

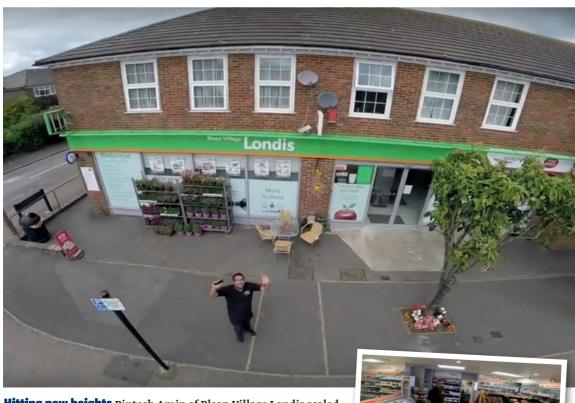
NEWS ● CONVENIENCE ● PROFIT

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Fears terror tactics on Sun will spread



- Intimidated Liverpool retailers forced to take red top off sale by anti-Sun campaigners.
- Retailers fear other pressure groups could take similar action on other products. Page 5 >>>



Hitting new heights Bintesh Amin of Blean Village Londis scaled new heights for his latest video, using a drone to film the store before it swooped through the doors to capture everything on sale. Mr Amin says posting videos on social media is a great way to stand out from the crowd. See the video on betterRetailing.com



SYMBOL

Mergers needed to grow margins

More consolidation needed to help retailers offset cost challenges, say experts. Page 6 >>>

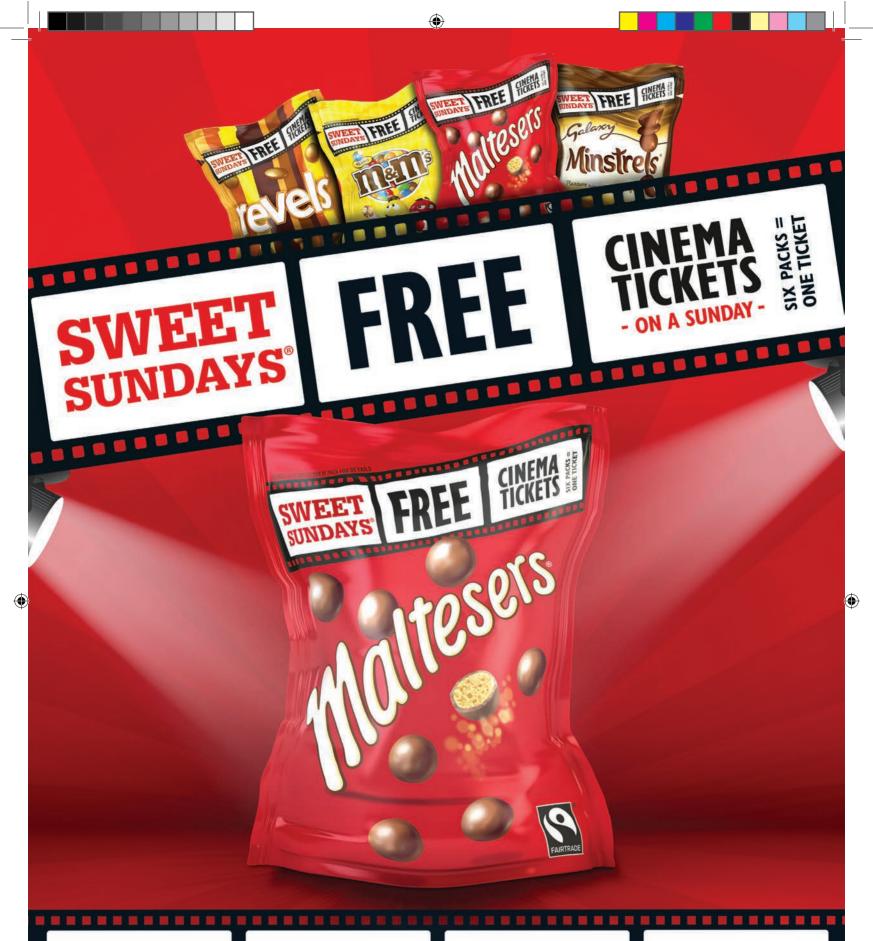
TRADING STANDARDS

Indies beat rivals in underage e-cig test

Newsagents and c-stores have lowest test purchase fail rate in first under-18 ban review. Page 4 >>>

Marketforce predicts magazine revenue growth by 2017, reversing 10-year decline trend.

Page 5 >>>



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LEADER



You set us the challenge of helping you find more local suppliers and ways to work with them effectively



CHRIS GAMM
Editor

@ChrisGammRN

One way we try to make sure our features are relevant, helpful and original each week is by constantly asking you about your priorities, the trends you're seeing and the support you need.

Earlier this summer, two of you – Manny Patel from Long Ditton in Surrey and Christine Hope from Longtown in Herefordshire – set us a great challenge.

They are finding local produce increasingly valuable to stock, but challenging to find. They are not alone. Virtually every issue of RN features a retailer profile with a local product adding excitement and profitability to their shelves.

But Manny and Christine asked for more guidance on finding new suppliers, working with them effectively and getting the right mix of products in their stores.

It prompted us to launch our new weekly column My Local Hero column, and this week Perthshire retailer Norma Pirie shares how she's making more than £2,000 a week from her husband's award-winning pies.

It also inspired us to dedicate a special report in this issue to helping you set the right local produce strategy for your business.

It features real examples of how retailers pick which suppliers to work with, get their product mix right and market their great new lines to customers.

We've also spoken to local suppliers and distributors about building effective long-term partnerships that are sustainable for both parties.

But we believe there is more we can do to help you find unique products to differentiate your offer. We will be launching an exciting new weekly feature to help you do this soon.

Let us know how else we can help.

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"IN THE UK WE REALLY NEED TO BE PUSHING FOOD TO GO. MY IDEA IS THAT 20% OF THE STORE WILL BE DEDICATED TO THIS"

NEWS



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Retailers 'culled' by myHermes

Around 500 retailers offering myHermes parcel services through Payzone terminals have been culled from the network.

The eliminations were a result of a review carried out across the myHermes parcel service portfolio.

Matt Diner, marketing and PR manager at Hermes, said the review was based on "customer demand and population coverage".

Lenny Davies, marketing and brand manager at Payzone, said: "This regretably took the number of Payzone stores offering the service from around 750 to 250."

David Woodrow, of Woodrow's Newsagents in Bishopton, which is one of the affected stores, said: "I process 30 to 40 parcels a week, and given that 3,000 homes are about to be built nearby, it's particularly short-sighted."

Menzies' work to rule threat

Menzies has assured retailers it has contingency plans in place to minimise the impact of industrial action.

More than 300 Menzies' deliverers and packers are taking work-to-rule action – meaning they will not work outside their contracts – over the next two weeks, while they vote on the company's final offer.

It comes after Menzies
Distribution management
met with union Unite on
3 August, regarding the
current dispute over pay
and conditions. A final offer
was made with the aim
of resolving the dispute,
which is restricted to
approximately 350 union
members out of the company's 2,800 employees.



Customers steer clear of plain packs

A retailer stocking his first batch of plain packs says customers are avoiding buying them because of their higher price rather than their packaging. Singh's Premier in Sheffield started stocking plain packs of Benson & Hedges Sky Blue this week. Vrinder Singh said: "The first thing customers commented on was the price, which has gone from being pricemarked at £5.99 for 17 cigarettes to £7.09 for 20. People just want what's cheapest, and they're not picking them up because of the price."

Indies' responsibility to communities recognised First national test purchase operation

C-stores are praised for underage e-cig vigilance

by Nadia Alexandrou

Newsagents and convenience stores are leading the way in prohibiting the sale of e-cigarettes to underlas, a trading standards operation has revealed.

The findings, published this week, show 39% of all types of stores were caught illegally selling nicotine e-cigarettes and vaping liquids to underage customers in the first national test purchase operation since the age restriction was introduced last October.

The percentage average for newsagents and convenience stores, however, was significantly lower, at 27%. The groups which had higher rates of non-compliance included market stalls, specialist e-cigarette shops and discount stores.

Julian Taylor-Green, of Spar in Hampshire, said: "The results show how independent newsagents and convenience retailers take their responsibility to their communities far greater than others."

The operation was carried out by English trading standards services, supported by the Department of Health, to review compliance of the Nicotine Inhaling Products Regula-

tions 2015, which prohibits sales to under-18s.

A total of 634 compliance tests were conducted between January and March 2016.

Mr Taylor-Green added that smaller retailers were better-informed through trade events and trade press. "The Independent Achievers Academy, for example, has helped retailers in terms of what best practice looks like and has created links to responsible retailers and wholesalers."

The results also showed that more than a third of the businesses received advice from trading standards before an illegal sale was made, and almost a quarter had previously made an illegal sale of another agerestricted product.

NFRN chief executive Paul Baxter said: "While it is disappointing that almost 40% of retailers were caught selling e-cigarettes to under-18s, it was reassuring to note that the fewest sales were made by newsagents and convenience stores.

"We constantly remind members and their staff to adopt Challenge 21 or Challenge 25 procedures to ensure that refusals are documented."

PayPoint EPoS 'last roll of dice' says rival

A rival EPoS provider has hit out at PayPoint, branding its bid to be a major tech player its "final roll of the dice".

Reposs director Richard Holder said the service provider is already failing to meet its pledge of respect and better service for retailers, by moving them away from their existing systems. "They're making out they're the retailers' champion, but they're forcing them to move away from their existing system, which will cost them money, time, and years of data," he said.

He told RN Reposs had worked with PayPoint

for more than a year to co-ordinate services, but it pulled the plug at the eleventh hour.

He added the move was PayPoint's "final roll of the dice". "Technology is coming to get PayPoint and it can see its business won't be there in four years."

A PayPoint spokesman

said: "PayPoint works through integrations to retailers' EPoS systems in around 8,500 stores, with many systems supported. Moving forwards, it will be our retailers' choice whether to adopt EPoS functionality via PayPoint One or remain with their existing system."





@RetailNewsagent for expert advice to help you grow your sales

Campaigners accused of intimidation in Liverpool 'Where does it stop?' asks newsagent

Fears Sun group's terror tactics will gather pace

by Gurpreet Samrai

Retailers fear 'terroriststyle' tactics used by campaigners to get a newspaper off shelves could encourage other pressure groups to take similar action.

It comes after 'Total Eclipse of The S*n' campaigners in Liverpool forced The Sun newspaper off sale at stores in and around the city due to its coverage of the Hillsborough inquiry.

Store owners have told

RN the tactics used have been intimidating and in some cases bordering on harassment. They fear retailers giving in to the demands could lead to other pressure groups adopting similar tactics to make their voices heard.

"It's down to personal choice what I sell. It shouldn't be up to another group to say you shouldn't sell alcohol, The Sun, or cigarettes. Where does it stop?" the owner of a newsagent, who did not want to be named for fear of repercussions, told RN. "Everyone should make their own choice."

Retailers have told RN the campaigners have threatened to stand outside their stores in groups of five or six with placards discouraging shoppers from using the shop until they remove the paper.

RN understands around 40 stores have stopped selling the paper.

"I think it is totally wrong that the activity is being reported approvingly locally," another retailer said. He has taken the paper off sale because he feared repercussions, but is continuing to deliver ordered copies.

"That behaviour in any other sphere would be talked about as intimidation. If other groups spot that potential, it could start to happen in a wider context."

Sugar tax jobs risk

The sugar tax could cost the UK economy £132m and put 4,000 jobs at risk, research from the Oxford Economics group has revealed.

The levy on soft drinks is set to be introduced in April 2018.

The global forecasting group's research has predicted that while the tax could raise £504m for the treasury in tax revenue it could cost the economy £132m due to lower sales of fizzy drinks. The figure is calculated on 2015 sales values and volumes.

Killer's 27 year jail

The man who murdered Glasgow retailer Asad Shah in March has been sentenced to a minimum of 27 years in prison.

The owner of Shah's Newsagents & Convenience Store in Glasgow, became a target for Tanveer Ahmed because of his social media posts.

Ahmed was sentenced at Glasgow's High Court, this week after he admitted to the murder. Judge Lady Rae branded the attack as "an appalling display of merciless violence".

Bank help thumbs-up

The Federation of Small Businesses (FSB) has welcomed the Competition and Markets Authority's (CMA) finding that banks need to do more to help small businesses.

The CMA argued banks need to put in place measures to empower small firms, such as making it easier to switch. Mike Cherry, FSB chairman, said: "This will help to create a more customer-focused retail banking market by tackling some of the challenges small firms face."

Rio the Bear takes 'Olympics' centre stage

While we all know Bradley Wiggins and Jessica Ennis-Hill are battling it out for gold at the Olympics, there is one star you may not have heard of - Rio the Bear. The unsung sporting star is the Olympics display centrepiece at Ansell Village Stores in Shillington, Bedfordshire. Owner Steve Ansell said: "At the moment he's in the men's rings gymnastic team, but we may have him doing the javelin or shot put as the games progress." After the Games, Rio will be raffled in aid of a pancreatic cancer charity.



Mag revenue growth 'to return in 2017'

Marketforce has predicted the magazine market will return to revenue growth towards the end of 2017 for the first time in 10 years.

Research carried out by the distributor showed that the long-term decline in magazine retail sales value - excluding partworks and collectables - started to improve at the start of 2014, going from -7% year on year to -5% last year.

Marketforce forecast value sales this year will climb further with -3%, and finally going positive to 1% at the beginning of 2018. Volume sales also showed a slow in decline year on year, going from -10% in 2014 to -9% last year.

