

RETAIL NEWSAGENT

REGULATIONS AND YOU

EUTPD II and plain packs in your store

TOBACCO

Page 36 >>



City centre, local store
'Meal deals, food to go,
Welsh whisky -
it's all here'

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NEWS • CONVENIENCE • PROFIT

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Sugar tax will cut shop sales by £8k



- Study predicts soft drinks sales will fall by up to 15% resulting in £8.1k loss per store in wake of tax in 2018.
- Cost of two-litre bottles could go up by 48p if entire cost is passed on to customers, putting indies at risk. Page 5 >>



CONVENIENCE

'Move old gantries, focus on fresh'

Blakemore boss tells stores to use space to promote other lines. Page 5 >>

IGD SUMMIT

Stand out to share in £4.4bn growth

Foodservice, range and shop formats key to extra sales, stores told. Page 4 >>

NEWSPAPER ABCS

i success continues

Saturday sales up 6.5% two months after Indy closure.

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FOR TRADE USE ONLY



Pick of the bunch Gloucester retailer Harj Dhasee (pictured) is aiming to stay one step ahead of the proposed sugar tax on soft drinks and future health legislation by replacing confectionary dumpbins with displays filled with loose and bagged fresh fruit at his Nisa Mickleton Village Store.



SYMBOLS

Extra £750 for Booker coffee and food trials

New display units deliver weekly sales boost as group set to launch new food to go guide. Page 6 >>

Menzies and trade union Unite to meet for negotiation talks next week as staff vote in favour of strike action. Page 4 >>

Why should you care about illegal tobacco?

£43k

In 2015 small and local shops lost around £43k each to the illicit tobacco trade¹



Criminals target children with illegal tobacco



Illegal tobacco is unregulated, and has been found to contain ingredients like dust, rat droppings and asbestos²

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¹Tobacco Manufacturers' Association, 2015
²Local Government Association, 2014

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 Imperial Tobacco

Working together to fight the illicit trade

LEADER



Focus on making small tweaks in a range of areas that add up to a big medal-winning improvement



CHRIS ROLFE
Associate editor
@ChrisRolfeRN

Are you a retailer or an Olympian? With a month until the Rio Olympics begin, the question might not be as silly as it sounds.

In the past fortnight at the NFRN and IGD conferences, the RN team has learned about a multitude of ways retailers can innovate to ready themselves for a competitive future.

Booker's head of Family Shopper Robert Butler said in-store innovation means taking advantage of growth trends such as family meal deals, coffee and food-to-go solutions and kids zones. It also means going back to basics and perfecting a core range of bestsellers.

Retailer Graeme Pentland said innovation is adding services, such as the parcel collection service he set up three years ago.

And tobacco firms such as JTI said innovation is adapting in the face of unprecedented change; widening traditional ranges to include e-cigarettes, and working with staff to prepare them and customers for plain packaging and the removal of small tobacco packs.

Innovation also means changing working practices in the wider industry. Police and crime commissioner Alison Hernandez told me police officers could respond to more business crime if officers were provided with smartphones to reduce paperwork, for example.

IGD speakers said that as growth in the convenience industry levels, businesses need to make themselves distinct and improve their quality.

And that's where the Olympian question comes in. Sir David Brailsford led the British cycling team to great success with his 'marginal gains' theory - the idea being that you focus on making small tweaks in a range of areas that add up to a big medal-winning improvement.

This week's issue is packed with loads of ideas to help with this. Which ones, together, could help move your business forward?

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**OR SOMETHING SOFTER?**

Why the colas sector will survive the sugar tax

"CAMELOT NEEDS TO DO SOMETHING TO ATTRACT CUSTOMERS BACK. I'M STRUGGLING TO PAY MY £50 MONTHLY FEE"

- NORTHERN NFRN MEMBER GRAEME PENTLAND Page 22 >>

NEWS

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Tap into EUTPD II JTI tips

Tobacco manufacturer JTI has launched an app that will help retailers get to grips with changes to tobacco legislation.

The JTI Advance app allows retailers to create shopping lists using a barcode scanner, access product and pricing information, view training tips, and product and industry news, including on legislation such as EUTPD II.

Other features include a margin calculator, fingerprint sign-in and a messaging tool.

Jeremy Blackburn, JTI head of communications, said: "The whole landscape of the business over the next 18 months is going to change. This will help retailers transition with EUTPD II."

The app, which is category-focused, can be downloaded for free through the App Store and Google Play, but retailers have to register for JTI Advance to access the information.

It has been developed with retailers and works alongside the JTI Advance website, which offers in-depth training and advice.

UberEATS, but will shoppers?

Uber has launched food delivery service UberEATS in London.

The launch will put Uber up against existing services such as Deliveroo and Just Eat. Toby Pickard, senior retail analyst for multichannel at IGD, said: "There's clearly demand for convenient services of this nature, with 27% of shoppers telling us they are looking to 'make life easier' in the year ahead. However, with the launch of Amazon Fresh and a number of established players already, the proposition from UberEATS will need to be compelling to convert shoppers."



Josie's store looks great – especially for 175!

Codicote retailer Josie Chamberlin opened the doors of her new-look Costcutter in time to celebrate its 175th birthday. The store has undergone a complete refurbishment, including more fresh, food to go, an in-store bakery and a deli counter. Ms Chamberlin is the fifth generation of her family to own the store. She helped organise a fun day to celebrate both the refurbishment and birthday, with monies raised going to Macmillan Cancer Support.

Convenience to grow by 11% over next five years 'Growth is going to be harder to come by'

Be distinctive for your share of £4.4bn growth

by Gurpreet Samrai

Retailers must be distinctive, think outside the box, and make fixtures work harder to take a share of the £4.4bn growth forecast for the convenience sector over the next five years.

That was the message from senior industry figures at this year's IGD Convenience Retailing Summit, as analysts revealed growth in the convenience sector is expected to slow between now and 2021 as competition from discounters and online increases.

While convenience will remain the second biggest

channel, growing by 11.7% over the next five years to £41.9bn, online will grow by 68.3% and discounters by 39.5%, according to the latest forecast.

"Growth is going to be harder to come by so retailers will have to challenge the formats they use, work with different people and work out how to sell their products better," said Tim Billson, senior retail analyst at IGD.

Foodservice, the right range and store formats that concentrate on shopper missions were singled out as key areas. It comes as IGD data showed for the second month shoppers are focus-

ing less on saving money and more on quality, while eight in 10 said they could be encouraged to buy more.

"Products that have usually driven convenience are in decline such as newspapers and milk. We have to replace these with products such as food for now, coffee and parcel services," said Phil Ponsonby, The Midcounties Co-operative's group general manager. "We need to be brave, evolve and be prepared to compromise."

Jerry Marwood, Blakemore Trade Partners managing director, said 52% of volume sales in the company's most recently opened

store came from foodservice, while 30,000 cups of Costa Coffee a week are sold in its company-owned stores. He also revealed a Deliveroo trial with Eat 17 resulted in a sales increase of up to 5%.

Declan Ralph, retail development manager at BWG Foods which operates Spar, Londis and Mace stores in the Republic of Ireland, added: "Food to go has been the cornerstone of our business. The key is having something that stands out and covers all meal options."

"One size doesn't fit all. Having the right range is very important."

Menzies staff vote for strike action

Representatives of trade union Unite and Menzies Distribution will meet next week for crunch talks after 300 members of staff voted in favour of strike action.

It comes after the wholesalers' removal of double time pay and time off in lieu for seven of the eight bank holidays

worked, following the introduction of the National Living Wage in April, when it increased wages by just five pence above the minimum requirement to £7.25 an hour.

According to Unite, the worst hit areas will be Scotland and London if the negotiations fall through on Monday 27 June. A

minimum of seven days' notice must be given before strike action.

Shahid Razaq, of Premier Mo's Convenience in Glasgow, said: "If this happens this could mean serious trouble for newspapers."

Brian Murphy, NFRN head of news, said: "This is a huge concern for us, but

I'm confident that Menzies will do everything it can to minimise the impact if the strike does go through."

Both Menzies and Unite said they will enter the talks with a "constructive frame of mind".

The staff involved include pickers, packers and drivers.

Report calculates legislation will lead to 15% sales drop Cost of 2l bottle could rise by 48p

Sugar tax could lose you £8,100 in soft drink sales

by Steven Lambert

Independent retailers risk losing up to £8,100 in soft drinks sales every year as a result of the proposed sugar tax, according to an impact study.

A report from the Economic and Social Research Council predicts the sugar levy could cause soft drinks sales to fall by as much as 15% following the introduction of legislation in 2018.

IGD figures from 2015 show soft drinks were the fifth biggest category for more than 46,000 indepen-

dent, symbol and convenience retailers, worth £2.5bn.

With soft drink sales accounting for around £54,000 a year per store, RN has calculated a 15% decline in sales would equate to a loss of £8,100 per shop per year.

Jackie Wall, communications manager at the British Soft Drinks Foundation, said: "The government expects the tax to be passed entirely onto consumers. If retailers do this, estimates suggest it would add 48p to a two litre bottle of soft drink – effectively a 50%

tax. This is a risk for independent retailers."

Meanwhile, research conducted by the British Medical Journal found a 10% tax on sugary drinks in Mexico led to a 12% reduction in soft drink sales. A similar result in the UK could cause independent stores to lose £6,480 every year.

Londis retailer Sandip Kotecha said: "This is a concern – we may have to swallow some of the margin if prices go up."

Adrian Roper, head of public affairs at the NFRN,

added: "Retailers are suffering from a range of other costs and this is just another interference to them doing their business."

Manufacturer Lucozade Ribena Suntory said it was "on track" to reduce calories in its soft drinks by 20% per 100ml in the next nine years, while Coca-Cola European Partners (CCEP) added it is investing £30m to lower sugar levels by 2017.

A CCEP spokesman said: "A soft drinks tax is regressive; it penalises consumers by making them pay more."

My Local future in question

Convenience group My Local has called in accountancy firm KPMG to review the company's future.

The firm is understood to be drawing up options including placing the chain into administration. The news comes as My Local format and development manager Raj Krishan announced he has moved to Blakemore Wholesale Distribution as sales director.

Morrisons, which sold 140 My Local stores to entrepreneur Mike Greene, is facing a £20m liability charge if My Local collapses. My Local is also reported to be in talks to sell off around 20 of its stores, with potential buyers including the Co-op and J Sainsbury.

Spar fancy dress and fun

Fancy dress and fun were the order of the day at Spar Oswaldtwistle earlier this month as it became official sponsor of the Oswaldtwistle Carnival for the second time running. Store owner Nigel Masters said he enjoyed extra sales and footfall on the day and was even paid a special visit by Mayor of Hyndburn Melanie Storey, who popped in to pick up a local delicacy – a Clayton Park butter pie.



EU D-day cut-offs

Cut-off times for national newspapers on Friday 24 June have been extended by 45 minutes to allow for reporting on the EU referendum. Some papers will also publish second editions. "We're disappointed this is happening when other media will be covering it too. But retailers can see the inclusion of the preliminary results as a sales opportunity," said Brian Murphy, NFRN head of news.

Move gantries to focus on fresh and chilled

AF Blakemore is encouraging new convenience retailers to seek alternative tobacco gantry solutions and focus more on fresh and chilled goods.

Nick Rose, stores group director at AF Blakemore, claimed EUTPD II and plain pack legislation meant "more and more retailers

are stepping away from gantries".

Store owners undergoing refits would be advised by the company to hide tobacco above or below their front counters, using gantry space to promote other products, he added. "The conversation we're having with our retailers is you've

got to give your customers a reason to come into your shop on a daily basis. That's where chilled and food to go works," said Mr Rose.

It comes as franchise group One Stop revealed it is offering free e-cigarette displays to retailers to drive sales of vaping products.

Booker also revealed to

RN it would step up counter promotions for retailers without tobacco gantries.

Steve Fox, Booker managing director – retail, said: "Our team is available to help retailers make more profit from tobacco and provide advice and solutions for those looking to take out their existing gantries."

Openings for JJ Food

JJ Food Service is to open new branches in Dagenham, Newcastle upon Tyne and Leicester. The Dagenham branch is a 26,300sq ft site, the Newcastle 37,000sq ft and Leicester 32,000sq ft. Chief executive Mustafa Kiamil, said: "Moving near the hearts of these cities will bring our business closer to customers."

NEWS

BUSINESS

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Bargain Booze's EUTPD II fightback

E-cigarettes and more premium spirits behind front counters form part of Conviviality Retail's plans to grow sales for its Bargain Booze franchisees in the wake of EUTPD II and plain pack tobacco legislation.

Russell Dymond, beer, cider and tobacco buyer for the group, said it is developing relationships with vaping firms, including Liberty Flights and Totally Wicked, to offer new sales opportunities to retailers.

He added Bargain Booze is also working with store owners without tobacco gantries to introduce more premium spirit brands behind front counters to encourage more shoppers to trade up on purchases.

Appleby acquires Gillett's 63 stores

Appleby Westward has agreed to acquire Gillett's Callington Limited and its retail estate of 63 Spar stores operating in south west England for an undisclosed sum.

The announcement comes after the death of Gillett's Callington managing director Mark Gillett, who died earlier this month following a long battle with illness.

The Gillett's Callington business employs 950 workers and has an annual turnover of £65m.

Appleby Westward managing director Mike Broadman said: "We are delighted at the prospect of acquiring this very robust family business with its excellent platform of very well-run Spar stores."



Carnival time for Imraz

There was a carnival feel at the official opening of Imraz Hanif's new One Stop store in Middlesbrough earlier this month, with shoppers being treated to fresh popcorn and candy floss while youngsters had the chance to get their faces painted and have a go on a bouncy castle. The fun day aimed to grow early trade at Mr Hanif's relaunched business, which has doubled the size of its grocery and fresh food ranges.

Bespoke display units give symbol stores sales boost NFRN conference announcement

Booker coffee and food to go adds £750 a week

by Steven Lambert

Booker is expanding its range of food to go and coffee machine solutions following trials that have seen retailers grow sales by an extra £750 a week.

Robert Butler, head of Booker's Family Shopper fascia, revealed the firm is working with companies such as Country Choice to provide bespoke display units to its symbol stores during a speech to retailers at the NFRN annual conference in Torquay last week.

Mr Butler added the units also included space for store owners to stock fresh and chilled goods, with a brochure offering various options to retailers due to be launched at the end of the month. "Trials of these units have delivered sales of more than £750 a week," Mr Butler told delegates at the conference.

Serge Khunkhun, owner of Premier Woodcross Stores in Wolverhampton, said he hoped the solutions would cater to all store types and sizes.

"We trialled food to go with Country Choice when we first started just over three years ago, but it didn't quite take off, as we're a relatively small convenience store. But the market has moved on since then and it would be something we would consider again if Booker is working on it. It's all about finding the right solution to suit your store."

Julie Duhra, owner of Jule's Premier in Telford, said she is in talks with Booker to install a coffee machine in her store.

"We've been recommended to take on a Jack's Beans machine from Smiths, which we're looking to take on around September time. We already have a lot of competition from Subway and Greggs with food to go, but we see coffee as an opportunity, especially in winter."

In addition, Mr Butler said Booker will support its retailers with more family meal deals, expanding its range of £1 lines and relaunching its core range of own label products.

'Progressive retailers' are Blakemore's future

The next stage in convenience retailing will be a wake-up call for retailers who don't invest in their stores as fascia groups tighten their vetting process, senior wholesaling figures have said.

Nick Rose, stores group director at Blakemore Wholesale, outlined how

his company was only looking for "really premium, progressive retailers" to join the new Bmorelocal fascia.

"We've targeted the best retailers with the best standards. We offer this format to retailers who want to come and be different," he said.

Mr Rose said the industry is progressing towards an era where the onus is on stores to prove themselves to fascia groups, rather than a variety of symbol groups vying to attract each symbol group.

"There's a vetting process. We won't progress a Bmorelocal store until one

of my controllers has signed it off," he said.

Meanwhile, the company's managing director Russell Grant indicated that the arrival of fascias like Bmorelocal should act as a wake-up call to any retailer not investing in their store's future. "I think it has to," Mr Grant said.

Saturday sales of i up 6.5% year on year, weekday sales up 1.2% 'Many contributing factors' to i's sales growth

Sales continue to grow for i two months after sister title closure

by Nadia Alexandrou

The i is continuing to grow circulation two months after the closure of The Independent, according to the latest sales figures from the Audit Bureau of Circulations.

Data for May showed weekday sales of the title grew by 1.2% year on year and Saturday sales by 6.5%.

Rob Stacey, sales and marketing manager, said: "There have been many contributing factors to the i's growth. We've been very active in terms of sampling and in-store promotions, including the double terms we offered NFRN members supplied out of Weybridge and Slough wholesale houses."

Month on month, sales of the daily edition of the i grew by 1.2% in May, and its Saturday edition was down by 0.4%.

The year-on-year decline in sales of national newspapers steepened slightly in May compared to April.

Overall, weekday titles fell by 5.8% year on year, compared to 5.3% in April, Saturdays dropped by 6.1% compared to 4.8%, and the

7.7% fall in sales of Sunday titles in April increased to 9.9% in May.

The Daily Star, however, continues to outperform the market with its heavily discounted 20p cover price, with weekday, Saturday and Sunday editions up 23%, 20.4% and 23.6% year on year respectively.

