

# RETAIL NEWSAGENT

## WHY WE'VE CUT TERMS

News UK boss Chris Duncan on Times move

EXCLUSIVE Page 26 >>



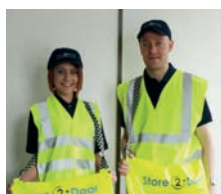
**Fresh from the farm**  
 'I sell 40 cases of local £4 sausages a week'

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# HND faces threat from £7.20 NLW



- Trend towards adult deliverers could face setback as HMRC warns retailers to pay minimum wage or risk breaking law.
- Retailers must increase HND fees to fund National Living Wage, experts tell RN. Page 5 >>



### MAGAZINES

**Unlock 46% impulse sales with better mag displays**

Experts call for improved visibility as report reveals sales opportunity. Page 7 >>

### NEWSPAPERS

**Margins down on Times and Guardian**

Quality titles increase prices but slash retailer terms. Page 5 >>

### TECHNOLOGY

**Compete using DIY store apps**

Indie opportunity highlighted. Page 6 >>



**Shoppers side with Sunny** An independent retailer facing eviction when his store is converted to flats got a boost this weekend after his campaign featured in the Mail on Sunday. Sunny Patel, from Sunny News in Southfields, has crowd-funded more than £5,000 towards his £20,000 legal bill to fight for a judicial review.

### TOBACCO

**Cig firms: We're left in dark as TPD looms**

'Large amount of guesswork' with full details unconfirmed before 20 May deadline. Page 5 >>

**Retailer vows to fight on after thousands stolen from newly-refitted store.** Page 14 >>

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## LEADER



**RN will always be your voice in the trade and your route to major suppliers to your business**



CHRIS GAMM

Editor

@ChrisGammRN

Already this year The Sun, Daily Mail and The Mirror have all increased prices and cut retailer percentage margins, while The Star and Daily Express halved retailer cash margin last year.

On Friday, I discovered two more titles were adding themselves to the list of those cutting retailer terms. In the morning, The Guardian issued a trade notice explaining it was increasing the price of The Guardian and Observer, but cutting margins by 1% on Monday to Saturday and 0.5% on Sunday.

Two hours later, News UK's chief customer officer Chris Duncan talked me through the reason behind the 20p weekday cost increase on The Times and the accompanying 2% terms cut.

In this issue of RN, we are sharing what he told us and giving him a platform to explain to you the reason behind the decision.

This is not because we agree with it. RN will always be your voice in the trade and your route to major suppliers to your business. But we also give a voice to those who have a big impact on your business and the way you run it.

Mr Duncan gives some fascinating insight into the commercial make-up of the Times business, the mechanics driving its growth and where its future lies.

He explains why he thinks News UK should be considered a friend of independent retailers and shouldn't be treated the same as every other publisher cutting terms.

It is your decision whether you agree with him. I hope this week's issue gives you the tools you need to make an informed decision.

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# NEWS

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## Help us fight BHS

Independents close to 25 new BHS Food Stores opening in the coming weeks have called for support from wholesalers to help them compete.

BHS will expand its food convenience concept to areas including Lewisham, Solihull and Middlesbrough following a successful launch in 27 stores.

The company is planning to take on companies like Marks & Spencer with deals such as three bottles of wine for £10 and 'dining for two' offers.

Ian Smith, owner of Caroline Street News in Hull, where a BHS store is due to open, said: "We need cash and carries to offer us better prices to compete."

## The power to decide

Proposals to end rollover contracts and ensure small businesses receive competitive prices for utilities have been welcomed.

The proposals are part of the initial results of the Competition and Market Authority's investigation into competition issues connected with gas and electricity supply.

Association of Convenience Stores chief executive James Lowman said: "We have long campaigned for stronger regulations to protect small businesses."

## Asad 'killer' statement

A man accused of murdering Glasgow retailer Asad Shah has admitted carrying out the killing because his victim "disrespected" Islam.

A statement read by Taveer Ahmed's lawyer read: "Asad Shah disrespected the messenger of Islam the Prophet Muhammed. Mr Shah claimed to be a prophet."

Ahmed has not entered a plea officially and will face trial at a later date.



## Lifestyle man in Landmark win

Lucky Lifestyle Express retailer Ian Bateman is the proud owner of a brand new Nissan NV Acenta van after winning a competition organised between Landmark Wholesale and PepsiCo. The scheme allowed retailers buying 15 cases of Walkers crisps from Landmark depots to enter a prize draw, where they had the chance to claim one of 10 Sony HD TVs or the grand prize of the Nissan van.

**Publisher defends margin cut to safeguard future of The Times** Retailers denied extra £2.36m

# 'Don't lump us with all publishers,' says News UK

by Nadia Alexandrou

"Don't lump us in with other publishers," was the resounding message from a News UK boss as he defended the company's decision to cut retailers' margin on The Times by 2% as crucial to sustaining the future of the title.

News UK announced to the trade today that it will increase The Times' cover price by 20p to £1.40 on 18 April. It will reduce its percentage margin to 21.5%, seeing the cash margin increase from 28

pence per copy to just over 30p.

In an exclusive interview with RN, chief customer officer Chris Duncan said that The Times had reached a tipping point of being more of a subscriptions business than a casual sales business - something he believes to be crucial to protecting the long-term health of the title.

He said: "I see a world in which The Times will become a de facto subscriptions business with a small casual sale, maybe

80:20. If we're going to do that we're going to have to make adjustments.

"Retail margin runs off the headline cover price of £1.20. Yet, half my sales are at a subscription price of 80p, but we pay retailers 28p on both sales."

But he said News UK's investment in in-store display, field force, fixtures and distribution meant it shouldn't be grouped with other publishers who had cut margins.

"We have done an awful lot to get to a point where The Times is sustainable

and it's annoying to be lumped together with other publishers as 'all of you people,'" he said.

According to RN's calculations, the total retail trade will make an extra £1.6m a year based on current sales, but have been denied a further £2.36m by the margin cut.

Meanwhile, Mr Duncan said that a fund would be created to give a "bounty payment" to any retailer who can convert casual Times sales to subscriptions.

● Full interview, page 26

## Guardian margin cut 'nail in coffin'

Guardian News & Media's announcement that it is increasing the cover price of the Guardian and The Observer while reducing its percentage margin is "just another nail in the coffin", retailers have said.

The cover price of the weekday Guardian will increase by 20p to £2 on 18

April, while the Saturday Guardian's will rise to £2.90 on 16 April, with margins on both cut from 23% to 22%. The Observer goes up 10p to £3, with margins cut from 25% to 24.5%.

According to RN's calculations, the total retail trade will make an extra £1.26m a year based on current sales, but will miss out on

£1.29m from the margin cut.

A Guardian News & Media spokesperson said: "The Guardian continues to offer retailers the highest cash return of any daily quality paper and this price rise will see this return increase."

Retailers told RN that as well as being another

squeeze on margins, they saw it as an inevitable decline of another slow-selling newspaper.

Linda Sheppard, of Rampton Service Station in Nottinghamshire, said: "The higher price will drive even more people online. This is just another nail in the coffin, another way of saying goodbye."



**HMRC warns pay minimum wage or risk breaking law** Confusion over new rates

# Increase HND charges to pay news deliverers NLW

by Gurpreet Samrai

Newsagents must look at increasing their home delivery charge and offering other services to future-proof their HND businesses against extra wage costs and margin cuts.

The warning from industry experts comes as RN discovered confusion over the impact of the National Living Wage (NLW) on the rate paid to news deliverers, which could lead to newsagents unintentionally breaking the law.

HMRC this week con-

firmed work paid according to output, such as newspaper delivery, must be paid at the minimum wage for every hour worked.

It comes after an adult deliverer paid around £5.50 an hour contacted RN asking whether his employer was legally obliged to pay the new rate, raising the question of the viability of employing adult deliverers.

"It doesn't matter what size a business is, it is their responsibility to pay the correct minimum wage to their staff," said an HMRC spokesman, adding any employer

not paying the new hourly rate will be held to account.

Martyn Brown, of News-2-You in Leeds, said. "I doubt many retailers are aware.

"They need to get realistic with their delivery charge. There are a lot that do it as a community service and charge pennies. It should be a minimum of a couple of pounds a week, which many retailers will have to look at to pay NLW."

Store2Door new business development manager Phil Williams said now is the time for retailers to review their charge and increase it

to ensure their business is profitable.

"I know some shops are charging customers as little as 6p a day for delivery, which is simply unsustainable and in no way reflects the true cost of distribution," he said.

He added with the NLW moving to £9 an hour by 2020, the independent sector cannot be expected to subsidise delivery costs, and while offering other products will help cover the cost, publishers must also take responsibility.

● *Your Issue, page 18*

## Work with us to see true sugar trends

The government and health bodies should be working with retailers to better understand consumer choices, the chief executive of the Royal Society for Public Health has told RN.

Shirley Cramer's comment comes in response to RN's 2016 What to Stock data. It reveals just six low or no-sugar drinks feature in the top 25 for colas and carbonates as manufacturers prepare for the introduction of a levy on sugary drinks.

She said the sugar levy alone was not enough to change consumers' habits and more needs to be done to educate shoppers.

"There's a huge host of things that need to happen and the last thing anybody would want is that small retailers get hammered by it," she said.

"We should be working with retailers because we need to understand what's happening at that level and how they think consumer choice is happening."

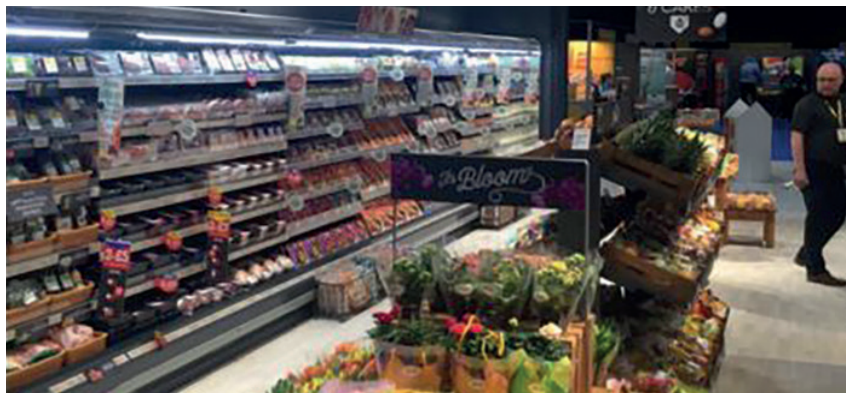
● *RN's What to Stock guide is free with the 13 May issue*

## Kevin Hand dies at 64

Kevin Hand, an influential leader in the magazine industry, died aged 64, in London last week.

Mr Hand was known for propelling publishing company EMAP into the league of leading UK magazine publishers.

He was also vice-president of the European Magazine Media Association, a director of the UK's media watchdog IPSO and was known for reinventing the Professional Publisher's Association.



## Nisa retailers hop to new sales opportunities

Nisa retailers had the chance to check out the latest developments in the group's Heritage own label range and have their business assessed at a convenience 'surgery' at the group's annual exhibition in Stoneleigh this week. They also had the chance to sample new products such as kangaroo chilli con carne from exotic meats supplier Kezie Foods.

## Late EUTPD rules leave suppliers in dark

Tobacco manufacturers are outlining their plans for incoming regulation, but may have just one day to comply with the EUTPD II, a senior figure in the industry has claimed.

Ron Ridderbeekx, head of legal and external affairs at British American Tobacco, said the company was enduring a "nerve-racking experience" as it

awaits final details of the regulation, which comes into force on 20 May.

He admitted the short deadline the UK government is likely to provide means preparations have gone ahead with a "large amount of guesswork".

Meanwhile, Philip Morris Limited (PML) has encouraged retailers to stick to tobacco RRP to

avoid losing sales to supermarkets when the new legislation hits.

Martin Inkster, managing director at PML, said independents risked "pricing themselves out of the market" by hiking up the cost of tobacco in the wake of EUTPD II.

"Supermarkets will not be changing their pricing structure, so retailers will

need to reassure adult consumers they are selling at a competitive price," he said.

NFRN president Ralph Patel has met with both manufacturers to gain advice on EUTPD II and plain packaging.

He said: "Independents need to become tobacco professionals to gear up for this."

## Menzies issues fraud warning

Menzies issued a potential fraud warning to retailers this week after a customer was contacted by a person claiming to be from Menzies Distribution. The person claimed the wholesaler had changed its bank account and asked the customer to amend their direct debit to a new bank account and sort code, but Menzies has confirmed it has not changed its banking arrangements.

# NEWS

## BUSINESS



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## Spar to build on 18% rise in profits

Spar has pledged to work more closely with its suppliers to drive better cost prices for its retailers and build on an 18% rise in the group's profits.

Speaking at its recent trade briefing, Spar managing director Debbie Robinson urged suppliers to use their "innovation and investment" to help make its convenience members more competitive in the retail market.

She said: "It's our job to find the most cost-effective way to serve our retailers, and suppliers have a role to play in that."

Ms Robinson told suppliers Spar is a "safe place to invest", adding: "We are in great shape - our profits are up 18%, our partners' businesses are growing and our store numbers are increasing."

## Ice cream relaunch

Costcutter is preparing for summer with a complete relaunch of its Independent ice creams this month.

The group has worked with manufacturer R&R Ice Cream to introduce a revamped range featuring five variants, including choc ices and one litre and 900ml tubs in Neapolitan, chocolate and strawberry flavours.

The products launch into stores this month and come with updated packaging and pricing, including one litre tubs now at £1.

