

RETAIL NEWSAGENT

MEET THE NEW MENZIES BOSS

Mark Cassie defends latest carriage hike

RN INTERVIEW
Page 30 >>



Post National Living Wage
Our 40 parcels a day will help pay for one salary

Page 28 >>

NEWS • CONVENIENCE • PROFIT

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Food wholesalers eye news supply



- Grocery wholesalers explore offering newspapers and magazines through cash and carries and daily deliveries.
- Retailers call for newstrade alternative as Menzies announces second carriage hike in six months. **Page 5 >>**



LEGISLATION

D-Day for Sunday hours bill

Last chance to lobby your MP on trading hours vote, campaigners warn in parliament. **Page 5 >>**

NATIONAL LIVING WAGE

900,000 retail jobs at risk

Smaller stores to be hit hardest, BRC warns. **Page 12 >>**

MAGAZINES

Cash in on Asda mag range cull

Sales opportunity from specialist titles as grocer targets bestsellers. **Page 8 >>**



Seize The New Day Retailers showed their support for the first national newspaper launch in 30 years. Clockwise from top left, Ralph Patel, Mark Dudden and Chandrakant Patel give out free copies on launch day. Budgens retailer Adam Hogwood (bottom left), meanwhile, picks up a free copy from his local newsagent.

CONVENIENCE

Hancocks: we'll pass Today's savings to retailers

Everyone will benefit from better buying power, says chairman Mark Watson. **Page 6 >>**

Morrisons' Amazon deal will hit supermarkets harder than us, say indies.
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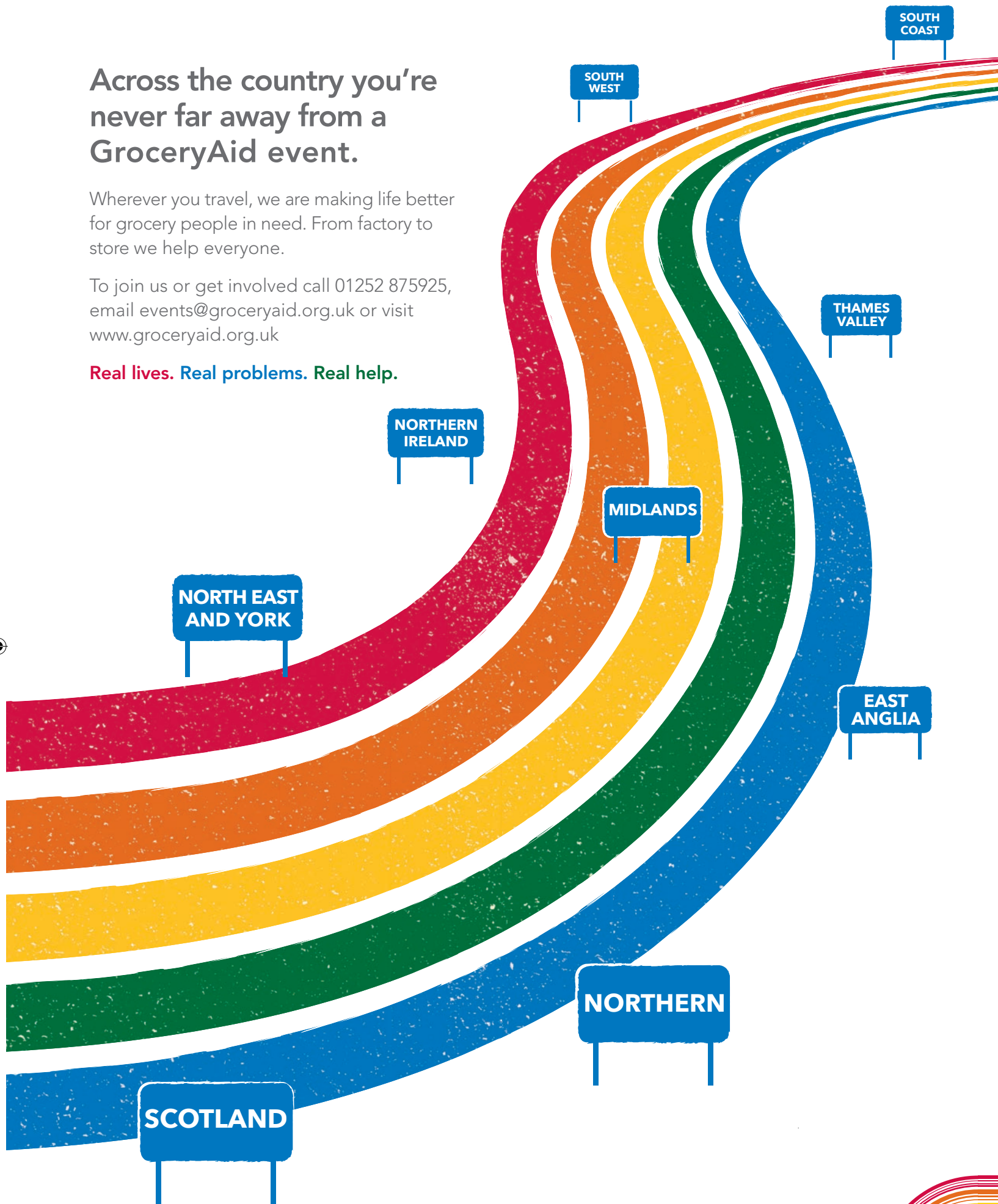


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LEADER



Retailers are calling for an alternative if they are to wrestle back the profitability of the category



CHRIS GAMM

Editor

@ChrisGammRN

When I met new Menzies boss Mark Cassie last week, the first thing he shared was that carriage charges would rise by an average 3.75% on 1 April. It's the second increase in six months.

It was an essential move to pay Menzies' extra £2.5m National Living Wage cost, he said, but he has come under fire for passing the bill on to retailers facing their own wage increases.

Any retailer will tell you that whenever they increase prices they risk customers shopping around, taking business elsewhere or questioning how essential the purchase is. The first two options are not luxuries easily afforded to those who sell newspapers.

Therefore, an inevitable conclusion is that retailers for whom news is no longer profitable will walk away from the category and Mr Cassie fears this is a distinct possibility. However I had two other interesting conversations about alternative options last week.

Before news of the increase even broke, Oxfordshire roundsman Robert Schlachter predicted a sub-retailing boom is on the horizon, with home delivery specialists like him becoming superhubs serving surrounding stores. You can read more in the 18 March issue.

Consultant David Gilroy, meanwhile, suggested grocery wholesalers, which already see retailers most days, could add newspapers to their offer. RN knows several major wholesalers already testing the idea.

Whatever the solution, retailers are calling for an alternative if they are to wrestle back the profitability of the category.

Mark Cassie expects major change in his business in the next six years, in which parcels will overtake the profitability of news. If an entrepreneur finds a way to make the alternative happen, it might not be the only major change on the horizon.

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NEXT WEEK



21 DAYS TO THE NATIONAL LIVING WAGE
RN gives you a profit-boosting action plan



E-CIGARETTES AND VAPING
Everything you need to know to profit

"IT WASN'T AN EASY DECISION BUT IT WAS NECESSARY"

- MARK CASSIE, NEW MANAGING DIRECTOR AT MENZIES, DEFENDS THE COMPANY'S INCREASED CARRIAGE CHARGES Page 30 >>

NEWS



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PayPoint calls for fight on banking

PayPoint is calling on retailers, trade associations and MPs to join the fight for better cash banking terms.

The payment services provider said it is in talks with “all the major high street banks”, but progress has been “a bit slow”.

It comes after Barclays decided to withdraw its preferential rate available to PayPoint retailers.

Steve O’Neill, PayPoint group marketing director, said: “What’s become clear is this is not just a PayPoint issue, it’s a whole of convenience issue.

“Fundamentally, the banks aren’t doing enough so we are calling on them to step up to the plate and support small retailers.

“So I would call for anybody who has an invested interest in the future of independent retailers to join forces. It’s something we’re deeply concerned about.”

Trinity revenues fall 6.9%

Trinity Mirror reported a sharp drop in revenues and profits for 2015 on Monday – the same day the publisher launched The New Day.

The group’s pre-tax profit for the full year fell 17.6% to £67.2m, while revenues declined 6.9% to £592.7m. Chief executive Simon Fox, meanwhile, earned a total of £2,349,000 for the year.

