

RETAIL NEWSAGENT

INSIDE THE NEW DAY

RN meets editor Alison Phillips

EXCLUSIVE INTERVIEW

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Shoppers fill baskets from my 15 metres of fresh

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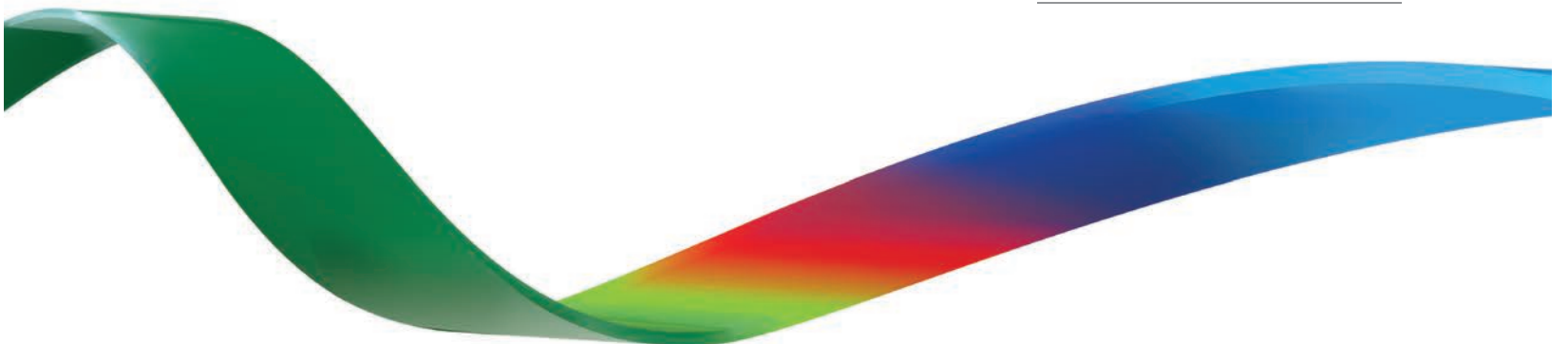
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Only time will tell if the launch is a success but most retailers I've spoken to are positive and up for the challenge



CHRIS GAMM

Editor

@ChrisGammRN

Two Fridays ago, I visited Trinity Mirror to get a first look at its new title The New Day and meet editor Alison Phillips. As I stepped out of the lift on Canary Wharf's 21st floor, I was greeted by the Sky News headline "death of print?" on the breaking story that the Independent will cease publishing next month.

It was ironic that I then spent the next two hours hearing the complete opposite. Alison told me how she is taking a risk and breaking newspaper conventions held for hundreds of years in an attempt to win back lapsed readers in the category.

One quote I've heard several times in the past few days is "you can't keep doing the same thing but expect different results". Alison's opinion, which she shares with many retailers I've spoken to, is some people have stopped buying newspapers because they're not happy with what's currently on offer.

She's doing something about it, and you can read about her plans in an exclusive interview in this issue.

The Mirror Group is backing her and putting independent retailers at the heart of its strategy for doing so, including paying you to distribute two million free copies on Monday's launch day.

Your challenge is if every store can get five lapsed newspaper readers to buy a copy once the price rises to 50p in two weeks' time, it will be worth an extra £6m in retail profit margin.

Only time will tell if the launch is a success but most retailers I've spoken to are positive and up for the challenge. Belvedere retailer Amit Patel told me he's more sceptical about the future of news. The challenge for Alison and her team is to convince retailers like Amit that it could be a new day for the category.

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WHAT'S YOUR PRICING STRATEGY?

Retailers, suppliers and experts spill the beans



MARK CASSIE

RN meets Menzies' new managing director

"WHY TRY AND COMPETE WHEN YOU'RE ONLY GOING TO FAIL?"

- THE NEW DAY EDITOR ALISON PHILLIPS ON WHY HER NEW TITLE WILL COMPLEMENT RATHER THAN CHALLENGE DIGITAL NEWS Page 28 >>

NEWS

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No snap wholesale multibuy decision

Wholesalers have said they will not make “knee-jerk reactions” regarding changes to their product promotions following news that supermarkets will discontinue multibuy deals.

Retailers have called for suppliers to provide them with more single-price deals to take advantage of the move, which will see multiples curb BOGOF offers in stores.

James Hall, symbol director at Bestway, said independents should still utilise multibuy and multi-link deals on “eat and drink now” products to demonstrate value to shoppers.

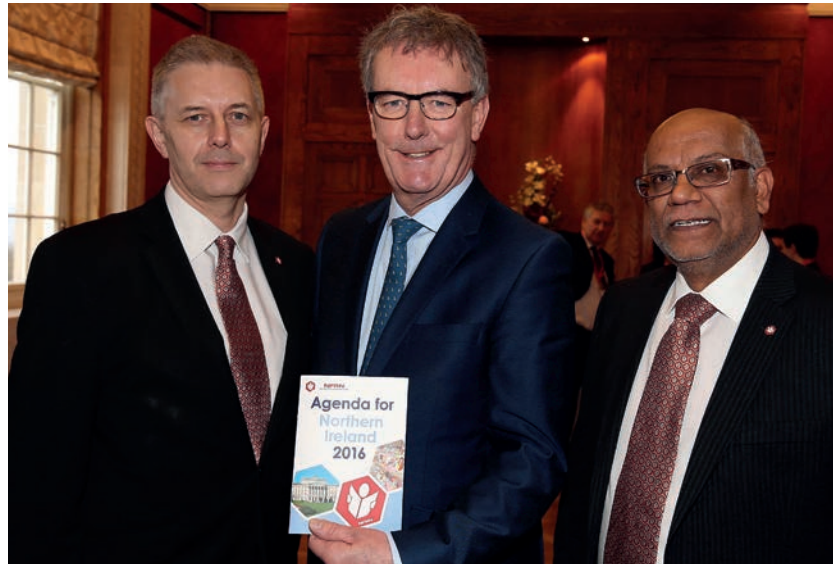
However, he said Bestway Wholesale’s promotional strategy would remain unchanged, adding: “We have plans in place and, while we are flexible, will not make knee-jerk reactions.”

Indy fans to stick with print

Readers of The Independent are far more likely to be absorbed by other print titles than go online, according to analysts and a publisher.

Rob Rattley, circulation manager at the Guardian, said: “Although our research has shown that moving newspaper brands is challenging, the focus – and no doubt for retailers and wholesalers – will be to keep these readers buying print.”

Giancarlo Calvo, the analyst behind the Newspaper Publishing report at IbisWorld, agreed, saying he believes readers are likely to switch to another print brand, rather than being loyal and reading The Independent online.



NFRN launches Agenda for Northern Ireland

Members of the Legislative Assembly heard of independent retailers’ struggles with crime, the illicit trade and the National Living Wage among other issues at the launch of the NFRN’s Agenda for Northern Ireland in Stormont this month. Those in attendance included Mike Nesbitt MLA, leader of the Ulster Unionists Group, seen here picking up his Agenda from NFRN chief executive Paul Baxter (left) and NFRN national president Ralph Patel (right).

RN survey unveils fears shops could close ‘People are happy with compromise’ says MP

Just 1 in 10 councils back plan for longer hours

by Gurpreet Samrai

Only one out of 10 councils spoke in support of the government’s proposal to extend Sunday trading hours in a survey conducted by RN.

Instead, council leaders and a cabinet member from across the country voiced fears the plans will “kill small shops” and give the multiples a further advantage.

“If you open supermarkets for longer on Sunday I think you are going to lose a lot more smaller shops because it’s the one day of

the week they used to have a small advantage,” John Hart, of Devon County Council told RN.

Nicholas Rushton, of Leicestershire County Council, said: “I would probably leave it as it is because it appears to be working well and smaller retailers need extra help and protection from the giants of this world.”

Out of the 10 councils that responded, five were against the plans, four were undecided and one was in favour. However, if powers are devolved to local authorities the decision

to extend hours would be made following consultation at a local level and a full council vote.

Bill Esterson MP, shadow minister for business, innovation and skills, said: “Elected councillors up and down the country know what people in their communities think and they know many people are happy with the compromised position we have at the moment.”

The news comes in the same week it was revealed small business minister Anna Soubry’s partner is on the board of Morrisons.

Meanwhile, the Sunday Telegraph printed a letter from 200 MPs and council leaders backing plans to devolve Sunday trading laws to local councils.

Mr Esterson added: “They seem to be trying to smuggle this through the back door and you have to ask the question why? And the registered members’ interest tells you a number of senior Conservative MPs have financial links to large supermarkets and you have to question if that’s the reason they are trying to do this.”

● Your Issue, page 18

Barclays’ rate loss ‘kick in the teeth’

The end of a deal between PayPoint and Barclays offering preferred banking terms to independent stores could be the “tipping point” for more retailers to hand back their terminals.

That was the opinion of store owners who revealed to RN that PayPoint has been withdrawing the Bar-

clays rate since December.

Mo Razzaq, of Premier Mo’s in Blantyre, said retailers under the deal were charged 15p per £100 banked through PayPoint, but this will now rise to 55p per £100. He added: “Retailers are not making enough from transactions and, with extra banking charges on top,

this could be the tipping point for more stores to leave PayPoint.”

Steve Barker, owner of S&J News in Rochester, described the news as “another kick in the teeth for anyone doing PayPoint”.

A spokesman for PayPoint confirmed the deal is being “progressively withdrawn”,

with Barclays writing to affected retailers with more details next month.

He said: “Regrettably, the banks, including Barclays, are increasingly reluctant to maintain these offers to the detriment of small businesses, as larger retailers get low tariffs for cash banking.”

● Letters, page 17

Trinity Mirror to give away two million copies of new weekday title Retailers welcome launch

The New Day's £6m profit opportunity for retailers

by Chris Gamm

Trinity Mirror's new weekday paper The New Day presents a £6m profit opportunity for retailers bringing back lapsed readers to the news category.

The title launches on Monday and retailers will give away two million free copies, earning 10p per copy.

It will then cost 25p for the next nine days, before increasing to 50p on Monday 14 March. Retailers will be paid 11.6p margin from Tuesday onwards.

Trinity Mirror is target-

ing a settle-down sale of 200,000 copies a day. If every retailer sells five copies a day to lapsed newspaper readers, the new paper will generate an additional £6,032,000 in profit margin.

Editor Alison Phillips told RN in an exclusive interview that the new title will be optimistic, balanced, politically unbiased and won't sensationalise the previous day's news.

Ray Monelle, from Orchard News in Weston-super-Mare, said: "It's refreshing to have something totally new in the trade. If the editorial targets

younger readers, there's a good chance it will bring people back to the category.

"It's not like the i, because I know where the price is going up to. I am totally behind it."

NFRN national president Ralph Patel said: "I think it will bring lapsed readers back. People are fed up with doom and gloom. Newspapers are too depressing. It's why they don't sell."

Mr Patel encouraged retailers to promote the title using the free PoS material available with this issue of Retail Newsagent.

"Tell your customers about it, create eye-catching displays and give it your 100% support," he said.

Kamlesh Patel, from Londis Manor Park, added: "Young people don't want pages and pages of news. They want something fresher. It can't be too serious.

"Retailers giving out free copies on launch day is the right way to do it, as long as there are enough copies. We need to turn them into money."

● Alison Phillips interview, page 28

INM's 3% margin cuts

Independent News and Media (INM) is changing the pricing structure across several of its titles, which will see retailers' margins cut by around 3%.

A document sent to Dublin retailer Joe Sweeney from INM showed a breakdown of these changes, which are due to be implemented on 29 February.

An increase in the retail selling price (RSP) for the Saturday edition of the Irish Independent, the Sunday Independent and the Sunday World were listed, with margins cut from an average of 25% to 22.4%.

The Monday to Friday edition of the Irish Independent and the Herald, meanwhile, will keep their selling price, but retailers will receive nearly six cents less for every copy of the Irish Independent sold (RSP €2), four cents less for the Herald (RSP €1.20), and three cents less for the Herald (RSP €0.90).

Mr Sweeney, of the Newscentre, said: "INM hasn't even notified retailers yet and their reasons for the change are very vague."

Londis Byfords is a fresh winner

Londis Byfords Food Hall in Essex is celebrating after scooping the £1,000 top prize in a Farm Fresh fruit and veg display competition organised for Londis retailers. Store manager Stephen Butfield, pictured (right) with owner Simon Byford and their winning three metre display, said: "It's very pleasing to be recognised for your hard work and we're planning to use the money to extend the range even further." Other prize winners included Londis Hoffnart and Londis Middleton, which finished in second and third place respectively.



Display ban fallout

The display ban has left 37% of retailers feeling more vulnerable to theft and, or other crime, a survey by the Tobacco Retailers' Alliance (TRA) revealed this week.

It also found 49% of smokers are unaware of changes to pack sizes being introduced as part of the Tobacco Products Directive, and 24% of RYO smokers say they will source their tobacco from non-UK duty paid sources when the new legislation comes into force.

The TRA this week launched a campaign calling on the government to scrap the 2% tobacco duty escalator.

No i price rise or margin cut, says Johnston

Johnston Press has refuted claims that it will raise the i's cover price and squeeze retailer margins.

The statement comes in response to a warning from analysts and retailers last week that the i must keep its price and quality

to retain its position in the market.

The publisher is in the process of acquiring the i from ESI Media - the commercial arm of the Independent, i and the Evening Standard - for £24m.

"We have no immediate

plans to increase the cover price of i once the deal is complete," said Johnston Press head of PR Jane Muirhead. "The fact we're not increasing the cover price means we won't be in a position to change retail terms."

Richard Thomson, marketing operations and content sales director, said: "We are acutely aware of what factors have made this brand the success it's been to date and therefore understand the importance of price point."

NEWS

BUSINESS



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Asda sees 5% sales slump

Asda suffered a 5.8% slump in sales in its fourth quarter results, including Christmas, which was the supermarket's worst quarterly performance on record.

It marks the sixth consecutive quarter of declining sales for the group, with spending at Asda stores also falling 3.5% in the 13 weeks to 1 January.

The news contrasts with results from Tesco and Morrisons, which recorded better-than-expected sales figures over Christmas.

Asda chief executive Andy Clarke said the company would be investing £500m in further price cuts, adding that it was due to launch its 'Pocket More' ad campaign to highlight its value-for-money proposition against its competitors.

GoKart's wholesaler brand app

Stock replenishment app GoKart is widening its reach with the launch of its first wholesaler-branded app this month.

The company has teamed up with Stoke-based food service provider Freshways Wholesale Foods to design a bespoke app for its base of 1,200 retailers and restaurant owners.

The technology will allow users to place stock orders on the go using digital devices, while also allowing Freshways to gain data to send more targeted promotions to its customers.

"We're looking to provide Freshways and its customers with a quick and easy capture ordering system to benefit both parties," said GoKart founder Anx Patel.



Blakemore Trade takes time out for wildlife centre

Staff from Blakemore Trade Partners showed their support for local good causes with a day of volunteering at an outdoor education centre in Oxfordshire. A team of 64 colleagues spent more than 400 hours of work time at the Hill End Centre, a wildlife site providing outdoor learning to local schools and young people.

National rollout for foodservice concept Serving counters help stores stand out

Spar's Daily Deli adds 20% to food to go sales

by Steven Lambert

Spar retailers have reported increases of more than 20% in their food to go sales after taking on their symbol group's Daily Deli food service concept.

Daily Deli was originally unveiled at the Spar Glenwell store in Belfast last February, which saw the installation of a serving counter and new branded sandwiches, baguettes and fresh salads at the business.

The company said the move would give more of its retailers the chance to introduce a branded food service offering in their stores.