By 2018 Marketforce forecasts this figure will improve to -5%.

A spokesman for Marketforce said: "There are a number of factors that have led to improvements in market performance, and we have based a forecast of future performance on these factors continuing.

"These factors include growing consumer confidence and disposable income, as well as the strong performance of certain market sectors including children's, news & current affairs, slimming, health and beauty and craft."

NEWS

BUSINESS



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MFG buys Roadside

Motor Fuel Group (MFG) is to buy fellow independent operator Roadside Group Limited.

Roadside Group operates 10 stations throughout the north-east of England, with its flagship forecourt located at Newcastle Airport. The deal is set to be completed in early October.

The move comes a week after MFG bought Bolton-based forecourt operator Synergie Holdings. Jeremy Clarke, chief operating officer at MFG, said: "The addition of this high-quality network will give us real momentum in the north east."

Action call on obesity

Which? has called on UK supermarkets to do their bit to fight obesity.

The consumer group analysed six supermarkets' 77,000 special offers between April and June, with 53% involving foods high in fat, saturates, sugar or salt.

Which? director Alex Neill said: "People want supermarkets to offer more promotions on healthier foods and yet our research found the opposite. It's time to shift the balance."

One Stop support

One Stop has increased its franchise support team to four people and made it a six-day-a-week operation.

The team is there to assist store owners with queries from orders and deliveries to promotions and prices. The IT helpdesk support centre will be available seven days a week.

Andrew King, One Stop franchise director, said: "The team works so hard, taking roughly 200 enquiries a week across a whole range of topics, and always does it with a smile on their faces."



UK's first Asian bakery in £1.2m forecourt rebuild

A £1.2m rehuild of Costcutter Gulf forecourt in Dewsbury has seen a 25% jump in weekly sales. The 3,000sq ft shop features the UK's first forecourt concession of local Asian baker Yaadgaar, as well as a new food to go range with all-day English breakfasts. Yusuf Hans, owner of the store, told RN: "As well as stocking quality everyday essentials customers would expect to find in their local convenience store, we wanted to ensure our store stands apart from our competitors."

Retail expert says improved margins is key to survival 'With rising costs, challenges are there'

Symbol groups 'should merge for better deals'

by Gurpreet Samrai and Greg Wilcox

Symbol groups need to consolidate to boost their buying power and offer better margins to help retailers overcome challenges like the National Living Wage, industry figures have said.

In an exclusive interview with RN, David McCorquodale, head of retail at consultancy KPMG, said buying groups need to do more to help retailers get better margins to offset increasing financial pressure.

He said the route to survival was for groups to merge to boost their numbers and ability to negotiate deals with suppliers.

"The challenge for buying groups is that price deflation is coming in and retailers' margins are getting squeezed," he said.

"If these groups put their volumes together, they ought to be able to negotiate better deals with suppliers and therefore pass on better margins to retailers.

"We have already seen consolidation with Booker and Musgrave, but I believe we need more consolidation to help stores survive challenges like the National Living Wage."

His view was echoed by Raj Krishan, sales director at Blakemore Wholesale, who said mergers were a possible way towards future growth in the current flat market.

"Costs are going up and with things like the National Living Wage the challenges are there. The industry needs to make sure it can pull in the margins to make it sustainable," Mr Krishan told RN. "Everyone needs to give value and more margins to retailers. Convenience hasn't grown over the past year and a boost is needed.

"Booker and Musgrave joining forces needed to happen and they are now seeing the benefits.

"So from the outside looking in, I can see consolidation as a solution.

"The big players are going to get bigger and the smaller ones need to see where they can compete and add value."

• Industry Profile, David McCorquodale – p19.

Stores told to improve fresh and food to go

New Blakemore Wholesale sales director Raj Krishan has called on the industry to 'up its game' on fresh and food to go in response to the increasing challenge from discounters.

The fresh and food-togo sectors have both seen growth over the past few years, with food-to-go growing 6.8% this year, according to IGD research. But Mr Krishan said he feels the convenience sector can do a lot more.

"Fresh and food to go is not new, it's been a big thing for the past 10 years," Mr Krishan told RN. "Some convenience stores do it well, but others pay lip service and see it as too hard.

"The challenge for the industry is to do it well and have offers customers can buy into.

"Out of 10, I'd say the industry is currently at a five. There needs to be a bet-

ter depth of fresh and good consumer price points. There's a lot of competition, discounters are getting more convenient and everyone needs to make sure they are competitive."

 RN special report – How to become a food to go expert
 9 September





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NEWSTRADE

Figures show sales booming in sector 'Retailers can convert samplers to regular buyers'

Indies to rack up £16.6m partwork cash this year

by Nadia Alexandrou

Independent stores are forecast to grow their share of the partworks market to £16.6m retail sale value this year.

The forecast is based on recent sales figures from Marketforce, which show the partworks market generated a total of £31.4m retail sales value in 2015.

Independents made up more than half of this revenue, with their share growing at an average of 5.7% year on year. From January to June this year, independents have already grown their share of this market by 1%.

Rob Humphrey, group circulation manager at Marketforce, said: "From January to June 2016 partworks were up approximately 13% year on year nationally, but that's because of a lot of big scale launches. The autumn season usually has fewer launches, so independents can look to grow their share by an estimated 5% based on 2015 figures, which is about £16.6m."

Anne Hogarth, head of communications at the PPA, has highlighted this as a huge profit opportunity, and is urging independents to take advantage of their growing market share by stocking upcoming launches.

"Publishers will be investing in £1m TV campaigns directing new customers to retailers, where they are likely to spend on other items in-store," she said. "By prominently displaying early issues and offering shop saves on later issues, retailers can convert samplers into regular buyers."

Both of RBA's and Hachette's upcoming partwork launches, Real Life Bugs (launching 24 August) and Warhammer Legends (launching 7 September) will be advertised on national TV, have themed PoS material available on request, and are on full sale or return.

According to Hachette Partworks, the value of a customer who completes the entire Warhammer Legends is £788.

More regional relaunches from Trinity

Trinity Mirror has relaunched two of its regional dailies, The Coventry Telegraph and Teesside Gazette. Both titles were relaunched on Monday, with new layouts, redesigned mastheads, and new and revamped daily pullouts. The changes follow similar relaunches of the Liverpool Echo, Birmingham Mail, The Chronicle, Manchester Evening News and South Wales Echo during the past 18 months. Elaine Morris, shop assistant at Belgrave Stores in Belgrave, said customers had already commented positively on the papers' new layouts.



Bid to boost back to school First News sales

A newspaper for young people is running an incentive targeted at independent retailers to boost sales during the back to school period.

Stores that stock First News during September - when five issues will be published - will automatically be entered into a prize draw to win £50 worth of John Lewis or Waitrose vouchers. One winner will be picked at random from each of the four regions of the UK.

Emily Evans, deputy circulation and trade marketing manager at Seymour Distribution, said: "September is a key time of year for First News, with school children and teachers going back to school. We advise stores to display it in a prominent position as this is a great opportunity to attract new customers into stores."

First News has a distribution of 26,500 per issue and is growing 17.7% year on year in retail sales value, according to publisher First News Limited.

The first two issues in September will be special editions focusing on back to school.

Hearst's hybrid rollout

Hearst has reaffirmed its commitment to the newsstand as it expands further into pop-up shops and free distribution.

The publisher will expand the hybrid 'paid and free' model, which it has been using for Cosmopolitan, to Elle to help raise the title's profile. The tactic includes more free distribution and pop-up shops.

Reid Holland, marketing and circulation director at Hearst, said: "This model is aimed at sampling to new audiences and we believe it will become a very important pipeline for both retail and subscription.

"We remain fully committed to the newsstand and of course the independent sector. We are working on an independent channel merchandising initiative that we plan to launch mid-September."

Charter feedback

The Press Distribution
Panel is urging retailers to
provide feedback on their
experience of The Press
Distribution Charter's
complaints process.

The panel launched a short online survey last September, but says it has received no completed questionnaires.

The survey can be found on the Press Distribution Forum website.

Guide is extended

Trinity Mirror is extending its Real Schools Guide supplement to former Local World titles.

The guide gives a comprehensive picture of secondary education in England and Wales, with a full breakdown of GCSE results per region.

NEWS

PRODUCTS



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Two new flavours for Oreo

Mondelez has launched two new Oreo flavours – Strawberry Cheesecake and Mint.

Both variants have been inspired by the success and popularity of similar American flavours.

The launch will be supported by a £4m campaign across TV and online.

Helen Potter, Oreo senior brand manager, said: "These latest additions have been inspired by UK trends and building on success we've had in the USA.

"We know our consumers love the Oreo brand globally and many of our British fans have told us that they'd like us to bring some of the American flavours across the pond, so we're launching two of their favourites this summer."

Ginsters kick off

Ginsters packs are getting a new look after becoming the official partner of the English Football League.

Under the partnership the brand has launched its biggest ever on-pack promotion, Tickets & Tenners, with £3m worth of prizes up for grabs.

The campaign will be supported by outdoor advertising and a social media campaign.

Kieran Hemsworth, Ginsters managing director, said: "We know that Ginsters consumers are huge football fans, which is why we are committing to our most comprehensive support for the game and the brand to date."



Doritos' 'choose your favourite flavour' campaign takes to TV screens

PepsiCo's Doritos campaign, which gives shoppers the chance to pick the next flavour for the brand, has hit TV screens. Two men are seen carrying containers into the 'Dorito Research Facility', which they present to a judge. She tries Flavour A, Sizzling Salsa, and Flavour B, Ultimate Cheeseburger, and likes both, but states one must be "eliminated". Andy Hawkswell, Doritos marketing manager, said: "We're confident this will appeal to new and existing shoppers."

Brand embraces its 105-year history in new campaign 'Proud and passionate' approach

Thorntons back for first TV ads in seven years

by Rachel Barr

Ferrero has announced Thorntons will return to TV for the first time in seven years this autumn.

The company is spending £4.9m on a media campaign to relaunch the 105-year-old brand, following its acquisition last November.

The new TV advert will air for six weeks from 4 November.

Levi Boorer, customer development director for Ferrero, told RN the campaign will celebrate what people love about Thorn-

"We are proud to have such a well-loved brand with a rich heritage join our growing portfolio. As a business, Ferrero is excited about the potential," he said.

"By being an affordable

luxury that consumers trust, we are able to bring great emphasis on the proud and passionate Thorntons approach."

Ferrero now has a 7% share of the UK confectionery market and a 30% share of the boxed chocolate market at Christmas, the company said.

A range of PoS material will be available to retailers to help them make the most

of the 4.4 million homes in the UK buying at least one box of the Thorntons Classic Collection every year, the company said.

Meanwhile, the first UK TV ad for coconut and almond confectionery brand Raffaello will air in October.

Ferrero said the advert is targeted at a younger audience and aims to get them to try the product.

Marlboro pack's future is signed and sealed

Philip Morris has introduced a new reseal feature to its Marlboro packs in a bid to give the brand an edge in a plain pack and EUTPD II market.

The innovative Pro-Seal feature is on packs of Marl-

boro Red, Gold and Silver Blue KS 20s, and enables smokers to keep their cigarettes encased in the foil wrap rather than rip it off and throw it away when they open the pack.

The manufacturer said it

hopes that with plain packs now coming into stores Pro-Seal will help differentiate Marlboro from other brands and boost sales.

Martin Inkster, Philip Morris' UK and Ireland managing director, said the UK is the first market to use the new packaging design.

"Pro-Seal will set Marlboro apart from its competition and strengthen its brand credentials," he said.

Hot products for your shopping list



Ginsters has become official partner of the English Football League



Oreo has launched two new flavours Strawberry Cheesecake and Mint



Marlboro packs feature a new reseal feature, Pro-Seal



POSKIT the UK's #1 chocolate biscuit now in a nibbly nibble



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NEWS

PRODUCTS



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Bulmers' new look and shape

Heineken has relaunched Bulmers with a new look and bottle shape.

The new design and 500ml bottle, which was launched this month, includes a revamped logo and bold labels.

Emma Sherwood-Smith, cider director at Heineken, said: "The cider shelves are getting more competitive, so it's right that the most famous packaged cider brand should stand out on the shelf.

"This £2m relaunch of Bulmers injects excitement in the cider category."

Cadbury's going nuts

Mondelez has announced the launch of Cadbury Dairy Milk Chopped Nut tablet.

It follows the launch of Cadbury Dairy Milk Fruit & Nut Chopped last November, which the brand says has since become its fastest-selling line, behind Cadbury Dairy Milk. The variant will be available as part of the brand's £1 pricemarked range as well as in non-pricemarked packs.

Lucozade revamped

Lucozade Sport has been transformed with a new bottle design.

The bottles feature a textured grip and waist, with each flavour in the range also given a different coloured cap. Lucozade Sport Lite has also been rebranded to Lucozade Low Cal. The product contains just 50 calories.



DJ Tiesto gets in tune with Bud

Budweiser has teamed up with Dutch DJ Tiesto to create a new limited edition beer. Created at the Belgian festival, Tomorrowland, which saw Tiesto perform a set, the beer features packaging inspired by the Dutchman's music. It will be available at selected Spar stores across the UK from mid-August. Alongside the new beer, Tiesto released a new track called Infected to mark the second year of his partnership with Budweiser.

Retailers well placed to cash in on growth of healthy food 'No longer seen as a fad'

Indies set for a share of the £2bn organic market

by Greg Wilcox

The organic food category is forecast to exceed £2bn by the end of the year with independent stores benefiting from an increase in sales.

The figures, released by the Soil Association, show sales of organic produce are up 7.5% in independent shops compared to this time last year.