Jodene Rogers, head of marketing at Costcutter, said: "Own brand is a key driver of growth in the ice cream sector, which is why we've worked hard to produce a range that will appeal to customers and help our retailers drive sales and profits."



## Costcutter's happy campus

Costcutter is expecting to serve more than 40,000 students and 10,000 staff members with its latest business, launching on the University of Manchester campus. The Oxford Road convenience store will offer a comprehensive range of food to go, alcohol and fresh produce, according to the group. It will be officially opened in May with a party featuring a giant Xbox gaming pod and an indoor garden party.

**Independents missing out through lack of investment** But savvy retailers are fighting back

# Build your own apps to 'take on the multiples'

by Steven Lambert

Convenience and independent retailers should be looking to develop their own retail apps to help them attract more shoppers and compete effectively against the supermarkets, according to the head of a leading app developer.

Nick Black, chief executive of Apadmi, said a lack of "intense competition" in the retail app market presented opportunities for local stores to fill the gap by using smartphone-

enabled technology.

In its recent Retail App Report, Apadmi found 85% of smartphone users in the UK use retail apps, with a fifth of shoppers using these a couple of days every week.

However, Mr Black added a lack of investment and "expert assistance" from developers of retail apps was costing the retail sector £6.6bn every year.

He said: "In order to remain competitive with bigger businesses and ultimately survive, independents should

consider developing a retail app. This would allow them to connect with existing customers and promote their brand."

However, Purdeep Haire, developer of the Cornershop Online app, said technology companies could be doing more to create apps catered specifically to convenience retailers. "It's very difficult for an independent to create an app on their own, and retailers don't want to be developing apps with companies that know nothing about convenience," he said.

"In convenience retailing, customers want a product that is easy to use, useful and has a simple loyalty function."

The news comes as Cheltenham retailer Sandip Kotecha revealed more than 100 customers have signed up to his own digital loyalty app, which launched at his Londis Hewlett Road store in January.

The initiative allows shoppers to receive codes on their mobile phones to be redeemed on products sold through his store.

## Bestway wine festival to cheer summer sales

Bestway is launching a wine festival with discounts on branded and top-selling lines designed to grow sales for its retailers over the summer.

The activity starts next month, with the group offering wholesale deals including six bottle cases of Echo Falls and Gallo wines at £21.99 and £23.99

respectively.

Bestway claimed retailers would benefit from margins of up to 20% by picking up the offers and selling them at RRP.

Bill Creighton, category manager for wines at the company, said it will also run several promotions on growing categories such as Prosecco.

"Prosecco sales grew by almost 160% last year and now accounts for over half of all fizz sold in the off-trade, so there is real consumer demand," he said.

Meanwhile, Bestway is revising its reward card scheme next month to make it easier for retailers to win discounted and free stock.

It will increase the number of reward card products from 12 to 18 from next month.

In addition, customers buying the promoted lines will only have to visit depots nine times in the month, compared to 12 previously, to be entered into a draw to win a free monthly shop.



## NEWSTRADE

Research reveals 46% of consumers buy mags on impulse Visibility 'crucial' to making sales

# Display your magazines well to reap the rewards

by Nadia Alexandrou

Retailers need to make visibility of magazines a greater priority or risk losing sales, industry experts have warned.

The call follows research commissioned by the Professional Publishers Association, which showed an average of 46% of people buy magazines on impulse. The research also showed that magazine buyers on the whole were more valuable to retailers, spending 34% more in-store on other products than non-magazine readers.

Richard Lamb, chairman at Lucid Group, which provides commercial and

operational support for a number of groups including Costcutter, Bestway and Londis, said: "Unlike publishers and wholesalers, which have the freedom to play around with cover prices, subscriptions and advertising to cover increasing costs in a declining market, retailers can only simply sell more magazines.

"Therefore, they need to understand that visibility and how magazines are displayed are crucial to impulse sales – particularly within certain categories including women's, children's and puzzles, which tend to attract more impulse purchases."

Making magazines more visible by keeping them at the front of shops was highlighted as a key opportunity for retailers, particularly at a time where supermarkets are reducing ranges and moving them away from shop entrances.

Paul Sadler, head of retail sales development at Frontline, told RN he was seeing range and space either reducing or being reviewed across a large proportion of retail estate, from both independents and multiples.

Mr Lamb added: "In reality you're not going to drag people through your store to get to newspapers and magazines at the back. If

supermarkets are not doing as good a job as they were and are reducing magazine space and making them harder to find, then there is definitely an opportunity for independent retailers to pick up their lost sales."

While impulse sales were revealed to play a key role in magazine purchases, the research also showed that an average 11% of shoppers would go elsewhere if their chosen magazine was not stocked.

But this figure rose to 16% for convenience stores and 15% for high street news, showing these outlets were the most likely to lose sales from not stocking the right magazines.

## The Week Junior is flying high

Dennis Publishing has reported a successful start for The Week Junior since its launch in independent stores on 24 March.

The title was made available to 1,500 independent and symbol group shops, which were chosen based on their sales performance of sister title The Week and National Geographic Kids.

The title, which was initially only distributed through Sainsbury's, will be rolled out across more stores if the launch is successful.

David Barker, newstrade director at Dennis Publishing, said: "Independents are an important retail group for parent title The Week, accounting for 31% of sales at retail, and it is anticipated that this will be the same for The Week Junior."

Since its launch in November 2015, the magazine has become the UK's fastest-growing children's magazine with 12,970 paid subscriptions, and is now stocked in more than 3,000 UK schools.

## Signed 'Doctor Who' originals draw fans

Mark Dudden, of Albany News in Cardiff, is selling signed copies of the original Doctor Who series, Lethbridge-Stewart. The retailer displayed copies next to popular Doctor Who magazines – including Doctor Who Adventures and Doctor Who Magazine – to encourage customers to trade up. Mr Dudden said: "I knew exactly which of my customers would be interested in the books – namely my collector fans – and at around £9.99 this is a great way to boost incremental sales."



## Bauer angling for improved sales

Bauer Media is changing Angling Times from a newspaper to a magazine format on 26 April.

The decision to change the weekly fishing paper to a glossy magazine follows the success of Garden News, which made the same transition three years ago and has since grown circulation

to 36,952, with sales up 4.74% year on year.

Patrick Horton, managing director of sport at Bauer Media, said: "Garden News is now the fastest-growing magazine in the gardening category. This encouraged us to look into the possibility of doing the same with Angling Times. From

research we carried out in December, the evidence for the benefits to change the Angling Times was overwhelming."

Angling Times has a circulation of just under 200,000, and is the 34th highest-selling magazine for independents, according to Frontline. Around a half

of these sales are distributed through independent and symbol group stores.

"Our focus is to grow Angling Times through local retailers. As part of this we'll increase the number of promoted issues, as well as increasing the pagination to around 80 pages, but the price will stay the same."

## Mermaids addition for Magiki

De Agostini is adding to its collectables brand range Magiki with Magiki Mermaids.

The new collectables will go on sale on 20 April, and will be supported with a four-week TV advertising campaign.

According to De Agostini, the Magiki brand has sold in excess of one million packs and generated more than £2.5m in retail sale value since its launch in January 2015.

# NEWS

PRODUCTS

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## Easy-open Bud with a twist

Budweiser is targeting barbecue and picnic-goers this summer with its new easy-open beer bottles.

The company has unveiled Budweiser Twist-Offs featuring caps that can be twisted off by hand, eliminating the need for bottle openers.

The firm claims it is the first major beer brand to introduce the feature in the UK, adding that the move will make its products a more viable option for outdoor social occasions.

Budweiser is supporting the move with updated primary and secondary packaging and a multi-million pound marketing campaign including TV, digital and social media ads.

## United £1 flash mob

United Biscuits (UB) is targeting extra convenience sales with its latest range of pricemarked McVitie's cakes.

Four variants will be flashed at £1 from this month - McVitie's Hobnob Chocolate Flapjacks, McVitie's Hobnob Chocolate Tiffin Slices, McVitie's Digestive Caramel Slices and McVitie's Chocolate Digestive Slices.

Participating products will also feature updated packaging to fit in with UB's ongoing masterbrand relaunch, while PoS material will also be available to retailers. Claire Hooper, senior brand manager at UB, said: "We have expanded our range to incorporate pricemarked variants to support retailer sales."



### Mr Kipling's distraction tactics

Premier Foods will promote the 'distracting' power of its Mr Kipling products in a new £2.5m TV campaign airing this month. The first ad will see a couple avoid showing their family embarrassing honeymoon pictures by enticing them with a box of Mr Kipling French Fancies. A second ad will also be launched under the new 'Exceedingly Good Distraction' tagline, and forms part of a wider £4m investment for Mr Kipling, including outdoor ads and sponsorship of ITV running throughout April and May.

**New filters offer 'better smoking experience'** Manufacturer heralds 'another global first'

## Pall Mall gets 'complete upgrade' before EUTPD II

by Tom Gockelen-Kozlowski

With one month to go until the arrival of the new EUTPD II regulation, tobacco manufacturer British American Tobacco is to launch an "upgrade" of its key Pall Mall brand.

From 18 April new "taste plus filters" will feature on four variants of Pall Mall, with upgraded capsules - either green, blue, red or silver.

The updated products will come in a refreshed pack design to inform customers of the developments.

Factory-made cigarettes brand manager Jason Chu believes the updated products will provide smokers with a better smoking experience.

He said: "We did some studies to find out what customers are looking for in terms of taste profile. This

is a true innovation to Pall Mall." He added that the latest changes followed on from another major development for the Pall Mall brand in 2015.

"We did it last year with Pall Mall Double Capsule and we're going to follow up with this - another global first," he said.

While Pall Mall Double Capsule survives this upgrade, these four variants will now update the exist-

ing Pall Mall product range. "It's a complete upgrade," said Mr Chu.

Meanwhile, British American Tobacco also underlined its commitment to the emerging e-cigarettes market, particularly through its Vype brand. Ron Ridderbeekx, head of legal and external affairs at the company, stated its ambition to be the "leader in next generation products by 2020".

## Festival fever with Red Bull limited editions

Red Bull is launching limited edition pack designs on its energy drinks range to raise awareness of its forthcoming summer music festival, Culture Clash.

The event will see a number of new bands and musicians perform at a London venue in June, with

Red Bull cans being used to promote the gig at 18 - 24-year-old shoppers.

From next week, Red Bull 250ml, 355ml and 473ml cans, including pricemarked variants, will feature new Culture Clash designs, which will be supported with PoS material.

Red Bull will also highlight the changes with sampling activity and outdoor ads appearing around London.

Gavin Lissimore, head of category marketing at Red Bull, said on-pack activity on cans ahead of last year's Red Bull Air Race event led to a 20% year-on-year sales

increase for Red Bull 250ml cans through symbol stores.

He added: "Offering standout on shelf to link back to the event will open up a major opportunity for retailers to engage with consumers and drive rate of sale on Red Bull's best performing products."

### Hot products for your shopping list



Limited edition Red Bull packs will promote the Culture Clash festival



Budweiser will aim new Twist-Off bottles at picnic-goers



Four McVitie's variants are to be pricemarked at £1



This communication is for the information of tobacco traders only. £6.99 is the recommended retail price (RRP). Both price-marked packs and non price-marked packs are available. All on-shelf prices are selected by the retailer alone.

BY 2050 MARS  
WILL BE A POPULAR  
HOLIDAY DESTINATION  

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UNBELIEVABLE?



**Smoking kills**

# NEWS

## PRODUCTS

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## Customers old and new for Princes

Princes is investing £2.7m behind its new 'Really Simple, Royally Good' campaign to win new and lapsed customers back to its drink and canned products.

The marketing will be used to promote the Princes brand's association with royalty, and will include TV, radio and social media activity.

Neil Brownbill, marketing director at Princes, said the investment will form part of year-long plans to grow awareness of the brand among families.

He added: "We have worked with shoppers to develop a campaign that will drive new and lapsed customers into the canned and ambient drinks aisles, and help them understand the nutritional, convenience and taste benefits of Princes food."

## Spar's Blue Bear is back

Spar has relaunched its Blue Bear energy drinks range with new flavours, pricing and pack designs.

All pack formats, including 250ml cans and 500ml bottles, now feature updated graphics, while Spar has added two lines to the selection - Apple Sourz and Cherry Sourz. Sugar content for the entire range has also been reduced by 10%.

In addition, a new 'Any two for £1' pricemark will feature on 250ml cans, with 500ml bottles also available pricemarked at 99p.

Susan Darbyshire, brand director at Spar, said: "We are confident that all these changes will entice even more customers."



## Britvic packs some punch

Soft drinks manufacturer Britvic has added The Wildlife Trusts and Sported to its list of long-term community partners this month. The company will support both charities through a combination of employee volunteering and fundraising schemes, and follows on from Britvic raising more than £280,000 for good causes last year.

**Euros and Olympics-inspired sales for retailers** Fitness prizes every 90 minutes

# Kane leads strike force for Lucozade Sport campaign

by Steven Lambert

Lucozade Ribena Suntory is preparing for a spike in soft drink sales during this summer's big sporting events with a new Lucozade Sport campaign fronted by England footballer Harry Kane (pictured right).

Launching on 23 May, the initiative will give shoppers the chance to win Fitbit Charge HR fitness trackers worth £120 every 90 minutes.

Packs of Lucozade Sport will feature codes that buyers can use to enter an



online draw to claim one of the prizes.

Lucozade Ribena Suntory will support the competition with a pack design update, PoS material and marketing activity featuring Harry Kane.

The company said the move will be used to encourage soft drink sales around the Euro football championships and Olympics. It follows a multi-million pound campaign to promote Lucozade Sport during last

year's Rugby World Cup.

