

popular now – especially the Weight Watchers desserts which are on promotion – as are fruit and vegetables.

### Serge Notay

Nisa,  
Batley, West Yorkshire  
My customers have not engaged well with sugar-free products – they prefer full-sugar and full-fat variants. Full-sugar energy drinks are the biggest seller in my store, and isotonic drinks in particular are flying off the shelf. I think the reaction to sugar-free and lower-calorie products very much depends on the area you're in, and there is very little demand for it with my demographic.



# LETTERS

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



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

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

## EUROCRATS SHOULD LEAVE PAPER ROUNDS ALONE

I am sure one of this week's big news stories will have caused consternation for my local newsagent Mike Brown and his fellow retailers around the country. "Paper rounds may breach European law says watchdog", read the headline.

It appears that allowing children aged under 15 to do a paper round before school is "in principle" contrary to human rights, according to the European watchdog.

I have no desire to enter into the debate about the "big brother EEC". Nor do I want to see an erosion of the work that has been done since the industrial revolution to protect and enhance the rights of children.

But I do want to bring the debate back to the local, common sense perspective.

Paper rounds are, to many children, a "rite of passage". They provide them with their first real job, responsibility, discipline, time management and their first taste of financial independence.

I remember my first paper round on the Parkside Estate in West Bowling, Bradford. I had a pocket book to mark off every paper delivered. I got to know some of my older clients, and I planned my route, finding places to hide my paper bag while I climbed the many flights of stairs in the tower blocks.

**Are your deliverers safe and seen?**

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

**Are your deliverers safe and seen?**

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

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

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

**BE SAFE, BE SEEN COMPETITION QUESTIONS**

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

**2. Do you check your round before leaving and do you check with your employer for any ads, or stops?**

**3. Why is this important?**

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

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

**6. What would you do if someone you didn't know stopped your car beside your and called you over to them?**

**7. What items would help to keep you safe while delivering your round?**

**TIE BREAKER**

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

**RN, 15 January**

I also remember the brown envelope I received each week containing my wages.

I know from speaking to many of my son's friends who have graduated from "the Mike Brown school of paperboys and girls" how special those first jobs were. Over the years he has provided many young people with their first taste

of work.

For some children, that job and the subsequent wage may have been a lifeline and will have shaped their attitude towards work.

So my plea to the government and the "European watchdog" is this - don't start interfering with something that isn't broken.

There are adequate safeguards in place and children need to have the opportunity to learn about work.

Yes, there will always be a few who flout the regulations and exploit children, but this is not a reason to take away an opportunity that so many enjoy and gain so much from.

Sue Cross Stokesley

## Menzies will force my dad to shut down his business

My dad has been running our family newsagents shop for the last 30 years, but he is thinking of leaving the business because of problems he is having claiming credits from Menzies.

We have 200 HND customers so having newspapers available in time is critical in the morning.

Since November last year, we have been having persistent problems with credits being refused

Sometimes our delivery is short by, say, five Daily Telegraphs here or eight Daily Mirrors there. On one occasion a bundle of 45 Daily Telegraphs was missing.

We managed to get hold of a bundle of Telegraphs that day, but we were charged twice and

refused credit.

We write everything down and keep records of what our claims and reference numbers are and what we hear back from Menzies.

But all we hear from Menzies in return is that the delivery was made in full, and our claim for a credit is rejected.

I keep chasing, but am getting nowhere.

I've got a list of everything we are owed going back to 24 November. It is not a massive amount - around £80-£100 - but it is the principle. Plus the calls we have made to Menzies far outweigh the value of the credits. It's so much hassle.

We're not trying to claim what we are not owed. My dad has been an important part of our community for so many years and he just wants to do an honest day's work.

But now he's saying he can't handle it and wants to pack the business in. The situation is sapping his love and passion for the shop.

I would even go and show the boss of Menzies our evidence as I can't face the business being killed off because of this.

Purvush Patel  
East Peckham Newsagents,  
Tunbridge

**A spokesman from Menzies responds:** "After investigation, we've determined the claims referenced by Mr Patel in his letter were incorrectly assessed, and have arranged for them to be credited."

"We'll also ensure that additional training is provided to operators in future to avoid repetition of this problem."

"Menzies Distribution sincerely apologises to Mr Patel's father for any distress which this situation has caused him."

"Our aim is to help our customers make the most of the news and magazine category, not to undermine their enthusiasm; we hope to continue working with him, and other passionate businesspeople across the newstrade, for many years to come"

## Revolution solution has lost me sales

I only received half my original order for the fourth issue of Revolution, which came out last Tuesday.

Although more were sent on Thursday, I couldn't put any on sale because I had to reserve what I had for customers who had put in orders.


This meant I lost out on around 25% of sales.

I was disappointed to find that the Eason's (part-owner of EM News) nearby had a full supply of the magazine, despite Newsprint telling me it had fallen short of copies.

I've been assured that I will get my full order tomorrow.

Eugene Diamond  
Diamonds Newsagents, Ballymena

# INDUSTRY PROFILE

 **Tom Gockelen-Kozlowski**  
 tom.gk@newtrade.co.uk  
 020 7689 3361  
 @Tomgk\_RN

## Federation of Wholesale Distributors



**Wholesalers can now apply to register under the government's Alcohol Registration Scheme, but why is it being introduced and what does it mean for independent retailers? FWD chief executive James Bielby explains**

### **RETAIL NEWSAGENT What is the Alcohol Registration Scheme?**

**JAMES BIELBY** It is one of several government initiatives to drive fraud out of the alcohol supply chain. Any company which sells duty-paid alcohol to other businesses for resale must apply before 31 March to register with HMRC. If they are deemed to be a 'fit and proper' trader, with no history of involvement in criminal activity and good records of where they source their stock, they will be approved by HMRC and added to a database of registered wholesalers.

### **RN Why was it considered necessary?**

**JB** Alcohol fraud costs taxpayers £1.2bn a year in lost duty. About 10% of the beer on retailers' shelves doesn't have UK duty paid on it, and the problem is mostly found in smaller shops. Retailers may be offered alcohol well below the price they get from their usual wholesaler, and that's very likely to be because duty hasn't been paid on it. So although retailers might think they are getting a good deal, legitimate wholesalers and the treasury lose out – and retailers are breaking the law, whether they realise it or not.

### **RN What is driving the illicit alcohol market?**

**JB** Alcohol is bought "under bond" – tax free – for export, then diverted

back into the domestic market without tax being paid. Other than spirits, the product is not marked as being duty-paid in the UK, so retailers have no way of knowing whether it is legitimate, other than the low price they paid for it. They could be prosecuted if it is found on their shelves, or lose their licence.

### **RN How will the scheme affect independent retailers and their dealings with wholesalers?**

**JB** From April 2017, retailers will be required to check the wholesaler they are buying from is registered, which they can do by looking them up online. Wholesalers will have a registration number which retailers can use to confirm they



**Alcohol fraud costs taxpayers £1.2bn a year in lost duty**

have been approved. If they don't have a number, or are not on the list, retailers mustn't trade with them. Retailers will need to be able to prove they have carried out this check on each of their alcohol providers, and if they can't, it will be an offence for which there is a range of penalties.

### **RN How can retailers check the wholesalers they work with are legitimate?**

**JB** Even now, retailers can be prosecuted or lose their licence if they stock duty-evaded product. So they should be aware of very low-priced stock offered by a new wholesaler or someone who turns up in a van. If the sale is cash-only, there's no invoice, or the seller has no permanent address or VAT number, retailers would be taking a huge risk if they buy from them.

### **RN Finally, does the FWD expect to see price rises for retailers as a result of the National Living Wage?**

**JB** Wholesalers' wage bills will rise by 0.7% when the £7.20 NLW is introduced, and that is only taking into account those employees who will legally be subject to the new rate. By 2020 the increase in wage bills will be between 2.6% and 3.7% of current wage bills, over and above the increase that would have been incurred had the minimum wage continued to increase at its historic rate. More worrying is the effect it will have on retailers who can't absorb costs in the same way. We are lobbying for the rate of introduction to be slowed to allow businesses to plan for the higher rate pledged by the government.

## \*\* Company CV \*\*

**Company** Federation of Wholesale Distributors  
**Chief executive** James Bielby  
**Profile** The FWD is a member organisation for grocery and foodservice wholesalers in the UK who supply independent retailers and caterers. The FWD promotes and protects their interests within the UK and European parliaments.



\*\*

\*\*



# DOUG LOVE

GUEST COLUMNIST

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



**Islington's Trading Standards team works with 500 businesses a year to help sellers of age-restricted goods stay within the law. Here, its leader Doug Love tells RN about the support available to retailers, pitfalls they should avoid and the difference his team is making**

## Lessons in lawful trading

**S**ince April 2015, I have done 116 Challenge 25 test purchases for alcohol, tobacco, and knives in Islington in north London, of which half have resulted in unchallenged sales to 18 or 19-year-olds who appear just below or just above the age of 18.