Retailers told RN the growth is part of a wider trend towards healthy food which they expect to continue.

Guy Warner, who owns six Budgens across the Cotswolds, said: "Organic food undoubtedly has its part to play in the trend for healthier foods and the rise in organic sales is probably down to more independent stores selling it and making it more available.

"Organic is no longer seen as a fad, it's an established part of the sector especially when it comes to meat and fresh produce. Customers are becoming more aware and looking to eat healthier foods and organic has its part to play in that, as do gluten-free and low-fat foods."

Sandeep Bains, of Simply Fresh in Faversham, Kent, said he plans to expand his range of organic products. "I can only see sales going in one direction in organic, and in the future I imagine we'll look at selling organic meats and produce such as milk in addition to our current offering of base-level products like pasta and

mixed beans," he said.

"The trend has been towards more healthy produce, and organic sales are clearly part of that. Selling produce like that is a great point of differentiation. You can become a destination for people looking for healthier foods and organic items."

The Soil Association has urged retailers to use Organic September, from 4 to 6 September, to promote their range of the category and boost sales in their stores.

Nestlé's search for most hydrated community

Nestlé Waters is giving retailers the chance to win free stock in a competition to find Britain's most hydrated community this month.

To take part in the competition, which aims to get retailers to stock up on Nestlé Pure Life throughout the rest of the summer, stores must order a hydration tool kit containing PoS materials.

Retailers are then asked to send in pictures of their store with the PoS material giving a short description of why they should win the title of 'Britain's most hydrated community'.

The winners will receive free stock throughout the year as well as a visit from a water-themed superhero mascot for a day.

Silika Shellie, head of category and shopper development at Nestlé Waters, said: "The average person in the UK consumes 44 litres of bottled water per year which is low in comparison to other European countries.

"This competition is designed to encourage retailers to educate shoppers on how to stay hydrated during August."

Hot products for your shopping list



Nestlé Waters is looking for the UK's most hyrdrated community



DJ Tiesto has inspired the packaging of a special Budweiser can



Lucozade Sport has been given a new bottle design



"The Value sector plays a very important role in our tobacco range, driving sales for the business. More and more existing adult smokers are looking for value for money which means brands like Sterling Rolling and Holborn Yellow are a must stock for me. Those retailers not selling Value brands are missing out on key sales and footfall."

Kate Clarke, Sean's News, Worcester



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** Nielsen MarketTrack June MAT 2016 volume sales. Large pack format refers to 20g plus

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NEWS REGIONAL



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Sunny's fight for survival

A retailer fighting to save his livelihood has had a date confirmed for his high court hearing.

Sunny Patel, of Sunny News in Southfields, London, says an oversight in regulations passed in 2015, allowing property such as shops to be converted into residential property, left him vulnerable to eviction.

The judicial review due to take place on 1 December will allow him to argue his case that the policy has been misapplied.

He is raising funds towards his estimated £40,000 legal bill and says the case is impacting his business.

"The local community has been great and raised £9,000 from crowdfunding and I cannot expect them to raise more," he said.

"I am in limbo, it has affected business because I don't know if the shop will be here in a year's time."

RN READER POLL



Have you started to inform your customers about EUTPD II and plain packaging changes coming into force?

NEXT WEEK'S QUESTION

Is symbol market consolidation needed to fuel convenience growth this year?





MP's briefing from Hintesh

Kent retailer Hitesh Pandya was visited by his local MP Craig Mackinlay after being appointed south east spokesman for the Tobacco Retailers Alliance. "I am over the moon. We need a voice to deal with the issues such as illicit trade and need people to speak with the media and government," said Mr Pandya, of Toni's News in Ramsgate. "I'm also vice president of the NFRN here in Kent and want to do my bit for retailers."

'Non-shop' buyers pay as little as £3.79 for 20-pack Manufacturers blame high tax policy

Seven in 10 smokers buy tobacco from 'non-shops'

by Gurpreet Samrai

Seven out of 10 smokers buy tobacco from sources other than shops for as little as £3.79 for a 20-pack, costing retailers £3.1bn in revenue a year, shock new figures have revealed.

The highest proportion of 'non-shop' sales were in London (15%), the south east (15%) and the north west (11%), with the three areas accounting for 41% of an estimated £2.1bn loss in tax revenue from illegal sales for the government and £500m in legal cross-

border trade.

The average national price for a pack of 20 illicit cigarettes is £4.11 and £6.88 for a 50g illicit pouch of roll your own, the survey of 12,000 smokers found.

An estimated 20% of cigarettes and rolling tobacco consumed in the UK avoids taxes, with 52% believed to be brands from the EU where a 20-pack of cigarettes can be bought for as little as £3.85 in Spain and £4.12 in Italy and Luxembourg.

Giles Roca, director general at the Tobacco

Manufacturers Association, which conducted the survey, said the government's high tax policy on tobacco has shifted consumer behaviour to buying from non-UK duty paid and illegal sources.

"This has cost the treasury billions of pounds in lost tax while giving a boost to the criminals who are behind the illegal trade," he said.

"With new EU legislation set to ban small packs by May 2017, the fact that 80% of the illegal cigarettes cost less than £5 will be a

concern for retailers."

The survey also found an increase in the number of customers aware of illicit tobacco products being sold in corner shops and on the internet – 37% up from 18% in 2014 and 14% up from 7% respectively.

NFRN chief executive Paul Baxter said: "Any retailer who sells illegal tobacco in their store is giving the rest of the sector a bad name and in these instances we are fully supportive of manufacturers removing their gantries."

Mandeep and Vrinder's dream team

The owners of three Premier stores in Sheffield have launched their own Fantasy Football League for customers for the third year after seeing huge benefits in-store.

Mandeep and Vrinder Singh have signed up to The Sun's Dream Team fantasy football league.

The brothers are en-

couraging customers to join their league by giving them their personal code.

Every week, Vrinder will put up a score board in-store and on social media, so customers can see their ranking, with an iPhone 6 up for grabs. He said he is expecting more than 100 customers to sign up.

Mandeep added: "This type of social engagement with customers far exceeds the benefits of any promotion or advertisement."

The Singhs further showed their commitment to customers when they continued to trade through a power cut at their Premier store in Manor. "We could only sell newspapers outside, so we lined them up on the disability ramp and traded for a good two hours before the power came back on," said Mandeep.

Meanwhile, News UK is also offering retailers the chance to win £1,000 by joining its Dream Team league, code NJJ67Y4A.



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Click and 'thrive'

Retailers are being encouraged to step up their click and collect services to head-off the challenge of e-retailers.

The advice comes as new figures revealed planning applications to build retail sites have fallen by 9% in the past year, with 6,700 applications filed in 2015/16 - the seventh consecutive annual fall. Samantha Ambrose, senior consultant at Salmon, said: "What's vital is that traditional retailers offer a strong multichannel offering. Stores need to provide services such as click and collect and have fully functional online and mobile sites."

Prepare for a gold rush

The National Lottery is hosting a one-off Lotto Medal Draw on Saturday 27 August.

An additional £1m prize will be created for every gold medal Team GB wins; a £100,000 prize will be paid out for every silver medal won; and £50,000 for every bronze medal.

Retailers will also have the chance to win up to £5,000 for their store or a chosen charity, with full details on how to win and enter to be sent to retailers.

NFRN chief set to jump

NFRN chief executive Paul Baxter is one of 11 set to take the plunge in a parachute jump in aid of charity NewstrAid.

The event, aiming to raise £10,000, will take place on 23 September at Sibson Airfield, Peterborough. It will be followed by the inaugural Treasure Hunt Pub Crawl through Stamford.

For more information or to join the jump, visit www. newstraidparachutejump.



Spar staff take Pride in their store

Staff at the Princess Street Spar store in Manchester got into the spirit ahead of the city's annual Pride festival and parade over August bank holiday weekend. Store owner Paul Stone said: "We've been associated with Manchester Pride for eight to 10 years now as an agent selling tickets. This is the first time we've sold Pride merchandise, though. We've done the display to attract people to the fact we sell tickets here and I think it will do very well."

News UK footfall drive is a beacon for better sales

A Lancashire retailer says he has seen a rise in footfall since introducing beacon technology and mobile coupons to his store through News UK's partnership with BigDL.

BigDL's range of digital tools will enable 2,000 independent retailers through the publisher to connect with customers via their phones, allowing them to offer deals.

Anwar Essa, of Essa's News in Preston, who launched the initiative at

the end of last week, said: "It's been good so far. It's been a few days, but I've noticed a slight increase in footfall and I have high hopes."

Sid Essa, of Sid's Convenience Store in Preston, also launched the initiative this week.

"It's a wonderful idea. We've been used to handing out leaflets, but the potential of this is phenomenal," he said. "I can see it being very successful and getting customers into the shop."

Justin Thompson, of Thompson's Newsagents in Great Yarmouth, added: "I'm making sure I tell all my customers to download the app. I can see it working well."



Cash and carry run proves more costly than usual Be sure to get the right policies, urges NFRN

Vinda's car insurance error is stark warning for others

by Greg Wilcox

Store owners are being advised to ensure they are fully covered as a retailer faces a fine and points after using his car for a cash and carry run.

The warning comes from London retailer Vinda Atoolkumar, of Boston News, who only discovered his car was insured for personal use when he was stopped by police while carrying goods from the cash and carry to his shop.

He is now facing a fine and six points on his licence.

"My advice to other retailers is to not take any risks, abide by the law and double check your insurance," he said.

"I would never do this intentionally, it's been a big lesson for me.

"I had left the paperwork to my wife and she forgot to tick the right box. I am a law-abiding man and never break laws. The police were only doing their job."

Mr Atoolkumar said while he knew he needed to get his vehicle insured for business purposes, some store owners may be unaware that one trip to collect goods could see them break the law.

His message has been echoed by the NFRN.

Margaret McCloskey, its head of operations, said: "Insurance policies are expensive and we appreciate retailers want to get the best value for money. This shouldn't be to the detriment of their family or business, if an accident happened while carrying products from the cash and carry or going to the bank or Post Office and distributing news products for HND purposes.

"Insurance companies do ask about business and commercial usage and retailers must be honest and accurate as this will help them to compare appropriate policies."

YOUR REGION

NFRN DISTRICT COUNCIL REPORT **WEST MIDLANDS** 01.08.2016



Tony Collins reports from the NFRN West Midlands district council meeting

Members hear of makeover plans

Members of the West Midlands district are investigating an "experimental" scheme aimed at helping to improve indies' premises.

A member's shop has already received a 'makeover' as a pilot to see how the scheme could work if rolled out more widely, the meeting was told.

Erdington branch member Pravin Chauhan said: "We painted the ceiling and installed

energy-saving
lighting - the
shop now
looks a lot
brighter. It's
experimental
and if it takes off
may go to other

branches."

South East Birmingham district council member Narinder Singh, who was one of the retailers who volunteered to take part in the shop makeover, told the meeting: "There is a cost to retailers, such as if you are having electrical work done you would have to pay an electrician. But there is no cost to the district."

Wolverhampton & Dudley member Fred Pehzman said: "The principle is brilliant, especially if you can sign up new members."

The concept will be discussed at a multi-branch meeting, including the five branches from the Birmingham area, on 11 August.

Coffee leaves a bitter taste

Members expressed concerns over a coffee promotion with Jack's Beans



which seemingly left them tied to contracts despite very low sales.

Stafford & Cannock member Dalwinder Sandhu said: "I had two of these coffee machines fitted and was told if for any reason it didn't work they would be taken out after six months.

"We were only selling two cups a day from one of the machines, so it wasn't working, but the company didn't take



We are living with technology

Fred Pehzman

Retailer, West Midlands

any notice of my calls or emails. It took them nine months to take it out and then they billed me, even though I was told there would be no termination costs.

"This information should be on the NFRN website so members are aware of it."

Narinder Singh said: "These agreements are being done verbally and they need to be put in an email so you have it in writing."

Central member
Anne Newman added:
"It should come up at
national council as a lot
of members are being
caught and can't get out
of these contracts."

District president
Ramesh Sahota
said he had
experienced
a similar
problem.

He said:
"When the rep came he said I had six months to try it out but after a couple of months I was only selling two cups.

"It was costing me £50 a week to have the ma-

chine in. Eventually they took it out, but it took almost nine months."

Call to NFRN for online training

The NFRN should provide online training for members, Narinder Singh suggested.

"The question is, how can we train our staff to move forward with all the new legislation and tobacco changes? We could have a workshop to help people who aren't computer-literate," he said.

Fred Pehzman added: "The fundamental principle behind it is brilliant because we are living with technology, but we need to do it through head office."

More problems with partworks

West Birmingham member Sukhdeep Balaghan told the council he was continuing to experience difficulties with supplies of partworks.

"I am still having problems with not getting hold of issues.

"One customer was threatening to bring all the old issues back to me to get a refund because he couldn't get the next one that he wanted," he

"Eventually I managed to get one after I kept phoning up."

Members also raised the issue of missing papers and supplements, while Kings Norton member Aman Aneja urged colleagues to always call the NFRN helpline if they had a problem.

Your say

How do you get the best prices and margins on your tobacco range?



I normally try the wholesaler which gives

me the best margins and, in turn, I can make a bigger margin because half the products are pricemarked. But, as pricemarks are dying down, the margins won't increase that much.

Aman Aneja

Village News, Moseley, Birmingham



I get the best prices and margins from

the tobacco reps who come around from JTI, Imperial and British American Tobacco. I also get a phone call from reps telling me which of the pricemarked brands are running out.