Store owners said Spar has since been conducting trial runs with other businesses across the UK and is now rolling out the scheme to its entire retail estate.

Justin Taylor, who runs Spar Winford Ford in Bristol, has been trialling Daily Deli since December.

He said: "We introduced Daily Deli as part of a big refit of the store, and we took on a self-service counter and sandwiches to complement our existing food to go range.

"Since then, I would say our food to go sales have grown by 23% and we're now looking to expand the range."

Julian Taylor-Green, owner of Taylor-Greens Spar in Hampshire, said he is due to start running Daily Deli in his store from the end of March.

"We're trying to drive our food to go and sandwich operation, and I think Daily Deli will provide us with a clear, concise offer to take to our customers," he said.

Ian Taylor, head of retail at Spar, said: "Daily Deli is a great way of showing our customers that they are getting a fantastic quality proposition from Spar.

"Offering Daily Deli in stores is another way of helping our retailers stand out from their competitors."

Sugro offers cash for members' reward scheme

Wholesale buying group Sugro has launched a reward scheme that pays retailers for buying deals through its 94 members, rather than direct from suppliers.

Available to Sugro retail club members, Cash Bonanza can earn retailers up to £160 every three weeks through buying products

suppliers have traditionally sold direct to stores to fill gaps in ranges.

"It puts cash in retailers' pockets, which is a big incentive, and drives volume for us," said Sugro managing director Philip Jenkins.

Sugro aims to sign up 2,000 stores and introduce tobacco and alcohol products, where "gap fill is

a major issue".

A Bonus Ball promotion will run alongside Cash Bonanza in June and July to coincide with Euro 2016, giving retailers the chance to win footballs and a European weekend break.

The news came as Sugro announced that sales, excluding tobacco, grew 9% in 2015.

Chocolate confectionery value sales grew 4% year on year, with sugar confectionery up 5%, soft drinks up 13% and crisps and snacks up 10%.

Mr Jenkins said the figures had been boosted by its new personalised marketing for members, which he said is having a "staggering" commercial effect.

Saturday editions grow 1.5% month on month Daily Express Saturday price cut delivers 7% sales growth and margin loss

Strong January helps offset national news sales decline

by Chris Rolfe

The majority of national newspapers continued a tradition of January circulation increases, stemming annual sales declines for the category, the latest figures from the Audit Bureau of Circulations show.

Saturday editions grew by 1.5% month on month, with sales for 10 out of 12 titles up.

Seven Sunday editions grew sales, with overall Sunday circulation up 0.9%, while increases for the Star, the Daily Express, the Daily Mail and the i contributed to a 0.1% month-on-month increase in sales of daily titles.

The effect of a price cut to 45p from 85p on the Daily Express's Saturday edition from 2 January was visible, with copy sales up 7% month on month. An extra 33,716 copies were sold, but retailers' margin stood at £49,000 compared to the £93,200 an 85p cover price

would have generated.

The cut-price Star, likewise, continued to grow year-on-year copy sales, with its daily edition up 10.8%, its Saturday issue up 12.7% and its Sunday edition up 13.4%.

But the title posted its first loss for the Saturday edition since September, with copy sales down 0.8% in January compared to December.

And with just two months left before the Independent becomes the first national newspaper to become a digital-only title, the paper posted 7.8%, 7% and 11.3% falls for its daily, Sunday and Saturday editions respectively.

The Times continued to perform strongly, posting minimal year-on-year falls of 0.6% and 1% for its daily and Saturday editions, while the Telegraph and the Daily Mail also achieved some of the smallest declines for daily editions in January.

Frontline targets 1,000 retailers for Newspro+

Distributor Frontline is targeting 1,000 retailers this year with PoS material and bespoke ranges for magazines as part of its partnership with the NFRN's Newspro+ initiative.

The move follows its success with an initial 160 Newspro+ retailers last year - selected for their strong sales performance - who experienced an average sales uplift of 3% in magazines as a result.

In an interview with RN, Paul Sadler, head of retail sales development at Frontline, said: "As well as targeting hundreds of

new retailers with PoS this year, we're working with last year's 160 retailers to help them develop bespoke ranges best-suited to their area."

Mr Sadler explained a system is being used that analyses retailers' sales data and sales data from their surrounding area to determine which titles provide the best sales opportunities.

"The system can also pick up customers' buying habits - for example Heat customers often buy CBeebies as well - that will help us create bespoke ranges for these retailers."

January Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	693,323	-0.2%	-11.4%	£96.5	738,323
Daily Record	165,927	-1.6%	-15.2%	£21.9	170,886
Daily Star	473,055	5.0%	10.8%	£22.9	473,055
The Sun	1,634,675	-1.2%	-12.2%	£151.7	1,688,398
Daily Express	380,748	0.4%	-10.9%	£50.7	380,748
Daily Mail	1,321,621	0.7%	-4.3%	£184.0	1,398,655
Daily Telegraph	431,856	-1.0%	-1.4%	£140.9	431,856
Financial Times	35,522	-3.9%	-9.2%	£19.2	56,881
Guardian	136,501	-1.6%	-7.8%	£56.5	136,501
i	210,422	2.8%	-6.4%	£21.0	277,136
Independent	34,995	-2.0%	-7.8%	£10.9	50,351
Times	327,958	-0.5%	-0.6%	£92.5	369,837
TOTAL	5,846,603	0.1%	-7.1%	£869	6,172,627

January Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	904,278	0.9%	-15.5%	£174.2	949,278
Daily Record	200,444	3.4%	-12.0%	£37.5	205,403
Daily Star	443,421	-0.8%	12.7%	£32.2	443,421
The Sun	2,131,406	3.2%	-9.0%	£319.3	2,185,129
Daily Express	512,450	7.0%	-3.0%	£93.2	512,450
Daily Mail	2,126,448	-1.2%	-4.7%	£409.6	2,203,482
Daily Telegraph	608,448	1.3%	-7.3%	£292.1	608,448
Financial Times	73,267	3.0%	-7.4%	£58.0	94,626
Guardian	302,469	2.2%	-7.0%	£187.8	302,469
i	178,752	0.6%	-6.2%	£22.3	245,466
Independent	62,492	6.8%	-11.3%	£26.5	77,848
Times	477,337	1.2%	-1.0%	£168.3	519,216
TOTAL	8,021,212	1.5%	-6.7%	£1,821	8,347,236

January Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	191,355	-1.2%	-12.6%	£64.3	195,165
Sunday Mirror	683,980	1.1%	-16.1%	£186.7	728,980
People	265,466	-1.2%	-17.9%	£72.5	267,216
Daily Star Sun.	297,074	0.7%	13.4%	£32.8	297,074
The Sun	1,415,572	1.2%	-9.5%	£297.3	1,470,845
Sunday Express	363,727	3.8%	-6.4%	£108.0	363,727
Sunday Post	162,841	-1.3%	-12.9%	£53.7	162,841
Mail on Sunday	1,267,450	0.6%	-5.2%	£425.9	1,334,110
Ind. on Sunday	41,946	-2.2%	-7.0%	£23.1	91,484
Observer	183,210	-0.2%	-7.6%	£132.8	183,210
Sun. Telegraph	347,276	1.0%	-7.1%	£158.0	347,276
Sunday Times	714,029	1.2%	-6.1%	£374.9	746,876
TOTAL	5,933,926	0.9%	-8.4%	£1,930	6,188,804

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

NEWS PRODUCTS

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Fingers in double-digit sales drive

Burton's Biscuits said it will target small and large households with new pack sizes for its Cadbury Fingers next month.

The firm is introducing a 52g 'treat' pack containing 10 Cadbury Fingers (RRP 89p) along with a 228g sharing pack (£2.49).

Both formats will feature new designs and messages to promote them to their respective target audiences.

David Costello, head of category and shopper management at Burton's, said: "With the addition of these new packs to the Cadbury Fingers range, we are recognising the changing needs of consumers and, in turn, helping retailers drive incremental profits."

The new packs will be supported under a £2m marketing investment for Cadbury Fingers this year.

Wine lovers can neck £849 prize

Brancott Estate is giving shoppers the chance to win a premium wine cabinet worth £849 in its latest on-pack competition.

The brand has launched a neck collar promotion this month, which will give away 40 Liebherr wine cabinets worth £849 each along with cases of Brancott Estate wine.

The initiative, which forms part of Brancott Estate's 40th anniversary plans, launches at the end of the month and will run for four months.

Plenty to sing and dance about in fun commercials 'It's a very exciting year ahead'

TV ads herald start of £15m Crackin' Jacob's campaign

by Steven Lambert

United Biscuits (UB) has unveiled more details of the £15m investment being used to relaunch its Jacob's savoury snacks.

The manufacturer said the spend will fund its new 'Crackin' marketing campaign, which kicked off this week with the launch of TV ads.

The 30-second ads feature groups of performers dancing and singing with Jacob's brands, with the first being used to promote Jacob's Cream Crackers until 20 March. A second ad backing Jacob's Mini Cheddars will air from next Thursday, while a third ad supporting Jacob's Cracker Crisps will launch in April.

Ted Linehan, marketing director at UB, said: "It's a very exciting year ahead for



Jacob's and United Biscuits. We can't wait to build on our previous years of growth and deliver more to consumers with our new Crackin' campaign."

At the same time, UB will launch its 'biggest ever' multimedia campaign for Jacob's which will see the brand get its first dedicated Facebook page, along with

activity running on digital sites featuring the hashtag #Crackin.

It falls in the same month as UB announced major plans for its other two masterbrands, McVitie's and Go Ahead.

The company has extended its McVitie's range with the launch of Digestive Nibbles sharing bags, and

has also added Go Ahead Pud Bakes and Cookie Bites, which are also being backed with multimedia campaigns (RN 12 February).

UB also launched its latest McVitie's Chocolate Digestives campaign this week, which includes TV ads and a new 'iKitten' digital app based on its 'Sweet' brand message.

Ritz Crisp & Thin seeks to widen its appeal

New pack sizes and price-marked packs are being introduced to Ritz Crisp & Thin potato snacks as part of plans by brand owner Mondelez to grow sales of the range.

The manufacturer said it will widen the appeal of Crisp & Thin with the

launch of a 30g impulse bag for its Sweet Chilli flavour this month.

It will also launch a number of promotional 59p price-marked bags, which will run across all variants in its 30g range.

Mondelez said the update will build on a strong perfor-

mance for Crisp & Thin following its launch last May, claiming the brand is now worth £12m in retail sales.

Sandra Ferreira, senior brand manager at Mondelez, said: "Sweet chilli as a flavour segment is growing 11% in the category year-on-year and we've sold two

million units of our sharing bag format, so we believe launching an on-the-go format along with promotional price-marked packs and media investment will help retailers drive further sales."

Mondelez will support the new packs with a TV campaign from 14 March.

Marvellous Creations announces new ice cream

R&R Ice Cream said it will build on positive sales of its Cadbury Marvellous Creations ice cream with a new addition to the range.

The firm has unveiled

Rocky Mallow Road flavour, which will join existing Marvellous Creations flavours in a 500ml tub (RRP £3.99).

R&R claimed the brand

has delivered £6m in retail sales since its launch last year, adding that it has contributed 83% incremental growth to the 'super premium' ice cream sector.

R&R will support Marvellous Creations ice cream with a £1m marketing campaign and a Marvellous Roadshow offering samples to shoppers around the UK.

Hot products for your shopping list



Cadbury Fingers are to receive a £2m marketing investment



Ritz Crisp & Thin potato snacks will come in new pack sizes and price marks



Brancott Estate is giving away 40 wine cabinets worth £849 each

RETAIL NEWSAGENT

INSIDE THE NEW DAY

RN meets editor Alison Phillips

EXCLUSIVE INTERVIEW

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the NewDay

Profit from satisfaction
Shoppers fill baskets from my 15 metres of fresh

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Malibu adds strawberry and kiwi

Pernod Ricard is gearing up for summer by expanding its Malibu pre-mixed can range with a new strawberry and kiwi flavour.

The new variant, which replaces Malibu Mango, launches this month and will sit alongside existing Malibu pre-mixed flavours including Cola, Diet Cola and Pineapple.

It will be available in a 250ml can with an RRP of £1.98.

Joanna Alexander, marketing manager at Pernod Ricard, said: "We're confident that our latest addition will drive incremental purchases among both loyalists and those new to the brand and range."

The news comes weeks after Pernod Ricard announced the launch of Malibu Pineapple in 70cl bottles after seeing double-digit growth for its pre-mixed cans.

Krombacher 2.5% Radler

German beer brand Krombacher is targeting moderate drinkers with the launch of its low-alcohol Krombacher Radler in the UK this month.

The 2.5% ABV product contains one half Krombacher Pils and one half lemonade and comes in 33cl bottles.

Sales and marketing director Stephan Kofler said: "Krombacher has seen double-digit growth over the last three years so it is important that we keep the momentum going and we believe our Radler brand can help us do that."



Alf signs Fresh deal

Fresh to Store has signed a deal with family-run butchers Alf Turner to supply two new pastry products through its Kerryfresh chilled delivery service. Both products – Dragon's Premium Chilli Sausage Roll and Dragon's Premium Chilli Pork Pie – have been made using hot chilli sauce to target shoppers looking for spicier flavours.

New snacks opportunities for retailers says PepsiCo Market Deli range gets TV push

Indies join Walkers Crispy and Melty sales success

by Steven Lambert

PepsiCo claims it will "open up new sales opportunities" for retailers with two products being launched under its Walkers range this month.

The firm is bringing its Walkers Crispy and Melty Crackers to the convenience sector following the launch of the product in supermarkets in November.

The range consists of two

Crispy Cracker flavours, Cheddar Cheese and Salt & Vinegar, and two Melty Cracker flavours, Sour Cream & Onion and Sweet Chilli. All four products come in 130g bags with an RRP of £1.49.

Thomas Barkholt, marketing director at Walkers, said: "Walkers Crackers open up a new sales opportunity for retailers to introduce snack crackers to a wider audience, which

will help drive growth in savoury snacks."

PepsiCo will back the range with TV ads launching later this year.

In addition, the firm is teaming up with lifestyle brand Emma Bridgewater to launch a new on-pack promotion on its premium Walkers Market Deli range.

Shoppers will have the chance to claim limited edition Emma Bridgewater serving bowls and dipping

dishes when they buy Market Deli potato and pita chip sharing bags from this month through to 31 May.

Promotional packs will feature tokens that can be used to redeem the gifts online.

Mr Barkholt said: "We are confident that this partnership will be a huge success and will build upon the premium credentials of Market Deli and drive incremental sales for retailers."

Levi adds carnival of flavours to drinks range

Dragons' Den star Levi Roots is expanding his range of soft drinks with the launch of Carnival Flava this month.

The new variant, which replaces Tropical Punch, features a combination of peach and papaya flavours

in a 500ml ready-to-drink bottle, which will be available priced at £1.

Tracy Bradley, brand manager for Levi Roots Soft Drinks, claimed sales of tropical flavoured carbonated drinks are currently up 3%.

She added: "With this summer's Olympics in Brazil consumers will be looking for tastes that remind them of sunshine and tropical holidays, so this is the perfect time for retailers to stock up on exotic flavoured drinks."

Levi Roots Carnival Flava will be supported with trade promotions and sampling activity in wholesale depots, while retailers will also be able to pick up PoS kits. A multimedia marketing campaign will also promote the brand.

Hot products for your shopping list



Walkers Market Deli packs feature an Emma Bridgewater bowl offer



Levi Roots Carnival Flava will include peach and papaya flavours



Malibu is adding a strawberry and kiwi flavour variant

NEWS

REGIONAL

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Sunday trading objection voiced

Retailer Mark Dudden (centre) met key Welsh Assembly members to outline his objections to Sunday trading reforms in his Cardiff store. He described the response from minister Leighton Andrews and his local AM Jenny Rathbone as positive and added it showed the need for NFRN members to keep in close contact with their local representatives. "I was able to raise my concerns about Sunday trading and talk about rate relief too," said Mr Dudden.