Lucozade Ribena Suntory added that its latest research showed 33% of shoppers would be more likely to purchase non-alcoholic drinks during the Euros and the Olympics, compared to 22% for the Rugby World Cup.

Steven Hind, head of marketing at Lucozade Sport, said: "Our last on-pack promotion to win rugby shirts during the Rugby World Cup led to a 6% uplift in volume sales share. With a high value and desirable prize we can drive consumers into stores."

## Food to go sales heat up with Kepak units

Kepak said it will help more independent retailers benefit from hot food to go sales with the launch of a new microwave unit.

The stand includes a condiment tray, waste bin, a wipe-clean surface and large preparation area while tak-

ing up a small footprint in local stores, according to the company. It will be available to retailers for £550 plus VAT, while a microwave-only option is priced at £140 plus VAT.

Angela Daulby, channel director at Kepak, said: "It

will enable retailers to offer hot food to go products during opening hours without any of the operational and staffing costs associated with a hot food counter.

"In trials, retailers have recorded sales uplifts of up to 200% soon after installa-

tion, with payback after just four months."

Kepak is encouraging retailers to place the unit next to chillers or other drink and food to go facilities to maximise sales. It will also provide buyers with free PoS material and shelf trays.

## Hot products for your shopping list



New flavours and packs herald the return of Spar's Blue Bear



A Fitbit fitness tracker is on offer every 90 minutes in Lucozade Sport's new promo



Kepak aims to grow food to go with its new microwave unit



This communication is for the information of tobacco traders only. \*£6.99 is the recommended retail price (RRP). Both price-marked packs and non price-marked packs are available. All on-shelf prices are selected by the retailer alone.

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# NEWS

## REGIONAL



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## Retailer rescues postal services

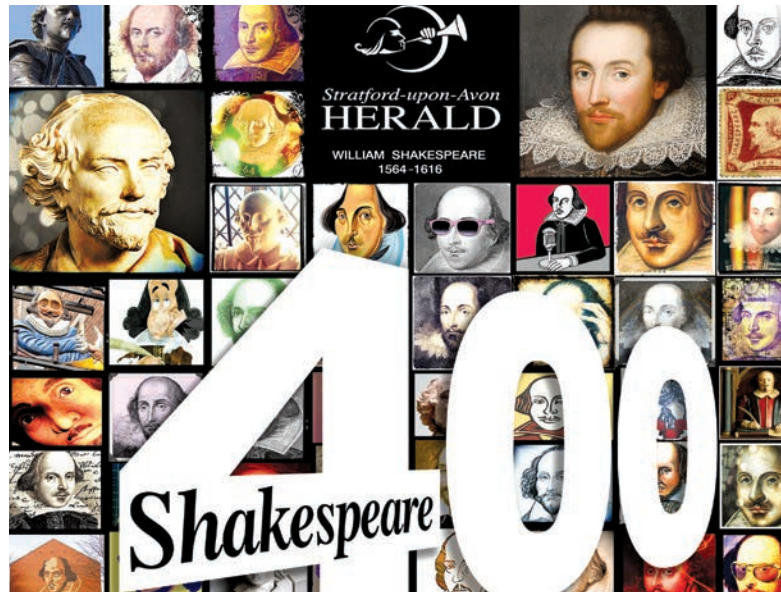
An Oxfordshire independent retailer has come to the rescue of residents by agreeing to take on Post Office services at his business.

Residents of Hook Norton were left without mailing facilities after their only Post Office branch closed down suddenly last November.

The move meant locals were forced to travel up to five miles to find the next nearest branch or use a Post Office van that visited the village for just two hours every week. However, Joe Williams has since opened up a Post Office Local combi-counter at his store, The Village Shop, offering mail deliveries, currency exchange, cash withdrawals and banking facilities.

He said: "We're now seeing more new faces."

● Retailer profile - p22



## Retailers join in Shakespeare 400

The Stratford-upon-Avon Herald is giving retailers the chance to benefit from an expected influx of visitors to the area as it celebrates the 400th anniversary of William Shakespeare's death. The paper has produced a 48-page souvenir supplement, which readers received with the title last week, and the publication will be available on its own for sale from Monday. Editor Amanda Chalmers told RN the activity is a great opportunity for retailers interested in selling the supplement to get a "piece of the pie" as the world's attention turns to the town. The supplement is priced £1 with a retailer margin of 50%.

**Council fails to reach deal with security staff** Police attempt to reassure businesses and public

# Crime spree fear as CCTV system left unmonitored

by Gurpreet Samrai

Retailers in Preston fear that CCTV cameras no longer being monitored will lead to an increase in crime.

Preston City Council failed to reach an agreement with the company that provided staff to monitor its CCTV, meaning that since 31 March cameras across the city are still running, but no-one is watching them.

Gary Singh, of S. Singh & Sons, said: "Where I am based in the market, there

was one break-in over the bank holiday weekend and three last weekend. I am concerned it will lead to an increase in crime and not just theft."

Paresh Patel, of Jai's Place, said: "It's inevitable there could be an increase in crime. If someone is monitoring it they can see what's going on and criminals can be caught quicker. You are now reliant on someone going through all the footage to try to find the criminal which could take a considerable amount

of time. It will affect businesses. From a retailer point of view, CCTV is a crucial part of the evidence to catch criminals so it could increase shoplifting."

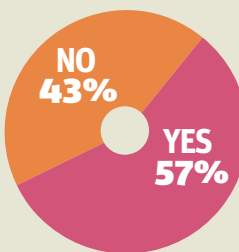
Adrian Phillips, Preston City Council director of environment, said funding is "under severe pressure" and it was unable to reach an agreement within budget.

He added the CCTV system will remain fully operational within the police control room and it is looking at ways of extending and enhancing

the current system as well as "exploring opportunities that can deliver an effective monitoring service".

A Lancashire Police spokesman said it will 'monitor the cameras as and when needed', adding: "We would like to reassure Preston residents, businesses and visitors that there remains a police presence in the city and we will continue to work with our partners as well as other city centre businesses to respond to any incidents that may arise."

## RN READER POLL



Would you invest in a hi-tech gantry if it cut the serving time by 30 seconds?

## NEXT WEEK'S QUESTION

Do you plan to increase your HND charge to offset the higher wage cost for adult paper deliverers?

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

## Criminals' cash helps to fight illicit trade

The proceeds of crime are helping Staffordshire County Council's trading standards team clamp down on the sale of illicit tobacco and alcohol.

Last year, it was awarded £35,000 from the money confiscated from criminals for intelligence-led operations, which has again been made available for 2016/17.

Trading standards manager Brandon Cook told RN the offenders have been finding new ways to conceal goods, citing premises which had goods hidden behind ceramic tiles in an all-tiled room.

"We are getting better at finding these goods because we are using dogs and getting better at recognising

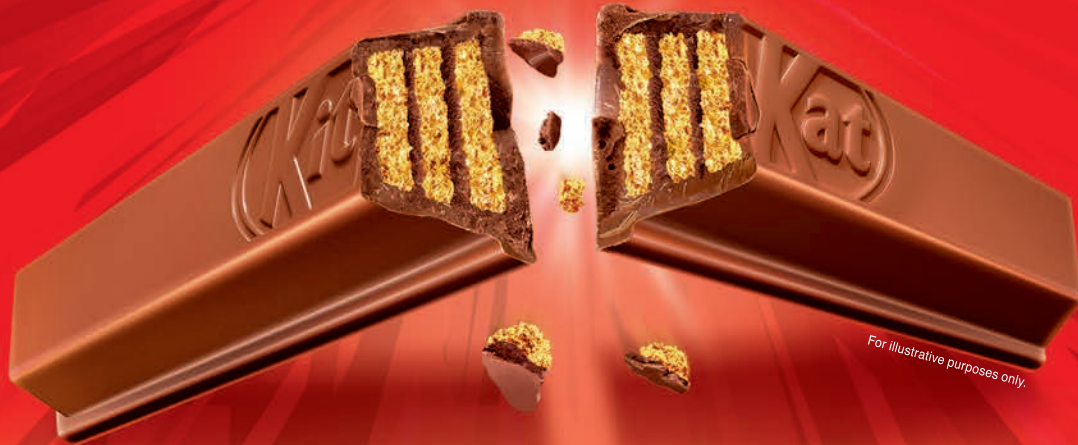
the different concealment methods used," he said.

In 2015/16, more than 15,000 cigarettes with a street value of nearly £75,000 were seized, as well as almost 50kg of hand-rolling tobacco and 100 litres of illicit vodka, with 500 bottles and 265 cans of illegal alcohol removed from sale at an off-licence.

Officers made 12 arrests and carried out four licence reviews, including a revocation. Mr Cook added that he disagrees with the argument that plain packaging will increase the illicit trade. He said: "With modern computerised design and copying it is easy enough, so it can't get any easier."



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# NEWS

REGIONAL



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## Alcohol register take up is 'low'

The government received 4,800 applications for its new Alcohol Wholesaler Registration Scheme.

The deadline for applications was 31 March, with HMRC originally estimating more than 20,000 businesses need to sign up.

A HMRC spokesman said: "The estimate of how many customers need to apply was made on the best information available. In the past, wholesalers have not been required to register with HMRC so we knew the numbers were not exact.

"However, the number of applications is lower than expected. We are looking at who applied and will use that analysis to determine what we do next for those who have not applied but should have."

## Crashpoint withdrawal

Raiders used a 4x4 to try to rip a cash machine out of the wall of Peel Park Post Office in Bradford.

The raiders failed to gain entry to the cash box, but caused major damage to the building in the early hours of Friday last week.

A Post Office spokesman said: "We will be supporting the police in their efforts to apprehend those responsible."

## IT double

Imperial Tobacco has launched two new online platforms - a website and Twitter feed - as part of its anti-illicit trade Suspect it? Report it! campaign. The aim is for the website to become a digital focal point for the fight against illicit tobacco trade in the UK.

**Stock and cash taken just two months after £50k refit** Authorities 'too bogged down' to act

# Community rallies round to help robbed retailer

by Steven Lambert

A convenience retailer has vowed to "fight on" after thieves stole thousands of pounds worth of stock and cash from her store nearly two months after the business reopened following a £50,000 refit.

Natalie Lightfoot said a gang managed to break through the back door of her Londis Solo Convenience business in Glasgow, making off with takings from the till and high-value lines including cigarettes.

The thieves also stole the store's CCTV hard drive, making it more difficult for

the police to track them. Ms Lightfoot says she may have been targeted after promoting the store's official re-opening in February on Facebook and Twitter.

She said: "You give part of yourself to the community as a retailer so when something like this gets taken away, it feels like someone has taken something from your house."

However, she said she has been receiving support from other retailers and is determined to continue trading despite the incident which is being examined by the Criminal Investigation Department.

"There's no point in showing you're weak because if you do, they'll just keep doing it," she said. "But these crimes are being ignored because the authorities are so bogged down."

The incident comes in the wake of last month's Association of Convenience Store's Crime Report, in which shadow crime minister Jack Dromey called for a restructure of the police system to help officers tackle retail crime more effectively.

James Lowman, chief executive of the ACS, said the offences against Ms

Lightfoot should be taken "extremely seriously" by the police.

He added: "Robberies and burglaries like this one cost the sector over £20m last year despite stores spending over £1,000 each on crime prevention measures.

"It's terrible that this has happened after Natalie has spent money improving her store, but investment is essential for keeping ahead of consumer trends, and not making improvements would be a victory for the criminals and a loss for customers of local shops across the UK."



Villagers turned out in force to show solidarity with shop owners Jonathan Brenton and Nicholas Sutton in their ongoing dispute with the Post office

## Villagers show support in Post Office row

The Post Office has come under fire from a postmaster in a four-year row over how it treats its staff.

Charing Post Office in Kent has been closed since 30 March due to an ongoing dispute between shop owners Jonathan Brenton and Nicholas Sutton and the company.

In an open letter to the Post Office, Mr Brenton said after being held up at knifepoint by burglars he no longer felt safe. He also claimed security systems such as a panic button failed, and the company had failed to repair them.

The community, including local MP Damian Green

and Charing Parish Council, have rallied together to campaign for the service to be restored, with a silent demonstration involving around 150 people held last week.

Post Office chiefs have met with the owners on two occasions, who are now waiting hear to how they

can move forward.

A Post Office spokesman said: "We are concerned by the comments Mr Brenton has made and are looking into them. We are also in an ongoing dialogue with Mr Brenton and are looking at how Post Office services can be restored to the village."





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\* Nielsen Market Track YTD Jan 16 vs. YTD Jan 15  
\*\* Nielsen Market Track MAT Jan 2016  
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#### Editor

Chris Gamm  
020 7689 3378

#### Associate Editor

Chris Rolfe  
020 7689 3362

#### News Editor

Gurpreet Samrai  
020 7689 3386

#### Reporters

Steven Lambert  
020 7689 3357

Nadia Alexandrou  
020 7689 3350

#### Features Editor

Tom Gockelen-Kozlowski  
020 7689 3361

#### Head of Production

Darren Rackham  
020 7689 3373

#### Designer

Emma Langschieid  
020 7689 3380

#### Director of Sales

Mike Baillie  
020 7689 3367

#### Account Director

Will Hoad  
020 7689 3370

#### Account Managers

Liz Dale  
020 7689 3363

Dwain Nicely  
020 7689 3372

#### Sales Executive (classified)

Aiden Gilbert  
020 7689 3366

#### Audience Development Executive

Chris Chandler  
020 7689 3382

#### Marketing Manager

Tom Mulready  
020 7689 3352

#### Marketing Assistant

Tom Thorn  
020 7689 3384

#### Managing Director

Nick Shanagher  
07966 530 001

Email firstname.surname@newtrade.co.uk

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

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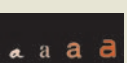
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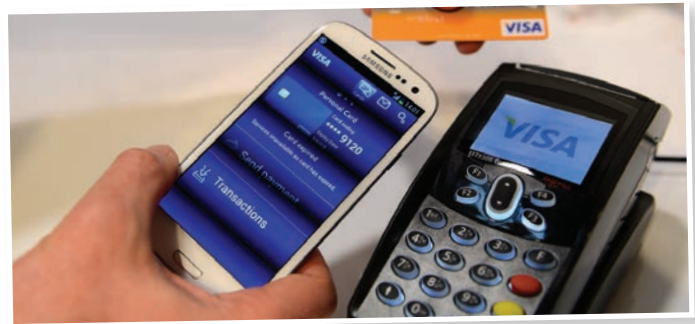
## YOUR SAY New analysis shows contactless payments have increased by 237% since the limit was raised to £30. Are you seeing the benefits in your store?