Julie Kaur

Julie's Convenience Store, Telford, Shropshire



The only way of getting the best prices and

margins is by shopping around and buying in bulk. And it can also help to buy off reps. This is mainly because there is no cost, such as petrol, to retailers.

Narinder Singh

Nick's News, Ward End, Birmingham

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YOUR SAY PayPoint wants to be a major player in the technology market with its new EPoS system, and to provide a better service for retailers. Will this change attitudes towards the company?

Linda Sood

Falcon News, Portsmouth

Only time will tell. I think retailers are more keen on getting better commission rather than service from Pay-Point, many of which do not receive the just commission for the work they do. I get about 40% of my PayPoint customers buying something else. Its new integrated system sounds good, and I may consider it when my contract with Retail Data Partners ends, but I get a good deal with them so it depends how good PayPoint's offer is.

Mark Coldbeck

Wharfedale Premier, Hull

We already have a good relationship with PayPoint, so hearing its pledge does not sound like an empty promise to me. We've used PayPoint since the beginning and it is good news to hear its promise



of continued support. We have an integrated system with Retail Data Partnership, which is sponsored by our symbol group Booker, so it's very easy and convenient. We were one of their first trial stores so we get a good rate with them.

Mike Nicholls

Costcutter, York

Definitely not. To me, PayPoint has long since taken advantage of retailers, and all I have seen is the company say one thing and do another. I have PayPoint integrated into Costcutter's EPoS system, which is really good because it now only takes one transaction and allows me to reverse a payment if a customer changes their mind at the last minute. Having an integrated system also means the terminal takes up less space on the counter.

YOUR STOCK Improvements are currently being made to certain partworks procedures. What are the main problems you encounter?

Ian Handley

Handley's Newsagents, Cheshire We're very careful with partworks, as their process has been historically problematic, but things have improved in the last few years. We can now return all issues, which is good, rather than before where it was restricted to early issues. Our biggest problem is trying to get hold of back

issues, and not being able to tell customers exactly what is going on with their order. We have a couple of customers buying partworks for every launch there is.

Kate Clark

Sean's News, Worcester

I save about 12 different partworks every week for different customers. It's a really good way of getting regular custom from people who would otherwise never come and shop in my store. The process has always been tricky, and it's easy to lose people if you can't source an issue. I find that you also have to get the customer to fully commit, otherwise you'll end up with wasted copies.

Nainesh shah

Mayhew Newsagents, London I find the whole partworks process very fickle, although it has improved in the past few years. The biggest problem I have is ordering back copies, and a lot of the time I'm forced to buy them straight from the publisher because Menzies is taking too long. This is more expensive, but better than losing the customer altogether. A big improvement in the past few years has been the ability to do sale or return on early issues.



YOUR ISSUE

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ARE YOU READY FOR PLASTIC NOTES?

n 13 September, approximately 440 million plastic £5 notes will roll off the presses and be dispersed across the country.

Ewan Ogilvie, managing director of ATM provider YourCash Europe Ltd, told RN that while many retailers have this launch on their radar, many are still unaware of the changes polymer notes will bring to their businesses.

He said with just over five weeks to go, however, it is vital that retailers get prepared.

Here, he explains the benefits of the new notes' design and what retailers need to do to prepare for them.



A great deal of thought has gone into the new note and its overall composition and design to ensure it is safer, stronger and cleaner than its paper equivalent.

The note's design includes a number of security features including clear windows and holograms, which should help discourage forgery. It also has a fingerprint recovery solution that can be used to extract fingerprints from notes used in counterfeit attempts or to link suspects to stolen cash.

The note's polymer material is more hygienic and nearly impossible to rip. Each will have the potential to last 2.5 times longer than paper notes, with an expected lifespan of five years compared to 18 months for paper notes. Being recyclable, smaller

Bank of England

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and lighter, they are also more convenient for wallets and purses.

How will the change affect retailers and how can they prepare?

Firstly, it will require a nationwide refurbishment of almost all business equipment that handles notes. Retailers should therefore assess all areas that have cash as part of the process. ATMs, ticket machines, and other machines that recycle, sort, count or accept notes will be the most significantly affected.

Secondly, retailers should deposit paper notes at the bank. Given this may lead to added charges, it is worth speaking to your bank to inquire about a possible waiver during the launch.

Thirdly, contacting suppliers of cash-handling products to find out what they are doing to smooth the change and whether they can offer any guidance will also be key to an easy implementation. Given that retailers will need to invest time in training staff to identify the new note, this is particularly important.

What help is available?

The Bank of England can offer guidance. There is already a range of information and training material available, completely free of charge, on its website.

Business owners can rest assured there will be a substantial amount of support and help throughout the transition as well as plenty of guidance from suppliers and the Bank of England itself. For example, we provide useful tips and links on the YourCash website, including information provided by the Bank of England. Retailers should not hesitate to seek assistance or ask questions

about any concerns they might have. Cash users and retailers are at the heart of the change so it is crucial they feel as knowledgeable as possible.

The launch of polymer notes is another clear indication the UK is still far from becoming cashless. Even with the rise and increased popularity of alternative payment options like contactless and mobile pay, cash is still seen as a worthwhile and valuable addition to the retail and payments industry.

And, while there might be a few teething problems with the new notes, these should be fairly easy to overcome.

However, for retailers to really get the most out of them, the crucial thing to do is to ask questions now. That way, when September comes, retailers will be able to move forward, confident in the knowledge of what polymer means for them.

POLYMER NOTES AND COINS – A TIMELINE OF CHANGES



LETTERS

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

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

myHermes is taking a short-sighted approach

I've offered myHermes parcels through my Payzone terminal for years, but recently I received a letter from Payzone saying I will not be able to offer parcels from 16 August onwards.

myHermes has been carrying out a review of its network and will be cancelling the service in a number of stores, including mine, because of either low volumes or noncompliance, according to the letter.

I process 30 to 40 parcels a week, and I think it's particularly short-sighted as there are 3,000 new homes being built near my store and I'm the only myHermes agent in the village. I doubt this has been taken into account.

Payzone's letter says it is looking to provide an alternative parcel service in my store – who is the new provider? It also sounds to me like there has been a break down in the relationship between Payzone and myHermes.

David Woodrow

Woodrow's Newsagents Bishopton

Matt Diner, marketing and PR manager at Hermes

said: "Hermes has recently been conducting a review of its myHermes ParcelShop network, based on customer demand and population coverage.

"As a result, a small proportion of retailers providing parcel services will be affected, including Woodrow's Newsagents."

Lenny Davies, marketing and brand manager at

Payzone, said: "A review of the total myHermes parcel service network has been undertaken by Hermes in close consultation with Payzone. Payzone made representation to Hermes to keep as many stores as possible, but the final decision

I HAD NO SCRATCHCARDS FOR TWO WEEKS

I've been having ongoing problems with Camelot, which has reduced its support to independents.

Most recently I've been completely empty of scratchcards in one of my stores for a full two weeks. I phoned up the helpline eight times during this time, and nothing ever happened.

When I asked to speak to a supervisor, I was told I had to go through the formal complaints process, which I did. Still nothing. I don't get rep visits any more, and it's almost impossible trying to get help from anyone at Camelot.

I have six stores in York and they're all experiencing similar problems.

was made by Hermes. The

service and the number of

review focused on two criteria

- compliance in providing the

parcels processed. Hermes and

Payzone remain close business

partners, with 250 Payzone

stores retaining the service."

I make £3,000-£4,000 a week on scratchcards for the store that has been empty for two weeks – that money could have gone to good causes.

Mike Nicholls Costcutter, York

A Camelot spokeswoman

said: "Our automated scratchcard replenishment system was introduced more than four years ago and has been extremely successful.

"The system bases order sizes on the number of windows the retailer has in their dispenser and their rate of sale.

"We're sorry that Mr Nicholls has experienced some delays. His order is now on track and was due to be delivered last week."



on 28 June, so I duly filled in a restitution form, but so far have been unable to see any credit for the lost sales.

So my question is, is Menzies fit for purpose? My answer would be a resounding no.

Jim Moorhead

Top Cards, Johnstone, Paisley, Scotland

Dave Shedden, head of communications at Menzies, said: "Our local management team has been in touch with Mr Moorhead since the submission of his letter, and has agreed to implement additional checks on his parcels with the aim of preventing similar packing errors in future.

"Mr Moorhead's restitution claim has also been processed, and the associated credit passed to his account."

Taskforce needed to fix newstrade

The NFRN should consider a taskforce to help members take more drastic action to solve their newstrade issues.

A lot of members now want to see something

happening that's a bit 'closer to the edge'.

Do we need a task force to get out there and help retailers do something? Blockade wholesalers for instance. Sounds barmy? I don't think so.

Steve Berry and the Western district have captured the mood of the membership exactly (RN 29 July). In my 25 years as a newsagent I don't think members have been so angry, so full of despair about the poor service from their monopoly newspaper wholesalers on a daily basis.

Sadly, our branch meetings are now largely dominated by members venting their anger about poor wholesaler service and how it impacts on their business.

National president Ray Monelle questions whether drastic action would gain the support of our members. I suggest it would.

Members are fighting for survival against an apathetic tide of poor service from their newspaper wholesalers.

Quite frankly we are tired of dancing to their tune. It's about time they danced to ours - we're the customer.

Michael Brown

Brown's Newsagents, Stokesley, North Yorkshire

NFRN chief executive Paul Baxter responds: "Through our helpline, meetings with publishers and wholesalers and successful news summits, the NFRN has been pivotal in overhauling the National Distribution Monitor and addressing complaints regarding late deliveries.

"By joining forces with the likes of Co-op, Asda and McColl's, we are pressing for action on a myriad of issues from delivery times and carriage charges to illicit magazine sales.

"Additionally, new national president Ray Monelle is embarking on top-level meetings with all sectors of the supply chain to ensure that our 15,000 members' concerns are fully aired.

"For all their faults, news and magazines remain a profitable core product for retailers. So sorry Mike Brown and Steve Berry, but I'm not convinced that blockading wholesale depots is the best way to resolve supply chain issues."

• For the NFRN's response in full, see betterretailing. com/nfrn-response-1208

End of my tether over deliveries

This morning I experienced the third packing error for this week alone. On Monday, I received 30 copies of the Daily Mail instead of 31, on Thursday I received a West Lothian Courier instead of an East Lothian Courier, and on Friday I received three instead of four copies of The National.

This has been going on over a long time and I'm at the end of my tether. To top it off I phoned to ask for a copy of my delivery note from last Saturday, which the wholesaler omitted to send me and had the audacity to tell me I would be charged 50p for. So I have to pay 50p for its mittake.

Furthermore, I was 34 copies short of TV Choice

Expanding discount chains, symbol group consolidation, the collapse of My Local and Brexit: KPMG's head of retail David McCorquodale explains what the latest developments in retail mean for independents

RETAIL NEWSAGENT What are the most significant changes you've seen in the convenience sector in the past

DAVID McCORQUODALE The convenience channel has gone from the fastestgrowing sector three years ago to the third, with discounters and online now the fastest-growing. The space is no less competitive than five years ago and they are all fighting for market share.

What that means is retailers have to look at the products they are selling, which pack sizes they need, and how their range matches up to local demand. So working with their symbol group and supplier has become more important than ever.

RN What additional support should retailers be asking for from their symbol group?

DM The reality is there are too many buying groups. If you think about why retailers join a buying group, it's so they can get the right product at a proper price by using someone else's buying power.

The groups will also help them with loans for refurbishments, help with systems so they have an up-todate till system, and provide account and range advice. But the challenge for these buying groups is that price deflation is coming in and retailers' margins are getting squeezed.

It's all about buying power and if these groups put their volumes together they ought to be able to negotiate better deals with suppliers and therefore pass on better margins

We are already seeing some consolidation with Booker and Musgrave, but I believe we need more consolidation to help stores survive challenges such as the National Living Wage.

RN KPMG is the appointed administrator for My Local. What can independent retailers learn from its demise?

DM I think what's more important is what did Morrisons learn? You've got to create a proper convenience estate in the right locations, with the right stores and products, and it's difficult to cobble together.

High-quality sites are now really hard to find. And that's what Morrisons found because it came into this late and ended up getting former Blockbusters and similar sites. If more people try to open stores in poor quality sites that aren't the right location or size they won't



The reality is there are too many buying groups



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@GurpreetS RN



RN Earlier you mentioned the extra competition the growth of online presents. How can convenience retailers compete?

DM It's very challenging and difficult to run logistically. But there are a whole load of different models that have been used in the past that could return. In some areas you used to get your local butcher on a bike with a basket at the front delivering orders. So if packages are small enough, why couldn't a retailer do the same?

RN Lastly, will Brexit present new challenges for independent

DM At the moment the two big Brexit issues for the whole of the retail world are currency and confidence. Confidence relies on a number of things and maybe we will see the uncertainty around Europe influencing consumers, but you can't stop buying food all together.

Where there might be an impact is where products sold in stores contain ingredients from outside the UK. If the pound doesn't buy as much as it used to, retailers' costs are going to go up and they are going to need to think about passing these costs on to consumers, but if the supermarkets absorb the cost to remain competitive, smaller retailers will struggle and lose



Company KPMG Partner - head of retail UK David McCorquodale

Profile One of the big four auditors, KPMG provides three

lines of service audit, tax and advisory.

Latest news KPMG was appointed the administrator for My Local and has sold a number of its stores. The company has also appointed a head of Brexit, Karen Briggs, to its executive leadership team, who has urged businesses to focus on Brexit opportunities such as movement of capital, people, goods and services.

