

# RETAIL NEWSAGENT

## YOUR 21 DAY ACTION PLAN

RN's guide to living with the new wage  
**NATIONAL LIVING WAGE**  
 Page 28 >>



**In the fast lane**  
 'Freshening up our forecourt grew veg sales 270%' Page 26 >>

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# 'Taxed to death' retailers face 20% business rate hike

Expert warns Budget tax hikes and rate relief loss will close shops. Page 5 >>



**REFERENDUM**

## MP: Brexit would cut red tape for indies

Leaving EU would save retailers millions, says employment minister Priti Patel. Page 4 >>

**WHOLESALE**

## 'We'll cut costs to ease your wage rise'

Blakemore's Russell Grant shares plans to grow business for retailers. Page 6 >>



**MARKETING**

## 23% boost from Irish Star price cut promo

Stores welcome new readers as publisher retains full price margin.

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**NEWSPAPERS**

## New Day 50p delay

25p trial extended, but Scottish copies added. Page 5 >>



**Street smart** Shoppers are being invited to take a virtual tour of David Worsfold's revamped Farrants of Cobham store after the retailer spent £300 to have his business featured on Google Street View. The Surrey retailer believes the move, which will allow customers to browse the aisles on computers and smart devices, will help grow exposure and footfall at the business.



**NFRN calls on publishers to help fight Menzies carriage charge increase.**  
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Vol 127 No 10  
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**New**



# Little Treats Big Brands!



- **Milkybar: the UK's largest white chocolate brand. £5 million media in 2016. On TV for the first time since 2009**
- **With no artificial flavours, colours or preservatives Milkybar & Smarties provide great choices for your customers.**

## LEADER



**You can't change the law, but as Mo Razaq told me, you can find positive ways to adapt to it**



**CHRIS ROLFE**

Associate editor

@ChrisRolfeRN

When I visited Mo Razaq in his shop last Friday, he was clear about his theme for the NFRN Scottish conference he was preparing to chair - retailers must be proactive, change with the times and embrace business opportunities.

It's a mantra he has adopted in his own store, and speaker after speaker at the event aimed to inspire delegates facing a combination of anti-alcohol campaigns, tobacco legislation and increasing costs to fight back to protect their stores.

Müller Wiseman's commercial director Sandy Wilkie told how his family's farm stayed strong by expanding from 20 cows to 350 as farming methods changed. You must change with the times or get left behind, he warned.

Lawyer Stephen McGowan urged alcohol retailers to respond to the tough legislative climate by highlighting the vital role a great local store plays in its community. You have to shout about this loudly at government level, he said.

News UK's Greg Deacon focused on in-store opportunities, urging news sellers to make papers more visible to drive sales and take advantage of the footfall they attract to encourage cross-category purchases.

Mo himself, meanwhile, encouraged delegates to create events around everything from Easter to football's European Championships.

Every week in RN you'll find advice like this, and this issue is no exception. With 21 days to go until the National Living Wage, our features team has called on trade experts to suggest practical ideas you can try immediately to help offset this cost.

You can't change the law, but as Mo told me, you can find positive ways to adapt to it.

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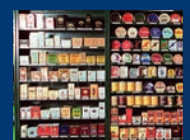


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## NEXT WEEK



**POINT OF DIFFERENCE 1** What's it like to run an in-store deli or bakery counter in a modern c-store?



**POINT OF DIFFERENCE 2** What do you need to do to develop your stores' reputation for specialist tobacco

**"CUSTOMERS MAY WELL BUY SOMETHING ELSE IF YOU'RE OUT OF STOCK, BUT THEY MIGHT NOT COME BACK"**

- RAY MONELLE OF ORCHARD NEWS, WESTON-SUPER-MARE, EXPLAINS HOW ONE DAILY TASK CAN HELP PROTECT YOUR SALES Page 28 >>

# NEWS

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## Smith's in firing line

Retailers in the West Midlands are calling for refunds and further explanation after "issues" at Smiths News' Birmingham depot resulted in missing papers and late deliveries.

Charlie Ganatra, of Ganatras News in Coventry, received his papers late on Tuesday, with 65 papers missing. He said: "I lost customers and had to deliver papers myself. The same happened on 15 February."

Narinder Sungu, of Nick's News in Birmingham, said: "I want to know what's going on. Many retailers in the area have been affected."

A Smiths News spokesman said: "We experienced some issues in our Birmingham distribution overnight resulting in late deliveries to some of our customers. We are working to minimise any further impact, and apologised to those affected."

The NFRN has backed retailers' calls saying it fears it is the start of "wider problems in the supply chain".

## Ready to auto enrol?

The Pensions Regulator has warned retailers that failure to plan for the arrival of pension auto-enrolment will risk a heavy fine that few stores can afford.

It comes as retailers prepare to bridge the extra costs from the introduction of the National Living Wage in three weeks.

The regulator said it will write to all employees 12 months before their compliance staging date.

"Those who leave things to the last minute risk non-compliance which could lead to a £400 fine," a spokesman told RN.

The comments were made as part of RN's exclusive 21-day National Living Wage Action Plan (page 28) and more information is available on the Pensions Regulator's website.



## Rajesh hopes for a 'Happy Easter' thanks to the IAA

West Sussex retailer Rajesh Nayi said he has increased business at his Broadfield Newsagents and Post Office by following advice from Newtrade's business development programme, the Independent Achievers Academy (IAA). The store owner said he has used IAA category guides to help him grow sales around seasonal events, with his Halloween sales up by 20% last year. He is now looking to replicate this success with the launch of an Easter egg promotion and quiz for customers this month.

**MP and retail consultant say out vote would reduce red tape** But exit worries wholesale expert

# EU exit would be positive for indies, says Priti Patel

by Steven Lambert

A retail consultant and MP supporting the Brexit move claim independents will face less red tape and have more influence to shape UK legislation with a move away from Brussels.

The comments came as prime minister David Cameron last month announced a referendum to determine whether the UK stays or leaves the EU, with voting due to take place on 23 June.

Employment minister Priti Patel said Brexit could save UK businesses and families as much as £350m every week, which she claimed is being used to fund EU "pet projects".

"Small businesses are hit hard by red tape from Brussels and by voting to leave the EU they will take back control over these laws," she said.

"After voting to leave the EU, we can start the process of reforming these costly

laws and do more to support small businesses and independent retailers."

Retail consultant John Hoerner believes a move away from the EU will give independent retailers more authority to convince MPs to address retail issues such as tobacco legislation.

"The real issue with the EU for independent retailers is that they don't really have any influence over it, and I think a move away from it would give them more

power and cut down on red tape," he said.

However, wholesale consultant David Gilroy warned leaving the EU could give supermarkets an advantage over independent stores.

"Experts are saying that if we come out, the pound will struggle in the currency markets. This could lead to import costs going up and inflation, which will pass through shops to consumers and could depress demand," he said.

## Publishers must 'help save industry'

Publishers need to step in and help an "industry in danger of collapsing," the NFRN has warned following Menzies' second carriage charge hike in six months.

The wholesaler announced last week that retailers will be hit with an average 3.75% carriage service charge increase in

April to offset a proportion of its additional wage costs.

NFRN chief executive Paul Baxter told the NFRN's annual Scottish conference in East Kilbride this week: "It's time to call the publishers in. They are sitting behind contracts that take them to 2019. Menzies might have

increased carriage charges by 3.75% to cover costs this year, but where are they going to find the money to do that next year and beyond? Will they dip into the till called independent retailers?"

The federation said it will challenge Menzies to prove charges do not exceed the cost of delivery.

"Independent retailers may be happy to pay the National Living Wage for their own people," Mr Baxter said. "But they draw the line at being forced by a government approved monopoly to pay the National Living Wage of the employees of wholesalers who provide them with newspapers."

**Fears business rates could increase 20%** 'Tipping point' for some indies warns expert

# 'Taxed to death' retailers' Budget plea to chancellor

by Gurpreet Samrai

The chancellor is being warned "taxed to death retailers" have hit a tipping point with any further increases putting shops at risk of closure.

The stark warning comes in advance of next week's Budget, when George Osborne is expected to report on reforms of the controversial business rates system after a long-awaited overhaul was pushed back.

However, some fear the government will present a "watered down" review with a focus on devolving responsibility to local authorities instead of reduc-

ing the burden on retailers.

Business rates expert Paul Turner-Mitchell warned retailers could face a 20% business rate increase in April as they lose their retail rate relief.

"Retailers are already struggling and the withdrawal of the relief, plus an inflationary increase, is going to mean a 20% increase in business rates, which is ridiculous," he said.

"The rate relief is enjoyed by 278,000 small shops at the moment. That's over £400m. The extra burden is getting to a stage that is unsustainable; it's reached a tipping point. Small shops are the heartbeat of

communities and all the government is doing is taxing them to death."

NFRN chief executive Paul Baxter said: "Business rates are already high, plus retailers face the National Living Wage and margins being squeezed by suppliers who are passing this cost on.

"By adding to this, all they will do is put more people out of work and cause more shops to shut."

Meanwhile, the Tobacco Retailers' Alliance is calling for the tobacco tax escalator to be scrapped.

Suleman Khonat, Blackburn retailer and spokesman for the alliance, said:

"I want the chancellor to provide some stability for shopkeepers by scrapping the tobacco tax escalator. This way, the government will be able to get to grips with the illegal tobacco market as opposed to offering more rewards for those willing to break the law."

Bill Esterson MP, shadow minister for business, innovation and skills, said more action is needed from the government to help smaller shops. "The government has been promising a review of business rates for the last five years," he said. "It has a role to support small business."

## Final plea on Sunday trading

Campaigners including the NFRN issued a final call for the government to scrap proposals to devolve Sunday trading hours to local authorities as MPs prepared to cast their votes on the measure as RN went to press.

The Keep Sunday Special group claimed Westminster officials had refused a Freedom of Information request to release responses to the consultation on Sunday trading, and criticised them for failing to publish appropriate impact assessments.

It came as the Daily Telegraph reported that Sunday trading laws faced defeat due to around 30 SNP MPs planning to vote against the measure on Wednesday.

## Spending on food up

Strong Valentine's Day trading led to household expenditure on food and drink recording its biggest jump for 13 months in February, according to a report by Visa Europe.

Annual spend on food, drink and tobacco was up 4.8% last month according to the findings. Overall consumer spending grew 2.2%.

## News UK Scot move

News UK has rebranded its operations in Scotland as 'News Scotland'. It comes as the publisher marks 30 years since it began printing newspapers in Scotland, with The Scottish Sun and The Times Scotland showing strong market performance. According to the publisher, News Scotland will have more autonomy to operate as its own entity while maintaining close ties with its London headquarters.

### Mum's the word for the big day

Independents went all out to help their customers celebrate Mother's Day last Sunday with a wealth of one-off gifts and offers. Mo Razaq, right, of Premier Mo's in Blantyre, sold 34 Mother's Day baskets filled with treats such as cuddly toys and chocolates and also helped raise £120 for the Scottish Association for Mental Health with a store raffle. Meanwhile, Avtar Sidhu of Sukhi's Simply Fresh said sales were up 40% by promoting gifts such as bespoke cakes (inset) on social media.



## New Day's full price Scottish launch

Trinity Mirror has announced it will extend circulation of The New Day across the whole of Scotland at its full cover price, while prolonging its promotional 25p price for the rest of the UK.

The New Day will launch across Scotland on Monday with a cover price of 50p.

However, for the rest of the UK the paper will remain at 25p for a further two weeks until 28 March.

Neil Jagger, general manager at Trinity Mirror, said: "It is clear from research that we haven't yet created a five day purchase habit among readers. We want to encourage further trial

before we move to 50p."

From Monday, the percentage margins for both cover prices will be 23.2%, meaning retailers will receive 11.6 pence per copy at 50p, and 5.8 pence per copy at 25p.

Mandeep Singh, of Premier Singh's in Sheffield, said: "We have already

secured three regular customers for the new paper, but I don't think they'd buy it at 50p. It should stay at 25p for at least six months."

Scottish retailer Mo Razaq, of Premier Mo's, welcomed the announcement, but believes it will need a similar promotion.

# NEWS

## BUSINESS



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## Spar's 10% sugar cut in drinks

Spar is aiming to remove 51.6 tonnes of sugar from its own label soft drinks in response to growing shop-  
per concerns.

The move represents a 10% reduction in sugar levels for the entire range and equates to the removal of 206 million calories, according to the company.

Products being reformulated include Spar American Cola, which will be renamed Classic Cola and will see a 10% reduction in sugar.

Spar Blue Bear energy drinks will also lower sugar levels by 10% and will feature redesigned packaging and two new flavours – Apple Sourz and Cherry Sourz.

In addition, the firm's sparkling water range will also be updated with a lemon & lime one litre bottle.

## Co-op price drop for 200 lines

The Co-op has announced price cuts to its own label British meat as part of a multimillion pound deal to grow sales and support farmers.

The activity will lead to cuts on more than 200 lines with prices on meat and poultry dropping by as much as 50%, which the group claimed will save customers more than £125 a year on their shopping. It will also introduce new deals including two for £6 offers on mince and chicken fillets.

Steve Murrells, retail chief executive at the Co-op, said: "We are building momentum and attracting more shoppers into our stores and our price investment programme is ensuring our convenience offering remains highly competitive."

## Order capture system a hit for Nisa

Nisa has reported a growing number of retailers using its online order capture system, with new visitors to the member-facing website increasing by more than 30%.

The company said of the new visitors, nearly 40%

are accessing it through smartphones and tablets following changes to make the site fully optimised with these devices.

It added that this marked a shift to members using the site more actively, saying that extra functionality

also helped Nisa post £1m order capture sales in a day during its Black Friday event in November.

Ian Bishop, marketing director at Nisa, said: "These figures confirm that Nisa members are becoming more au fait with mo-

bile technology and digital media. They are enjoying an enhanced user experience with the new site and are able to access the website on the go, which is incredibly gratifying, but also of significant business benefit for them."



Blakemore Wholesale MD Russell Grant: "If we can deliver what our customers want, we will grow their sales and ours"

'Big review' of business promised to improve efficiency 'We'll work harder for our customers'

## We'll help you pay NLW says new Blakemore boss

by Steven Lambert

New Blakemore Wholesale managing director Russell Grant has unveiled plans to improve efficiency and grow business for its retailers to help them combat pressures such as the National Living Wage.

Speaking to RN, Mr Grant said the company is currently undertaking a "big review" of its business to find ways of improving retail services and cost sav-

ings "from depot through to head office".

He said: "We are conducting surveys in depots and the feedback we are getting is that life is tough for our customers with challenges such as TPD and the National Living Wage.

"We want to support them and we're now looking at ways we can become more efficient without affecting customer service, as well as working with our suppliers to deliver better

prices to our customers."

He also revealed that four retailers have been chosen to take on its new B...More symbol fascia, with trials due to start within the next 12 weeks before the concept is rolled out nationally.

"We'll be targeting B...More at retailers who are looking for a wider offer with a focus on chilled, fresh and food to go," said Mr Grant.

He added that the company has been trialling a new fresh and chilled

delivery service with 50 retailers since January, while Blakemore is also due to launch its first online stock ordering app and an updated EPOS system for retailers in the coming months.

Mr Grant said: "The pressures of a competitive market mean we have to work even harder to deliver for our customers. If we can deliver what they want, we will grow their sales and ours."