And in the last full year, 22.6% – or nearly one in four – of underage test purchases resulted in a sale.

This figure is an improvement on previous years, but is still far too high given that the test purchasers put staff under no pressure and do not intimidate them into making these sales. It shows how crucial Trading Standards' work to support sellers of age-restricted goods really is.

We work with around 500 businesses in Islington every year, and our work can be split into three main areas: helping businesses stay legal; monitoring them to ensure they are; and dealing with any that fail to be so.

The first of these areas is every bit as important as the other two, and we help make it easier for businesses to comply with the law by providing help and training. With this, my aim is to persuade owners that – however irritating – issues such as age-restricted goods and illicit tobacco and alcohol need to be a priority.

This is particularly true where the business is licensed, as (certainly in Islington) the majority would not survive if their licence was revoked. After mistakenly handing out too many licences, many councils are now increasing pressure on poor licensees who don't take precautions to prevent underage sales, stock illicit alcohol or tobacco or ignore licensing conditions.

Our advice comes in several



**Trading Standards is a good source of help and advice for retailers says Doug Love**

forms: printed and online advice and, through a 'Primary Authority' relationship with the NFRN, advice for NFRN members nationwide.

I much prefer talking to businesses directly, though, so I also arrange regular training sessions.

In the last year, I have trained 184 people from 138 Islington businesses on issues such as avoiding underage sales, illicit goods, dealing with confrontation and (for managers) licensees' responsibilities. Feedback

“

**We help make it easier for businesses to comply with the law by providing help and training**

suggests that attendees find the sessions very useful and, although I cannot do everything for them, I hope they go away much better equipped to get things right.

Our work to monitor businesses focuses on test purchasing regarding illegal tobacco and loose cigarettes, as well as age-restricted goods, which is where the Challenge 25 tests come in. The reasons shops make underage sales are almost always inaccuracy in assessing age, being distracted from doing so or not concentrating. Underage sales are an offence, so we remind businesses that sell without requiring proof of age of the importance of allowing a large margin for error when assessing age, by using Challenge 25.

Monitoring also involves inspections to check for illicit goods, which occasionally result in seizures. In the last couple of months in Islington, I've found two businesses selling illegal tobacco and two from which I've seized illicit spirits. While three of these are still being investigated, Trading Standards has applied for a licence review in regard to one.

Overall, though, the situation

has improved. Five years of giving advice and taking action against persistent transgressors means seizures are fewer in number and smaller in value and honest retailers are better protected.

For our work to be even more effective, however, we need businesses to provide information about firms that are competing unfairly and we urge retailers to report anything that harms their businesses in this way. All Trading Standards teams will protect our sources of information, so there is no need to worry about being identified.

The last and most unpleasant part of my work is taking sanctions against offenders. In Islington, we use a variety of formal and informal sanctions, but will always take action if a serious breach is detected to provide a deterrent against further offences.

Last year, after underage sales or seizures of illicit goods, five business had their licences reviewed (three were revoked), 10 'voluntarily' added licence conditions (one of these also took a 'voluntary' period of not selling alcohol) and many others received warnings or were required to come to training events.

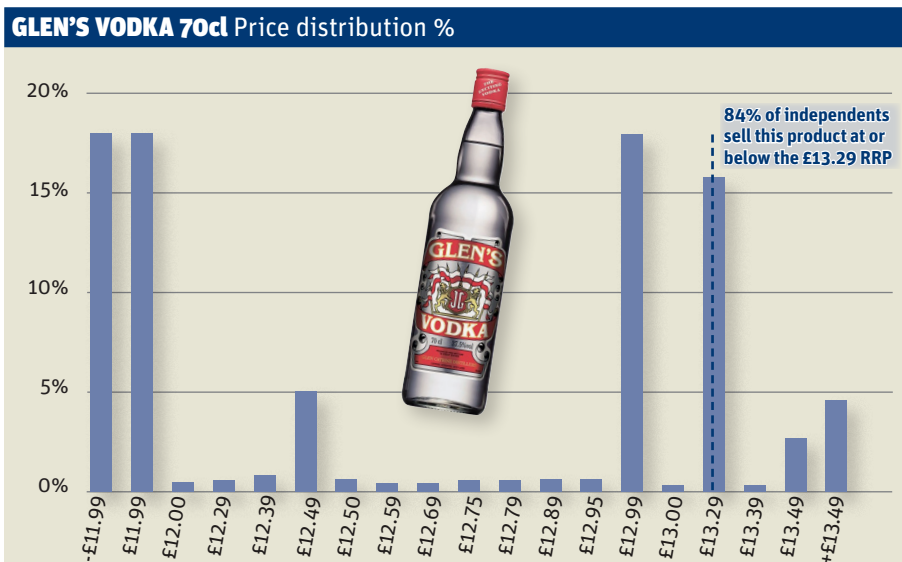
But this is time-inefficient and, for the more serious sanctions, very stressful and damaging for the businesses concerned.

My advice is to do everything reasonable to avoid getting into this position and I would canvass all readers to make use of Trading Standards as a source of (usually) free help and advice.

*Doug Love has worked in Trading Standards for over 25 years and is responsible for enforcing legislation on age-restricted goods and illicit alcohol and tobacco in Islington*

# PRICEWATCH SPIRITS

SPIRITS PRICES AROUND THE UK							
PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
<b>Smirnoff Red</b> 70cl	£13.79	£13.79	£13.79	£13.79	£13.79	£13.79	£12.00
<b>Smirnoff Red</b> 35cl	£7.89	£7.89	£7.59	£6.99	£7.39	£6.99	£7.49
<b>Smirnoff Red</b> 20cl	£4.79	£4.79	£4.79	£4.79	£4.79	£5.50	£5.99
<b>Teacher's</b> 70cl	£14.00	£13.99	£14.49	£13.99	£18.75	£13.99	£13.99
<b>Russian Standard Vodka</b> 70cl	£14.05	£16.49	£12.99	£13.99	£16.96	£13.99	£13.99
<b>Captain Morgan Spiced</b> 70cl	£14.19	£14.19	£14.19	£14.19	£14.19	£14.19	£12.99
<b>Jack Daniel's</b> 70cl	£19.99	£19.99	£19.99	£19.99	-	£19.99	£18.99
<b>High Commissioner Scotch Whisky</b> 70cl	£13.86	£15.29	£12.99	£12.99	-	-	£11.99
<b>The Famous Grouse</b> 70cl	£15.99	£15.99	£15.99	£17.99	£19.02	£13.99	£13.99
<b>Gordon's Gin</b> 70cl	£14.37	£18.29	£14.49	£14.49	£14.49	£14.49	£12.99
<b>Bacardi Carta Blanca</b> 70cl	£14.99	£14.99	£14.99	£14.99	£19.34	£14.99	£13.99
<b>Bell's Whisky</b> 35ml	£8.89	£8.89	-	£7.99	-	£7.99	£10.99



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

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

## Pricing strategies

### RETAILER

# 1



**NAME SANDEEP BAINS**

**STORE** Simply Fresh

**LOCATION** Faversham, Kent

**SIZE** 1,800 sq ft

**TYPE** main road

I'm competing with Iceland and Tesco nearby. I never undercut myself but I do try to keep prices competitive. I buy on promotion and always aim for a 15% margin. Last year, I refurbished and remerchandised. I expanded my range of spirits and alcohol in general and since then I've seen a 20% uplift. Obviously, I sell more spirits at Christmas and then I'll normally have a free-standing display in store, but most of the time my spirits are displayed behind the tills. I sell more ciders and Pimm's in the summer and I always try to keep my range seasonal.

### RETAILER

# 2



**NAME NADEEM HANIF**

**STORE** F&K Stores

**LOCATION** Central Parade, Rotherham

**SIZE** 1,000 sq ft

**TYPE** estate

We stock mainly pricemarked products and when Christmas comes around we do lots of offers. Then I'll drop my prices slightly below the RRP. Last year, Ciroc sold really well and we had it on offer at £20.99. Flavoured vodkas seem popular at the moment. Teacher's whisky goes well too because I always have it in for regulars. I stock my spirits behind the counter and never have them on the shop floor for security reasons. I always try to make between 15% and 20% margin on spirits but I've got a lot of competition. Within half a mile there's eight shops selling booze so I need to be competitive.