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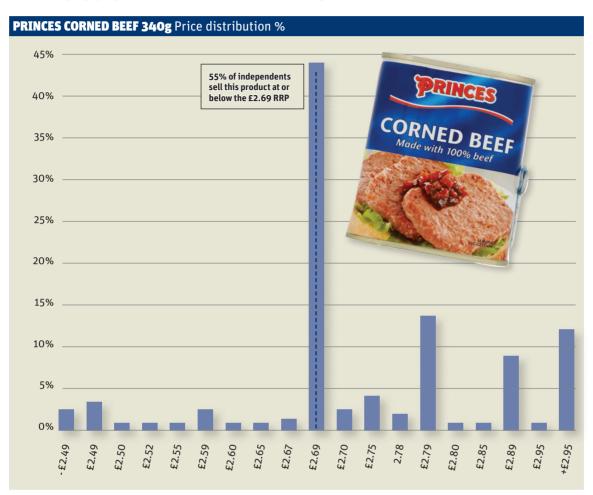




PRICEWATCH

Benchmark your prices against your peers

In focus Tinned meat & fish



Analysis

Our data this week reveals a split in retailers' behaviour when it comes to pricing canned goods. Many stay within a few pence of manufacturers' RRPs, while an equal number price high above this benchmark, for better margins.

Take the 340g can of Princes Corned Beef on our graphic. Here, 43.7% of store owners stick to its £2.69 RRP, but a larger 44.6% price above it, with 14.1% adding 10p, and 9.8% adding 20p, while a small number go as high as £3.19.

One store owner's decision to hike his Princes Tuna Chunks in Brine 4-pack £1 above its £5.99 RRP is another example of this trend.

Sample prices

PRODUCT

Princes Corned Beef 340g

Euro Shopper Tuna Flakes in Brine 185g

Princes Tuna Chunks in Brine 160G 4-pack

Princes Tuna Chunks in Oil

160g Kingsfood 8 Hot Dogs in Brine

400g

Happy Shopper
Corned Beef

125g
Princes Tuna Chunks

in Brine 160g 4-pack

Princes Hot Dogs 400g

Princes Corned Beef 200g

Ship Selected Quality Corned Beef 340g

Princes Salmon Red 213g

Princes Ham Round 200g

How we set our prices

Mike Nicholls

STORE Costcutter
LOCATION Dringhouses, York
SIZE 1,100sq ft
TYPE neighbourhood

TOP TIP

I stock a wide range of tinned meat as I find they are all good sellers



I stick as close to the RRP as I can because with places like Aldi and Lidl it is quite a difficult market and I need to remain competitive. I know other shops charge more – they must need the margins – but I don't want to do that. I buy all my tinned products from Costcutter and even though I stick to the RRP I still get a profit margin of about 30%. Sales of tinned tuna definitely increase when they are on promotion, and I get people buying several at once to stock up. At the moment I have a half price offer on at £1.50.

Joe Williams

STORE The Village Shop LOCATION Banbury, Oxfordshire SIZE 1,200sq ft TYPE village

TOP TIP

I offer more promotions in summer because sales are slower compared to winter



I don't have a large range but stick to a core selection of corned beef. Spam, fish, stewing steak and hot dogs. I stock pricemarked Spam because fishermen buy it in the summer to use as bait, which causes a sales spike. To increase sales further, I also have a cross-category promotion and put the ingredients for a sandwich - tinned tuna, mayonnaise, cucumber and Kingsmill rolls - close together as a helpful hint to people who are looking for a quick snack. I get all my tinned products through Nisa because it has a great range of products and promotions.

Rachel Barr

rachel.barr@newtrade.co.uk

20 020 7689 3358

Data supplied by



EDFM is a specialist in helping leading suppliers to the UK's independent convenience channel get value, insights and business benefits from EPoS data. To find out how they could help you call 07976 295094

BOOKER RRP	AVERAGE	RETAILER 1 LARGE N'HOOD C-STORE IN SOUTH WALES	RETAILER 2 VERY LARGE N'HOOD C-STORE IN SUBURB OF	RETAILER 3 LARGE SHOP IN RESIDENTIAL PARADE OF SOUTH	RETAILER LARGE STORE IN A PRECINCT IN ESSEX TOWN	RETAILER 5 MEDIUM-SIZED SHOP IN SOUTH WEST LONDON	RETAILER 6 LOCAL STORE ON NEW HOUSING ESTATE IN EAST
£2.69	£2.75	£2.65	£2.69	£2.89	-	£2.89	£2.95
75p	75p	75p	75p	75p	75p	-	75p
£1.59	£1.61	£1.59	£1.59	£1.99	£1.65	£1.69	£1.65
£1.59	£1.62	-	£1.59	-	£1.65	£1.69	£1.65
75p	79p	75p	75p	75p	75p	-	-
£2.00	£1.98	-	£2.00	-	£2.00	-	-
£5.99	£5.05	-	-	£6.99	-	-	£5.05
£1.15	£1.14	89p	-	£1.15	£1.15	£1.20	£1.35
£2.29	£2.25	-	-	-	£2.35	-	-
£2.29	£2.34	-	£2.29	£2.29	-	-	-
£3.29	£3.25	-	-	£3.39	-	£2.99	-
£1.39	£1.43	£1.29	-	-	-	£1.49	-



Retailers reveal the most profitable produce on their doorsteps

Norma Pirie

Newtyle Post Office, Perthshire

James Pirie & Son pies, from £1.50



Where did you discover them?

My husband Alan has been running the butchers in the village for the past 40 years. When we took over the post office we started selling the pies along with other products from the butchers in there. For the past few years Alan has won a gold award at the World Scotch Pie Championships, and it was so worthwhile him entering as the publicity means we now sell more than 530 pies a week, earning more than £2,000.

Who buys them?

It is a mixture of people from the village and passing trade. Even though the pies are sold from the kitchen at the butchers, people didn't really know about them until I put them on sale in the post office. We have people buying individual ones with their lunch and families buying the larger ones for dinner.

Why are they so successful?

People like the fact the meat is all from Scotch cows, and because of the gold award a lot more people know about the pies. Sales of 530 pies a week is a lot, considering the shop is in a small village.

Kath Hitchin

STORE Lifestyle Express LOCATION Caernarfon, Wales SIZE 750sq ft TYPE high street

TOP TIP

I create my own promotions if there is a good deal on a bulk purchase at the wholesaler



Tinned meat is not a big seller for us because most of my custom comes from cigarettes, confectionery and alcohol and a lot of people buy tins from the big stores. That said, pricemarked products are the bestsellers in this category and the Lifestyle own brand is popular here because people can get a tin of tuna for 65p. I keep an eye out for promotions because these products have a long life span but there aren't that many deals. I get my tinned products from Lifestyle Express and unless I've set up a promotion I price everything according to the RRP on my EPoS system.

Anish Parekh

STORE Londis Broadoak & Post Office LOCATION Ashton-under-Lyne, Greater Manchester SIZE 1,000sq ft TYPE shopping parade

TOP TIP

We use own brand variants to combat the perception that non-pricemarked packs are expensive



We have quite a large range but I am looking to cut this down and just have three or four bestsellers, such as Spam, sardines and tuna. This is because tins have become less of a focus as I've developed the shop and I'm looking to free up space for ready meals, such as just-add-water pasta. We get our tinned meat from Booker and sell at the RRP. I look to do promotions if they are available. The margins are good, but they don't really matter if I am not getting high sales volumes.

RETAILER PROFILE









Tailored to to trend

Thriving is perhaps the only way to sum up the last five years for Stockton-on-Tees retailer John Stevenson. Investing £1m, he transformed his father's business into a Nisa store, and following the locally-sourced, fresh and chilled and food to go trends, business has never been better. **Toby Hill** finds out more

t's been five years since John
Stevenson revamped his Dad's old
forecourt business, investing £1m
to establish a 3,000sq ft Nisa store
selling groceries, alcohol, news, and a
small selection of food to go.

Since then, success has meant keeping up with the consumer trends that are transforming the sector, making sure they are reflected in his store through continual modernisation and updates.

Two years ago, growing preference for locally-sourced goods led John to call on a nearby florist to replace his old forecourt supplier.

"We present flowers nicely and highlight that they're locally-sourced," he says. "In the last 12 months we've tripled our sales. Between Easter and Mother's Day we sold £1,800 – that's increased from £400."

Similarly, shifting consumer tastes towards fresher and healthier diets have shaken up John's fruit, veg and chilled selection.

"People are more into cooking from scratch, and we're seeing lots of new products to cater for that," he says. "Our meat selection has been growing rapidly. Pork loin steaks are really popular."

Geography prevents him doing all that he'd like with his fruit and veg supply. "It's not easy to get locally-sourced produce in this part of the country," he says. But even in this limited context he's seeking out ways to innovate, planning to place individual apples and bananas alongside confectionery. "They can be an impulse buy and also create a healthy in-store ambience," he says.

John is also capitalising on online buying habits with his Hermes parcel collection and delivery service. "We've been at it 18 months and it's great – it gives us a really good margin, between £16 and £20 a day, and brings new people into the store too. Rather than waiting at home for parcels to be delivered, they can just drop round after work and grab a bottle of wine while they're at it."

The most expensive recent changes have involved investment in food to go: two years ago, John spent £35,000 on new equipment, including turbo ovens worth £7,000. "In the UK we really need to be pushing food to go," he says. "My idea is that 20% of the store will be dedicated to this."

As well as hot breakfasts and wraps, he sells a range of pizzas. "We brought them in so we have some kind of evening offer. Otherwise, you end up with dead space after 2pm."

John's breakfasts have long been a huge hit and, again responding to evolving tastes, he is now looking at bringing in some healthier options, such as a range of granola, yoghurts and fresh fruit

But, despite all these updates, much in the store remains unchanged. "Our cooked breakfast – bacon, sausage, hash



I read RN retailer profiles to see what other retailers' stores look like following a refit, what they have been doing and to learn how I can improve."

IOHN STEVENSON







"In the UK we really need to be pushing food to go. My idea is that 20% of the store will be dedicated to this"

Nisa Local 87-91 Oxbridge Lane Stocktonon-Tees TS18 4AR

VISIT MY SHOP



brown, back pudding, eggs, any combination for £2.99 - is still immensely popular. Loads of people come in to pick it up," says

And, just like the evergreen popularity of an English breakfast, John argues that the basics of running a retail store remain consistent, even as trends and technology

"There are new trends, but the most important things haven't changed," he says. "Customer service is so important, and training staff to be polite and helpful is the very core of a business. Then the layout of the store is vital too, for example, creating a perception of value by placing cheap items such as crisps, chocolate, biscuits, snacks in displays by the doors. Getting involved with fairs and summer schools - selling raffle tickets, making donations and just being part of the local community is vital too. These are just as important now as they were when I began working here in 1999. I'm sure it was the same when my dad started the business in 1985."

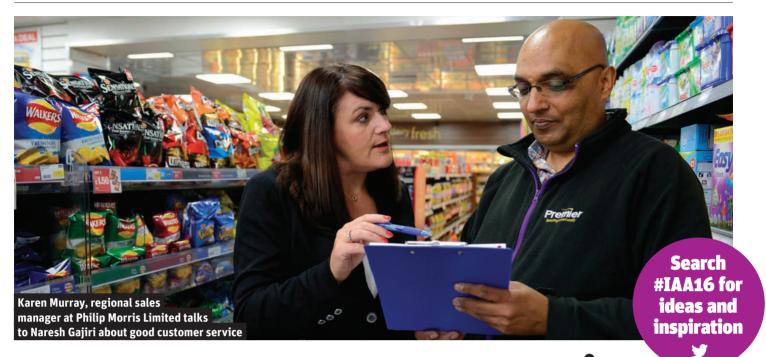
Still, even if the foundations might stay the same, John's restless passion for retail means he is committed to further innovation across the rest of his store.

"I'm constantly thinking about the store - there's always something to improve. That's never going to change."



Want to see more of John's store? Go to betterretailing.com/johnstevenson

ACADEMY IN ACTION



Customer Service

At the heart of every thriving convenience store is great customer service. The IAA's Louise Banham joined Karen Murray, regional sales manager at Philip Morris Limited, at Naresh Gariji and Rakesh Sood's store in Glasgow, to find out how they can make sure every customer leaves with a smile



Naresh Gajiri

Store (Premier)

Location Cranhill, Glasgow

Size 2,900sq ft

The Independent Achievers
Academy is a business
development programme
to help retailers like you
improve your profits. This
is the 11th in a series of
12 features to show you
how retailers are working
with our partners to follow the Academy's
advice and grow their sales.

sk any retailer in the country whether they offer good customer service and the chances are they'll immediately say yes. Simple pleasantries are one thing, but how can convenience stores take it a step further, so they're not just a polite store, but one that goes out of its way to deliver?

Naresh Gariji has run his store in Cranhill, Glasgow, for 29 years and, along with his business partner Rakesh Sood and their 11 members of staff, has a fantastic relationship with his customers.

They understand their customers' needs and cater for them. The store is stocked with a homeware section for the high turnover of residents in nearby council accommodation, while they purposely hired Polish staff to better communicate with the large Polish population.

My challenge

Naresh and Rakesh are pleased with their customer service, but feel they could do more to get staff brought in to their ideas and get customers more involved in the store.







IAA ADVICE



Create and write down customer service values

Naresh and Rakesh pride themselves on their great customer service. Their staff are polite and friendly to everyone who walks through the door, they always order in products that customers ask for, and they try to make sure there are never more than three shoppers in the queue.

Karen asks if they have a set of statements or values about customer service that are communicated to staff members, so they are all striving for the same things. "If you write down your values, it will be easier to train new staff members on them. You want your staff to adhere to them to make your service even better," she says.