## Bestway adds to its 'power executive'

Bestway has announced a wealth of new recruitments as part of plans to grow its wholesale business over the next five years.

The company said the move would create an

'unrivalled knowledge and power executive' to add to the expertise of its existing senior management team.

Among those joining are Tony Holmes, who has been recruited as sales director – retail from SAB

Miller, and Alek Adamski, who has been appointed as supply chain director.

In addition, Bestway is set to appoint Carolyn McMenemie, formerly of Lidl and Holland & Barrett, as trading director – retail and

human resources director in the coming weeks.

Bestway managing director Younus Sheikh said: "We now have an unparalleled management team with unmatched knowledge."

GET YOUR E-CIGS  
RANGE RIGHT  
Pages  
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advice to help you grow your sales

NEWSTRAD

**Publisher reports 23% sales uplift for title** Retailers delighted as margins remain the same

# Irish daily price promo a welcome boost for indies

by Nadia Alexandrou

The Independent Star Limited has reported an average sales uplift of 23% for the Irish Daily Star since the launch of its price promotion last week.

The publisher reduced the cover price of the paper from 55p to 20p on 29 February in Northern Ireland for a promotional period, while retaining the full pence per copy retailer margin based on the full price.

The campaign is being supported with a radio advert and PoS material, including posters, which are available from Newsread Ltd. The shop with the best in-store display will be awarded a £500 "One4All" gift voucher. Displays will be judged by a mystery shopper.

Gavin O'Leary, circulation manager at the The Star Newspaper, said: "We have absorbed the cost of the lower price to make sure retailers and custom-

ers get the full benefit from this promotion, which is sure to drive footfall and sales in stores."

Egidija Gurkirat, sales assistant at Kerrs Newsagents in Dungannon, said: "Before the promotion we didn't sell a single copy. But now we sell three or four a day. I've heard it all over the radio and I think that's really helped drive sales. Hopefully we will keep these customers buying the title long-term."

Seamus McFadden, of

McFaddens in Strabane, said that while the promotion had little effect on sales due to the title already selling between 40-50 copies a day in his store at full cover price, he found it boosted incremental sales.

"At the lower price people would pick up another title as well, and I think any investment is good at the moment, particularly on a title which gives retailers a better margin than the average newspaper," he said.

## News UK's HND boost

A Surrey retailer has signed up 12 new HND customers since 24 December, following advice from News UK and RN.

In November, Umakant Desai, of H&R News in Camberley, was visited by News UK field partner manager Tony Parker and 2014 IAA Overall Best Shop winner Ramesh Shingadia, of Londis Southwater & Post Office in Horsham. He is aiming for 30 new customers by the end of May.

He said: "I have become more positive towards HND and more active in gaining new HND customers. I have opened my eyes to this as a revenue stream."

● For more information visit [www.betterretailing.com/growthsales](http://www.betterretailing.com/growthsales)



## Topps set to hit the back of the net with latest Match Attax trading cards

Topps has added to its Premier League trading card game, Match Attax, with the launch of Match Attax Extra this week. On sale from 10 March, starter packs are available with a £3.99 cover price, and there will be more than 200 cards to collect. The starter packs contain a collector binder, an A1 supersize play pitch, a collector guide and a packet of six cards, including a gold limited edition card.

## Free title to launch

One Media is launching a free weekly newspaper this month.

The news comes as the media group celebrates the one-year anniversary of its free sister weekly The Times of Tunbridge Wells.

The first edition will be printed on 23 March with an initial print run of 7,000. The paper will be available through newsagents and major supermarkets, as well as at local railway stations.

## Monitor in spotlight

The NFRN has renewed its calls for ANMW to make the National Distribution Monitor (NDM) more user-friendly and provide more detailed information.

Problems with the NDM were again highlighted by the NFRN following Smiths News' recording of an almost 100% RDT success rate on Tuesday 1 March, despite a large number of depots in the south receiving late copies of the Guardian.

## Say Hello! to more sales for Queen's 90th

Hello! magazine is expecting a sales uplift of at least 75% from its coverage of the Queen's 90th birthday in April, May and June.

The publisher is preparing to launch a number of special issues and collectors editions in a bid to be the "go-to" title for

coverage of the Queen's birthday, on 21 April.

Following its success around the Diamond Jubilee in 2012, which generated a 75% sales uplift over two issues, Hello! Magazine expects to achieve the same level for the 13 June issue alone.

Tracy Armstrong, circulation marketing manager at Hello! magazine, said: "The retail sales value from just issue 1435 is forecast to be around £125,000. The fact that Hello! is also creating a bumper pack and a souvenir special, both of which will be

available in independents, will only generate more sales."

PoS material will be sent to the highest-selling independent retailers, although the publisher has said it is will also work with any retailers that want to get involved.

# NEWS

PRODUCTS

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## McVitie's Teacakes launch

United Biscuits is aiming to grow its cake sales with the launch of McVitie's Teacakes this month.

The new product combines marshmallow and chocolate topped with either McVitie's Digestives caramel pieces or Hobnobs oat crumbs.

They will be available in packs of eight with an RRP of £1.65.

Karyn Bryant, senior brand manager at McVitie's Cake Company, said: "We are confident McVitie's Teacakes will prove a strong contender against existing ranges."

## Mikado to get 55p pricemark

Mondelez is relaunching its Mikado biscuit sticks with a new price point and updated packs to encourage further sales of the brand in independent stores.

Mikado 39g impulse pack will now come with a promotional 55p flash to encourage more impulse sales from shoppers.

In addition, the packs will feature a new flip top opening and updated designs allowing retailers to stack them both horizontally and vertically.



## Volvic campaign explodes on to UK TV screens

Danone Waters is encouraging shoppers to 'Awaken Your Volcano' with its latest TV marketing campaign for Volvic. The ad, which will focus on a young boy overcoming his fears on the football pitch, will run alongside a separate campaign, which will see Volvic sponsor Channel 4 shows including How I Met Your Mother and The Island from this month through to December.

**Building retailer and consumer confidence key for further growth** 'Pivotal time' for category

# Casillero del Diablo grows by 9.8% with more to come

by Chris Gamm

Sales of Casillero del Diablo grew by 9.8% in convenience stores in the past 12 months, with brand owner Concha y Toro targeting a further 10% growth through building retailer and consumer confidence in the brand.

Head of communications Ben Smith said the Chilean wine brand had grown by between 18% and 20% across all stores and the aim was to match this in the

convenience market.

"It's the fastest growing top 10 wine brand and there is a great opportunity to drive this further and become a top five brand with the growth of the dinner for tonight trend," said commercial director Clare Griffiths.

The company has designed wine pairing stickers for meat and fish and a crib sheet with 'good-better-best' recommendations to make retailers feel more confident about the brand.

A 'creating legendary occasions' marketing campaign will also aim to build the profile of the brand at key times through the year, including Valentine's Day, Halloween, summer and Christmas.

Casillero del Diablo's partnership with Sky Movies, meanwhile, has been renewed, which will see the brand promoted alongside 55,000 films.

General manager Simon Doyle said it was a "pivotal time" for the wine category.

"Sales are falling year-on-year, by 2% in the last 12 months and 4% in the last 12 weeks," he said. "But brands are growing, in particular premium brands, and three out of the top 10 have the highest RSV."

He identified an ageing customer base as a major challenge, and pointed to the Frontera brand, which carries Brit Award sponsorship messaging on-pack, as an opportunity to bring new consumers to the category.

## New additions for Ben & Jerry's and Solero

Unilever has announced further additions to its ice cream range this month with new lines being added under its Ben & Jerry's and Solero brands.

The firm is following up last year's launch of Ben & Jerry's Cookie Cores with its new Ben & Jerry's 'Wich' products, which is avail-

able to retailers from this month.

The range includes individually wrapped 'Wiches' (RRP £2.49), which comprises Cookie Dough or Chocolate Fudge Brownie ice cream sandwiched between two chocolate chip cookies.

The Cookie Dough vari-

ant will also be available in multipacks of three (£4.19).

In addition, Unilever will launch a 'Son of a 'Wich' pack (£4.99) containing eight mini 'Wiches' in a sharing pack, along with a Cookie Dough 'S'Wich up' tub (£4.99).

Meanwhile, the com-

pany is extending its selection of Solero ice lollies with a Red Berries flavour.

It will be available in single packs (£1.25) and multipacks of three (£3.49), while Unilever will mark the launch with updated packaging and a £3.5m investment for the Solero range.

### Hot products for your shopping list



Mikado biscuit sticks are to be pricemarked at 55p for indie stores



Ben & Jerry's 'Wich' range is available from this month



Unilever has added a Red Berries Solero flavour



# Expert advice to boost gum sales and help prevent tooth decay



## TOOTH DECAY IN ENGLAND

Approximately **1 in 3 adults<sup>1</sup>** and **34% of 12 year olds<sup>2</sup>** have tooth decay.



Dental diseases such as tooth decay are often preventable, but still cost NHS England... a huge **£3.4 billion each year!<sup>3</sup>**

## THE ECONOMIC BENEFITS OF SUGARFREE GUM

A new study - using 12-year-olds as an example population - shows that:



If all 12-year-olds across the UK chewed sugarfree gum **three times a day** the NHS could save up to **£8.2 million every year<sup>4</sup>** - the equivalent to **364,000 dental check-ups.<sup>5</sup>**

## THE DENTAL HEALTH BENEFITS OF SUGARFREE GUM

Chewing sugar-free gum stimulates saliva production which can be effective in helping to...



**Break down lingering food**



**Neutralise harmful plaque acids**



**Reduce the risk of decay**

## CAPITALISE ON ORAL CARE ADVICE

Simply by considering the below points, retailers can cash in on oral care advice and increase their sales success.

**Maximise sales** retailers should position gum in a prominent position at the till point



**Champion new products** to maximise early demand, and ultimately sales

## Dual-siting

this will boost product visibility and an association with chewing after food and drink



## Educate Consumers



to encourage purchase of gum with food and drink products to benefit from oral care advice

**95%** of Wrigley's gum brands are sugarfree and **Extra** is accredited by the British Dental Health Foundation

Work with your Wrigley representative to help maximise your gum sales, or visit [www.wrigley.com/uk](http://www.wrigley.com/uk)

Ref 1: NHS Choices - Tooth Decay. Available at: <http://www.nhs.uk/conditions/Dental-decay/Pages/Introduction.aspx>. Last accessed October 2015.  
 Ref 2: Health and Social Care Information Centre. Children's Dental Health Survey 2013. Available at: <http://www.hscic.gov.uk/catalogue/PUB17137/CDHS2013-Executive-Summary.pdf>. Last accessed October 2015  
 Ref 3: NHS England. Improving Dental Care - A Call to Action. Available at: <http://www.england.nhs.uk/wp-content/uploads/2014/02/imp-dent-care.pdf>. Last accessed October 2015.  
 Ref 4: Oral Health Promotion: The Economic Benefits of Sugarfree Gum in the UK. York Health Economic Consortium. 2015  
 Ref 5: 1 Unit of dental activity = £22.50. 8200,000 / 22.50 = 364,000

**WRIGLEY**

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# NEWS

## PRODUCTS

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## Capri-Sun keeps the children active

Theme park trips and snowboarding lessons are some of the prizes up for grabs in Coca-Cola Enterprises' (CCE) latest on-pack promotion for Capri-Sun.

Launching on 1 April, the offer will run on all Capri-Sun 200ml 10 packs for eight weeks and will be used to help parents keep their children entertained over the summer. Codes on promotional packs can be used to enter daily prize draws, with one winner selected to receive a gift each day.

CCE will support the scheme with a social media campaign, which will encourage families to take part in outdoor activities.

## Less sugar Juiceburst

Purity Soft Drinks has relaunched its Juiceburst soft drinks with a new lower sugar recipe and updated packs to attract a wider number of shoppers to the brand.

The company has reformulated the range this month to cut added sugar levels by 20%. The move follows on from a 20% reduction in sugar for Juiceburst in 2013.

Meanwhile, Purity has updated Juiceburst packs with a modernised look and more prominent logo. It said it will also maintain 'digitally interactive' labels found on bottles, which enables shoppers to scan labels using smart devices to play online games.



## Easter sales hopportunity

Mondelez is getting shoppers in the mood for Easter with a new TV campaign featuring its Cadbury Easter bunny character. The ads, which run to 27 March, will see the furry mascot delivering Cadbury goodies to lucky families in preparation for Easter egg hunts. It will be supported with outdoor and digital activity under a total £6m marketing spend.

**Yoghurts and chilled desserts tie-in with Rio Olympics** Limited edition lines announced

# Carnival time as Müller offers a flavour of Brazil

by Steven Lambert

Müller is getting shoppers in the carnival spirit with a range of Brazilian-themed yoghurts and chilled desserts to tie-in with its support for the Rio 2016 Olympics.

The manufacturer is rolling out a number of limited edition lines from this month, which will tie-in

with its role as official sponsor of Team GB and Team Ireland during the Games.

First to hit shelves is Rio Limited Edition Müller Fruit six-pack, with three packs featuring coconut yoghurt with pineapple compote and the remaining three packs featuring lemon yoghurt with mango and passion fruit compote.

Müller is also updating its

Müller Crunch range with new Gold six packs, which will contain vanilla and toffee yoghurts with edible golden balls and hoops. At the same time, it will add a range of Copacabana-inspired flavours to its Müllerlight six packs, including Passionfruit and Orange & Lime.

Completing the line-up will be new 'Go the Dis-

tance' pack designs running on Müller Rice singles and six packs from April, which will feature the brand's bear mascot Tasty B.

All the limited edition lines will come with an RRP of 69p for single packs and £3.89 for six packs.

Müller will announce further on-pack activity and TV ads closer to the Games, which start on 5 August.

## 7UP zero sugar mojito flavour aimed at adults

Britvic is targeting adults with the launch of a mojito-flavoured variant for its zero sugar 7UP Free brand this month.

The new drink will combine 7UP's citrus flavours with a hint of mint to replicate the taste of a mojito

cocktail.

The UK launch has been prompted by positive sales of 7UP Free Mojito in France since its release in 2014, with sales of the product growing at 15% according to Britvic.

Marketing director Kevin

McNair said: "Sugar free products now account for 43% of all carbonates sales. The 7UP brand has been a key driver of sugar free growth in carbonates."

Britvic will launch 7UP Free Mojito in 600ml bottles, which will also be

available in 99p price-marked packs.

The company will support the brand with a summer marketing campaign taking in TV and sampling activity, along with PoS material available to retailers.

### Hot products for your shopping list



Capri-Sun packs will offer prizes including theme park trips



Mojito-flavoured 7UP Free has been launched by Britvic



Müller yoghurts and desserts are to get a Brazilian theme for the Rio Olympics

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# NEWS

## REGIONAL

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## Prison for cig thieves

Three men who stole around £80,000 worth of cigarettes after targeting Palmer & Harvey (P&H) drivers have been jailed.

Jeffery Galvin, 29, Andrew Nolan, 35, and Gerard Galvin, 38, were sentenced to nine, four and seven years behind bars respectively after pleading guilty at Isleworth Crown Court of conspiracy to rob. The trio targeted P&H drivers as they delivered cigarettes across the south east of England between 12 March 2015 and 29 April 2015.

Following the arrests, police searches recovered a treasure trove of evidence including stolen cars. The cigarettes were not recovered.