Horrific attack

Retailer Mohammad Jawad was left with fractured cheekbones and nose after a horrific attack at his Glasgow shop.

He recalled the incident at his Lifestyle Express store as the Scottish Grocers Federation unveiled its new Minimum Standards Charter.

The document, put together with the help of Scottish Business Resilience Centre and the endorsement of police north of the border, lays out what staff, management and others should do to help prevent crime in stores and ways to deal with incidents.

Mr Jawad said "It was a random guy who attacked me for no reason. It was a really bad experience."

Mr Jawad hopes his story will show that retail crime is far more serious than mere shoplifting. "I'd never called the police before, but I don't feel secure or safe at all any more," said Mr Jawad, who lost two teeth in the incident.

NFRN members rally to support Kent shopkeeper 'We were just about getting back on our feet'

Thieves pile on misery as 'sinkhole' retailer is hit

by Tim Murray

A retailer has suffered a further blow to add to his year from hell after thieves broke into his store weeks after he returned to the unit.

Jeet Chopra has endured a nightmare scenario ever since a sinkhole appeared near his store, The Paper Shop, in Northfleet, Kent.

Burglars raided his store earlier this month, effectively cleaning out the premises and stealing all his stock.

Mr Chopra was originally forced to evacuate along

with other shops in the bustling local shopping centre, as well as nearby residents when the sinkhole appeared early in 2015.

All water, power, gas and drainage was turned off as authorities worked to resolve the problem. Mr Chopra initially traded from his car, then a Portakabin, which was broken into later in 2015.

He finally moved back into The Paper Shop towards the end of the year, although further subsidence means other residents and retailers have yet to return.

Police believe that the fact no other people were around would have aided the thieves, who helped themselves to tobacco, confectionery and other stock during the raid overnight on Saturday 13 February.

"It was more than a shock," said Mr Chopra. "I can't think straight, I can't sleep. It's been one thing after another. It used to be a vibrant area here, but not any more. We were just about getting back on our feet."

Mr Chopra has continued his rounds since the

attack, but is in such a state of shock he has still to decide his next move. His situation was made all the worse after insurers refused to continue his policy following the break-in to the Portakabin.

His ordeal was raised at a Kent district council meeting, with fellow North West Kent delegate Ron Rushbrook highlighting the nightmare scenario and the district pledging to offer him their support.

Mr Chopra praised the NFRN and members for their support.

Vigilance urged following crime spate

Retailers are being urged to be on the lookout for raiders, particularly distraction robbers, after a spate of incidents.

There have been a series of attacks on independent retailers around the Wakefield and wider West Yorkshire areas, with the distraction robberies espe-

cially worrying, as many insurers will not pay out on claims.

The first occurred at Ralah's in Castleford, where six people entered the store, four distracted owner Mr Ralah and two sneaked into the upstairs of the premises and made off with a safe which contained his

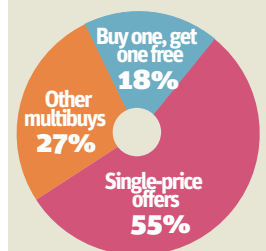
week's takings.

Six raiders attempted a similar ruse at Dransfield News in Featherstone, although they were unsuccessful in their attempts. Police are now seeking the gang, believed to be from Eastern Europe.

In Wakefield, at Cherry Tree Stores, staff were left

shaken after two masked men armed with a knife and baseball bat threatened them before making off the store's EPOS till just days after a similar incident at Park Stores in Featherstone, where thieves fled with £150 in cash and 300 cigarettes. Two men were later arrested.

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NEWS REGIONAL

Nine out of 10 councils to raise fees Anger at proposals

Parking hikes to impact on indies

by Gurpreet Samrai

Nine out of 10 councils have threatened to hike up parking charges to fill a black hole in their finances “depriving independent retailers of much-needed business”.

A survey by the Local Government Information Unit found that as councils finalise their 2016/17 budgets, 90% said they will have to increase charging for services such as parking, planning applications and waste collection due to government cuts.

The NFRN has hit out at local authorities, and called for the government and local authorities to work together to provide more competitively-priced parking and to involve local businesses in the development of new schemes that will promote the high street.

Paul Baxter, NFRN chief executive, said: “Only a week ago we were telling MPs at our parliamentary reception in Westminster that the

exorbitant cost of parking is driving customers away from small shops and the high street.

“Our 2016 Agenda warned that to park centrally in town centres, members of the public can expect to pay the best part of £10 if they want to stay for a few hours. This cost is substantial and drives customers to out-of-town shopping parks or supermarkets where parking is free. Worst still, it forces customers online, destroying our retail hubs altogether.”

The think tank also found that councils do not believe the £700m they rake in from parking fees is enough.

The survey received 156 responses from 132 councils in England.

Jonathan Carr-West, chief executive of LGiU, said: “Local government finance is a mess. Our research shows that right now councils are cobbling together their finances by using reserves and increasing charging wherever they can.”

Awards for delivery stars



Scottish newspaper The Press and Journal has launched its first home delivery awards to recognise the hard work and dedication of news deliverers in the north and north east of the country.

Its readers are being asked to nominate deliverers who always go the extra mile or provide a reliable service across four categories – most voted male, most voted female, above and beyond and most dedicated.

Finalists from each category will be invited to a glitzy award

ceremony in April.

David Robertson, of JP Pozzi in Buckie, welcomed the awards and said he will be nominating at least two of his 42 deliverers.

“They deliver papers in all weather every day except Christmas so all deserve recognition,” he said. “I also have boys who have gone above and beyond and have noticed things and acted on them, including one boy who saw a lady in distress and stayed with her until I could get help there.”

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HND HEROES

In association with

News UK

Q&A

Jon Powell

@thenewsagent,
Newport, South Wales

1 WHY DID YOU START OFFERING HND?

We started HND after going to the NFRN conference in June 2015, and watching presentations on the NFRN's Store2Door and from Greg Deacon from News UK. I had already noticed a trend of customers telling me their local shop had stopped delivering. My brother was available to help after finishing his last job and it seemed like an ideal time to try moving into home delivery in a big way.

2 HOW SUCCESSFUL HAS OFFERING HND BEEN?

We got our first customer in July and have been growing steadily since. We signed up our 90th customer today, who will start receiving deliveries from Monday.

3 WHAT DID YOU DO TO START YOUR HND BUSINESS?

We started off by delivering a couple of hundred leaflets to local homes and businesses and putting big signs in our city centre shop window, as well as using social media to advertise. We are investigating negotiating with other retailers in the area who are looking to give up HND for whatever reason, and we are taking over 300 houses in April. We've also just started talking to another retailer nearby about taking over his two rounds.

4 WHAT ADVICE DO YOU HAVE FOR OTHER RETAILERS THINKING ABOUT STARTING HND?

From my experience of being new to HND, I would urge people to take advantage of all the information and advice on offer from colleagues in the NFRN, Greg Deacon and the News UK team, who offer advice on digital platforms. We have received advice and practical support from Guy at Jackie's News in Kent too.

5 WHAT ARE THE MAIN THINGS YOU'VE LEARNED ABOUT RUNNING AN HND SERVICE?

It became obvious quickly that people expect their paper to be delivered early, dry, with all their supplements included, so be prepared to get up and start early. Keeping on top of ordering has also been essential and will become even more important as we expand. We have also found keeping accurate records is essential as people prefer to pay at different times and by many different methods and it would be easy to lose track of things. That said, it looks like this new direction for my business will become very profitable relatively quickly.



Dinner guests hear call for action on retail crime

Raising retail crime up the political agenda is a major aim for the NFRN in 2016, London president Devendra Patel (seventh from left) told guests at the district's annual dinner and dance on Sunday. More than 360 retailers and suppliers attended the event, held at the Guoman Tower Bridge hotel. "London always puts on a tremendous show and we're delighted to get this level of support," said London member and NFRN national president Ralph Patel.

Transport for London planning network upgrades Fed acting as go-between

NFRN in top-level talks to avoid station chaos

by Tim Murray

The NFRN is working closely with London transport chiefs to help retailers in and around underground stations across the capital as Transport for London (TfL) embarks on a major series of upgrades across its network.

The federation is acting as a go-between in talks with retailers and TfL and is further involved as work is carried out at the stations.

It takes in some 14 stores at the moment, with the NFRN being involved in more straightforward merchandis-

ing at half a dozen of them, as more complex modernisation and refurbishment operations are carried out at many of the others.

"We're working with TfL and we're working with the retailers," said NFRN head of operations Margaret McCloskey. "It's a long process, with retailers investing in the properties. Refurbishments are being done in line with TfL refurbishing the underground and stations, which in itself is a six year project."

The stations are located across the network, from Liverpool Street to Edgware

Road, Euston and beyond. Mrs McCloskey added: "TfL has been very good to work with in terms of working with the retailers reviewing their contracts. It has also been communicating effectively with retailers affected by the changes and is addressing their concerns.

"Hopefully some of the retailers that were decanted due to the new layout plans within the underground will be able to obtain a new unit which works for their business development needs. We've been discussing planograms with TfL and retailers and it's working well."

ATM raid store set to re-open

A post office which was left with a hole in the wall after thieves targeted its ATM during a raid is set to reopen on 25 April.

Bradshaw Post Office was

structurally damaged after a homemade explosive device was used to target the ATM, which was ripped from the building in the blast.

The newly-refurbished

branch, run by Musa Patel and Fayaz Patel, will be open almost 60 hours a week, with two open-plan counters offering the Post Office service.

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YOUR REGION

NFRN DISTRICT COUNCIL REPORT SOUTHERN 08.02.2016



Tim Murray reports from the NFRN Southern district council meeting

Moves to bring branches closer

The NFRN's Southern district has agreed to set up a working committee with neighbouring district Kent to investigate a closer union between the two districts.

The move comes as NFRN districts have been asked to discuss proposals for a new structure for the federation.

The Kent district will now be asked to review and consider the proposal, and Portsmouth member Nigel Swan proposed that delegates should visit a south eastern region to examine all options.

Referring to the recent merger of the Devon & Cornwall and Western districts, visiting national president Ralph Patel said this type of move would be the next step in looking at the NFRN's structure.

Outlining his vision for the organisation, Mr Patel said he wanted to improve the benefits available to members from elements such as the NFRN's commercial arm and Shoplink.

He said: "The more we purchase, the better discounts we get."

Members urged to talk with MPs

NFRN members need to engage with their local MPs to highlight the problems facing independent retailers.

That was one of the main messages from Ralph Patel, who took part in a question and answer session with delegates at the Southern



The Southern district has criticised Camelot's footfall claims

district council meeting.

He said: "Engaging with MPs is one of the ways we can deal with the most serious problems facing members, such as crime."

Mr Patel told delegates he was encouraging the NFRN's national council to improve communication with districts and branches to ensure key messages such as this were getting through.

Nigel Swan backed Mr Patel. He said: "Our communications have never been better."

"They're vastly im-



Engaging with MPs is one of the ways we can deal with the most serious problems

Ralph Patel

NFRN national president

proved – but there's still some way to go."

Suppliers 'need more awareness'

Ralph Patel assured delegates that the NFRN was working to increase suppliers' awareness of problems faced by retailers. The pledge came as members reported issues with suppliers such as Camelot, the Mail and wholesalers.

Portsmouth member Pradip Amin expressed his concerns over cuts to retailers' terms by publishers and Camelot.

"We need profits to survive too," he said.

Southern district president Bhavesh Patel criticised Camelot's claims that its terminals help attract footfall and increased spend for retailers.

He said: "They don't spend any extra, they just buy lottery tickets."



Pradip Amin



Bhavesh Patel

Local awards on the agenda

Plans for local awards for the south of England are progressing, council was told.

The awards are due to take place at Reading's Crown Plaza Hotel on 6 May, and nomination forms are now going out to retailers.

Meanwhile, the president's next dinner and visit to the region is moving forward to 24 and 25 July.

Recruitment drive in action

The Southern district is progressing plans to hold a recruitment drive among retailers on Hayling Island, near Portsmouth.

As part of this, there will be a social event in March outlining the benefits of the organisation to retailers and restaurateurs in the area. The district has contacted a number of suppliers which it hopes will support the event.

Nigel Swan, who is organising the event, said: "We're trying to think outside the box now we have a non-news membership category. "Benefits such as the NFRN's banking and credit card deals can make savings for other retailers too.

"It will be a trial, but if it works, we can roll it out."



Nigel Swan

Your say

With new tobacco legislation on the horizon, what advice would you like from manufacturers to help you prepare?



We should have more contact with manufacturers.

They should be meeting retailers face-to-face to help them explain what is going to happen and what they're doing. It's better than just getting an email or something in the post.

Colin Fletcher

Andersons, Chandlers Ford, Hampshire



The manufacturers should help everyone know what the rules are, that there is a year to sell the existing stock and what their plans are for the sell through. As a smoker, I can't see it working – the more cigarettes you give me, the more I'm going to smoke.

Nigel Swan

Clapps News Hayling Island, Hampshire



Up until now manufacturers have been looking after themselves. But a law change is coming, they're starting to come out and see us again. The onus should be on them to help us through to ensure retail doesn't lose out.

Pradip Amin

Birds Newmarket Portsmouth, Hampshire

YOUR REGION

NFRN DISTRICT COUNCIL REPORT KENT 15.02.2016



Tim Murray reports from the NFRN Kent district council meeting

Harry's tobacco sign language

North West Kent member Harry Goraya has found a novel way of getting his customers ready for the forthcoming changes in tobacco legislation.

He told retailers at the Kent district council meeting last

week how he had put up a simple sign asking them if they were ready for the forthcoming Tobacco Products Directive.

“TPD2. Are you ready? That’s all it says,” he said. “Customers are asking ‘is that a film, a sequel?’. I reply ‘if you’re a smoker, did you know what’s happening?’ For customer retention it’s important to tell them what’s going on.”

Ramsgate retailer Hitesh Pandya called

for more to be done to give retailers information to help explain the changes to customers.

“We should have generic marketing. It helps customers know about this and it’s one of the areas we could all do with a bit of help with,” he said.

Lobby your MP on retail crime

District council members were reminded to keep in contact with local MPs in a bid to highlight the problem of retail crime.

In his report on this month’s national council meeting and NFRN



agenda launch in parliament, Harry Goraya said: “It’s important that individual members have some kind of contact with their MP just to raise awareness – some MPs didn’t think it was a big issue, we need to keep highlighting it.”

New district president Christine Southern added: “Some MPs think retail crime is just shoplifting. We need to make them realise it’s far more serious than that.”

Online pressures hitting footfall

Camelot came under fire for what some district councillors believe are its



There seems to be a great drive for everything online

Hitesh Pandya

Retailer, Ramsgate

efforts to push consumers through online channels.

Harry Goraya said: “We’re told to ‘put this up, put that up’. But we should look at some of the things we’re sent before we implement them. If I feel it’s detrimental to our trade, I don’t bother putting it up.”

Hitesh Pandya concurred: “There seems to be a great drive for everything online, it’s driving customers and footfall online.”

Best chance to cut carriage fees

With petrol prices still falling, retailers called

on wholesalers to match the decline by bringing down carriage charges.

“This is disgraceful,” said North West Kent member Ron Rushbrook. “Every time carriage charges have gone up, they have always quoted the cost of fuel going up. We should be making a lot of noise about this.”

Tunbridge Wells member Teskey O’Neil agreed, saying: “This has been going on for years. This is our best opportunity to get these carriage charges sorted out.”