In the company’s financial report, Mr Fox said he expected the print industry to remain “challenging” in 2016, but expects The New Day to be profitable by the end of the year.



Mark’s a real have-a-go hero

Award-winning retailer Mark Coldbeck turned have-a-go hero after a shoplifter pulled a knife on him during a dramatic chase outside his Wharfedale Premier store in Hull. The would-be thief had stolen a case of Cathedral City cheese when Mr Coldbeck gave chase. He was aided by regular customer Alex Giblin (pictured), who helped disarm and detain the man until the police arrived. He said: “I ignored my own advice to staff and went after him. Instinct just kicked in.”

Publisher hails successful launch Retailers call for more PoS material and promo activity

Support The New Day to secure newsstand place

by Nadia Alexandrou

Trinity Mirror has urged retailers to put their full support behind The New Day to secure its position in the market following a successful launch day.

Retailers gave away two million free copies of the title on Monday, earning 10 pence per copy. Store owners then reported sales of up to 20 copies on the first day, as the cover price went up to its promotional rate of 25p.

Mark Dudden of Albany News in Cardiff sold five

on Tuesday, and Carl Pickering of Top Shop Newsagents in Lancashire and Martin Fitch of B.A. Fitch News in Sheerness both sold around 20.

Meanwhile, Amit Patel, of Belvedere News in Kent, and Stuart Jackson, of Jackson’s News in Stockport, sold just one copy, following a successful Monday, giving away 10 and 400 counter and HND copies respectively.

John Howard, newspaper sales director at Trinity Mirror, urged retailers to continue to display The

New Day prominently to drive sales. He said: “We are delighted with how the first day has gone. I visited 25 stores on Tuesday and they’ve really embraced it and welcomed a new entry to the market.

“In terms of support, we have the special 25p promotional price for the next two weeks and TV advertising. We just need retailers to display it and really go for it.”

However, retailers have called on the publisher to provide further PoS material and promotions

to help the title secure a permanent place on the newsstand.

Mr Pickering said: “I’ve double-faced the paper, put it on the till and displayed the posters, but I could have really done with the standalone display stand they made, and did request one.”

Mr Dudden, who received a stand, said promotional activity for the title had been influential in driving sales of the title, and called on the Trinity Mirror to adopt a similar approach.

Sugar tax still alive says government

The Department of Health (DoH) has said the threat of a tax on sugary drinks has not receded despite reports it has been shelved.

The government has delayed the publication of its much-vaunted child-

hood obesity strategy, but has stressed this is not down to a switch in plans, nor that it is scrapping the concept of a sugar tax.

A DoH spokesman told RN: “There’s still work ongoing on the strategy. “It’s a very important

issue and we want to make it right. The sugar tax is still very much on the table.”

Many who support the controversial move believe the government is planning to quietly drop the idea, pushing back the

date of publication in the hope that pressure to introduce the levy will fade.

The NFRN and retailers have objected to the move, saying it is a further tax on already hard-hit businesses, and education is key.

Retailers call for overhaul of news supply chain Menzies announces 3.75% carriage hike

Grocery wholesalers eye news and mags supply

by Gurpreet Samrai

Grocery wholesalers are exploring the viability of supplying newspapers and magazines, it has been revealed, as Menzies announced its second carriage charge hike in six months.

The news comes as fresh calls were sounded for an overhaul of the supply chain following the announcement that retailers will be hit with an average 3.75% increase in April to offset a proportion of Menzies' additional wage costs.

RN understands various grocery wholesalers are investigating the possibility of supplying newspapers

and magazines. Naeem Khaliq, Day-Today symbol group controller at United Wholesale Scotland, said: "It's not easy working with Menzies so we are looking at doing magazines and newspapers ourselves and with other wholesalers who have symbol groups to give an alternative route to market.

"We have direct-to-store deliveries for bread and a big chunk of our customers come into cash and carries every morning to buy bread and milk, so I don't see it being any different."

Dee Thaya of Abra Wholesale said he is looking at supplying his customers' magazines and would

explore newspapers if there was demand.

Wholesale expert David Gilroy said: "It's outrageous that shops are being milked. If a third player offered news at the current price, it would be goodbye Smiths and Menzies. A wholesaler would only need to make a 10% margin for it to be worth its while."

Retailers say they would welcome an alternative supplier. Martin Ward, of Cowpen Lane News in Billingham, whose charge is going from £48.02 to £51.72, said: "That's a lot of newspapers you have to sell just to break even. I would prefer to pick up my papers

and make money out of news."

Brian David, of Ruscoes in North Wales, whose charge is going from £56.67 to £58.56 agreed, he added: "We're paying champagne prices for a lemonade service. It needs a complete overhaul from top to bottom."

A Menzies spokesman said there will be no further increase until 2017, at the earliest. He added: "We remain committed to working with retailers and publishers to support the long-term health of our shared supply chain."

● RN meets Menzies' new managing director Mark Cassie, p30

N.Ireland carriage up again

Retailers in Northern Ireland have been hit with a second carriage service supply charge increase in three months.

EM News, which is partly owned by Menzies, wrote to retailers this week informing them charges will increase on average 3.75% from April, due to the additional wage costs the company is facing from the introduction of the National Living Wage.

Eugene Diamond, of Diamond's in Ballymena, said: "It's getting beyond a joke. It happened in December and again now. We all have to cover The National Living Wage. These companies don't have any competition."

An EM News spokesman said The National Living Wage "will have a greater impact on the cost base of our supply chain than any other single factor in decades".

Crunch time as Sunday law vote beckons

The organisations behind the Keep Sunday Special campaign have vowed to continue the fight against deregulation of Sunday trading whatever the result of an upcoming parliamentary vote on the policy.

The vote is expected next Wednesday and the comments came at a final "mass lobby" of MPs by retailers, shop staff and other groups against change in parliament on Monday. "If we lose this vote we've got to keep this campaign going," said John Hannett, general secretary of USDAW.

The law, which would see the decision of whether to



deregulate Sunday trading devolved to local authorities, was criticised by James Bielby, chief executive of the Federation of Wholesale Distributors.

He pointed to a survey of local authority chief

executives which showed 52% would use powers to aid out-of-town shopping centres as a priority and warned of a "domino effect" that would lead to full liberalisation nationwide.

At the event, opponents

to the measure were called on to write to MPs ahead of the vote. "We are at the crunch point, we need your help," said James Lowman, chief executive of the Association of Convenience Stores.

Mars recall 'no impact'

The recall of Mars products had a minimal impact on independents according to retailers and Hancocks.

Mars last week asked for assorted Funsie and Celebrations packages to be returned after plastic was found in its boxes.

Time sales

Time Inc. UK announced the sale of its motoring brands to Kelsey Media this week. As part of the deal, Kelsey acquired VolksWorld, VolksWorld Camper & Bus and VWt, as well as the annual VolksWorld Show and VolksWorld Camper & Bus Show, with immediate effect. There will be no interruption to the publishing schedules of the three print titles.

'Most exciting period ever' says Blakemore boss

AF Blakemore managing director Peter Blakemore has called on suppliers to work more closely with the group as it enters "its most exciting period ever".

Mr Blakemore was addressing suppliers at the company's first IGD Supplier Seminar.

At the event, AF Blakemore outlined its vision of

the future and ways to work together.

Mr Blakemore said: "I believe recent investment and innovation across all areas of the company

means we now have the diversity, scale and ambition to achieve long-term sustainable growth across the retail and wholesale sectors."

NEWS

BUSINESS



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McColl's on target for 1,000

McColl's said it is on target to reach the 1,000-mark for its convenience store business this year as it unveiled pre-tax profits growth of 75% to more than £21m.

In its preliminary results for the 52 weeks ending 29 November 2015, the retailer said it had acquired 60 new c-stores, converted 45 of its newsagents to food and wine outlets, enhanced food to go in almost 150 stores and introduced alcohol to 100 of its existing stores.

It has also sold 100 newsagents as part of its plan to develop its convenience business.

Chief executive James Lancaster said: "This year will see us reach 1,000 convenience stores, 50% more than we operated just four years ago. Additionally, we will extend and expand the range of products and services."

Heritage brand is growing

Nisa's Heritage brand has reported further growth in the latest figures released by the symbol group.

Sales grew 11.24% in value and 7.73% in volume terms over the third quarter of 2015/6 compared to the previous year.