Derek Bruder, head of loss prevention at Palmer & Harvey, said: "By working in partnership with a number of police forces and specialist units, we have ensured that a group of dangerous individuals has been brought to justice."



## Relaunch is dream come true for family

Two brothers and their mother have relaunched their store fulfilling a family dream. During the transformation of One Stop working with Mount Nod in Coventry, brothers Joga and Aman Uppal lost their father Bal. However, they refused to give up and launched the new-look store last month with an event marking the occasion attended by family, friends and the community with entertainment including Frozen characters, hot Indian food, Storm Troopers, a raffle and champagne.

**Lawyer's advice as alcohol retailers face raft of new laws** "You have to shout loudly"

# Community values 'will help to fight legislation'

by Chris Rolfe

Alcohol retailers facing an onslaught of legislation and lobbying should defend their businesses by shouting about the value of independent stores to local communities.

That was the advice from lawyer Stephen McGowan as he spoke at the NFRN's annual Scottish conference in East Kilbride this week.

Mr McGowan highlighted five acts of parliament, 40 regulations and 35 policy

statements faced by Scottish retailers, as well as lobbying from health activists and temperance campaigners at a level not seen since the introduction of the Temperance Act of 1913.

He also outlined proposals to introduce separate tills for alcohol, ban the sale of products such as Buckfast and remove licences from retailers who employ immigrants without UK work permits.

"In the current legislative climate, retailers need to re-

mind the government of the importance of local retailers and the vital role they play in their communities," said Mr McGowan.

"You have to shout loudly at government level about your charity work, the sports teams you sponsor and the fact your shops are a point of contact for many of your customers."

A store in East Kilbride he had worked with, he said, had received 28 objections from local residents to its

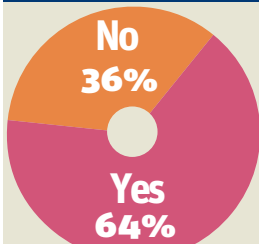
original alcohol licence application, but had managed to win the support of police and residents.

"He invested in CCTV and built a well-run store that has transformed his community," he added.

Mr McGowan added that plans to reintroduce the fit and proper test were under discussion, but said the change would be welcome for responsible retailers who had earned the right to hold their licences.

● Full report next week.

## RN READER POLL



**Would you go to a cash and carry to pick up your newspapers every day if it meant not paying a carriage charge?**

## NEXT WEEK'S QUESTION

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

 **Have your vote now**  
Go to [betterretailing.com/retail-newsagent](http://betterretailing.com/retail-newsagent)

## Retailers in Scotland welcome new e-cig laws

Scottish retailers have welcomed new laws restricting the sale of e-cigarettes.

The Scottish Parliament passed the Health (tobacco, nicotine and care) Bill last week, which bans the sale of e-cigarettes to under-18s and requires retailers to have an age verification

policy for the products. It is likely to come into force towards the end of the year.

Gail Winfield, of Lybster Post Office in Caithness, said: "It's a good thing and it doesn't bother me because we already have to ask for proof of age for tobacco and the lottery so

this is just one other thing to add. We do have a market for e-cigarettes here, but I think it's a fad."

James Brown, of J Brown Newsagents Ltd in Prestwick, said: "I agree with this. I don't sell to under-18s anyway so it won't make any difference to me." He said his

e-cigarettes sales are steady, with three to four sold a week, but his main sales come from vaping products.

The Scottish Grocers Federation said it is working with the government to firm up the exact timeframe for implementation of the measures.

## REGIONAL

**Trading standards crackdown** But funding cuts raise fear of crimes 'slipping through the cracks'

# Raids on illicit trade up by 10% over last three years

by Gurpreet Samrai

The crackdown on illicit crime has been stepped up by local councils with raids up by 10% over the last three years.

Trading standards teams across 243 councils carried out 127 food and drink crime raids in 2014/15 compared to 115 in 2012/13, according to figures released by commercial law firm EMW.

It adds a majority of the raids were concerned with the illegal selling of counterfeit alcohol, with others involving off-licences in-

cluding illicit cigarettes and tobacco and mis-labelling of goods.

The highest number of raids was in Birmingham.

A Birmingham City Council spokesman, said: "Both trading standards and environmental health share responsibility for investigating food and drink crimes. Trading standards focuses on counterfeit and deliberately misdescribed products, and most cases are concerned with counterfeit or non-duty paid alcohol, which is often discovered alongside illegal tobacco products.

"Budget cuts present significant challenges to our services. Birmingham City Council has had to make savings of more than £500m since 2010 and needs to save a further £250m by 2020. However, we have so far prioritised food crime to ensure people who purchase food and drink in Birmingham remain protected."

EMW said, of the 363 raids carried out over the three-year period, only 45 resulted in an enforcement action or prosecution.

The firm adds, that despite the rise, the number

of raids remains low with concerns that staff and budget cuts have adversely affected local councils' ability to investigate food crimes. It also states over the last five years the number of food hygiene interventions has decreased by 6.8% despite complaints rising by 9.3% in the same period.

Sebastian Calnan, consultant at EMW, said: "Trading standards teams do a great job, but without adequate funding or resources instances of food and drink fraud or mis-selling may slip through the cracks."

## Scots can expect a sales hike

Scottish newspaper sellers can expect to see a double-digit increase in sales of some regional titles around the election in May, a publisher has predicted.

Gordon Santana, head of circulation at the Herald & Times, said he expected to see sales of The National jump by up to 20% in the weeks preceding the 5 May vote, and coverage of the events could increase sales of The Sunday Herald by up to 25% in the week after.

Mr Santana said the EU referendum in June would deliver more sales, with expectation that another Scottish referendum would be triggered if Britain votes to leave the EU.

## Beware Bitcoin con

City of London Police has issued a warning after several businesses were sent online extortion demands from scammers.

A group called RepKiller Team has been sending emails demanding between £300 and £500 in Bitcoins by a certain date and time.

It threatens to launch a cyber attack against the business' reputation if its demands are not met.

## Buses back on

Newport newsagent Jon Powell is celebrating victory as buses are set to return to the city's high street.

Mr Powell, of @TheNewsagent, rallied fellow traders and received support from councillors and MPs as part of the campaign launched after Newport Transport buses stopped using the high street and he saw a 40% decline in trade.

## Adam's hot on his heels for charity

Kent retailer Adam Hogwood, of Budgens of Broadstairs, kept his cool during a charity firewalk raising more than £200 for Pilgrims Hospices. The coals were just less than 800 degrees when he took his first step. He said: "It was over in four seconds and, disappointingly, not painful. You genuinely don't feel anything, which is weird. It was a good experience and for a good cause."



# Help stamp on illicit trade, indies told

Retailers are being urged to ensure they only purchase stamps from the Royal Mail after a haul of illicit stamps worth more than £500 was seized as part of an undercover operation.

Trading standards officers from St Helens Council, Merseyside Police and officials from the Royal

Mail found illegal products being sold at nine of the 17 off-licences and convenience stores inspected.

The haul of counterfeit goods included 76 packets of cigarettes, hundreds of potentially dangerous cigarette lighters, and 810 copied postage stamps, with a value of £510.30.

The shops were targeted

after undercover test purchase exercises revealed a number of premises across St Helens were selling fake postage stamps.

A Royal Mail spokesman said: "It is a crime to create or use counterfeit stamps. It is also a crime to re-use previously-used stamps.

"We will prosecute where we find someone

has created counterfeit stamps or knowingly sold used stamps for re-use.

"We advise all retailers only to purchase their stamps from Royal Mail and members of the public only to purchase from reputable outlets which publicise that they are licensed Royal Mail stamp retailers."

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT WEST MIDLANDS 29.02.2016



**Anthony Collins** reports from the NFRN West Midlands district council meeting

### New opportunity with The New Day

Members welcomed the introduction of new national newspaper, The New Day, on the day its first edition hit the newsstands.

District president Ramesh Sahota of the Wolverhampton & Dudley branch told the meeting, held at the Banks's Stadium in



**Ramesh Sahota**

Walsall: "We should congratulate this new newspaper and give it a very warm welcome. Hopefully it will make us plenty of money, so we will give it our full support."

Wolverhampton & Dudley member Julia Bywater said: "I ordered 300 copies for the first day and they sent me 14, which is no good to me. But after I contacted the federation through the helpline I got my 300 copies."



**Julie Bywater**

West Birmingham member Sukhdeep Balaghan received 75 copies and only had 20 left when he left his shop to attend the district council meeting.

### 'Blanket refund' call to Smiths

District councillor Narinder Singh called for Smiths News to issue a "blanket refund" to members in cases of very late deliveries following a recent incident with the wholesaler.

Mr Singh, of the South East Birmingham



branch, said his papers had been delivered a couple of hours late about a fortnight ago.

He told the meeting: "I received my deliveries from 8.30am to 9am. Can we make sure that Smiths payout for everyone even if they don't make a claim? It should be a blanket refund and not just when people put in a claim."

However, Birmingham member Narinder Randhawa said that this request had already been raised with Smiths, and it refused.

Erdington member Pravin Chauhan added: "We have had meetings



**We should congratulate this new paper and give it a very warm welcome**

**Ramesh Sahota**

West Midlands district president, on The New Day

with Smiths and national council have had meetings with Smiths, and nothing comes out of it."

### Sales firm 'put on the pressure'

Concern was expressed over a dispute that a member was having over an initial enquiry with a company concerning the possible sale of her newsagents' business.

Central branch member Anne Newman said the unnamed member had come to her in "desperation" last week after being concerned about the issue.

She told the district council: "The member was thinking of selling her business and this company pressured her into signing a contract."

The member has now taken the matter to court, and Mrs Newman



**Narinder Randhawa**

### Questions over MP receptions

A district councillor has suggested putting an end to parliamentary receptions where members are able to meet their local MPs.

Erdington branch member Pravin Chauhan said: "We are paying hundreds of thousands of pounds for these parliamentary receptions and we're not getting any benefits from them."

"It's been going on for three years now and what have we got to show for it?"

Narinder Randhawa disagreed, and argued that the meetings give smaller retailers recognition and a better platform to voice their concerns to local MPs.



**Pravin Chauhan**

### Your say

If Sunday trading was deregulated, what effect would it have on you?



It would have quite a serious effect because in the last couple of years I have also started selling alcohol and we notice that it does get busier when the supermarkets close at 4pm on a Sunday. If the supermarkets stay open longer it would affect my trade quite severely.

**Mahesh Pancholi**  
Birchills News, Walsall



It would have a negative effect. Independents already open on Sundays if they wish to. If you allow multiples to open longer on Sundays it will threaten the livelihood of independents because they will be able to dominate the market. Deregulation isn't needed.

**Manjit Samra**  
Samra Supermarket, Smethwick



It's hard to tell exactly what effect it would have on an individual business but, as an industry, it would be quite detrimental. I think it would hit independent retail quite hard. Many smaller retailers get good business on Sundays with the hours they work now.

**Surjit Khunkhun**  
Premier Woodcross Convenience Store, Wolverhampton

### Ramesh and Manjit elected

Wolverhampton & Dudley member Ramesh Sahota and West Birmingham member Manjit Samra were elected for the posts of district president and district vice president respectively at the annual general meeting.

Narinder Randhawa, Sukhdeep Balaghan and Julia Bywater were elected as the district's three national councillors, while Narinder Randhawa was elected as the voluntary fund trustee.

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT EASTERN COUNTIES 01.03.2016



**Richard Goss** reports from the NFRN Eastern Counties district council meeting

### Day after drop for The New Day

Retailers in East Anglia reported a successful first day for The New Day, but struggled the next day when it went on sale for 25p.

Great Yarmouth member Ralph Childs said the initial give-away was a success, but on Tuesday just four sold copies in his shop, Childs Newsagent.

He said: "People were initially curious, but by day two were not very impressed.

"Some complained that there wasn't much proper news in it and others that topics were scattered throughout the paper - there was no defined sports section for example."

Great Yarmouth member Owen Church said he gave away 90 copies on Monday, but sold only two on

Tuesday, with one regular order being placed. He said: "One regular newspaper buyer suggested it was too much like a women's magazine and lacking any real hard news."

### NLW blamed for carriage hike

Members criticised Menzies' decision to raise its carriage service charges (CSC) to cover part of the impact of the National Living Wage.

In a letter to retailers, Menzies' managing director Mark Cassie stated: "We have made plans to mitigate part of the increase through process-improvement



**Menzies said it has raised carriage charges to help pay the National Living Wage**

and cost-reduction projects. Unfortunately the sum of these mitigating factors is still outweighed by the impact of the National Living Wage.

"As a result it has been necessary to review the CSC to recover a proportion of the increased costs."

Members expressed outrage that the effect of the National Living Wage was being passed



**Too much like a women's magazine**

**Ralph Childs**

Great Yarmouth retailer

directly onto them by the wholesaler.

It was also felt that any increase in the price of petrol and diesel would inevitably and very quickly be passed on by wholesalers.

**District needs 'a way forward'**

Members agreed to review the way its branches are organised

to ensure the federation as a whole continues to adapt and thrive in a changing retail environment.

Ipswich member Alwyn Basford said: "We are relying on a system that has been in place for a very long time and we now have to weigh up our history with the need to develop and find the way forward."

Ralph Childs agreed, and said members should view the changes like amalgamations, giving the example of their own district's consideration of a merge with the Norwich, Lowestoft and Great Yarmouth branches.

Members agreed to look to implement the merger of the three branches in time for consideration at their next regular branch meeting, where they would also discuss problems with low attendance rates linked to member's work patterns and their health.

**'Lobby MPs on retail crime'**

Members were urged to keep in contact with their MPs in regard to crime in light of reports of a vicious attack on a newsagent in Luton.

The incident was also used as an example to remind retailers that retail crime was not limited to shoplifting and theft.



**Owen Church**



**Alwyn Basford**



**Ralph Childs**

### Your say

How did the launch of The New Day on Monday 29 February go in your store? What did you do to promote it and how did customers react to a new newspaper?



The launch day went really well, and we gave away lots of free copies. We put up posters and laid out the paper on the front of our counter. Although, I don't think there will be many people who would be happy to fork out 50p when it goes to full price.

**Ralph Childs**  
Childs Newsagents,  
Burg Castle



Our customers displayed quite a lot of enthusiasm on the launch day. However, we over ordered copies on Tuesday for the amount we actually sold, it still did quite well. At our Sheringham shop we sold five of 89, and in Holt, 11 out of 63 copies.

**Barry Starling**  
Starlings,  
Holt and Sheringham



While we gave away lots of free copies on the launch day, there were few buyers on the second day. Our customers felt there was not much in it, even at 25p. There was plenty of curiosity, but very little of that interest led to sales the next day.

**Josie Dixon**  
Dixons Newsagents,  
Lowestoft, Suffolk

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT EAST MIDLANDS 02.03.2016



Anthony Collins reports from the NFRN East Midlands district council meeting

### Delivery debate for conference

East Midlands district council has tabled a motion for annual conference in a bid to end ongoing challenges with late newspaper deliveries by improving publisher delivery times into wholesalers.

The motion was approved after members complained about papers being delayed the morning after Leicester City's evening football match against West Bromwich Albion.

Hinckley member Mike Hopkins, who tabled the motion, said: "There is a history of late deliveries to wholesalers that in only a few instances are matched to late news stories, this being one. A larger delivery window, meaning an earlier cut-off, would improve delivery times."