### Karen Bretagne

Gerald's Supermarket, Devon  
Everybody uses it now. The young ones prefer it and we're doing more and more business on credit cards. Some older people don't like it - one tried to send his card back to the bank. It's much quicker in-store and it saves you banking the cash. We didn't make the decision to introduce it, our contract was up on our system and the new one included contactless. That's technology - it comes along whether you like it or not.

### Andy Banks

Andy's News, Rotherham  
I haven't been brought into the 21st century yet. I've never been asked by a customer for contactless. We do take debit cards, but not a lot. We're a traditional newsagent, with magazines,



newspapers and cards. The debit card payments tend to be used for cigarettes and sometimes sweets, but that means a 15p cut in to my already minimal margins. I'm only halfway through a four-year contract for my system. When that's up I expect I'll switch.

### Natu Patel

Ambleside News, Worcester  
I'm rather old fashioned. It

doesn't interest me. I don't have a card reader at all, we're a totally cash business. Hardly any customers ask for it. You have to rent the machine and the phone line so I have to charge people 50p or £1 more to use their own money. It's not logical. There's a cash machine right outside that's totally free. I've managed without card machines for 28 years, so I think I'll carry on.

## YOUR STOCK Research from Marketforce revealed interest in history magazines is at an all-time high. How are you taking advantage of this in your store?

### Paul Patel

Dibdin Purlieu News, Southampton  
I stock Best of British Magazine, BBC History, History Magazine - about four or five different titles. We've seen a rise in sales. People are looking into their family history and this year, with the Queen's 90th birthday, that's created a lot of interest in kings and queens. But people often don't realise that these magazines are available. We put them on display in different places and rotate the prominent positions, to make sure people see them and get them interested.

### Kate Clark

Sean's News, Upton upon Severn  
The news inspired me to take a look at my stock. We have two or three titles like Britain at War, but I haven't seen a great uplift in sales so far. If someone else is selling much more, why aren't



I? So I came out and checked what I was stocking and how I was displaying them. We're quite a touristy area, though, so my customer base is much smaller in the winter months.

### Rajesh Nayi

Broadfields Newsagent & Post Office, Crawley  
We stock quite a big range of

magazines and have about 3,000 titles. But we haven't seen much increase in history titles. We sell two or three a month. It's just not that popular in this area and people who are interested often get it online. We used to get customers who'd travel for specialist magazines, but it's hard to promote them to customers if they don't come into the store.



# 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

## It's gone from 'bad to worse' with Menzies

Further to my letter in RN's 11 March issue, my delivery times have actually become worse. This is having a serious effect on my customers and newspaper sales. Menzies, please do something before I am forced out of business.

**Graham Cooke**  
Station Kiosk,  
Station Approach, Hockley

### Dave Shedden, head of communications at Menzies said:

*"Mr Cooke's issues are reflective of a decline in average publisher arrival times at our Grays branch. Unfortunately, recent poor arrivals have translated into later deliveries for our customers.*

*"Menzies Distribution continues to lobby for improved arrival times, and we are involved in industry discussions about the best strategies for enhancing overall delivery performance. In the meantime, we will keep working hard to make up the time lost to delays wherever we can."*

## Smiths' Sunday service is not its best

I have built up a delivery service for offices and HNDs who would like me to save and deliver weekend newspapers on Monday mornings, as we are closed on Sundays.

Smiths News, which claims to be able to provide this service, makes errors every week with this arrangement.

For example, on the morning of Monday 4 April we didn't receive any copies of The People and Sunday Mirror. Last week we didn't receive any copies of the Mail on Sunday, and the week before we never received any supplements for all the newspapers.

Smiths told me I would not receive the titles as it did not have any in stock and would simply provide me with credit, which is no use to my loyal customers. After contacting the NFRN the missing titles miraculously turned up.

I have companies such M&C Saatchi and The Engine Group relying on me to supply them with these titles promptly.

**Jiten Patel**  
Regent News,  
Beak St, London



## PLEASE CREDIT OUR VOUCHERS, MENZIES

In reference to Steve Barker's letter in RN's 8 April issue, we are in exactly the situation with Menzies failing to credit our vouchers last week.

This happens to us regularly and we cannot get a direct explanation from Menzies. Our vouchers are always submitted every Tuesday, so there can be no excuse that they are late.

This practice by Menzies is unfair on small retailers as it makes a huge difference to our cashflow.

They are quick enough to increase their carriage charges, how are we expected to recoup this extra charge when the price of newspapers and periodicals are fixed?

**Angelo Baluyot**  
LLanrhos Stores,  
Llandudno

### Dave Shedden, head of communications at Menzies said:

*"Menzies Distribution strives to process our customers' returned goods as quickly as possible, and we're sorry to hear about Mr Baluyot's difficulties.*

*"Our local team will investigate the situation and respond directly to Mr Baluyot."*

### A Smiths News spokesperson said:

*"We have looked into the matters raised by Mr Patel and have contacted him directly. To rectify the supply issue, his orders have now been locked in and additional quality checks have been put in place before his Sunday newspaper supplies are delivered to his store on a Monday."*

## Still waiting on response from Camelot

Further to our letter a couple of weeks ago, we have not received a response from Camelot on a number of issues, they will not respond by email and any phone calls get passed between departments.

We have still not received copies of contracts as requested, as we seek to take legal action. We also have still not received credit for an invoice of £1,074, which was initially charged to us for an aborted terminal pick-up which we did not authorise. We have not had any

explanation for a letter regarding a non-payment of £25, even though there were more than sufficient funds available.

We are unable to obtain returns envelopes, and have had no explanation for the disruption to our business caused by Camelot.

**Kevin Jones**  
Level Stores,  
Hawarden

## We hope it's not terminal

My machine shut down for the whole day for the second week in a row. The first time, Camelot told me it was because my direct debit had not gone through, which wasn't the issue at all. It was switched back on the next day and I did not get reimbursed for the business I lost for that day. It happened again last Wednesday, 6 April, and I don't know why.

I also received a letter with an invoice for £3,600. I have paid Camelot weekly without fail through direct debit, so I don't know where this has come from – and neither does

it. Camelot asked me to ring it, but whenever I do it takes me about an hour, on a premium line, where I get passed between departments because no one knows how to help me.

**Mo Razzaq**  
Family Shopper,  
Blantyre, Glasgow

### A spokesperson for Camelot said:

*"Mr Jones and Mr Razzaq's enquiries have been passed through to the finance team to look at both complaints as a matter of urgency."*



**After contacting the NFRN the missing titles miraculously turned up**

**Jiten Patel**

Regent News, Beak St, London

# YOUR ISSUE

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



## ARE YOU PAYING A FAIR RATE?

**M**any retailers had to make significant changes to their businesses to offset the 50p per hour pay rise that came into force with the introduction of the National Living Wage on 1 April. Store owners told RN they had to cut back staff hours, abandon plans to hire new staff and find ways to cut costs.

However, confusion around how the new legislation impacts the rate paid to news deliverers could be a further blow for newsagents.

Last week, RN was contacted by a news deliverer over the age of 25 who wanted to know if his pay should equate to the new higher hourly rate.

He says: "I am a news deliverer for a decent newsagent in a village that serves its community well.

"It is my understanding that all employees over the age of 25 are now legally required to be paid the National Living Wage, but where do news deliverers stand if they are not paid by the hour?"

"I am normally paid by opening the till and handing me cash. This week it was £30, which works out at between £5 and £5.50 an hour, but it is never the same amount from week to week and there is not a fixed price per round.

"I approached the newsagent, explained that the National Living Wage is now law, and he told me if I don't like it I can quit.

"I went to another local newsagent to see how much he paid and it is even less.

"I have approached a number of sources on behalf of all the news deliverers in the shop, including Acas, the NFRN and the

Department for Work and Pensions.

"I want to know where I stand, what he should be paying me and if news deliverers are covered under the National Living Wage."

An HMRC spokesman told RN work paid according to output must be paid either at least the minimum wage for every hour worked or on the basis of a 'fair rate' for each task or piece of work they do. The fair rate is described as the amount that allows an average worker to be paid the minimum wage per hour if they work at an average rate.

"It doesn't matter what size a business is, it is their responsibility to pay the correct minimum wage to their staff," he says.

Newsagents told RN the pay of news deliverers is covered through the delivery charge and worked out in relation to the number of papers they deliver and the length of their round.

"This is a minefield," says Martin Ward, of Cowpen Lane News in Cleveland, who doesn't currently employ any deliverers over the age of 25. "I know everyone is on a different amount because it's a price per job.

"I try to be as fair as I can, but just like any other business it has got to add up."

Martyn Brown, of News-2-You in Leeds, says: "I doubt many retailers are aware. I think a lot will have to look at it. But if they pay a fair rate they are not going to be far off."

Meanwhile, Rory O'Brien, of Papers Direct in Glasgow, says he only has adult deliverers who are self-employed sub-contractors whose hourly rate would equate to above the National Living Wage.

Regardless of the size of the business, it is the retailer's responsibility to pay staff correctly



### HOW TO CALCULATE YOUR WAGE PAYMENTS

#### Government guidelines to working out the fair rate

- 1 Find out the average rate of work per hour (tasks or pieces completed).
- 2 Divide it by 1.2 (this means new workers won't be disadvantaged if they're not as fast as the others yet).
- 3 Divide the hourly minimum wage rate by that number to work out the fair rate for each piece of work completed.

#### Example:

If the average number of papers delivered in an hour is 30, this number is divided by 1.2 to make 25. News deliverers over the age of 25 are eligible for the new hourly rate of £7.20, which means they must be paid 29p per paper or home delivered to (£7.20 divided by 25).

#### Work out the average rate of work per hour

To work out the rate to pay workers, employers must carry out a fair test to see what the average rate of work is.

- 1 Test some or all of the workers. The group you test must be typical of the whole workforce – not just the most efficient or fastest ones.
- 2 Work out how many pieces of work have been completed in a normal, average working hour.
- 3 Divide this by the number of workers to work out the average rate.

4 If the work changes significantly, do another test to work out the new average rate. It's not necessary to do another test if the same work is being done in a different environment, e.g. work previously done in a factory being done at home.



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35cl packs delivered 42% of Spirits growth in convenience<sup>2</sup>

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*Tanqueray*<sup>™</sup>





1. In a poll by 'The World's 50 Best Bars' (reported in Drinks International's The World's 50 Best Bars Annual Report 2016), Tanqueray ranked No.1 trending brand, best-selling and overall favourite spirit. 2. Nielsen Total Impulse MAT data to 03.01.16

for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

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# INDUSTRY PROFILE

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

## JTI

With the UK economy showing strong signs of recovery, will value-seeking roll your own smokers switch to premium brands? Here, JTI's RYO brand manager Charlotte Selby addresses this and other key RYO issues that tobacco manufacturers are currently facing



**RETAIL NEWSAGENT** How is JTI investing in the economy roll your own tobacco (RYO) market and which brands are most relevant for this sector?

**CHARLOTTE SELBY** We continue to invest in our value RYO brands such as Sterling Rolling, which holds over a 13% share of the sector.

Holborn Yellow is another important brand and was updated with a new look in October 2015, reinforcing its status as offering both quality and value to smokers.

**RN** With the economy showing clear signs of recovery, is value tobacco still relevant?

**CS** The trend towards value brands has been prevalent in recent years and is, we believe, likely to continue.

Smokers want quality and value for money, factors which have resulted in value RYO becoming the fastest growing RYO sector, accounting for over 20% of RYO sales.

**RN** What effect will the upcoming EUTPD II regulations have on the economy sector – particularly considering the minimum 30g pack sizes it demands?

**CS** It's impossible to accurately predict how EUTPD II will affect economy brands but, as retailers still have over a year to prepare, for now, JTI's advice is it's 'business as usual'. Retailers should continue to focus on maintaining a full range and availability.

It's possible that smokers will become even more price-sensitive as legislation impacts on the cost of tobacco. For retailers to continue to

capitalise on the £379m in retail sales which value tobacco provides, they must ensure they stock a wide range of products from within this sector.

**RN** There is talk of the government trying to line up cigarette and RYO prices. What will this mean in practice and how will it affect the market?

**CS** The recent Budget announcement stated that tax on RYO products will increase by 5% above inflation.

This is likely to have a negative effect on the market, providing yet another incentive for smugglers by further widening the price between legitimate and illegal products.

Retailers should report any suspicious activities to their local authority, anonymously through Crimestoppers on 0800 555 111 or via the Customs Hotline on 0800 59 5000.