Nisa said it is aiming for further growth this year for the three-tiered range, consisting of Heritage Pantry, Heritage and Heritage Gourmet.

Heritage brand manager Erin May said: "We've been delighted with the performance of Heritage since its relaunch. We hope 2016 will prove a successful year for Heritage, with a big push to drive brand awareness and sales."



A Royal honour for Bestway boss

Bestway Group chief executive Zameer Choudrey received his CBE honour from Prince Charles in a ceremony at Buckingham Palace. He was given the award for his contribution to the wholesale business and his philanthropic work in the UK and overseas. Mr Choudrey said: "I cannot begin to express how honoured I am to have been included by the Queen in her New Year's Honours List and to receive this recognition from His Royal Highness Prince Charles."

Joint buying power will improve terms, says Hancocks chief 'Savings will be passed on'

Retailers to benefit from Hancocks' Today's deal

by Tim Murray

Confectionery specialist Hancocks has said it will pass on some of the benefits of joining the Today's Group directly to retailers.

The sweet and chocolate wholesaler, which has been independent for more than 50 years, believes the deal will significantly boost its buying power.

Mark Watson, Hancocks executive chairman, told RN the increased buying power from working with Today's would have a positive impact for everyone,

including retailers. "Combining the buying power of Hancocks and Today's will mean better terms and everyone in the group will benefit.

"Everybody is getting squeezed on margins. This will help us make savings and pass those savings on."

Hancocks will be tying in with Today's promotions and offering other deals to its customers. Mr Watson said: "You'll only see more things on offer and our customers will benefit from that."

He added the wholesaler will maintain its independence – a crucial element when it started looking at working with other groups last year.

While it is not necessarily looking to add to its 20 cash and carry depots, Mr Watson said it would be looking to fill some distribution gaps by working with Today's wholesalers.

It will also be talking to Today's Group retailers as well as wholesalers about some of its specialist offerings, such as pick and mix and seasonal

confectionery.

The wholesaler is still looking to expand, both in terms of acquisitions and organic growth. "We're looking at things like apps," said Mr Watson.

He added that its investment in the internet side of the business would help retailers who have to spend more time working in stores because of the introduction of the National Living Wage.

As well as online ordering, it was also look at elements such as click and collect.

Morrisons signs online deal with Amazon

Morrisons' deal with Amazon will be a bigger threat for supermarkets than independents, say retailers and analysts.

The supermarket giant this week signed a wide-ranging deal with the online retailer expanding its Prime Now Grocery and Pantry offerings to

customers.

The deal, announced at the same time as Morrisons extended its relationship with Ocado, will see the supermarket supplying fresh, frozen and non-perishables to Amazon for its services.

It will take effect later this year and is seen by analysts as a signal that

Amazon is serious about rivalling online deliveries from the big four supermarkets as well as Ocado.

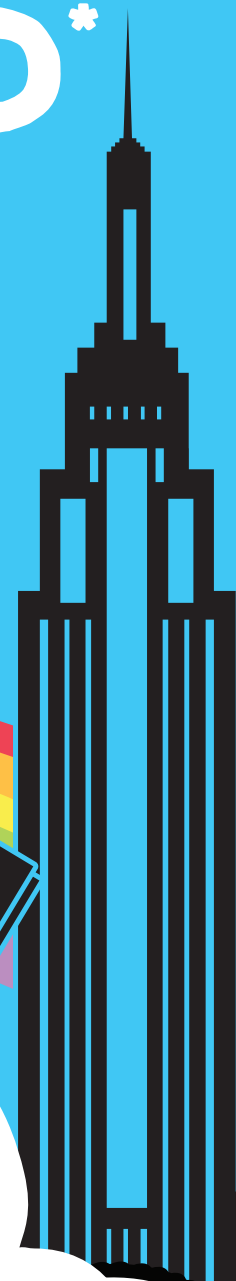
Retailers see it more as a threat to those players than themselves.

"I don't think it will have a huge effect," said Bal Singh, of Nisa Local in Great Barr, Birmingham.

"Amazon had to bring in Pass My Parcel because people weren't at home during the day. It might have more of an impact in affluent areas, but those would use Ocado anyway. When you look for convenience stores, you look for chimney pots and those people don't order online."

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NEWS

NEWSTRADE

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News UK in £2.5m sales push

News UK has launched a multi-million pound marketing campaign in a bid to drive thousands of extra copy sales.

The publisher has invested £2.5m in a 12-week marketing campaign for The Sun, beginning with a token in the newspaper for 21 days from 27 February, which gives customers £5 off their Morrisons shop.

The Sun will also offer free tickets to theme parks and £15 holidays at locations across the UK, with PoS packs being sent to 10,000 independent shops. The publisher expects to drive thousands of extra copy sales.

The activity came just two days before Trinity Mirror launched The New Day, with retailers giving away two million free copies on Monday.

Greg Deacon, News UK independents sales manager, said: "At a time when the news trade is under pressure you have two heavyweight publishers supporting print, with one launching a title, the other investing."

Mail Newspapers is also running a four-part game card promotion - Deal or no Deal - with a chance to win a £1m cash prize, ending on 25 March.

Irish Daily cuts price

Independent News & Media has cut the cover price of the Irish Daily Star from 55p to 20p in Northern Ireland, resulting in a margin loss of 9.275 pence per copy.

While margins will remain at 26.5%, retailers will get only 5.3 pence per copy rather than 14.6p. Raymond Farrell, of The Paper Chase in County Armagh, said he was unsure the price change was permanent because there was no official paperwork from the publisher.



Philip Rose (right) is pictured with Imagine Publishing's Tom Cooper

Real Crime pays for Philip

Imagine Publishing has awarded 10 retailers £100 vouchers as part of a stocking incentive for its recently launched Real Crime magazine. Around 2,200 retailers were targeted with a leaflet and shelf talker giving them the chance to win one of the 10 vouchers - redeemable through M&S or Amazon - by not returning the product. Just over half the retailers retained the title, and the publisher has decided to repeat the activity across a further six issues. Philip Rose, of Deardens Newsagents in Bournemouth, was one of the 10 retailers to receive a voucher.

Opportunity to fill gap left by big players says NFRN 'Supermarkets have a different agenda'

Retailers set to cash in as Asda cuts 186 titles

by Nadia Alexandrou

Retailers should use Asda's decision to remove 222 bays-worth of magazines across 61 of its stores as an opportunity to review their consumer offer, the NFRN has said.

It comes as Asda revealed it has reduced the maximum number of bays a store can have from 20 to 11. Asda told RN that 72% of the 186 titles it delisted were men's lifestyle and leisure magazines, particularly niche sub-segments such

as computing, hobbies and entertainment. Titles including Web Designer, The Blues Magazine and Yachting Monthly were cut.

Hayley Whittaker, newspaper and magazines buyer at Asda, said: "Our customers are telling us that that our range is too big in our larger stores. Reducing space means we have a more focused, customer-led range that is easier and clearer to shop.

"Our key areas of focus are growing our women's interest categories, such as

craft, home and health and beauty, and we continue to outperform in our children's category."

This announcement comes at the same time Sainsbury's and WH Smith Travel have refined and adjusted their own magazine ranges. While Sainsbury's delisted 93 titles (and added 34) with a "real emphasis on food and children", WH Smith Travel introduced a new ranging system to allow it to tailor individual store ranges to local demand.

Brian Murphy, head of news at the NFRN, said: "The reduction in space shows how supermarkets have always had a different agenda. Independent retailers should see this as an opportunity to review their consumer offer and promote their unique selling point to fulfil all of their customers' needs."

He added that retailers should use NFRN services including Just Ask, Store2Door and Newspro to help them take full advantage of this opportunity.

Colouring Heaven-ly prize for top sales stars

Anthem Publishing is running promotions for consumers and independent retailers to drive sales of its adult colouring magazine, Colouring Heaven.

The publisher is targeting 4,900 independent retailers with a competition

to win £500. The winner will be the retailer who shows the biggest percentage sales uplift compared to their average sales figures prior to the promotion.

Charlotte Davis, circulation manager at Marketforce, said: "Adult colouring

is worth more than £8m annually. As a maturing market with a growing number of titles, we want to communicate to retailers the importance of stocking Colouring Heaven. This incentive is to help independents feel part of

this market, not just the grocers, and highlight the sales opportunity to them."