 **Helena Drakakis**  
 RNreporter@newtrade.co.uk  
 020 7689 3358  
 @RetailNewsagent  
 facebook.com/retailnewsagent

## RETAILER

3

NAME IAN LEWIS

STORE Spar Crescent Stores

LOCATION Witney, Oxon

SIZE 1,800 sq ft

TYPE village

In May, we will move over to a range of spirits set by Blake-more. I'm a little worried about it because I don't want to stock a line that doesn't sell. What sells in inner-city Manchester isn't necessarily going to sell in a sleepy Oxfordshire village. I am hoping I will be able to negotiate if any products don't sell well. The spirits that do sell here are Spar's Glen Dhu whisky and Imperial vodka, and we display them behind the till. Obviously at Christmas, drinks like Baileys do really well for us. We look for between 15% to 20% margins on drinks and we do well on promotions.



## RETAILER

4

NAME AMARDEEP SANDHU

STORE Go Local Extra

LOCATION Chesterfield

SIZE 1,700 sq ft

TYPE main road

We normally price below the RRP. We have a lot of competition around us and so we always want to remain competitive. We apply the same strategy to our alcohol as we do to our cigarettes which make us around a 5% margin. The most I'd look for in spirits is an 8% margin. We want to drive footfall and promotions and good pricing really achieves that for us. We display many spirits behind the counter but we do have a few metres on the shop floor where we display budget brand equivalents. Our best line is probably Prince Consort vodka.



## RETAILER

5

NAME FAISAL NASEEM

STORE Party Time

LOCATION Arbroath

SIZE 400 sq ft

TYPE main road

We have a lot of competition so we always aim to have the upper hand when it comes to pricing. I normally go below the RRP with a strategy to shift volume on a maximum 10% margin. We have the advantage of being a known specialist off-licence in the area. To advertise all our promotions we do leaflet drops and use social media. It's a small shop, so we stack high and drive seasonal sales. Gins, Pimm's and drinks like Malibu sell well in the summer, with whiskys and brandies in the winter. So far the strategy has worked.



# THE ENTREPRENEURS

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



## DIGBY JONES

### Route to the top

Lord Digby Jones says his earliest memories are with his mother, father and sister in the busy corner shop that his parents owned in Birmingham. The former director general of the CBI, he now serves as chairman, non-executive chairman, adviser to and ambassador for several high-profile businesses including Triumph Motorcycle and Jaguar. He made his name in corporate finance and client development, having been awarded a cadetship with the Royal Navy and working for a midlands law firm. In 2007 he was made a life peer in the same year he became Minister of State for

Trade and Investment.

### Key achievements

- Jones made his name in the CBI with his forthright attitude, candid opinions and media appearances championing British business.
- Using his CBI profile, he campaigned on many issues including the move from traditional manufacturing of commodities to value added, business innovation, and against protectionism.
- In 2005 he was knighted for his services to business and became Sir Digby Jones in the Queen's New Year's Honours List. He was made a peer in 2007.

### Lessons for your store

- 1 Make your business look easy to customers – you need to work hard, prepare and take nothing for granted.
- 2 Be innovative – the notion that firms must adapt to changing needs to stay competitive is a mantra that Lord Jones has hammered home.
- 3 Don't get drawn into a cycle of negative thinking – take action to sort out problems and appeal to new customers.



# RETAILER PROFILE



## Success is a Lifestyle choice

Brothers Barjesh and Yogesh and their dad, Sudesh have taken one of their four stores in a new direction by focusing on value-led shoppers using Landmark Wholesale's Lifestyle Value store model. **Steven Lambert** reports

**W**ith 10 years' experience in the independent trade, the Kumar family, consisting of brothers Barjesh and Yogesh and their dad, Sudesh, have been making a name for themselves in south Wales for quite some time.

With four shops under their belt – two with the Lifestyle fascia and two with Costcutter – the retailers have decided to take a bold step by taking on a completely new fascia at one of their businesses.

They were one of the first to trial Landmark Wholesale's latest concept, Lifestyle Value, a store model based around giving the best possible deals and offers to value-led shoppers.

The Kumars decided to use the opportunity to take on the model at their Fairway Post Office site in Port Talbot, investing £130,000 in a total refit that saw floor space at the business move from 300sq ft to 1,800sq ft.

Barjesh says: "The shop is located in the middle of a council estate and a lot of people are looking around for bargains.

"There's a supermarket about a half a mile away and a few bargain shops, but not too many. We saw it as an opportunity to launch our own value shop."

The business was shut for two months before officially being reopened under the Lifestyle Value banner last May. Barjesh says the family worked closely with their wholesaler, Blakemore, dur-

ing this time to remerchandise the store to suit the new retail model.

He says: "With the extra space, we were able to introduce a lot more products such as general groceries and household goods.

"It also meant we could expand our promotional areas to show we were offering good value to shoppers. For example, we now have a four metre £1 zone, and we also have five one metre £1 zones at the end of the aisles.

"We fill these with pricemarked products from the Lifestyle Value range, as well as good quality branded goods such as Walkers £1 sharing bags, soft drinks and non-food items."

This is complemented by an increased number of deals running around the store, including even more £1 and 'two for one' offers, which are promoted with PoS material such as stickers and shelf barkers.

Barjesh says the extension of the shop floor has also allowed the family to increase space for two of their best-selling categories, confectionery and alcohol.

"We now have a five metre chiller for beers and wine, and that has helped us grow alcohol sales by 40%.

"We have a couple of schools nearby, so we have also increased the space we have for sweets and chocolate. We get quite a big trade coming in for confectionery at lunchtime, both from kids





**We find RN useful for finding out about new products and, with our new shop, it has also helped us look at our prices and compare them to other stores.”**

**BARJESH KUMAR**



**Barjesh and his brother Yogesh and father Sudesh seized the opportunity to open their own valued-based store to cater to bargain-hungry customers**



**“Offer good deals to shoppers, give the best customer service you can and keep your shop clean and tidy, and you can’t go wrong”**

and adults.”

Barjesh says the changes have had a knock-on effect on impulse sales and basket spend, which have backed up the constant footfall the store receives from its popular post office and Lottery services.

“We never used to have baskets in the shop before, but now people are coming in to take their money out from the post office, picking up a basket and spending it in the shop. We have some people doing a big shop and spending up to £25.

“The customers have also been very positive about the changes and they like the new look.”

The positive reaction has led the Kumars to look into expanding the format into one of their other stores this year, although Barjesh says the family are also looking at other options.

He adds that the success has also come about from following the same principles that have helped them maintain footfall and sales over the past decade.

“Offer good deals to shoppers, give the best customer service you can and keep your shop clean and tidy, and you can’t go wrong.” ●

#### VISIT MY SHOP

**Lifestyle Value Fairway Post Office**

Fairway,  
Port Talbot,  
West Glamorgan  
SA12 7HR



**Want to see more of Barjesh's store? Go to [betterretailing.com/barjesh-kumar](http://betterretailing.com/barjesh-kumar)**



# HEALTH CAMPAIGNS

Back the sugar tax? Think it's a step too far? **Tom Gockelen-Kozlowski** went to see the most famous campaigning chef on the planet to find out more about the man behind calls for greater food regulations and his latest health crusade

## Jamie's challenge for you

**H**e's the celebrity chef who led a campaign against unhealthy school dinners and now Jamie Oliver has his sights set on the food industry. With calls for tighter controls on portion sizes, labelling and – most controversially – a sugar tax, if this latest campaign is anywhere near as effective as his school dinners crusade, it could have a profound effect on your business.

Last week, Retail Newsagent went to hear him speak to the country's advertising industry at the Advertising Association's LEAD 2016 event in central London.

### His health campaigns spark change

Jamie Oliver, it is fair to say, has done more – at least publicly – than anyone else to demand the food industry helps Britons to live healthier lives. He made his reputation as a campaigner against unhealthy school dinners and made “turkey twizzlers” public enemy number one. “We started from a terrible base but 10 years on things have improved massively,” he said. Now his sights are set more widely, and his previous success means nobody is able to dismiss this campaign.

### He says he doesn't want a sugar tax

This will be a surprise to anyone who has seen Jamie Oliver on the news recently. “You think I like the idea of a sugar tax?” he asked the LEAD 2016

audience. “Is it how I want to spend my year?” The chef emphasised the fact that it was only rising obesity rates, particularly among the young, which meant that such legislation was necessary. “I know it's the right thing to do,” he said.

### He wants to raise awareness

“We like to have naughty things – I want my cake and I want my bottle of Coke – but it's when you are unaware of what's really in them that there's a problem,” the TV chef said. He criticised products which make false claims to be healthy when they're actually not, and made a plea to manufacturers. “Be honest about whether your product has great nutritional benefits or is a treat. It's about clarity.”