Other weekday titles achieved stable yearly sales, including the Times and the Daily Telegraph, which were down by just 1.6% and 1.4% respectively. Both of these titles have benefited from subscriptions pushes from their publishers this year.

Month on month, weekday, Saturday and Sunday titles were down 1.1%, 3% and 1.2% respectively, overall, however. This was a downturn compared to April, where weekday and Sunday sales stood still at 0% and Saturday newspapers were up 1.5%.

Mr Stacey added: "Monthly sales will tail off from May, which had two bank holidays and a school half-term, and the summer holidays are coming up. Year-on-year figures will better reflect overall performance."

May Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	665,798	-1.0%	-11.1%	£96.5	710,798
Daily Record	162,665	0.3%	-13.5%	£23.3	167,623
Daily Star	514,249	-0.4%	23.0%	£24.9	514,249
The Sun	1,512,155	-1.0%	-10.9%	£168.6	1,605,662
Daily Express	386,165	-1.3%	-4.4%	£51.4	386,165
Daily Mail	1,271,439	-1.3%	-8.1%	£184.4	1,348,204
Daily Telegraph	430,988	-2.3%	-1.4%	£140.6	451,669
Financial Times	34,833	-0.1%	-10.3%	£18.8	56,756
Guardian	136,875	-2.7%	-7.1%	£60.2	136,875
i	219,927	1.2%	1.2%	£22.0	288,787
Times	325,517	-1.2%	-1.6%	£98.0	397,920
TOTAL	5,660,611	-1.1%	-5.8%	£889	6,064,708

May Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	845,220	-4.2%	-12.8%	£177.5	890,220
Daily Record	191,832	-2.9%	-12.0%	£38.0	196,790
Daily Star	461,543	-4.2%	20.4%	£33.5	461,543
The Sun	1,986,595	-4.5%	-8.5%	£297.6	2,080,102
Daily Express	504,726	-3.4%	1.5%	£48.7	504,726
Daily Mail	2,066,630	-1.2%	-6.7%	£398.0	2,143,395
Daily Telegraph	583,958	-2.2%	-9.9%	£280.3	604,639
Financial Times	71,667	-1.1%	-12.5%	£56.7	93,590
Guardian	302,627	-3.4%	-7.8%	£193.1	302,627
i	202,374	-0.4%	6.5%	£25.3	271,234
Times	477,369	-2.4%	-3.5%	£168.3	549,772
TOTAL	7,694,541	-3.0%	-6.1%	£1,717	8,098,638

Mail drops digital subs

Mail Newspapers has announced it will not continue digital subscriptions after failing to gain traction during its recent trial in Scotland.

From 2 July, the publisher will cease its Mail Subscription Card scheme with participating customers.

For the initiative, which launched in February, the company worked with retailers across Scotland on a joint subscription and HND offer to test the viability of both through stores.

Retailers involved in the

trial told RN that while they preferred digital payment processes, there were several issues with the technology and time it took to serve customers in-store.

Participating customers have been sent a letter explaining the process, whereby their card will be replaced with 13-week voucher booklets, which can be redeemed at any retailer. The first booklet arrived this week, which customers can start using with their chosen independent as normal from Saturday 2 July.

May Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	183,811	0.4%	-14.3%	£65.6	187,634
Sunday Mirror	635,175	-0.9%	-18.8%	£186.7	680,175
People	249,038	-1.8%	-21.4%	£73.2	256,038
Daily Star Sun.	317,421	1.1%	23.6%	£35.1	317,421
The Sun	1,322,905	0.9%	-10.5%	£277.8	1,419,717
Sunday Express	354,949	-1.1%	-6.7%	£105.2	354,949
Sunday Post	154,869	-2.0%	-15.8%	£52.0	154,869
Mail on Sunday	1,211,418	-2.6%	-8.8%	£407.0	1,277,888
Observer	189,091	-2.6%	-4.0%	£139.0	189,091
Sun. Telegraph	337,326	-0.3%	-8.5%	£153.5	361,793
Sunday Times	679,597	-4.1%	-9.4%	£356.8	749,296
TOTAL	5,635,600	-1.2%	-9.9%	£1,852.03	5,948,871

¹ Core sales are newstrade sales and pre-paid subscriptions in the UK and Ireland; ² ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; ³ Total sales includes bulk sales

NEWS

PRODUCTS



Heineken playing it cool

Heineken is supporting Sol beer this summer with the launch of insulated packs that turn into cool boxes when filled with ice.

The technology is being used on 18x330ml bottle packs of Sol (RRP £14 - £15) in a bid to make the brand more appealing to shoppers attending summer social events such as barbecues and picnics or having a 'big night in'. The boxes can be folded out and filled with ice to chill the bottles for up to six hours, according to Heineken.

Colourmix will capture the spirit of Brazil Massive Mars backing

Taste of Rio with Olympic M&Ms

by Steven Lambert

Mars is getting in the carnival spirit with the launch of limited edition M&M's Rio Colourmix in a bid to grow retailers' confectionery sales during the Rio Olympics.

The new product features only green, yellow and blue-coloured M&Ms designed to represent the national flag of Brazil, where this year's Olympics will be held.

The activity falls in the same month that Mars unveiled its #Believe marketing campaign in a bid to grow sales of its chocolate



brands around Euro 2016.

Bep Dhaliwal, trade communications manager at Mars, said Colourmix will look to build on recent additions to the M&M's range during the past 12 months, including M&M's Mix unveiled in March.

M&M's Rio Colourmix is available to retailers from this week in two flavours - Peanut and Chocolate - in 45g single bags (RRP 60p) and 165g sharing pouches (£2.09). The Peanut variant will also be available in a 300g large pouch bag (£3.29).

Mars will back the launch with PoS material including pre-filled units, dump bins and counter-top units for independent retailers. The activity forms part of a total £8.5m investment behind M&M's, with Mars adding the brand will appear in TV ads for 26 weeks this year.

Stella's tennis tie-in

AB InBev is launching limited edition Stella Artois packs to mark the beer brand's ongoing partnership with this month's Wimbledon tennis championships.

The brewer will mark Stella Artois' status as official beer of Wimbledon 2016 with updated designs on 284ml and 330ml bottles and 440ml cans. AB InBev will back the launch with a multimedia marketing campaign showcasing the history between Stella Artois and Wimbledon.

Jess Markowski, head of trade marketing at Stella Artois, said: "We want to make Stella Artois the obvious choice for anyone enjoying this tournament."

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PRODUCTS

'Exciting addition to impulse channel' Sales boost for retailers

Bugles to make a noise for Walkers

by Steven Lambert

PepsiCo is growing its support for the independent trade this month by bringing its Walkers Bugles brand to the convenience sector.

The news comes a week after the manufacturer revealed new flavours and case stacker units for Walkers Max and Monster Munch, which have been launched exclusively for local stores.

PepsiCo had originally launched Walkers Bugles – a cone-shaped corn snack – in UK supermarkets in

early May following successful sales in the United States and Europe.

Nick McGrath, senior sales director of impulse at PepsiCo, said the extended launch of Bugles will enable retailers to boost their sales, claiming the snacking category is growing 2.7% year on year in the convenience market.

He added that the product will look to build on the success of recent additions to Walkers' snacks range, including Walkers MixUps which launched last year.

"We are excited to bring Bugles to the impulse chan-

nel," said Mr McGrath. "The range has been extremely popular throughout Europe and North America because of its fun shape, tasty crunch and great flavours, and we are confident that launching the product in the UK will fuel snacking sales for retailers here."

Walkers Bugles will be available in 110g sharing packs in Cheese, Sour Cream & Black Pepper and Southern Style BBQ flavours (RRP £1.99). Cheese and Southern Style BBQ will also launch in 30g single bags (57p) and six pack multipacks (£1.50).



Jaap's life for Heineken ad

Heineken is raising the profile of its Amstel premium lager with a new TV marketing campaign launched this week. The ad, unveiled during England's Euro 2016 match with Slovakia on Monday, follows the story of Jaap, owner of the smallest bar in Amsterdam.

If you're a convenience retailer that wants to be famous for an amazing choice of bargain booze, sign up now and we'll invest at least £20,000 into your store.*

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NEWS

PRODUCTS

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Buxton's exercise initiative

Buxton water is encouraging shoppers to exercise during their commute to work in its latest on-pack campaign.

The brand will be updated with new labels appearing on 75cl bottles, which feature a number of exercise 'challenges' for buyers to take part in, such as using a bike instead of a car and walking up a moving escalator.

Sandy Madhar, sales director at Buxton owner Nestlé Waters, advised retailers to stock the relaunched bottles next to food to go products to encourage linked purchases.

He added: "The on-pack message reminds consumers how we can support and hydrate them during their journeys."

Lynx mans up for 2016

Lynx has launched a digital marketing campaign which asks shoppers 'what it means to be man in 2016'.

Men In Progress was launched on 17 June and will run through to November across the brand's YouTube channel and social media.

Nine short films, culled from interviews with 70 men, including singer Tom Odell and boxer Anthony Joshua, will be released supported by PR coverage.

Lynx marketing manager David Titman said: "Men In Progress was created to highlight what it means to be a guy living in the UK in 2016 and to challenge labels that prevent men from expressing themselves."



Highland Park shouts it from the rooftops

Maxxium UK's Highland Park Single Malt Scotch Whisky is taking to the roofs of London to celebrate the Midsummer Solstice. The brand, which describes itself as the "Orkney Single Malt with Viking Soul" celebrated its viking ancestry with tastings, cocktails, food, music and DJs at the Dalston Roof Park on 21 and 22 June.

Pricemarked packs aimed at 'broadening appeal' Striking pack design for three variants

Expansion of Crabbie's is in the can for Halewood

by Tim Murray

Halewood Wine & Spirits is looking to broaden the reach of its Crabbie's Alcoholic Ginger Beer by launching the drink in a can format this month.

The new 250ml packs are available in three variants - Original, Light and Scottish Raspberry - with

a bright design aiming to attract shoppers' interest in the brand chillers and on shelves.

Halewood Wines & Spirits said the move into cans, which will be available pricemarked at two for £2.50 along with non-pricemarked packs, will broaden Crabbie's appeal among the brand's target market of 25

to 34-year-old shoppers.

It added the cans will make it more suitable for festivals and similar outdoor events, such as barbecues, during the summer.

It follows on from Halewood launching Crabbie's Light last year, which contains half the amount of ginger and a lower ABV than standard Crabbie's.

Commenting on its latest launch, Halewood Wines & Spirit's senior brand manager for Crabbie's Michelle Chadwick, said: "The introduction of cans provides greater convenience for both retailers and consumers, and importantly, opens up the brand to a wider range of occasions and audiences."

Peperami to score with football promotion

Jack Link's is taking advantage of Euro 2016 with a football-themed promotion running on its Peperami brand.

The meat snack is offering shoppers the chance to win one of 10 prizes of £1,600 cash in an online

competition, as well as giving away nearly 3,000 Peperami Fanimal figures.

The activity forms part of a new partnership between Jack Link's and sporting media platform TheSPORTbible, which aims to grow awareness and sales of Pep-

erami among sports fans.

Under the deal, Peperami will also sponsor a number of documentary videos on TheSPORTbible website, which will look at the stories of football 'superfans' and their preparations for Euro 2016.

Pavan Chandra, head of marketing for Peperami, said: "The Fanimal promotion is always hugely popular - we previously ran it in 2006, 2010 and 2014 - and Peperami is the perfect snack to enjoy when watching the game."

Hot products for your shopping list



Lynx has launched a digital campaign based on its Men In Progress theme



Buxton's on-pack campaign will feature exercise 'challenges'



Peperami has launched a football-themed competition offering £1,600 prizes

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Breastfeeding is recommended for the first 6 months of life. Please speak with a healthcare professional before introducing solid foods.

*Source: Based on IRI MAT Jar Value Sales Share at 23.04.16

NEWS

REGIONAL



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Spotlight on hygiene

With Food Hygiene Inspection Ratings becoming more widespread across the UK, retailers are being reminded to ensure they follow regulations.

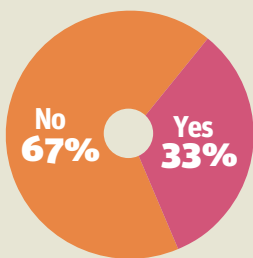
The ratings, communicated to the public via stickers on premises, are becoming increasingly high profile, the NFRN has warned, with consumers using social media to highlight poor scores in retail outlets.

The NFRN head of operations Margaret McCloskey said: "We cannot underestimate the importance of having checklists in place and working with the inspector to ensure your business is operating to the three element standard required. Your business reputation and profitability depend on obtaining a high rating."

The NFRN has put together leaflets outlining the legislation.

The rating is already mandatory in London, Wales and Scotland and will come into force in Northern Ireland in October this year.

RN READER POLL



Will the launch of Amazon Fresh impact your business?

NEXT WEEK'S QUESTION

Have you made changes to your range to prepare for the introduction of a sugar levy?

Have your vote now
Go to betterretailing.com



Nisa hits target with £60k push

Nisa is supporting former servicemen and women with a £60,000 donation to the Veterans' Artisan Bakery through its Making a Difference Locally charity. The bakery, located on the edge of the Catterick Garrison in north Yorkshire, helps former soldiers at risk of homelessness or suffering from combat stress. Trevor Morris, ex-serviceman and MoD area manager, said: "The donation has been a godsend and is a gift that will keep on giving."

Offset pressure on margins urge service providers One retailer reports 20% hike in turnover

Parcel service retailers post margins message

by Nadia Alexandrou

Independent retailers boosting their store's footfall and turnover through parcel services are urging other store owners to offer the facility to offset increasing pressure on their margins.

Graeme Pentland, of Ashburton News in Gosforth, Newcastle upon Tyne, told RN his store's turnover has grown 20% year on year since he introduced the service.

He offers deliveries with DPD Pickup, which pays 60p per parcel, as well as

acting as a drop-off point through his own service, Parcel Shop - with the two combined boosting his turnover by £55 a week.

"Considering the stagnant 5% margins from Camelot and tobacco, this is a good opportunity to increase your revenue and is something that will definitely grow over the years. I really believe this is something other newsagents could do well with," he said, speaking at the NFRN's annual conference last week.

Mr Pentland launched Parcel Shop three years

ago after spotting a gap in the market.

He sent out leaflets to his HND customers offering them the option to give his store address rather than their own when ordering a product online.

Customers can then pick their parcels up at a more convenient time including before or after work, or at the weekend.

"I set it up three years ago after seeing a gap in the market for people who did not want to have to wait at home all day for their parcel to arrive," he said.

ago after spotting a gap in the market.

"This service is available to my 400 HND customers and I charge £1 for every parcel delivered. I'm confident that this will continue to grow over the next few years."

Meanwhile, John Vine, of Newsworld in Shropshire, said he has seen significant growth in the Collect+ service he offers in his store.

He said: "I now process more than 100 parcels a week and our Yodel driver says we're his biggest delivery now. We get 35p per parcel."

New newspaper 24 gaining interest

Retailers have reported copy sales of up to 27 a day following the launch of newspaper 24 as they commit to fully backing it over the next few weeks.

The 40p national paper with a "northern twist" was launched in specific areas across the north of England and south west Scotland on

Monday by CN Group.

Mike Mitchelson, of Mitchelson News in Cumbria, said: "We sold 27 on Monday and 14 on Tuesday. We're getting preferential terms through the NFRN so I've given it a full facing and heavily promoted it. The next few weeks will determine how

successful it is."

Meanwhile, other retailers in Lancashire and Cumbria said they had sold up to four copies a day.

Damian Woolfe, retail strategy and marketing director at CN Group, said the group is not ruling out extending the paper to other areas.

He said: "We've received positive feedback so far, and had many requests outside of our geographical footprint."

"While these people can access 24 through our free digital edition this week, if the requests and sales continue we would look at options to expand."

NEWS

REGIONAL



Soccer success

Middlesbrough retailer Bay Bashir had cause for celebration as his football team won third place in a tournament in Barcelona. Mr Bashir, of Belle Vue Convenience Store, took his Boro Rangers team to Barcelona for the competition earlier this month. He said: "It was a fantastic tournament and considering my team was under-14 and playing in an under-16's tournament, it did really well finishing third place with some fantastic performances."

PCC calls for more help from police 'You are completely unsupported'

New methods and tech to fight crime

by Chris Rolfe

New policing methods and better technology are needed to support retailers who are "completely unsupported" in the face of rising business crime levels, a police and crime commissioner has said.

At the NFRN's annual conference in Torquay last week, newly-elected Devon & Cornwall PCC Alison Hernandez said updated policing strategies were needed as the number of officers had reduced and modern technology had become more available.

"Thousands of police officer positions have been cut, but forces haven't changed their working practices and they

need to. There is stable funding available for the next few years and police need smartphones to give them better access to data and allow them to double the time they spend on the beat," she said.

Speaking to RN about reports that a My Local manager had been told police officers had been instructed not to investigate shoplifting reports, Ms Hernandez said it was understandable that incidents considered to be low-risk were not prioritised. But police forces could respond to a greater number of incidents if existing 'threat, risk, harm' models were followed properly and officers were provided with modern technology to

cut paperwork, she added.

Ms Hernandez told the conference she is forming a strategy to secure more support for businesses in Devon & Cornwall and better funding to protect them. CCTV partnerships and victim support units are two options being investigated. "I think you are completely unsupported, but there are lots of good partnerships around the UK and we're putting these things in place to help you," she said.