The consumer competition will give readers a chance to win £1,000, and will run across the next three issues, along with the retailer incentive.

NEWS PRODUCTS

JEFF STELLING'S MEN UNITED MARCH

21-30 March #JeffsMarch



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Jeff's marathon effort for charity

Sky Sports' Soccer Saturday presenter Jeff Stelling has teamed up with Carlsberg to take part in a charity walk to raise cash to fight cancer. The Men United March will raise funds for Prostate Cancer UK.

£7m marketing campaign Activity includes TV and digital ads

Heinz's Seriously Good Mayo launch

by Tim Murray

Heinz is taking on its mayonnaise rivals with the launch of its Seriously Good range.

The launch will be supported with a £7m marketing campaign encouraging shoppers to "upgrade their mayonnaise".

The campaign takes in TV, digital, sampling, social media and in-store activity.

The TV adverts will see everyday foods, including a sandwich, perfected by using Heinz's range as the final ingredient.

The investment will also include outdoor 3D special builds using a glass jar and a tie-in with BBC Good Food's website. A Try Our New Mayo flash

will appear on its ketchup bottles and Heinz will also sample more than £1.4m of Squeeze Me sachets.

Ross Longston, Heinz's marketing lead for sauces, said: "The introduction of the Heinz Seriously Good Mayonnaise range is set to be one of the biggest launches of the year from Heinz.

"We've spent the past 18 months working with more than 5,000 consumers, becoming mayonnaise experts, and channelling what we've learned into creating a 'seriously good' product which has been built with consumers at the heart of it."

The range is available in two varieties - Standard or Light - both in either glass jars or squeeze bottles.

Wrigley Extra £2 pricemark offers value to chew over

Wrigley has expanded its Extra range with the launch of a new £2 price-marked bottle across its best-selling Peppermint and Spearmint flavours.

The company said it taps into the growing demand from consumers who want to freshen their breath and

keep their teeth clean after snacking on the go. Wrigley marketing director Julio Guijarro said: "The £2 price point is a key sales driver for the convenience channel, as it provides consumers with the assurance that their purchase is good value."

Hot products for your shopping list



Heinz is spending £7m to promote Seriously Good Mayonnaise



Wrigley Extra core flavours will be on sale pricemarked at £2



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NEWS PRODUCTS

Mars adds Toffee & Popcorn to Duets

Mars Chocolate has made another addition to its Galaxy Duet range with the launch of a new Toffee & Popcorn bar.

The new flavour arrived in stores at the end of February, retailing at 60p and follows the Duet launch of Cookies & Cream and Caramel & Shortcake in 2015.

It is being supported by a £600,000 campaign, with four weeks of TV adverts featuring singers Chanele and Bxjamin.

Vrinder Singh, of Singh's Premier, Sheffield, said: "We look forward to the arrival of the newest combination in our store."



Lineker and footy pals tussle over Tear 'n' Share

Footballing legend Gary Lineker has teamed up with two former players – and pals – for the latest instalment in Walkers' Tear 'n' Share range after the former Spurs and England ace refuses to share. He's eventually catapulted away in the advert, which first aired last week.



Reason

#1 /16

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*The Grocer 2015

Clear competitive edge says manufacturer French launch opened up €10.4m market

C-stores exclusive with Häagen-Dazs stick bars

by Tim Murray

General Mills says it is offering convenience retailers a "clear competitive edge" with the launch of its new Häagen-Dazs stick bars.

The bars will be available exclusively in single packs through convenience stores, with the company pledging full marketing

support for the launch, with digital media and PoS.

The bars will retail at £2.29 each and are available in three different flavours - Salted Caramel, Vanilla Caramel Almond and White Almond.

The Stick Bars have already launched in France and the range is already worth €10.4m, with it rated

as one of the country's top three innovations.

Häagen-Dazs marketing manager for UK & Northern Europe, Arjoon Bose said: "Our on-the-go stick bars are ideal for convenience channel partners looking to boost their impulse ice cream category. We are convinced we are offering them a unique point of dif-

ference and a clear competitive edge. Retailers can take full advantage of the launch and drive significant incremental sales via this 'out of home' consumption occasion by stocking up on our new range and utilising the extensive choice of bespoke PoS to further maximise stand-out and visibility in-store."

Millions spent on Oreo push

Oreo has launched a new multi-million pound marketing campaign.

The Open Up With Oreo campaign features 20-second adverts, social media, digital and experiential activity. The campaign features special promotional packs offering shoppers the chance to win a holiday and cash prizes.

Oreo brand manager at Mondelez, Helen Potter said: "Retailers should stock up."

Hot products for your shopping list



Häagen-Dazs stick bars will be exclusive to convenience stores



Oreo has launched a new multi-million pound campaign



Toffee & Popcorn has been added to the Galaxy Duets range

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NEWS

REGIONAL

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Healthy breakfast for kids

A Scottish retail duo are helping to promote healthier eating among their young customers with the launch of a breakfast club and fruit loyalty scheme.

Dennis and Linda Williams of Premier Broadway Convenience Store in Edinburgh are set to launch both incentives at a meeting with pupils at the local Oxgangs primary school on 15 March.

The couple are working with eight manufacturers, including Allied Bakeries and Müller Wiseman, to set up food and drink 'stations' around their store, where children can stop off to sample and pick up new products. At the same time, Premier Broadway will launch its 'fruit club' loyalty card, which will be targeted at more than 1,000 schoolchildren.

Testing time as Tom sits underage sales exam

RN features editor Tom Gockelen-Kozlowski, pictured, took the exam for a BTEC Level 2 Award in Underage Sales Prevention, developed by Underage Sales.

The course focuses on all age-restricted products from tobacco to alcohol, fireworks to magazines with age-restricted DVD or games attached. "This qualification protects your licences against any potential fine. It's like an insurance policy," said John Cassin, senior compliance officer at Underage Sales.

Although stores are able to work independently with



Underage Sales to train staff, tobacco manufacturer JTI has been funding training for thousands of retailers over the past two years,

with the Underage Sales team currently working through the final region, the south east of England. Tom will find out how

he got on in the exam in a month's time.

● Find out more – 21 ways to pay *The National Living Wage*, in next week's RN.

Wage costs and online shopping to blame says BRC Larger retailers likely to be more resilient

900,000 retail jobs to go in decade warns report

by Gurpreet Samrai

Higher wage costs and the growth of online shopping will contribute to the retail sector losing up to 900,000 jobs by 2025, according to a new report.

The British Retail Consortium (BRC) report states government measures such as the National Living Wage, increases in business rates and the new apprenticeship levy could lead to an acceleration of shop closures.

It adds there will be a bigger impact on smaller retailers as they "have fewer

ways in which to respond".

"Our study looked at the range of responses retailers expect to employ to address the backdrop of rising costs. They will clearly vary significantly across the industry, but larger retailers have more options than smaller retailers to drive productivity improvements needed to sustain employment at higher rates of pay," the report states.

According to its findings, smaller retailers are restricted to two options – reduce staff or reduce pay differentials – when dealing with spiralling costs, while

larger retailers have three times as many options including investing in more technology or offsetting the costs against other cost savings.

The report also states the number of independents, which account for 65% of outlets nationally, has gone into decline for the first time since 2012, and the number of closures of independents outstripped new openings in the first half of 2015.

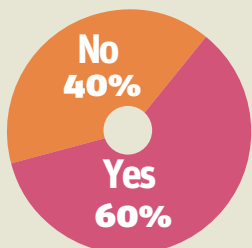
It adds that London and the south east will be least affected, while the north of England and Wales could

face the biggest impact.

The findings state that while there will be fewer jobs, staff will be more productive.

BRC chief executive, Helen Dickinson said: "From a government perspective the more significant insights in this report lie in where and how these changes may happen and the differential impact they are likely to have on people and places across the country and we would like to work with government to manage the impact of the changes on the most vulnerable."

RN READER POLL



Do you think you can bring five lapsed readers back to the news category with Trinity Mirror's *The New Day*?

NEXT WEEK'S QUESTION

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

 Have your vote now

Go to betterretailing.com/retail-newsagent

'Do the right thing' and report illicit mag sales

Retailers are being urged to report the illicit selling of magazines with the NFRN this week offering a £500 reward for information that puts a stop to the "bane of hardworking retailers".