### He will keep pushing the industry

McDonald's was one example of where the industry had undertaken a huge shift in attitude when it came to healthy eating, Jamie Oliver said – he even described its international chief executive and president as “an amazing man on a mission”. So does this let McDonald's off the hook? Not at all. “You might be doing great things in Europe but you're bastards in other countries,” he apparently told the boss recently.



**Things have improved massively**

### He wants to see packaging changed

“If you look at Ribena, there's nutritional information for half the bottle,” he said. “But there could be 40 spoonfuls of sugar in there and parents don't understand that. I don't understand that.” He did give credit to companies, including Coca-Cola, which had transformed the way information is communicated on packaging (while also altering portion size), but maintained that further clarity was needed.

### He wants a “joined up” approach

As with so much of his carefully chosen words, Jamie Oliver's compliment to Coca-Cola came with a barb. He said he'd met the company's chief executive and congratulated him on his moves toward colour-coded nutrition and portion size information. He then referenced a recent ‘Tooth Fairy’ flash mob campaign

**Jamie Oliver has set his sights on the food industry**





against the company's trucks being used as marketing in town centres where parents had complained about the effect of Coca-Cola on their children's teeth. He asked how the company can be doing so well with one part of its approach while doing so badly on another.

### He's changed tack

The days of Jamie Oliver happily using any means necessary to get his point

**Jamie Oliver says retailers can engage with the shift towards healthy eating**

across may be over. "When we started school dinners I was younger and a true activist," he said. He said change now relied more on collaboration and conversations. "Where we are now – looking at how McDonald's has changed in 10 years – we're involved in a lot of meetings."

### He will campaign about water

In the UK we drink less water than anywhere else in Europe yet, he said, UK water was "no different" from mineral water. He proposed water companies and major brands such as Britvic and Evian to come together to send out the message that Britons should be drinking more water full stop. He even promised to "do an ad on X-Factor" if an agreement could be made.

### He sees an opportunity for retailers

From advertising watersheds to sugar tax, it's very clear that Jamie Oliver's crusade against unhealthy lifestyles and childhood obesity is as ambitious as it is wide ranging. But this isn't limited to his own campaign. He articulated the opportunity available to retailers and suppliers who engaged with the shift towards healthy eating: "Could you be a great global educator on kids' health? Yes you could", he said.



**Could you be a great global educator on kids' health? Yes you could**



### YOUR VIEWS

#### I back Jamie!

**Adeil Hussain**

Family Shopper, Motherwell



I definitely think local stores need to play their part in encouraging healthy lifestyles. We've got an initiative called Healthy Scotland and teams come round offering advice and handing out point of sale material to make our fruit and veg range stand out. Just talking to customers, you realise how little some people know about

nutrition so I'll often have a conversation, letting them know that beans count as one of their five a day, for example. One thing I think manufacturers

need to work on is packaging, however, because I don't think it's always clear how much sugar is in products and sugar is one of the major causes of diabetes.

#### Back off Jamie!

**David Woodrow**

Woodrow's, Bishopton, Renfrewshire



The term nanny state comes to mind here and, as a retailer, there's an element to a sugar tax that's like turkeys voting for Christmas. What we need is education for kids in schools about healthy foods – it worked for recycling so why can't it work for this? I also don't trust that any money gained from a tax would be spent in the right way. Governments love taxes because it means they don't have to do anything, but look at tobacco. If it's so bad for your they should ban it, but they won't because they want the tax revenue. ●





# ON THE GO **BREAKFAST**



Two in 10 customers now eat breakfast outside their home more than once a week, but do your morning sales reflect this? **Tom Gockelen-Kozlowski** finds out how five retailers are taking advantage of this huge market

## Let's make a meal of it

### What I offer my customers...

#### Vip Measuria

The One Stop  
Prior Way, Derbyshire



We get a lot of builders and commuters coming into the store and they will use our meal deal. We sell a Wall's breakfast roll which they can get with a pint of milk or soft drink and a packet of crisps for £3. We're now considering getting a coffee machine so there's the option of getting a hot drink with their morning meal too. I think this will be really popular and I know that the margins on coffee are a lot bigger than on a can of Red Bull.



**Builders love Vip's meal deal**

### What I offer my customers...

#### Vip Panchmatia

Hexagon Stores,  
Andover



We sell quite a lot of food to go and in the mornings our bacon baps, which are £2.29, are popular with builders and parents dropping their children off at school. Country Choice supplies our store and they've got products for breakfast, lunchtime and for snacks throughout the day too. We sell about eight bacon baps per day - with everything from potato dogs to steak slices also on offer - and alongside this we sell coffee which is available with a coffee on a deal at £3. We've tried to stock cereal pots too but have found these didn't take off. >>



**Vip's bacon baps are link-sold with coffee**



Belvita  
Breakfast.  
60%  
repeat rate\*

# belVita

Breakfast

On TV  
throughout  
2016

Win in the mornings with  
the No.1 Breakfast biscuit\*\*



Price marked packs also available\*\*\*

Stock the range today

For further details on category advice go to [www.deliciousdisplay.co.uk](http://www.deliciousdisplay.co.uk)

\*Kantar data to 2015 \*\*The Nielsen Company, 05.09.15 \*\*\* Retailer are free to set RRP



# ON THE GO **BREAKFAST**



## What I offer my customers...

**Dean Holborn**  
Holborn's,  
Redhill, Surrey



We can sell up to 100 croissants and pain au chocolat every morning. With margins of close to 40% and the fact that many people buy a coffee alongside – which has 70% margins – this is a really strong area for us. We see a real spike on the weekends because although people, from workmen to mums and office workers to school kids, buy croissants during the week, they only buy one each. At the weekend they come in and get half a dozen to share with their families.



## What I offer my customers...

**Harj Dhasee**  
Nisa Village Stores,  
Gloucestershire



Bacon rolls and sausage rolls sell really well in our store alongside cups of coffee. I find that people who are looking to be healthier tend to eat breakfast at home, while those who want breakfast from us won't be as concerned. Having said that, sales of cereal snack pots are ticking over quite nicely. We also sell a lot of 330ml bottles of Tropicana too. I think it's vital that retailers offer some kind of breakfast to their customers. Alongside the lunchtime and dinner trade it's one of the key times of day for us.



**Breakfast is a key sales time for Harj**

## WHAT CAN YOU DO?

Here's two non-mutually exclusive strategies that can allow retailers big and small to get in on this very profitable opportunity

### Strategy #1

## Snack pots

If a retailer can offer hot water then that's all they need to offer a piping hot breakfast thanks to the array of porridge snack pots on the market. Offering the right range – complete with pricemarks – can help retailers to “maximise their impulse purchases throughout the colder months”, according to Matt Goddard. Porridge sales have been growing by 10% over the past two years and PepsiCo's snack format Oats So Simple now accounts for 15% of Quaker Oats sales, highlighting the popularity of these more mobile formats. This, no doubt was behind the company's decision to invest in the new Quaker Warm & Crunchy variant late last year. For those who aren't in need of a piping hot breakfast but still need a quick

option, cereal brands such as Kellogg's Frosties and Coco Pops and the Cereal Partners brands all also have snack-friendly formats – the latter of which recently gained a small on-the-go pouch format to their portfolio. The breakfast market continues to attract strong sales too, from brands such as Belvita, McVitie's and Kellogg's

### Strategy #2

## Food to go

There are now a host of companies which can provide retailers with a bake-off option for their stores – with many options available that take up little space, need little training and lead to minimal wastage. Arizta – the company which owns the Cuisine De France brand – recommends baking little and often so products are always fresh and available but do not end up in the bin. “Retailers should ensure that freshly-baked pastries and other breakfast favourites are well stocked and available throughout the morning,” it says.



## What I offer my customers...

**Bhavesh Parekh**  
Kwiksave,  
Bolton



We have a Subway franchise in our store which brings in a lot of footfall, with customers buying their breakfast, a newspaper, some confectionery and a snack. We have a three-tiered pricing system. For £2, customers can get an egg and cheese, bacon and cheese or sausage and cheese roll. For another 30p they can get an egg and bacon, for example, and for £2.60 they can have a roll with everything in plus a drink. We're the only shop in the area that offers anything like this and our margins can be as high as 50%, which makes it very valuable part of the business. ●



**Read our in-store bakery feature in our 12 February issue to find out how you can offer freshly-baked products whatever your store type and size.**



NEW FROM  
*Kellogg's*<sup>®</sup>

# POCKET MORE PROFIT<sup>†</sup>

Cereal bar multipacks now in  
**PMP!**

Price Marked Packs account for  
**37% OF THE BISCUITS CATEGORY**,  
 that's even more than last year\*

Multipacks are **GROWING THE  
 CEREAL SNACKS CATEGORY**  
 in Symbols and Independents\*\*

The Cereal Snacks category is  
**75% INCREMENTAL** to the Total  
 Biscuits category's value sales\*\*\*

\*Source IRI. \*\*IRI 52 w/e 13 Sep 15. \*\*\*Kantar to 25 May 2014.