Ms Hernandez added she will launch a two-month consultation next month before allocating her budget in October, urging retailers to engage with their PCCs during budget consultations.

Get politicians involved says retailer

A Northern Ireland retailer lobbying ministers for support on long-running issues affecting her business is calling for other store owners across the country to do the same.

Gwen Patterson, of Clandeboye Stores in Bangor, sent letters to several newly-elected members of the legislative assembly last week highlighting issues such as Camelot

and PayPoint commission and carriage service charges.

"We're never going to win anything with Camelot, PayPoint and carriage service charges on our own. The only way we can bring about change is at government level," she said.

The call comes days after the NFRN annual conference in Torquay, where a motion

was passed in support of the federation's continued work to engage with local government members. Mrs Patterson added: "We held a meeting in March where 19 MLAs turned up, which shows they are willing to listen. All regions across the UK need to get involved with their local government, it's so important. And there's definitely a lot more to do."

HND HEROES

In association with

News UK

Top Tips

Greg Deacon

Independents Sales Manager



NEWS UK OFFERS

1

TOP TIP

Take advantage of the support provided by News UK, including free home news delivery for The Sun, The Times and The Sunday Times. News UK will fund £25 for 12 weeks' free delivery, ensuring a new or existing customer can get their favourite newspaper delivered conveniently by their local retailer.

SALES TEAM

2

TOP TIP

Our professional sales team will help you get mapped via www.delivermysun.co.uk and www.delivermytimes.co.uk, as well as provide you with marketing materials and sales advice on finding and retaining customers. Please welcome their support to help drive total shop sales.

SOCIAL SELLING

3

TOP TIP

Promote your store and the service you offer your community. Word of mouth is a powerful vehicle to engage with a wider audience. Create conversation through Twitter and Facebook and connect with a community who may or may not know about your brilliant service. Ask current customers to retweet or mention your service. Create noise at times that matter, especially during peak news sales time in the morning.



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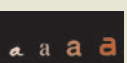


Winner of the 2009 ACE gold award for circulation excellence by a smaller magazine

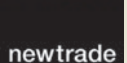


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For trade use only

YOUR SAY NFRN members raised concerns at their annual conference about Camelot's charges and commission. What does Camelot need to do to win back the support of retailers?

Duncan McCutcheon

Winlaton, Blaydon-on-Tyne, Tyne & Wear

It should put the game back to the way it used to be – that's where it is losing customers. Only today I have had two customers who've been putting £10 a week on for years tell me they won't be doing it anymore – and that kind of thing is happening every week. Camelot has tinkered with it too much. Every time it says it is what the public wants, but it quite clearly isn't.

Paul Keys

Key News & Stores, Sheffield

I'm one of the new Camelot retailers that people are complaining about, but I find the company quite useless. The terminal we've got uses mobile phone technology and we can't get a signal or we lose it frequently. It can take 10 minutes to log in. We've had it



about three months, we want to build it up, but it's not easy. Camelot should be easier for us to deal with.

Carl Pickering

Top Shop News, Hesketh Bank, Preston

A lot of the complaints are valid. The last changes it made to the game – the extra numbers –

definitely had a negative effect on sales. In the past, Camelot generally got it right, but this is a real error. I'd like to see it go back to how it used to be. I've never experienced such negative comments from customers. There are too many shops now, but it's the extra numbers that have hit it. The game change wasn't a game changer.

Are manufacturers and symbol groups doing enough to help you take advantage of the burgeoning premium popcorn market?

Bal Singh

Nisa, Great Barr, Birmingham

We had a media screen put in a few months ago and Propercorn was advertised on there – it's done really well since then. I was a bit sceptical on price, as we have our own Heritage brand and Butterkist, and it's a smaller bag, but it's competing and selling really well. We've put it at

the front of the store, next to the magazines. The screen's helped and with that kind of support it will work.

Ravi Kaushal

Premier Burlington News, Chiswick
Popcorn has always been a very good seller for us. It's healthy too, which is good for everyone. We seem to do well with the

Metcalf's brand and specialist popcorns, it's moved on from the ordinary ones and on to more niche types, the different and newer varieties. Like everything else, we could always do with more help from the symbol groups and manufacturers, to make sure we're doing it right and know about new products.

David Lewis

Spar Crescent Stores, Minster Lovell, Witney

Premium popcorn isn't enormous for us, but it does tickle people's fancy and seems to be gradually growing. We do some Bobby's for £1, then things like the Propercorn Sweet Coconut And Vanilla, Winway Naturally Delicious, which is quite a big bag, that goes very well. It's maybe something symbol groups could look at more, and maybe Spar should be pushing it more, because we get them from other sources.



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Londis Banbury

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

Demand is there – but magazines are not

On Friday 10 June, I did not receive 11 of the magazine titles I had ordered.

Then, on Tuesday 14 June, I had another morning of poor service when 21 titles didn't turn up. These included big-selling titles such as Angling Times, Bella, Best, Closer, Match, Now, Reveal, Heat and Closer multipack, Garden News, Match of the Day, Look TV Times and What's on TV.

I would like to know how the wholesaler is going to compensate me, without any pathetic excuses. Furthermore, I would like to hear the response of publishers who have given the monopoly of their business and mine to Smiths News, which seems to be not fit for purpose.

On Thursday 9 June, I requested a box of Champions League trading cards. I got sent a box of Premier trading cards instead. The cards were for a birthday present. Can you imagine the disappointment on the youngster's face? I received the correct item on Tuesday after making calls, but it was too late – £50 less in my till.

Newspaper and magazine sales are not lost because of the lack of consumer demand. They are lost due to poor service and weakness of publishers.

Lastly, I understand the Birmingham house manager is leaving. I wish him a happy retirement, even though under his leadership my business and my customers have suffered misery.

Smiths News, when you do get a new manager, do remember good old managers like Messrs Boyce and Whitlock, who had the time to go and see their customers and could talk directly to them, unlike the present day.

Vijay Patel
Higham Ferrers,
Northants



Mark Ansell:
not impressed

DO PUBLISHERS CARE ABOUT RE-RUNS?

I'm frustrated with the number of re-runs in the last few weeks on The Sun, The Telegraph, The Times, the Mirror and the i. The biggest culprits are The Sun and The Times.

When News UK put 10p on the price, it said it was justified by its investment in HND. However, there's no point investing in HND when

you can't get the basics right – if there's no paper, there's no delivery.

The Sun was late four times in one week and The Times three, and quite often that means the Telegraph will be late because they're delivered together. I just get the feeling that publishers really don't care.

Mark Ansell
Liskeard News, Cornwall

A News UK spokesman said: "We're doing all we can to mitigate impact during this time to ensure you can continue to provide a brilliant service to your customers and our readers. We're working hard during this period with football to deliver great content. Apologies to you and anyone else that has been impacted."

A Smiths News spokesman said: "We will contact Mr Patel directly to apologise for the inconvenience caused and to discuss and resolve the issues he has raised."

Menzies – we'll cover costs for our debit error

A few weeks ago, Menzies took out its direct debit a day early. It recognised its mistake and reversed it, and then took it out the next day – the day it should have come out on – on Wednesday. Menzies then



There's no point in investing in HND when you can't get the basics right

Mark Ansell

Liskeard News, Cornwall

said that it would cover any costs or charges incurred from the error if retailers put in a claim.

The thing is, everyone will have incurred a bank charge, because every direct debit that goes in and out of a bank account costs money. It may be as little as 20p, but it is still costing every business that Menzies deals with.

What it really should have done was given everybody £1 so that it covers any charges as a goodwill gesture, rather than us having to go through the pains of having to put the claims in.

Steve Barker
S & J News
Rochester

Dave Shedden, head of communications at Menzies, said: "Whether a business is charged for a direct debit payment and at which rate is determined by the terms of their individual banking arrangements. Some business bank accounts levy fees for transactions like this; others do not. This being the case, we rely on our customers to advise us of any loss they may have incurred. As Mr Barker states in his letter, Menzies Distribution will cover any costs or charges incurred as a result of our recent direct debit error. We encourage any of our customers who have been subject to such charges to report them to us as soon as possible."

YOUR ISSUE

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PAYPOINT 'PASSES ON' EXTRA COST BURDEN

Some readers may recall retailer Alpesh Popat and the problems he was experiencing transferring his PayPoint terminal to prospective new owners of his Hackney convenience store (RN 27 May).

He says PayPoint told him any new owners of the store would have to pay a new weekly fee of £15 to carry on offering the service.

Since last speaking with RN, Mr Popat has managed to successfully sell his store but says the retailer taking over the business is "not happy" with the extra cost.

He says: "They have still charged the new owners £15 a week on the old terminal. Initially they said it was for the new terminal, then they said it was a new agency fee, then they said to the new owners that they wouldn't switch them on until

the new terminal was in place."

An independent retailer in Kent, who wanted to remain anonymous, contacted RN this week with similar complaints about PayPoint.

The retailer is also looking to sell his business and was visited by his PayPoint rep this month to discuss his contract.

He says: "The rep said if you want to sell the business, the prospective purchaser must take a new terminal and must agree to pay a £15 per week charge.

"The reason he gave was that the new terminal is the future of PayPoint, which can also be used as an EPOS system.

"But most retailers already have an EPOS system installed in their shop, and we invested £3,500 in December to get a new EPOS system installed here. Suddenly, any prospective buyer is going to be burdened

with extra costs.

"On top of reducing commission, it creates a bad feeling about PayPoint. They know that retailers need them and it feels like they are exploiting retailers further."

A PayPoint spokesman says: "When a retailer decides to sell their business, it is normal for the assets and liabilities to continue under new ownership. Recognising this, PayPoint is happy to transfer products and services across to the new owners, subject to their credit status and standard pricing, with no additional charge.

"The new PayPoint terminal is



currently being trialled by retailers and the feedback we have received has been positive – 90% say that they prefer the new terminal to their current one.

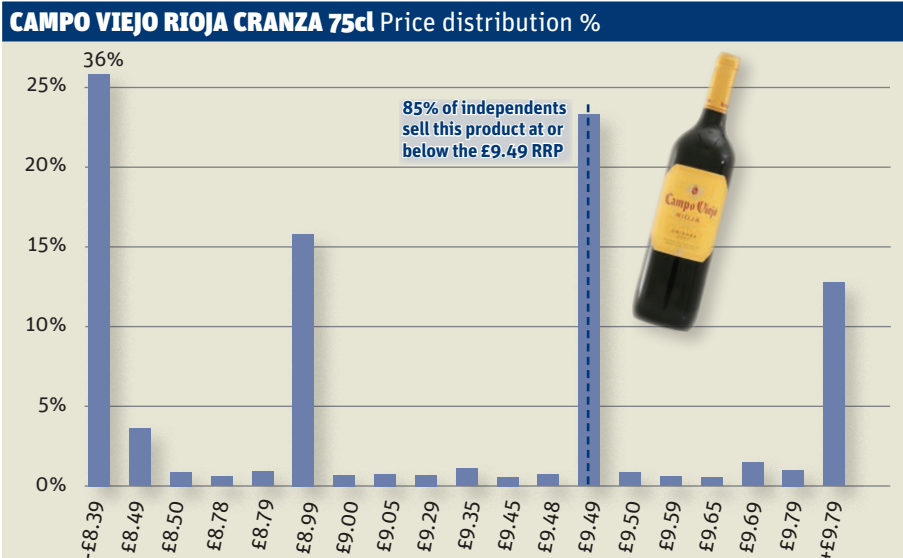
"Our field testing has been successful and we are now moving to a commercial trial, encouraged with how the platform has performed.

"For more information about the new terminal, retailers should contact their PayPoint representative."

THE NEW
 Farmers
 Guardian
 01.07.16

Change is coming...

PRICEWATCH RED WINE



RED WINE PRICES AROUND THE UK

PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Hardys VR Merlot 75cl	£6.99	£6.09	£6.49	-	-	£5.00	-
Blossom Hill California Red 75cl	£6.59	£5.17	£6.49	£5.99	£6.54	£5.50	-
Campo Viejo Rioja Cranza 75cl	£9.49	£8.76	£7.99	-	£8.69	£6.00	£8.95
Hardys VR Shiraz 75cl	£6.99	£6.14	£6.49	£5.99	-	£5.00	£5.00
Isla Negra Merlot 75cl	£5.00	£5.04	£6.79	£6.49	-	-	£7.25
Yellow Tail Shiraz 75cl	£7.49	£6.54	-	-	£5.99	£6.00	£6.00
Casillero Del Diablo Cabernet Sauvignon 75cl	£7.99	£6.88	-	-	£7.66	£6.00	£6.00
Casillero Del Diablo Merlot 75cl	£7.99	£7.00	-	-	£7.66	£6.00	£6.00
Echo Falls Merlot 75cl	£6.50	£6.31	-	-	£6.49	£5.00	-
Yellow Tail Merlot 75cl	£7.49	£6.69	£6.99	-	-	-	-
Hardys Stamp Shiraz Cabernet Sauvignon 75cl	£6.99	£6.64	-	-	-	£6.99	-
Jacob's Creek Merlot 75cl	£7.48	£6.99	-	£5.49	£5.50	£6.85	-

Pricing strategies

RETAILER

1



NAME VANESSA GRIFFITHS

STORE Henllan Village Store & Post Office

LOCATION Henllan, Rhyl, north Wales

SIZE 1,500sq ft

TYPE village store

I buy my wine in bulk from P&H when they have it on offer, then I can sell it at a low price all year round, undercutting the supermarkets by as much as £2 or £3 a bottle. This means people generally don't bother going into town to buy wine and get into the habit of just coming into my store. Then I have some regulars who only buy from me and who'll tell me what they want so I can get it in for them. It works - I've seen an increase in wine sales while I've been here for sure.

RETAILER

2



NAME PAUL MATHER

STORE Sherston Sub Post Office & Store

LOCATION Sherston, Wiltshire

SIZE 1,300sq ft

TYPE village store

We stock some mainstream brands for people who don't know much about wine, but most of our range comes from either a local supplier or two independent sellers. We sell their wine for £8 or £9 when really it should be at £12 or £13; it's a different model to selling three cheap bottles for £10, which just wouldn't work round here. We're a traditional rural area with an affluent population and mainly older drinkers. Young people leave for university and can't afford to come back until they're in their forties with a family.



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.

Toby Hill
 editorial@newtrade.co.uk
 020 7689 0600

RETAILER

3

NAME PAUL KEYS

STORE Keys News & Stores

LOCATION Sheffield

SIZE 500sq ft

TYPE neighbourhood

Rioja always sells reasonably well, but overall it's the mid-range wines between £5 and £8 that sell best. I think the Reserva Campo Viejo is about the top of our price range; we occasionally have more expensive ones, local wines that we've sourced from companies like Derbyshire winery and Amber Valley wines, which can be a bit more expensive. They'll be popular for a while and then demand will drop off, so we can't stock them all the time. We rotate our wine stock in general, which seems to keep people interested.



RETAILER

4

NAME JACQUI BAILEY

STORE Spar London Road Bakery

LOCATION Boston, Lincolnshire

SIZE 1,000sq ft

TYPE main road

We stock a core range of value brands, including Blossom Hill, which cost about a fiver, and they provide the mainstay of our sales. Then brands like Jacob's Creek or Campo Viejo will sell very well when they're on offer. So value and price definitely seem to be driving sales. We've been in the business a long time now and I'd say 10 years ago our margin on red wine was 5% better than it is now. There was a time when you'd have to spend a lot to get a decent bottle of wine, and I guess the market has grown. But whatever's driving it, it's always nice to see a buoyant market.



RETAILER

5

NAME KATE MILLS

STORE Heath Stores

LOCATION Paddock Wood, Tonbridge

SIZE 1,700 sq ft

TYPE village store

Yellow Tail and Casillero del Diablo are both very good sellers. Yellow Tail is regularly on offer and sits on our promotional bay - it's a really good wine at a really good price and customers love it. Casillero del Diablo is very popular, too. But Echo Falls and Blossom Hill don't sell at all - I've tried and people just aren't interested. I think people in this area are looking for a slightly more premium bottle of wine.



THE ENTREPRENEURS

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



GARY KLESCH

Route to the top

Educated by Jesuits in Cleveland, Ohio, Klesch's first job as a clerk earned him a yearly salary of just \$10,000. A year later, he joined investment banking firm McDonald & Company. During his interview, he was told that with hard work he could be a partner in 15 to 20 years. He stepped outside determined to accelerate his ascent - and within two years was appointed the firm's youngest-ever partner. His precocious career didn't pause there: a few years later he was headhunted by the US Treasury. He quickly grew eager to return to the private sector, moving into senior posts with financial firms in Wall Street and London. In 1983 he set out on his own, first of all with Quadrex Holdings, which he left in 1990

to establish Klesch Group, which has seen explosive success as an industrial commodities business, generating a turnover in excess of \$5bn.

Key achievements

- Became investment banking firm McDonald & Company's youngest-ever partner at the age of just 24.
- Built up the Klesch Group - which specialises in reviving struggling companies - into a global business employing more than 4,500 people across 16 countries.
- Klesch's expertise has been drawn on by a range of diverse organisations over the last decade including Citigroup, where he served as a director, and the US government, whom he represented on the board of the United States Railway Association.