It comes after the federation hired a private detective to establish how future

issues of magazines are going on sale before wholesalers distribute them.

Brian Murphy, NFRN head of news and magazines, said: "The illicit selling of magazines is the bane of hardworking retailers and everyone that works in the industry. I urge anyone who knows

of the perpetrators to do the right thing and advise the NFRN directly. All information will be treated confidentially and should it lead to a cessation of activities a £500 reward will be made."

The PPA this week told RN it is continuing its investigation.

A spokesman for the association said: "Illicit magazine sales remain an issue for publishers, retailers and others in the supply chain. The PPA is committed to taking action to address this ongoing issue alongside the activities being undertaken by other bodies, such as the NFRN."

JTI supports responsible retailing

Congratulations to the winning retailers



JTI would like to congratulate those retailers who won our responsible retailing training competition. Over 500 retailers are on their way to achieving a BTEC Level 2 Award in Under Age Sales Prevention, bolstering their position as gatekeepers of age-restricted products in their local communities.

“ The training and support I received has been really valuable to my business. It has reminded me and the entire team of the importance of following all the relevant steps when selling age-restricted products like tobacco. Refresher sessions and training guards against complacency that could be detrimental to my store and the local community. ”

Nick Bowers of Racecourse Wine Lodge in Cleveland



Offering retailers this qualification is part of JTI's wider commitment to supporting retailers in making sure that under-18s cannot buy tobacco in their stores.

For further information and guidance to support your business, retailers should speak to their JTI representative.

Call JTI's Customer Careline on **0800 163 503**
or visit **www.jtiadvance.co.uk**.

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NEWS

REGIONAL



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Local mags selling well

Regional magazines are bucking overall trends and enjoying rises in circulation, the latest Audit Bureau of Circulations figures have revealed.

Cheshire Life and sister publication Yorkshire Life, Scottish Field and Ulster Tatler all saw their circulations rise in the most recent period.

Richard Bath, editor of Scottish Field, which saw a 2.1% increase, said: "We've increased sales by almost 50% over the last six years. We've just taken on someone to be in charge of our retailing operation, their job will be to work with independent retailers."

Mr Bath said that the magazine saw its circulation rise in a particular area when it was covered extensively in the magazine.

Meanwhile, Cheshire retailer Judy Evans, from Williams of Audlem, said: "When it features our village, Cheshire Life sells more. We sold 200 copies the last time it did."



Will's is first with stroke info point

Will's of Caerwys in Flintshire has become the first UK store to house a stroke information point. The Stroke Association launched the initiative at Will Hebson's store last week and has designed stickers for shop owners to display in their windows. Mr Hebson said: "We had our first partnership with the local Stroke Association office last year. They offered to hold a Know Your Blood Pressure event in the store and it went so well we were more than happy to get involved with any projects the association had coming up in the future."

Report suggests duty should be strength linked

Minimum unit pricing (MUP) or strength-based taxation would have a greater impact on health than the current duty system, according to a new report.

A study by the University of Sheffield's Alcohol Research Group (SARG) compared four policy options for regulating alcohol prices to estimate how changes in cost would affect alcohol consumption.

It found policies which link the strength of alcohol to the price were more suited to tackling health issues compared to the current system.

Professor Petra Meier, director of SARG, said: "For EU countries, this creates a challenging situation as EU law prohibits taxation

by strength for some alcohol types. The implementation of MUP in Scotland is still held up in a court case brought against the Scottish government by the alcohol industry, where the government needs to demonstrate that MUP would have important public health benefits that cannot be achieved through existing taxation powers or would be less restrictive to trade.

"Similar plans in Wales, Northern Ireland and the Republic of Ireland are resting on the outcome of this court case. Our study makes a major contribution to the evidence in this respect."

The NFRN and retailers have previously spoken in support of MUP.

Harry's a real hero

A Coventry paperboy whose quick-thinking saved the life of a woman trapped in her burning home has been awarded a Chief Constable's Young Persons Award by West Midlands Police.

Harry Packer was on a newspaper round for McColl's when he heard cries for help from a house where an elderly woman had tried to boil an electric kettle on a gas hob causing smoke to billow through her home.

Harry reassured the woman and ran to her neighbour's house and got him to call the fire brigade. The senior firefighter at the scene told police that had the teen not intervened, the woman would not have survived.

Proposed legislation will be heavy burden on retailers, says ACS Indies express mixed views

Government wants your view on tobacco licensing

by Tim Murray

The government has called on retailers to offer their views on licensing tobacco wholesalers and retailers as part of a major consultation on the issue.

The move follows the World Health Organisation's request to its member countries to investigate ways of clamping down on the illicit tobacco trade.

Many believe that licensing will only add red tape for responsible retailers – leaving those dealing in counterfeit and non-duty

paid cigarettes and tobacco to carry on their illicit trade regardless.

The government statement on the issue said the consultation was open to "anyone involved in the trade of tobacco products or tobacco manufacturing equipment or with an interest in tackling the trade in illicit tobacco".

It states: "We are particularly interested to hear from small businesses, retailers and wholesalers. We welcome contributions from individuals and any other interested parties."

NFRN national president Ralph Patel said: "All you're going to do is get legitimate retailers registered. The people they shouldn't be worried about are the people who will be registered."

ACS chief executive James Lowman said: "Licensing systems load costs and administrative burdens on retailers, and registration schemes have not been effective in tackling the illicit tobacco in devolved assemblies. We will be responding to the consultation calling on HMRC and enforcement agencies to use the existing

resources and penalties to tackle the illicit trade."

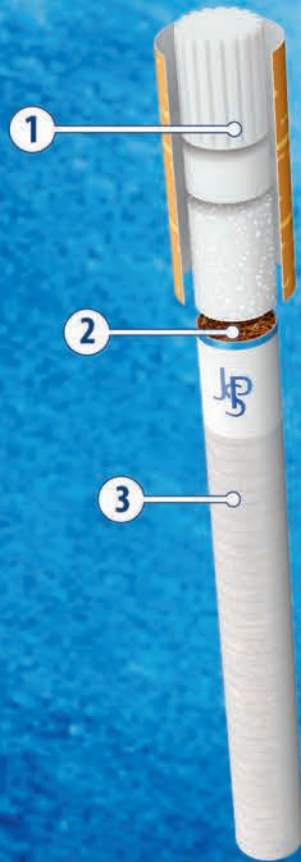
Spike Millican, of S&A Superstores in Uttoxeter, Staffordshire, said: "Until the authorities get a grip of smuggling there's no point in licensing anybody."

However, some retailers are in favour of licensing, albeit with provisos. Serge Khunkhun, of Woodcross, Wolverhampton, said: "It's not a bad idea on the face of it. But there is an administrative and financial burden for retailers, it should be entwined with the alcohol licence."

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YOUR REGION

NFRN DISTRICT AGM REPORT LONDON 23.02.2016



Tim Murray reports from the NFRN London district council meeting

Five copies each New Day target

National president Ralph Patel urged members to get behind Trinity Mirror's The New Day publication, which he said was "a hugely significant move for retailers".

Describing it as the first stand alone launch for 30 years, Mr Patel said the federation was ideally placed to help support the title.

He said: "If we have 15,000 members all selling five copies each, it should sell really well. It's a good sales opportunity for the independent channel, and retailers should put their full support behind the launch."

News UK admits returns problems

News UK has acknowledged problems within its system for processing returns and re-runs, and has committed to looking at ways to improve and sustain procedures.

The news came as the company's practices came under scrutiny at a London district council.

The majority of problems reported by retailers focused on credits, which were often entered wrongly on the system or withheld.

East London member Peter Wagg said: "News UK has admitted that its system isn't foolproof."

In the last few weeks, however, things have got better than they were before Christmas."



Peter Wagg



Valerie Chung



London DC members were urged to opt out of being contacted when signing new agreements

Barking, Ilford & Waltham Forest member Valerie Chung said: "It keeps happening, it'll be OK for a couple of weeks, then it slips again."

Let MPs know about key issues

Ralph Patel urged members to contact their MPs on key issues, including Sunday trading laws and retail crime.

"We're lobbying hard on the impact of retail crime and Sunday trading, both of which present significant challenges for a lot of our members."



I'm getting eight or nine calls a day from utility companies

Pravin Shah

Luton retailer

"Retailers should be doing the same with their MPs, especially challenging calls for deregulation on Sunday trading."