**STOCK UP NOW &  
 MERCHANDISE  
 IN YOUR  
 BISCUITS FIXTURE**

For range and merchandising  
 information, call the  
**Kareline on 0800 783 6676**



Visit our new  
 trade website.  
 Designed with  
 you in mind.

**Vantage**  
 by Kellogg's  
[www.kelloggsvantage.co.uk](http://www.kelloggsvantage.co.uk)

† Based on RRP, price at retailer's sole discretion.

@KelloggsTradeUK

© 2016 Kellogg Company

# CHOCOLATE

If every convenience store shared out UK confectionery sales equally it would be worth almost £150,000 to each business. **Tom Gockelen-**

**Kozlowski** speaks with five retailers to review this vital FMCG category

## Get your tills choc-full



Are you getting this core category right?

### Blocks

My view

**Kamal Thaker**

The Stop Shop News, Middlesex



Our bestsellers are Cadbury Dairy Milk, Cadbury Fruit & Nut and Galaxy and Galaxy Cookie Crumble. I think customers are attracted by the price point for these bars so £1 pricemarking always works very well. Having said that, our countlines customers are shopping for a different reason so I haven't seen the success of chocolate blocks having an adverse effect on countline sales at all. I haven't seen many new products being that popular with my customers in this sector.



Bars such as **Bounty Dark** and **KitKat Dark** which other shops don't stock sell really well for us

### NEED TO KNOW

**Mars'** new Galaxy Duet is a permanent addition to its confectionery portfolio with two variants: Cookies & Cream and Caramel & Shortcake.

The recently-updated packaging of **Cadbury's** countlines puts the company's purple colouring on the ends of every bar.

**Nestlé** has launched a new on-pack "Celebrate the Breakers Break" campaign for KitKat recognising the different way people choose to eat its various formats.

### Countlines

My view

**Paul Patel**

WH Smith Local, Dibden Purlieu, Hampshire



Our sales of countlines are good – although, because of discounter multi-packs and customers being more value-conscious, they're not as good as they used to be. The Tesco Express near to us sells chocolate at the same prices as us but they benefit from deals such as three for £1.20 so I'm talking to WH Smith to see if we can get a similar deal too. Bars such as Bounty Dark and KitKat Dark which other shops don't stock sell really well for us.



### NEED TO KNOW

The **Cadbury** Dairy Milk Marvellous Creations range now contains Rocky Road Mallow alongside the Jelly Poppin' Candy variant

Both now come in a 'Smashables' shape that lets customers turnover the bar, give it a whack and then share

**Mars** is investing in a series of pricemarked blocks and bags across its portfolio including Malteser, Minstrels and Galaxy brands.

**Rocky Mal-low Road** is the latest **Cadbury Marvellous Creation**







# PICK 'N' MIX STAND DEAL

## NEW YEAR EXTRA SPECIAL OFFER!

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

Plus ~~20~~ **24** outers  
of product, retail  
value over ~~£500~~  
**£600!**  
@ 85p per 100g

GET IT ALL FOR JUST...  
**£599.00** +VAT



### PICK 'N' MIX STAND DEAL VOUCHER\*

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

Customer Name: \_\_\_\_\_

Customer Number (Day pass not valid): \_\_\_\_\_

Customer Email Address: \_\_\_\_\_

Depot Number: \_\_\_\_\_

Manager/Assistant Manager – Print Name: \_\_\_\_\_

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



[www.hancocks.co.uk](http://www.hancocks.co.uk)  
[info@hancocks.co.uk](mailto:info@hancocks.co.uk)  
01509 216644

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

# CHOCOLATE

Major brands drive sales at Easter and throughout spring



## Novelties & seasonal

My view

**Samantha Coldbeck**

Premier Wharfedale, Hull



Novelty products do sell very well and it's a sector which our wholesaler, Booker, is very good at getting promotions on. Our bestsellers are Malteaser Reindeers and MaltEaster Bunnies at Christmas and Easter and parents will often buy them for their children as a treat. Our customers have started calling Cadbury Creme Eggs "Cadbury Quail Eggs" because the price has gone up and I've had a lot of comments about the change in taste. At three for £1.20, however, they are selling on promotion.

### NEED TO KNOW



For Easter, **Ferrero** has launched Kinder Joy – a new split plastic egg in which half is chocolate and half contains a toy.

**Mars** has launched Galaxy Golden Eggs for 2016 – both in an 80g bag (RRP £1.30) and a large egg format (RRP £5.49).

**Mondelez** has opened a Creme Egg Café in central London ahead of this year's Easter celebrations. The café serves food and drink inspired by the brand.



### NEED TO KNOW

**Mondelez's** launch of Boost Bites mean the brand is now available in a sharing format for the first time.

**Mars** saw growth of 42% on its M&Ms sharing pouch format in 2015 off the back of its heavily-advertised Ms. Brown limited edition packs.

Last year saw the arrival of **Nestlé's** Caramac brand in a sharing format for the first time with Caramac Buttons.



**British products sell really well in our store**

Sharing bags help increase value to shoppers

## Sharing bags

My view

**Amandeep Singh**

Family Shopper, Barnsley



Our sales of sharing bags have been really good because money constraints mean people want the value these packs provide. Our big seller is Cadbury Dairy Milk Buttons in a £1 pricemarked pack and pricemarks – at £1 in particular – always do well in terms of sales. Our big brand sellers are Mars and Cadbury but the Happy Shopper range, which is priced 59p or two for £1, are also good sellers. All my sharing bags are positioned just under my till and they attract a lot of impulse sales.

## Specialist and premium

My view

**Avtar Sindhu**

Sukhi's Simply Fresh, Kennilworth



We stock a premium British chocolate brand called Kingdom. British products sell really well in our store and we're thinking of bringing in another brand called Raw from Scotland. We've also sold Lindt and Green & Blacks in the past but I find that customers tend to only want the choice of one of these brands and we'll usually pick one on promotion with our wholesaler.

Love and chocolate are a perfect Valentine's Day match



### NEED TO KNOW

Specialist wholesaler **Hancocks** is stocking a range of spring-themed products including its own Kingsway-branded chocolate hearts (RRP 85p).

The wholesaler is also stocking **Beech's** Fine Chocolates' Valentine's Day "I Love You" Chocolate Box (RRP £3.49).

**Lindt & Sprüngli**, manufacturer of Lindt chocolates in the UK, recorded double-digit growth of 13.5% last year, highlighting the strength of the premium sector. ●





Introducing

Maynards  
Bassetts

No.1 Adult Candy brand\*



Includes the  
**No.1**  
Candy Bag\*\*

On TV  
reaching **91%** of  
the UK population

\*Sugar exc. mints & medicated spend amongst individuals with no children who are over 25. Source: Kantar worldpanel online w.e. 07/12/14

\*\* Source Total coverage MATTY 31.10.15



# PREVIEW



## Feeling Blue?

JTI is introducing 17s packs to its B&H Blue range this month, including King Size and Superkings Blue and Sky Blue variants.

**RRP** various

**Outers** various

**Contact** 0800 163503



## Cola's New Years' diet

Coca-Cola Enterprises has reformulated Coca-Cola Life, which now contains 45% less sugar and calories compared to standard cola drinks.

**RRP** 65p - £1.69

**Outers** 6 - 24

**Contact** 08457 227222



## Befitting bowls

Walkers' new Tear 'n' Share range features thicker cut crisps and packs that transform into sharing bowls.

**RRP** £1.99

**Outers** not given

**Contact** 01189 306666



## Zero-regrets cherry

Coca-Cola Enterprises has launched Coca-Cola Zero Cherry in 330ml and 500ml packs this month.

**RRP** 49p - £1

**Outers** not given

**Contact** 08457 227222



## Sweet Dreamies

Dreamies cat treats have been revamped with updated pack designs featuring a new logo and redesigned graphics.

**RRP** various

**Outers** various

**Contact** 01664 411111



## More wine?

Bestway has expanded its wine range with the launch of Royal Prosecco, a range of Spanish wines under the Toro Riendo label, and Villa Principal rioja.

**RRP** £4.79 - £7.49

**Outers** 6

**Contact** 020 8453 1234



## Flamin' good investment

Kepak Convenience Foods is investing £350,000 to fund the first stage of its new Flamin Tasty marketing campaign for Rustlers.

**RRP** various

**Outers** various

**Contact** 01772 688300



## Bassetts bags Bertie's

Mondelez is launching Bertie's Jelly Mix in 130g and 160g packs next month under its new Maynards Bassetts brand.