## “

**Retailers should continue to focus on maintaining full range and availability**

**RN** What insights in this market have you developed since the display ban?

**CS** The retailers that were least affected by the display ban were the ones who had prepared for the changes. Retailers should not panic about the impending changes, but work with us through initiatives like our 'Your Guide Through Change' programme.

The initiative provides retailers with a go-to source of industry-leading advice that offers reassurance and clear, practical steps to ensure they continue to profit from tobacco.

Retailers can also visit our JTI Advance website for training modules, educational videos and easy-to-read information packs.

**RN** Will brands still matter with increased regulation?

**CS** The impact of repeated, layered regulation is difficult to predict. We will continue to work hard with our partners in retail and wholesale to provide products that meet the choices of smokers who will continue to focus on product quality.

**RN** What room for innovation is there in such a regulated market? Will JTI continue to invest in new products in this area of the market?

**CS** There is always room for innovation, whether it's developing new products – in line with market trends – or ways of communicating with retailers, and JTI will continue to be at the forefront of this.

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

**Company** JTI

**RYO brand manager** Charlotte Selby

**Profile** JTI has long held some of the best-selling brands in the market it operates in, from Amber Leaf and Hamlet to Benson & Hedges and Mayfair. As the value sector has grown, however, so has its value offering – including brands such as Sterling Rolling and Holborn Yellow in the burgeoning value rolling tobacco sector.

**Latest news** With EUTPD II regulation on its way, JTI is urging retailers to continue to stock a full range, including value products, and to work closely with its team to ensure their stores remain up to date.

\*\*

\*\*



# ELIT ROWLAND

GUEST  
COLUMNIST

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



## Win and keep the best staff

**With a growing UK economy come more job options, not only for those looking for work but also for those already in work. So, how do you keep and develop the staff you have while discovering the star employees of tomorrow? Organiser of Women in Wholesale and new ERA PR director Elit Rowland has some ideas that may help**

**A**s the UK economy improves, candidates have even more choice about where to work, meaning businesses of all types will need to work hard to attract and retain the right people.

Employers run the risk of losing valuable, skilled staff and retailers are no exception. This year, they must find creative ways to 'sell' themselves if they want to win the recruitment war.

Yet, before looking at how to attract new staff, you need to prioritise putting systems in place to retain the good people you already employ. According to Investors in People's Job Exodus Report 2016, a third of employees are miserable in their jobs due to a combination of poor management and not feeling valued.

Simple changes make a big difference and when asked what one thing their employer could do to increase their happiness in their current role, one in eight people just wanted to be told 'thank you' more often, nearly one in 10 would prefer more flexible working hours and one in 16 simply wanted more clarity on what their career progression options are.

How many managers are demoralising staff without even realising it? At the HR Directors Business Summit in Birmingham this year, Maxim Strashun identified 13 ways that managers can demotivate employees, which included simple things from not delivering a clear set performance indicators or career paths to not offering a healthy work-play balance and turning up late to meetings. Micro-managing, not helping staff to feel part of the team and not offering equipment that works were also mentioned.

Talent retention expert Diane Sheppard, managing director of Smart Leadership Training says that every good manager knows who the talented people are and that they mustn't be taken for granted. "Take a few minutes to write a list. Then ask yourself, when was the last time I thanked or praised them, when did I last ask if there was anything they want to learn or have help with; have I ever asked how they saw their future developing within the company? And what I can do to help make that happen? Sadly, because they are already good at the job, there is a high chance that they are neglected," she says.

These simple changes highlight how retaining staff doesn't need to cost the earth. Where investment can be useful, however, it doesn't have to mean expanding your wage bill. When given the choice between a 3% pay rise and a different non-remuneration benefit, 28% of the UK workforce said they would rather have a clear career progression route while



**Give your staff good reason to stick with you and they will become your number one asset**

24% would rather their employer invested in their training and development.

Nearly half of the UK workforce will be looking for new jobs this year and one in five workers are already actively job-hunting. By ensuring your staff feel valued

and know there's the option to learn and progress and can see investment in their training you can make it less likely that your team will be among them.

*Elit Rowland is director of New ERA PR and organiser of Women in Wholesale*

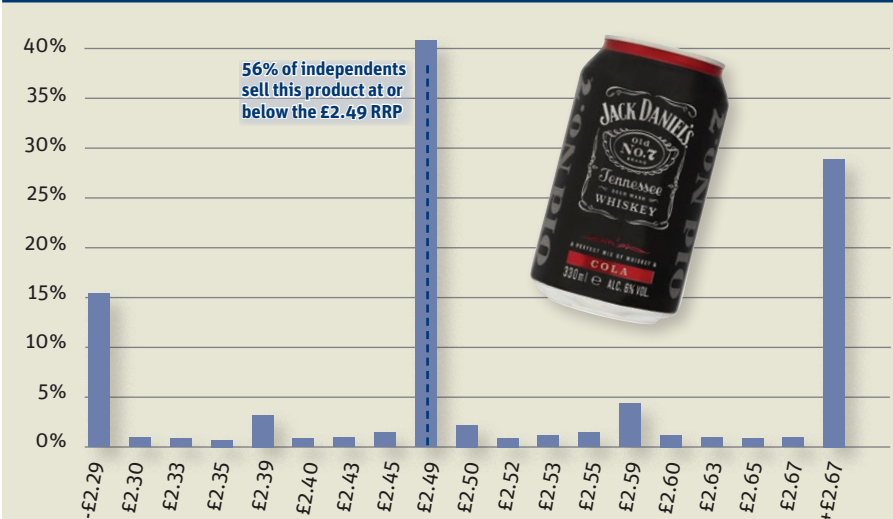
### \* How you could employ the next generation of star retailers

**+** **Do you employ** a millennial – someone born between 1980 and 2000? If not, why? Good ideas often don't only stem from older and more experienced members of staff. Last year, a group of 18-25-year-olds associated with different aspects of the Spar retail business were brought together by the company to create the Next Generation group, set up to develop ideas to attract younger customers. Their duties included reviewing social media activity and trends in the marketplace, with a view to implementing any recommendations they made. What better way to keep your finger on the pulse? As for encouraging these valuable millennials to consider retailing – and your store in particular – as the right career option for them, with predictions that video content will make up 69% of all internet traffic by 2017, video will likely become an integral part of a successful recruitment strategy. If you can embrace the future enough to attract them to work with you, they'll ensure your store keeps up with that future – whatever direction it takes.

# PRICEWATCH

# PRE-MIX DRINKS

## JACK DANIEL'S & COLA 330ml Price distribution %



## PRE-MIX DRINKS PRICES AROUND THE UK

PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
<b>Jack Daniel's &amp; Cola</b> 330ml	£2.49	£2.53	£2.49	£2.25	£1.79	£2.85	£2.49
<b>Smirnoff Ice</b> 700ml	£3.75	£3.69	£3.99	£3.50	£3.75	£3.99	£3.29
<b>WKD Blue</b> 275ml	£4.99	£4.98	£4.99	£4.50	£4.99 (PM)	£4.99 (PM)	£4.99
<b>Vodka Sorted Blue</b> 700ml	£2.19	£2.14	-	-	£1.99	-	-
<b>Crabbie's Ginger Beer</b> 50cl	-	£2.30	£2.50	£2.05	£2.39	£2.39	-
<b>Smirnoff Ice 4-pack PM</b> 275ml	£4.59	£4.59	-	£4.50	£4.59	£4.59	£4.59
<b>Hooch Lemon</b> 500ml	-	£2.30	-	-	£2.99 (PM)	-	-
<b>WKD Blue</b> 275ml	£1.59	£1.49	-	-	-	£1.59	£1.59
<b>Smirnoff Ice</b> 275ml	£2.09	£1.43	-	-	£1.39	-	-
<b>WKD Blue</b> 700ml	£2.99	£3.23	£2.99	£2.99 (PM)	£2.99 (PM)	£2.99	£2.99
<b>WKD Original</b> 700ml	£2.99	£3.34	£2.99	-	£2.99 (PM)	-	£2.99
<b>WKD Iron Brew</b> 4 x 275ml	£4.99	£4.99	-	£4.50	-	-	-

## Pricing strategies

### RETAILER

# 1



**NAME NARESH GAJRI**  
**STORE Premier Cranhill**  
**LOCATION Glasgow**  
**SIZE 2,900sq ft**  
**TYPE housing estate**

In general pre-mix drinks don't sell that well for us - the only ones that do well are WKD Blue and Smirnoff Ice. I don't know why that is as they're all displayed in the same place, on a shelf in a fridge in a prominent position in the store. We don't do that well with flavoured ciders either. It's mostly students and young adults who buy pre-mix drinks. I base my prices on the RRP or any pricemarking.

### RETAILER

# 2



**NAME ANISH PAREKH**  
**STORE Londis Broadoak and Post Office**  
**LOCATION Ashton-under-Lyne**  
**SIZE 1,000sq ft**  
**TYPE neighbourhood**

I'd like to stock a larger range of pre-mix drinks as they do sell well, particularly cans like the Jack Daniel's & Cola and other mixers with Malibu and Captain Morgan's. I'm considering taking out some of our cider space to allow for more pre-mixed options, like VS vodka which I think would do well. These drinks do particularly well when we have special offers on, for example two for £5. We keep them in a fridge and they're most popular in the warmer months.



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.



➔ **Rebekah Commane**  
 ✉ editorial@newtrade.co.uk  
 ☎ 020 7689 3350

**RETAILER****3****NAME** JULIE DUHRA**STORE** Julie's Premier**LOCATION** Telford**SIZE** 1,500sq ft**TYPE** main street

I'll be adding more drinks to the pre-mix range in the coming weeks as sales pick up for summer – people tend to buy these kinds of drinks more for barbecues and festivals and outdoor events. It's mostly young adults who buy them and WKD is probably the most popular with them. They tend to go for WKD over the cheaper version, which for us is VS. We base our prices on RRP's and store the pre-mix drinks in a fridge.

**RETAILER****4****NAME** VIP PANCHMATIA**STORE** The Wharf Convenience Store**LOCATION** Stroud, Gloucestershire**SIZE** 1,400sq ft**TYPE** rural

Sales of pre-mix drinks are going well, especially on promotions such as our two-cans-for-£5 offer. We have nice big chillers that we stock them in which means they look appealing to customers. I find that ladies are the main customers for these drinks and they're often bought along with other items, like crisps and nuts. I don't think pre-mix drinks have taken over the cider market – there is place for both and both sell well.

**RETAILER****5****NAME** JULIAN TAYLOR-GREEN**STORE** Spar Lindford**LOCATION** Bordon, Hampshire**TYPE** neighbourhood**SIZE** 2,000sq ft

This is probably the best time of year for pre-mix drinks as the weather improves and students have half-term. As the warmer weather comes in we definitely see a pick-up on sales of drinks of this type for parties and barbecues and sales have been buoyant recently. Christmas is also a popular time for them.

However, these drinks do have to compete with the many types of flavoured ciders on the market now, and around here, cider sells better. We have all of our pre-mix drinks stocked out on the floor and in the fridge.



# THE ENTREPRENEURS

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

**JAMES TIMPSON****Route to the top**

James Timpson is chief executive of shoe repairer and key cutting retailer Timpson. The company trades from 1,400 shops across the UK, including 920 Timpson outlets as well as Max Spielmann and Snappy Snaps photo shops. The company was established as a shoe retailer in Manchester in 1865 by James's great great grandfather William Timpson and his brother-in-law Walter Joyce and the business has been in the family ever since. Nowadays, Timpson offers services including shoe repairs, key-cutting, mobile and iPad repairs and photo printing. It turns over in excess of £200m and

employs over 3,500 staff. Timpson has forged a relationship with the UK prison service and together they identify potential candidates to work within the business after their release.

**Key achievements**

- James Timpson invented and helped to develop the Timpson Pod for supermarkets, a standalone unit, in 2010.
- He received an OBE in 2011.
- He was appointed the David Goldman Visiting Professor of Innovation for 2012/13 at the Newcastle University Business School and was appointed the HRI Prince of Wales Ambassador for responsible business in the North West in 2015.

**Lessons for your store**

- 1 Taking a leap of faith with employees will be repaid with loyalty.
- 2 Listen to colleagues – Timpson operates an 'upside down' management approach and branch staff decide what to stock and what prices to charge.
- 3 Keep the business fresh by always trying new ideas. The Timpson Pod was a risk but it paid off.





# RETAILER PROFILE



## Joe puts his stamp on it

When the local post office closed its doors for the last time, Oxfordshire retailer Joe Williams saw the potential to close the gap in the market by installing a post office counter to meet the needs of 2,000 locals. **Steven Lambert reports**

**W**hen the post office in the village of Hook Norton, Oxfordshire, closed its doors suddenly last November, more than 2,000 locals were left without a whole range of vital services.

Step forward Joe Williams, owner of The Village Shop, who offered to introduce a Post Office Local combi-counter at his nearby business.

The move, part of an £80,000 refit completed just over a month ago, has not only saved residents from travelling miles to handle deliveries, but has also led to growth in sales and footfall at the 1,500sq ft shop.

He says: "People went from having a post office open seven days a week to having a post office van come round for just two hours a week.

"We had been in talks with the Post Office for nearly a year, and we agreed to take on a combi-counter as part of the refit."

Joe says he and his team – including his dad, Tom, and mum, Gloria, who started the business 27 years ago – are now able to offer customers mail services, Euros and US dollars on demand, car tax, cash withdrawals and banking facilities.

He adds that he is already seeing growing numbers of people using the service, which is having a knock-on effect on other parts of the store.

"The counter's open the same amount of

time as the shop is, and the job has been to educate customers about this," says Joe.

"We've placed messages in the village newsletter and we've also used social media to let people know about this.