Rakesh says they will look into this and initially suggests they build statements around their queuing policy, as well as going out of their way to help their elderly customers.



Recognise staff for living the store's values

Staff at the store are motivated by the flexible approach Naresh and Rakesh have to working hours. It's this approach that has helped retain many of their 11 staff members, with their oldest member of staff having worked in the shop for 27 years.

Rakesh says they hold staff meetings on the last Tuesday of every month to keep staff up to date. Karen and Rakesh discuss how to reward staff that have gone the extra mile. Karen recommends they use the monthly meetings to recognise staff who have done a particularly good job of delivering good customer service.

"It doesn't need to be a financial reward - sometimes just recognising good work means a lot," she says. "You could announce it at staff meetings and even put the staff member's picture up in the office. It will get people competing and will improve customer service



Listen to what customers tell you and write down their ideas

'We have a lot of competition from supermarkets and we can't beat them on price, so we don't try. But we can stand out with our customer service,' says Naresh. "If we asked customers, I think they'd say we're doing a good job." However, he admits they don't actively ask shoppers what they think, or capture their feedback.

Karen suggests they use their recently set up Facebook page to get feedback from customers. "It's a really good way to create a community," she says.

"Once you have your three statements in place and get staff behind it you can ask them what they think, so you can assess how you're doing, write down their ideas for improvement and make changes based on what they say." Customers will see you've made changes based on their feedback and feel more loyal to your store.



WHAT WE LEARNED



'You don't understand a business until vou speak to the retailers. Naresh and Rakesh understand their business inside out and are adapting it to suit their customers. The store is amazing and they obviously take an immense amount of pride in it. It's rewarding to meet retailers who are progressive. They now need to set three statements of customer service and communicate it to staff, think about a monthly recognition initiative, and use social media to get feedback.'

Karen Murray Regional sales manager, Philip Morris Limited



'We think we already do a good job of customer service – we make sure we're always friendly, know our customers and our staff have good relationships with customers. It has definitely been helpful to have Karen come to the store to discuss what else we can do, and we'll work on implementing the things Karen has suggested. There were some things we've

Naresh Gajiri & Rakesh Sood Cranhill Convenience Store (Premier), Cranhill, Glasgow





Naresh's action plan

- Decide on and write down three customer service values and communicate them to staff
 - Introduce recognition awards at staff meetings to reward staff that go the extra mile
 - Use social media to capture customer feedback and make changes based on what they say



Your action plan



- Check how your customer service compares on betterretailing.com/customer-service
- Email **iaa@newtrade.co.uk** to find out how you can take part in a future visit from one of our partners
- Use the free tools on betterretailing.com/IAA to increase your sales

LOCAL PRODUCE

Profit from fresh ideas

By finding and establishing relationships with great local producers, independent retailers can secure loyal customers and offer something the multiples cannot. **Toby Hill** discovers more

t's a time of rapid change for independent retailers. Shifting consumer habits – buying little more often – are placing local stores at the centre of food shopping culture. But at the same time, new threats are on the horizon, the largest among them Amazon Fresh and giant discounters such as Aldi and Lid aiming for the convenience market.

For many retailers, sourcing local products from smaller suppliers has become a key weapon in this new business environment. "At Lifestyle Express we actively encourage retailers to support local products and local producers," says

Stuart Johnson, retail controller at Landmark Wholesale. "Locally sourced products add real interest to in-store displays and we know that shoppers welcome the opportunity to support products from their local area."

The benefits are many and the options are endless, from craft beer to artisan bread and from tailor-made postcards to local dry cleaning services. Here we outline everything retailers need to know about working with local suppliers, from bringing in that first product to making your store a destination for all things linked to the local area.

6 benefits local products offer your business

A unique selling point and an attraction for new customers

2 Stronger community relationships – with other businesses and your local community

3 Lower delivery costs – supply chains are generally shorter, which leads to greater reliability of delivery times and, in some instances, lower costs

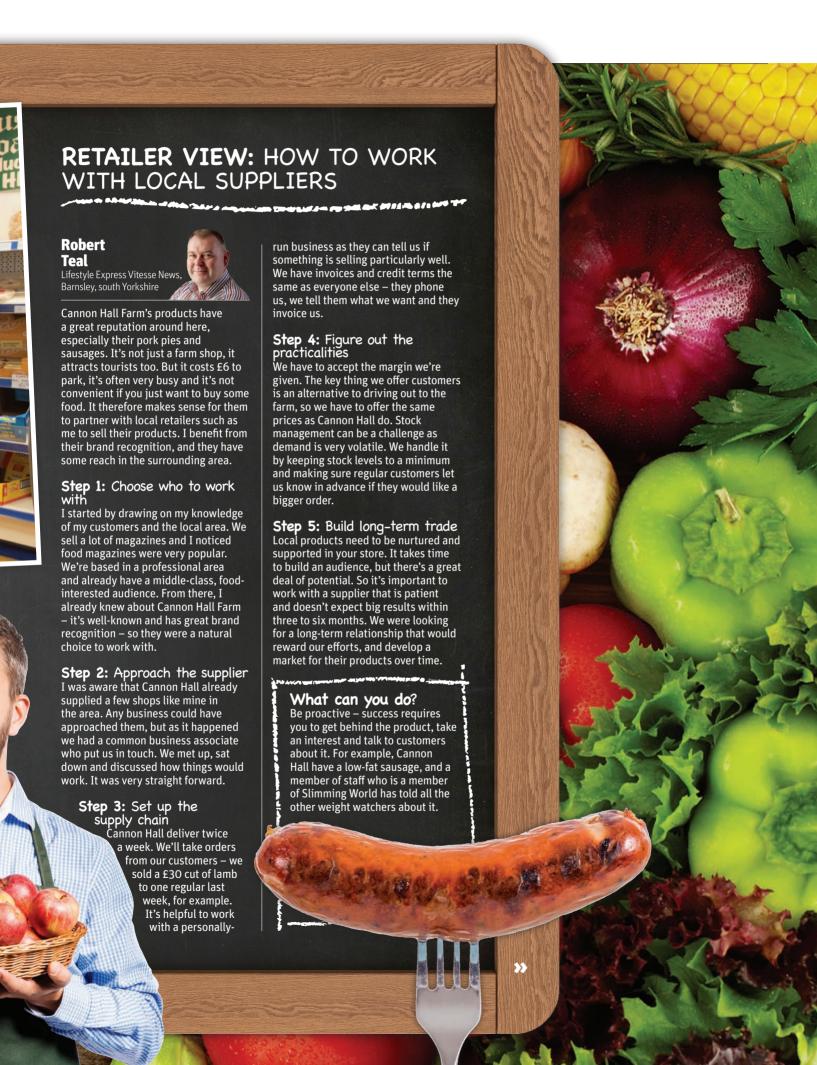
More responsive suppliers – local suppliers are more agile and therefore often more responsive than global manufacturers during periods of peak demand

Personal relationships – you can build close links with local suppliers, who can inform you about new products and help with tastings and other forms of marketing

6 Higher margins – margins are usually higher than on mainstream national brands.







LOCAL PRODUCE





also have people dedicated to each region who can go out to meet retailers and discuss products available in the local area.

We've got data that categorises different types of shop and different regions, so we can analyse your shop and make some suggestions about what products are likely to be popular. In a convenience store, for example, it tends to be quick meal solution, snacks, and confectionSome degree of brand awareness is good - it increases the chance of a purchase if a customer has seen a brand at a farm shop or garden centre previously. If a product doesn't have that brand recognition, tastings or samplings can be a great way to draw attention to it. Tastings are essential - there generally aren't enough adventurous consumers willing to pay for an unknown product.

LOCAL PRODUCE



that independents can offer

Newsagent 12 August 2016







Ice cream

Every week throughout the school holidays RN is focusing on a key category to check you have the basics right and to keep you abreast of key trends. Here, Charlotte Hambling, head of UK marketing at R&R Ice Cream, provides some practical advice for increasing ice cream sales all year round

RETAIL NEWSAGENT What key changes have there been in the ice cream category in the past 12 months?

CHARLOTTE HAMBLING Premium tubs continue to be a key sales driver for independents with consumers looking for convenient evening treats. They fit well into meal deals. The Cadbury's Marvellous range, for example, performs well because it fits with products such as pizzas. Also, the popularity of ice cream sandwiches such as Oreo Sandwich is still growing.

RN What are the best-performing market innovations?

CH The Daim and Oreo sticks we introduced earlier in the year continue to perform well. They stand out as something different and are some of the only sticks linked with popular confectionery brands. We also relaunched Kelly's of Cornwall to reflect its heritage and provenance and added Cornish Parlour-inspired flavours. There is an opportunity for



parlour flavours as consumers enjoy experiencing ice creams of their childhoods and holidays in a takehome format.

RN What support can retailers expect from R&R this year?

CH We are running campaigns across TV, outdoor and social media all year. As well as supporting new products, we also support favourites such as Fab and Cadbury. We work with convenience retailers to tie ice cream into occasions such as 'Big Night In' or frozen meal deals. We're also well placed to capitalise on big sporting events and TV launches.

RN How should retailers manage their ice cream effectively?

CH With ice cream sales heavily affected by the weather, retailers must keep an eye on the weather and be ready to react and stock the best products. Ice lollies always do well on the hottest days but more indulgent products such as Daim and



What three things can retailers do to manage their ice cream better?

1 Be prepared for weather changes, watch the forecast and plan ahead for good availability.

2 Maintain a clear 3 Create theatre layout and cater for occasions such as meals for tonight and big night in.

with PoS, promotional ends, meal deals and promotions that tie into big events.



Retailers must keep an eye on the weather and be ready to react



**Ice cream in focus ** Bestsellers Premium tubs, ice lollies, confectionery brands, family-favourite sticks and tubs

Latest news This year, R&R has launched Daim and Oreo sticks and Kelly's of Cornwall Cornish Parlour-inspired flavours. It is also supporting its brand with year-long advertising investment.

Top tip Include premium tubs in evening meal deals and promote them to shoppers as a treat for an evening in.

** **

PoS and deals, flyers or coupons. As the schools reopen and the weather get colder, for example, parents will be looking for new stock for their freezers and after-dinner treats.

Flake 480ml tubs can prove popu-

look out for new events and occasions where ice cream is a good fit

lar when it's colder. Retailers should

too and make the most of them with

Don't miss part 3, next week



FAMILY NIGHT IN



The small store

Not all retailers have space for a large family night in display, but smaller stores can still make good use of the space they have available.

Bay Bashir, whose third Lifestyle Express store in Middlesbrough is just 400sq ft, has a dedicated display, just on a smaller scale than those in his other stores.

"I put the same products on it that I would in my bigger shops, just fewer facings and flavours as I only have a small bay available," he says.

"Because I can't fit everything on this one display, I also group products customers want for a family night in around the shop.'

Bay says the display contains mostly Walkers crisps, nuts and different alcohol groups, for example Blossom Hill wines in red, white and rosé.

Retailers with limited space can also make use of specialist display equipment produced by suppliers.

Mars's 'Slenda Glenda' unit, for example, holds grab bag confectionery over seven facings. This 155cm-high unit is free-standing and has a small footprint of 40cm so it can be placed next to complementary categories to drive impulse sales.

Suppliers also advise retailers with limited space to focus on clear and easy-to-use displays to pitch

their ranges at customers shopping for a night in.

"Smaller convenience stores can benefit from the growing 'family night in' trend. It is important any soft drink fridges are fully stocked, so products are chilled for impulse buyers to enjoy as soon as they get home," says Amy Burgess, trade communications manager at Coca-Cola European Partners.

In stores where space is tight, treats for family nights in can be located where customers queue, adds Susan Nash, trade communications manager at Mondelez.

"Bestsellers should always be 1m to 1.4m high, and confectionery ranges displayed in hanging bags," she says.

What can you do?

Susan Nash

manager, Mondelez



most likely to select products on impulse for their night in, so arrange your display to unlock this opportunity.



convenience stores can benefit from the growing 'family night in' trend



The mediumsized store

With more space to play with, retail-

ers with medium-sized stores should look to have a designated family night in display.

This is something David Hiscutt does in his 2,000sq ft Londis in Weymouth, Dorset.

"I like to make the most of sharing products for family nights in," he says. "I don't

have space for a separate bay in the summer because we have a seasonal bay for the tourist season, but I focus on it later in the year.

"I include favourites like Doritos and dips along with baked snacks as people are looking for things they think are healthier. I've also found pretzels are becoming popular for family nights in. As well as this display, I have grab bag confectionery by the till for people to pick up when they are waiting to pay."

CCEP'S Amy Burgess advises that the ease of being able to pick up everything for a night in from a designated 'night in' space

helps attract higher basket spend.

This is especially true, she adds, if retailers link their ranges to special occasions and highlight them with PoS.

"Retailers should consider theming displays to tie in with notable occasions, including TV moments,

sports events and wider at-home seasonal celebrations, which will appeal to customers choosing to enjoy these at home," she says.

Cross-merchandising soft drinks with meals and snacks is a great opportunity for retailers which creates a perception of value for money, she adds.

What can you do?

Amy Burgess

Trade communications manager, Coca-Cola European Partners



Site sharing formats of soft drinks alongside other sharing items, such as crisps or popcorn, to maximise sales.