Lessons for your store

- 1 Be ambitious - Klesch was determined to climb to the top as quickly as possible.
- 2 Don't be afraid to experiment - Klesch had worked for a number of firms that informed his success when he eventually set out on his own.
- 3 Trust your own judgement - he has pulled out of two deals to buy struggling industrial businesses in the UK.



RETAILER PROFILE



Time to be more local

Four months into running their store in Swansea town centre, retailers Wanda and Marc Winchester felt they needed to do more for their customers. They began noting down products locals were asking for that they didn't have, and found their store could benefit from stocking more fresh produce.

Steven Lambert reports

After four months of running their own convenience store in the middle of Swansea town centre, Wanda and Marc Winchester felt they needed to make some major changes to ensure the long-term success of their business.

Wanda says: "We were with another symbol group but things weren't working out the way we had planned. We felt we could be doing a lot more for our customers."

Located on a busy high street, Wanda says she and Marc wanted to cater for the wide variety of shoppers passing by their store, ranging from city workers and students to young families and pensioners.

"We analysed the business over the last 14 weeks and made bullet points on everything shoppers were asking for that we didn't have.

"We realised there was a huge demand for things like fresh fruit and vegetables and yogurts for people who were trying to live a bit more healthily, while others were calling out for things like coffee and croissants," says Wanda.

With this in mind, the couple got in touch with Blakemore, who presented them with the opportunity to be one of the first convenience stores to take on its new Bmorelocal premium fascia.

"The more we chatted with Blakemore, the more they got us and the more we got them - we have developed a great business partnership since then," says Wanda. "They are hot on offering good customer service

and excellent choices for customers, so it felt like a win-win situation for us."

After six weeks of negotiating and development, Wanda and Marc have finally opened their refitted Bmorelocal store this month.

Regular shoppers at the old store will immediately notice a number of major changes, including a doubling of the size of the business's fresh and chilled food and drinks range.

"We now have five metres of chilled and another two and a half metres for alcoholic drinks and a double door Husky freezer. We also now have a huge selection of fruit and veg to give shoppers more choice," Wanda explains.

Elsewhere, Wanda and Marc are appealing to busy shoppers with a new self-service Costa coffee machine, which has been sited next to a new range of hot food to go and bake-off pastries supplied by Country Choice.

"We're surrounded by three of the major banks - HSBC, Lloyds and Barclays - so we get a lot of city workers using them on their lunch break, and we also have a 15-room student accommodation block above the shop," Wanda says.

"We're now able to appeal to them by offering a coffee along with donuts, pastries, sausage rolls and pasties.

"We will also launch a Costa coffee loyalty scheme to give incentives to people who use the machine regularly, and we will develop our food to go by asking what our



We're looking to raise money for homeless charities in Swansea with various promotions and events. It's another way of supporting the local community"

WANDA WINCHESTER



Wanda and Marc's store is one of the first of two businesses to use the new Bmorelocal fascia



"There was a huge demand for things like fresh fruit and vegetables and yogurts for people who were trying to live a bit more healthily"

customers want us to get in," she adds.

With Blakemore's assistance the store now advertises a meal deal which includes a sandwich or hot pastry, crisps or fruit and drink for £3.25, allowing the store to become a regular lunchtime destination for local workers.

Wanda adds she is also in the process of launching a dedicated Chinese foods section to cater to the large number of Chinese students in the area.

With only a few niche food stores on the outskirts of the city, this will give her a captive audience for customers wanting a few home comforts, she says: "We've asked customers about it and they thought it was a great idea. They have already started putting in ideas as to what we could get, whether it be a particular type of noodle or a specific Chinese brand that's hard to find."

Other plans for the new business include the launch of a loyalty card, which Wanda says she and Marc are discussing with Blakemore. She adds that they are already considering the possibility of adding a second Bmorelocal site early next year.

"People love the fact we're a family-run business and they keep coming back because of the excellent customer service we provide," Wanda says proudly.

"Now, with Blakemore, we have been able to expand the choice of products we can offer them and make our store even better." ●

VISIT MY SHOP

Bmorelocal
1 Portland
Street,
Swansea,
SA1 3DH



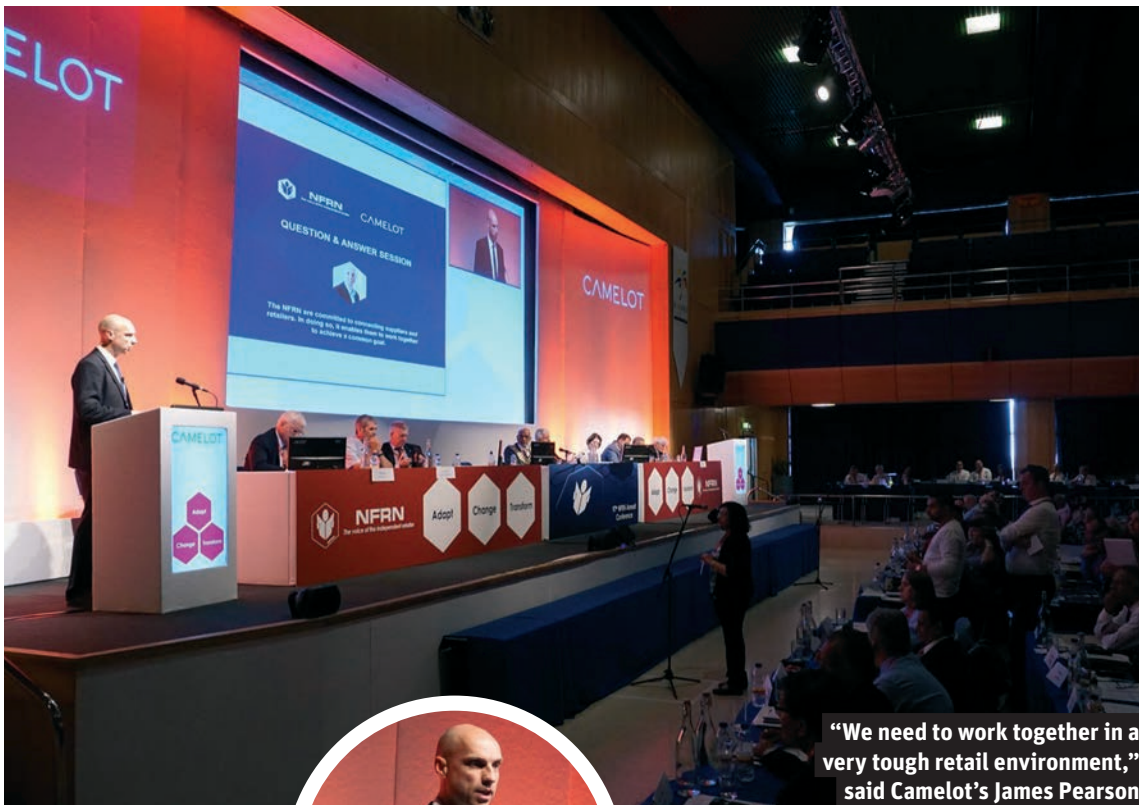
Want to see more of Wanda and Marc Winchester's store? Go to betterretailing.com/winchester

CONFERENCE REPORT

NFRN ANNUAL CONFERENCE

Adapt, change and transform were the themes of last week's NFRN annual conference. Retailers debated Camelot, tobacco, newstrade supply issues and how they can innovate their businesses. **Chris Rolfe** and **Nadia Alexandrou** report

At the heart of the trade



"We need to work together in a very tough retail environment," said Camelot's James Pearson

Camelot

National Lottery operator Camelot came to talk about working together but was challenged on service issues during the liveliest debate at conference.

The session began with a presentation from head of retail James Pearson who wanted to focus on the benefits the Lottery had provided good causes and NFRN members. "We exist to change lives," he said.

"Since 1994, NFRN members have been paid over £800m in commission. Currently around 90% of NFRN members sell the National Lottery. Total National Lottery sales grew by 30% in the last five years, with retail remaining the biggest sales channel

Camelot's focus is to maximise the money to good causes

by far."

He said Camelot's aim was to "grow together" and build better

relationships with retailers. Its recently-launched website, which 8,000 retailers were already signed up to, would improve communication.

But delegates sidestepped this to challenge Mr Pearson on service issues including call-out charges for faulty terminals, falling sales, market saturation and low commission rates.

Northern member Graeme Pentland said Camelot needed to restore its image with customers, who

weren't happy to win £20 for matching five numbers.

"Camelot needs to do something to attract customers back. Sales are down and so I'm struggling to pay my £50 monthly fee," he said.

West Midlands member Julia Bywater added: "You have saturated the market with terminals and diluted our ability to earn commission."

Mr Pearson defended Camelot, saying stores were selected to be given terminals using 40 criteria.

A later motion to obtain a service agreement that will give retailers commission for free tickets, a free phone number and an effective customer service facility was supported by 99.5% of delegates.

VOX POPS

"I was allocated a new compact terminal for which we have to pay £50 a month. This means I would have to make more than £1,000 a year just to break even. When they gave me the terminal Camelot failed to warn me there were five other terminals within a two-mile radius."

Graeme Pentland

Ashburton News, Newcastle upon Tyne



"You've diluted our commission by introducing free ticket sales. While your revenue is growing by charging £50 a head, we've had no commission raise in the last 22 years."

Julia Bywater

Bywater News, Dudley



"When I asked a Camelot spokesperson why they thought retailers had lost so much respect for the company over the last decade, the response I got was because they are now 'commercially sharper'. To me that meant they're not concerned about the interests of individual retailers."

Harry Goraya

Nisa Local, London





**NFRN Annual
Conference**
13-14 June 2016,
Torquay



Tobacco

Senior executives from JTI, Imperial Tobacco, Philip Morris and British American Tobacco (BAT) urged retailers to be positive about the future of tobacco retailing in the face of EUTPD II and plain packaging legislation.

Jeremy Blackburn, head of communications at JTI, advised retailers to continue trading as usual; use online support and from reps; invest in major brands and training; be prepared and compliant; and to take new opportunities from products such as e-cigarettes.

"Retailers have the dexterity to face this change. But you need to invest for success and be proactive. Get the right training for staff, stock the right brands and monitor sales during the transition," he said.

Speaking about the effect of plain packaging on Australian retailers, Jerry Margolis, UK sales director at Philip Morris, said the law had had little effect, and that tobaccoists were the only sector to see growth, with sales up 5.6%.

"You can be the UK's tobaccoists. Train your staff to talk to customers about the products you carry, pricing and when 10-packs and pricemarks



BAT: take advantage of growth trends such as e-cigarettes

start disappearing. The service you offer gives you a big advantage over the multiples. Take advantage of it," Mr Margolis told delegates.

Peter Nelson, anti-illicit trade manager at Imperial Tobacco, encouraged retailers to remain vigilant in the fight against illicit trade, which is forecast to grow with the arrival of plain packaging. He said: "Illicit tobacco is bigger than the global production of tobacco of Imperial and JTI combined, so it's crucial we continue to collaborate and share knowledge."

Meanwhile, Rory Cotter, BAT's head of trade, urged retailers to look at their stores through consumers' eyes and highlighted the profit opportunity e-cigarettes provided independents.

During a set of commercial presentations, Philip Morris also announced its intention to launch a "game-changing" product, iQOS, in key international markets.

The product, which is already available in nine markets, contains tobacco and "heat not burn" technology.

VOX POPS

"How will you help us communicate to customers that we still hold a comprehensive tobacco range? I'm afraid customers will assume they have to go to a multiple to get their brands. Also it would help if you could give us the barcodes of new packs so we can and enter them into our EPoS systems."

Peter Robinson

Robinson Retail,
Pembrokeshire



"I don't think tobacco manufacturers are targeting the right places to educate and support retailers with EUTPD II legislation. Many of us don't know the specifics. They need to go to cash and carries and wholesalers."

Kamal Thaker

Stop Shop News,
Middlesex



National elections

Voting took place for several key national positions

President Ray Monelle

Vice president Linda Sood

Deputy vice president
Mike Mitchelson

Trustees Dee Goberdhan,
Pradip Amin

Executive committee Peter Wagg,
John Parkinson, David Woodrow,
Jason Birks, Martin Mulligan,
Muntazir Dipoti



National president

New national president Ray Monelle pledged to prioritise the newstrade and the NFRN's commercial offering during his year in office, and highlight the role independent stores play within their communities.

Mr Monelle said he would continue as chairman of the federation's news committee and board member of NFRN Commercial during his presidential year.

He said: "I know this year will be busy but news is the mainstay of my business. I intend to remain as chairman to give it the continuity it deserves. I also know that getting 15,000 independents to buy together is like trying to get 15,000 snakes in a basket, but improving terms and maintaining costs is essential."

He added the government failed to recognise the role independent stores play at the heart of their communities.

Outgoing president Ralph Patel praised the federation for several achievements in the past year, including its parliamentary lobbying and meetings and receptions. The defeat of plans to extend Sunday trading was "a huge victory for small shopkeepers and common sense", he said.



Top team: Linda Sood and Ray Monelle

CONFERENCE REPORT

NFRN ANNUAL CONFERENCE



Devon & Cornwall Police & Crime Commissioner Alison Hernandez met NFRN representatives to discuss how to tackle business crime

Retail crime

Retailers must report business crimes and urge police to follow them up to increase support for small businesses.

That was the message from Devon & Cornwall Police & Crime Commissioner Alison Hernandez who opened conference and met with retailers from her district to gain a better understanding of business crime in the area.

The newly-elected PCC is forming a business strategy to raise support for businesses and the profile of retail crime, and will launch a two-month consultation next month before allocating her budget in October.

Ms Hernandez said she is investigating initiatives such as CCTV partnerships and victim support groups to invest in. But she said retailers must do more themselves to raise the profile of crime.

"We're putting things in place to provide support but I'm horri-

fied by the lack of reporting. People say crime levels are low because of it," she said. Retailers must report crime, then chase police for updates on their cases if they don't receive any news about them."

Ms Hernandez also urged retailers to engage with PCCs during budget consultations and after crime incidents.

"It's about getting involved while the process is in motion. We're here to work alongside communities and will put pressure on other organisations to help you. If you suffer an incident in your shop, invite your PCC to visit you. We're your last resort when you feel nothing is being done."



VOX POPS

"While there has been some success in getting retail crime higher up government agendas there is still much more to do. The police are still too slow in coming to the aid of victims and once there can be complacent in their dealings."

Ralph Patel

Outgoing national president



"All of us have felt the effect of retail crime therefore it remains high on the agenda. I cannot understand why most crime in small independent shops is classed as 'business crime' – it's personal."

Ray Monelle

National president



Carolyn Kirkland outlines developments from NFRN Commercial

NFRN Commercial

Four developments were unveiled to improve from NFRN Commercial's offer to retailers.

Head of trading Carolyn Kirkland announced the merger of buying group NFRN Direct and Shoplink to create Shoplink Direct, which will offer products from an increased number of suppliers.

She also reported that American toy company Melissa & Doug will launch its products into the UK convenience market through NFRN Shoplink.

A new range of sprinkles, sauces and healthier options will also be available from slush brand Snowshock. Also members can now pay for orders by central billing and PayPal.

"The competition independent retailers face today extends far beyond bricks and mortar stores. NFRN Commercial's mission is to help them become more successful and profitable," Ms Kirkland said.

HOW CAN YOU INNOVATE YOUR BUSINESS?

In line with the conference theme 'adapt, change, transform', RN editor **Chris Gamm** and Booker's head of Family Shopper **Robert Butler** shared simple ideas for making more money. Here are 10 of the best

1 Offer a loyalty scheme Dave Hiscutt produced 1,000 key fobs offering half-price coffee and gave them to local businesses and shoppers. He now sells 60 coffees every day.

2 Get on top of your numbers – less can be more with the right core range John Parkinson cut his mags range

by 35% and increased sales by 15%. Booker is relaunching its Core Range advice, saying the top 1,200 products deliver 65% of sales.

3 Become a c-store Starbucks Anwar Haq installed a Seattle's Best Coffee unit and cross-merchandises coffee with croissants, cookies and doughnuts. He now sells 110 cups of coffee a day as

part of a coffee and cake deal priced between £2.50 and £3.

4 Cross-promote news with confectionery and snacks Jatinda Sahota works with News UK to promote newspapers by his coffee machine, and rotates deals on drinks, confectionery and snacks cross-merchandised with papers on his



RN editor Chris Gamm shares innovative ideas with conference delegates



NFRN Annual Conference
13-14 June 2016,
Torquay



The NFRN will continue to challenge poor service in the news supply chain

Newstrade

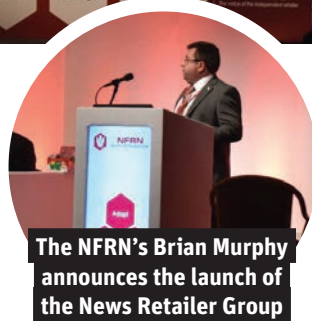
The NFRN is to launch a test case against a news wholesaler to challenge poor service levels as carriage charges continue to rise.

The federation agreed to run the case after members unanimously backed a motion from Yorkshire calling for action to challenge high carriage charge levels when service to retailers remained poor.

“I’m hoping to be one of the people who goes to court,” Yorkshire member Ian Smith said. “Carriage charges are obscene and the quality of deliveries to my shop is very poor. I’m missing out on £1,300 a year because one customer cancelled their order when I didn’t get the titles I needed.”