"We're now seeing more new faces using the counter, and these people are also picking up baskets when they come in. Our basket spend is up by around 50p to £6 since we introduced the counter."

As part of the refit, Joe also installed new LED lights, a suspended ceiling, updated refrigeration and a larger stockroom to accommodate for more shoppers using his business.

"With a bigger stockroom, it's opened up our shop floor and allowed us to offer more promotions from Nisa," he says.

With the next nearest store up to three miles away, and with thousands of holiday-makers passing through to visit the Cotswolds nearby, Joe says another big draw for the business is the wealth of locally-sourced products in stock.

"We've recently increased our range of chilled and fresh produce to eight metres, with around a metre dedicated to fresh meat from the local farm just down the road.

"I can sell a box or so of Richmond sausages on promotion a week, but I'll go through around 40 cases of the £4 sausages we get from just a few miles away."

Joe also works with the famous Hook





Since we're a few miles away from the nearest shop it can be difficult to see how we're performing against them. That's why I like to keep up with the retailer profiles in RN, to see what other retailers are up to."

**JOE WILLIAMS**



Joe sells around 40 cases of £4 sausages a week from a local farm



**"Half of our customers we serve are value-led and we work with Nisa to help get branded products in at a good price. The other half are looking for higher quality, local products"**

#### VISIT MY SHOP

#### The Village Shop

High St,  
Hook Norton,  
Banbury  
OX15 5NQ



Norton brewery, with real ales from the company a particular favourite among locals and tourists. The store offers a permanent three-for-£6 deal on these lines to push up impulse sales.

Excluding other services at the store, which includes the Lottery, dry cleaning, pharmacy prescription pick-ups and a florist, Joe says weekly turnover at the business stands at a robust £19,000.

He says he is looking at various ways to drive this further, including taking advantage of a boom in home cooking and baking among local shoppers.

"With shows like MasterChef and The Great British Bake Off, we've had more demand from people looking to cook from scratch.

"We've increased our range of fresh produce and baking ingredients, and we introduced three metres of ethnic products, such as Bart's spices and harissa paste."

He is now looking to take this one step further by using a disused barn at the back of the store to display more fresh products and goods from local suppliers.

"We've definitely seen a big trend towards this and, if you're in the right area, I think it's something that other retailers could benefit from as well." ●

 **Want to see more of Joe's store? Go to [betterretailing.com/joe-williams](http://betterretailing.com/joe-williams)**



# NEWSPAPER MARGINS

**Chris Duncan**, News UK's chief customer officer, invited RN editor Chris Gamm to hear his explanation for the Times' just-announced terms cut

## Why Times' terms cut is 'essential'

**O**n the cover of every weekday copy of The Times there are two prices, 80p for subscribers and £1.20 for casual sales. We offer similar discounts on weekends on The Times and The Sunday Times.

Today, just under a half of people who buy The Times will hand over a voucher because they paid for it three months ago. But by the summer it will cross over and the minority will become the cash edition. We've reached a tipping point of The Times being more of a subscription business.

We believe this is the way to protect the long-term health of the product. If you look at the quality market over recent years we have been the standout performer. We have been newspaper of the year, we continue to invest in quality journalism and the product. We want to extend the life of print as far as we can.

The biggest thing that drives subscriptions is the gap between the

headline price and the subscriber price. If we put prices up it drives people into subscriptions. Working with two prices means the relationship between pricing and retail margin has changed.

Retail margin runs off the headline cover price of £1.20. Yet, half my sales are at 80p and half are at £1.20 and we pay 23.5% on the Monday to Friday Times on both of those types of sale. It means what we're paying is 23.5% margin on casual sales and an effective margin of 35.3% on subscriptions.

If you don't manage the relationship between your anchor price, your subscription price and your retail margin, you quickly reach the point where you see no benefit of increasing price. That isn't good for the industry, because if I can't manage price over the next 10 years, I'm going to have to manage volume and this means a guaranteed decline of RSV.

I know retailers won't care if we're running a subscription business.

**The way publishers deliver their products is changing**



**We want to extend the life of print as far as we can**

They'll say: "I still get up at four in the morning, bring people into my shop and deserve to get paid for every copy I sell".

On the other hand, the retail margin calculation is about retail sales value, there are two different RSVs in the market and I'm getting killed on the one that's going to extend my business.

Charging one margin for a subscriber and another for a casual purchase is an impossible task. Your other option is if I pay 22% on my subs and 22% on casual, you get to an effective margin of 18-19%, which is pretty unpalatable for retailers too.

I see a world in which The Times will probably become a de facto subscription business with a small casual sale, maybe 80:20. If we're going to do that we're going to have to adjust. The price of the Times will go up to £1.40 and we'll take margin from 23.5% to 21.5%. Retailers will go from 28p a copy to just





over 30p. I don't underestimate that two points of margin is not going to be popular, but we've done it while increasing price to give more value and £1,000,000 of incremental margin to independent retailers.

We're asking retailers to understand that this is an adjustment based on the realities of the business and that we'll manage as sensitively as we can that transition, from a margin paid on the headline price to a margin paid on subscription.

We've spent the last five years building a profitable subscription business. The day I get to the point where it transitions to become the majority, I get lumped in with all other publishers, which are attempting to do what The Times has done over the last five years. We have done an awful lot to get to a point where it is sustainable and it's annoying to be lumped together as 'all of you people'.

Retailers will say 'they're jacking up price, cutting margin and taking

the bigger share'. But if you step back and look at the whole picture, what we're actually doing is making sure there is still a thriving news cube in every retailer in the country. We believe it will be there for decades to come.

We need retailers to work with us. We've put a bounty for any retailer who can bring us HND customers. Any retailer who can convert more casual sales to subscriptions will benefit. But we can't deny the realities of the model we've built, so bear with us. While we're delivering increased pence per copy and trying to manage this for the long-term, you have to believe we're a friend of retail.

We're investing in field forces, in fixtures, display, distribution, availability, subscription acquisition, subscription retention, and the management of the news category.

 **Have your say** Go to: [bit.ly/times-terms-cut](http://bit.ly/times-terms-cut)

## I'M NOT SO SURE...

says Neville Rhodes, RN columnist and former newsagent



**M**r Duncan might want us to think the latest terms cut, this time from the Times, is somehow different, but his arguments don't bear scrutiny.

Firstly he says the newspaper is about to "cross over" to a situation where its subscription sales are larger than its cash sales. This is only the case if you count bulk sales as being subscription. Without them, Monday to Saturday sales are 347,000 and subscription sales are 140,990, meaning that rather than being at 49% at present, the true figure is 40.3%.

And even if this were the situation, promoting subscription sales by widening the gap in casual and subscription prices is effectively driving people away from the higher priced sale, which cannot be good for retailers in the long-term.

In truth, newspaper publishers cut trade terms because they can. Most of them have been doing it fairly regularly for the past 25 years, so they know how easily it is done.

In the case of the forthcoming increase on the Times, there will be a 2% cut to the trade margin, from 23.5% to 21.5%.

There are three reasons why the publishers have been able to get away with moves like this. Firstly, I suspect they offer the major retailers a compensatory deal – perhaps a bigger display allowance, an increased over-rider, more involvement with the newspaper's own promotions. Perhaps even some free advertising.

The second reason is that publishers know that HND agents are able to make up all or some of the reduced percentage profit margin on the newspaper by raising their customers' delivery charges.

Thirdly, a rapidly-growing number of retailers now sell so few newspapers that a 1p or so

less than a pro-rata increase on one title hardly registers.

The retail trade may have learned to live with terms cuts but that does not make them acceptable. Apart from a few services, such as the National Lottery, I can think of no other category where, by fixing the selling price, the supplier also decides how much profit the retailer should make. To reduce discounts without any consultation with the trade, as the newspapers have been doing, is sheer arrogance.

Reluctant as I am to say this, if I were still operating as a newsagent myself, I would start to fight back: not in ways that might damage my own business, but simply through non-cooperation. I wouldn't provide the extra facing publishers request; I wouldn't extend my normal HND delivery area in order to accommodate one of their new subscribers – unless it suited me; and I'd struggle to work constructively with a rep from a title whose bosses don't treat the retail trade with respect. ●



**Neville Rhodes says terms cuts without consultation is "sheer arrogance"**



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# MINTS & GUMS

## Chew this over...

Mints and Gums are a core category for retailers of all kinds. Find out how much you know with **Rebekah Commane's** quiz



**1** Earlier this year, Wrigley launched a pricemarked bottle version of its best-selling core flavours, peppermint and spearmint. What is the price on the bottle?  
a) £1.95  
b) £2  
c) £1.99



**Smile! It's nearly time for the UK's longest-running oral health campaign**

**ANSWER B)** Wrigley introduced the £2 pricemarked 46-piece bottles to the market last month with the aim of improving the brand's rate of sale. Marketing director for GB and Ireland, Julio Guijarro, says that purchase intent in the gum category has been shown to significantly decline when prices rise above £2.

**2** Wrigley is supporting the British Dental Health Foundation's upcoming National Smile Month. When does the campaign start?  
a) 16 May  
b) 16 April  
c) 16 June

**ANSWER A)** National Smile Month takes place from 16 May and is the UK's largest and longest-running oral health

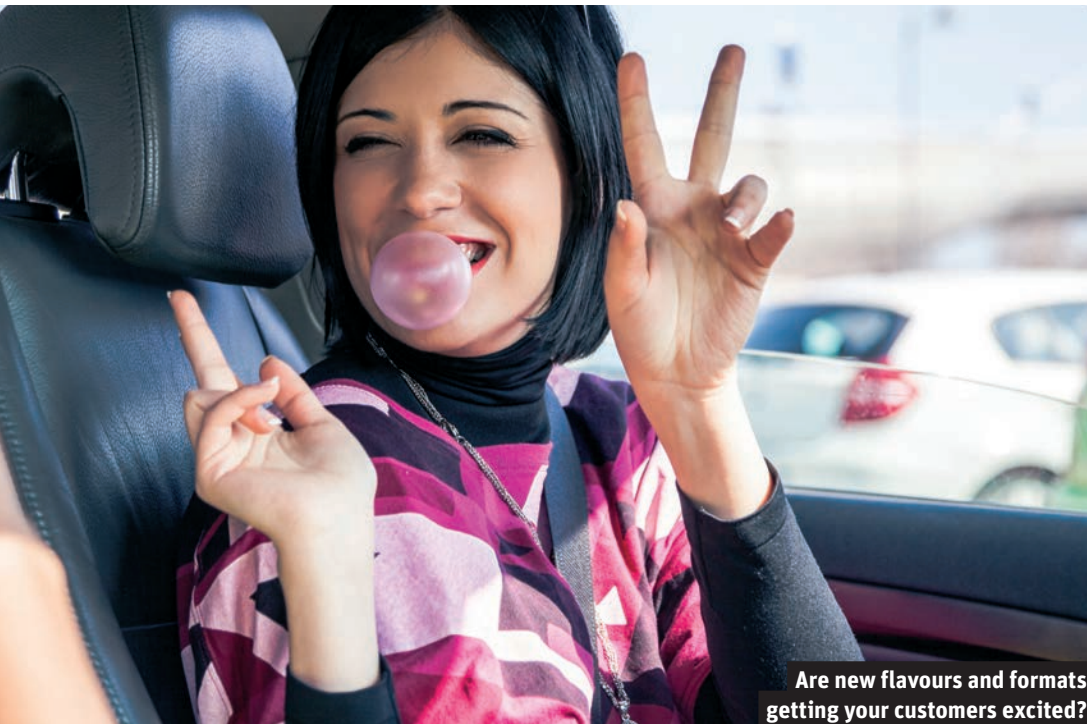
campaign. Wrigley will be a platinum sponsor of the campaign for the fourth year running. More information on the campaign and Wrigley's involvement will be revealed in the coming weeks.

**3** We know them today as Tic-Tacs, but under what name did Ferrero launch the miniature mints in 1969?  
a) Sensational mints  
b) Tiny mints  
c) Refreshing mints

**ANSWER C)** Ferrero renamed what were originally called 'Refreshing Mints' as Tic-Tacs in 1970 after the sound the mints make when rattling around in their container. Many additional non-mint flavours have been introduced throughout the years, meaning the initial title would have been redundant.







Are new flavours and formats getting your customers excited?

**4** Research published in the British Dental Journal found that significant cost savings could be made on dental treatments if people chewed sugar-free gum after eating. How much does the study claim the NHS could save each year if all 12-year-olds in the UK chewed sugar-free gum three times a day?  
 a) Up to £6.2m  
 b) Up to £7.2m  
 c) Up to £8.2m

**ANSWER C)**  
 The study, supported by Wrigley, found that if all 12-year-olds across the UK chewed sugar-free gum three times a day the NHS could save up to £8.2m every year – the equivalent to 364,000 dental check-ups. Wrigley’s marketing director for GB and Ireland, Julio Guijarro, says: “It is important that retailers take note and understand that gum is a must-stock at the till, to help capitalise on oral care advice and increase their sales success in this highly impulsive category.”

**5** In 2015, Mondelez redesigned the packaging on its Trebor mints brand to bring its iconic logo to the fore. What is the key symbol in this logo?  
 a) Yellow triangle  
 b) Red star  
 c) Blue moon



Mentos Now Mints come in two flavours



**ANSWER A)**  
 Trebor’s red star logo is now the main focus of the brand’s packaging, thanks to its recent redesign. A silver border was also added to the design, while the flavour-associated colours – green for peppermint and blue for spearmint – remained unchanged.