Summer is the largest occasion for Large Sharing Crisps outside of Christmas.*

> For every £4 your shoppers spend on Large Sharing Crisps during the Summer, Pringles account for £1.*



Stock up now on our promotional cans

*Source: IRI Value Sales, Symbols & Independents, 12w/e 15 Aug 15.**Buy 2 cans & pay £3/€3 contribution & get your Karaoke Kit: Speaker + Microphone. More info & registration on Pringles.com. Valid until 31.12.2016 - 18+ - maximum 2 redemptions per household - whilst stocks last.

FAMILY NIGHT IN

The large store

In their 3,000sq ft Chellow Heights Service Station & Spar in Bradford, Rocky and Alison Leach are able to clearly highlight occasions suited to at-home celebrations by building larger displays in multiple locations, paired with PoS to pull items together.

The couple plan how an occasion bay will look, then order the stock

"We use PoS around the different parts of the shop where the products are, and also next to the promotional bay," says Alison.

"Our offers depend on what Spar has available, but the popularity of sharing products is definitely promotion-led, and these are changed every three weeks."

For events such as Mother's Day, Alison explains the PoS will be located next to the cut flowers along with chocolates and other products. Jon Eatly, Wrig-

lev customer

excellence di-

rector, recom-

mends retailers consider single price point 'Family Night In' promotions, which are growing in popularity and allow shoppers to satisfy all of their needs in one go.

He adds that, with a choice of where various family night in displays and promotions can be situated in large stores, good visibility is crucial.

"Popular confectionery items should be located at eve level to take advantage of incremental sales," he says.

What can you do?

Wrigley customer

excellence director

Jon

Eatly

I rotate the offers and have different promotions in each shop to keep it fresh

The multi-site store owner

For retailers who own more than one store, family night in displays are an opportunity to vary or rotate offers between stores and bulk-purchase stock for higher margins.

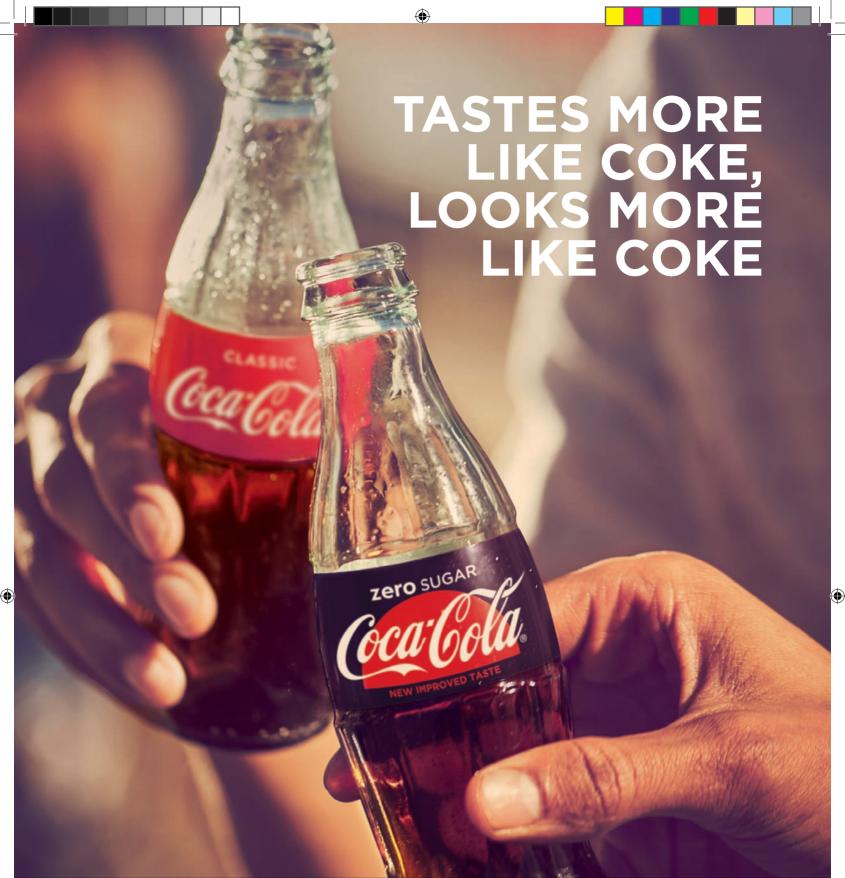
Bay Bashir says he switches the offers in his three Middlesbrough Lifestyle Express shops.

"Because the shops are quite close together, and I have customers visiting more than one, I rotate the offers and have different promotions in each shop to keep it fresh," he says.

"For example the wine selection on offer will be three Blossom Hill products for £12 in one and Gallo wines in another. This is repeated across the other product sectors from crisps to confectionery. A popular offer on crisps is £1.50 for two packs of Doritos.

"I change my promotions every







ZETO SUGAR NEW IMPROVED TASTE

£10 M

MARKETING SPEND

STOCK UP NOW



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To help you build a great display for a family night in, RN here runs through a selection of must-stocks and new products for your store.

Large soft drinks

"Carbonated and adult products are ideal soft drinks when having the family over, with large bottles and multipacks playing different roles depending on the type of occasion," says Nigel Paine, GB commercial director for out of home at Britvic.

"Larger sharing formats, such as 1.5l or 2l bottles, are often bought as an alternative to alcohol, while multipacks are great for kids."

Premium soft drinks

With a growing number of customers opting for non-alcoholic options, CCEP's Amy Burgess recommends retailers stock Appetiser and Schweppes sparkling juice drinks, which come in Grapefruit & Blood Orange, Orange & Cranberry and Lemon & Elderflower flavours and are designed to cater to demand for lighter drinks with just 20 calories per 100ml.

Lipton Iced Tea is another refreshing alcohol alternative. Along with the original peach flavour it also comes in raspberry, lemon and mango variants.

pld Lipton

Non-alcoholic cocktails

Hancocks purchasing director Jonathan Summerley says retailers should offer a selection of more unusual non-alcoholic drinks. "Ranges such as Ben Shaws, 1870 and Freshbe non-alcoholic cocktails are increasing in popularity as they create the experience of drinking something special away from the norm," he says.

Biscuits to share

With biscuits a staple for a family night in, there are plenty of new options to choose from. United Biscuits relaunched its on-the-go McVitie's range with the addition of three two-for-£1 packs, and launched McVitie's

three two-for-£1 packs, and launched McVitie's Digestives in a sharing format in February. Oreo, meanwhile, is now available in an Oreo Mini Tub, full of smaller versions of the original flavour.

And Border Biscuits has expanded its range of sharing formats to cater for occasions. "We have enhanced our sharing offer with the introduction of a larger 400g sharing pack, which is ideal for a family night in," says Lesley Ann Gray, brand and innovation director.



LIPTON ICE TEA.
-- REFRESHINGLY DELICIOUS --

Lipton Ice Tea is a soft drink with tea extract and fruit juice ipton and the Lipton mark are registered trademarks of $\lim_{t\to\infty} a_{t}$ and are used under licenc

IN



Mars Chocolate has made four of its five top-selling lines available in bitesize packs, while Mondelez introduced a new £1 pricemark Boost Bites bag earlier this year. It joins 12 other bite size chocolate bags, including Twirl and Buttons.



Mars has long supported the England football team by putting the three lions logo on Mars bars, but other companies are also releasing themed products. These include a limited edition pack of M&M's in chocolate and peanut varieties. To mark the Rio Olympics the only M&M's in the pack are the colours of the Brazilian flag – green, yellow and blue.

R&R Ice Cream

Earlier this year, R&R Ice Cream launched a new Cadbury's Marvellous flavour, Rocky Mallow Road, to refresh its range of premium tubs. R&R says the brand fits within meal deals and sells well alongside pizzas and other evening treats.



Favourite family snacks

Kellogg's-owned Pringles are a must-have at any family party. The company launched Tortilla in April to widen the range. Meanwhile, the ever-popular Doritos brand is available in seven flavours in a sharing format along with four dips.

Popcorn

For those looking to try something different, Unilever has partnered with Joe & Seph's to create the UK's first official Marmite flavoured popcorn.

Healthier snacks

"As better-for-you products continue to rise in popularity consumers are looking for a variety of unusual flavours and ingredients," says Sarah Brown, senior brand manager for Yushoi Snapea rice sticks. Retailers should therefore stock a selection of snacks that meet this trend, she says.

If you're looking for something new, Mondelez launched Oven Roasted Chicken and Lightly Sea Salted Ritz Crisp & Thin sharing bags in June.







STOCK UP TODAY



TWO NEW FLAVOURS FROM OREO







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*NIELSEN TOTAL COVERAGE , VALUE MAT 11.6.16

^ EUROMONITOR 2015

Retail Newsagent 12 August 2016

PREVIEW



Heinz & Walkers get saucy

Walkers has teamed up with Heinz to introduce six new flavours all based on sandwich fillings. The new offerings include Toasted Cheese & Worcester Sauce.

RRP 65p for 40g bag

Outers 24

Contact 020 8817 5285



No saying no to Nonno

Nonno Nanni's range of Italian soft cheese products — including Squaqierello, to be served with vegetables — is now available throughout the UK.

RRP £1.49-£2.75 Outers 6 to 12

Contact 020 8817 5285



Made for millennials

Premier Foods is adding to its Sharwood's, Loyd Grossman and Homepride brands with new flavours in a bid to attract younger shoppers.

RRP £1.75-£2.49

Outers not given

Contact 01727 815850



Dr.Oetker has a surprise

Dr. Oetker is rebranding its Surprise Inside Cupcake Centres range as Easy Fill Cake Centres, as well as adding a new Blueberry flavour.

RRP £1.99, 140g

Outers not given

Contact 0113 823 1400



Sundays are sweet with Mars

Mars is bringing back its Sweet Sundays free cinema tickets promotion with packs of Mars bitesize standard pouches and its More to Share pouches.

RRP £2.09 and £3.29

Outers not given

Contact 01753 550055



It takes you to Mango

AG Barr is launching Rubicon Light & Fruity, a range which includes a new version of the brand's best-selling Mango flavour.

RRP £1.57 Outers 12

Contact 01204 664295



Thank Goodness

PepsiCo is launching a new Quaker Oats range of five porridge sachets; three 'Super Goodness Super Grains' flavours, and two 'Super Goodness Super Fruits' flavours.

RRP £2.99

Outers 8

Contact 0118 930 6666



Reserve room for Rum

Spirit Cartel is introducing Pyrat XO Reserve Rum (40% ABV) to its premium spirit range. It is widely available through wholesalers and wine merchants.

RRP £39.99

Outers not given

Contact 020 7609 4711



Yazoo is introducing a new no-added sugar milk drink which comes in three flavours – strawberry, banana and toffee.

RRP 50p for 200 ml bottle

Outers 24

Contact 01403 220 724

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THIS WEEK TRI RAACA TTRIEG

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Crawl to action

POPULAR PARTWORK IS SET FOR BUG SALES

They're back again for the fourth time - Real Life Bugs & Insects is a 60-part collection, backed by a massive TV promotional campaign

REAL LIFE BUGS & INSECTS is relaunching for the fourth time with 60 issues to collect. A TV campaign promoting the launch will air on 24 August and run for three weeks - rather than the usual two as per previous editions - to take into account the bank holiday and back-to-school period. Targeted at families with children aged six to 13 (with a slight bias toward boys), the educational series allows children to collect 'real life' insects, which have been preserved in resin. Tower display units and countertop units are also available on request, which hold 30 and four copies respectively.





REAL LIFE BUGS & INSECTS
On sale 24 August
Frequency weekly
Price issue 1: 99p, part 2: £3.99, part 3 onwards: £5.99
Display with My Zoo Animals, Precious Rocks, Gems & Minerals, Amazing Dinosaur Discovery

Round up



NADIA ALEXANDROU Magazines reporter

COLLECTING CUSTOMERS

There are several reasons why retailers should be paying more attention to partworks.

Firstly, we're coming up to one of the peak seasons for partwork launches in autumn, meaning publishers will be investing heavily in marketing campaigns aimed at bringing new customers to your store. Anne Hogarth, head of communication at the PPA, said: "Launches are heavily promoted, with £1m TV campaigns directing more people to retailers, who are likely to buy other items in-store."

This news gets better when you take into consideration the fact that independents' share of the partworks market – which is already more than 50% – is growing. It's growing at a fast rate, too – 5.7% year on year – which is impressive in an otherwise declining print market.

Thirdly, the supply chain is making improvements to the whole partwork procedure, as reported in RN last week, all geared around improving communication and the consistency of partwork deliveries.

Finally, and perhaps most importantly, are the benefits that come with securing a partworks customer. Kate Clark, of Sean's News in Upton-Upon-Severn, knows these well. "I put a lot of work into partworks, which can be very profitable if you get a customer buying into a series. They're loyal and shop with you often," she says.

The trick, she adds, is to not be afraid to get the customer to fully commit to a series. "A lot of retailers avoid partworks because they end up with unwanted copies one way or the other, but if you build a relationship and get them to commit, you have a long-term customer."





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		4		6		
	5					4

Retail Newsagent 12 August 2016



CLASSIC POP PRESENTS: MICHAEL JACKSON

Following the success of Classic Pop Presents Bowie and Prince issues earlier in the year, Anthem Publishing is celebrating the 'king of pop' Michael Jackson with a special. This edition follows Michael's career in a decade-by-decade format, from his early 1960s days in the Jackson 5 to the Invincible album and 30th anniversary concerts.



TAB SEASONAL PUZZLE COLLECTION

The latest issue of Take a Break's Seasonal Puzzle Collection is a bumper magazine with 164 pages of a variety of puzzles. Boasting the largest puzzle collection in its portfolio, these include Sudokus, crosswords, wordsearches, Codebreakers and Arrowwords. Readers also have the chance to win £500 for solving a crossword. This edition is a 'harvest' special themed around summer, and also comes with a click pen.