Structural change gathers support

NFRN chief executive Paul Baxter outlined his vision for the restructuring of the NFRN, including finding new ways of meeting with its members.

He said: "I hope there will be real changes. There only needs to be one official AGM, and then there should be other events where people don't have to spend five or six hours sitting through a meeting." The announcement was received positively by members, and there was widespread support for a new structure, particularly for branch meetings.

Living Wage 'will motivate staff'

Wimbledon retailer Tom



Paul Baxter



Tom Searle

Searle said members should use the introduction of the National Living Wage and auto-enrolment pensions scheme to motivate their workers.

He said: "It's a challenge for our members, but sometimes retailers look at things the wrong way."

"We should celebrate our staff and welcome the opportunity to reward them."

"We need to change our business in order to enthuse staff. Members can't operate without them."

Opt out to avoid nuisance calls

Retailers were reminded to avoid sales calls by always opting out of receiving communications when signing up to any scheme.

Luton member Pravin Shah, voicing his agreement, said: "I'm getting eight or nine calls a day from utility companies."



Pravin Shah

Your say

Will the end of a deal between PayPoint and Barclays offering preferred banking terms to independent stores be the tipping point for you to hand back your terminal?



This move will affect me, and I'll have to change my bank. I'll have to look at the whole situation very closely. I do a lot of business with Barclays, but this might change the way I work with them.

Nilesch Patel
PJ & VP, Hainault, Ilford



It's the PayPoint customers - the utility customers, the regular customers and people who have no other way of paying - that lose out. I gave it up because it would have taken ages to even break even.

Anil Patel
Londis Coulsdon, Croydon



I got rid of PayPoint last year when it changed its commission structure. I was losing about £100 a week. I thought I might regret it, but I don't at all. And I haven't lost a single bit of business as a result.

Hetal Patel
Stop N Shop, Maidenhead

Wembley trade show in May

The London district is organising a trade show, due to take place on Tuesday 17 May in Wembley.

Membership services manager Nigel Smith said: "It will be a good event, the team and committee are putting an awful lot of effort into it."

Delegates were also urged to submit nomination forms for the regional awards, due to take place on 6 May.

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YOUR REGION

NFRN DISTRICT COUNCIL REPORT NORTHERN 23.02.2016



John Dean reports from the NFRN Northern district council meeting

'Higher priority' to fighting crime

The NFRN is making the fight against retail crime a key priority, according to national councillor Mike Mitchelson.

Giving his national council report, Mr Mitchelson said that the federation was urging politicians and police and crime commissioners to make the issue a higher priority.

He added that research carried out by the NFRN had revealed disturbing evidence in some areas that police response times to small traders who fell victim to crime were slower than for larger stores.

This comes as part of the federation's collaboration with MP Guto Bebb, chair of the all-party parliamentary group on retail crime, who sent out Freedom of Information requests to four police forces, with plans to send requests to all forces across the country.

Mr Mitchelson said: "A lot of people are living in fear in their shops. We are putting retail crime high on the agenda to make sure it is taken seriously."

New Day gets a warm welcome

Outgoing district president Malcolm Dobson welcomed the launch of Trinity Mirror's The New Day at a time when trading conditions remained difficult for newsagents.

He said: "This is a new year with a lot of challenges, when newspapers



Northern DC members were urged to get behind Trinity Mirror's The New Day launch

are cutting terms and increasing cover prices. It is becoming increasingly difficult to maintain good relationships with them."

Mr Dobson said he was sad that The Independent had closed but encouraged retailers to support The New Day. "Let's get behind it and see what we can do," he said.

Three step up to national council

The meeting elected three national council-



We are putting retail crime high on the agenda to make sure it is taken seriously

Mike Mitchelson
NFRN national councillor

lors. Those confirmed for the seats were Durham member Jason Birks, Teesside member Martin Ward and Carlisle member Mike Mitchelson. Mr Mitchelson was elected district president and Teesside member Mike Brown, a federation member for 25 years, was elected vice president.

Donation to flood victims

Members agreed to support five newsagents

who were hit by the recent winter floods in Cumbria. £500 per store will be donated from district funds.

The district's President Charity Cup was awarded to the Darlington branch and received by Darlington member Sue Abbott in recognition of the money she raised for charity.

Non-member decision unease

Several members criticised the NFRN's decision to open up its awards to non-members.

Northern district national councillors reported that they had tried to get the decision overturned at national level, without success.

National councillor Martin Ward said it was too late to change this year's competition because promotional material had gone out, but the district's national councillors would challenge the decision ahead of the launch of next year's competition.

Honorary post for Tony Pucci

Retiring district treasurer Tony Pucci was made an honorary member of the district in recognition of his many years of service, as he officially stood down from the post.

Mike Brown said: "The work he has done over the years has been fantastic."

Receiving the award, Mr Pucci said: "I am shocked, honoured and humbled by this award."



Mike Mitchelson



Malcolm Dobson



Jason Birks



Martin Ward

Your say

Which promotions from your symbol group or wholesaler are most effective in your store? Will supermarkets' decisions to run fewer multibuy deals affect independent retailers?



I tend to go to Booker, which runs very good deals, particularly on isotonic drinks, stimulation drinks and Haribo. With supermarkets, I think it is too early to assess the impact.

Mike Brown
Brown's Newsagents,
Stokesley



Booker's deals on products such as Pepsi are popular when I run them as promotions. If the supermarkets run fewer multibuy deals, it will be better for us.

Malcolm Dobson
Skinnergate News,
Darlington



We normally go for the deals from Booker. Supermarkets reducing the number of multibuy benefits us if people visit our shop. A lot of people still think supermarkets are cheaper.

John Abbott
Milbank News,
Darlington

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OPINION

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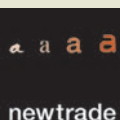
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YOUR SAY How do you think Trinity Mirror's new paper The New Day will sell in your store?

Manish Mehta

Williams News,
Streatham, South London

I've put up lots of posters advertising The New Day, and I know it's been heavily advertised on the TV. I've already had a lot of my customers enquire about it. I think the serious question is, will people be willing to pay for it once it goes up to 50p? How many readers from the Sun and the i will be prepared to jump for that amount of money?

Abdul Qadar

Ramzan & Sons
Edinburgh

It should do quite well, particularly as it seems it will be a paper very different to anything on the market now. Its free sampling promotion will also help drive sales for its launch. My only disappointment is that it's only going to be launched in Edinburgh, rather than



throughout Scotland, which is a bit unfair. Although I won't be directly affected, long-term I think it should be rolled out throughout Scotland.

Amit Patel

Belvedere News Food & Wine
Belvedere, Kent

We don't do fantastically well on newspaper sales, something that is reflected in the wider mar-

ket, which leads me to believe that any new title will have its work cut out. Particularly in the London area, it will have to compete with free dailies such as the Evening Standard and the Metro. However, I think there is a market for it, particularly among 18-25-year-olds, who may be put off by the political bias and sensationalism common in other titles.

YOUR STOCK Will the heavy investment by United Biscuits, Mondelez and PepsiCo in their healthier snack lines help open up new sales opportunities in your store?

Andrew Wright

Wright Way
Rackheath, Norfolk

I have seen more interest in healthy-style crisp snacks from my customers, and generally, if new things come out, people will try it. The majority of my sales still come from crisps, although I catch a lot of people calorie counting when they're buying lunch from my store, and they often go for the crisp-alternative snacks as a result. I can imagine if I were based in a more urban area, rather than a residential one, these "healthier" snacks would be more popular.

Dave Frost

Roses
Falmouth, Cornwall

I don't think so. Full sugar and fat snacks are the only thing my customers want and buy from me. Flapjacks and crisps are the

most popular snack, especially McCoy's Flame Grilled Steak, and people will often pick them up with a newspaper or packet of cigarettes. I think this is because my demographic is made up of mostly pensioners and students, who want something that will sustain them between meals.

Jon Powell

The Newsagent
Newport

We don't currently stock any of these snacks, but we have done in the past, and while a few do sell, the stock always goes out of date. It's a bit like buying a gym membership. You go a few times, but soon lose steam and end up paying for



something that is not used. However, whenever a supplier has invested that much money in developing and promoting a product it does encourage me to try it out.