**6** Wrigley added two new flavours to the Extra range in 2015. One of these was Strawberry, what was the other?  
 a) Blueberry  
 b) Bubblegum  
 c) Basil

**ANSWER B)**  
 Last year Wrigley added Strawberry and Bubblegum flavours to the Extra range. Marketing director for GB and Ireland, Julio Guijarro, says the flavours are “designed to increase penetration by attracting new younger consumers to the category and to tap into the growing trend towards oral care and fruit-flavoured products.”

**7** Which of these is not a flavour of Mentos NOW mints?  
 a) Sweet Mint  
 b) Eucalyptus Menthol  
 c) Garden Fresh Mint

**ANSWER C)**  
 The recently-launched Mentos NOW Mints are “compressed”

# NEW SUGARFREE MINTS

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# MINTS & GUMS

mints” designed for shoppers on the go and commuters. While flavours certainly do include Sweet Mint and Eucalyptus Menthol, there is at present no Garden Fresh Mint variant.

**8** Can you fill in the blank on Trebor’s slogan added to packaging last year?

- Masters of \_\_\_\_\_  
 a) Madness  
 b) Meltness  
 c) Mintyness



**ANSWER C)**  
 New packs of the brand’s mints feature the slogan ‘Masters of Mintyness’ directly below the Trebor logo.

**9** A study carried out by a County Cork-based doctor and a Cardiff-based professor found that chewing gum has positive effects on cognitive performance. Can you guess the main benefit highlighted by the report?

- a) Improved alertness  
 b) Stronger jaw muscles  
 c) Lower blood pressure

**ANSWER A)**  
 A report in the Irish Times newspaper earlier this year, based on a paper published in BioMed Research International, revealed that chewing gum improves people’s alertness. The joint study by Dr Andrew Allen, of University College Cork, and Professor Andrew Smith from Cardiff University, found that chewing gum “improved sustained attention, increased heart rate and produced EED readings indicating a heightened state of alertness.”

**10** What is the tagline associated with Polo Mints?

- a) The circular mint  
 b) The mint with the hole  
 c) The doughnut mint



Mentos latest brand activity is centred on the capital

**ANSWER B)**  
 Polo Mints’ slogan, The Mint with the Hole, is simply a description of the confectionery. Polo Mints were first developed by Rowntree’s in 1939 in the UK, but the introduction of the product was delayed until 1947, due to the advent of World War II.

**11** Which decades-old mints and gums brand has been given a new recipe and a new look for 2016?

- a) Hubba Bubba  
 b) Wrigley’s Doublemint  
 c) Fisherman’s Friend

**ANSWER B)**  
 Wrigley’s Doublemint is a brand recognised by 82% of Britons and its new look and formula will, Wrigley says, “propel the category back into growth”. Single rolls (RRP 43g), a 70-piece bottle (£1.99), a 115g sharing bag (£1.39g) and a multipack containing three roll packs (£1.19) are all available.



**12** Which Perfetti Van Melle brand is being supported by a campaign with the slogan “Who says no to \_\_\_\_\_”?

- a) Mentos  
 b) Smint  
 c) Chupa Chups

**ANSWER A)**  
 The on-going ‘Who says no to Mentos?’ campaign has featured sampling, advertising and social media activity. Perfetti Van Melle has invested £2m in the brand and after focusing on Manchester and Birmingham with recent activity, the company now has its sights set on the capital.

**13** Mondelez launched a new flavour of its Trebor Softmints range at the end of last year. What was it?

- a) Lemon Mint  
 b) Lime Mint  
 c) Grapefruit Mint

**ANSWER A)**  
 Softmints Lemon Mint was brought to the market at the end of 2015. Mondelez says the flavour is unique and offers an initial taste of mint, followed by a hit of lemon. The new addition aims to continue driving incremental sales within the mints category.

**14** What’s the name of confectionery manufacturer Cloetta’s latest addition to the mints market?

- a) Frozn  
 b) Lion King  
 c) Beauty and the Bst

**ANSWER A)**  
 Designed to appeal to all ages, the new Frozn extra strong peppermints are available in a 44g pack. “Retailers should be stocking the market leaders but also inspiring shoppers with fun new products which may compete on price and appeal,” says Bev Rushbrook, commercial manager of Cloetta UK. ●





who  
says  
no to  
mentos?



mentos candy worth  
over £22m, growing 4%\*

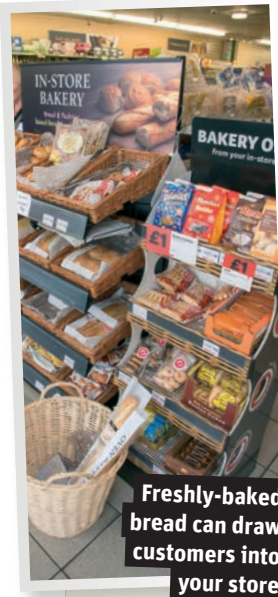
Stock up now to drive  
profitable, impulse sales

\*IRI Total Market to w/c 30th Jan 2016

# FOODSERVICE

Are you up to speed with the foodservice trend? **Rebekah Commane** has spoken to a wide range of retailers with very different experiences of offering hot or fresh foods in store while **Tom Gockelen-Kozlowski** argues that there's never been a better time to get involved

## Are you on-trend?



Freshly-baked bread can draw customers into your store

### The town centre supermarket

**David Ingham**

Spar, Leamington Spa



David and Margaret Ingham's Spar store is located in the busy heart of Leamington Spa meaning they get a mix of both residential and passing trade

### The convenience convert

**Ian Handley**

Handley's News & Convenience, Cheshire



This store was a classic newsagent until just a few years ago when owner Ian Handley decided to embrace the growth of convenience and work with Premier to expand his range

### The newsagent with a difference

**Kate Clark**

Sean's News, Upton-upon-Severn



Award-winning employer and supporter of many local producers, Kate Clark is a newsagent like no other. Much of her fresh food range was added to the store after customer requests

#### What fresh food do you offer in store?

We have a hot counter with pies, pasties and bacon sandwiches, as well as wraps and paninis. We're currently looking to expand this to create a deli-style counter where we prepare the food in front of customers.



I offer a Delice de France bakery range and a coffee machine. It doesn't do as well as we expected - we sell about 10-12 hot drinks per day and our supplier said that if it's less than 20, it wouldn't merit offering more services.

We have a fridge counter with sandwiches and recently changed supplier so we now offer a range of salads too, which are very popular. We also have a hot counter with hot dogs, pasties, sausage rolls and also offer a selection of cakes.

#### How have you grown your sales in this area?

Because we're a Spar, we go to Country Choice for advice on what to do to expand and they will provide the equipment and stock for the deli. It's mutually beneficial because if we make money, they do too.



We post on Facebook when our sausage rolls are in the oven every day and this gets people down to the shop. Our hot drink and croissant promotion does well on the weekends so we might look at offering variations of that.



We have a coffee machine and do toast for customers who want it in the mornings. There's a seated area with two tables. It's a good way to get people in who want to just take a break or chat to friends.



Kate offers an in-store seated area

#### What, ideally, would you like to offer your customers?

I'd love to get a Subway. Spar have a great deal to do this but because there's a standalone Subway a few hundred yards away, we have to think outside the box with a different offering.

We do want to expand our bakery though to include more cakes. We had doughnuts at one point but they didn't perform too well so we will try and different range and feedback on what could work would be great.

At the moment we're at maximum capacity for space so we're not really looking to expand our foodservice range. What we stock now sells well but we are going to offer a larger cakes and baguettes range.



Foodservice is one of many ways retailers are developing their stores







## The upmarket convenience store

**Avtar Sidhu**

Sukhi's Simply Fresh, Kenilworth



It's still less than two years since Avtar (or Sid) opened this premium convenience store in a suburban corner of the west midlands with his wife, Sukhi

The food we offer on our counter changes seasonally. We have standard things such as wraps and baguettes that we make in store but we also try to stand out by offering things like Bombay potatoes, scotch eggs, pies, spring rolls and samosas, which are popular.

We have a bean-to-cup coffee machine that we do well on and have a meal deal promotion with hot drinks and a loyalty card which gives customers their 10th coffee free. We are competing with the likes of Waitrose, Sainsbury's and Tesco Express and have to come up with original ideas to get their custom.

In the past we had a seated area outside and we are looking at reintroducing this. We are looking to expand our foodservice offering to add an evening menu that would cater to people leaving work or school and who don't want to cook. We will be working with Midland Chilled, a supplier of over 3,000 different products. They are used by other suppliers for ingredients such as sandwich fillings.



Food service stretches from gourmet burgers to easy to make hot dog counters



Sukhi Sidhu at her store's food counter

## Three reasons why it's time to think about foodservice

### There's so much choice

From restaurant-quality pizzas and burgers developed by Eat 17 at Spar Hackney to a simple on-the-counter hot dog range from Rollover, this is a trend that comes in many shapes and sizes. Whether your customers want old favourites like pasties and sandwiches or are curious to try world foods and new ingredients will have a big impact on the range retailers choose. Retailers such as Avtar Sidhu – as well as Bintesh Amin, Harry Goraya and others – have also found success by selling their own homemade foods. Happily, whichever option is best for a store, the margins that foodservice offer – at least 30% and often stretching above 50% – will make it one of the most profitable areas of any store.

### The big boys are investing

In many ways this is an area where Spar led the way, not just with flagship stores such as Spar Hackney, but with the development of initiatives like Daily Deli. It offers retailers a way into foodservice that ranges from a relatively simple self-service fresh



baguette counter to a full service that includes hot meals. Earlier this year Premier also showcased its own offer with a new food to go station and range that includes a £4 bacon and sausage bap called the 'Beast'. Foodservice brands such as Subway, Starbucks and Costa are meanwhile investing in ways to gain a presence in convenience.

### It's affordable and easy

Thanks to this widespread investment from major wholesalers and suppliers, retailers can expect a lot of support – both with advice and financially – from whichever companies they work with. Rollover offers free on-loan equipment while symbol groups will work closely with any retailer who wants to develop this side of their business. Importantly, however, foodservice operators can also help retailers not only minimise wastage by carefully looking at orders and cooking times but a number of retailers have found that producing ready-to-eat food is a great way to use fresh food from around the store which is approaching its sell-by date. Simply Fresh is one of the symbol groups to promote this way of thinking. ●



**We are competing with the likes of Waitrose, Sainsbury's and Tesco Express and have to come up with original ideas to get their custom**



# PREVIEW



## Chica-go for it!

A £5.5m advertising campaign launched this month to promote Chicago Town pizza and its seven new flavours, from Pulled Beef Brisket to Four Cheese Melt.

**RRP** not given  
**Outers** not given  
**Contact** 01772 643 300



## Love it Like You Do

Singer Ellie Goulding is fronting Pantene Pro-V's new media campaign, dubbed 'Strong Is Beautiful', featuring limited edition packs of shampoos and conditioners.

**RRP** various  
**Outers** various  
**Contact** 0800 597 3388



## Strength a-Plenty

Plenty has upgraded its paper towels to be 15% stronger and is promoting the improved product in a TV campaign launching this month.

**RRP** £2.39  
**Outers** 5  
**Contact** 01582 677400



## Marvel at these Cheestrings

Kerry Foods is launching Marvel superhero-themed packs of Cheestrings with collectable cards to coincide with the launch of Captain America: Civil War on 29 April.

**RRP** various  
**Outers** various  
**Contact** 01784 430 777



## Schweppes is the new black

Schweppes tonic water has a new look featuring a black label and backed with its biggest marketing campaign for 20 years.

**RRP** £1.89  
**Outers** 12  
**Contact** 08457 227222



## Choco rolls 'round London

Mentos is promoting its Choco & Caramel and Choco & Mint rolls with branding on 100 London black cabs this month.

**RRP** not given  
**Outers** not given  
**Contact** 01753 442100



## Say cheese – it's grate

Cathedral City cheddar is being re-launched with new packaging design and a £4m marketing campaign.

**RRP** various  
**Outers** various  
**Contact** 08457 811 118



## Feeling fruity?

Britvic is relaunching its juice drink Drench with 500ml packaging and new flavours Peach & Mango and Strawberry & Lime.

**RRP** 99p  
**Outers** 24  
**Contact** 0845 755 0345



## Ads that will Blu your mind

E-cigarette brand Blu has launched a multi-million pound media campaign to maximise the brand's visibility among 25- to 49-year-olds.

**RRP** various  
**Outers** various  
**Contact** 01179 636636



# THIS WEEK IN MAGAZINES

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



## Round up



**NADIA ALEXANDROU**  
Magazines  
reporter

## CALLING ALL MAGAHOLICS

Magazines are like chocolate bars – they're indulgent and often bought on impulse.

That's what Anne Hogarth, head of retail & circulation at the Professional Publishers Association, told me when I asked her what independent retailers should take from the PPA's latest research on magazine buying habits, which showed that 47% of customers bought magazines on impulse.

For chocolate, it's standard practice and second nature for retailers to put highly impulsive treats by the till to encourage last-minute pick-ups. The good thing about magazines, in this sense, is that they don't get people fat. There's not even VAT on them, with the exception of digital magazines.

Despite this, retailers – particularly the multiples – continue to reduce their ranges and hide them away at the back of their stores.

This is why industry experts, including the PPA, are highlighting the value of magazine buyers and stressing the importance of making the category as visible as possible. Anne added: "Magazines should ideally be at the front of the store."

What else can you do to make magazines visible to customers? Jon Powell, of the Newsagent in Newport, recently partnered up with his free local magazine, the Voice, to give Voice-themed t-shirts out with the title. By promoting the exclusive deal through Twitter, and posting photos of him and his staff wearing the t-shirts, they gave away all 200 with the magazine on the first day, including the ones they were wearing.