Naresh Purohit

‘No penalty’ for consolidation

Kent was one of the first districts to move towards changing its structure, having amalgamated its branches and moving from 13 to five. But the district has now asked the NFRN if it can maintain its representation at national council as the newer streamlined branches settle in.

Charles Peagram said: “It’s a very important year in reorganising the structure, our delegates to national council should not be reduced due to our district’s progress in consolidating.”

Discussing potential changes to the NFRN structure, Harry Goraya added: “We all understand we need to change. But we need to ask ourselves are we ready for change? It’s not just changing the structure, it’s changing the way we work, changing the way we communicate and changing the way we do things.”

Your say

What effect has Cosmopolitan’s price cut to £1 had on your sales?



It’s not sold any better, but it was never a

really huge seller for us anyway because we get a lot of older customers. In general, the magazine side is going up. It’s not one particular area, but magazines seem to be doing well.

Charles Carmichael
Rochefforts, Folkestone



Sales of Cosmopolitan have gone up, but just

by one copy a month. The whole magazine side of the business is quite slow and sales are going down across the board. But they always do in January and February.

Bob Patel
Dunwells, Ramsgate



Sales of Cosmopolitan haven’t gone up and we’ve

lost some margin. We sell more kids’ magazines anyway. It helps we’ve got three schools around us, so we keep up with those. TV magazines do well for the older audience too.

Rajan Patel
Nisa Local, Dartford

OPINION

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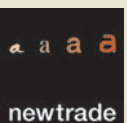


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YOUR SAY How do you promote and advertise your store?

Vic Grewal

Simply Fresh
Thames Ditton
Surrey

To promote my products, I use a radio system from a company named AudioPilot.

This delivers personalised advertising that can announce product and store news in between songs, but can also interrupt songs for time-sensitive announcements.

The advertisements are timed to suit specific time-of-day needs, for example lunch-time traffic. This system helps deliver messages efficiently to customers while they shop and make them aware of products and deals that are available for them to buy.

Adrian Rodda

AR News
Harrogate
Yorkshire

I send out leaflets in a variety of ways, for example on paper-rounnds. As our shop is situated in a pedestrian precinct, we



Vic Grewal uses a radio system to tell his shoppers about deals while they are in his Surrey store

have direct access to the public so people are employed to hand out flyers around our shop, which helps grow people's awareness of our availability and range.

When appropriate exhibitions come up, such as the Harrogate car show, we will do the same as we can reach a wide range of customers.

Ranjit Singh

Parans Minimarket
Rothwell
Leeds

Our shop is advertised with the

Premier League and airs on national television on ITV.

Alongside this, we advertise various product promotions, discounts and launches on social media, particularly Facebook, and post up lots of photos of our store and products to grab customers' attention. We also deliver leaflets door-to-door.

Inside our shop, we give customers personal recommendations and suggestions while they shop as well as handing out leaflets notifying them of promotions and deals.

YOUR STOCK What have you done recently to grow sales of world foods in your store?

Mehmet Guzel

Simply Fresh
Bethnal Green
London

Customers often ask for special items which I find from small suppliers weekly. If the item is unavailable I will search for local suppliers.

I stock both fresh and long-shelf international sauces, as well as Asian spices and ingredients. We also have a large deli section that stocks European cheeses, salamis and hams.

This appeals to our customers and we stock small amounts to save money, as we do not have a huge market for world foods.

Amardeep Sandhu

Go Local Extra
North Wingfield
Chesterfield

There is a limited demand in my area for international cuisine, so I mainly stock British food.

However, I do stock a small range of Polish foods that I get from Parfett's cash and carry, including Polish sausages and sauces.

I also sell around-the-world ready meals from Nisa's Heritage brand such as lasagnas and curries. That said, traditional British food such as lamb hot pots sell really well in my store.

Kamran Hafeez

Best-one
Cowley
Oxfordshire

I have a lot of customers from different backgrounds so world foods sell fast in my store.

I get most of these foods from TRS cash and carry in London, which is a member of Landmark Wholesale, and specialises in ethnic food.

My more popular brands include California Gardens, specifically its canned beans and ready



to eat meals containing chili fava beans, and Grace Foods, particularly Cock Flavoured Soup, which is a traditional Jamaican soup.

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

PayPoint keeps quiet on rate loss

I have just been told that at the end of December, Barclays withdrew its special banking rate for PayPoint customers.

It used to be a really good rate if you were a PayPoint user doing under £1m a year. It was sensational and PayPoint used to go on about what a great rate it was.

However, now it has no deal for a preferential rate, but no one has said anything about it.

I only found out about it when I was speaking to my bank manager at Barclays.

This is another kick in the teeth for anyone doing PayPoint.

Steve Barker
S & J News, Rochester

A PayPoint statement said:

"Regrettably, the banks, including Barclays, are increasingly reluctant to maintain these offers to the detriment of small businesses, as larger retailers get very low tariffs for cash banking. PayPoint has made representations and asked for retail terms to be protected, but these have fallen on deaf ears."

"Barclays will be writing to retailers who are currently on the deal next month with further details. Barclays advise us that some retailers will benefit from new terms but regrettably for others the scheme will be progressively withdrawn. Retailers who wish to discuss these changes should call Barclays directly on 0345 605 2345."

Help needed to find lost Monet prints

The Mail on Saturday on 20 February, under its masthead had a big splash stating: "Free Monet Print inside your Mail Magazine today" and similar on the front page of the day's Weekend Magazine.

But inside the magazine nothing!

I had a lot of grief from my irate customers shouting down the phone about the missing Monet print. Some even accused my paperboys of losing them or chucking them away, which in hindsight seems amusing as I was delivering to some houses myself.

My question to the Mail Group is - what the heck happened? The

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EAGLEMOSS COLLECTIONS

MILITARY WATCHES

75 YEARS OF PRECISION IN TIMES OF PEACE

NO MILITARY PRECISION AT SMITHS

I read the letter about Mrs Patel not receiving enough partworks for her customers. We have also had the same problem and had to order them online from the publisher. We have four customers who collect Military Watches, but Smiths keep sending us just one or two every time. We phone up and it just says they are on order. Why

can't it make the process quicker? If I can order them online and get them a couple of days later, it can surely do the same?

We are now missing one copy of no. 48, three copies of no. 49, three copies of no. 51, two copies of no. 52 and three copies of no. 53 of Military Watches. It's just embarrassing to tell the customer every

time that it hasn't come in or we didn't receive enough copies. At some point they will probably just cancel the order and we will lose their custom.

Richard Langmaid,
Langmaids News, Exeter

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

magazines were not even poly-bagged this time.

I know other retailers who had the same problem and the angry phone calls continued on Sunday.

It is all fine and dandy to shout about free giveaways, but we bear the brunt of their ire if the promises are not met and it makes us look unprofessional and foolish.

I tweeted my wrath on News-Complaints and also complained to the NFRN helpline. Due to the helpline's intervention, I got a call from Smith News on Monday and it has promised to send me some copies of the print tomorrow.

I feel that the Mail Group needs to put a sales and service team on the road, or at least, provide a retailer helpline to sort out these sort of issues.

We provide a valuable service in

these testing times to deliver the product satisfactorily and could do with all the help that we can get.

Kamal Thaker
Stop Shop News, Edgware

Mail Newspapers did not respond to RN's request for a response to this letter.

Menzies dismisses TPI problems

On reading the letters page in this week's RN I've had the same trouble with Menzies over TPI. I registered last February and did not receive any payments over Christmas.

On phoning Menzies I was told I'm down for TPI and payments would be made that week. The fol-

lowing week, I phoned and was told I'm not on the list.

I have registered again, but we weren't told that our registration had finished.

I'm also waiting on a call back regarding partworks. I'm missing some from six months ago. I phoned and asked to speak to a manager at the beginning of January and am still waiting. One customer has gone to another shop. She's missing 21 different parts of Art of Crochet, which I've now had to cancel. Another customer is asking for his money back for all parts he's had because of missing ones. Menzies isn't bothered.

Richard Kendrick
Mace News, Rhyl

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

YOUR ISSUE

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LOCAL AUTHORITIES' SUNDAY STANCES

RN has carried out a survey to find out if local authorities are for or against the government's Sunday trading proposals. We spoke to council leaders and cabinet members at 10 councils with five speaking out against the plans, four undecided and one in favour. Here are some of their reactions.

Simon Blackburn

Council leader, Blackpool Council

1 "I think it works well as it is. We haven't had a meaningful debate or discussion about it at the council at the moment. But my instincts are it's not something we would want to be at the forefront of promoting. SMEs are a crucial part of most seaside resorts and that's certainly true in Blackpool. The ability of small shops to match these marathon opening hours in my experience is very limited. I'm supportive of USDAW's view on this and I have written to the Bishop of Blackburn and the Archbishop of York to express my concerns and support their campaign against this as well."

Martin Tett

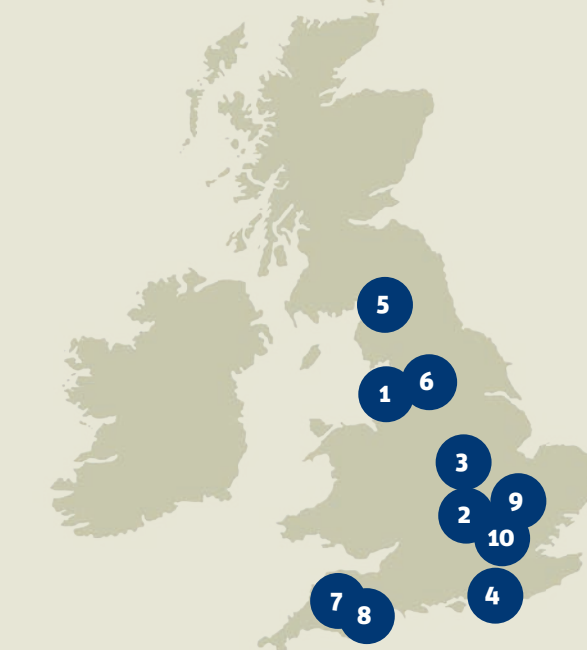
Council leader
 Buckinghamshire County Council

2 "As a county council, we do not set Sunday trading hours - our district council colleagues do. However, personally I have concerns about extending Sunday trading hours and the impact this could have on small shops. I am also concerned about shopping areas where retail areas overlap or are in close proximity, but with potentially different policies."

Nicholas Rushton

Council leader
 Leicestershire County Council

3 "Personally, I'm perfectly happy with how it operates at the moment, but it's down to individual districts and they will have different views. I



have a great deal of sympathy for smaller stores because I know how tough the retail market is. On balance, as county council leader I would probably leave it as it is because it appears to be working well and smaller retailers need some extra help and protection from the giants of this world."

Tony Dignum

Council leader
 Chichester District Council

4 "It's not something we've discussed yet because it came into the summer budget and then disappeared after parliamentary opposition. However, if we were given the power to change Sunday opening we would only do so after full consultation with local communities, religious bodies and staff representatives including the unions. It's not something we would just charge into. I think there will be a wide range of views. Personally, I'm a free enterprise person. There's no restriction on us shopping when we like on the internet and there's no restriction on shopping in small shops so I don't really see why the larger shops should be excluded. But

it's not a view I would enforce on my colleagues. It's something I would leave to a free vote."

Colin Glover

Council leader, Carlisle City Council

5 "We are having conversations with local retailers to establish their views on it so we haven't come to a firm decision at this time. I think it's something we would consider, but I wouldn't want to commit one way or the other without having those discussions."

Richard Leese

Council leader, Manchester City Council

6 "I'm in favour of it becoming a local rather than national decision, but it depends really on the flexibility local areas will have. If it is simply to allow major retailers, supermarkets and out-of-town centres to stay open longer I don't think that's going to do any good at all. But if it allows us to operate in a strategic way, so say if we have town centres where we might want to give them a bit of support, than that makes sense. If it's one rule then there's no point in having the powers. I don't think it would be any

benefit at all. Shopping habits have changed, but the question is by just extending the hours is it likely to increase trade on Sunday? And the answer is probably not."

John Hart

Council leader, Devon County Council

7 "Personally, I think it will kill small shops. Since the supermarkets have opened on a Sunday we have seen a reduction in the choice of smaller shops in the most sparsely-populated areas because people get in their cars and drive. If you open them for longer on Sunday I think you are going to lose a lot more smaller shops because it's the one day of the week they used to have a small advantage. I don't think it will benefit any of the county. I can see more local shops becoming unviable."

Mark Lowry

Cabinet member for finance and city centre champion, Plymouth City Council

8 "We will not be taking up the offer to extend Sunday trading hours for lots of reasons. We have a number of independents and most do not work extended shopping hours. All you will be doing is giving the multinationals more of an opportunity to work long hours and take more of the retail trade."

John Holdich

Council leader
 Peterborough City Council

9 "I suppose you would call me a fence-sitter. I want Sunday trading to be a local decision. I would then hold a referendum about what the people in Peterborough think about it because there are very mixed feelings."

Harrow Council

10 The council said it welcomes powers being devolved locally, but the question of extended hours needs further research consultation and discussion.

BINTESH AMIN

COLUMNIST

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New wage means new ways to work

The National Living Wage is the biggest change retailers will face in many years. The knock-on effects of the new legislation are numerous. For Bintesh Amin it has prompted a rethink on training and recruitment

The National Living Wage will have a big effect on my business and this has influenced how I've recruited staff for my new Binnys store and trained people in my Londis recently.

I've been more conscious about the age of the people I've employed to work at Binnys. I want to keep costs down but I also want to employ the right people.

I've recruited two people aged under-25 who go to the local college, one who works from 6pm-10pm and the other who splits her time between Binnys and Blean and generally works from 7am-2pm.

One girl used to work at the Kent University shop and I poached her because I decided it would be worth paying more for someone with experience who would easily be able to get on with the job.

I want to take on other less experienced staff who can work with her and learn on the job. I prefer to work like this because I run my business in quite a unique way, so I can train them to work my way.

Eventually, I want to have two people working in the mornings, two people working in the evenings and one covering the hours in the middle.

For now, I've merged my payroll for the two shops. It's easier to manage that way at the moment because

I'm rotating staff from Blean to cover Binnys while I set it up.

It's been a bit trickier at Blean. I've got an older member of staff who will, when the National Living Wage comes in, have to be paid more than my store manager. Of course, this means I'll have to raise his wages too, so my costs are already up.

I'll extend my opening hours in the evening because the extra £40 or £50 I hope I'll make will cover the cost of the National Living Wage.

The good thing about this, though, is that it has made me think about the different tasks I give to each member of staff and how I can be



Bintesh says he is giving more responsibility to long-standing members of staff



I've been more conscious about the age of the people I've employed to work at Binnys

more flexible about this to develop and get more from them.

I've been giving more responsibility to staff who have been with me longer. I can train them and give them different roles in the two shops.

Also, if I decide to open any other stores I will already have trained employees who will be capable of managing them.

In terms of training, I'm hands-on with everything. I don't like asking anyone to do anything that I wouldn't be prepared to do myself. I'd rather be involved from the start. It's easier to build things and get new systems in place, but I can also get ideas for changes and improvements from my staff as I work with them.

I've designed a lot of the refit around shopper missions and the way I want people to walk around the store.

One of the main changes is the new food counter I've just put in. My food to go range started off with a range of pies and Country Choice products.




Now I'm training people up to run a deli counter where we'll sell hams, cheeses, olives, pastas, curries and other quality goods that will cater for breakfasts, lunches and dinners.