**RRP** £1 - £1.52

**Outers** not given

**Contact** 0870 191 7343



## Exceedingly Good Cake

Premier Foods has unveiled its Exceedingly Good Cake range, a selection of 'better for you' oat and fruit cake slices.

**RRP** £1.49

**Outers** not given

**Contact** 01727 815850



COMING UP IN

RETAIL  
**rn**  
NEWSAGENT

WE  
WANT TO  
HEAR ABOUT  
YOUR GREAT  
IDEAS

“We spend £25  
per month on  
giant banners to  
advertise our better  
than half price deals.  
Now every customer  
knows about our  
great prices”

Vip Panchmatia

Costcutter,  
Stroud



TWEET  
US WHAT  
YOU'VE DONE  
THIS YEAR  
@retailnewsagent



OR JOIN  
THE RETAIL  
NEWSAGENT  
FACEBOOK  
GROUP



**MORE**  
exclusive  
**BUSINESS IDEAS**  
to **MAKE & SAVE**  
money



Don't miss RN's **12 February** issue. Order from your wholesaler today



# THIS WEEK IN MAGAZINES

**Nadia Alexandrou**  
 nadia.alexandrou@newtrade.co.uk  
 020 7689 3350  
 @RetailNewsagent  
 facebook.com/retailnewsagent



## Round up



**NADIA ALEXANDROU**  
 Magazines  
 reporter

## TAILOR-MADE NEWS & MAGS

As symbol groups, franchises and retail groups continue to harness opportunities in convenience, it's encouraging to see that newspapers and magazines are a part of this, despite the ongoing challenges they present.

My Local told me how it is working with magazine consultancy Fore to find the best way to tailor ranges to fit local demand, while the NFRN is now working with another consultancy, Lucid, to help independents manage their newspapers and magazines in Northern Ireland. Some symbol groups are also looking at how to strengthen sales in this category. Most notably, Spar's news group is working closely with its member retailers and Fore to help it manage every aspect of its newspapers and magazines.

For some specialist newspaper and magazine retailers - like Mark Ansell of Liskeard News in Cornwall - who have long since invested and excelled in this market, this is a confirmation of their faith in the category. Other retailers, however, have voiced their concerns - if the multiples start going after a bigger share of a shrinking market, independents may struggle to remain competitive.

Bay Bashir, of Belvedere News, told me that he believes retailers need to be part of something bigger if they want to move their business forward. I'm amazed to see the resourceful ways store owners are already doing this, including setting up exclusive agreements with distributors, working closely with publishers and taking advantage of their promotions and signing up to news groups.

## Young fun

# CBEBBIES-THEMED MAG FOR PRE-SCHOOL TOTS

**DC Thomson launches its first ever pre-school publication with the promise of educational development and light entertainment**

**EACH ISSUE** of DC Thomson's first ever pre-school magazine, Twirlywoos, is themed around an episode of the CBeebies TV show of the same name, which first aired on the kids' channel last February. The Twirlywoos are four small bird-like characters which are used in the show to encourage pre-schoolers to think for themselves. The magazine emulates the show's focus on pre-school development and light entertainment through its "Professor Cathy Nutbrown" character. Every issue comes with a covermounted gift linked to the content in the magazine, with issue one featuring a stamp, stick and colour set.



**TWIRLYWOOS**  
**On sale 10 February**  
**Frequency monthly**  
**Price £2.99**  
**Distributor Marketforce**  
**Display with CBeebies Special, CBeebies Magazine and Thomas & Friends**

**nickelodeon** BRAND NEW!

# Sticker Collection

**Starter Pack:**  
£2.99 RRP

**Sticker Packet:**  
50p RRP

On Sale Now!

www.nickelodeon.tv  
© 2015 Spin Master PAW Patrol Productions Inc. All Rights Reserved. PAW Patrol and all related titles, logos and characters are trademarks of Spin Master Ltd. Nickelodeon and all related titles and logos are trademarks of Viacom International Inc.





## CREATIVE COLOUR

This special edition of adult colouring magazine Creative Colour features more than 45 designs and original artwork. Issue 3 is inspired by popular Japanese art and includes a free set of colouring pencils. The perforated pages also allow people to tear out and keep their completed work. The magazine aims to allow people to spend time away from screens and enjoy completing the elaborate and original designs featured.



**On sale 10 February**  
**Frequency bi-monthly**  
**Price £5.25**  
**Distributor Marketforce**  
**Display with Creative Colour, Relax with Art, Art Therapy**



## BBC GOOD FOOD MAGAZINE

This month's issue of BBC Good Food offers a choice of two seasonal covers for the first time. One version carries a T-Bone steak with 'best-ever onion rings' while the other features a stack of chocolate-filled pancakes. The issue gives readers the chance to choose between cooking a steak supper for Valentine's Day or a stack of pancakes for Shrove Tuesday, with recipes for both of these dishes - plus Ken Hom's homemade Peking duck - included inside both versions of the magazine.



**On sale 5 February**  
**Frequency monthly**  
**Price £4.25**  
**Distributor Frontline**  
**Display with Delicious, Good Housekeeping**



## DINOSAUR ACTION

In celebration of Dinosaur Action's 100th issue, the magazine will feature a bumper pack of gifts including a dino blaster, 3D dinosaur eraser and a set of dinosaur stickers. Launched in 2007, Dinosaur Action was Signature Publishing's first children's magazine. It has gone on to sell more than 1.2 million copies at retail and is available in over 8,000 stores across the UK.



**On sale 5 February**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Seymour**  
**Display with Toxic and Teenage Mutant Ninja Turtles**



## GREAT AIRPORTS OF THE WORLD VOLUME 2

Great Airports of the World vol.2 is a 100-page publication which examines in detail the most influential, busiest, largest and most impressive global air hubs. This special edition from the team behind Airports of the World magazine details 10 airports from around the world - some of which have won awards - those that have handled huge amounts of traffic, and others that are exciting or pleasant to use.



**On sale 4 February**  
**Frequency one shot**  
**Price £5.99**  
**Distributor Seymour**  
**Display with Aviation News, Airforces Monthly, Pilot**



## OUTDOOR PHOTOGRAPHY

Outdoor Photography magazine is dedicated to landscape, wildlife, nature and adventure photography. The March issue includes a 15-page collection of the Outdoor Photographer Of The Year 2015 competition winning images, which are also exhibited at the Telegraph Outdoor Adventure & Travel Show in London this month (11-14 February).



**On sale 11 February**  
**Frequency monthly**  
**Price £4.75**  
**Distributor Seymour**  
**Display with Digital Camera Magazine, Practical Photography**



## Bestsellers Women's weeklies

Title	On sale date	In stock
1 Take a Break	04.02	<input type="checkbox"/>
2 Womans Weekly	10.02	<input type="checkbox"/>
3 Chat	11.02	<input type="checkbox"/>
4 People's Friend	10.02	<input type="checkbox"/>
5 Closer	09.02	<input type="checkbox"/>
6 That's Life	04.02	<input type="checkbox"/>
7 Heat	09.02	<input type="checkbox"/>
8 Bella	02.02	<input type="checkbox"/>
9 My Weekly	02.02	<input type="checkbox"/>
10 Woman	02.02	<input type="checkbox"/>
11 New	09.02	<input type="checkbox"/>
12 Womans Own	09.02	<input type="checkbox"/>
13 Grazia	09.02	<input type="checkbox"/>
14 Real People	10.03	<input type="checkbox"/>
15 Pick Me Up	04.02	<input type="checkbox"/>
16 Reveal	08.03	<input type="checkbox"/>
17 National Enquirer	10.02	<input type="checkbox"/>
18 OK	09.02	<input type="checkbox"/>
19 Love It	04.02	<input type="checkbox"/>
20 Now	09.02	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

**UEFA EURO 2016™**

**ADRENALYN™**

OFFICIAL TRADING CARDS

**BRAND NEW!**

OFFICIAL LICENSED PRODUCT

The UEFA and EURO 2016 words, the UEFA EURO 2016 logo and the UEFA EURO Trophy are protected by trademarks and/or copyright of UEFA. All rights reserved.

**STARTER PACK: £4.99<sup>RRP</sup> / €5.99<sup>RRP</sup>**

**PACKETS: £1.00<sup>RRP</sup> (UK 9 cards)**  
**€0.70<sup>RRP</sup> (ROI 6 cards)**

**ON SALE SOON**  
in all good newsagents

#GotGotNeed @OfficialPanini

Manufactured under licence by **PANINI**  
www.paniniadrenalyn.com

# THIS WEEK IN MAGAZINES



## ANDY'S AMAZING ADVENTURES

Andy's Amazing Adventures magazine is based on the popular CBeebies show Andy's Wild Adventure and explores the history and development of animals. It is one of an increasing number of new children's titles, which now account for 12% of launches, up from 4% in 2010, and rank third in number of new titles released, after women's and leisure titles.