Derby and Burton member Alan Smith said: "The only way you are going to get papers on time from the wholesaler is by fining the publishers if they are late delivering the papers to them. Retailers can claim off the wholesaler if deliveries are late, but the wholesaler should claim off the publisher if the papers are late coming in to them. That's the only way you are going to achieve anything."

### Phone scammer steals £100k

A member has warned



Phone tricksters cleared £100,000 out of a customer's bank account

of the dangers of falling victim to phone scams after reporting a case of an acquaintance who had £100,000 taken from her bank accounts.

Erewash Valley branch member Derek Fere said the person concerned had received a phone call, allegedly from the police, to say they had a person in custody who was in possession of her bank details.

Mr Fere told the district council: "The caller asked her to confirm her bank details and, quite unwisely, she gave the details to him."

"When she next went to get some money out

of her bank the machine said she had 'insufficient funds'.

"She went inside the bank to say that wasn't right because she knew she had a lot of money in her account, but when they looked into it they discovered this person had wiped out four accounts and she lost £100,000."

Mr Fere, who stressed that the victim was not a member of the federation, said the matter had been referred by local police in Ilkeston to the National Fraud Squad.

In a separate incident, Leicester member Sunil Patel said his staff had

apprehended a regular shoplifter for stealing sweets at the value of 45p.

"My wife rang the police but, when they came down, they asked why she had called them when only 45p of goods was stolen. But, when they investigated, they found £5,000 to £6,000 worth of goods had been stolen by the same person from all over the place. They phoned back and thanked my wife."

### District structure under scrutiny

Members discussed ways of improving the existing branch and district structure following the federation's call for ideas.

District president John Green said the East Midlands had nine branches that were either un-officered or inactive, where only two or three people turn up.

He said one of the suggestions being discussed was to create zones within a geographical area with between 100 and 300 members.

Existing branches within the zone would merge, while the district council would have overall responsibility.

Hinckley member Mike Hopkins suggested creating an "experimental" zone based on un-officered branches, while Derby and Burton member Alan Smith said they could re-structure branches into five areas based on the five news distribution houses within the East Midlands district.



### A larger delivery window would improve delivery times

Mike Hopkins  
Retailer, Hinckley

### Your say

Which new pricemarked packs have proved most effective in your store this year?



The Euro Shopper range is popular as is whisky. Bell's Whisky in particular has done phenomenally well, but Grants and Teachers have also sold well. But it isn't just about pricemarking, it's the margin earned from the sale as well.

**Jimmy Patel**  
Jimmy's Store,  
Northampton



All of them. Most of the sweets are all pricemarked and sell well, as long as they give us the margins and it's maintained. Pricemarked packs reassure people we're pricing our products fairly, and often they provide better value for customers.

**Jack Patel**  
JRS News,  
Nottingham



The one that has been the most effective is £6.99 Sterling Menthol cigarettes, which have sold particularly well. We try to get pricemarked packs wherever we can because we compete against our local Sainsbury's.

**Terry Hartshorne**  
Markeaton News,  
Derby



Mike Hopkins



Alan Smith



John Green



# YOUR ISSUE

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Retailer Jatin Patel says he felt "bullied" by PayPoint when he shut up shop after 25 years

## NFRN SAVED ME £2,500 RELEASE FEE

Regular readers of RN will be familiar with the ongoing issues raised by PayPoint retailers, from the company's commission cap cuts to its exclusivity contracts. But this week, Portsmouth retailer Jatin Patel, of Guildhall News, has got in touch about the problems he has faced terminating his contract ahead of closing his shop at the end of this month.

Unable to compete with the multiples that have opened around him and a three-fold rent increase, Mr Patel decided, after 25 years, it was time to shut up shop.

He says he wrote to Camelot and PayPoint in January informing them he will cease trading on 24 March, but was shocked to receive a call from PayPoint informing him he will have to pay a £2,500 early termination charge, which would be taken with his next bill.

"They said we were in breach of our five-year contract because we signed an extension in 2014," he says. "But we didn't know then that our landlord was going to increase the rent so we signed it in good faith and, through no fault of our own, we had to break the contract with them."

"We have had a Sainsbury's open up across from us, we have a Tesco now open 100 yards away and that's all affecting our business as well."

Many retailers have gone bust because of the competition from the big guys."

Mr Patel says, unsure what to do to next, he contacted NFRN Portsmouth branch president Pradip Amin for advice. "Pradip and Linda Sood told me to get PayPoint to put it in writing and break down the charge," he says. "Pradip fought my case quite hard. He told PayPoint we are suffering because of the big multiples opening around us and the landlord is terminating our lease because we weren't happy with what he was negotiating in the new lease."

"Pradip then contacted me saying they want to see proof my lease is being terminated and once they saw that they said I wouldn't be penalised and they will come and take the machine."

Mr Patel says before the NFRN got involved he felt "bullied" and unable to fight the fee on his own. "We didn't even get a letter from them at first; we just got a phone call from them. If it wasn't for the intervention of the Portsmouth branch of the NFRN I would have struggled because they wouldn't have listened to me," he says.

"The NFRN was able to speak directly because it is constantly talking to them about the ongoing issues with traders. When we need them they do support us quite a lot."

A spokesman for PayPoint said: "We're sorry that Mr Patel feels this way, but no proof of the landlord's termination notice was provided when he originally got in touch with us to end his contract. As soon

as proof was provided, the early termination charges were waived and this has been confirmed directly with Mr Patel. We wish him well for the future and thank him for his business."

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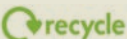
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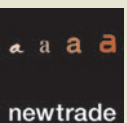
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## YOUR SAY Do you think tobacco licensing would help curb illicit trading?

### Linda Sood

Falcon Convenience Store  
Portsmouth, Hampshire

I was against licensing laws before, but illicit tobacco in our area has escalated in the past few years, and the tipping point for me was the introduction of plain packaging laws. As long as we don't have to pay, I think it's a great idea. I'm losing a lot of business from shops around me selling illicit cigarettes and I believe that having a tobacco licence would help put an end to this.

### Colin Smith

Pinkie Farm Convenience  
Musselburgh, East Lothian

Absolutely not, it would just be another piece of red tape for retailers. Illicit trade is just going to get worse regardless - plain packaging and rising prices will make sure of that. All it's going to do is let the government



know who is selling tobacco legally, rather than illegally. I'm in a fairly affluent area, so illicit tobacco is minimal. Retailers in Scotland have to sign up to a tobacco register declaring they're selling tobacco, which is a similar concept.

### Bal Ghuman

AK News  
Shrewsbury, Shropshire  
What would it actually achieve?

If you're an illicit trader you're going to run under the radar anyway. I'm struggling to see what retailers would gain other than a lot of paperwork and bureaucratic red tape. And is this actually coming from the government, or those in Whitehall trying to justify their salary? The government should target the places where the majority of illicit tobacco is actually sold - pubs and clubs.

## YOUR STOCK What do you do in your store to encourage children to eat healthily?

### Simon Lunn

Simply Fresh  
Axbridge, Somerset

We have free fruit Friday, but it's not just for children. This means customers that buy a lunch main, such as a sandwich, roll or pasty, get a free piece of fruit. We copied this idea from another store, and it really helps us engage with our customers and raise our profile. When we first opened we sent leaflets out to three primary schools asking for parents' names and emails in return for free fruit, which didn't really work.



### Harj Dhasee

Nisa Village Stores  
Mickleton, Gloucestershire

We sponsored a breakfast club for two weeks at our local school. We supplied toast, cereal and fruit free of charge and helped supervise the club. This went down amazingly well and connected me with a lot of local parents and their kids. The club

was so successful that after the two weeks the school carried on doing it full-time, and we supply them with certain breakfast items. It also drew business into our shop.

### Mehmet Guzel

Simply Fresh  
Bethnal Green, London  
I have a close relationship with

several local schools, which come to me for fruit donations for various events, such as the school fete. They often have vouchers worth up to £5 as raffle prizes, which can be used to buy fruit. This allows me to engage with parents and kids in my local area, and also support the schools' initiatives to encourage children to eat more healthily.

# TIM HARVEY

GUEST  
COLUMNIST

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**It's a subject often ignored but staff theft and other fraudulent behaviour is a serious issue for small businesses. Understanding how and why it happens can help you avoid it**

## Prevention is better than cure

**T**here are hundreds of ways that employees can defraud you, from the blatantly-grabbed opportunity to the carefully planned and executed theft.

Employee fraud is always an unpleasant issue, but this is especially true for small businesses that employ family, friends or long-standing staff and generally share several roles between a small number of employees.

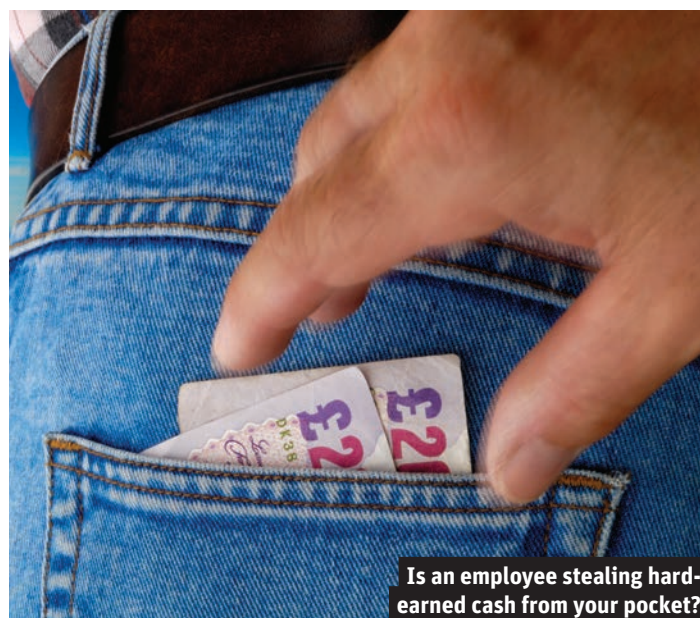
Twice a year, the Association of Certified Fraud Examiners produces a global study on occupational fraud and abuse with analysis of sector, size, victim and offender profiles and losses. Since 2008, this survey has shown that small companies with less than 100 employees are statistically more likely to suffer from asset misappropriation fraud than others.

If independent retailers are to protect themselves from this, the two questions they need to ask themselves are what causes staff to steal from their employers and what can they do to stop this.

The criminologist Donald R Cressy carried out a study of more than 200 inmates in which he examined what leads offenders to offend. His results included a hypothesis - known as the Fraud Triangle - which shows that pressure, opportunity and rationalisation are the main factors business owners need to be aware of to spot fraud.

There are three factors that, when combined, lead people to commit occupational fraud. These are perceived non-sharable financial need; perceived opportunity and the offenders' ability to rationalise their actions.

In the first instance, offenders believe they face a financial problem which they cannot share. While one person might lose £500 betting on horses and openly share the problem, another might



**Is an employee stealing hard-earned cash from your pocket?**

feel a sense of shame and thus feel the need to keep their loss a secret. This latter person is more likely to resort to illegal means to rectify his or her loss.

Then there is opportunity. It only takes a few factors to create an opportunity for them to defraud you, such as inadequate monitoring of stock control or money handling.

Finally, rationalisation is the offenders' ability to justify or excuse their actions. Some excuses given by fraudsters include: "I was only borrowing, I was going to pay it all back"; "I only did it because of the unusual circumstance I'm in. Normally I'd never have taken the money" and "My employer had been cheating me/treating me unfairly. I only did it to get even".

With this in mind, what can retailers do to protect their businesses? Again, there are three main things store owners can do.

Firstly, non-shareable financial problems can take many forms and managers who take time to get to know their staff and talk to

Secondly, they must increase the risk of detection. An employer has little opportunity to influence personal perceptions, but if an employee knows no-one will ever check his work or identifies a flaw in the inventory or stock control system, they could decide they have an opportunity to solve their financial needs without being discovered. If an employee is aware that random checks on their work will take place it will deter them from attempting to steal or defraud.

Thirdly, managers should ensure training and education start as soon as an employee joins the company. A fraud policy detailing the store's approach to fraud and fraudulent activity (which should include proactive measures for reporting, in confidence, fraud, suspicious or unethical behaviour), should be included with employee contracts and be displayed prominently in a staff area.

Ultimately, store owners must set the tone, fully understand the threat posed by fraud and the importance of introducing active and constructive measures to prevent it without undue disruption to their business.

*Tim Harvey is director of UK operations at the Association of Certified Fraud Examiners*

### \* Further reading

I've outlined the main reasons for staff theft and ways store owners can protect their businesses, but more help is available online.

- The above material can be found in the ACFE Small Business Fraud Prevention Manual, <http://www.acfe.com>. Other information is also available on the site in the fraud resources section.
- The Association of Certified Fraud Examiners global study is available free at <http://www.acfe.com/rtnn/docs/2014-report-to-nations.pdf>

# LETTERS

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## MENZIES 'HAS THE BIGGEST HAND IN KILLING TRADE'

I have just read your interview with Mark Cassie and I found most of his comments to be out of this world. He must think all hard-working newsagents up and down the country are just here to fund his company's profits and probably his bonus.

The National Living Wage will affect everyone, not just Menzies. Over the past 18-24 months changes have been made to our deliveries and standard of service without any consultation. Local depots have closed, which has led to more and more late deliveries and a drop in the service level.

I read almost every week in RN about poor service and poor standards of deliveries to newsagents, but never an answer from Menzies. I wonder why?

He stated the pending closure of the Independent was a huge concern to his company. Guess what, his company, if allowed to carry on the way it is, will have the biggest hand of all in killing this trade stone dead.

Newsagents work long and hard to offer a standard of service which Menzies can only dream about giving. He stated the current RDTs to retailers is 98%. I hate to think where those figures come from. I know the RDTs which are being used are so far out of date. I know my shop has been changed to another round, yet the RDT is the same. How does that work?

Mr Cassie refused to give a breakdown of the carriage charges. Maybe there is something to hide. I can't find another trader in my local area who has to pay a carriage charge for the delivery of their basic product. Mark Cassie can't give a breakdown because he knows it's an unfair charge on retailers who can't get the product anywhere else.

The cartel that is Menzies and Smiths has



it sewn up and I hope the cash and carries can and will follow through on their plan to deliver newspapers.

**Brian David**  
Ruscoes Newsagents  
Llandudno

### Less talk and more action, Mr Cassie

What sort of brass neck does John Menzies have? It has the cheek to increase my carriage charge by 7% and then say we have not passed on the full National Living Wage increase, which, incidentally, increases by 7.46%.

Diesel has fallen by more than 40% since 2014 when the average price was 137p per litre. I filled my car the other day three miles from Linwood depot at 96.7p per litre. Also, since a lot of your drivers are self-employed, I would like to know whether they will receive a 7% increase in their contracts.

I have been very patient with Menzies with regard to mis-packs, missing credits, and various other issues. Well, no more. If

it wants to increase my carriage charge, it better improve its service.

I was even more incensed by Mark Cassie's interview in RN. Using RN's figures, I calculated that Menzies is recouping close to £2m from independents.

The launch of The New Day is a welcome addition



**Mark Cassie can't give a breakdown because he knows it's an unfair charge on retailers who can't get the product anywhere else**

**Brian David**

Ruscoes Newsagents,  
Llandudno

to the newtrade. However, it would help if I actually had a supply to sell.