Bintesh Amin runs Binny's in Canterbury and a Londis store in Blean

* All change at my new store

+ In my new Binnys store I'm working to get sales and customer numbers up. The previous owner had a real problem with underage sales and I had to convince the chief constable to let me have an alcohol licence. But I'm getting a better set of customers in now and am selling more higher-margin products such as energy drinks, alcohol and Rustlers burgers. I've extended my opening hours to 7am-10pm rather than 8am to 4-6pm, so we have peak times in the morning and in the evening. My average basket spend has gone up from around 25p to between £3 and £5 and we've gone from making £50 or £60 a day to making £600 or £700. We installed a new food unit last week and have started selling food to go. My plan is to serve a range of pies and pasties from Country Choice. We're experienced at making sandwiches and baguettes in Blean so I'd like to bring that to the new shop too.

INDUSTRY PROFILE

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Unilever

As food to go grows, convenience products that have flourished for decades must stay relevant. With a brand repositioning, different formats for old favourites and new flavours, Pot Noodle's Monique Rossi says her brand is doing just that

RETAIL NEWSAGENT What's the latest news from Pot Noodle?

MONIQUE ROSSI We strongly believe that Pot Noodle is a brand for both men and women. So last year we launched a £4.5m marketing campaign and repositioning of the brand. Titled 'You Can Make It', the campaign aimed to show that Pot Noodle is no longer just a 'lads' brand', but the perfect brand to fit the lifestyles of a young and ambitious male and female audience.

RN How did you communicate this?

MR Our 'Ring Boy' TV advert, which had 13 million views across YouTube and Facebook, captured its essence by showing how Pot Noodle, as an easy and convenient hot snack, gives you more time.

RN Have you adapted the Pot Noodle portfolio of products in line with this repositioning?

MR We were determined to enter 2016 with a bang and build on the success and the momentum of the 'You Can Make It' campaign. In January we launched one of our most popular flavours, Chinese Chow Mein, in our larger, King Pot format, reflecting an increase in consumer demand for a more filling snack. We followed this up with our first King Pot on-pack promotion to give away £1,000 a day for 60 days and the launch of a new Mac & Cheese-flavoured Pot Noodle, offering consumers something completely new.

RN What trends drove this?

MR One of the main contributing factors was just how ambitious

and motivated young people in the UK are today. Our brand message helps to show how Pot Noodle is a convenient snack that can support the lives of our increasingly aspirational younger generation, helping them spend more time pursuing their goals and less time preparing meals.

RN How have you maintained the brand's relevance where food-to-go options are increasingly growing in independent retailers' stores?

MR Convenience and taste are at the heart of the Pot Noodle brand identity. Pot Noodle understands how increasingly time-poor consumers are. They're looking for flexibility in their food-to-go choices and seek out great value products from brands they trust. We do our utmost to ensure we continue to stay relevant and stand out on independent retailers' shelves by offering new and exciting Pot Noodle flavours, a range of formats,



Sales of Pot Noodle rise during Freshers' Week with students seeking quick and convenient meals

and on-pack promotions that help incentivise purchases and encourage a higher frequency of purchase.

RN Pot Noodle has often experimented with new flavours as Britons' tastes change. What makes you choose to develop a certain flavour and what emerging flavours have you seen in the market recently?

MR We launched Pot Noodle Sausage Casserole in 2015 and a major part of the rationale behind this was the trend towards traditional flavours and comfort foods. In 2016 we've built on the success of Sausage Casserole with our Mac & Cheese flavour, which taps into a trend we've identified.

RN What advice or insight can you provide a retailer who wants to grow sales in this category?

MR It's worth remembering that sales of products like Pot Noodle typically rise during Freshers' Week with students seeking quick and convenient meals and retailers in areas with high numbers of students should ensure they capitalise on this opportunity. It's important that retailers cater for these uplifts in their ordering patterns and showcase displays that help maximise sales opportunities.

** Company CV **

Company Unilever

Pot Noodle marketing manager Monique Rossi

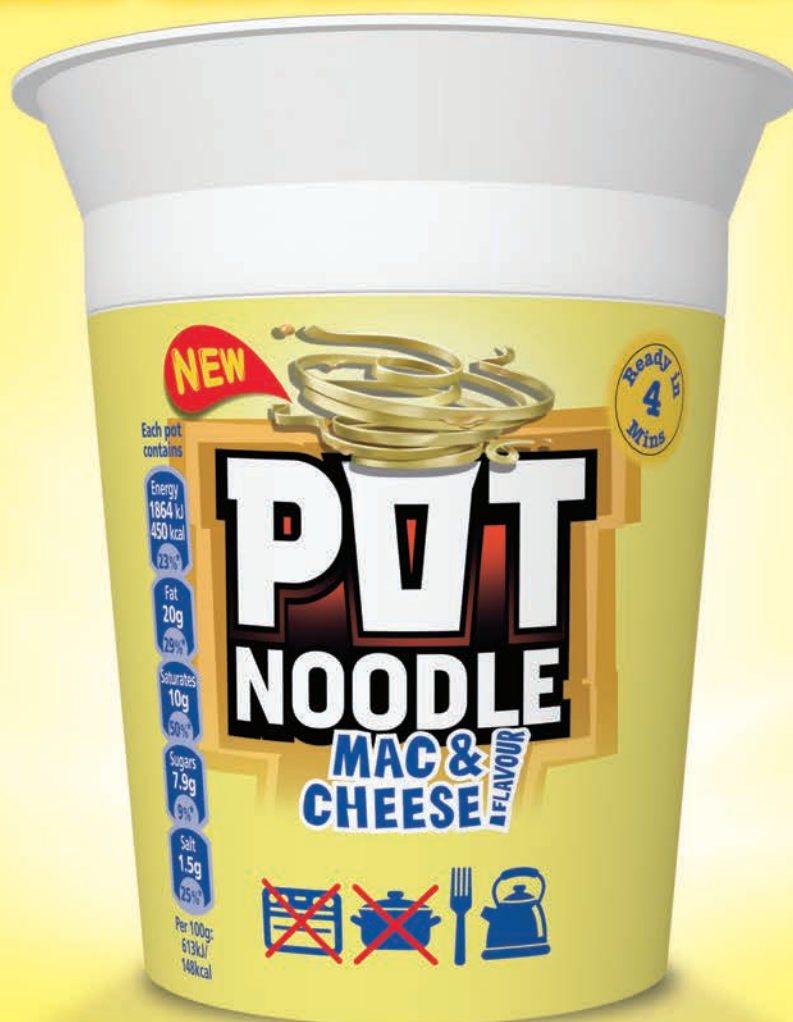
Profile Pot Noodle has been recognisable to generations as a staple part of many student diets and for its brash, sometimes controversial, ad campaigns

Latest news Hoping to appeal to more female consumers and remain relevant to today's ambitious crop of young people, Unilever is investing £4.5m in a new campaign as well as a raft of updates to the Pot Noodle range.

AVAILABLE NOW!



THE **NEW** BIG CHEESE ON THE BLOCK



- ▼ From the **No.1 player** in the Instant Hot Snacks category¹
- ▼ Tapping into the **cheese flavour trend**²
- ▼ Supported by a gross **£5m MMS**

1. Total volume sales Nielsen MAT December 2015. 2. Kantar Worldpanel Instant Hot Snacks Continuous Panel 52 w/e 21 Jun 2015

CATEGORY ADVICE



Home in on HND

Last November, **News UK** and **Ramesh Shingadia**, 2014 IAA Overall Best Shop winner, visited Surrey retailer Umakant Desai to give advice and to help him increase his home news delivery (HND) sales. RN catches up with him to see if sales have increased

In 2015 RN joined forces with News UK and 2014 IAA overall best shop winner Ramesh Shingadia to provide industry advice to a Surrey retailer, who was struggling with his sales of home news

delivery (HND). Six weeks later, we checked in with Umakant Desai to find out if the expertise and advice from Ramesh Shingadia and Tony Parker, has helped increase HND sales, and if he will continue to follow their advice.



EXPERT ADVICE TONY PARKER

Field Partner Manager,
News UK



“It is great to see Mr Desai has made an excellent start to reaching his target of 30 new HND customers. It is also encouraging to see his delivery staff are working with him to canvass. It really highlights the benefits of a good strong working relationship with your staff.”



FOCUS ON UMAKANT DESAI

H&R News,
Camberley, Surrey

Challenges

- **In-store:** Umakant has lost a quarter of his HND customers since the economic downturn took hold.
- **Bonuses:** Despite being on a busy road and having huge footfall, there is no signage to tell customers that a HND service is available, and staff have not been informing customers and pushing the service.
- **Lost sales:** With so much of his time spent in-store, Umakant has been unable to canvass the houses of potential HND customers and build awareness of the service that they provide.

Changes to drive sales

- **In-store:** An introductory promotional period for all new HND customers has been established to encourage customers to try the service.
- **Bonuses:** A poster has been added to the front of the newsagent, and staff have been trained to highlight the availability of the HND service to customers.
- **Lost sales:** Delivery staff have been encouraged to canvass their own patches through leafletting and word-of-mouth, with a bonus awarded for each new customer.



in association with

News UK



Umakant says

“The leafleting and advertising in-store has helped us secure five new customers, which I’m very pleased about. If we continue with this approach, I’m sure we’ll hit our target of 30 new customers in no time at all. Using delivery staff to highlight the service has proved to be very effective, and the promotional trial period is a great way to hook customers in. I hadn’t been paying enough attention to HND for quite a while, so I’m grateful for the support from News UK.”



Key lessons for your store

- 1 Show staff that HND sales are an important part of a store’s overall offer, and incentivise them to seek out new customers.
- 2 Make sure that in-store customers are aware that you offer a HND service
- 3 Never take your eye off your HND business – sales will decline if you do.

NEWS UK TIPS

- 1 **Canvass:** Deliver promotional leaflets to a targeted catchment area and follow up with door-to-door visits on weekends to share the benefits of HND.
- 2 **Analyse:** Investigate the reasons behind each order that you lose and learn from it to avoid losing more orders.
- 3 **Promote:** Encourage new customers to sign up for News UK’s 12-week free home delivery service. Find out more from the News UK Retail+ website.



MENTOR ADVICE RAMESH SHINGADIA

Owner, Londis Southwater and Post Office, Horsham



“Umakant has been a real inspiration in terms of taking real action on the advice. More importantly, he followed through, and the results for his store are excellent. He will claw back the declining sales very quickly and make HND more profitable. Great results from a proactive retailer. Umakant can continue to increase HND sales by working on different marketing tactics every quarter and ensuring his customers know of his HND service.”

DRIVE HND SALES IN YOUR STORE

For more advice and tips on how to grow your HND sales, go to betterRetailing.com

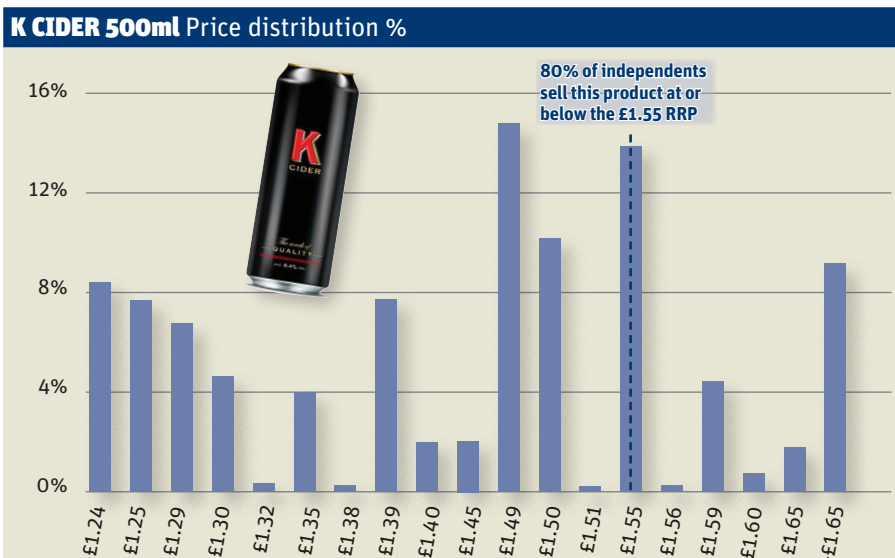


GET INVOLVED

If you would like to take part in a similar project call **020 7689 3377** or tweet **@betterretailing** to let us know!

PRICEWATCH CIDER

CIDER PRICES AROUND THE UK							
PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Strongbow Dark Fruit 4-pack 500ml	£5.65	£5.65	£5.65	£5.65	£5.65	£5.65	-
K Cider 500ml	£1.41	£1.55	£1.69	-	-	£1.25	£1.59
Lambrini 1.5l	£3.47	£3.49	£3.49	£3.85	£3.49	£3.89	-
Strongbow 500ml	£3.99	£4.19	£4.19	£4.29	£4.19	-	£4.19
Strongbow 2l	£3.31	£3.35	£3.49	£3.49	£3.49	£3.49	£3.35
Strongbow 15-pack 440ml	£11.62	£13.49	£10.00	£10.00	£10.00	£10.00	-
Magners Original Cider 4-pack 500ml	£5.49	£5.49	£5.49	£4.99	£5.49	£4.00	£4.99
Lambrini Original 75cl	£1.89	£1.89	£1.89	£2.15	£1.89	-	-
Kopparberg Strawberry Cider 500ml	£2.48	£2.59	£2.59	£2.49	£2.49	£2.49	£2.69
Bulmers No.17 568ml	£2.31	£2.39	£2.49	£2.59	£1.69	-	-
Kopparberg Mixed Fruit Cider 500ml	£2.49	£2.59	£2.59	£2.49	£2.49	£2.49	£2.69
Westons Vintage Cider 500ml	£2.16	£2.15	-	£2.39	£1.69	£2.29	£2.49



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

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

Pricing strategies

RETAILER

1



NAME SURESH PATEL

STORE Upholland Convenience Store

LOCATION Skelmersdale

SIZE 1,000 sq ft

TYPE estate

My fruit ciders have been selling more over the years within the 25-45 age group, but given where I am situated, I'd say Frosty Jack's is my top-selling cider. I probably sell up to 10 cases a week. I tend not to stock too much of the white ciders because it can attract undesirable clientele, but I keep a basic selection. Strongbow sells well for me too. I'm looking at around 22% margin and I do well with pricemarked and promotions, but on other ciders, I try to stay around the RRP.

RETAILER

2



NAME POLLY PATEL

STORE Newtown Newsmart

LOCATION Bishops Waltham, Southampton

SIZE 1,500 sq ft

TYPE main road

We are part residential and part passing trade, but in terms of alcohol our customers mainly want budget brands. I've done well with Musgrave's own brand because 2l bottles sell at £2.49 and 3l bottles at £4.49 so they offer better value than brands. Having said that, brands such as Strongbow and Magners go well on promotion. I have ciders on constant promotion which I alter every three weeks. I've done okay on flavoured ciders but they've not been my most popular sellers. My customers lean towards a traditional ciders and sales are up year on year, especially in the summer.

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RETAILER

3

NAME DENNIS WILLIAMS

STORE Broadway Premier

LOCATION Edinburgh

SIZE 1,700 sq ft

TYPE estate



There's so many varieties of ciders that you've got to use your common sense. You can't stock them all, so slow selling lines come off. When Magners first came out there was a sensation but flavoured ciders are not new anymore. Strongbow is still by far my bestseller although I have seen a steady increase in cider sales over the last few years. Pricemarked ciders do well for me, but I don't want to take too much of a cut in margin - I'm looking for around 20-25% - which you don't always get on pricemarked. On others I try to stay roughly within the RRP.