HORSE & HOUND

During the Olympics, Horse & Hound is publishing special dedicated issues to bring readers the latest and most in-depth news from the games. This issue offers an eventing report from Rio which provides equestrian fans with everything they need to know about the event. Features include a full analysis of every stage of the competition, and the impact of the most influential cross-country fences is explained.



ULTIMATE SPIDERMAN

This edition is a summer special that comes with two Spiderman gifts, a frisbee shooter and web flyer. This issue is priced at a premium of £3.99 - usually £2.99 giving retailers the opportunity to earn more profit. Aimed at boys aged six to 10, this magazine ranks ninth in Smiths News' latest best-selling rankings for primary boys in independent stores.



TAB ARROWWORDS

This issue features £5,000 worth of prizes including a competition to win a number of hi-tech goods. This is in line with Take a Break's celebration of its puzzle magazines' 25th anniversary. Competitions are being run across the whole series with silver-themed prizes. TAB Arrowwords is in the top five biggest selling puzzle titles through newsagents, according to distributor Frontline.



On sale 18 August Frequency irregular **Price £6.99 Distributor** Marketforce Display with Mojo, Record Collector, O



On sale 12 August Frequency irregular Price £3.29 **Distributor** Frontline **Display with Take a** Crossword, Take a Puzzle, **Puzzle Collection**



On sale 12 August **Frequency** weekly Price £2.80 **Distributor** Marketforce **Display with Pony, Horse** & Rider, Your Horse



On sale 11 August Frequency three-weekly Price £3.99 **Distributor** Marketforce **Display with Beano, Star** Wars Adventures, Lego **Nexo Nights**



On sale 18 August **Frequency** monthly Price £1.95 **Distributor** Frontline **Display with Take a** Crossword, Take a Puzzle and Puzzle Collection



Bestsellers

Primary boys

-			
	Title	On sale date	In stock
1	Beano	13.08	
2	Star Wars Adventures	10.08	
3	Lego Nexo Nights	17.08	
4	Transformers RID	19.08	
5	Lego Star Wars	17.08	
6	Lego Ninjago	24.08	
7	Cars	24.08	
8	Mega	10.08	
9	Ultimate Spiderman	11.08	
10	Star Wars Rebel	10.08	
11	Dinosaur Action	31.08	
12	Cartoon Network	18.08	
13	Skylanders Universe	03.08	
14	Teenage Mutant Ninja Turtle:	5 18.08	
15	Horrible Histories	17.08	
16	WWE Kids	24.08	
17	Get Busy	07.09	
18	Thunderbirds are Go	17.08	
19	Doctor Who Adventures	18.08	
20	Marvel's Mightiest Heroes	10.08	
Dat	a from independent stores supplied by	0 11 1	VI SECOND

Data from independent stores supplied by SmithsNews





STARTER **PACK**

STICKER PACKET £2.99_{rrp}

50prrp





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TOP OF THE POPS

The latest issue of BBC's Top Of The Pops magazine comes with five gifts, including a fruity lip gloss palette, a double-ended eyeshadow pencil, rose and gold-themed tattoos, fluorescent stickers and a minimagazine dedicated to YouTube star Joe Sugg. Inside this issue, there is a free children's ticket to Merlin Entertainment resorts including Alton Towers and Sea Life.



LEGO ELVES

The summer issue of Lego Elves magazine comes with a Lego cat set. This issue features a dragon fact file, where readers can find out everything they need to know about each of the Elves' mythical animals. There are also several puzzles to solve, and a chance to win some Lego Elves toys. Every issue comes with a limited edition Lego toy. Lego Elves is in the top 20 primary girl's magazines in Smiths News' bestsellers rankings for independents.



GIRL TALK ART

Girl Talk Art's next issue will come with a doodle set providing readers all they need to design, create and make. It includes gel pens, bows, gems and stickers that can all be used in the magazine. With a summery theme, the readers can collage a watermelon, learn how to draw a flamingo, design a beach towel, create art with ribbons, fold paper into butterflies and make pens from sweet wrappers.



PHEONIX RISING

Black culture magazine the Phoenix Rising is changing frequency from a weekly to fortnightly title. The magazine will be distributed in a more targeted fashion, focusing specifically on shops which do well with Ebony and Pride magazines. The magazine is for both men and women – with a slight bias toward women, who make up 60% of purchasers – aged between 25 and 55. Certain stores around London will also be targeted.



ON FOOT TRAVELLER

On Foot Traveller is the UK's first travel magazine for walkers. This issue is targeted at those who want to explore walking trails all over the world and the best walking gear to do it in. The issue reviews over 50 destinations including huts in Slovenia, the GR20 in Corsica, Greece, the Lake District and a beginner's guide to the Himalayas. There is also more than 60 reviews of the latest outdoor gear.



On sale 10 August
Frequency four-weekly
Price £4.50
Distributor Frontline
Display with Shout, We
Love Pop, Toxic



On sale 10 August
Frequency bi-annual
Price £3.50
Distributor Frontline
Display with Lego,
Friends, Girl Talk, Frozen



On sale 10 August
Frequency four-weekly
Price £3.99
Distributor Frontline
Display with Girl Talk, Go
Girl, Frozen



On sale 11 August
Frequency fortnightly
Price £1.95
Distributor Seymour
Display with Ebony, Price,
Voice



On sale 12 August
Frequency quarterly
Price £4.50
Distributor Marketforce
Display with Country
Walking, Trail, The Great
Outdoors



GIVE LAUNCHES A TRY ON YOUR NEWSSTAND

ere at Frontline my role is to develop sales in the independent channel, and with launches I try a mixture of communication methods in the hope of building awareness and securing your support.

This year we have had seven magazine launches, and the first two – Lego Nexo Knights and Andy's Amazing Adventures – have reported their first Smiths News ranking. I was delighted to see them

appear as number 77 and 78 respectively. Frontline's other launches this year include Modern Gardens, Clangers, Go Jetters, TAB Mini Crossearch Collection and Food To Love. So thank you to everyone who did support the launches appears to the support the supp

Give launches a chance on your display stand rather than sending

them back straight

away.

did support the launches and I hope you continue with strong sales.

I know I could have delivered more revenue to the channel, but something keeps getting in the way – early returns.

Now I am not talking about where you make a return in the last week of on-sale, it's the returns we receive back straight away.

The returns that did not see the light out of the tote box and never made it onto your display. On the seven launches my early returns range from 19% to 29% of the supply to independents.

My challenge is to find out how I can improve my communication so you are aware of launches and want to place it proudly, front of fixture, fully-faced on your magazine display. Drop me an email at Frontline – I want to hear your ideas.



COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

HOW DAVID WYATT CATERS FOR GATWICK AIRPORT'S STAFF AND HOLIDAYMAKERS

Plus, as scratchcard sales climb in your stores, John Eastwood asks what value they offer your business, and RN's Summer School focuses on soft drinks



Partworks

Title No Pts **DeAgostini Build the Ford Mustang** 32 100 8.99 Build the Millennium Falcon 85 100 8.99 Cake Decorating Relaunch 80 169 2.99 78 80 **5.99** Dinosaurs & Friends

16 70 **14.99**

33 90 **3.99**

16 60 **9.99**

25 60 19.99

Zippo Collection **Eaglemoss**

Jazz at 33 and third RPM

Simply Stylish Knitting

Star Wars Helmets Coll'n

3D Create & Print 83 90 **6.99** Build A Solar System 52 104 6.99 DC Comics Graphic Novel 27 60 **9.99** Disney Cakes & Sweets 154 160 **4.50 Doctor Who Figurines** 78 120 **7.99** Marvel Chess Collection 83 96 8.99 Marvel Fact Files 179 200 3.50 Military Watches 66 80 **9.99** Star Trek Ships 79 78 **10.99**

Hachette

Art of Crochet 51 120 **2.99** Art of Knitting 82 90 2.99 Art of Quilting 90 3.99 33 Art Therapy 74 120 **2.99 Build the Mallard** 103 130 7.99 Build the U96 103 150 5.99 Dr Who Complete History 25 80 **9.99** Draw The Marvel Wav 17 100 **4.99** Judge Dredd Mega Collection 42 80 9.99 Marvel's Mightiest Heroes 69 60 9.99 My 3D Globe 84 100 5.99

RBA Collectables

Amazing Dinosaur Discovery 77 80 5.99 50 60 5.99 Precious Rocks, Gems & Minerals 82 100 5.99 Real Life Bugs & Insects 100 100 5.99

Collectables

DeAgostini

Magiki Mermaids 2.50 Frogs & Co 1.99

Magic Box

Zomlings Series 4 0.50 Star Monsters 1.00

Collectables

Topps



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

Force Attax

Starter £3.99

Cards **£1.00**

Hero Attax

Starter £4.99

Stickers £1.00

Match Attax

2015/16

Extra



Shopkins Cards **£4.99** Stickers £1.00



Star Wars Force Attax Starter £4.99 Cards £1.00



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



Star Wars Stickers Part 2 Starter £2.99 Stickers £0.50

UEFA

Champions

Collection

Starter £2.00

Stickers £0.50

Official Sticker

League







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



Shopkins Starter £2.99 Stickers £0.50



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



WWE Stickers £2.99 Cards **£0.50**

Panini



Abatons Humans Starter £5.99 Stickers £1.25



Ice Age Starter £2.99 Cards **£0.50**



Captain America: Civil War Stickers Starter £2.99



Paw Patrol Stickers Starter £2.99 Stickers £0.50





Disney Tsum Tsum Stickers Starter £2.99 Stickers £0.50



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



Secret Life of Pets Starter £2.99 Cards **£0.50**



Official UEFA Euro 2016 Sticker Collection Starter £2.99 Stickers £0.50



World of Batman Starter £2.99 Cards **£0.50**



England Trading Card Collection Starter £4.99 Cards **£1.00**



Zootropolis Starter £2.99 Cards **£0.50**



Finding Dory Starter £2.99 Cards **£0.50**



Lion Guard Sticker Collection Starter £2.99 Stickers £0.50



Frozen Sticker Collection Starter £2.99 Stickers £0.50



My Little Pony Starter £2.99 Stickers £0.50



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Peanuts

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IN ASSOCIATION WITH



Back in the day



12 August 1916 Newspaper thief Charles Henry Knowles got his just desserts after a police sting operation caught him redhanded. The labourer was charged with taking two newspapers from one bundle and one whole bundle.



13 August 1966

With the sort of sales newspapers can only dream of now, The Daily Mirror reported an "all-time" sales record of 5,214,000 copies a day across the month of July. A huge jump of 172,000 more than the same month in 1915.



10 August 1991

Mills & Boon was forced to deny rumours it was about to take its formulaic tales of love, lust and longing from the book shelf to the magazine market. Speculation had it that the salacious storytellers were also about to move into TV and video.

If it looks like a peanut, and it tastes like a peanut...

Peanuts

... then it must be a peanut.

The English language can be a complicated beast.

There's no egg in eggplant, no ham in a hamburger and definitely no pine in a pineapple. However, one word which carries no confusion with it is

peanut. You see that word and you know that it's a type of nut, a peanut to be more precise.

Which makes it all the more baffling that Lidl felt the need to recall Alesto Honey Roasted Peanuts, a

product that has the word 'Peanut' emblazoned over the packaging and has a

picture of, yes you've guessed it, peanuts.

Apparently, the product might cause serious confusion to those who have a peanut allergy because

having the word peanut front and centre of the packaging isn't warning enough that the product might contain peanuts - the reason given by the Food Standards Agency.

It all seems completely nutty to us...

AROUND with Blanche **Fairbrother**



Well, Tuesday 2 August turned out to be quite an eventful day. I was on my way from Great Bridgeford to Ellenhall and as I approached a bend in the road I noticed flashing lights.

Apparently, someone had gone over the hedge and ended up with the car completely upside down in a field of potatoes. I don't know if the occupants of the vehicle were injured because I was waved through by the police.

That was accident number one. Later at Woodseaves my son sent me a text message to let me know that the main Newport to Eccleshall Road was completely closed due to a serious accident. Of course, people were trying to find an alternative route causing a great deal of traffic around Norbury and Oulton.

At one stage Mr Bowdler had cars coming from three different lanes which all ended on a junction by his house, so there he was doing his best to try to point them all to go in the same

Anyway I managed to get myself to Sutton and carried on with my round only to find when I got to Doley a huge branch had fallen of an oak tree and blocked the road which meant an eight mile detour in order to finish my deliveries.

I know it is said that everything comes in threes, but all that was more than I needed in one morning.

I don't know what anyone else thinks, but I will be very pleased when the Olympics are over. We seem to have heard about very little else for weeks now and as with everything else it's complete overkill and I am fed up with all the hype that goes with it.

The weather has turned a tad autumnal. It is dark again now when the papers arrive and for a couple of mornings it could have been October with the rain and wind fetching leaves off the trees, but look on the bright side - at the time of writing this there are just 142 days to go until it's our day off. Better get the sprouts on!

The green machine that will keep your avocados pristine

naturo

Here's news that's sure to send other fruits green with envy - the avocado need not turn brown ever again

after the creation of the Avocado Time Machine. No, your eves are not

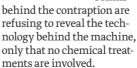
deceiving you, it's

an Avocado Time Machine, and it doesn't involve the use of a DeLorean.

The company behind the invention, Naturo Technologies, says the contraption effec-

tively 'turns off' the enzyme in the fruit which turns it from glorious green to beastly brown. Having undergone

treatment the cut avocado will stav and look fresh for up to 10 days, it is claimed. The boffins



So that's okay then.



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