LETTERS

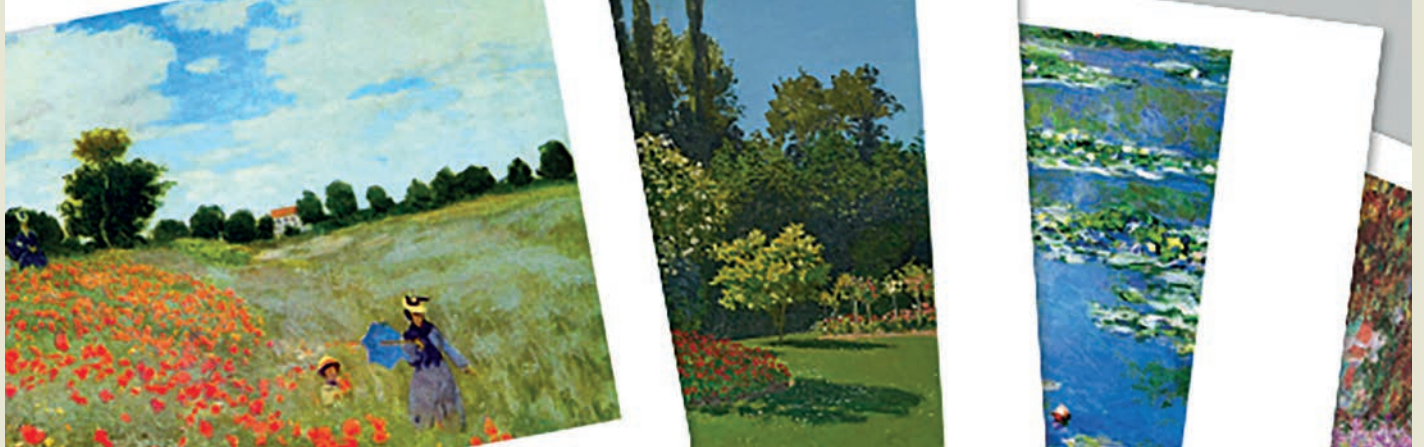
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Letters may be altered by the editor for reasons of clarity or of length

MONET, MONET, MONET... IT'S NOT SO FUNNY



In response to the letter from Kamal Thaker, of Stop Shop News, Edgware, printed in last week's RN 'Help needed to

find lost Monet prints', a Mail Newspapers spokesman said: "Unfortunately, we encountered an issue at the

insertion point. We believe the issue is fairly limited and would like to apologise for the inconvenience caused. We have

arranged for copies of the Monet print to be sent to Mr Thaker so that his customers are not left without."

Transactions time worry over new full lottery service

Have any readers with scratchcard-only stores been converted to the full lottery service yet? This was due to happen at my store last week, but haven't heard anything from Camelot.

From what I've been told about the new service, I'm worried about the length of the transaction times.

My rep can't tell me exactly how it is going to work, but he has said I will need to key in every number on a payslip rather than scanning it, which could be time-consuming.

Camelot says it drives footfall, but my experience is that people just come and fill out their lottery details or collect their winnings and leave without buying anything.

Another issue is that it is up to customers to check their numbers. But if I'm keying them in by hand, I'll get the blame if there are any mistakes.

If it is going to be slow, I don't want the full lottery service and I've told my rep to put my order on hold until I've seen it in action in another store. The only problem is he can't tell me which stores have got it in yet. Please let me know if you've got the new service and what your experience has been.

Steve Archer
Archer's Premier Store
Congleton

A spokesman for Camelot said: "We responded to an enquiry from Mr Archer in December where he said he was serving his 60-day notice to have his standalone scratchcard terminal removed, so we are pleased to hear that he is reconsidering his decision. Mr Archer will be contacted directly to ensure he fully understands what the upgrade entails, to help him make an educated decision."

Disappointing police action over crimes

I'm disappointed with the disconnected procedures in the investigation of crimes involving smaller retailers.

The first was a shoplifting incident when £10 worth of alcohol was stolen. My main bone of contention was that, although I reported it to Leicestershire Police, it was me who had to suggest restorative justice and track down the criminals. It's been weeks now and only one of the thieves has paid me back.

The second was a break-in four days later. On the same night, dozens of shops nearby were also broken into. I provided the police with everything I could, including high quality CCTV footage and photos. Although I received a letter from the force's chief constable, dated 15 February, stating that this case had been officially closed, an arrest for the break into my shop was made over a week later. It took the police around one month to actually

make an arrest since the break-in. I feel unsatisfied and that the incident has not been thoroughly and seriously investigated.

Subhash Varambhia
Snutch Newsagents
Fosse Road South
Leicester

A statement from Leicestershire Police said: "We have identified the individuals involved in the first offence and they are being dealt with by way of restorative justice. A 27-year-old man has been arrested and charged in connection with the burglary on Thursday 28 January. The victim has been informed. In order to not prejudice any upcoming criminal proceedings we are not able to comment further."

Beef & Onion conspiracy theory...

I'm trying to get hold of Walkers Beef & Onion crisps, the ones that won the flavour competition, and I can't get them anywhere.

I've been to Palmer & Harvey and Booker and I can't get them there. Walkers has told me I can get them by going to Bestway. That's a 10-mile drive there and a 10-mile drive back. I phoned Bestway and was told it didn't have them either.

I have a Walkers rep who calls in every week and he can't get them.

When I called the freephone number on the back of the packet and asked why I couldn't get them, they said it was down to the individual shop. When I told them what was happening, even they said it

sounded like they'd done an exclusive deal with the multiples.

I've spent four days trying to get hold of them.

The only way I can seem to get hold of them is if I go to Tesco and buy them there.

David Brace
Costcutter
Wormley
Herts

Matt Goddard, field sales director at PepsiCo, said: "The Walkers Beef & Onion flavour is not exclusively available to supermarkets. A six-pack is available through the wholesale channel for independent retailers and it is each wholesaler's decision as to whether or not they choose to stock it."



My experience is that people just come and fill out their lottery details or collect their winnings and leave without buying anything

Steve Archer

Archer's Premier Store,
Congleton

YOUR ISSUE

Tim Murray
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PASS MY PARCEL LEAVES RETAILER 'FLABBERGASTED AND FURIOUS'

Retail Newsagent often receives calls from retailers who are frustrated about ongoing problems with various suppliers. For Nigel Taylor, his troubles with Smiths News over its Pass My Parcel service date back two years.

The saga began towards the end of 2013 when Smiths News approached Mr Taylor at his St Giles News store in Oxford, asking if he wanted to become a pilot store for its as yet unnamed parcel service.

"The idea and intention of the project were good, and coupled with Smiths' logistical abilities, led us to sign up," he says.

With an estimated 20 to 30 parcels a day at 45p a parcel, he thought he was on to a winner. "We were expecting great things when it went live," he told RN.

However, Mr Taylor says things didn't quite work out that way.

In the first month, he had a paltry three parcels. But, believing Smiths' insistence that this would pick up, and, with a promised returns service and more retailers set to sign up, he carried on with the service.

However, he says: "It never happened. Parcels came in dribs and

drabs, if we were lucky. No returns service was introduced, and there were no new clients to increase parcel volumes."

The store was closed over Christmas in 2014, which he says he made Smiths aware of numerous times, but, as he pulled the shutters down on 24 December, a slew of parcels arrived. The same thing happened over Easter.

As Christmas 2015 approached, Mr Taylor says Pass My Parcel moved the goalposts, increasing parcel sizes, as well as the length of time St Giles News had to keep them.

He called to complain, but says it was "pointless". He also told Smiths once again about his planned Christmas closure, well in advance. However, on 12 December a customer came in the shop - and asked why St Giles News had been taken off the Pass My Parcel system.

"We looked on the delivery section of Amazon to discover that, yes, we were no longer listed. So, even though Pass My Parcel knew we were open for business, and were aware of our closure period, they had shut us down nearly two weeks before we were closing."

It took until the end of January

to get restored on to the system, adding further fuel to the fire.

Then at the end of February, Mr Taylor says a Pass My Parcel employee turned up at the Oxford outlet, talking about a cancellation. "It transpired that we had, apparently, cancelled the system and he was there to collect the equipment," he says.

This fact was compounded when the Pass My Parcel employee wondered out loud why the machine couldn't accept returns. "I was flabbergasted and furious," says Mr Taylor.