RETAILER

4

NAME JAY PATEL

STORE Jay's Budgens

LOCATION Brockley, London

SIZE 3,000 sq ft

TYPE main road



I wouldn't say my market for cider is huge but over the past few years the market for flavoured ciders has gone up. Many of my customers for flavoured ciders are women. I have regular customers and if they tell me I'm selling a cider at too high a price I look at it and adjust. I roughly stay within the RRP but sometimes the wholesaler's RRP is too high and I want to remain competitive. My ciders do well on promotion too, for example I've got Kopparberg on at two for £4 and Magners doing well at three for £5.

RETAILER

5

NAME ASH PATEL

STORE Gerhold Londis

LOCATION Putney, London

SIZE 1,000 sq ft

TYPE main road



I take a lot of my ciders off in the winter because they don't sell. My shop is in an affluent area and I sell a lot of craft beers and specialist flavoured ciders. I don't do multipack promotions. They sit on the shelf or on display and don't sell. I don't sell cans like Strongbow, only bottles so Kopparberg and Rekorderlig sell well with men and women. I set my own price. RRP's are different wherever you go, but I'm looking for 35-40% margin on ciders on promotion and up to 50% on ciders that aren't.

THE ENTREPRENEURS

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



YOTAM OTTOLENGHI

Route to the top

Born in Jerusalem in 1968, chef, author and presenter Yotam Ottolenghi had an unlikely entry into becoming a culinary entrepreneur.

Educated at Tel Aviv University, he completed a masters degree in comparative literature before coming to the UK to complete a PhD. It was there he first enrolled on a course at the Le Cordon Bleu cookery school for six months.

Following a stint as a pastry chef, he set up his first deli in Notting Hill in 2002 with two partners, followed by three others and a restaurant, NOPI. His food combines the food of his native Israel with bold flavours of the wider Mediterranean,

Middle East and Asia.

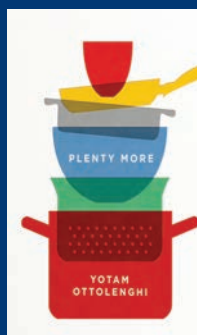
As well as a weekly food column in the Guardian, Ottolenghi has written four best-selling cookery books and been the subject of one BBC4 documentary and two More 4 series.

Key achievements

- Bringing new flavours and tastes to the UK that focused on vegetables as well as meat. His 'new vegetarianism' has been widely embraced.
- His cookery books have sold more than two million copies worldwide and his weekly Guardian column has been read by millions.
- His successful chain of four delis and one restaurant cater for all tastes. His delis primarily focus on a varied food to go range.

Lessons for your store

- 1 Be creative - Ottolenghi went from studying literature to becoming a renowned chef. His philosophy is not to be confined by ideology.
- 2 Cater for adventurous tastes. Food to go is on the rise and offering bold and unusual tastes to your customers may prove popular.
- 3 Set standards. 'New Vegetarianism' was unheard of before Ottolenghi. Now it's a household concept.



RETAILER PROFILE

THIS WEEK IN MAGAZINES
Pages 41-44



Premier league store

Brothers Asmat and Usman Saleem's third business is a purpose-built premium Costcutter store, which is focusing on big basket shops. **Steven Lambert** reports on how it is appealing to affluent shoppers and those seeking a bargain

With two successful Costcutter stores to their name, brothers Asmat and Usman Saleem and their dad, Mohammed, were looking to grow their retail estate even further with the launch of a third business.

Working with their symbol group, the family have completed work on their first premium-branded Costcutter store, which has opened in the village of Kelty in Fife.

The 2,500sq ft site has been "purpose-built" to serve the needs of the local community, which features an even mix of working class and affluent customers, according to Asmat.

He says: "We always intended to open another store. My Dad had held the property here for ages, which is located in the same village where we opened our first store 25 years ago.

"We knew the new site had potential but we wanted a fresh start, so we completely demolished the building and rebuilt it.

"Where we're located, we have working class families at the top of the hill and people who can afford to spend a bit more at the bottom, so we've tried to appeal to both sets with the new store."

Asmat says adopting Costcutter's premium black fascia and in-store merchandising strategy was the first step in encouraging residents to shop regularly at the store.

"We wanted to get a premium look to

make the store more appealing and encourage new people to walk through the door," he says.

The next step was to introduce product ranges that would appeal to customers looking to do a big basket or trolley shop. Asmat says this was especially important due to competition from four other grocery stores on the high street and the presence of Aldi and Asda just a short bus ride away from his shop.

"The supermarkets are easy to get to in the next village, so we have focused on products that these kind of shoppers will be looking for, such as fresh fruit and veg, chilled food and beers, wines and spirits.

Asmat says the business features an impressive 15-metre run of chilled foods, including dairy, juices and cooked meats, and just under three metres of fresh produce, both of which are strategically placed near the front of the shop to entice passing trade.

"We're getting people who will follow the chilled section all the way to back of the store and will come back picking up impulse items on their way back to the till.

"We're capitalising on this by stocking ingredients for shoppers to create their own evening meals, whether it be Indian, Chinese or Mexican, and running meal deals from Costcutter on these, which have been successful so far."

Asmat says these customers are also



We wanted to get a premium look to make the store more appealing and encourage new people to walk through the door”

ASMAT SALEEM



Asmat Saleem has been attracting shoppers to his new store with an extensive range of food to go, chilled lines and fresh fruit and veg



“We work with a local baker, Stuart’s, which has been around since the 1800s. They’re not the cheapest but the quality is there and they’re a name people recognise and are prepared to pay for”

VISIT MY SHOP

Costcutter

32 Cocklaw
Street,
Kelty,
Fife
KY4 0DD



picking up alcohol to go with their meal, thanks to the store’s impressive range of more than 200 wines.

“We aim for an average price of £5.99 for a good bottle of wine such as Turner Road, and we seeing growing sales of prosecco.”

Food to go has also been a big draw for the store, with pies, pasties and other snacks displayed prominently in a glass-fronted cabinet near the main tills.

Asmat says: “We work with a local baker, Stuart’s, which has been around since the 1800s. They’re not the cheapest but the quality is there and they’re a name people recognise and are prepared to pay for.

“We will soon develop our food to go by adding filled rolls, baguettes and hot soups.”

Asmat says the hard work is already paying dividends, with weekly sales at the business hitting £20,000 excluding services such as the Lottery and PayPoint.

“That was the target we set ourselves at an early stage, so to hit that at this time of year is encouraging. I think we’ll be looking at an extra £2,000 to £3,000 in the summer.

“It’s been a steep learning curve taking on our first premium store but we’re enjoying the challenge.” ●



Want to see more of Asmat’s store? Go to betterretailing.com/asmat-saleem

THE NEW DAY

The New Day, the first new daily title to launch into the popular news market in 30 years, hits shelves on Monday. **Chris Gamm** met editor Alison Phillips to find out how a new breed of newspaper aims to bring lapsed readers back to the category

Inside story of a new title

RETAIL NEWSAGENT What's different about The New Day?

ALISON PHILLIPS For a long time, newspapers have competed purely on functionality. More pages, stories and supplements, without questioning whether people actually want it. There's two things print can't compete on: quantity, because the internet is awash with news, and speed, because we're never quicker than an instant news alert. Why try and compete when we're only going to fail? Why not create a new set of rules and try and be brilliant at those?

RN What are those rules?

AP We've thought about how TV deals with news. It serves up the news and ensures viewers have an enjoyable experience while watching it. It means we're not determined by the news agenda of the day - where if it's a slow news day, you have a rubbish paper. That isn't good enough. You should be able to guarantee people the experience you want them to have.

RN Who is the target reader?

AP We've created two archetypes - Kate and Rob - who are normal, ordinary people, and there is no greater thing than normal and ordinary. A lot of the popular press in this country has lost sight of how society has changed. There are people who are very poor or super-duper rich. But in the middle are a vast area of people, who might be earning £20,000 or £200,000, but they've got a lot of shared experiences, whether it's going to Nando's for their tea or saving up for a Michael Kors handbag for Christmas. Among ordinary people, life's pretty good and they enjoy it.

RN What are they currently reading?

AP Some are reading the mid-market, but they don't want all the heavy content, because they only have 30 minutes a day and feel time-poor. They want to feel informed, to feel like a functioning, good member of society, but they don't want to know stuff that's not important.

Newspapers have been put together the same way for 200 years. Journalistically, there's been a habit of pouring stuff into a paper, rather



Newspapers have been put together the same way for 200 years

than thinking 'what do people really want from this product?' Meanwhile, this nuclear bomb has gone off with digital, and we've still gone on doing things the same way. This paper is responding to the digital world, rather than pretending it hasn't happened, which isn't quite good enough anymore.

Everyone knows pretty much everything that ever happens. They read the top line on their phone. We're focusing on giving people additional comment, analysis, opinion and new ways into a story. It's the informed debate around a story that makes it interesting.

RN What was your starting point?

AP Having been a journalist all my life, it's been a really extraordinary experience. We looked at all the journalistic conventions and questioned why we do them and what they mean to readers. Most of the popular press reports yesterday's news, is politically partisan, thinks shock and amaze should be its primary function and gives out this general sense that we're all going to hell in a handcart. They are structured in an almost identical order and look the same to the pass-





Journalists busy preparing for next week's first issue

ing glance. This is fine, but why can't there be an alternative?

We want to highlight all the really good things in the world and tell stories that wouldn't terrify people or sensationalise the news. I cannot tell you how many people over the past few years have told me they've stopped reading newspapers because they're just too depressing. We will contextualise news, not sensationalise it.

RN How have you tested this?

AP The thing that's played best in all the focus groups is having lots of balanced opinion. We've signed up some big names and interesting writers, so we'll have plenty of opinions, but they'll be across the spectrum, because that will inform readers and challenge them. People don't like being treated as idiots and lectured.

RN Is there a new team creating it?

AP We're a new team, in a new part of the building, with new comfy sofas you wouldn't get upstairs at the Mirror. By starting afresh, you create a new culture and way of thinking. We have quite a few women on the team because I wanted experienced writers who don't just

understand Kate and Rob, but essentially are them. We've put flexible working at the forefront because it's imperative we get the right people for it to be a success. Newspapers are written by men for men, because the working environment excludes a lot of very talented women. The whole culture and production is totally different.

RN Is the title aimed at women?

AP People have made that assumption because there are a lot of women working on it. There's no doubt we'll look at things through a female lens, but men have been looking at news through a male lens for a long time and no one's ever questioned it.

RN Why is the launch good news for retailers?

AP It shows we have a real commitment to print. There are people who still find print hugely enjoyable. It's the only medium where you can't do something at the same time apart from drink a cup of tea. You have to immerse yourself in it and become informed in a greater depth than you ever can online. Learning and feeling that you're growing has a huge impact on people.

the NewDay

MARKETING PACK INSIDE II

THE NEW DAY: KEY FACTS

ON SALE

- Monday to Friday

DISTRIBUTION

- Two million copies free on launch day (Monday 29 February), with retailers paid 10p per copy

LAUNCH

- 25p cover price for the next nine days, until Friday 11 March, with retailers paid 11.6p per copy (46.4% margin)

PRICE

- 50p from Monday 14 March, with retailers paid 11.6p per copy (23.2% margin)

ADVERTISING

- TV campaign launches Saturday 27 February

TARGET SALE

- 200,000 copies a day

RN How are you marketing the launch?

AP We're going to be giving the first issue away free, with two million copies in shops. It's not going to be free like Metro. You have to go into shops to get it. After that we'll start charging. There will be a big TV campaign that weekend which will carry on for a few weeks.

RN What's your target sale?

AP Between 180,000 and 200,000. The time feels right for something new in the popular market. There's been developments in the broadsheets, but in the popular market it's remained very much the same for a very long time.

RN Is it a risk to launch now?

AP Yes, of course. But nothing ventured, nothing gained. Everyone I've spoken to says 'I wish you'd done this a while ago, I've been looking for a paper like this'. They might just be being nice to me, but I don't think they are because a lot of modern families want a paper who understands them and speaks in their language and is interested in things that they're interested in. At the moment no one is quite giving them that. ●

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In association with



STOCK THE RIGHT RANGE WITH THE RIGHT LAYOUT



You may have the bestsellers, but have you got the right layout to entice your shoppers to buy from you?



ADAM'S FIXTURE We offered advice on relating with good, better, best principles for both brand and own label products, and reordered the fixture.



THE RESULT The existing fixture had savoury biscuits next to hot beverages. We swapped them for sweet biscuits to drive cross-category purchasing.

Q&A

What investment from your company should RN readers be most excited about right now?

Through Better Biscuits we identified only half of independents stocked McVitie's Milk Chocolate Digestives, despite it being the best-selling. Last year, we improved availability and it now appears in two thirds of stores.

How can retailers make the most of it?

- Keep UB products together to create branded blocks – shoppers recognise big brands
- Keep similar biscuits types together to make it easier to shop and improve engagement
- Use brightly coloured PoS to draw new people to the biscuits fixture.

How are you helping retailers take advantage of this?

UB's 28-strong convenience field sales team has made more than 75,000 calls since its launch in July 2014, visiting 9,000 independent and symbol stores every four to eight weeks. Working with convenience retailers across the UK we guide them on our five-step Better Biscuit plan, with significant success.

What results can they expect?

In 2015 alone, the independent stores visited by UB's field sales team are seeing biscuits sales increase by more than 40% compared to stores not visited.

Retailer viewpoint

Adam Hogwood

Budgens, Broadstairs, Kent



I worked with United Biscuits to make a number of changes to my biscuit display. I had most of the bestsellers, however it needed a better layout. I am really pleased with the 14% sales uplift I have seen post the six weeks and the bright point of sale really made the biscuit fixture stand out. ●

Want more advice?

Contact United Biscuits on betterbiscuits@unitedbiscuits.com or 0208 234 5010 to find out how you can grow your biscuit sales

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SHELFHELP ON YOUR MOBILE



P&G's ShelfHelp is an invaluable business tool for hundreds of convenience stores across the UK. Now with mobile-optimised technology and new content, retailers can now tap into merchandising advice on the go

Q&A

What investment from your company should RN readers be most excited about right now?

P&G recently relaunched its ShelfHelp website with mobile-optimised technology, new content and an improved look and feel. The advice is simple to implement and requires no financial investment.

How can retailers make the most of it?

Retailers can benefit from ShelfHelp's merchandising principles and practical advice including planograms, top tips and shopping lists that have been proven to help grow sales.

How are you helping retailers take advantage of this?

P&G's research team works hard to ensure content is fresh and aligned with ever-changing shopper habits. Advice is free and available 24 hours a day, so retailers can ensure their range is right and products are laid out correctly.

What results can they expect?

ShelfHelp has helped many stores boost category sales, and retailers who follow our advice can expect to grow their sales too.

Retailer viewpoint

Logi Jeyalohithen

Budget Windsor



Since partnering with P&G, I've seen an uplift of 43% on laundry sales. I expected sales to rise by a few percentage points perhaps, but never at these levels. The simple changes we've made to the way we present our products have brought about a great improvement to our business. I would encourage other retailers to follow the ShelfHelp advice because it can make a huge difference to your bottom line." ●



RANGE Concentrate on a core range of best-selling products as shoppers will expect to see these on shelves.



LAYOUT Keep an eye on our planograms to ensure you're making the most of the fixture space available.

Want more advice?

Please visit **P&G's** category management tool www.shelfhelp.co.uk for best-in-class merchandising principles and advice

THE BEST MONEY MAKING IDEAS

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Mondelēz
 International

MAKING CONFECTIONERY EASY TO SHOP



Confectionery is the most valuable and impulsive¹ category in your store so it's a great opportunity to drive incremental sales



GROW SALES In trials, Simply Fresh Kenilworth retailer Avtar Sidhu saw his sales shoot up by 21% by following category advice.



MAKE IT EASY Find out how to make your confectionery fixture easier to shop at deliciousdisplay.co.uk.