As for Mr Cassie's 'advice', regarding cost reduction, etc. Does he not think we have already looked at these things? For the majority of indies, it's a question of cutting staff hours and doing more work ourselves. We don't have a lot of room to manoeuvre when it comes to cost cutting. Does Menzies pay carriage charges to the publishers?

Furthermore, we could improve stock management if his allocations were better. I have been a newsagent for almost 20 years and the one thing Menzies has not improved has been its allocations.

Address that, Mr Cassie. And, please - less talk, more action.

**Jim Moorhead**  
Top Cards  
Johnstone

**Protests are falling on deaf ears once again**

It's outrageous that our carriage service charges are to increase yet again

next month. Menzies Distribution is blaming the National Living Wage for the latest increase. We newsagents are being treated with contempt by the news wholesalers.

I fear the wholesalers will drive us out of business unless their monopoly powers are not investigated by the CMA. With fuel prices at a 12-year low, our carriage service charge should be decreasing.

All of our protests are falling on deaf ears. Our overheads are also increasing and we cannot change our news wholesaler because it is a monopoly supplier, and this is unacceptable.

**Waqar Chaudry**  
Chaudry News,  
Glasgow

**Dave Shedden, head of communications at Menzies, said:** "The implementation of the National Living Wage (NLW) legislation creates the most substantial shake-up of our supply chain's cost base for many years, and Menzies Distribution will be heavily impacted by this change in the law.

"We have taken steps to mitigate the impact this will have on our customers, through concerted programmes of cost reduction and process improvement within

our business. Unfortunately, the sum of all mitigating factors, including the recent decline in fuel prices at the pump, is still outweighed by the impact of the NLW.

"In order to recover a proportion of the increased costs, it has therefore been necessary for us to conduct a review of our carriage service charge (CSC).

"We recognise that our customers are also facing tough economic conditions, so we make three specific commitments to them:

"1 – Menzies Distribution will make no further scheduled review of the CSC model in 2016;

"2 – No current Menzies Distribution retail customer will face any further increase in CSC until 2017 at the earliest, following this April 2016 review;

"3 – Menzies Distribution will continue its work to reduce delivery costs, in order to mitigate NLW and cost impacts wherever possible.

"We remain committed to working with all retailers and publishers to support the long-term health of our shared supply chain."

## I don't know how much longer I can survive

Menzies is doing its best to put me out of business.

My store is at a train station so I need papers early. My RDT is 5.30am. This time is never met and it is usually nearer 6am. Last week it was as late as 6.50am. My complaints fall on deaf ears, and no one at Menzies will contact me regarding this.

I have submitted so-called fast-track restitution forms which seem to have been ignored. Also credits, which should be passed, have been rejected, vouchers are running two weeks late, and for this service the delivery charge is going up.

It is hard to see how much longer my business can survive.



## AN EPIC FAIL FROM DENNIS & GNASHER

Issue 115 of Dennis & Gnasher Epic magazine was polywrapped with the misleading description 'Epic', which was confusing for retailers to identify and cost us money.

Can the publisher and wholesaler please deal with the identity of this magazine so we can return it

correctly, and offer an open recall?

**Pradip Amin**  
Birds Newsmarket, Portsmouth

**A DC Thomson spokesman said:** "Issue #115 of Dennis the Menace and Gnasher's Epic! was wrapped and titled Epic! We would like to apologise for any

confusion this may have caused. We have issued a clarification to all retailers via the wholesales. From issue #116 we will make sure the full title of the magazine is used and visible to retailers and customers alike. To ensure no retailers miss out on credit, we have extended the credit recall date by four weeks."

**Graham Cooke**  
Station Kiosk  
Hockley

**Dave Shedden, head of communications at Menzies, said:** "Menzies

Distribution strives to support our customers, so it's disappointing to hear about Mr Cooke's difficulties. We've arranged for our local branch team to investigate his concerns; they will contact

him directly once further information is available."

### Why wasn't I informed?

Smiths News decided to change our delivery operations, from having three drivers delivering three rounds to three drivers delivering four, without informing us.

When this change took place my papers were late every day and I lost about 20-30 customers each morning.





I logged eight calls and submitted a customer complaint. Smiths rang me just before its 24-hour-callback policy was up, and told me it had changed back to the old system again.

I have a £2,500 news bill with Smiths News, and I expect better service and to be informed when things like this happen.

**Paul Dhanda**  
Paul's News,  
Stafford

**A Smiths News spokesman said:** "We will contact Mr Dhanda directly to discuss and resolve the issue."

# INDUSTRY PROFILE

 Tom Gockelen-Kozlowski  
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## Got Capital



Businesses need access to finance – whether it's to invest and grow or to survive difficult trading conditions. With banks' lending to small business seeming still dented in the aftermath of the financial crisis, alternative funding methods – such as that provided by Got Capital – became increasingly popular. Its director, Alex Afek, explains why

**RETAIL NEWSAGENT How popular has the Got Capital model proved over the past twelve months?**

**ALEX AFEK** Our system is custom made financing for small business and retail clients.

They really like our personal approach, which makes us unique in the industry.

As a result, the model has been very popular and clients are happy with the service we offer.

**RN We hear a lot about the improving economy in the media – have the banks started to be more open with retailers in recent months?**

**AA** Unfortunately this remains a big issue, since banks aren't very good at advertising themselves when it comes to signing on the dotted line.

It's still not as easy to secure funding through your bank – as lots of small business owners have discovered.

**RN You offer financing from £1,000 to £100,000 – what's the typical figure that independent retailers borrow?**

**AA** There isn't one typical figure, since we work such a wide range of business types and sizes, from small corner shops and newsagents, to larger franchise supermarkets.

Each business has different needs, and as a result, we usually suggest that our clients start out with an

amount bespoke to their individual business, in other words, the minimum amount which will help it achieve their goal.

**RN And what is that money being used for? Are retailers refitting their stores to offer more fresh and chilled produce, for example?**

**AA** Small business owners need quick access to working capital for many reasons, be that a quick solution to improve their daily cash flow or a way to take advantage of great opportunities.

Businesses we have worked with have used the money for refitting their stores and buying new equipment, for example.

The biggest thing for our clients is having someone who believes in their business just a phone call away.



**The biggest thing for our clients is having someone who believes in their business just a phone call away**

**RN Do you expect to see a growth in retailers requesting funding as the National Living Wage puts pressure on their profitability?**

**AA** Not necessarily, but as more small businesses are becoming aware of funding alternatives, there is a growing demand for services such as ours.

Retailers see that there is less funding available from the banks and they have more alternative financing options available.

More opportunities for expansion and alternative financing available means the banks are no longer big players in this market, as so many businesses are looking for alternatives.

**RN One of your points of difference is that you work closely with retailers throughout the time their paying back their capital. What support have you provided retailers in recent months to improve their businesses?**

**AA** The day-to-day operation of small businesses requires lots of flexibility.

Working with us means there is always someone who will listen and understand cash-flow issues, alongside the sales opportunities or chance to improve sales that come along and require initial investment.

We also advise our clients on how to best use our products to maximise profitability.

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

**Company** Got Capital  
**Director** Alex Afek  
**Profile** Alternative finance provider  
 Got Capital invests in businesses which need funding. By working directly with the businesses themselves and offering £1,000 to £100,000 of unsecured finance to stores which have found traditional funding routes difficult to navigate, Got Capital says it is stealing a march on the major banks.



\*\*\*

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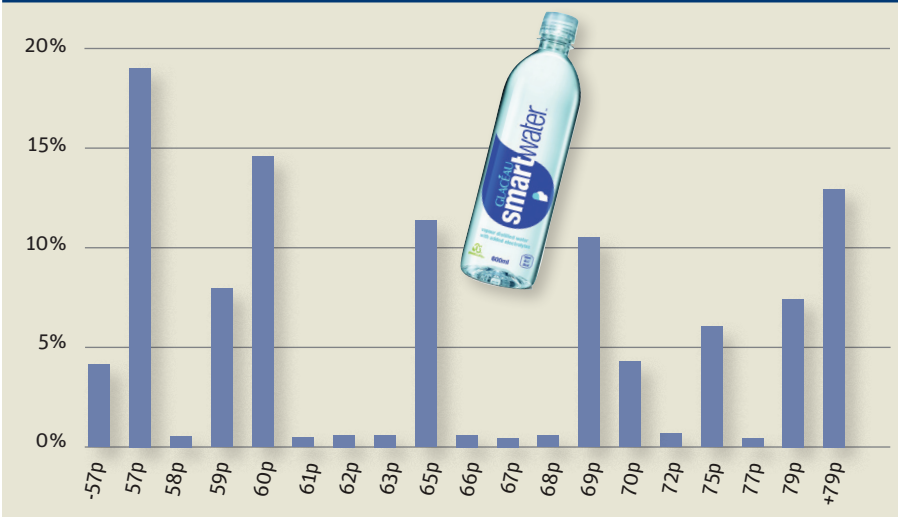
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**got  
capital**

# PRICEWATCH

# BOTTLED WATER

## GLACEAU SMARTWATER 600ml Price distribution %



## BOTTLED WATER PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
<b>Volvic Mineral Water Sports Cap 1l</b>	£1.09	£1.88	£1.10	£1.00	£0.85	£0.95	£1.00
<b>Volvic Touch of Fruit Strawberry 500ml</b>	£0.91	£0.95	£1.10	£0.65	£0.75	£0.89	£1.00
<b>Volvic Mineral Water 1.5l</b>	£1.10	£0.95	£1.00	£1.00	£1.00	-	£0.85
<b>Volvic Mineral Water 500ml</b>	£0.66	£0.65	£1.10	£0.70	£0.55	£0.55	-
<b>Volvic Touch of Fruit Strawberry 1.5l</b>	£1.40	£1.35	£0.70	-	£1.29	£1.25	£1.35
<b>Highland Spring Mineral Water Sports Cap 750ml</b>	£0.96	£0.93	£1.15	£1.00	£0.75	-	-
<b>Evian Action Still Water Sports Cap 750ml</b>	£1.03	£0.99	-	£1.00	£0.85	£0.89	-
<b>Evian Mineral Water 500ml</b>	£0.71	£0.69	-	£0.70	£0.55	£0.65	£0.70
<b>Volvic Touch of Fruit Lemon &amp; Lime 500ml</b>	£0.91	£0.95	-	£0.65	£0.75	£0.89	£1.00
<b>Volvic Touch of Fruit Summer 500ml</b>	£0.91	£0.89	-	£0.65	£0.75	£0.89	£1.09
<b>Volvic Touch of Fruit Summer Fruits 1.5l</b>	£1.38	£1.35	£1.10	-	£1.25	£1.19	-
<b>Volvic Touch of Fruit Orange &amp; Peach 500ml</b>	£0.91	£0.89	£1.10	£0.65	£0.75	£0.89	-

## Pricing strategies

### RETAILER

# 1



**NAME GRAHAM DOUBLEDAY**

**STORE** Newmarket

**LOCATION** Mossley

**SIZE** 700sq ft

**TYPE** main street

Water is a really great seller for me. It's right up there with energy drinks. People seem to buy them on their way to work rather than going to the gym. It sells all year round. I don't really calculate the margins on water but I know they are good, and it's good to have something that sells because the chiller costs money to run. Brands like Evian and Highland Spring don't sell round here, and even some of the Volvic flavours like lemon and lime don't shift either but, on the whole, Volvic is our bestseller.

### RETAILER

# 2



**NAME PAUL PATEL**

**STORE** WH Smith Local Dibden Purlieu

**LOCATION** Southampton

**SIZE** 1,500sq ft

**TYPE** main road

Water is water and I don't really find that customers are too fussy about the brand they buy. If they are serious water drinkers they'll bypass us independents and get multipacks from a supermarket. Mainly, we have people making a secondary sale with something like chewing gum. Having said that, my bestseller is probably Buxton. Since I've moved over to WH Smith I get a better deal on Buxton. There's only so much I can fit in my chiller so I tend to only have San Pellegrino as a luxury water, which also sells well.



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

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





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

**RETAILER****3****NAME BAY BASHIR****STORE** Bellvue Convenience**LOCATION** Middlesbrough**SIZE** 2,800sq ft**TYPE** main road/estate

We sell a lot of water and so we generally keep below the RRP to stay keenly priced. We do well on £1 pricemarked bottles, but I tend to keep to the £1 price point anyway. There's good margins to be had - as much as 50%. I place water in three sites across the store and I've noticed that people buying sandwiches are now picking up water instead of Coke or Pepsi. Because of this, I include water in my meal deals. The flavoured water sells well too, and I run two for £1 promotions on all my Volvic flavours.

**RETAILER****4****NAME VIP MEASURIA****STORE** One Stop, Draycott**LOCATION** Derby**SIZE** 1,500sq ft**TYPE** estate

Water is an everyday seller for me. I keep it in my chiller and keep the large waters next to the soft drinks. I include water in my meal deals, but in my store people don't necessarily choose water over carbonates. I have a mixture. Because I'm based in Derby, we actually sell a lot of the Buxton brand, but the flavoured water does well for us too. It was a slow seller at first, but citrus or summer fruits and strawberry flavours seems to have taken off and that range has really increased in value for me.

**RETAILER****5****NAME GAZ BAINS****STORE** Select & Save Belgrave Stores**LOCATION** Coventry**SIZE** 1,400sq ft**TYPE** estate

Water sells throughout the year day-in, day-out. The only time sales stop is late evening when everyone is home. I think people want to feel hydrated during the day. We have Evian on a constant meal deal, so it's £2.99 for a water, a packet of crisps and a sandwich. Aside from the deals Volvic is my bestseller. It sells as well as carbonates like Lucozade and my energy drinks. People are more health conscious now. I make around 50% margin on larger bottles and 30% on smaller and I dual site water at the front and back of the store.



# THE ENTREPRENEURS

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

**ROMAN ABRAMOVICH****Route to the top**

In Russia, Roman Abramovich is a businessman, investor and politician. In the UK he is better known as the owner of Chelsea Football Club. Abramovich started his entrepreneurial life as a street trader and then as a mechanic in a local factory. In 1988, as Perestroika opened up opportunities for privatisation in Russia, he and his wife Olga set up a doll-making company followed by oil conglomerates and pig farms as well as investing in other businesses. Despite being sent to prison in 1992 for a case of theft of government property, by 1999 he had moved into an apartment in the Kremlin

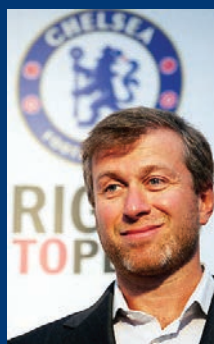
at the request of president Boris Yeltsin. In June 2003 he became the owner of Chelsea Football Club and started an ambitious commercialisation process. A controversial figure in football, he is almost always present at Chelsea games.

**Key achievements**

- Abramovich is a self-made man who has gone from street trader to one of Russia's richest men.
- In 2004 he took Chelsea to becoming league champions - for the first time in 50 years.
- Abramovich reportedly donates more money to charity than any other Russian.

**Lessons for your store**

- 1** Be a hard negotiator – Abramovich may be controversial but his hard-headed attitude to business has created his success.
- 2** Be present and show your staff leadership – the Russian is famously present at most Chelsea games.
- 3** Give back to your community – Abramovich is said never to forget his roots and has invested heavily in a region where he was governor.



# RETAILER PROFILE



## Justin's in the fast lane

Once a traditional forecourt store next to his family's car dealership, Justin Taylor's Spar Winford has doubled in size and now offers customers a not-so-traditional modern convenience experience.