Four other motions also received unanimous backing. One from Yorkshire called for the NFRN to formulate a plan to alleviate ‘unfair cost hikes’ from carriage charges. Another from the East Midlands called for negotiations with publishers to ensure contractual obligations regarding deliveries are fulfilled. The NFRN will also negotiate with publishers to bring production times forward by one hour and campaign for a robust procedure for the order and supply of partworks back issues.

Meanwhile, in his newstrade report, head of news operations Brian



The NFRN’s Brian Murphy announces the launch of the News Retailer Group

Murphy outlined other focus areas for the year ahead.

“This year retailers were hit with a triple whammy with Menzies’ carriage charge increase, newspapers’ limited terms increases and a return to some shocking delivery times,” he said.

Increased engagement with suppliers, action against illicit trading, improved support for members and lobbying for better delivery processes were among the plans revealed to tackle these issues.

Mr Murphy also listed achievements from the previous year, including the introduction of a local rate 033 number for Menzies, the inclusion of tote numbers on paperwork and a partworks summit which resulted in thousands of back orders being supplied.

The launch of the News Retailer Group lobby group was also announced, with the Co-op, Asda and other multiples joining forces with the NFRN.

VOX POPS

“We must bring up carriage charges at every meeting. They affect members every day, costing us a fortune. We need to campaign to remove them or find an alternative.”

Stuart Reddish

High Street News Company, Derbyshire



“There’s no slack in the system. Publishers must realise putting all papers on fewer lorries means they need to print them earlier. If you’ve got a big HND service, half an hour is a big delay.”

James Wilkinson

Pybus News, Boroughbridge



“I had four issues of Precious Rocks on back order. I finally got them, but the customer had cancelled them the week before. I had to return them to Smiths.”

Jason Birks

Moscis, County Durham



NFRN chiefs will prioritise tackling business crime in the coming year

NFRN restructure

Incoming vice president Linda Sood updated conference on year-long activity to restructure branches and districts within the NFRN.

Districts around the UK have been assessing how to increase member engagement, improve the quality of meetings and review the number of branches and districts within the organisation.

The number of branches has been reduced from 180 to 154, Mrs Sood reported, with mergers in districts such as the Republic of Ireland and Kent, and further moves expected.

“This change has begun in some districts, including my own, which will merge with Devon & Cornwall after conference, national president Ray Monelle said. “This is meant to give districts the flexibility to take whatever course of action is best for them.”

A motion was passed that will allow districts to remove and/or merge their existing branches and develop a more relevant member-focused meeting support structure, while maintaining their voting strength at national level. The change will be staggered over the next three years while details of the rule amendments will be discussed.

newsstand. His newspaper sales are up 17% year on year.

5 Create a sugar tax-friendly range

Amit Patel cut 20 confectionery lines to prepare for the sugar tax and has seen sales go up. He added Eat Natural bars, Proper Corn, Rejuvenation Water and sugar-free pick and mix sweets. He aims to revamp 25% of his range.

6 Use local events to promote your store

Mike Brown decorated his shop with bunting and cycling mags for the Tour de Yorkshire. With the local council, he put on an event promoting local businesses, sold school-made bikes for charity and took an extra £300 on the day.

7 Embrace food to go

Amardeep Singh makes hot and cold sandwiches in his on-site kitchen and makes more from two hours’ lunch trade than in a week from his eight metre grocery aisle.

8 Offer parcel services

Parcel services have

become a much more prominent and expected feature in independent stores. Retailer Graeme Pentland’s service is available to 400 HND customers.

9 Kids Zone

Booker’s new Kids Zones feature self-serve slush machines surrounded by confectionery. One

test store earns an extra £50 a week and sold 200 cups a week last August.

10 Family meal deals

Booker says meal deals make shopping easier for families and improves the perception of fresh food in c-stores. A meat, sauce and rice/pasta deal is a starting point. ●

ACADEMY IN ACTION



JTI's Melanie Mills talks with Leicester retailer Jagjeet Hayre about working responsibly

Search #IAA16 for ideas and inspiration

Responsible Retailing

In order to keep staff and shoppers safe, responsible retailing is a vital part of running a store that independent retailers cannot afford to get wrong. The IAA's Chloe Taylor joined JTI's Melanie Mills at Jagjeet Hayre's Leicester store to discuss staying on the right side of the law and how to be a responsible member of the community



Name	Jagjeet Hayre
Store	Premier Express
Location	Leicester Forest East
Size	600sq ft

The Independent Achievers Academy is a business development programme to help retailers like you improve your profits. This is the 4th in a series of 12 features to show you how retailers are working with our partners to follow the Academy's advice and grow their sales.



Positioned on a busy road just outside of Leicester, Jagjeet Hayre's standalone convenience store mostly attracts commuters who are passing; but he makes the effort to get to know each one.


The store benefits from its own car park, which contributes to the influx of passing trade – a feature Jagjeet says is “the main bonus of the shop”.

However, the shopper demographic is set to change in Jagjeet's shop, with the building of a school nearby. With an inevitable rise in school-aged shoppers and a boost to the post-school rush, it is vital Jagjeet and his staff are savvy, responsible retailers.

Although he already has a number of policies in place, Jagjeet is looking for help to bring his store up-to-date on its responsibilities.

My challenge

Jagjeet would like to put a coffee machine in his store, but the shop layout makes it difficult to find a space where the machine can be monitored by staff at all times.



IAA ADVICE

1

Keep a written record of staff training

Jagjeet and his staff follow the Challenge 25 scheme for all age-restricted goods and keep a refusals register. Although he keeps his staff updated in terms of best practice, there is no action plan or record around training.

Melanie suggests that instead of informally discussing age-restricted sales with his staff, Jagjeet records all training that takes place and implements a proper training policy.

“Keeping a written record on training shows you are a responsible retailer,” she says. “It proves you use due diligence and are keeping everyone up to date with legislation and compliance.

“Give your staff the opportunity to ask questions, as this will close any knowledge gaps. There are many resources available that provide free guidance, advice and/or training for retailers – for example, supplier websites and trading standards.”

2

Have a recycling policy and dispose of waste responsibly

Jagjeet works alongside Booker to recycle his own waste, and separate it as appropriate.

“At the moment we don’t have anywhere for customers to recycle their waste; there was talk among locals about metal cages being installed nearby, but it never happened,” Jagjeet says. “This could become an issue if we get a coffee machine with paper cups.”

The premises encompasses a small car park at the front of the shop, and a recycling bin could easily fit in front of the store, Melanie says.

“Businesses can work with local councils to recycle commercial waste for a competitive rate,” she adds, suggesting Jagjeet looks into requesting a recycling bin from the local authority.

She says Jagjeet could also make a small investment to buy a bin for general waste, or look into getting a branded bin from one of his suppliers.

3

Keep high value products in secure or highly visible locations

Jagjeet’s blind spots are covered by CCTV, but his anti-theft technique is walking around the shop while a member of staff remains behind the till.

The layout of the shop makes it difficult for staff to keep an eye on the entire store, which ties in with another of Jagjeet’s concerns. “I’d like to invest in a coffee machine, but it’s difficult to find space,” he explains. “I’d want the machine in clear view. We have a lot of young children and pushchairs in the shop, which increases risks of slips and burns.”

Melanie suggests putting the coffee machine beside the door, where the photocopier currently sits.

Talking to Melanie about sweets and singles, Jagjeet agrees that these products – which are vulnerable to theft – could be moved into a clearer view. High-priced items and alcohol are well-placed in close proximity to the till.



WHAT WE LEARNED



Melanie says

“Jagjeet has robust policies in place; alcohol is in sight of the till, and CCTV is in operation. Challenge 25’s logo is also visible throughout the premises. One of the biggest challenges for retailers is keeping up with new regulations. Jagjeet is doing well, but should think about implementing a stronger training technique. Keeping records of training and refresher courses, alongside his refusals register, will show that he’s complying with best practice.”

Melanie Mills

Communications manager, JTI



Jagjeet says

“We already utilise online training tools and encourage the staff to tell us about anything they’re struggling with, but I agree that we should keep track of training more than we do. I also want to start thinking about how to rejig the store to the best advantage, and I think the visit from the IAA with Melanie from JTI will help me overcome my space and safety issues.”

Jagjeet Hayre

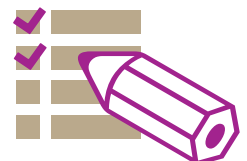
Premier Express, Leicester Forest East

Jagjeet’s action plan



- Create an action plan on staff training, keeping a written record of completion dates
- Provide customers with a recycling and general waste bin
- Review till area to find space to safely install a coffee machine

Your action plan



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

CATEGORY ADVICE



Stimulate your summer

Summer is a key time of year to boost soft drink sales with some simple changes. RN re-joins Red Bull to find out how category specialist **Robyn Cardno** has helped two retailers improve their soft drink merchandising

Soft drink sales are crucial for retailers at any time of year, but even more so during the summer months.

Are you making the most of opportunities and have you got your

merchandising right? RN visited two retailers with Red Bull, to share expert advice and tips to maximise sales ahead of this key period. What were the results? Both stores recount how it helped them and their learnings.



THE RESULT
23%
increase in Umesh's
soft drink sales by
removing slow lines
and multi-facing
bestsellers



FOCUS ON UMESH BATHIA

Premier U&S
Food & Wine,
Farnham

Challenges

- **Range:** Umesh had so many different variants, some of which were slow sellers. It meant the fridge looked cluttered and could have been confusing for shoppers.
- **Double-face bestsellers:** Most of the bestselling brands only had single facings within the fridge, which meant they did not stand out as much.
- **Strike zone:** Slow selling brands took up the majority of the strike zone, which meant potential sales of higher margins products were being missed.

Changes to drive sales

- **Range:** Cater more effectively for customers and give more space to best-sellers by reviewing and removing lines that don't sell well.
- **Double-face bestsellers:** Ensure the bestsellers stand out to shoppers browsing the fixture by having several facings of all the biggest brands including the leading carbonates and waters.
- **Strike zone:** Provide a clear starting point for shoppers, help them identify categories and speed up their purchasing by putting signpost brands including Coca-Cola and Red Bull at eye level.

Umesh says

"We've had the same display here for years so it's great to have something completely different. Our overall sales are well up but sales of Red Bull 250ml have gone up by 53%

which I'm delighted with. Moving multi-packs into the fridge has made an impact and the new orange variant has done well too. It's been great having someone help us take a step back and see the bigger picture."

Key lessons for your store

- 1 Check your sales data to find out your bestsellers and remove slow selling lines to make room for bestsellers.
- 2 Multi-face bestselling brands, not just Red Bull, but the leading carbonates and waters too, so they stand out to customers.
- 3 Make sure top brands, including Coca-Cola and Red Bull, are placed at eye level so they are not missed by customers.

in association with  Red Bull



FOCUS ON RISHI MADHANI

Today's CJ Stores,
Stokenchurch

Challenges

- **Shopper needs:** Drinks were not organised in a logical order, making it hard for shoppers to find what they needed.
- **Clear signage:** There was no signage on the fridge, and therefore it was hard for customers to spot the prices of some drinks.
- **Vertical blocking:** Different variants and brands were not organised in a logical order, and so customers may have found it hard to find the product they were looking for.

Changes to drive sales

- **Shopper needs:** Organise soft drinks according to customers' needs by arranging them into a 'refresh, stimulate, hydrate' sequence, moving from left to right.
- **Clear signage:** Help shoppers spot pricing on the biggest-selling product in the category by adding some bright, attractive branded Red Bull PoS.
- **Vertical blocking:** Making shopping easier and customers find what they're looking for in their 1.3 metre view by displaying similar brands in a vertical line.



THE RESULT
15%
increase in Rishi's soft drinks sales after rearranging to follow the 'refresh, stimulate, hydrate' sequence

Rishi says

"I've definitely seen a significant increase in sales, the 355ml Red Bull can has gone up by 35% alone. But it's not just about that - the merchandising is so much simpler too. It's easier for staff to replenish, which is saving us a lot of time. The PoS has really worked and it's opened our eyes to ways of promoting things around the store, so it's not just helped with soft drinks."

Key lessons for your store

- 1 Merchandise your fridge to follow the 'refresh, stimulate, hydrate sequence' moving from left to right, so your fixture caters to customers' needs.
- 2 Use PoS to help prices stand out and to make your displays look attractive so shoppers will spot the biggest selling products in the category.
- 3 Organise your fridge, so similar products are close to each other, to make it easier for your customers to find what they're looking for.



RED BULL TIPS

- 1 Merchandise left to right: refresh, stimulate, hydrate
- 2 Block brands vertically
- 3 Split category space according to share of sales
- 4 Focus on the top three brands
- 5 Put signpost brands at eye level and stair-step sizes
- 6 Create clear price labels and use branded PoS



EXPERT ADVICE ROBYN CARDNO

Category specialist, Red Bull



"We are thrilled with the results achieved in both stores, especially the growth seen on Red Bull 250ml and 355ml. It's great to hear that the advice is not only boosting sales of soft drinks, but is also saving time for staff and inspiring new promotional activity across all categories."

DRIVE SOFT DRINKS SALES IN YOUR STORE
For more advice and tips, go to betterRetailing.com/grow-soft-drinks



GET INVOLVED

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

TEST THE TOOLS



Take a bigger bite of the biscuit opportunity!

With McVitie's and Jacob's within its portfolio, United Biscuits is responsible for two of the biggest snack brands in the UK. To assist retailers as they look to grow sales in this key category, United Biscuits has developed the Better Biscuits, Better Business website

Better Biscuits, Better Business

Five reasons why Better Biscuits, Better Business will help you

Hena Chandarana
Trade communications controller, United Biscuits



We've filled the site with simple advice that's easy to follow for retailers of all kinds.



It has an unbiased approach using sales data to determine the top 50 bestsellers.



We also offer a free store relay which will improve sales by up to 68%.



We regularly update the the latest site with news about our brands.



There are also competitions for retailers to take part in.

RETAILER Q&A



Ralph Patel

The Look In, Woodmansterne, Surrey

How easy was the website to use?

It's a very useful resource. I think the biggest challenge in the biscuit category is that a lot of independents don't stock the right range. In the case of newspapers and magazines, for example, there's lots of information about the hundred biggest sellers and so on. But there's less information available about biscuits, and that's where this website is very helpful – it's got lots of great information on what to stock and what not to stock.



What did you learn from it?

There's lots of information and guidance on what to stock and what not to stock, plus it gives me another perspective on pricing for my biscuit products. I also learned how to rearrange our biscuit fixture to make sure the biggest sellers and most popular brands are displayed most prominently.

What will you do next to implement what you have learned?

I will continue tweaking and optimising my biscuit range – I'm currently preparing to introduce a gluten-free brand. If you have several members of staff, I think it's good to give them access to the website and let them have a play around. Staff want to be motivated and that way they can use their own initiative to engage with the tool and with the category.



YOUR ONE-STOP SHOP FOR BISCUIT CATEGORY ADVICE

Better Biscuits Best Sellers highlights the top selling products in the biscuit category to help you stock the right range and drive stronger sales.



Why is Better Biscuits Best Sellers important?

80% of total Biscuit sales come from only

8% of products[†]



The best sellers in the Biscuit category in one complete range recommendation



Ranging advice covering all manufacturers and brands



Specific ranges and planograms for Convenience stores and Forecourts

TOP 10 BEST SELLERS

- 1 McVitie's Milk Choc Digestives 300g 
- 2 McVitie's Dark Choc Digestives 300g 
- 3 McVitie's Digestives 300g 
- 4 McVitie's Jaffa Cakes 150g 
- 5 Cadbury Milk Chocolate Fingers 114g 
- 6 McVitie's Milk Choc Hobnobs 300g 
- 7 Oreo Cookies Original 154g 
- 8 Nestle Kit Kat 2 Finger 7x20.8g 
- 9 Maryland Cookies Choc Chip 145g 
- 10 McVitie's Rich Tea 250g 

MERCHANDISING ADVICE



Go to www.betterbiscuits.com to:

Find the perfect ranges and layout for your store

Book a biscuits relay*

AND MUCH MORE!!



[†] Data Source: IRI Litmus 4 w/e 6.12.15 * Limited Number Available

TEST THE TOOLS



Concha Y Toro is investing heavily in its support for retailers as it looks to help the convenience channel grow wine sales across the board. At the heart of this strategy is the company's trade website, WineWise

WineWise

Five reasons why WineWise will help you



WineWise offers free, objective category advice on your smartphone for busy retailers to read at any time.



The bespoke planograms you can download will be adjusted to fit your store size.



There are so many products to choose from – download a core range of up-to-date bestsellers.



Doing something great with Wine? Share quickly and easily what works for you with other stores.



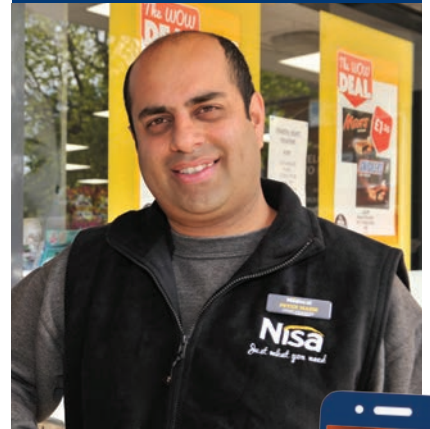
Keep checking back to keeps up to date on what's new to offer your shoppers.

Laurie Billson

marketing manager,
Concha Y Toro



RETAILER Q&A



Peter Mann

Nisa Local,
Luton, Bedfordshire

How easy was the website to use?