Q&A

What investment from your company should RN readers be most excited about right now?

Mondelēz International continually invests and innovates in the confectionery category. 2016 will be no exception and the year has already kicked off with two major product launches, Cadbury Dairy Milk Medley and Cadbury Time Out Wafer, and a major Cadbury Dairy Milk TV campaign.

How can retailers make the most of it?

We understand the need to share category expertise and help retailers to drive sales. We recommend main and secondary fixture planograms and we provide PoS to help retailers.

How are you helping retailers take advantage of this?

As well as having one of the largest sales forces in the country, we also make our advice easily accessible on deliciousdisplay.co.uk and betterretailing.com.

What results can they expect?

Retailers that follow our principles show strong growth and results in store because they've made their fixture easy to shop.

Retailer viewpoint

Avtar Sidhu

Owner of Sukhi's
Simply Fresh Kenilworth



I have worked closely with Mondelēz to get the best out of my confectionery range. I have followed their merchandising principles and used their PoS. Since remerchandising my range in line with Mondelēz recommendations, my confectionery sales have grown by 21%. I am really pleased and will continue to follow these merchandising principles in my store. ●

Want more advice?

Contact **Mondelēz International** on retailer.services@mdlz.com or **0870 600 0699** to find out how you can grow your confectionery sales

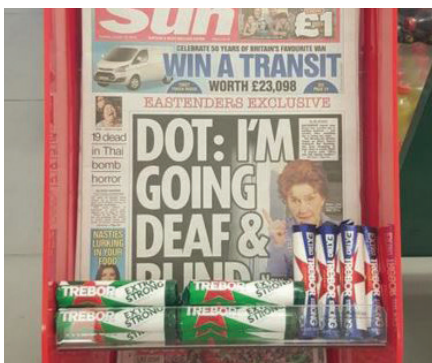
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News UK

THE PERFECT SHOP PROGRAMME



The Perfect Shop programme aims to increase sales and visibility of news by offering retailers display solutions for any shopping mission



THE UNIT Secondary display unit offering a Sun newspaper and mints.



THE SOLUTION Jon @thenewsagent with his solution as a part of the Perfect Shop programme.

Q&A

What investment from your company should RN readers be most excited about right now?

The Perfect Shop programme offers solutions which will help improve the news category as a whole, while catching the attention of customers with impulse purchases of confectionery products.

How can retailers make the most of it?

Retailers can make the most of this by speaking to their local rep, who will suggest which solution is best for their store and will offer advice based on sales to which products they should stock.

How are you helping retailers take advantage of this?

If your local rep decides your store is a good fit for the Perfect Shop programme, the unit will be free of charge. You will also be a part of a network of top performing retailers.

What results can they expect?

Results from the stores who are already part of the Perfect Shop programme have seen an increase copy sales in their news category.

Retailer viewpoint

Jon Powell

Newport, South Wales
@thenewsagent



With the Sun-branded unit in the high street entrance to my shop and now an additional newspaper/confectionery unit outside the rear cafe entrance, I have managed to maintain sales, despite a local issue causing severe problems for all retailers in my area. I'm also using a unit outside the front door to display the front and back covers of The Sun. I have received invaluable advice and guidance on up-selling news from News UK. ●

Want more advice? Contact **News UK** on **0118 9271038** to find out how you can grow your news sales

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 mutual

SWITCH AND SAVE



Spend a day reviewing all your overheads and you could save a small fortune. Include gas, electricity, bank charges and your business cover



SHOP AROUND Researching the options available could save you money



REVIEW Review all your overheads including business cover, utilities and bank charges

Q&A

What should RN readers be most excited about right now?

Sometimes it is easier to make money by saving money. Spending less on key overheads does not mean you need to cut quality or service. The ability to switch products and providers has never been easier. Companies want your business and could potentially offer very competitive rates if you take the time to shop around.

How can retailers make the most of this?

Take an afternoon and dedicate it to calling providers. Don't just stick to the comparison sites, you could save more by going direct.

How are you helping retailers take advantage of this?

We have a UK based call centre with a team who understand retailers. Each member of our team gets to spend a day with a retailer to understand the issues they face.

What results can they expect?

Comprehensive, tailored cover that suits their needs.

Retailer viewpoint

Ralph Patel

NFRN national president



Having been a member of NFRN Mutual for a number of years I know the benefits it offers. I was speaking to a family member, who is also a retailer, about their business costs and how high they were. I recommended they get a quote from the Mutual and they saved over £800. ●

Want more information?

Contact **NFRN Mutual** on sales@nfrnmual.com or **0800 0664 988** to find out more about our business cover. NFRN Mutual Limited is authorised and regulated by the Financial Conduct Authority

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In association with



ROYAL DUTCH INVESTS IN RETAILER EDUCATION



Ritmeester is looking to work with more than 500 retailers in 2016 focusing on education in the undervalued cigar category



PERFORMANCE Miniature cigars continue to outperform the total category. Royal Dutch Miniatures grew for the third year in convenience



PRODUCTS Quality products and value prices is what Ritmeester is known for. Recently-launched Bentley fits perfectly into this portfolio

Q&A

What investment from your company should RN readers be most excited about right now?

We want to work with 500 retailers, focusing on the cigar category and what it can do for store turnover. We will look at products, occasions, reasons to stock and types of consumers.

How can retailers make the most of this?

We will help them understand the category and the opportunity it offers: what sort of consumers buy cigars? What range should they stock?

How are you helping retailers take advantage of this?

In a dark market, consumers look to retailers for more advice on range and new products. By raising retailers' awareness of a category, we can help them stock the right range and ensure customers get the products they want.

What results can they expect?

Increased turnover, and not just on cigars. Cigar smokers have a larger basket spend on average than cigarette or RYO smokers. They can also expect increased profitability as cigars carry a higher margin than cigarettes.

Retailer viewpoint

Raj Patel

Sandown News,
Isle of Wight



Last summer Tony, my Ritmeester sales rep, suggested I try Half Coronas as he advised that with the warmer days and nights, consumers would be likely to spend more time outside where a larger cigar could be enjoyed. It worked and I have even seen my sales of Half Corona hold up well through the colder winter months. Margins are much higher than cigarettes, even at the lower price, and sales moved forward sharply.

Want more advice?

Contact **Tony Lyles** on alyles@ritmeester.com or **02089 408570** to find out how you can grow your cigar sales

DAIRY

Milk may have held the position of top-selling convenience product for more than 50 years but, as **Helena Drakakis** discovers, that's about the only fact that's remained unchanged. She speaks to two very different retailers about how they are keeping up with customers' changing demands

Cash in on top-up shopping

With little-and-often shopping on the increase, convenience retailers have an opportunity to up their game in core areas such as dairy. Traditionally, the multiples have taken the lead, but independents with a well-stocked and well-merchandised dairy range are seeking to claw back market share from the likes of Tesco Express.

In terms of footfall drivers, a recent Co-operative Group report analysing 50 years of retailing named milk as the number one convenience item, a fact unchanged since 1965. And, as IGD shopper insight manager and convenience shopper expert Michel Freedman says, "topping up on staple products such as bread, milk and eggs remains the main mission of convenience store shoppers." However, he adds, that shoppers still view convenience stores as expensive. Perceived limited range is also a barrier to sales.

Mehmet Guzel, of Simply Fresh in Bethnal Green, has a well-established dairy section and, here, he offers his advice on the secret to being profitable in dairy.

Meanwhile, Sophie Towers, of Spar Hillingdon, has just switched from Premier to Spar and has completely revamped her dairy offering. It's a category she'd like to build on, but its new look has currently helped increase overall basket spend by around £8.



Topping up on staple products remains the main mission of convenience store shoppers



Are your customers able to find what they want in your store?



Mehmet Guzel has added a "wow" factor to his store with its cheese and deli counter

Mehmet Guzel

Simply Fresh,
Bethnal Green



You've got a well-established store. What's the secret to a good dairy section?

It's about getting the range spot on. We stock all the basics but we also want to compete with the multiples on range and give our customers choice. Now, we've got 6.5m of dedicated dairy space and an overall average basket spend of £9. It pays to get it right.

What's your layout and merchandising strategy? >>>

NEW



DISCOVER THE AMAZING POWER OF PLANTS



- MEETING CONSUMER DEMAND FOR PLANT BASED FOODS
- £12.5 MILLION MMS MARKETING INVESTMENT
- INCLUDING THE NEW GREAT TASTING DAIRY FREE SPREAD

100% OF OILS IN FLORA ARE FROM PLANTS

DAIRY

Since moving from an independent to Simply Fresh I've made use of more space and have better access to suppliers, resulting in an increased range. My milk is now at the far end of my dairy range so customers have to walk the full length of the chillers to pick it up. I make sure my standard milk has the red tractor symbol on it so customers know it comes from a trusted, quality source. I also stock a range of lactose-free milks, soya, and niche products like coconut milks. Then there's a full range of yogurts and cheeses that includes five types of halloumi and feta. They sell well in my area, particularly in the summer. I mix major brands with niche and healthy brands.

Do you think customers expect less from dairy in convenience. How did you seek to reverse that perception?

I can't compete on price with the multiples, but I can compete on range. Years ago I did try to offer milk at 99p but it was unsustainable. Now, I don't compare price, but I do stick roughly within the RRP and, of course, I run promotions. I've built my reputation on range and availability.

How do you communicate that you're just as well stocked as the multiples?



For me, it's about word of mouth – people know the range I stock and that I also have some unusual items. I also do tastings in store. For example, I did one recently with the Coconut Collaborative which produces dairy-free yogurts from coconut milk. Tastings are great for introducing brands outside the mainstream in store. After a while, they build traction. Facebook and Twitter are also great ways to communicate.



Dairy-free alternatives are growing in popularity

PRODUCT NEWS



Unilever's spread brand Flora underwent a £12.5m portfolio-wide relaunch last month with the aim of further emphasising the products' health benefits. The company also launched Flora Freedom, a dairy-free spread.

Farmer-owned dairy giant Arla launched a yellow-topped "best of both" milk earlier this year which uses milk protein added to skimmed milk to give it a taste closer to semi-skimmed.



Symbol group Costcutter has relunched its own label Independent-branded cheese range. Reflecting the growing demand for new flavours the range includes a double Gloucester, cheddar, smoked cheese and grated mozzarella.



“

Overall basket spend has gone up from around £4 to £12



A strong promotion can help products like Moo Milk sell

Sophie Towers

Spar Hillingdon



You recently moved from Premier to Spar in order to expand your fresh and chilled range. What's changed in your dairy section?

Previously we sold a really basic range. We had a 2.5m fridge stocked with milk, butter and the basics in cheese as well as our ready meals. We sold eggs too and a small range of soya milks and milkshakes. Now we have chillers down one whole side of the shop. We've been able to expand our range considerably and offer customers better consistency so we get repeat custom. Customers are using us as a mini-supermarket now and overall basket spend has gone up from around £4 to £12.

Is there a multiple you based your range on, such as a Tesco Express?

There is a Tesco Express at the bottom of the hill and we are at the

top. We found that customers were going there so I wanted to claw back that trade. Shifting to Spar has given me that opportunity because I have access to a better range. For example, I'm not just offering Cheddar or one Lancashire cheese. I've now got a range of fetas and mozzarellas and grated cheeses. I'm stocking products that people want to buy and customers don't have to walk down the hill to do their shopping.

How did you decide what was best to stock for your area?

I had a look at Tesco Express but also other Spar shops. I looked at what was selling, for example fresh creams. Before I only offered Elmlea, but now I have a full range of single, double and whipping cream. I've kept my egg range sourced from a local farm because that was popular, but now I sell milk on promotion from Spar. I've noticed I sell different dairy items at different times. Squirry cream sells more at the weekend so I've adapted my order to capitalise on that.

How are you making the best of merchandising?

I had someone in from Spar to re-merchandise the store. Since that's happened our overall takings have gone up 30%. I do a lot of dairy on promotion and those offers are now very visible. Some products, like small cartons of Moo Milk only sell on promotion and the Müller Rice range doesn't sell at all, so it's about constantly analysing the store's sales patterns, knowing what to order and when.

What do you feel you need to improve on?

We changed our till and back office system when we moved to Spar and we had to get to grips with it. With dairy, we had more wastage than I would have wanted but we've become a lot more efficient at monitoring stock. I want to maintain a full range. When people see that and that you have good promotions and up-to-date brands they have confidence in your store. You are perceived to be as good as the multiples. ●



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PREVIEW



Ambrosia chills out

Premier Foods is entering the frozen market for the first time with the launch of Ambrosia Frozen Custard ice cream.

RRP £3.75

Outers not given

Contact 01727 815850



Rocking with the NME

Red Stripe has been announced as the official beer partner of the 2016 NME Awards being held in Austin, Texas.

RRP various

Outers various

Contact 0845 301 0330



Bulmers goes wild

Bulmers is launching Wild Blueberry and Lime flavour, which will be supported by a £2m marketing campaign.

RRP not given

Outers not given

Contact 0845 301 0330



Getaways to win

Carling has announced the launch of its latest on-pack promotion offering customers the chance to win one of 10 £5,000 holiday prizes.

RRP various

Outers various

Contact 0845 6000 888



Dream team returns

Budweiser is bringing back its Dream Goal competition, which will be promoted on Sky Sports.

RRP various

Outers various

Contact 01582 391166



Razor sharp additions

Gillette has released new Fusion ProShield available in two varieties, Standard and Chill.

RRP not given

Outers not given

Contact 0800 597 3388



Exotic Boost for sales

Boost Drinks has launched its Exotic Fruits line in a one litre bottle.

RRP £1 - £1.29

Outers 12

Contact 0113 240 3666



Dark Kinder returns

Kinder Bueno Dark will be returning to shelves from February backed by marketing investment and giveaways.

RRP not given

Outers not given

Contact 01923 690 300



Rockstar with more punch

AG Barr is building on the Rockstar brand with the launch of Rockstar Pure Zero Punched Guava, available from 16 March.

RRP 99p

Outers 12

Contact 01236 852400

THIS WEEK IN MAGAZINES

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 @RetailNewsagent
 facebook.com/retailnewsagent



Round up



NADIA ALEXANDROU
Magazines
reporter

PEOPLE STILL WANT PRINT

The Independent's move to a digital-only format has fuelled debates around the 'death of print', and predictions of if and how digital could eventually dominate the newstrade.

Drawing on recent events and retailers' experience, however, there's clearly something about print that people are not letting go of.

Trinity Mirror's investment in the launch of a new newspaper is certainly encouraging, as is Johnston Press' acquisition of the i - if not somewhat surprising (considering the publisher spent £24m of its £41m cash revenue, according to a Peel Hunt analyst).

This year has also seen some publishers bring back their print titles following pressure from consumers. Lloyds List is one example - B2B publisher Informa closed its daily newspaper to go digital-only in 2013, as research showed that more than 97% of its readers preferred to access the information online. However, the publisher bought Lloyds List back into print this year after subscribers refused to migrate to a digital-only package.

Newsweek is another example. Publisher IBT Media resurrected its print title from a digital-only model after a year's gap, with the simple reason that readers wanted the print edition.

And it's not just newspapers. Paul Newman, who heads up Future Publishing's recently created magazine department, says he is constantly surprised at the findings from his discussion groups with university students, with the overwhelming majority saying they prefer traditional print copies to online content.

Immediate launch

A KNIGHT'S TALE OF LEGENDARY SALES

Lego Nexo Knights is the next big trend for primary school-aged kids with a TV series, app and game the talk of the playground

IMMEDIATE MEDIA has brought out Lego Nexo Knights magazine this week to coincide with the launch of a Lego Nexo Knights toy range and TV show in the UK. Issue one comes with a Lance Minifigure and a chance to win a Lego Nexo Knights game set. Every issue will include a gift and a scannable Nexo Knights Shield, which readers can use with the Merlok 2.0 app, a game based on Lego Nexo Knights. Aimed at primary school-aged boys, the magazine features news, comics, hero facts, puzzles, posters, competitions and colouring activities. The TV series aired earlier this month.