**Tim Murray reports**

**S**par Winford Ford – part car dealership part convenience store – has gone from 0 to 2,400sq ft in 50 years, although the real acceleration in the retail side has come only in the past decade. An extension and complete refurbishment, last year, effectively doubled its size from an initial 1,200sq ft.

Justin Taylor, at the helm of the family-run business in the village of Winford, near Bristol, which dates back to the 1960s, has overseen the project and – with the development settling down, is ready to proclaim it a huge success.

An independent store for years, in 2004, the family chose to move away from its traditional forecourt roots, dipping its toes into convenience, with Mr Taylor signing up with Spar. That relationship has continued to this day, helping him through both a refit in 2013 and last year's doubling in size.

"Before last year, we had a reasonable but limited selection of fresh produce and chilled and it was right at the back of the shop," he says. "We concentrated more on the traditional things, a few boxes of crisps, a bit of chocolate, cigarettes, papers and not a great deal else. It was a very, very old-fashioned operation," he says.

"The whole point of the expansion was to spin the emphasis around, introducing a proper fruit and veg section, and upping the ante on our chilled range by pulling it

right to the front."

The changes have paid off. "We're really pleased with how it's gone so far," Mr Taylor adds. "The sales and turnover has grown hugely. Fruit and veg sales went up 270% year on year, chilled has gone up by 170%."

It's brought in new trade, too. "We have a mixture of both existing and new customers," he says. "We don't get a lot of walk-in trade, everyone has to drive. We have a high percentage of local trade and see a lot of old faces in here, but we've got a tranche of new people too."

The location, despite being isolated (the only houses nearby are two cottages), is one of its key selling points to customers, as Mr Taylor explains: "The biggest rival store is a Co-op a mile away, but parking is really challenging there. We've got a big forecourt with a lot of parking, which is a big attraction. And now our range compares well to what is on offer there too."

Other than its improved chilled offering, Spar Winford Ford has added a Cook frozen food concession, which has proved to be another good earner for the store. "Given the demographic around us, we knew it would work well, but it's really taken off. People come back too, it's really good for repeat business. And the margins are healthy."

The addition of Cook, alongside a new Daily Deli food service counter, means that the store is now something altogether

**“As part of our refit we moved our spirits and medicine from behind the till to the shop floor. There’s an increased risk of theft, but we’ve seen a substantial increase in sales”**

**JUSTIN TAYLOR**



**Justin Taylor offers great fresh and chilled and food to go alongside a more traditional forecourt range**



**“We’ve moved away from what you’d think a forecourt shop is in terms of its look and feel, but you can still come in and get a breakfast bap and a Costa in the morning, cigarettes and a paper”**

different from a traditional garage shop. “We’ve moved away from what you’d think a forecourt shop is in terms of its look and feel, but you can still come in and get a breakfast bap and a Costa in the morning, cigarettes and a paper.”

The expansion came as Mr Taylor looked for growth for the business outside of its car dealership and garage roots. The first move was to get on board with a symbol group. “We needed a trading partner, Spar was the one we went with and we’ve never regretted it. They were very helpful and worked closely with us.”

Its Retailer Roadshows – a forthcoming one looking at the impact of the national living wage and other employment issues was mentioned – are also helpful, he says: “That kind of support is really important. They’re worth their weight in gold.”

So what kind of advice would he give to other retailers thinking of taking the plunge and expanding their operations into modern convenience?

“We could have stuck with where we were, trading water, but we had the space to do it and we had the parking. But you have to have the stomach for doing it, you have to be brave.” ●

#### VISIT MY SHOP

#### Spar Winford

Littleton Mills,  
Winford,  
Somerset,  
BS40 8HJ



**Want to see more of Justin's store? Go to [betterretailing.com/justin-taylor](http://betterretailing.com/justin-taylor)**

# NATIONAL LIVING WAGE



**Your task**

## Implement one thing from this issue

“Your first task is simple and you’re already on the way to doing it. Take an hour to read RN cover to cover then implement one of the ideas you find – whether it’s from our e-cigarettes feature or our interview with financial firm Got Capital. Do this each week and you’ll have an excellent chance of maintaining your profitability after next month’s wage rises.”

**Chris Gamm**

Editor,  
Retail Newsagent

**Time** One hour  
**Benefit** New revenue, a more efficient business and more



**Mehmet Guzel**

Simply Fresh,  
Bethnal Green



**Time** Two hours  
**Benefit** Get a true picture of how the National Living Wage will affect you.



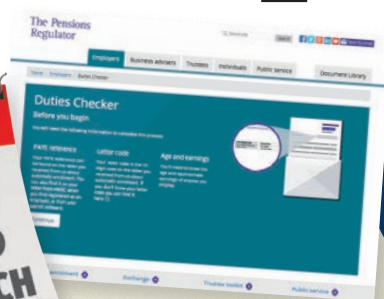
# Your 21 day action plan



**Your task**

## Seek professional advice

“I am going to have a full meeting with my accountant so I know exactly where I stand and can plan accordingly. I need a true picture of how much I need to save and how.”



**Spokesperson**  
The Pensions Regulator

**Time** A few minutes  
**Benefit** Avoid a £400 fine

**Your task**

## Avoid a £400 fine

“All employers, including retailers, have a date when their automatic enrolment duties start and those who leave things to the last minute risk non-compliance, which could lead to a £400 fine. As the Pensions Regulator, we write to all employers 12 months before their staging date to tell them about automatic enrolment. Employers should visit the duties checker on our website (<http://www.thepensionsregulator.gov.uk/en/employers/duties-checker.aspx>) where they can find out what they need to do to comply with their workplace duties.”



It's just weeks until the introduction of the National Living Wage – the biggest hike in staff costs most businesses will have seen in decades. How can you ensure your profitability isn't dented? **RN** went to some of the UK's top retail experts for answers and created this day by day planner for your store



**John Cassin**  
Senior compliance officer at Underage Sales.

**Time** Two hours  
**Benefit** Avoid a potentially-unlimited fine for your store

### Your task Protect your store from underage sales

Training staff is an important part of any business and when you're paying the National Living Wage it's even more vital, as any fine you're given will only damage your profits further. We've developed a course that gives retailers and your team everything they need to know about selling age-restricted products and the BTEC qualification we've developed protects licences against any potential fine of £1,000 to £2,500 for tobacco sales or an unlimited fine for the sale of alcohol.



**Fiona Drummond**  
General manager of GAP Convenience Distribution Ltd (the non-food buying arm of James Hall & Co)

**Time** One hour  
**Benefit** Extra sales from pester power

### Your task Tap into film excitement

"The new Star Wars movie "Episode VII - The Force Awakens", which opened on 18 December, was a great example of an opportunity retailers took advantage of. Those we work with stocked face masks, soft toys and eggs in order to gain incremental sales. On the 25 March, "Batman v Superman Dawn of Justice" is released and keyrings, pens and playballs are all available at prices that suit our target shopper - young mums."



### Training staff is an important part of any business



**Susan Nash**  
Trade communications manager, Mondelez International

**Time** Five hours  
**Benefit** Extra footfall, sales, lots of customer satisfaction

### Your task Hold an Easter treasure hunt

"Paul and Gail Mather, who run Sherston Post Office & Stores, have launched an in-store Easter treasure hunt this year – something any retailer can do ahead of Easter Sunday. Paul, Gail and their team will be hiding 10 Easter-themed images throughout each area of the store, with pictures drawn by their colleague Liz Snow. Shoppers are given a sheet of 10 clues, leading them to each image. Shoppers must then complete a simple form to be entered into a prize draw to win a giant Easter egg. Each entrant also receives a Cadbury Creme Egg for taking part. Events like this drive excitement around Easter and encourage consumers to explore the entire store, thereby helping to increase impulse purchasing."



# NATIONAL LIVING WAGE

**Sandeep Bains**

Simply Fresh Faversham, Kent

**Time** Half a day  
**Benefit** New profit-driving ideas



**Your task**

## Visit another store

“Go and visit a retailer and spend some time in their store. It will cost you a little in the short-term, but it might well give you an idea to implement that will really drive sales.”



**Go and visit a retailer and spend some time in their store**

**DAY 9**  
**SATURDAY**  
**19**  
**MARCH**

**Dee Sedani**

One Stop Main Street, Derby

**Time** One day  
**Benefit** Save money on bills in the long term.

**Your task**

## Look at your overheads

“A few years ago, before the idea of the National Living Wage, I spent a day looking at my overheads and I would advise other retailers to do the same. Simple ideas like putting doors on chillers have an initial outlay but pay for themselves in the long-run.”



**DAY 7**  
**THURSDAY**  
**17**  
**MARCH**



**Chris Duncan**

Chief customer officer, News UK

**Time** A few minutes  
**Benefit** Extra footfall and sales

**DAY 8**  
**FRIDAY**  
**18**  
**MARCH**



**Your task**

## Improve your newspaper display

“News UK is committed to working with retailers to grow sales of newspapers and footfall. A huge 3.3m extra copies of The Sun are sold each year from News UK-funded secondary display units. Please get in touch with your dedicated retail team to discuss how we can work together on effective and impactful campaigns to support your sales and needs.”

**Kevin Threlfall**

Entrepreneur and founder of One Stop

**Time** 30 minutes  
**Benefit** Tripled sales of high-margin seasonal stock



**DAY 10**  
**SUNDAY**  
**20**  
**MARCH**



**Your task**

## Ramp up your Easter display

“One of the things many retailers are very poor at is taking advantage of occasions such as Valentine’s Day, Mother’s Day and Easter – which is a week today. Smart retailers should put a display tray of greeting cards (which will have 50% margins) right by their counters for the next week so customers are almost falling over it and can’t help but remember to buy a card. At One Stop, we could achieve triple sales by moving a display rack of cards right to the front of the shop rather than trusting customers to remember to buy a card themselves.”



Your task



**Paul Jordan**

Managing director,  
The Jordan Group

**Time** 20 minutes  
**Benefit** Additional efficiency and lifespan for your chillers

## Keep your chillers working

“A poorly-maintained chiller can use up to 20-25% more energy annually than a well-maintained one. Today ensure there are no leaves, plastic bags or general debris that have blown into or surrounding the external unit which could block the fans – then make daily or weekly inspections on internal and external units. Internally, check the chiller drains are not blocked at the bottom towards the underneath of the chiller. Other things retailers should do include making sure chillers are cleaned regularly to keep them in good condition as well as checking that they have a preventative maintenance contract which provides at least two routine service visits per year.”



Your task

## Negotiate with your waste company

“A company called Veolia was picking up my waste for £134 a month. I shopped around, got a cheaper quote, and went back to them with a price. They reduced my bill by £10 a week straight away.”



**John Vine**

Newsworld,  
Church Stretton

**Time** Two hours  
**Benefit** Immediate savings on waste contract costs.



**Donna Dudden**

Albany News,  
Cardiff

**Time** Three hours  
**Potential benefit** Volume sales and repeat custom



## Every morning I make sure that I'm totally in stock across the major categories

**Time** 20 min  
**Benefit** A reputation for availability of products your customers want that will keep them coming back.

**Ray Monelle**

Orchard News,  
Weston-super-Mare



Your task

## Research an eye-catching new service

“We're a newsagents but we've recently been offering stuffed balloons, for example a rose in a heart-shaped balloon. I'm selling them at £5, which is cheap, but through that I've been getting excellent repeat custom. It's creating a point of interest in store as well as an additional revenue stream.”



Your task

## Check for out of stocks

“Every morning I make sure that I'm totally in stock across the major categories such as tobacco and confectionery. Customers may well buy something else if you're out of stock but they might not come back.”



# NATIONAL LIVING WAGE



**Your task**  
**Check your cleaning product prices**

"It's an arduous job, but going through the amount you pay for blue towels, cleaning products and even printer toners to ensure you're getting the cheapest price can save you thousands in the long run."



**Adam Hogwood**  
 Budgens of Broadstairs, Kent  
**Time** Half a day  
**Benefit** More than £1,000



**Your task**  
**Create a kidzone**

"We've started to attract more of the local school kids to our store by creating a Kidzone. Remerchandising products like Drumsticks and bubblegum took an hour but we also ordered a slush machine which the kids can serve themselves with."



**Mandeep Singh**  
 Singh's Premier, Sheffield  
**Time** An hour  
**Benefit** Become a destination for a key demographic



**I'm going to have to get more out of my staff and am planning a series of meetings to talk about it**



**Paul Cheema**  
 Malcolm's Nisa, Coventry  
**Time** 20 minutes  
**Benefit** Ensuring the whole business is working together



**Your task**  
**Hold a team meeting**

"I'm going to have to get more out of my staff and am planning a series of meetings to talk about it. It will be a chance to explain the new wage, what it means and why I will need to get the most out of them."



**Your task**  
**Join the NFRN**

"The phonecall to sign up with the NFRN takes minutes and the £5.75 per week membership costs will go a long way to helping your business flourish, despite the National Living Wage's additional costs. Signing up means you benefit from NFRN Legal, a hotline for retailers offering legal advice on everything from new regulations to staffing issues. There's also NFRN Assist, which can help pay to have your store spruced up if you hit hard times plus our insurance arm NFRN Mutual and members can get help with setting up an HND service with Store to Door. Finally, buying stock through the NFRN's Shoplink offers great discounts retailers cannot get elsewhere."



**Ralph Patel**  
 National president, NFRN  
**Time** 10 minutes  
**Benefit** Benefits include easy access to expert advice on a range of subjects





**Manjit Samra**  
Samra Supermarket, Birmingham

**Time** Five minutes  
**Benefit** Saving money on non-essentials



**Your task**  
**Cut back on luxuries**

"I had mats at the front of my shop that people could wipe their feet on. It was a great extra but a luxury, unlike, for example, my pest control. I had them supplied on contract, but I cancelled it, saving me £174 per year."



**Your task**  
**Get ready for the football**



**Philippe Rondepierre**  
Head of marketing Spar

**Time** Two hours  
**Benefit** Starting a display now can cement your reputation as the go-to store for big summer events

"Major football tournaments always represent a significant opportunity for local stores and, this year, with three out of four home nations in contention, the interest from shoppers is likely to be even higher. Fans will also want quick and easy meal ideas such as pizzas, racks of ribs and burgers. Sport-branded displays at front of store, with relevant products merchandised together, are therefore essential. Thankfully, those products which are popular during major football tournaments are also summer essentials so the risk is minimal."



**One way that I will mitigate the cost is by employing a young apprentice**

**The National Living Wage arrives Friday 1 April**



**Kate Clark**  
Sean's News, Upton-upon-Severn

**Time** 45 minutes  
**Benefit** Motivated but cheaper staff



**Your task**  
**Research apprenticeships**

"As the National Living Wage only applies to over 25-year-olds, one way that I will mitigate the cost is by employing a young apprentice. Not only are the costs not as great but you get to train them up to do the things you need and at the end of it they get a qualification - everyone wins."