The tool was very straightforward to use. I spent about 15 minutes reading through the information in my office and making some notes. It was really interesting and useful. We have a lot of customers asking staff questions about wine and it's definitely one of the trickier categories to give advice or guidance on. Some of our staff don't know anything about it and sometimes they'll just read the information off the back of the bottle, which is what customers could do themselves.

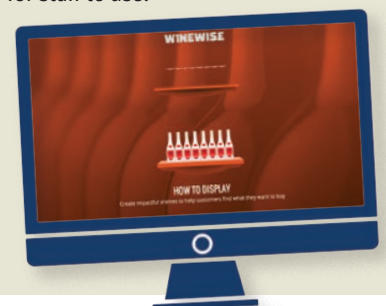


What did you learn from it?

Exactly how to pronounce wine terms and types and which wines go with which foods. I also learned how to describe different wines, and match them to customer preferences

What will you do next to implement what you learned?

I definitely want to try and share the information with staff. I think I'll make up a laminated A4 card, summarising some of the information about different wines, and place it behind the counter for staff to use.



FRONTERA

PROUD TO BE THE OFFICIAL WINE
OF THE BRIT AWARDS 2016

No.1 Chilean Wine Brand in the World
- growing 101%* annually!



BRIT AWARDS 2016
with MasterCard

OFFICIAL WINE

*Source: IRI Value Sales Total Market 52w Nov 2015



Free Wine category advice
advice on your smartphone
to maximise your wine sales

WINE-WISE.CO.UK

drinkaware.co.uk for the facts

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INDUSTRY PROFILE

Interview by **Tom Gockelen-Kozlowski**
 email tom.gk@newtrade.co.uk
 tel 020 7689 3361
 @TomGK_RN

Puzzler Media

With the puzzle sector outperforming the total magazine market in terms of value and volume, it is vital your range is right. Here, Elisa Mendez explains what Puzzler Media is doing to help you

RETAIL NEWSAGENT How are puzzle magazines performing in general at the moment?

ELISA MENDEZ The puzzle sector, of which Puzzler represents a 45% share, is outperforming the total magazine market in terms of value and volume and represents one of the top magazine sectors in terms of share of the overall market.

RN What effect has the rise of smart-phones and puzzle apps had on the market?

EM While there is no doubt that we live in a digital age, good old-fashioned magazines are still consumers' preferred way to puzzle, especially during the summer when the days are longer and we feel like we have more time on our hands. But we don't shy away from bucking a trend, and have brought to print Candy Crush Puzzles, a magazine that replicates the fun of the Candy Crush Saga.

RN Which trends are driving sales?

EM The mixed-content puzzle format is a growing trend and is now the biggest puzzle genre, with a 29% share of the market. Puzzler's Q Puzzle Compendium, which provides a selection of puzzles for all the family, falls into this category and now joins Puzzler Collection, the top-selling puzzle title in the UK, as another of Puzzler's bestsellers. Another notable trend is the recent move to more traditional, relaxing pastimes as people move away from screen-based activities, both at home and at work. Our Creative Pastimes and Creative

Dot-to-Dot titles, cater to this demand.

RN How are you working with retailers directly to ensure sales are maximised?

EM Puzzler invests heavily in cover-mounts and competitions throughout the year, with additional focus during the summer months. We understand supporting retailers with titles that regularly carry cover-mounted pens or pencils and large competition prizes is paramount to encouraging casual purchasers. Added extras such as these greatly influence decision-making.

RN How else do you ensure readers want to pick up your titles?

EM We are continually reviewing and refreshing content as we realise



We don't shy away from bucking a trend

how important it is to listen to what our customers want. We recently carried out an extensive piece of qualitative reader research with focus groups up and down the country to ascertain what drives a customer to buy a puzzle magazine and have rebranded our portfolio as a result of our findings, keeping the portfolio fresh and modern.

RN What are the key titles that retailers should be stocking this summer?

EM The four key sectors - mixed-format puzzles, single-format with broad-appeal, single-format specialist titles like Killer Sudoku, and lastly family-friendly puzzle titles - should all be represented. Puzzler can offer retailers a selection of titles in all of these genres. Clear displays of Puzzler Collection, Britain's biggest-selling puzzle magazine, together with Puzzler's other market leaders such as Q Word Search, Q Kriss Kross, Logic Problems and Puzzler Quiz Kids, will offer retailers the chance to achieve the best possible return. In addition to the traditional market leaders, taking advantage of new trends will also be key this summer with titles such as Creative Dot-to-Dot, Creative Pastimes and Candy Crush Puzzles.

** Company CV **

Company Puzzler Media
UK circulation and trade marketing manager Elisa Mendez

Profile Puzzler Media is the UK's largest puzzle supplier, and publishes over 40 titles in the UK. The company also produces puzzles books, console games and other puzzle-based products, as well as providing content for newspapers, magazines, and interactive games globally.

Latest news Puzzler has recently launched Creative Dot-to-Dot, Creative Pastimes and Candy Crush Puzzles.

**

**



NEW!

JTI

JTI Advance App Available Now!

Know the category; be the expert.

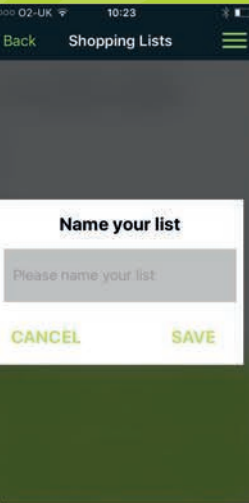
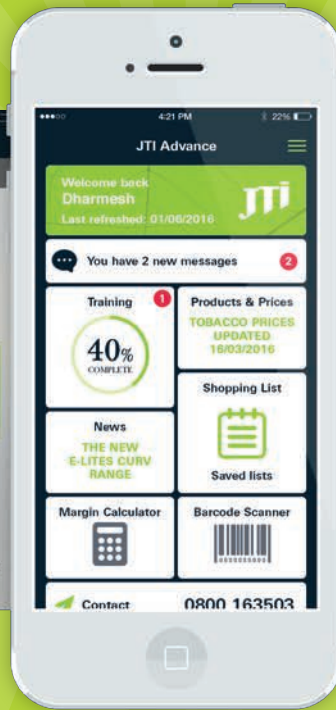
Shopping List • Products • Prices • Laws • Training • News



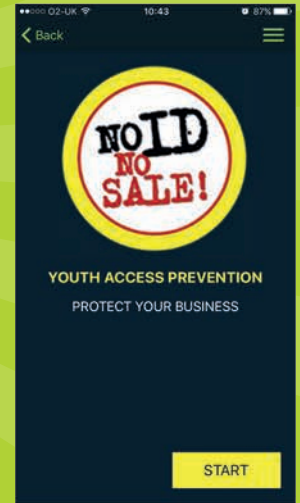
Keep up-to-date with the latest retail industry news



Handy scan for JTI RRP's



Shopping list creator to save you time



Interactive bite-sized training on the go

Install today! Search 'JTI Advance'



JTI Advance App Useful | Convenient | Expert

JTI

TOBACCO

Key suppliers and retailers answer 10 questions on how to respond to the latest tobacco regulations. **Toby Hill** reports

Evolving your range

Tobacco remains an indispensable category for the convenience sector. As research by the Convenience Tracking Programme shows, 39% of smokers cite it as their main reason to visit a store. Their average spend, at £10.57, is almost double that of a non-tobacco smoker, at £5.45.

But last month, two of the most drastic sets of regulation the industry has ever seen – EUTPD II and UK

plain packaging legislation – came into force. They limit what manufacturers can produce and pave the way for a huge transformation in what retailers will be able to sell from May 2017. These changes are forcing retailers to adapt to a radically different sales environment.

Here, we explore solutions from suppliers and retailers to the biggest challenges currently being created by the new regulations.

When and how should retailers start to delist non-compliant products?

Supplier

Jeremy Blackburn

Head of communications, JTI



It is too early for retailers to be thinking about delisting non-compliant products. Tobacco is the number one contributor to store turnover and tobacco shoppers spend on average £2,000 a year. Also, research tells us 26% of adult smokers choose to buy elsewhere if their brand is unavailable. In due course we will be communicating detailed ranging advice to retailers through our initiative Your Guide Through Change.

Retailer

Hitesh Patel

Gay's Newsagents, Hertford



We're a traditional tobacconist and people buying eight grams of tobacco or 10-packs of cigarettes provide vital footfall for us. So, as long as suppliers have the products we'll continue to stock them. Of course, we'll have to decide carefully at what point we start delisting – we have some specialist tobacco that's bought by only one or two customers which would be easy to get stuck with.



It is too early for retailers to be thinking about delisting non-compliant products

REMINDE YOURSELF
The legal changes

20 May 2016

Manufacturing deadline From this date, tobacco firms can no longer manufacture branded packs, pricemarked packs, packs with less than 20 cigarettes or rolling tobacco packs sized below 30g.

19 May 2017

Sell-through deadline Existing stock of smaller cigarette and rolling tobacco, pricemarked and branded packs can be sold by retailers until this date, after which they will become illegal.

May 2020

Ban on menthol ready made cigarettes comes into force.

Suppliers' advice is keeping retailers up to date



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EVERY **CAMEL**
TELLS A STORY

NEW LIMITED EDITION PACK **WHILE STOCKS LAST**

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TOBACCO

What pricing strategies should retailers employ over the next few months?

Supplier

Andrew Miller

Head of field sales, Imperial Tobacco



Around 74% of retailers offer price-marked packs and 57% of tobacco shoppers choose them if available. The phasing out of pricemarked packs from 20 May 2016 is therefore a key issue for the independent trade. After this date, competitive pricing by independent retailers will be more critical than ever. If independents fail to price their tobacco competitively it could result in shoppers turning towards the grocery channel instead.

Suppliers warn stores: don't hike prices



Retailer

Kamal Sisodia

WH Smith
Local, Coalville, Leicestershire



Some pricemarked packs are already selling out at the wholesalers. Right now, we stock them wherever we can, so it's going to be a challenge for us. We know from Australia that a significant number of outlets have closed since plain packaging was brought in, which is partly due to people pricing themselves out of the market. So while it's tempting to try and squeeze more margin out of the changes, we'll proceed cautiously, avoid raising prices where possible, and try to be more aware of what our competition is doing.

What role will value and super-value brands play when minimum prices may be as high as £10?

Supplier

Jeremy Blackburn

Head of communications, JTI



Past experience and existing trends suggest value brands will continue to play an important role in the category. Within the UK market there is a trend towards value: the sector holds a 55.4% of the total RMC market and JTI has a number of key brands in this area including Sovereign, Sterling and B&H Blue. The continued growth of many of our rolling tobacco brands, such as Amber Leaf and Sterling, also points to this trend.



Retailer

Hitesh Patel

Gay's Newsagents, Hertford



Value brands will still play a vital role and we might even see new players in the game. I've seen over the past few years how value has become more important to customers: if there's one tobacco at £2.99, and another at £3.05, they're in the habit of going for the £2.99 option, even though there's only 6p difference.

Price conscious customers will need to adapt to higher prices



What can retailers do to ensure staff members have sufficient knowledge and training to operate in a plain packaging market?

Supplier

Jerry Margolis

Director of sales, Philip Morris



Retailers should make sure their staff are fully trained so they are able to explain changes to adult smokers, quickly and accurately locate products and know products' prices.



Retailer

David Worsfold

Farrants Newsagents
Cobham, Surrey



We've trained all our staff in the new law. We took them aside for an hour or so to explain it to them. As a small retailer we obviously couldn't train them all at once, we had to stagger it. We encourage them to communicate with our customers, to explain we'll see a series of price rises over the next year. That way, customers should be less taken aback when they hit.

What can retailers and shop staff do to communicate to customers about the range they have available?

Supplier

Andrew Miller

Head of field sales, Imperial Tobacco



According to a recent survey, just under half of cigarette smokers (49%) and 60% of rolling tobacco smokers are totally unaware of the impending changes. We'd therefore advise spending as much time as possible speaking to your smoker customers to communicate the changes.



Retailer

Eric Jordan

Evenwood News,
County Durham



I've explained to most of our regular customers that the regulation is already in force. But I don't think they'll feel the impact until October, when we'll stop stocking non-compliant products, by which point we'll have talked them all through it. The main worry concerns capsule cigarettes. For every two packs of normal cigarettes sold, we sell one pack of capsules, so some of our customers will want guidance on what to buy instead.



PLAY IT SMART
WITH THE NO.1
SUB-ECONOMY BRAND*




**PLAYER'S
WELL PLAYED**

PMP/RRP: For the avoidance of doubt, customers are free at all times to determine the selling price of their product.
*ITUK Estimates March 2016.

www.imperial-trade.co.uk



For Tobacco Traders Only

TOBACCO

What impact will the regulations have on merchandising?

Supplier

Jerry Margolis

Director of sales, Philip Morris



Based on lessons from Australia, if there are transient staff in an outlet, today's gantry system may create some challenges with locating products and serving customers. Additionally, the space behind the counter represents valuable real estate for other product categories. Retailers may want to consider alternative solutions, such as drawers, overhead units and even vending solutions to better utilise this space and improve transaction time.



Retailer

Kamal Sisodia

WH Smith Local, Coalville, Leicestershire



This is going to be difficult and average transaction time is bound to go up. We'll have to prioritise anything we can do in terms of merchandising to make serving customers quicker. This might lead to tension with some of the manufacturers, but it's going to be necessary. At first we thought alphabetical merchandising would be the best way to approach it. But after more thought we concluded it probably makes more sense to place prime, popular products in the mid-section, and work out from there.

How important are premium products to stores?

Supplier

Andrew Miller

Head of field sales, Imperial Tobacco



Around one in four packs of cigarettes sold today still stem from the premium and sub-premium price sectors. The enhanced margins provided by our brands like Davidoff, Embassy, Regal, Superkings and Lambert & Butler Silver mean they will continue to be must-stock products as the market evolves.

Retailer

Kamal Sisodia

WH Smith Local, Coalville, Leicestershire



I think premium brands might become more attractive to customers. If they already have to pay more than £8 or £9 for a pack of Mayfair, why not just pay an extra 50p for B&H or Marlboro? I'm hoping there will be opportunities to trade customers up to more premium brands.



Which brands should retailers delist?

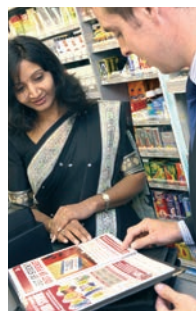
Supplier

Jeremy Blackburn

Head of communications, JTI



We recommend that retailers work with their sales reps, monitor how sales are affected by regulation, and only then look into reviewing their ranges.



Retailer

Hitesh Patel

Gay's Newsagents, Hertford



I have a strong reputation as a tobacconist, so I want to maintain my range as far as I legally can and avoid delisting products. I haven't seen my sales go down in the dark market anyway – some customers have switched to less premium brands, but overall sales have stayed the same.

How dynamic is the market likely to be over the coming months?

Supplier

Jerry Margolis

Director of sales, Philip Morris



As in every other industry, new products are launched to meet consumer needs. In a market as mature as the UK, we do not anticipate a large number of product launches during the transition period.

Retailer

David Worsfold

Farrants Newsagents, Cobham, Surrey



We've seen a scrabble recently as manufacturers release countless new varieties of the same cigarette, and I anticipate very few launches from here on in. It's going to be too difficult to bring new products to such a tightly regulated market.

Is the arrival of plain packaging and high prices likely to benefit the illegal cigarette trade?

Supplier

Jeremy Blackburn

Head of communications, JTI



It's a very concerning area. The floor for cigarettes is likely to become £8 or £9. For rolling tobacco it will be more like £12. So imagine if there's a bloke in the pub selling 50g for a fiver. And plain packaging will make counterfeiting easier. We'd definitely encourage retailers to report it: they shouldn't feel like they're grassing, but that they're protecting their businesses.

Retailer

Eric Jordan

Evenwood News, County Durham



We're in a rural area and there's a great deal of contraband, especially rolling tobacco. People sell it from their houses in several of the villages round here. The changes will certainly make it very easy for the illegal trade and if it grows into a big volume it could be very concerning. We always keep an eye on it. ●



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Introducing the Number One additive free tobacco from the Number One tobacco company in the UK*

Additive free natural tobacco does not mean less harmful tobacco.

*Nielsen Market Track March 2016



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TOBACCO



Your guide
through change



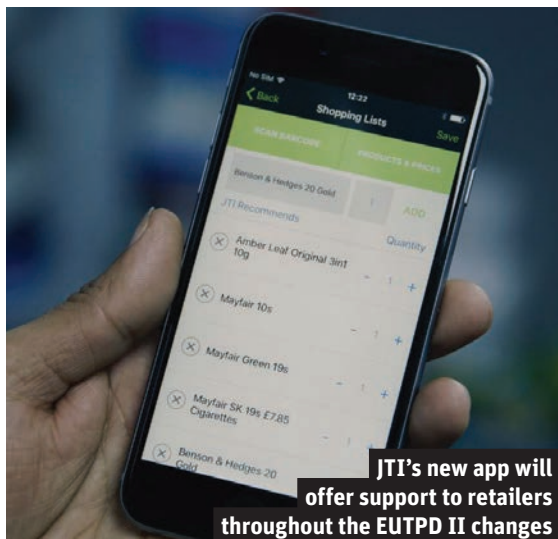
Wanda
Winchester



Raaj
Chandarana

How will EUTPD II affect your store?