LEGO NEXO KNIGHTS
On sale 24 February
Frequency Every four weeks
Price £3.25
Distributor Frontline
Display with Lego
Legends of Chima,
Lego Friends, Lego
Ninjago

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THIS WEEK IN MAGAZINES



Bestsellers Primary children

Title	On sale date	In stock
1 Frozen	24.02	<input type="checkbox"/>
2 Pink	09.03	<input type="checkbox"/>
3 Disney Princess	24.02	<input type="checkbox"/>
4 Beano	02.03	<input type="checkbox"/>
5 Star Wars Adventures	16.03	<input type="checkbox"/>
6 Barbie	24.02	<input type="checkbox"/>
7 Girl Talk	02.03	<input type="checkbox"/>
8 Lego Star Wars	09.03	<input type="checkbox"/>
9 Hello Kitty	24.02	<input type="checkbox"/>
10 Girl Talk Art	24.02	<input type="checkbox"/>
11 Cars	24.02	<input type="checkbox"/>
12 Star Wars Rebels	24.02	<input type="checkbox"/>
13 Shopkins	17.03	<input type="checkbox"/>
14 Ultimate Spiderman	25.02	<input type="checkbox"/>
15 My Little Pony	26.02	<input type="checkbox"/>
16 Lego Legends of Chima	09.03	<input type="checkbox"/>
17 Cute	02.03	<input type="checkbox"/>
18 Lego Ninjago	02.03	<input type="checkbox"/>
19 Love From	10.03	<input type="checkbox"/>
20 Lego Friends	02.03	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



TAB ARROWWORDS

This issue will be promoted with national newspaper adverts in the Daily Mirror for two weeks from 3 - 17 March. The activity is expected to deliver a sales uplift of 15%. TAB Arrowwords is one of the top five puzzle titles sold through independent newsagents, and publisher Bauer Media will increase distribution for the issue to time with this national promotional activity. This edition will also give customers a chance to win £5,000.



On sale 3 March
Frequency monthly
Price £1.95
Distributor Frontline
Display with TAB Take a Crossword, TAB Take a Puzzle, Eclipse Best Value Wordsearch



MARIE CLAIRE

The April issue of Marie Claire is covermounted with a free Nails Inc polish in a choice of four limited-edition classic shades. The polishes have a retail value of £11 each and readers can collect all four, worth a total of £44. The issue itself is a Spring Beauty Special, which includes this season's make-up looks and the latest skincare products. The winners of Marie Claire's annual Prix D'Excellence de la Beauté Awards are also revealed.



On sale 25 February
Frequency monthly
Price £3.99
Distributor Marketforce
Display with InStyle, Glamour, Red



BELLA

This issue of Bella gives readers 20% off Lavitta - a women's fashion retailer. This discount is expected to drive a 25% sales uplift. Bella publisher H Bauer recommends retailers display the title at the front of the fixture to maximise visibility and sales. Bella's content focuses mainly on celebrity features, real life and articles covering fashion, beauty, health and food and travel.



On sale 1 March
Frequency weekly
Price £0.97
Distributor Frontline
Display with Heat, Look, Closer



F1 RACING

The March issue of F1 Racing is the biggest selling issue of the year, with a sales uplift of 82% expected, and a potential £48,000 extra retail sales value to retail. This issue includes David Coulthard's thoughts on the new season. F1 Racing is the third-highest selling title in the motoring - sporting sub category, a segment that generated £3.35m in 2015.



On sale 3 March
Frequency monthly
Price £4.99
Distributor Frontline
Display with Car Mechanics, Auto Express, What Car



THE COUNTRYMAN

The results of a major new poll by The Countryman, which has found that Britain's best view is Mourne Mountains, Northern Ireland, are expected to drive sales of the March issue. This issue is expected to sell particularly well in Northern Ireland, Wales and the West of Scotland. PoS material including A3, A4 posters and shelf barkers are available free by request.



On sale 24 February
Frequency monthly
Price £3.80
Distributor Warners Group Publications
Display with Country Life, BBC Countryfile, Evergreen

IF YOU ONLY STOCK FIVE PUZZLE TITLES
ARROWWORDS SHOULD BE ONE OF THEM

▶ 5th highest seller through independents
▶ Market leader: outsells all competitors combined
ON SALE 3 MARCH



WOMAN'S WEEKLY CLASSIC SERIES – THE QUEEN AT 90

This classic series collection has brought out a commemorative souvenir issue, The Queen at 90, to celebrate the 90th birthday of the Queen. The 100-page special hits newsstands on 25 February, making it one of the first to market, and will be on sale for 10 weeks. Priced £4.99, the issue will also be distributed in Spain, Australia, Canada and other countries with an interest in the British monarchy.



On sale 25 February
Frequency monthly
Price £4.99
Distributor Marketforce
Display with Woman's Weekly, Woman's Own, Woman



TOP GEAR

The April issue of BBC Top Gear Magazine features exclusive first interviews with the full presenter line-up of the new-look show. The show now stars Matt Le Blanc, Chris Evans, Formula 1 commentator Eddie Jordan, German racing driver Sabine Schmitz, motoring journalist Chris Harris and car reviewer Rory Reid.



On sale 25 February
Frequency monthly
Price £4.45
Distributor Frontline
Display with Auto Car, What Car, Car Mechanics



OLIVE

Olive magazine unveils its new look in its March issue. The content and cover has been refreshed to help it stand out on the newsstand, and is expected to drive sales for retailers across the UK. The March issue is Easter-themed and features nine Easter baking recipes, spiced Easter doughnuts and double lemon gin and tonic recipes. This issue also looks at the best family restaurants and cookery holidays for readers to try.



On sale 26 February
Frequency monthly
Price £4.25
Distributor Frontline
Display with BBC Home Cooking, BBC Good Food, BBC Easy Cook



GLAMOUR

The March issue of Glamour is covermounted with one of four Balance Me products (a British Skincare brand), which together are worth £41. The products include Tinted Wonder Eye Cream (worth £11), Revitalising Hand & Body Wash (worth £6), Radiance Face Mask (worth £12), and Limited Edition Lip Balm created exclusively for Glamour (worth £12). Fashion model, TV presenter and contributing British Vogue editor Alexa Chung is on the cover.



On sale 3 March
Frequency monthly
Price £2
Distributor Comag
Display with Glamour, Marie Claire, Elle



MEGA

This bumper issue comes with three gifts – a double ball blaster, a stretchy bug and a mini rocket launcher. Normally priced £2.99, this issue's higher price of £3.99 comes with added-value content as well as the three toys. Every edition features news, comics, puzzles, posters, competitions and colouring activities, all of which are themed around Lego.



On sale 24 February
Frequency every four weeks
Price £3.99
Distributor Frontline
Display with Beano, Star Wars Rebels, Strike it

Industry viewpoint

Laura Rowe

Editor,
Olive



BOLDER, EDGIER, AND MORE TO COME

Last year was a period of exciting change for food magazine Olive.

We launched our website to great success in February, and for the first time in our 11-year history, we

changed editors.

I joined in September 2015 and one of the key things I was keen to do with the brand, after a few months of bedding

in, was to update our design and make sure

we were setting the trends on the newsstand.

The main part of the redesign process was just questioning everything – 'why do we do this, why is that there?' – and if I didn't hear a good reason why, we rethought it.

Working closely on the redesign with our art director Gillian McNeill, we introduced design devices that added real value for readers.

We also restructured the order of the features to improve the flow and make features easier to find.

While the main redesign issue launches on 26 February, I promised my publisher that we would be bolder and edgier with our covers and we're delivering on that now.

The consumer food market is a crowded one and Olive now stands out.

We're being more playful, creative and pushing the boundaries of traditional cover laws.

We've got much more to come this year, too. This is the start of a new era for Olive.

Top tip

Give the redesigned Olive magazine prominence on the display. The new-look Olive should really stand-out on the newsstand and this will help grab customers' attention.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



A YEAR AFTER HIS LONDIS REFIT RN SPEAKS WITH KENT RETAILER JATINDER SAHOTA

Plus, winemaker Concho y Toro discusses current trends and advice in the wine market, and what do different customers consider to be store cupboard essentials?



THIS WEEK IN MAGAZINES

Partworks

Title No Pts £

DeAgostini

Build the Ford Mustang	7	100	8.99
Build the Millennium Falcon	60	100	8.99
Cake Decorating	206	210	2.99
Cake Decorating Relaunch	155	165	2.99
Dinosaurs & Friends	53	60	5.99
Jazz at 33 and third RPM	4	70	9.99
Official Star Wars Factfile	109	120	2.99
Simply Stylish Knitting	8	90	3.99
Star Wars Helmets Coll'n	4	60	9.99
Zippo Collection	12	60	19.99

EagleMoss

3D Create & Print	58	90	6.99
Build A Solar System	27	104	6.99
DC Comics Graphic Novel	14	60	9.99
Disney Cakes & Sweets	129	120	4.50
Doctor Who Figurines	66	70	7.99
Marvel Chess Collection	59	64	8.99
Marvel Fact Files	154	150	3.50
Military Watches	53	80	9.99
Star Trek Ships	66	70	10.99

Hachette

Art of Crochet	26	120	2.99
Art of Knitting	57	90	2.99
Art Therapy	49	100	2.99
Black Pearl	111	120	5.99
Build the Mallard	78	130	7.99
Build the U96	78	150	5.99
Classic Pocketwatches	92	80	8.99
Dr Who Complete History	5	80	9.99
Judge Dredd Mega Collection	30	80	9.99
Marvel's Mightiest Heroes	57	60	9.99
My 3D Globe	60	100	5.99
Your Model Railway Village	118	120	8.99

RBA Collectables

Amazing Dinosaur Discovery	52	80	5.99
My Zoo Animals	25	60	5.99
Precious Rocks, Gems & Minerals	57	100	5.99
Real Life Bugs & Insects	75	85	5.99

Collectables

DeAgostini

Magiki Bunnies	2.50
Frogs & Co	1.99

Magic Box

Zomlings Series 4	0.50
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Collectables

Topps



Disney Frozen Friendship Activity Cards
Starter £4.99
Cards £1.00



Minions
Starter £4.99
Cards £1.00



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



Rugby Attax
Starter £4.99
Cards £1.00



Lego Friends
Starter £2.99
Stickers £0.50



Shopkins
Starter £2.99
Stickers £0.50



Star Wars Force Attax
Starter £4.99
Cards £1.00



Lego Ninjago
Starter £2.99
Stickers £0.50



Star Wars Stickers
Starter £2.99
Stickers £0.50



Match Attax 2015/16
Starter £3.99
Cards £1.00



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



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



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



Minions
Starter £2.99
Stickers £0.50

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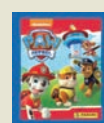
Abatons Humans
Starter £5.99
Stickers £1.25



Ireland Sticker Collection
Album £2.99
Stickers £0.50



Descendants
Starter £2.99
Stickers £0.50



Paw Patrol Stickers
Starter £2.99
Stickers £0.50



Disney Princess Fabulous Talents
Starter £2.99
Stickers £0.50



Peppa Pig
Starter £2.99
Stickers £0.50



Dragons
Starter £2.99
Cards £0.50



Republic of Ireland stickers
Starter £3.99
Cards £0.70



England Official Sticker Collection
Starter £2.99
Stickers £0.50



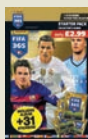
Star Wars Abatons
Starter £7.99
Cards £1.00



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



The Good Dinosaur
Starter £2.99
Stickers £0.50



Fifa 365
Starter £2.99
Stickers £0.50



Wales Sticker Collection
Album £2.99
Stickers £0.50



Fifa 365 Adrenalyn XL Northern
Starter £4.99
Cards £1.00



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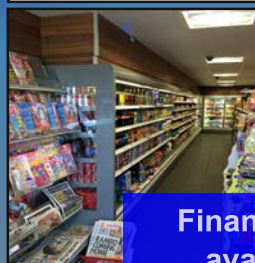
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Back in the day

100
YEARS AGO



26 February 1916

We do not welcome the scheme of the British Red Cross Society to sell penny packets of stationery. The stationery trade is being severely hit by the government's embargo upon paper imports. The gratuitous competition of charitable societies will not commend itself to stationers.

50
YEARS AGO



26 February 1966

Further details of the new 1s. monthly 'Sunday', the first issue of which will appear on 1 May, reveal that it has the backing of all the churches and that it is intended to appeal both to the non-church-goer as well as the committed Christian. Aiming at a mass family readership, it will feature all the things people do and talk about on Sundays.

25
YEARS AGO



2 March 1991

Newsagents are to be offered terms of 25% on the Sunday Scot, the new colour tabloid from Murray Media. These terms, when taken together with the special promotion-package on offer over the first 12 weeks of the launch, should see retailers benefiting by as much as £100,000.

Tesco's bug bargain beer offer nipped in the Bud

News that supermarkets were looking to scrap controversial multibuy deals was met with cautious optimism by independents last week.

However, it appears Tesco was up to its tricks again after eagle-eyed shoppers noticed the multiple was offering large bottles of Budweiser on its website at just 14p a pop.

The promotion in question offered online customers a crate of 12 660ml bottles of Budweiser for just £1.99.

Even more generously, Tesco had also added a 'three



for £5' deal on top - meaning lucky buyers were only paying 14p per bottle.

However, Tesco swiftly shut down the deal, claiming it had listed the "incorrect details",

according to the Daily Mail.

However, thirsty punters were quick to vent their anger at the supermarket over the error.

Andrew Glass from Belfast, who had placed an order for the offer, tweeted at Tesco: "Quite annoyed. U make a mistake then tell your customer to cancel it. Great customer service."

RN competition

Your chance to win £50 worth of Flora Freedom

Flora, the spreads brand from Unilever, is supporting its latest repositioning campaign, Powered by Plants, with a new dairy-free variant Flora Freedom, which taps into the growth in demand for free-from products.

The product offers consumers a dairy-free spread at the same price point as Flora's core variants (£1.70 RRP, 500g).



To win one of five prizes of £50's worth of Flora Freedom, simply send your name,

address and telephone number on a postcard to: Retail Newsagent/Flora Freedom Giveaway, Clarion Communications, The Griffin Building, 83 Clerkenwell Road, London, EC1R 5AR.

Closing date for entries is 4 March 2016.

AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



So now the first sheep has gone through the hole in the hedge, will all the rest of them follow in a nice neat line?

I refer, of course, to the demise of the Independent. They say they're stopping the print edition because of falling sales.

I suppose they haven't stopped to think that they have put a nail in their own coffin by putting it up to £1.60 a day. Let's face it, that is a lot of money for what is sometimes very little newspaper.

The weather took a drop in temperature for a few days. There have been some very sharp frosts but it had dried everything up.

That was until mid-week when the heavens opened and flash floods reappeared. At least it is getting daylight by 7am so I can get on a bit quicker - paths never seem the same in the dark.

It's nice to have some good news on the round instead of doom and gloom. Peter and Lorraine, who run Woodseaves Post Office, have had a new baby grandson.

His name is Joseph Peter Ivesta Lloyd. By the time he has written his name when he gets to school, all the others will have finished their essays.

Adbaston is a sad little village again, as Mr Buchanan passed away last week. Actually he had a connection with this trade, as he worked at Smiths News when they had a depot at St Patrick's St in Stafford.

He was a delivery driver for a number of years, so it's love to all his family and may he rest in peace.



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