**On sale 10 February**  
**Frequency monthly**  
**Price £2.75**  
**Distributor Frontline**  
**Display with CBeebies Magazine, Octonauts, Something Special**



## ARABLE FARMING

Arable Farming provides in-depth, technical and management advice to service the needs of progressive farmers. Originally launched in the 1960s, the brand established a loyal following among growers and is now one of the best-loved titles among UK farmers and agronomists. Arable Farming is published 11 times per year. The magazine also produces specialist supplements and pocket guides throughout the year.



**On sale 4 February**  
**Frequency monthly**  
**Price £2.95**  
**Distributor Seymour**  
**Display with Farmers Guardian, Farmers Weekly**



## GAMESMASTER

GamesMaster magazine celebrates its 300th issue with a special analysing gaming of the past, present and future. Bringing together some of the world's leading gaming journalists, they have devised lists of The 100 Most Influential Games Ever, The 100 Best Games To Play Right Now, and take a look forward to the next 100 years according to video games. Additionally, issue 300 contains an exclusive interview with Eiji Aonuma, creator of the Zelda franchise.



**On sale 28 January**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Seymour**  
**Display with Neo, Pocket World, Xone Magazine**



## GUITARIST

With a striking Bowie cover and a new interview with his guitarist on the latest album and retrospective career, sales are expected to increase on this issue. The issue also offers customers a chance to win a Jackson Quilt-Top Soloist Electric. To maximise sales, retailers are encouraged to display the magazine at the front of the fixture. Guitarist is currently the biggest-selling guitar magazine in the UK.



**On sale 5 February**  
**Frequency monthly**  
**Price £6.25**  
**Distributor Seymour**  
**Display with Guitar World, Modern Drummer, Total Guitar**



## RHYTHM

This issue of Rhythm includes an exclusive 14-page feature on Yamaha's new kit, as well as a competition to win a recording custom kit worth more than £4,000. The issue also comes with free gifts including a Yamaha Lanyard, a poster and a CD. The CD contains 38 drum lessons that teach users how to master the art of blue shuffles, practice inverted paradiddles and learn tracks by Motorhead & Wings.



**On sale 9 February**  
**Frequency monthly**  
**Price £5.49**  
**Distributor Seymour**  
**Display with Wire, Froots, Brass Bound World**

## Customer viewpoint

Magazine reader, aged eight



## MEET MY NEEDS AND SECURE MY LOYALTY

**I** began reading magazines when I was six. Mum and dad took me to the newsagents and let me choose. I like magazines because they let you know what's happening.

I started reading Blossom, which is definitely for girls. I liked the activities, and every week there was a page telling me what free gift would be in next week's magazine, so I could remind mum to buy it.

Now I am reading The Week Junior.

I really like the page that tells you who's had a good week and who's had a bad week.

I have a tablet but I can't do colouring in on it, and I'm not allowed to play on it all the time. But mum and dad don't mind me reading.

My friend bought me a Jacqueline Wilson annual for Christmas and it looked interesting because it was about writing stories, so dad bought the magazine for me.

I like it when someone tells me about a magazine I'll like.

Mum prefers it when I'm allowed to read magazines before I buy, but she doesn't like it when the rack is near a door. She's afraid I'll wander out or someone might take me.

I'd like it if more shops had a reading area for children because then mum could shop and leave me to read.

**Top tip**  
 Display magazines at the right height for children and don't put the rack near a door. Let children read the magazines before they buy.

**Take a Break's Take a Crossword**

**The UK's best-selling crossword magazine since 1993**

**PLEASE DISPLAY PROMINENTLY**



### Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Build the Millennium Falcon	56	100	8.99
Cake Decorating	203	210	2.99
Cake Decorating Relaunch	152	165	2.99
Dinosaurs & Friends	50	60	5.99
Official Star Wars Factfile	106	120	2.99
Zippo Collection	11	60	19.99

### Eaglemoss

3D Create & Print	55	90	6.99
Batman Automobilia	81	80	10.99
Build A Solar System	24	104	6.99
DC Comics Graphic Novel	13	60	9.99
Disney Cakes & Sweets	126	120	4.50
Doctor Who Figurines	62	70	7.99
Marvel Chess Collection	56	64	8.99
Marvel Fact Files	151	150	3.50
Military Watches	52	80	9.99
Star Trek Off. Starships Coll.	65	70	10.99

### Hachette

Art of Crochet	23	120	2.99
Art of Knitting	54	90	2.99
Art Therapy	46	100	2.99
Black Pearl	108	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	57	100	5.99
Your Model Railway Village	114	120	8.99

### RBA Collectables

Amazing Dinosaur Discovery	49	80	5.99
My Zoo Animals	22	60	5.99
Precious Rocks, Gems & Minerals	54	100	5.99
Real Life Bugs & Insects	72	85	5.99

### Collectables

#### DeAgostini

Magiki Kittens	2.50
Geckos & Co	1.99

#### Magic Box

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

### Collectables

#### Topps



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



**Minions**  
Starter £4.99  
Cards £1.00



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



**Rugby Attax**  
Starter £4.99  
Cards £1.00



**Lego Friends**  
Starter £2.99  
Stickers £0.50



**Shopkins**  
Starter £2.99  
Stickers £0.50



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



**Lego Ninjago**  
Starter £2.99  
Stickers £0.50



**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

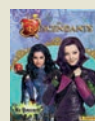


**WWE Slam Attax Then, Now, Forever**  
Starter £4.99  
Cards £1.00



**Minions**  
Starter £2.99  
Stickers £0.50

#### Panini



**Descendants**  
Starter £2.99  
Stickers £0.50



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



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



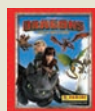
**Northern Ireland Sticker Collection**  
Album £2.99  
Stickers £0.50



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



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



**Dragons**  
Starter £2.99  
Cards £0.50



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



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



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



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



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



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



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



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



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



### COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

## JEREMY LESLIE ON WHY MAGAZINE SALES ARE ALIVE AND KICKING IN HIS STORE

Plus, in time for the National Living Wage, get part one of RN's 50 ideas to make and save you money, and read retail property expert Barry Frost's exclusive column



# THIS WEEK IN MAGAZINES

## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Build the Ford Mustang	5	100	<b>8.99</b>
Build the Millennium Falcon	58	100	<b>8.99</b>
Cake Decorating	204	210	<b>2.99</b>
Cake Decorating Relaunch	153	165	<b>2.99</b>
Dinosaurs & Friends	51	60	<b>5.99</b>
Jazz at 33 and third RPM	2	70	<b>9.99</b>
Official Star Wars Factfile	107	120	<b>2.99</b>
Simply Stylish Knitting	6	90	<b>3.99</b>
Star Wars Helmets Coll'n	3	60	<b>9.99</b>
Zippo Collection	11	60	<b>19.99</b>
<b>EagleMoss</b>			
3D Create & Print	56	90	<b>6.99</b>
Build A Solar System	25	104	<b>6.99</b>
DC Comics Graphic Novel	16	60	<b>9.99</b>
Disney Cakes & Sweets	127	120	<b>4.50</b>
Doctor Who Figurines	65	70	<b>7.99</b>
Marvel Chess Collection	57	64	<b>8.99</b>
Marvel Fact Files	152	150	<b>3.50</b>
Military Watches	52	80	<b>9.99</b>
Star Trek Off. Starships Coll.	65	70	<b>10.99</b>

## Hachette

Art of Crochet	24	120	<b>2.99</b>
Art of Knitting	55	90	<b>2.99</b>
Art Therapy	47	100	<b>2.99</b>
Black Pearl	109	120	<b>5.99</b>
Build the Mallard	76	130	<b>7.99</b>
Build the U96	76	150	<b>5.99</b>
Classic Pocketwatches	91	80	<b>8.99</b>
Dr Who Complete History	5	80	<b>9.99</b>
Judge Dredd Mega Collection	28	80	<b>9.99</b>
Marvel's Mightiest Heroes	56	60	<b>9.99</b>
My 3D Globe	58	100	<b>5.99</b>
Your Model Railway Village	116	120	<b>8.99</b>

## RBA Collectables

Amazing Dinosaur Discovery	50	80	<b>5.99</b>
My Zoo Animals	23	60	<b>5.99</b>
Precious Rocks, Gems & Minerals	55	100	<b>5.99</b>
Real Life Bugs & Insects	73	85	<b>5.99</b>

## Collectables

### DeAgostini

Magiki Bunnies	<b>2.50</b>
Frogs & Co	<b>1.99</b>

### Magic Box

Zomlings Series 4	<b>0.50</b>
-------------------	-------------

## Collectables

### Topps



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



**Minions**  
Starter **£4.99**  
Cards **£1.00**



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



**Rugby Attax**  
Starter **£4.99**  
Cards **£1.00**



**Lego Friends**  
Starter **£2.99**  
Stickers **£0.50**



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



**Lego Ninjago**  
Starter **£2.99**  
Stickers **£0.50**



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



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



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



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



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



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



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

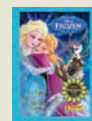
### Panini



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



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



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



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



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



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



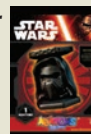
**Dragons**  
Starter **£2.99**  
Cards **£0.50**



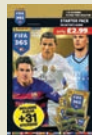
**Road to UEFA Euro 2016**  
Starter **£4.99**  
Cards **£1.00**



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



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



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



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



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



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



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



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



**betterRetailing.com**

**FOCUSED ON INDEPENDENT RETAILING**



FINANCE

# Get £1,000-£50,000 in 2-3 days!



Looking to grow your business?