With the introduction of new EUTPD II legislation, retailers need to be prepared for changes affecting their businesses. Here, **JTI** addresses some of the most pressing questions facing RN readers and offers support to adapt to the changes



Wanda Winchester

Bmorelocal, Swansea

QUESTION As a new retailer, how can I find out more about EUTPD II and how it affects me?

ANSWER JTI is committed to helping retailers through the coming changes and, to help, we have launched an initiative called 'Your Guide Through Change' to explain how the changes will affect your business.

It provides retailers with a go-to source of industry-leading advice that offers reassurance and clear, practical steps to ensure they continue to maximise their profits from the tobacco category.

To find out more, go online, visit our JTI Advance website and read up on EUTPD II.

There is an educational video to watch with all the facts clearly laid out, and training modules too. If you need to sign up to JTI Advance, just speak to your rep or call our customer service line on 0800 163 503.

Raaj Chandarana

Tara's News, High Wycombe

QUESTION Is there going to be a EUTPD III? What does the future hold for tobacco legislation?

ANSWER It is unclear what the legislative future for tobacco holds, but one thing that is

clear is that through all the changes over the past few years the category has remained resilient and continues to be a key foothall driver.

With the introduction of EUTPD II and plain packaging we are entering a new phase and, quite understandably, there are a lot of unanswered questions right now. In our view, retailers who invest in the tobacco category by maintaining range and availability are more likely to succeed than those who don't manage their stock efficiently.

Ultimately, inefficiency will hand business to those who do invest their time and energy to manage the changes.

Dan Cock

Premier Whitstone Stores, Devon

QUESTION Will you pay to change gantries to adapt them to EUTPD II and plain packaging?

ANSWER JTI will support retailers through the transition and will offer advice on merchandising and range when the changes start to take effect.

For any retailers thinking about making changes to the position of their tobacco gantry, we would ask them to consider the impact on their customers with all the other changes taking place. Staff and customers are used to tobacco being behind the counter.

in association with

Dan
CockPeter
Robinson

QUESTION Would you pay independent retailers to influence their stocking and merchandising?

ANSWER JTI's approach to category management is to provide free expert advice that all retailers can follow in order to maximise sales.

We will continue to invest in leading brands, training, customer service and communications, backed by regular visits from our dedicated sales teams. All of this is designed to help you maximise the opportunity that tobacco and e-cigarettes offer your store.

Peter Verrechia

Best One, Huntingdon, Cambridgeshire

QUESTION Cigars and pipe tobacco will not be moving to plain packaging. However, my question is will cigars and pipe tobacco have to display the new pictorial, larger health warnings at the top of the packets or will the health warnings on these products remain as they are now?

ANSWER You are correct - cigars and pipe tobacco will not be moving to plain packaging, but they will be subject to new packaging requirements under EUTPD 2. Pipe tobacco will move to the EUTPD 2 style, pictorial health warnings (PHWs) positioned at the top of pack. Those PHWs will also apply to packs of cigars weighing less than 3g and which are packaged for retail sale in units of 2 or more (such as Hamlet Miniature 5's). However different labelling rules will apply to larger cigars, and individually wrapped cigars and cigarillos.

Peter Robinson

Robinson Retail, Pembrokeshire

QUESTION When do you expect to run out of price-marked and branded packs?

ANSWER It is difficult to predict when plain packs will appear on shelves. It all depends on stock levels and rate of sale. However, retailers should expect to see plain packs starting to filter through over the coming months.

Our advice is to maintain a full range and ensure availability for as long as possible. By doing so you will put your store in the best possible

place to continue to benefit from tobacco sales and the associated purchases that are bought at the same time.

When compliant stock does start to come through it's important that branded stock is sold first, so regular stock checks and stock rotation will be key. When you restock the gantry, do it from the back.

Bay Bashir

Belle Vue Convenience Store, Middlesbrough

QUESTION What help and support will JTI offer retailers through this very big change to the industry?

ANSWER JTI will support retailers through its sales force and we encourage retailers to use their visits as an opportunity to ask any questions they might have about these changes.

JTI is also expanding its digital support with the creation of a new JTI Advance app in addition to the JTI Advance trade website. Designed with retailer needs at the forefront, the app features a barcode scanner and fingerprint sign-in, a shopping list, a margin calculator and training modules. It is launching this month, so the app is perfectly timed to support retailers and their staff during EUTPD II.

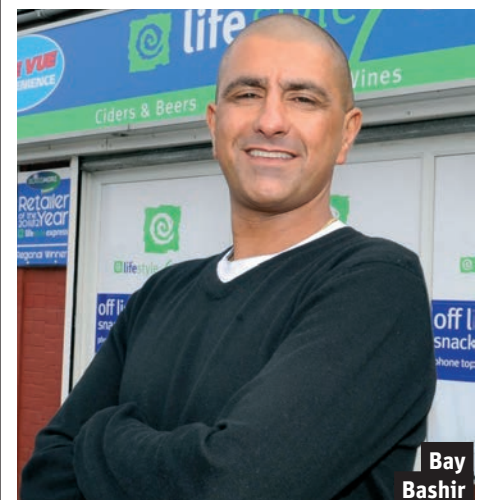
JTI will be doing as much as it can to support the trade through the transition. Our advice would be to train your staff, if you have not already, so they understand the changes that lay ahead for the tobacco category. They can then respond to customer questions and talk knowledgeably when changes start to take effect.

With the introduction of EUTPD II and plain packaging, we are entering a new phase in how we market and sell our products. However, retailers have the dexterity and determination to respond to the new challenges that lie ahead.

While we can all understand there will be a level of unpredictability in the months ahead, you can remain confident that tobacco will continue to drive footfall, momentum is likely to continue for brands that are in growth and, if you continue to invest in the category, that investment will continue to pay off.



We will continue to invest in leading brands, training, customer service and communications, backed by regular visits from our dedicated sales teams

Bay
Bashir

For more information on EUTPD II visit www.jtiadvance.co.uk and download the JTI Advance app at Google Play or the App Store

PUZZLE MAGAZINES

Summer holidays provide an ideal sales opportunity for puzzle magazines, so how can retailers cater to fans of each key puzzle genre? **Nadia Alexandrou** finds out

Ensure you've got the answer



The variety of games in mixed-puzzle magazines make them bestsellers

Mixed puzzles



Ben Dyer

Debben's News, Hampshire

Which puzzle magazines are most popular in your store?

Sudoku is probably our most popular type of puzzle, also the Take a Break series.

Who buys puzzle magazines from you and what are their buying habits?

It's mostly old people, who tend to buy them sporadically. Some will also buy them for friends or family who are in hospital.

How do you display your magazines?

I have a small range, which I keep neat and tidy. We had a store refit a few years ago and reduced our range to three metres with five shelves.

WHAT TO STOCK

Puzzler Collection

Price £2.99
Frequency monthly



The biggest-selling puzzle magazine in the UK, Puzzler Collection delivers over 60% more revenue to independents than the next competitor, according to Puzzler. Every issue also features a competition with cash prizes totalling £2,025.

TAB Take a Puzzle

Price £2.40
Frequency monthly



Another bestseller for independents, Take a Puzzle offers a range of codebreakers, crosswords and illustrated puzzles. Every issue also gives readers the chance to win more than £10,000 in cash and prizes.

TAB Puzzle Selection

Price £2.40
Frequency monthly



Puzzle Selection is the third best-selling mixed-content puzzle title, according to wholesalers' rankings for independents. Readers have the chance to win a cash prize of £5,000 every issue, as well as anything from mini breaks to high street vouchers and gadgets.

Industry advice

Elisa Mendez

Circulation and trade marketing manager, Puzzler Media



Mixed-format titles will always be big sellers due to the variety of content they offer, and wordsearch magazines are always a firm favourite. Over the long school holidays, it's essential to stock these puzzle magazines to amuse kids as well as parents.

Puzzler

EXCLUSIVE COMPETITION FOR INDEPENDENT RETAILERS

STOCK UP ON THE UK'S NO.1 PUZZLE BRAND



THE ORIGINAL!

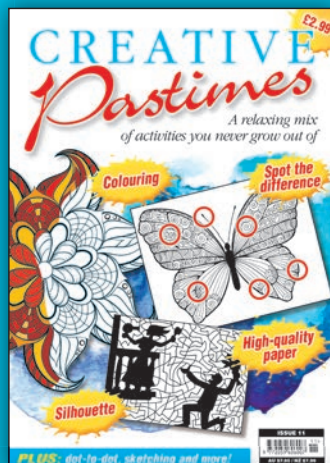
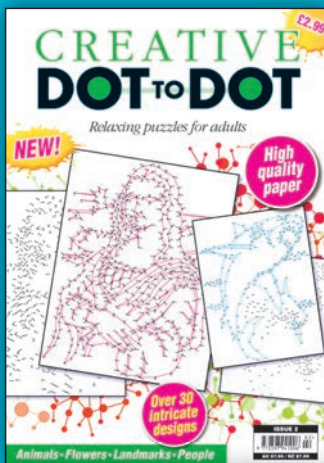


*UK'S BIGGEST SELLER!



FAMILY FAVOURITE!

BIG NEW TRENDS FOR ADULTS!

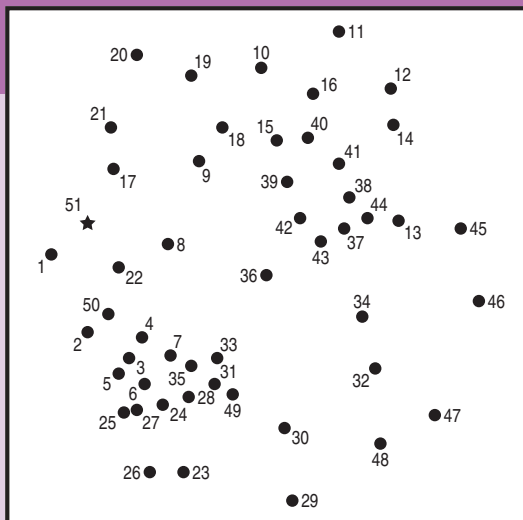


PLACE YOUR ORDER NOW

LOOK OUT FOR THE JULY ISSUES OF THESE TOP PUZZLER MAGS

***ANNUALLY DELIVERS OVER £1 MILLION MORE REVENUE THAN THE UK'S NO. 2 PUZZLE MAGAZINE!**

Source: Marketforce market data April 15 – March 16. Annual national revenue.



WIN £500 WITH **Puzzler**

For your chance to win £500, complete the puzzle and send your entry to us at:
RN Competition, Puzzler Media, 69 Station Road, REDHILL, RH1 1EY.

How to enter:
 When completed, the dot-to-dot will look like one of the following: 1) Rabbit 2) Chicken 3) Butterfly

The correct creature is number:

Mr/Mrs/Miss/Ms (Please delete as appropriate)
 FIRST NAME SURNAME
 SHOP NAME
 ADDRESS
 POSTCODE
 MAIN TEL. No. MOBILE
 EMAIL ADDRESS

Competition closes Friday 22 July 2016. Entrants must be 18 years or over. Visit www.puzzler.com/competitions for full terms and conditions.

PUZZLE MAGAZINES

Family



Manish Mehta

Williams News,
London

Which puzzle magazines are most popular in your store?

Family puzzles are very popular, of which I cover a wide range, from the large family wordsearches to the mixed ones with lots of pictures for children.

Who buys puzzle magazines from you and what are their buying habits?

Families, mostly children and young adults. I'm a news-agent, so most people come into my store specifically to buy magazines.

How do you display your magazines?

I have a secondary display with the best-selling puzzle titles on the aisle that leads to my main display, which drives a lot of impulse and multibuy.

WHAT TO STOCK

Quiz Kids

Price £2.99
Frequency quarterly

Quiz Kids is one of the best-selling children's puzzle titles according to wholesalers' ranking tables, and contains puzzles popular among young readers including spot the difference and tangled lines. Every issue comes with a free pencil for readers to use.



Q Puzzle Compendium

Price £2.99
Frequency monthly

Targeted at families with a mix of 170 puzzles suitable for both young children and adults, every issue comes with a free pen and a £2,000 cash prize draw.



Q Junior Puzzles

Price £2.99
Frequency bi-monthly

Q Junior Puzzles offers a mix of puzzles to suit a broad age range. Children also have the opportunity to enter two prize competitions every issue, and get a free pencil with every issue.



Single format specialist



Carl Pickering

Top Shop News,
Lancashire

Which puzzle magazines are most popular in your store?

I stock a whole range, which includes a few high level logic titles that are popular among certain customers.

Who buys puzzle magazines from you and what are their buying habits?

It's definitely the older generation, who buy the more complicated puzzles, but I get all ages buying from me.

How do you display your magazines?

I stock about 20 titles all together, which I have on my main display. I sometimes second-site them by the till if there's a promotion running.

WHAT TO STOCK

TAB Sudoku Killer

Price £2.30
Frequency monthly

Suitable for both beginners and experts – with tips and estimated completion times – TAB Sudoku Killer is one of the best-selling specialist logic titles. Readers have the chance to win £1,000 every month.



Logic Problems

Price £2.70
Frequency monthly

Puzzler claims this magazine is the most popular choice for customers wanting to solve classic logic problems. It also includes other popular logical puzzles such as Enigma, Hanjie and Logic-5.



Puzzler Suguru

Price £2.10
Frequency monthly

Relatively unknown in the puzzling world, Suguru is a pure logical challenge for puzzle enthusiasts, and is suited to all abilities. Every issue also comes with a free pencil.



Single format broad-appeal puzzles



Ketan Patel

Purley Bon Bon, Surrey

Which puzzle magazines are most popular in your store?

Single topic puzzles, for example one with just codewords, and one with just wordsearches. My customers know what puzzles they like and just want one type.

Who are your customers and what are they buying in store?

They tend to be elderly, most of them are over 50. I have a lot of regulars who buy every month, and the rest are on impulse.

How do you display your magazines?

On a 12-tiered three metre fixture. For big events and sporting occasions, I give related magazines prominence. For example, right now I've got a Tour de France title and a Euro 2016 title on the front bay.

WHAT TO STOCK

TAB Take a Crossword

Price £2.20
Frequency monthly

Take a Crossword continues to be one of the best-performing puzzle magazines in the market, and is the best-selling puzzle title overall through the independent channel.



TAB Arrowwords

Price £1.95
Frequency monthly

The Arrowwords sub-category was worth over £2.5m in retail sales value last year, with TAB Arrowwords as the bestseller. According to Frontline, it is performing 2.18% better than the market average in retail sales value.



Q Wordsearch

Price £2.70
Frequency monthly

The UK's biggest-selling word-search title, Q Wordsearch is suitable for all abilities. Every issue also has a competition with £2,000 in cash prizes.



Industry viewpoint Spike Figgett

Publishing director,
Bauer

Puzzle magazines are often cover-mounted through the summer which increases sales by up to 15%. In addition, puzzlers love competitions and these are a proven incentive for customers to buy puzzle magazines.



Industry advice Elisa Mendez

Circulation and trade marketing
manager, Puzzler Media

Ensure the market-leading title in each genre is well stocked and also the number two, three and four sellers. The puzzle sector is a complex category so it's essential for retailers to establish which puzzle magazines sell well and respond by offering a wide range of products.



Industry viewpoint Spike Figgett

Publishing director,
Bauer

Puzzle magazines are predominantly purchased by women over the age of 45. Ensure your puzzle display is adjacent to the women's weeklies and TV Listings and at a height that older customers can easily reach. ●



It's our Silver Jubilee this Summer

OVER £12,000 IN GENUINE PRIZES

Take a Break's **Take a Puzzle**
Celebrating 25 years

Take a Break's
Puzzle magazines
@25

ISSUE 7 JULY 2016 £2.20

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in cash prizes

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Champagne

Lake District break

A unique mix of over 100
of your favourite
puzzles



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And we're celebrating with a £25,000 silver-themed prize bonanza, extra puzzles, pages and pens. All activity supported by daily ads in The Daily Mirror.



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Twickenham Stadium
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PREVIEW



PepsiCo Munch to the Max

PepsiCo has launched Walkers Max Jerk Chicken and new three case stackers for Monster Munch, all exclusive to independent retailers.

RRP 75p

Outers 30

Contact 01189 306666



Smirnoff the grid!

Diageo is growing its presence in the cider market with the launch of Smirnoff Cider this month.

RRP £1.99

Outers not given

Contact 0845 7515 101



Put on the Ritz

Mondelez is adding Oven Roasted Chicken and Lightly Sea Salted flavours to its Ritz Crisp & Thin range.

RRP £1.99

Outers 12

Contact 0870 191 7343



Cheestrings moove to Minis

Kerry Foods has expanded its Cheestrings range with the launch a new Minis variant this month.

RRP £1.35

Outers not given

Contact 01784 430 777



The brighter Cidre life

Stella Artois Cidre is giving away once-in-a-lifetime trips in a competition promoting its new pack designs.

RRP not given

Outers not given

Contact 01582 391166



Premier Absolutely Amaze

Premier Foods is teaming up with the release of the Absolutely Fabulous movie to launch a competition and new flavour for Cadbury Amaze Bites.

RRP £1.99

Outers not given

Contact 01727 815850



Surf's up!