# E-CIGARETTES



With high margins and the potential to help you stand out from the crowd, e-cigarettes have become a stalwart category for many retailers. **Helena Drakakis** finds out from those who know e-cigarettes best how you can grow your sales further

## Ready to profit?

The e-cigarette market faces imminent regulatory change

Once a burgeoning category, e-cigarettes are now firmly bedded in the market. However, this year, changes are afoot. Upcoming EUTPD II legislation means e-cigarettes will be fully regulated for the first time. Last October, the category became age-restricted to over-18s. Now manufacturing specifications are to become more stringent, and a rationalisation of the market is predicted. Naturally, major brands argue this will improve product quality, adding to increased consumer confidence in the category. But how do retailers navigate existing and upcoming changes and reap the profit margins on offer from e-cigarettes? Retail Newsagent asks industry figures and independent retailers for six top tips on growing sales of e-cigarettes and vaping products in store.



**My advice to retailers is to not buy too many non-compliant products**

### Know the rules

**Tom Pruen**  
Chief scientific officer,  
Electronic Cigarette Industry  
Trade Association (ECITA)



The important thing to remember is that non-compliant products can be on the shelf until May 2017. After that, retailers will be breaking the law. It's uncertain at this stage what the penalty will be for doing so. My advice to retailers is to not buy too many non-compliant products as there will be a limited sell-through period, and you won't want to be stuck with stock you can't shift. While much of the

onus will be on manufacturers and wholesalers in terms of compliance, stock will carry with it a notification number verifiable by the Medicines and Healthcare Products Regulatory Agency (MHRA). Retailers must also be aware when leafletting promotions that they do not make any claims that e-cigarettes are medicinal.

**Being aware of legislative changes can protect your store**

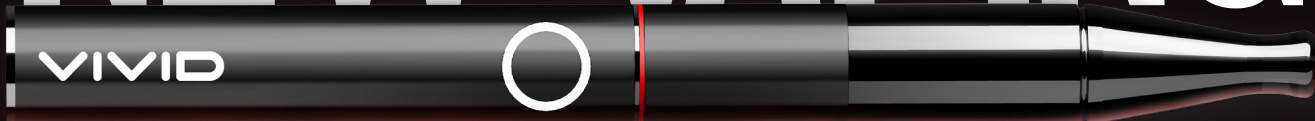


VIVID  
ELECTRONIC CIGARETTES

## £4m DECEMBER NATIONWIDE MARKETING CAMPAIGN:

- 21.7 million adults viewed the TV ad at least 4 times
- On average TV ad viewed 7.5 times per person
- 71.3% of the e-cigarette share of voice on TV Source: BARB (Dec 15)

# NEW VAPING TECHNOLOGY



## #NEVERLOOKBACK

### STOCK UP NOW!

**0121 382 2285** (option 3)

**18** This product contains nicotine which is a highly addictive substance.

# E-CIGARETTES

## Staff training

**Samantha Coldbeck**  
Premier Wharfedale



From day one I voluntarily age-restricted e-cigarettes and refused to sell bubble-gum flavoured products that deliberately appealed to kids. We train our staff to treat e-cigarettes exactly the same as any other age-restricted product. They must ask for ID and if they refuse a sale they must log that information in a dedicated logbook. Filling it out shows due diligence to the authorities if a problem did ever arise. We also invested in an EPOS system that gives staff a visual cue that an item is an age-restricted product and what date they should be looking for on a person's ID. We want our staff to feel confident in restricting sales politely, safely and without threat.



**We want our staff to feel confident in restricting sales politely, safely and without threat**



**Visual cues can remind staff to check ID cards**

## Getting your range right

**Jennifer Roberts**  
UK category controller, Blu



Given that the top five brands account for 70% of sales, retailers can boost e-cigarette sales by making sure they stock the leading e-cigarettes and e-liquids and that their ranges are visible and available at all times. They also need to stock a variety of products to cover all vaping needs: both disposable and rechargeable e-cigarettes should be stocked for new or less frequent users, with a choice of cartridge refill flavours. Vaporisers should be stocked for more experienced vapers. It also pays to have a good understanding and knowledge of the e-cigarette category. This means retailers will be able to talk to their customers and guide them through their product offering to find the best vaping solution for them. Better advice means shoppers will come back to buy.



**Big brands and niche products help to build a successful range**



# THE COMPLETE SERVICE



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### E-CIGARETTE MANUFACTURING

END-TO-END MANUFACTURING AND INNOVATION  
Essentra offers e-cigarette manufacturing, design and testing, as well as finished, customised packaging to suit individual customer requirements.

### ESSENTIAL SOLUTIONS, DELIVERED

DISCOVER MORE AT [WWW.ESENTRA-ENDTOEND.COM](http://WWW.ESENTRA-ENDTOEND.COM)





**It's so important to interact with customers about the range and let them try different tastes**

**Do you allow customers to try new flavours in store?**



## Good merchandising

**Kamal Thaker**

Top Shop News, Middlesex



Unlike tobacco, e-cigarettes don't need to be behind closed doors and I've found they just get lost behind the counter. However, because they are age-restricted in my store, I keep my displays on the counter. My main brands are Vapestick and Nicolites and I received great initial support from the companies, and good after-sales service. Their confidence in the product has given me the confidence to sell it. My customers want to be able to interact with the kits and to see what flavours and brands I sell, so I offer sampling. I ask customers what flavours they like, let them inhale and handle the products. It's so important to interact with customers about the range and let them try different tastes. The display units really attract people, as the colours are bright, and I make use of the PoS by having a large vinyl sticker in my window. Although advertising will be restricted from 20 May 2016, there is no restriction on display units or PoS in store.



**Educational and knowledge are key to becoming a specialist**

## Understand the category to become a specialist

**Richard Russell**

Diamond Mist



Despite upcoming legislation retailers should still embrace this growing sector. Consumers now expect to see a large variety of e-cigarette flavours to choose from. There is also increasing demand for more complex and unique flavours and more advanced hardware. Retailers need to move with the market trends to increase customer retention and loyalty. The most successful retailers are the ones who devote time, space and effort to the category. Ask staff to make a note of any items or flavours that they are asked for that you do not currently stock. This information can be used to gauge what sales you are missing out on and what additional lines to stock.

## Communicating the category to customers



**Use the counter to highlight your range**

**Jeremy Blackburn**

JTI



Visibility is key to making the most of this profit opportunity; retailers should ensure their e-cigarette range is located prominently in store, preferably on the countertop in a bespoke countertop unit and kept clear and tidy at all times. With 100% availability, 24/7, retailers can help guarantee repeat

visits from local customers - but they must remember to re-stock each morning and prior to peak sales period.



**With 100% availability, 24/7, retailers can help guarantee repeat visits from local customers**

## Upcoming Legislation

- 1** The second phase of the Tobacco Products Directive will come into force on **20 May 2016** and will happen in three phases. For the first time e-cigarettes will be classed as tobacco-related products.
- 2** Among the changes, refill containers of nicotine will be limited to 10ml; tanks or cartridges will now be limited to 2ml; e-liquids must now have a maximum nicotine strength of 20mg as opposed to 24mg and e-cigarettes must provide a consistent dose of nicotine.
- 3** From **20 May 2016** there will be a restriction on the advertising and promotion of e-cigarettes.
- 4** From **20 November 2016** the production of non-compliant stock must cease.
- 5** From **20 May 2017** the sale of non-compliant stock will be prohibited ●

# PREVIEW



## This soup's well reem...

Premier Foods has launched TV ads for its Batchelors Deliciously Thick Cup a Soup starring TV personality Joey Essex.

**RRP** £1.49  
**Outers** not given  
**Contact** 01727 815850



## You must-ard try these

Maille has launched limited edition jars of its Dijon Originale and Wholegrain mustards for Easter.

**RRP** various  
**Outers** various  
**Contact** 01293 648 000



## Carlsberg's new kit

Carlsberg has unveiled updated can and bottle packaging to tie-in with its sponsorship of Euro 2016.

**RRP** various  
**Outers** various  
**Contact** 0845 820 820



## Müller go for gold

Müller is launching Copacabana-themed limited edition yogurt flavours as part of its sponsorship of Team GB at this year's Olympics.

**RRP** various  
**Outers** various  
**Contact** 01355 244261



## For those snack Occasions

Burton's Biscuit Company has unveiled new snack packs for its Cadbury Special Occasions biscuits

**RRP** £1.59  
**Outers** not given  
**Contact** 01727 899700



## Hovis Spring seeds on us

Hovis is extending its range of Special Edition loaves with a 400g Sunflower & Pumpkin Seed variant.

**RRP** 95p  
**Outers** not given  
**Contact** 08707 288888



## Why's Jim Beam-ing?

Maxxium UK is updating its entire Jim Beam range with a more premium look this month.

**RRP** various  
**Outers** various  
**Contact** 01786 430 500



## Spring Comfort

Unilever has added Tuberose & Vanilla Flower fragrance to its range of Comfort fabric softeners.

**RRP** not given  
**Outers** not given  
**Contact** 01293 648 000



## Stork are happy bunnies

Unilever is investing £1.6m in an Easter TV campaign for its Stork with Butter brand.

**RRP** not given  
**Outers** not given  
**Contact** 01293 648 000

# THIS WEEK IN MAGAZINES

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



## Game winner

# EXPECT A BIG RUSH FOR MAG FROM CANDY CRUSH

Millions are hooked on the Candy Crush app. Now they can feed their addiction with an exciting new monthly puzzle magazine

**PUZZLER MEDIA** has been granted the licence by creator of the Candy Crush franchise, King, to launch the first Candy Crush Puzzles magazine. The new monthly magazine replicates the game's iconic images and colours with puzzles created exclusively for the magazine. Issue one comes with an exclusive Candy Crush pen and the chance to win £5,000. The publisher will target independent retailers with around 11,000 copies, along with wobblers and posters, which are expected to bring significant sales to the independent channel. With the ongoing success of magazines with licensed brands, the publisher recommends retailers give this magazine prominence in-store.



**CANDY CRUSH  
PUZZLES**  
On sale 16 March  
Frequency monthly  
Price £2.99  
Distributor  
Marketforce  
Display with Puzzler  
Collection, TAB Take A  
Crossword, TAB Take A  
Puzzle

## Round up



**NADIA ALEXANDROU**  
Magazines  
reporter

## IT CAN PAY TO BE DIFFERENT

Independent retailers have the unique ability to profit from trends that go against the national grain. That was a key message I heard when I met with magazine distributors Frontline and Marketforce this week.

Paul Sadler, head of retail sales development at Frontline, said he often visited shops whose bestsellers are titles that never come close to national ranking tables.

However, he said many retailers fall into the trap of thinking they should go big on the top 100 titles for strong sales, when in fact this could have the opposite effect.

He gave the example of a project he worked on a few years ago, where a group had the top 100 titles stocked in 55% of stores. They worked hard to get this up to 100% and sales actually went down in these stores.

In light of Asda cutting back its range by 186 titles to focus on core bestsellers, Rob Humphrey, group circulation manager at Marketforce, said independents surrounding the 61 Asda stores could benefit from the cull.

"Independents have the freedom and flexibility to sell titles not on the mainstream radar, which also gives people a reason to come to their store over others," he said.

The question is, which ones are right for your store? Are there any societies in your area that could help you decide which niche titles to stock?

Talk to your customers and ask about their hobbies and interests. They're bound to have associated magazines that you're unlikely to find on the shelf of any supermarket.



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EURO2016  
FRANCE**



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STICKER  
COLLECTION**



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**ALBUM  
+31 stickers!**

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**PACKETS: 50p<sup>RRP</sup>**

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@OfficialPanini  
**#GotGotNeed**

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# THIS WEEK IN MAGAZINES



## Bestsellers Motoring

Title	On sale date	In stock
1 Motorcycle News (MCN)	16.03	<input type="checkbox"/>
2 Autocar	16.03	<input type="checkbox"/>
3 Classic Car Weekly	16.03	<input type="checkbox"/>
4 Speedway Star	12.03	<input type="checkbox"/>
5 Autosport	17.03	<input type="checkbox"/>
6 Auto Express	16.03	<input type="checkbox"/>
7 Motorsport News	16.03	<input type="checkbox"/>
8 What Car	10.03	<input type="checkbox"/>
9 Trias Motorcross News	17.03	<input type="checkbox"/>
10 BBC Top Gear	25.02	<input type="checkbox"/>
11 Classic Sportscar	03.03	<input type="checkbox"/>
12 Commercial Motor	17.03	<input type="checkbox"/>
13 Classic Bike	24.02	<input type="checkbox"/>
14 Practical Classics	24.02	<input type="checkbox"/>
15 Classic Cars	24.02	<input type="checkbox"/>
16 Land Rover Owner	24.02	<input type="checkbox"/>
17 Classic Car Buyer	16.03	<input type="checkbox"/>
18 Trucks and Driver	01.03	<input type="checkbox"/>
19 Classic & Vintage Commercials	18.03	<input type="checkbox"/>
20 Classic motorcycle	04.03	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



## COLOUR GIRL

Colour Girl is the first colouring magazine to be aimed at primary school girls, according to its publisher. Each issue contains doodle space and colouring activities, as well as a large sticker sheet, a free gift, and competitions. The magazine will also include a 'Colour Girl Club', which features readers' pictures with a chance to win a prize. Colour Girl is aimed at girls aged six and over and contains 52 pages.



**On sale 10 March**  
**Frequency six-weekly**  
**Price £3.99**  
**Distributor Comag**  
**Display with Pink, Princess World, My Little Pony**



## PONY

The April issue of Pony magazine is a re-launch and is expected to generate more sales. It will feature improved and more in-depth editorial, as well as improved designs and photography. There is also a higher cover price, from £3.49 to £3.99, and this bumper issue includes a 180-page novel and puffy stickers. In previous years, these extras have generated a sales uplift of 31%, according to Marketforce.



**On sale 17 March**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Horse & Hound, Horse & Rider, Animals and you**



## WHEN SATURDAY COMES

This issue celebrates the magazine's 350th issue and 30-year anniversary. The on sale date is being timed to coincide with the launch of its entire archive online, where readers can gain free access to every issue of the magazine. The magazine will also include a reprint of the first printed edition, and a feature looking at the highlights of the magazines' past 30 years.



**On sale 10 March**  
**Frequency monthly**  
**Price £3.50**  
**Distributor Seymour**  
**Display with Four Four Two, World Soccer, Backpass**



## MCN

This bumper issue comes with a glossy poster, a MotoGP preview pull-out special, and another 12 posters featuring 'legends' through the decade. The issue is expected to drive an extra 50% retail sales value. MCN is the best-selling motoring and motorcycling title, and ranks 15th in Smiths News' December 2015 retail sale value list for independents across all categories. With a normal cover price of £2.20, this bumper issue offers retailers an extra profit opportunity.



**Frequency Weekly**  
**On sale 16 March**  
**Price £2.99**  
**Distributor Frontline**  
**Display with Autocar, Classic Car Weekly, Speedway Star**



## LANDLUST

This issue will have a spring theme and include features split between five topics - in the garden, in the kitchen, at home, country life and nature. German publisher Landwirtschaftsverlag brought LandLust to the UK last November, and now has a readership of more than one million. Aimed at nature enthusiasts and people who like the countryside, rural retailers could profit from this spring special.



**Frequency quarterly**  
**On sale 17 March**  
**Price £4**  
**Distributor Marketforce**  
**Display with Kitchen Garden, Grow Your Own, Garden News**

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**AND WE PUBLISH THEM IN ALL SHAPES & SIZES ON SALE NOW!**





## WOODWORKING CRAFTS

The April issue includes a woodworker's directory - a 40-page reference book listing products and services. This edition is a garden special offering projects with a variety of techniques and materials, including pyrographed plant labels and a garden obelisk. Aimed at craft enthusiasts, Woodworking Crafts covers everything from green woodworking to cabinet-making, DIY to upcycling and restoration, and other craft disciplines.