Need immediate access to working capital?

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

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

Call 0800 368 9696

[www.gotcapital.co.uk](http://www.gotcapital.co.uk)



## Worried about the future?

Are you worried about life after retail? Are you leaving the business for emotional or financial reasons?

We are the news trade's own charity and may be able to help.

- ✓ Financial Support
- ✓ State Benefit Advice
- ✓ Debt Advice Counselling
- ✓ Family Welfare Issues
- ✓ Almoner Home Visits
- ✓ Support for the Disabled and their Carers



If you work or have worked in the sales or distribution of newspapers or magazines in the UK, NewstrAid may be able to help you.

Call the NewstrAid Benevolent Fund now on **01371 874198** or visit [www.newstraid.org.uk](http://www.newstraid.org.uk)



We are the helping hand of the News Trade

# EXTRA! EXTRA!

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

IN ASSOCIATION WITH



## Back in the day

100

YEARS AGO  
 5 February 1916

The greatest success has attended the publication in book-form of the delightfully funny pictures of the war by Captain Bairnsfather, which have been appearing in The Bystander. The first edition sold out, a second edition is now exhausted, and a third edition is in preparation.



50

YEARS AGO  
 5 February 1966

Birmingham area newsagents are to receive their profit in advance each time a customer sends Punch a six-month subscription order at a special offer rate of 30s. An extension of successful sales promotions in other areas, the scheme will start in the week ending 11 February and continue for eight weeks.



25

YEARS AGO  
 8 February 1991

Emap has lined up various promotions for its gardening titles in the coming months to capitalise on its recent ABC success and to give BBC Gardeners' World a run for its money. The company is investing £600,000 in promoting its titles this year.



## School imposes a ban to avoid death by chocolate

When Extra Extra! heard news of a school in Wales banning all chocolate on its grounds, our initial thoughts were that teachers were taking a hard line stance on the whole sugar tax debate.

But, as it turns out, the actual reason for the confectionery cull is down to one of the pupils at the school - who has a rare allergy to chocolate.

Parents of children attending Alltwen Primary School in Pontardawe, Neath Port Talbot, have this month received a letter from the headmaster Owain Hyett, informing them they have adopted a "no chocolate policy".

In the letter, Mr Hyett says:

"Unfortunately, one of our pupils has been diagnosed with a chocolate intolerance and can become very ill in contact with chocolate.

"Sadly the pupil is also

highly sensitive to chocolate if it is airborne or being eaten by another pupil."

It's not just the pupils

who will have to do without their Dairy Milks and KitKats though, as the school's staff room has also been designated a chocolate-free zone.

However, the South Wales Evening Post reports that not everyone is pleased with the ban, with one parent asking: "Will we have chocolate police at the gate?"



## Ham-fisted Aldi gives it 110%

Aldi has been accused of telling porkies to its customers after one eagle-eyed shopper found a glaring error on the company's packaged ham this month.

IT engineer and vegetarian Della Farzad had bought a pack of cooked ham trimmings for her dog George from an Aldi store in Wakefield.

But when she inspected the product closely, she noticed that the top ingredient on the label said '110% pork'.

Ms Farzad shared pictures

of the packet online, which since gone viral. She told the Metro: "When I saw it I burst out laughing. Maybe the marketing people are taking the micky."

Aldi has since shed more light on the 'super meat', saying that the label should read '110g' instead of '110%'.

A spokesperson said: "This was a simple typing error and we have informed the branded supplier, which is working to correct it."



## VIEW FROM THE COUNTER with Mike Brown



Never mind "Walking the Himalayas" with Levison Wood, try walking the North Yorkshire Moors National Park with our leader, Harry.

I have recently joined a local walking group. We meet at a designated location every Tuesday and cover between nine and 12 miles.

Last week we met at the Hole of Horcum, between Whitby and Pickering. A spectacular walk passed the Bridgestones - a group of striking sandstone rocks, high on an exposed moor. Managed by the National Trust and part of a nature reserve, one example is aptly nicknamed "the pepper pot".

I was sceptical about being part of an organised group, especially when one

member told me he was 79, but, embarrassingly, I was last back to the car park. The only thing that kept me going for the last couple of miles was the thought of a pint of real ale in the Salmon Leap pub in Sleights in front of a roaring log fire. You never know, before the end of the year I may be recounting tales of wild camping or open water swimming.

My waste collection provider Yorwaste has introduced a monthly rental charge of £2 for my container.

For a small business like mine, any increase in costs is unwelcome, especially with the National Living Wage and auto-enrolment pensions on the horizon. While I understand the need for cost recovery for any sustainable business, I need to survive too.

How I can recover my costs to maintain profits seems to be the challenge this year. So far I have changed my energy supplier and fitted some LED security lighting.



# betterRetailing.com



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



# THIS WEEK IN MAGAZINES

## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Build the Ford Mustang	6	100	8.99
Build the Millennium Falcon	59	100	8.99
Cake Decorating	205	210	2.99
Cake Decorating Relaunch	154	165	2.99
Dinosaurs & Friends	52	60	5.99
Jazz at 33 and third RPM	3	70	9.99
Official Star Wars Factfile	108	120	2.99
Simply Stylish Knitting	7	90	3.99
Star Wars Helmets Coll'n	4	60	9.99
Zippo Collection	12	60	19.99
<b>EagleMoss</b>			
3D Create & Print	57	90	6.99
Build A Solar System	26	104	6.99
DC Comics Graphic Novel	14	60	9.99
Disney Cakes & Sweets	128	120	4.50
Doctor Who Figurines	65	70	7.99
Marvel Chess Collection	58	64	8.99
Marvel Fact Files	153	150	3.50
Military Watches	53	80	9.99
Star Trek Ships	66	70	10.99

## Hachette

Art of Crochet	25	120	2.99
Art of Knitting	56	90	2.99
Art Therapy	48	100	2.99
Black Pearl	110	120	5.99
Build the Mallard	77	130	7.99
Build the U96	77	150	5.99
Classic Pocketwatches	92	80	8.99
Dr Who Complete History	5	80	9.99
Judge Dredd Mega Collection	29	80	9.99
Marvel's Mightiest Heroes	57	60	9.99
My 3D Globe	59	100	5.99
Your Model Railway Village	117	120	8.99

## RBA Collectables

Amazing Dinosaur Discovery	51	80	5.99
My Zoo Animals	24	60	5.99
Precious Rocks, Gems & Minerals	56	100	5.99
Real Life Bugs & Insects	74	85	5.99

## Collectables

### DeAgostini

Magiki Bunnies	2.50
Frogs & Co	1.99

### Magic Box

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

## Collectables

### Topps



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



**Minions**  
Starter £4.99  
Cards £1.00



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



**Rugby Attax**  
Starter £4.99  
Cards £1.00



**Lego Friends**  
Starter £2.99  
Stickers £0.50



**Shopkins**  
Starter £2.99  
Stickers £0.50



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



**Lego Ninjago**  
Starter £2.99  
Stickers £0.50



**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

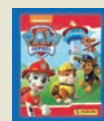


**Minions**  
Starter £2.99  
Stickers £0.50

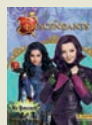
### Panini



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



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



**Descendants**  
Starter £2.99  
Stickers £0.50



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



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



**Republic of Ireland stickers**  
Starter £3.99  
Cards £0.70



**Dragons**  
Starter £2.99  
Cards £0.50



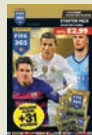
**Star Wars Abatons**  
Starter £7.99  
Cards £1.00



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



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



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



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



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



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



**betterRetailing.com**

**FOCUSSED ON INDEPENDENT RETAILING**