## In the frame

# PICTURE PERFECT FOR SNAP HAPPY READERS

With photography as popular as ever – whether via smartphones or more sophisticated gear – this bumper pack offers great value

**THIS PHOTOGRAPHY** bumper pack contains the 16 April issue of weekly title *Amateur Photographer*, the spring issue of *Amateur Photographer Advanced Photography Skills* and the May issue of monthly title *What Digital Camera*. The issues feature tips and advice for photography enthusiasts of all levels, including the classic rules of posing portraits, expert techniques and the very latest cameras tried and tested. Priced at £5.25, the pack – which is polybagged – has a combined value of £11.48 giving readers a saving of £6.23 on three key photography titles.



**PHOTOGRAPHY  
BIGGER PACK**  
**On sale 14 April**  
**Frequency one-shot**  
**Price £5.25**  
**Distributor  
Marketforce**  
**Display with Amateur  
Photographer,  
What Digital Camera,  
Practical Photograph**

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# THIS WEEK IN MAGAZINES



## Bestsellers Photography

Title	On sale date	In stock
1 Practical Photography	14.04	<input type="checkbox"/>
2 Digital Photo	21.04	<input type="checkbox"/>
3 Digital Camera Magazine	22.04	<input type="checkbox"/>
4 Outdoor Photography	07.04	<input type="checkbox"/>
5 N-Photo	07.04	<input type="checkbox"/>
6 Photoplus Canon Edition	26.04	<input type="checkbox"/>
7 Black & White Photography	14.04	<input type="checkbox"/>
8 British Journal of Photography	06.04	<input type="checkbox"/>
9 Digital SR Photography	12.04	<input type="checkbox"/>
10 What Digital Camera	08.04	<input type="checkbox"/>
11 Photography Bigger Pack	14.04	<input type="checkbox"/>
12 Professional Photography	31.03	<input type="checkbox"/>
13 Photoshop Creative	31.03	<input type="checkbox"/>
14 Professional Photo	31.03	<input type="checkbox"/>
15 Digital Film Maker	24.03	<input type="checkbox"/>
16 Advanced Photoshop	21.01	<input type="checkbox"/>
17 Photography Masterclass	07.04	<input type="checkbox"/>
18 F2 Freelance Photographer	13.04	<input type="checkbox"/>
19 Popular Photography	14.04	<input type="checkbox"/>
20 BDM Creative Series	31.03	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



### BELLA

This issue of Bella gives readers the chance to win £100 worth of Evans vouchers, as well as get £20 off membership for an online weight loss club. The offers are expected to drive a 10% sales uplift, according to Frontline, which recommends retailers stock Bella at the front of the fixture to maximise visibility. The club is based on the popular 'Rosemary Conley' diet, which is in the NHS' top diet reviews for 2016.



FREE GIFT

**On sale 12 April**  
**Frequency weekly**  
**Price £0.97**  
**Distributor Frontline**  
**Display with Best, Woman, Woman's Own**



SPECIAL

**On sale 21 April**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Frontline**  
**Display with Practical Motorhome, Caravan Magazine, Park Home & Holiday Caravan**



### PRACTICAL CARAVAN

This issue is a France special that gives essential tips on French tours. The expected volume and retail sales value increase is 15%, according to Frontline. Practical Caravan is the second-highest selling magazine in the caravanning category and from 15 January to 16 February delivered a retail sales value of £492,625.



FREE GIFT

**On sale 13 April**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Seymour**  
**Display with Tellytime Favourites, Action Force, Let's Play**



### SHOWCASE: EVER AFTER HIGH

This issue of Showcase is based on the fashion doll franchise, Ever After High, which is owned by one of the largest toy companies in the world, Mattel. Launched in 2013, the concept revolves around the teenage descendants of the world's most celebrated fairy-tale characters. Its widespread popularity led to the development of a web series, film and two book series. This issue comes with two friendship bracelets, and is aimed at girls aged from five to nine.



SPECIAL



FREE GIFT

**On sale 15 April**  
**Frequency monthly**  
**Price £3.49**  
**Distributor Seymour**  
**Display with CBeebies, Milkshake!, Showcase**



### FANTASTIC FUNWORLD

Fantastic Funworld magazine celebrates its 100th issue with stories, puzzles, games, and a gift set. The extras include an eight-page 'Fun Book' insert as well as a six-piece toy set containing emergency vehicles including an ambulance, fire truck and a police car. Launched in 2008, the multi-character pre-school magazine has sold more than 1.2 million copies through retail.



LAUNCH



FREE GIFT

**On sale 8 April**  
**Frequency monthly**  
**Price £5.99**  
**Distributor Marketforce**  
**Display with Relax with Art, Colouring Heaven, Cardmaking & Papercraft**



### THE CRAFT NETWORK HOME

This new magazine covers craft activities relating specifically to the home. Each issue will contain 76 pages of home-themed ideas and is broken down into three sections. They are Inspire Me, which covers news, trend ideas and a "crafter at home" series; Show Me, which contains craft photographs, and Teach Me, where readers can learn how to create various craft objects with tips and how-tos. The first issue comes with a heart and hook kit.



# Your customers

# ♥ Mixed Puzzles

PLEASE DISPLAY PROMINENTLY







### LEGO NEXO KNIGHTS

The third issue of Lego Nexo Knights has a new higher cover price of £3.50. This magazine is predicted to be the biggest-selling Lego title with forecasts higher than Lego Chima and Ninjago magazines, according to its publisher Immediate Media. Issue one generated sales worth more than £190,000. Lego Nexo Nights comes with exclusive content that complements a Lego gaming app and also features an exclusive gift that is not available to buy separately.



**On sale 20 April**  
**Frequency monthly**  
**Price £3.50**  
**Distributor Frontline**  
**Display with Lego Ninjago, Mega and Lego Bionicles**



### HORSE & HOUND: THE QUEEN AND HER HORSES

This issue celebrates the Queen's 90th birthday with a bumper 132-page special. This edition looks at the Queen and her family's influence on equestrian sport, including the Queen's involvement with the race-course and Princess Anne's 1971 European Championship triumph. Normally priced £2.70, this special will give retailers the opportunity to profit from the higher RRP of £9.99.



**On sale 21 April**  
**Frequency weekly**  
**Price £9.99**  
**Distributor Marketforce**  
**Display with Pony, Horse & Rider, Your Horse**



### CLOSER TO

This issue is a diet and fitness special that focuses on celebrities' diet and exercise regimes. A brand extension of Closer magazine, Closer To comes out six times a year and is designed to drive incremental sales. According to Frontline, retailers should put the magazine next to Closer to encourage customers to pick it up on impulse when buying Closer.



**On sale 14 April**  
**Frequency six yearly**  
**Price £1.99**  
**Distributor Frontline**  
**Display with Closer, Heat, New**



### HEAT & CLOSER MULTIPACK

This one-off multipack contains both Heat and Closer in one polybagged bundle. With Heat normally priced at £1.65 and Closer at £1.60, this issue gives customers added value and saves them £1.15 compared to what they would have to pay for both full-priced issues. According to the Smiths News magazine ranking for independents for January 2016, Heat and Closer are the top two selling women's celebrity weeklies.



**On sale 12 April**  
**Frequency weekly**  
**Price £2.10**  
**Distributor Frontline**  
**Display with Closer, Grazia, New**



### COMPUTER MUSIC: ULTIMATE FREWARE

This issue comes with a DVD containing eight gigabytes of free music software and sounds, as well as a download of tutorial videos and guides. The DVD also includes a plug-in from computer music company D16 Group and three sound packs from another computer music company, ModeAudio.



**On sale 20 April**  
**Frequency monthly**  
**Price £6.25**  
**Distributor Seymour**  
**Display with Sound on Sound, Rhythm, Guitarist**

## Industry viewpoint

### Susan Hefferon

Senior sales development officer, Frontline

**I** love this time of year, there are signs of the weather improving and the motivation to do more in the evenings and weekends. What this also means is an opportunity to sell more magazines. This is the time of the year people get more involved in their hobbies outdoors and it will be no surprise to you that there is a vast array of magazines to suit every hobby. Here are my recommendations to take advantage of those impulse sales as people engage more hours in their hobbies.

**Top tip**  
 Try something new on your range today to boost your revenue during a seasonally strong sales period.

**Motorcycling:** MCN is ranked the 15th bestseller in independents and with the Moto GP season underway this is an essential read for all the latest news.

**Classic Cars:** Whether your customers like attending shows, tinkering with their cars or dreaming of their next purchase, there's a good mix of titles to appeal to all classic car interests with Classic Car Weekly, Practical Classics and Classic and Sportscar.

**Sports:** Whether it's a team or individual sport, stock a selection of golf, football, cycling, outdoor pursuits and triathlon magazines. I recommend Today's Golfer, Four Four Two, Cycling Plus, Trail Running and 220 Triathlon to create a strong adult sport section in your range.

**Gardening:** With three quarters of the population having a garden, check you have these three magazines to cover all your customers' needs; Garden News, Gardeners World and new title Modern Gardens.

**Motorsport:** With 21 races planned for 2016 Frontline is in for a busy season for Autosport, the best-selling motorsport title. Stock it every Thursday to treat your customers to the latest news and insight.

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



## NEVILLE RHODES ON WHY THE NEWSTRAD SUPPLY CHAIN NEEDS TO BE OVERHAULED

Plus, ahead of the biggest wave of new regulation to hit the tobacco category, RN's essential guide will ensure you're updated, and cider sales opportunities in focus



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Leasehold £80,000

City centre location  
Potential to add off licence & groceries  
Sales circa £13,131pw  
ANP for a working owner of £52,558pa



**Stoke on Trent**  
Ref: T31224V

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Sales in excess of £550,000

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**Anglia** 01603 280873



**Retail News, Con, Tob**  
Leasehold £99,950

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## Back in the day

# 100

YEARS AGO  
15 April 1916



Retailers faced customer complaints and wholesalers refusing to accept returns after deliveries were disrupted by snowstorms and Zeppelin raids on railways. "Customers in the majority of cases refuse to accept them when late, stating that they do not intend to pay for old news," complained one Midland retailer.

# 50

YEARS AGO  
16 April 1966



Staffordshire newsagents laid on 20 buses to take their 1,400 paperboys on a day trip. NF branch secretary Bill Wood said: "This is a token of our gratitude to the kids for always managing to get the news through - even in the most terrible weather conditions."

# 25

YEARS AGO  
20 April 1991



The NFRN condemned a martial arts magazine, *Ninja Skills*, which described several ways to kill with blows to pressure points on the head. Newsagent Geoff Smith said: "Judging by the cover which shows a cartoon picture of a Ninja swordsman, the publication is aimed at adolescents."



## Golfer Sergio off his trolley with Masters warm-up

Golfer Sergio Garcia was caught on camera employing an unusual way of getting in the swing of things before The Masters teed off in the United States last week.

The Spanish star, who has 20 tournament wins to his name but none in Augusta, Georgia, put his skills through their paces on a different kind of course: practicing his aim on shopping trolleys in a supermarket car park.

He posted a video to his twitter account @TheSergioGarcia cheekily grinning at the camera before carefully rolling his empty cart a distance of around 20 feet to nest within a line of parked

trolleys.

With a precise judgement of the angle of approach, perfect reading of the terrain and a gentle fade, the trolley rolled in for a hole-in-one. "First try," declared Garcia to his social media doubters.

Since the 36-year-old described his own play as "terrible" earlier this year, it was no doubt a relief to the owners of nearby parked cars that the golfer appears to have got his mojo back in time for his 67th professional tournament.

And if he still fails to win a major, he can at least be sure that he can pick up the bread and milk in style.

## In-store payments doubly taxing

7-Eleven stores in the USA are offering something new alongside their Big Gulp sodas and late-night desperation hot dogs: taxes.

US taxpayers can now pay their bills to the Internal Revenue Service while stocking up on tortilla chips and frozen pizzas at 7,000 stores across 34 states.

"This provides a new way for people who can only pay

their taxes in cash without having to travel to an IRS Taxpayer Assistance Centre," said IRS commissioner John Koskinen.

There's just one catch: you can only pay \$1,000 at a time, and for each payment, you get charged an extra \$3.99.

So while it may be convenient for some, it also means paying taxes on your taxes. Big Gulp, indeed.

## VIEW FROM THE COUNTER with Mike Brown



On Easter Monday we celebrated 25 years in business. Unusually, we were away from the shop, in Salou, Spain at an international football festival.

My youngest daughter Emma is captain of Teesside Academy girl's under-15s and they were playing in the Costa Daurada Cup. Despite a 27-hour coach and ferry journey, the girls managed to reach the quarter-finals.

On the eve of our departure Emma was invited to attend an England training camp at St. Georges, the national football centre, in her position as a defender. She has progressed from grassroots football through the academy system and now has a chance to play for the national side - all testament to her dedication and hard work.

It was very disappointing to receive a very stringent letter from Menzies inviting us again to register for TPI - the third party insertion scheme. Under the guise of a registration refresh we were given very little time to complete an online form. Perhaps it just doesn't want to pay out by making the process as unreasonable as possible.

The federation has been looking at partworks to resolve some of the issues associated with them.

My gripe is damaged partworks. I just received part 40 of Great British Locomotives for the third time - the first two were damaged. With such poor service no wonder we lose customers to subscription.

I have just signed up to the UPS parcel delivery service. We have been doing Next returns for some time now, which is quite lucrative, but the name of the game is to find extra revenue streams to survive, so I will let you know how it turns out.

At least UPS guarantees £20 per month no matter how many parcels you deal with, so that's a good start.

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