**On sale 17 March**  
**Frequency monthly**  
**Price £4.25**  
**Distributor Seymour**  
**Display with Woodturning, Build It, The Plan**



## CLOSER TO... REAL LIFE

Bauer Media Group is producing a series of 84-page specials, with each issue dedicated to one of four topics - real life stories, diets, puzzles, or 'a new you'. This issue is dedicated to real life stories and has a cover price of £1.99. Frontline recommends retailers display the title with other women's weeklies, particularly Closer magazine, to benefit from dual purchasing impulse sales.



**On sale 10 March**  
**Frequency 10 per annum**  
**Price £1.99**  
**Distributor Frontline**  
**Display with Closer, Bella, Chat**



## HEY DUGGEE

This is the second bumper issue since its launch last November. The magazine comes with an Easter gift set, more than 50 stickers and colouring activities. Normally priced £2.75, the bumper issue comes with a high cover price of £3.75, giving retailers an opportunity to earn more revenue. The magazine is based on the popular CBeebies show, Hey Duggee, which is aimed at children aged two to five.



**On sale 9 March**  
**Frequency monthly**  
**Price £3.75**  
**Distributor Frontline**  
**Display with Octonauts, Barney, Cuddles**

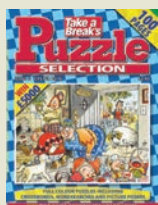


## WORLD OF INTERIORS

This magazine is bucking the trend and showing growth, according to the latest Audit Bureau of Circulations (ABC) figures. The April issue takes an exclusive look at a decorator's town house in Hollywood, as well as a family's Greek Island. World of Interiors has just posted ABC figures showing a 2.5% single copy sales rise. According to publisher, Condé Nast, the total number of actively purchased copies has increased by 0.3% and total subscriptions are up 2.3% year on year.



**On sale 10 March**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Comag**  
**Display with Country living, Ideal Home, Your Home**



## TAB PUZZLE SELECTION

This issue gives readers the chance to win £5,000, along with two pairs of wireless headphones. The magazine will be on sale just in time for Easter, and the publisher expects to see a sales uplift of 10%. Publisher H Bauer recommends retailers position the magazine at the front of the fixture to encourage purchases.



**On sale 17 March**  
**Frequency monthly**  
**Price £2.40**  
**Distributor Frontline**  
**Display with TAB Take a Puzzle, TAB Take a Crossword, Puzzler Collection**

## Industry viewpoint

Mark Whiteway  
 Publishing manager,  
 Puzzler Media



**T**he UK puzzle market is worth £50m and has bucked the trend of declining sales in the magazine industry. Three quarters of the population are estimated to do some sort of puzzle every week.

Puzzle magazines enjoy huge readerships that significantly increase during the key holiday seasons when people have more time to relax.

High-profile, licensed magazines offer retailers the chance to create a buzz and bring new customers to the category.

The independent retailers who recognise the importance of supporting market-leading titles, seasonal uplifts and significant launches will benefit the most.

Puzzler Media has tapped into these trends and launched a monthly magazine targeted at adults, Candy Crush Puzzles, in time for the spring season.

Our new magazine contains a huge variety of easily understandable puzzle types including visual favourites such as spot the difference and mazes, all set in the Candy Kingdom, where readers can score points for the puzzles they solve. No knowledge of Candy Crush is required so newcomers can also engage with the characters and complete the puzzles.

As the market leader in puzzles we knew we had to do justice to one of the most successful gaming brands on the planet.

We are continually innovating and developing new puzzle ideas to engage readers and it's always thrilling to bring something new to the category, especially when it complements such an icon of popular culture.

## Top tip

Take advantage of the posters and wobblers that are being sent to stores for the launch to help you make the most of displays and maximise your sales.

## COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



## FIND OUT HOW BUTCHER KEVIN HUGHES HELPS GROW SPAR PARKFOOT'S MEAT SALES

Plus, discover how Bintesh Amin's new deli counter is bringing new customers to his Londis Blean store, and what do you need to stock to create a specialist tobacco range?



# THIS WEEK IN MAGAZINES

## Partworks

Title No Pts £

### DeAgostini

Build the Ford Mustang	9	100	8.99
Build the Millennium Falcon	62	100	8.99
Cake Decorating	208	210	2.99
Cake Decorating Relaunch	157	165	2.99
Dinosaurs & Friends	55	60	5.99
Jazz at 33 and third RPM	4	70	9.99
Official Star Wars Factfile	111	120	2.99
Simply Stylish Knitting	10	90	3.99
Star Wars Helmets Coll'n	5	60	9.99
Zippo Collection	13	60	19.99

### EagleMoss

3D Create & Print	60	90	6.99
Build A Solar System	29	104	6.99
DC Comics Graphic Novel	15	60	9.99
Disney Cakes & Sweets	131	120	4.50
Doctor Who Figurines	67	70	7.99
Marvel Chess Collection	60	64	8.99
Marvel Fact Files	156	150	3.50
Military Watches	54	80	9.99
Star Trek Ships	67	70	10.99

### Hachette

Art of Crochet	28	120	2.99
Art of Knitting	59	90	2.99
Art Therapy	51	100	2.99
Black Pearl	113	120	5.99
Build the Mallard	80	130	7.99
Build the U96	80	150	5.99
Classic Pocketwatches	93	80	8.99
Dr Who Complete History	14	80	9.99
Judge Dredd Mega Collection	31	80	9.99
Marvel's Mightiest Heroes	58	60	9.99
My 3D Globe	62	100	5.99
Your Model Railway Village	120	120	8.99

### RBA Collectables

Amazing Dinosaur Discovery	55	80	5.99
My Zoo Animals	27	60	5.99
Precious Rocks, Gems & Minerals	59	100	5.99
Real Life Bugs & Insects	77	85	5.99

## Collectables

### DeAgostini

Magiki Bunnies	2.50
Frogs & Co	1.99

### Magic Box

Zomlings Series 4	0.50
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## Collectables

### Topps



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



**Minions**  
Starter £4.99  
Cards £1.00



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



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



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



**Shopkins**  
Starter £2.99  
Stickers £0.50



**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



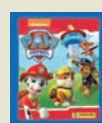
**Abatons Humans**  
Starter £5.99  
Stickers £1.25



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



**Descendants**  
Starter £2.99  
Stickers £0.50



**Paw Patrol Stickers**  
Starter £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



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



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



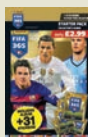
**Star Wars Abatons**  
Starter £7.99  
Cards £1.00



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



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



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



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



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



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## Newspaper terms

### Daily newspapers Margins/pence

Sun	40p	9.28p
Mirror	60p	13.92p
Mirror (Scotland)	65p	15.08p
Daily Record	60p	13.20p
Daily Star	20p	4.84p
Daily Mail	65p	14.50p
Express	55p	13.31p
Express (Scotland)	30p	7.26p
The New Day	25p/50p	11.60p
Telegraph	£1.40	32.62p
Times	£1.20	28.20p
FT	£2.70	54p
Guardian	£1.80	41.40p
i	40p	10p
Independent	£1.60	35.52p
Racing Post	£2.20	53.35p
Herald (Scotland)	£1.30	29.90p
Scotsman	£1.40	31.50p

### Daily newspapers Margins/percentage

Sun	40p	23.20%
Mirror	60p	23.20%
Mirror (Scotland)	65p	23.20%
Daily Record	60p	22.00%
Daily Star	40p	24.20%
Daily Mail	60p	22.40%
Express	55p	24.20%
Express (Scotland)	30p	24.20%
The New Day	25p/50p	46.4%/23.2%
Telegraph	£1.40	23.30%
Times	£1.20	23.50%
FT	£2.70	20.00%
Guardian	£1.80	23.00%
i	40p	25.00%
Independent	£1.60	22.20%
Racing Post	£2.20	24.25%
Herald (Scotland)	£1.30	23.00%
Scotsman	£1.40	22.50%

### Saturday newspapers Margins/pence

Sun	70p	14.98p
Mirror	90p	19.26p
Mirror (Scotland)	90p	19.26p
Daily Record	85p	18.70p
Daily Star	30p	7.26p
Daily Mail	90p	19.30p
Express	45p	9.63p
Express (Scotland)	45p	10.13p
Telegraph	£2.00	48.00p
Times	£1.50	35.25p
FT	£3.50	79.10p
Guardian	£2.70	62.10p
i Saturday	50p	12.5p
Independent	£2.00	47.20p
Racing Post	£2.50	58.125p
Herald (Scotland)	£1.70	39.10p
Scotsman	£1.80	40.50p

### Saturday newspapers Margins/percentage

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

### Sunday newspapers Margins/pence

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

### Sunday newspapers Margins/percentage

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

## Newspapers

### Scale of third-party advertising insert payments

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

\* By negotiation

### Weight Watchers 5-6 March

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,810g	940g	625g	9	180g
Sunday Times	1,345g	815g	195g	4	125g
Guardian	1,210g	590g	195g	4	130g
Times	785g	500g	35g	2	25g
FT	710g	340g	0g	0	0g
Mail on Sunday	700g	385g	0g	0	0g
Mail	685g	305g	50g	1	50g
Sunday Telegraph	680g	415g	15g	2	10g

### Insertion payment guide

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

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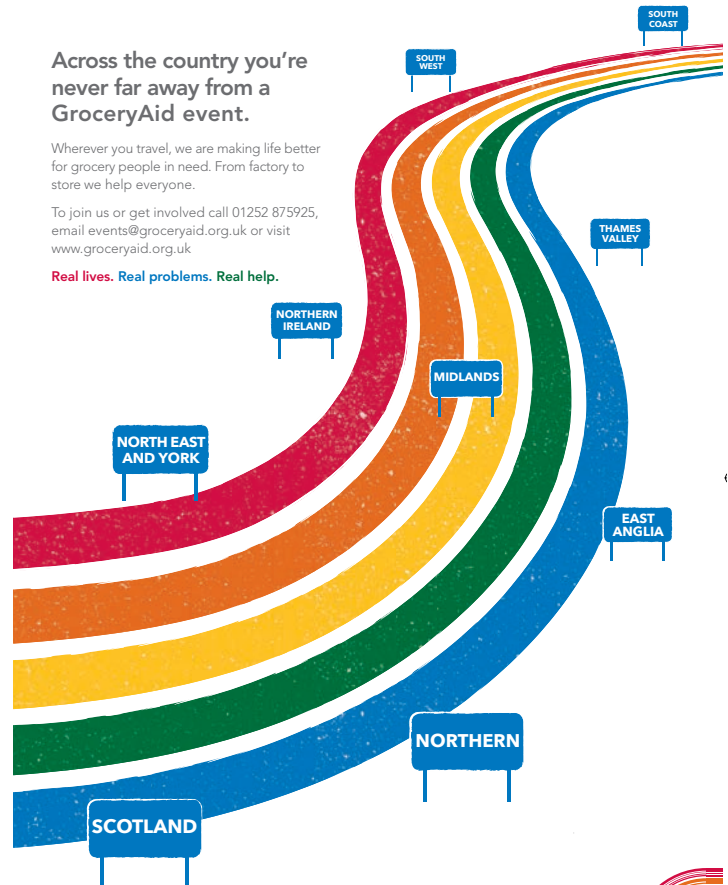
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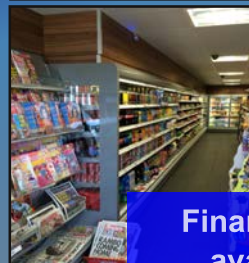
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## Back in the day

# 100

YEARS AGO

11 March 1916

At the meeting of the Illustrated News and Sketch Limited held last week, it was stated that for the eighth consecutive year the directors were able to announce an increased profit. This being £41,000, an advance of £400 over that of the preceding year.



# 50

YEARS AGO

12 March 1966

A new attack on restrictive trade practices has been promised by both the Labour and the Conservative parties should they be returned to office. The promises of action come in their election manifestos issued this week.



# 25

YEARS AGO

16 March 1991

BBC Television trailers for its magazines can be regarded as advertising, and has distorted competition to the disadvantage of other publishers, it was stated in the findings of a special report this week. It recommended referring the matter to the Monopoly and Mergers Commission.



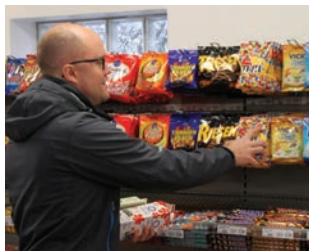
## Dream of a store that runs itself? Here it is...

Convenience stores that run themselves? That appears to be the vision of one man in Sweden who has this month launched the world's first unmanned convenience store.

The 480sq ft store, located in the village of Viken, contains everything you would normally expect to find in a food store, including bread, milk and general goods.

However, instead of being greeted by smiling staff, shoppers gain access to the empty store by unlocking the front door with their mobile phones, which are also used to pay for purchases.

The concept is the brain-child of Robert Ilijason, an



IT specialist who claims the idea was inspired by a last minute dash to buy baby food.

He said customers using the shop must first register and download an app, with users being charged for purchases through monthly invoices.

Mr Ilijason said he receives deliveries at the shop and stacks the shelves, with customers doing the rest themselves.

He added: "My ambition is to spread this idea to other villages and small towns. It is incredible that no one has thought of this before."

An interesting concept for sure, but one we feel may be somewhat lacking in customer service...

## Men get the push for speed

The key to a quick food shop? Let men push the trolley and let women choose the goods, according to a new report by boffins in Australia.

A team of researchers from the University of South Australia quizzed more than 1,200 people at three supermarkets as part of a new study on shopper buying habits.

And in news that will surprise very few, the results revealed that men spent less

time on tasks such as trolley gathering and queuing up compared to women - up to four minutes less in some instances. Or as the scientists put it: "Essentially getting in and out of store."

The team also found women took on average 13 seconds less to find the product they were searching for in the aisles compared to men.

Our advice for a speedy shop? Go to an independent store.

## AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



I've come to the conclusion that the management at Smiths News Wednesbury don't care at all about their customers or us newsagents.

All of a sudden my papers have started arriving well over an hour later than the usual time. When I asked my driver why he's become so late, he said it is because they are having to do a lot of extra packing, which is making them late getting away from the depot.

I rang and asked to speak to a manager and I was told they were all busy with other calls and I would receive a call back. I didn't get one, so I rang again and was told that I should contact the distribution section. I tried that and no-one was answering that phone at all.

I know I am not the only one who has been treated like this because Paul from Friars Terrace in Stafford has had the same response. All I can say is if I treated my customers with such disregard, I would expect to not have any left. But, of course, Smiths News know we are a captive audience and can't go anywhere else. It has certainly gone down in my estimation.

I am writing this on Wednesday 2 March. It is now 5.15am and there is no sign of any papers and it's the day our local paper, the Staffordshire Newsletter, comes out. That means a lot extra to deal with when they do finally get here. It also goes up to 90p today, which means I get earache from a few folks, not to mention a few cancellations - it happens every time the price goes up.

I am losing one of my customers on Friday.

Mr and Mrs Thayne are emigrating to Australia - I will miss them, they are a lovely couple. Mr Thayne was, until he retired, head of the Staffordshire Ambulance Service, where he did a brilliant job. The NHS could do with a few more like him, that's for certain.



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