Surf detergents will receive two new variants this month - Perfect Black and Vibrant Colour - available in capsule and liquid formats.

RRP £5

Outers not given

Contact 01293 648 000



Dairylea dunk into redesign

Dairylea is promoting its revamped recipe with the launch of updated pack designs this month.

RRP 69p - £2.53

Outers 6 - 15

Contact 01242 236101



They'll love it... Or not

Unilever has teamed up with Joe and Seph's to launch Marmite popcorn this month.

RRP 99p - £2.99

Outers 22

Contact 01293 648 000

THIS WEEK IN MAGAZINES

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



£100k revenue aim

LATEST CBEEBIES FAVES TAKE TO NEWSSTANDS

With more than a million iPlayer viewings in three months, these globetrotting characters are set to be just as popular in your store

GO JETTERS is the latest pre-school phenomenon to take the market by storm. It has established itself as one of the top four programmes on the CBeebies network, with more than one million iPlayer requests in the past three months. Immediate Media is adding to its portfolio by launching the first magazine based on the series, which follows a group of characters travelling the world, seeing some of its wonders (each episode is themed around a major sight) and righting wrongs. The first issue, which features a Vroomster set, is expected to generate more than £100,000 in retail revenues.



GO JETTERS
 On sale 29 June
 Frequency monthly
 Price £2.99
 Distributor Frontline
 Display with In
 The Night Garden,
 CBeebies Magazine,
 CBeebies Art

Round up



NADIA ALEXANDROU
 Magazines
 reporter

ADAPT, CHANGE AND TRANSFORM

Adapt, change, transform. That was the theme of this year's NFRN annual conference, and summed up perfectly the NFRN's newstrade agenda.

In his presentation, NFRN head of news Brian Murphy acknowledged that retailers had been hard hit with a 'triple whammy' this year. "We saw a host of national newspapers give only limited trade term increases, Menzies upped its carriage service charge using the National Living Wage as an excuse and there was a return to some shocking delivery times."

Speaking to retailers and publishers at the conference I found many who were adapting their news businesses and pushing forward in smarter, more innovative ways.

The biggest step forward was probably the formation of the News Retailer Group - made up of the NFRN and multiples - which will put pressure on, and change, the supply chain as we know it.

HND was another tool retailers were becoming increasingly savvy with. Tony Parker, field partner manager at News UK - which has mapped almost the entire network of UK HND retailers - told me he knew retailers who were raking in thousands a month just through deliveries. One retailer I spoke to added an extra 100,000 a year through this service.

Other retailers were in varying processes of experimenting and investing in this category, including canvassing, leafleting and EPoS analysis. It's these retailers who adapt, change and transform that will be the stores of the future. Are you one of them?

25 YEARS OF THE BEST PUZZLES AND PRIZES

Thank you for your support

1991 - 2016



4X4

It's the 75th anniversary of the jeep and the landmark event is being celebrated in a special free supplement with the current issue of four wheel drive and off-road specialist magazine 4x4. The supplement looks at the history of the iconic vehicle, its uses and more. It also features its regular reviews and coverage of off-road vehicles and adventures around the world. The bumper issue carries a higher than normal retail price.



On sale 12 May
Frequency monthly
Price £4.95
Distributor Marketforce
Display with Today's Golfer, Golf World, Golf Monthly



STARBURST

It's one of the year's biggest blockbuster movies and to mark the arrival of a new iteration of the Ghostbusters, Starburst has a special foil cover featuring the logo from the film. There's detailed coverage, looking at the history of the franchise and its revival, with further content on other upcoming summer releases such as The BFG. There's also TV and comic book franchise coverage looking at the likes of Doctor Who and Batman.



On sale 17 June
Frequency monthly
Price £4.99
Distributor Marketforce
Display with Empire, Total Film, SFX



CARTOON NETWORK

There are four free gifts in the latest issue of the magazine, which is based around the popular children's channel and its shows. The gifts include a dino grabber, stickers, a Refreshers sweet and a Panini football card. The magazine, aimed at six to 10-year-old boys, features shows such as The Amazing World Of Gumball (the main cover star), Regular Show, Adventure Time, Ben 10 and Uncle Grandpa.



On sale 23 June
Frequency monthly
Price £3.99
Distributor Marketforce
Display with The Beano, Star Wars Adventure, Toxic, Lego Star Wars



COAST

The August issue of travel and leisure magazine, Coast, is a summer special, which comes bagged with a set of postcards and a competition offering the chance to win a luxury break in Devon. The last time a similar promotion took place sales increased by as much as 10%. The summer special issue of the magazine also features fashion tips for the beach and the best coastal thrills on offer.



On sale 24 June
Frequency monthly
Price £4.20
Distributor Seymour
Display with Best of British, BBC Country File



RETRO JAPANESE

After a hugely successful one-shot publication earlier this year, Kelsey is launching Retro Japanese, which looks at old cars from Japan, as a quarterly publication. The independent sector provided almost half the sales of the one-shot, meaning indie are ideally placed to capitalise on the regular magazine. Features include a look at the Nissan Cherry and reports from Japan.



On sale 24 June
Frequency quarterly
Price £4.50
Distributor Seymour
Display with Retro Cars, Retro Ford, Classic Cars, Classic Mercedes



Bestsellers Sport

Title	On sale date	In stock
1 Angling Times	28.06	<input type="checkbox"/>
2 Angler's Mail	28.06	<input type="checkbox"/>
3 Countryman's Weekly	29.06	<input type="checkbox"/>
4 British Homing World	24.06	<input type="checkbox"/>
5 Match Of The Day Weekly	28.06	<input type="checkbox"/>
6 Shooting Times & Country	29.06	<input type="checkbox"/>
7 Match	28.06	<input type="checkbox"/>
8 Boxing News	23.06	<input type="checkbox"/>
9 Cycling Weekly	23.06	<input type="checkbox"/>
10 Kick	13.07	<input type="checkbox"/>
11 Carp Talk	28.06	<input type="checkbox"/>
12 Sea Angler	30.06	<input type="checkbox"/>
13 Improve Your Coarse Fishing	05.07	<input type="checkbox"/>
14 Rugby League and League Express	27.06	<input type="checkbox"/>
15 Carp World	01.07	<input type="checkbox"/>
16 Sporting Gun	05.07	<input type="checkbox"/>
17 Match Fishing	24.06	<input type="checkbox"/>
18 Advanced Pole Fishing	12.07	<input type="checkbox"/>
19 Racing Pigeon	23.06	<input type="checkbox"/>
20 Crafty Carper	20.07	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

ENGLAND

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TRADING CARD PACKET
£1

ADRENALYN XL
OFFICIAL TRADING CARDS

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www.paninigroup.com © The Football Association Ltd 2016.

Industry viewpoint

Helen Stables

Marketing director, magazines, Egmont



Egmont is the largest children's magazine publisher in the UK with 29.6% share of retail sales value. Our focus is publishing magazines for boys and girls aged from three to 12, and we are passionate about helping retailers capitalise on this buoyant part of the magazine market.

The children's sector is up more than 9% year on year. This is a brilliant result, especially as we are just approaching the key sales period – the school summer holidays.

Egmont has produced a comprehensive children's category guide, which is being distributed to the top 500 independent retailers for children's magazines so retailers can make the most of the sales uplift at this time of year, which can be as high as 25%.

To take full advantage of this sales opportunity, ensure you are stocking the very best-sellers – your wholesaler can help identify these titles for you. A high proportion – around 70% – of children's magazines are bought on impulse.

Display children's titles next to women's weeklies for maximum attention from your customers.

Launches are also key revenue drivers. Watch out for Bing magazine (launching 20 July) and Disney's Finding Dory magazine (launching 3 August) from Egmont.

Capitalise on the extra retail sales value of covermounted issues – which increase during the summer – by displaying high-value seasonal titles with a full facing.

Top tip

Pester power accounts for about 20% of sales, so make sure to display the most popular titles front of fixture.



THE GREAT OUTDOORS

This issue is a summer special aimed at walkers, rambblers, hill climbers and holidaymakers. With a premium price of £5.50, it shows enthusiasts the less well travelled routes around the UK and beyond. With an RRP more than £1 higher than a standard issue, it includes a Gear Guide supplement with everything die-hard walkers and less experienced travellers will need for the summer.



On sale 24 June
Frequency monthly
Price £5.50
Distributor Seymour
Display with Country Walking, Trail, Lakeland Walking



OLD MOORE'S ALMANACK

Foulsham Publishing claims Old Moore's Almanack is the oldest surviving magazine in the business, which has taken the same content approach it has had for years – half a dozen astrologers predicting key events and dates for the year ahead, with this edition covering 2017. It takes in everything from gardening, tides, lottery numbers, weather forecasts and a whole lot more.



On sale 23 June
Frequency bi-annual
Price £3.50
Distributor Seymour
Display with Kindred Spirit, Psychic News, Chat it's Fate



CYCLING WEEKLY

The biggest event in the cycling calendar, the Tour de France, is fast approaching. It will be the 103rd cycling marathon and takes place over three weeks from 2 to 24 July. At 125 years old, Cycling Weekly has been running longer than the Tour itself and is marking the event with a guide to the race, which includes maps, profiles and previews. The bumper guide aims to give readers everything they need to know about the tour.



On sale 23 June
Frequency weekly
Price £4.25
Distributor Marketforce
Display with Cycle Sport, Cycle Active, Cycle Plus



PRACTICAL MOTORHOME

This issue of Practical Motorhome is a summer special. Features include reviews of Devon and the Cotswolds, as well as on VW Camper van conversions. Sales of the latest issue are expected to rise by as much as 30% compared to the average sale of normal issues, largely thanks to the seasonal boom of holidaymakers who use campervans, caravans and other mobile home-style vehicles.



On sale 30 June
Frequency monthly
Price £3.99
Distributor Frontline
Display with Practical Caravan, Caravan Magazine



BRING ON THE GREAT

The Rio Olympics take place in August and fans can find out everything they need to know about the UK competitors and entrants in Bring On The Great, the only officially sanctioned Team GB guide to the athletes. It features interviews and reviews and will offer up around £60,000 in retail sales value, according to Seymour.



On sale 30 June
Frequency one shot
Price £5
Distributor Seymour
Display with Athletics Weekly, Runners World, Running

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



HOW BINTESH AMIN TURNED A PREMISES FROM A CITY'S BURDEN TO A LOCAL ASSET

Plus, your guide to meeting the needs of the modern, discerning beer drinker, and why the arrival of the sugar tax won't mean an end to your colas and carbonates sales



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	24	100	8.99
Build the Millennium Falcon	78	100	8.99
Cake Decorating Relaunch	73	169	2.99
Dinosaurs & Friends	70	80	5.99
Jazz at 33 and third RPM	12	70	14.99
Simply Stylish Knitting	25	90	3.99
Star Wars Helmets Coll'n	13	60	9.99
Zippo Collection	21	60	19.99

Eagle Moss

3D Create & Print	75	90	6.99
Build A Solar System	44	104	6.99
DC Comics Graphic Novel	23	60	9.99
Disney Cakes & Sweets	146	160	4.50
Doctor Who Figurines	74	74	7.99
Marvel Chess Collection	76	96	8.99
Marvel Fact Files	171	200	3.50
Military Watches	62	80	9.99
Star Trek Ships	75	78	10.99

Hachette

Art of Crochet	43	120	2.99
Art of Knitting	74	90	2.99
Art Therapy	66	100	2.99
Build the Mallard	95	130	7.99
Build the U96	95	150	5.99
Classic Pocketwatches	100	100	8.99
Dr Who Complete History	21	80	9.99
Judge Dredd Mega Collection	74	80	9.99
Marvel's Mightiest Heroes	65	60	9.99
My 3D Globe	76	100	5.99

RBA Collectables

Amazing Dinosaur Discovery	69	80	5.99
My Zoo Animals	42	60	5.99
Precious Rocks, Gems & Minerals	74	100	5.99
Real Life Bugs & Insects	92	97	5.99

Collectables

DeAgostini

Magiki Mermaids	2.50
Frogs & Co	1.99

Magic Box

Zomlings Series 4	0.50
Star Monsters	1.00

Collectables

Topps



Disney Frozen Friendship Activity Cards
Starter £4.99
Cards £1.00



Shopkins
Cards £4.99
Stickers £1.00



Force Attax Extra
Starter £3.99
Cards £1.00



Star Wars Force Attax
Starter £4.99
Cards £1.00



Hero Attax
Starter £4.99
Stickers £1.00



Star Wars Stickers
Starter £2.99
Stickers £0.50



Star Wars Stickers Part 2
Starter £2.99
Stickers £0.50



Match Attax 2015/16
Starter £3.99
Cards £1.00



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



Match Attax Extra 16
Starter £3.99
Cards £1.00



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



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



WWE
Stickers £2.99
Cards £0.50

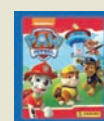


Shopkins
Starter £2.99
Stickers £0.50

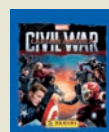
Panini



Abatons Humans
Starter £5.99
Stickers £1.25



Paw Patrol Stickers
Starter £2.99
Stickers £0.50



Captain America: Civil War Stickers
Starter £2.99
Cards £0.50



Disney Tsum Tsum Stickers
Starter £2.99
Stickers £0.50



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



World of Batman
Starter £2.99
Cards £0.50



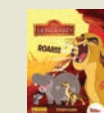
Official UEFA Euro 2016 Sticker Collection
Starter £2.99
Stickers £0.50



Zootropolis
Starter £2.99
Cards £0.50



England Trading Card Collection
Starter £4.99
Cards £1.00



Lion Guard Sticker Collection
Starter £2.99
Stickers £0.50



Frozen Sticker Collection
Starter £2.99
Stickers £0.50



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IN ASSOCIATION WITH



Back in the day

100

YEARS AGO
 24 June 1916

A bright Newcastle boy was, last week, charged with having stolen 17,000 paper bags, 24 dozen exercise books, 324 packets of stationery, 60 bottles of ink and other property from his employer, a wholesale stationer. An Italian and a female retail stationer were fined for receiving some of the goods.



50

YEARS AGO
 25 June 1966

A new glossy magazine for men, entitled Mayfair, which will be launched at trade parties all over the country in the next two weeks, is described as "a national and classless magazine designed to be the first mass-selling quality magazine for men, comparable with better known quality magazines for women".



25

YEARS AGO
 6 July 1991

Newspaper publishers are looking to put supplies into DIY superstores following the recent developments in the Sunday trading debate. But plans by News International to put Sunday papers into chains such as B&Q and Texas have come up against a brick wall.



Stock flies off the shelf in supermarket sweep

We're sure every retailer has had their own "customer from hell" moment in their time but one independent shop owner in America may claim to have had the very worst.

Footage released online of an unknown convenience store in the US

shows a woman going on a terrifying rampage around the business, tearing down shelves and destroying products. Nothing is safe from the wrath of the crazy customer in the Liveleak video, who



proceeds to pull down packets of crisps and chewing gum and smashes bottles.

She is heard repeatedly shouting "call the police" before eventually being bundled out by a member of staff.

Another video of incident, posted on YouTube, suggests

the shopper became incensed after her benefits card was declined at the store.

"The customer is always right" as the old saying goes – but in this instance we would tend to disagree.

Like a bat outta cere-hell

It was a case of Bat, Crackle and Plop for teenager Sehr Rafique who got more than she bargained for in her box of Rice Krispies.

The young shopper was horrified to discover the decomposing body of a bat hiding in the cereal.

The animal's echo location may have been on the blink, or Batman himself may have left it as a warning to an evildoer, but it seems more likely there was some kind of bug (or bat) in the works during the Kellogg's manufactur-



ing and boxing process.

But Ms Rafique was not happy with what the company offered by way of compensation. After her dad contacted the food giant, the family were offered vouchers for

a new box.

She said: "It's a bit of an insult to be offered another box of cereal when the complaint is about a box of cereal."

Given the German name for bats (fledermaus), maybe they should have just changed the brand to Flying Mice Krispies...

VIEW FROM THE COUNTER with Mike Brown



I have just arrived back from annual conference in Torquay and feel a bit like Dr. John Sentamu, Archbishop of York, at the end of his six-month, 2,000 mile prayer pilgrimage through the Diocese of York – knackered. Thank you to everyone who came up to me and said how much they enjoyed the column and enquired after my health following my operation.

In his inaugural speech to conference, the incoming national president, Ray Monelle, said he had experienced hard times, which struck a chord. He also thanked his family and staff for their support in looking after the shop while he is away looking after the members.

This became particularly relevant for me as my wife had a torrid time while I was away, ranging from sick children to EPOS breakdown in the shop. Thanks to our families and staff who support us in serving the federation.

It is still June but my annual calendars have already arrived from Menzies. As a seasonal item they are on deferred payment until January 2017, otherwise I would have faced an extra £700 on the bill next week. For some reason they have stopped putting the cover price on the calendars so at £5.99 and £6.99 they may become a harder sell this year.

I was chuffed to be included in RN editor Chris Gamm's presentation at conference on 11 practical ideas members can use to add exciting and profitable new additions to their businesses. My local council must be on the same wavelength as it is appointing two new market town support officers.

The penny has finally dropped that in order to ensure local sustainability and combat the challenge of out of town shopping centres and the internet you have to create vibrant communities. The catalyst for all this was the Tour de Yorkshire which has already attracted new businesses. We now have a tried and tested formula that works and a local food week is the next event in the pipeline.

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