He says what made the situation worse was that he didn't even take the machine away, as there were still active parcels in the system. Mr Taylor phoned Pass My Parcel to discover he had apparently cancelled it - a fact he disputes, but one he is not entirely unhappy with.

He adds: "What I'd like to know is why we were never, ever informed of any changes to the system in any way shape or form. Not via email, telephone, snail mail, smoke signals or even pigeon. All this fantastic technology, but, apparently none of it is any good for communication. Or not to us, anyway."

A Smiths News spokesman said:

"We are aware that unfortunately, there have been some issues regarding our service offer with this store, and we are contacting Mr and Mrs Taylor to apologise and discuss how they can be resolved."



We've been treated very, very badly by Pass my Parcel and I think we're well rid of them. But, are we the only ones? I doubt it.

NIGEL TAYLOR

JOHN EASTWOOD

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With celebrity support and huge marketing investment, the Dry January alcohol moderation campaign is gaining prominence and popularity. But what effect did this year's crusade have on sales in independent stores? John Eastwood investigates

How dry was January?

Following the Stoptober stop-smoking campaign, EPoS data from 3,000 independent stores around the UK showed that volume sales of cigarettes and rolling tobacco fell by around 5% in November. Figures for subsequent months suggest this campaign achieved a legacy, with cigarette sales in January slightly lower than those in October. Sales of cigarettes and rolling tobacco were also substantially down on August 2015.

So, three weeks after the Dry January campaign by Alcohol Concern, which encourages greater moderation in alcohol consumption, has there been a similar effect on alcohol sales?

A comparison of sales figures from November and January - excluding the obviously-inflated Christmas and New Year period - reveals significant results.

Overall value sales of alcohol fell by 12.9% in January compared with November. There is a valid argument that sales will always be low in January, but the decline was almost as high when compared with January 2015.

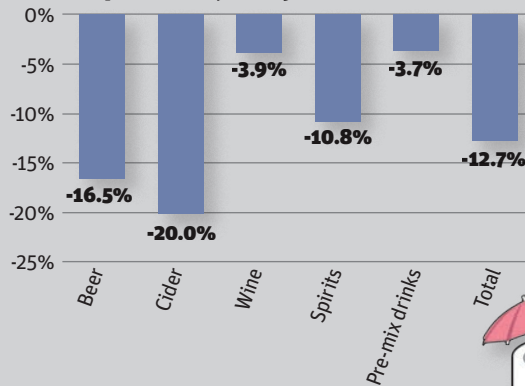
The greatest decline was in cider sales, which were down by just over 20%, with pre-mix drinks and beers not far behind. This can be attributed both to lower distribution and a much lower rate of sale. The distribution of Kopparberg Strawberry 500ml, for example, fell from 22% to 18% between November and January, and total sales fell by 22%. The pattern for Kopparberg Mixed Fruit was very similar. The fact that the more fashionable fruit ciders and perries showed the greatest decline suggests that Dry January attracts greater participation by younger drinkers.

Moving to beer sales, around 93% are of lagers, with ales and stouts accounting for just 5% and 2% respectively. Here, lager sales fell by 16% while ales were down by 20% and stouts by 33%.

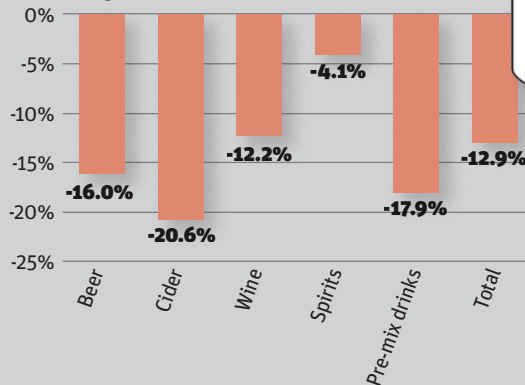
Wines, meanwhile, were down

Alcohol sales in independent stores

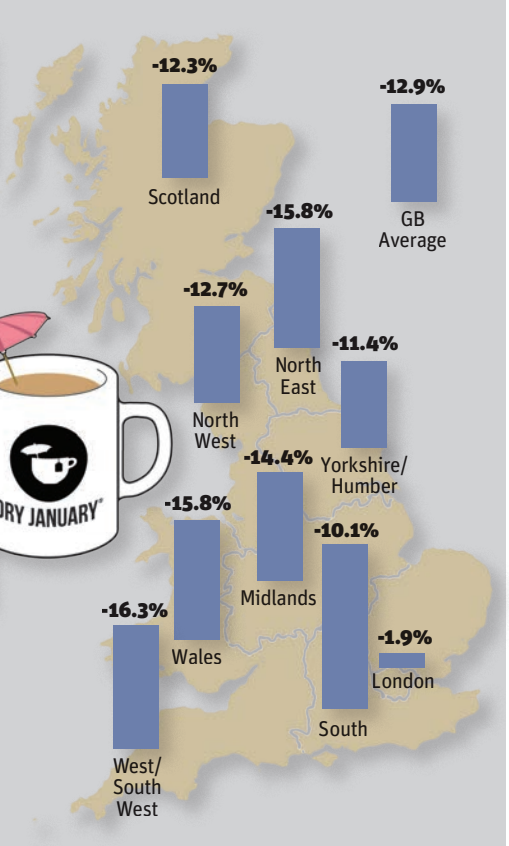
Alcohol sales value January 2016 compared with January 2015



Alcohol sales value January 2016 compared with November 2015



Change January/November by region



Value sales of alcohol fell by 12.9% in January compared with November

by 12.2%, with no notable difference in the performance of red and white variants.

Spirits, finally, were the least affected, with sales down by just 4.1%. Regional variations were evident in spirits sales. Sales in London and the south east were higher in January than November. In fact, figures for London show this was the region where the campaign had the lowest effect. Here, sales fell by just 4.8% compared with a national average of 12.9%. In contrast, the areas which recorded the greatest declines were the West





Country, Wales and the north east.

Will the Dry January campaign have a lasting effect? Unlike Stoptober, its objective was to encourage ongoing moderation rather than cessation, so it is unlikely. Figures for the first two weeks of February already showed a small increase in sales, although this is a notoriously poor month for alcohol.

Dry January clearly had an impact on alcohol sales through independent stores, but I expect its legacy to be short-lived. ●

John Eastwood is a data analyst for EDFM

INDUSTRY PROFILE

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Concha y Toro

As convenience customers' demands shift, the benefits to fresh and chilled sales are well documented. But as Ben Smith, head of communications at Concha y Toro explains, the right range and display of wines can encourage bigger basket spends and higher profits

RETAIL NEWSAGENT How are you helping retailers to grow their wine sales in 2016?

BEN SMITH We are helping them in.

The first is by investing in partnerships which build the profile of our wines and engage with consumers.

The more people know and trust a wine brand, the more likely they are to make a purchase.

RN How will you be doing this?

BS One example is Casillero del Diablo's sponsorship of Sky Movies, and we've been able to use this partnership to grow awareness of the brand.

Another of our major brands, Frontera, has just linked up with last week's Brit Awards ceremony, which built recognition for this very accessible, unfussy wine brand.

RN Does this support extend inside retailers' store too?

BS Absolutely, by focusing on occasions in our activity it's a great chance to get consumers to add wine to their basket.

We actively promote adding wine into common scenarios in our marketing. We are also working on education for retailers.

We have a very exciting new project which we're unveiling next month to help retailers maximise the opportunity for wine sales, whatever the size of outlet.

RN What are the most important elements in managing this category?

BS Range management is the most important thing to get right. Shelf space is limited and so to make the most of it and offer the widest choice

to your customers, strong brands and popular grape varieties are essential.

RN Why do retailers need to ensure they're well informed about the wine category?

BS Because it is a very valuable one. More money is spent on wine and beer than on carbonated soft drinks.

With the right offers on shelf, it can be an easy add-on for meal deals.

RN What's the most common missed opportunity you see in independents' wine ranges?

BS Badly-merchandised wine; too much reliance on Old World names and a lack of clarity of offering.

Also retailers should consider gift occasions and list one or two wines further up the price range for special occasions.

RN What current trends do retailers need to be aware of in this market?

BS Malbec and Pinot Noir are two red varieties which are growing hugely; Malbec is a great match for steak and



Retailers should consider gift occasions and list one or two wines further up the price range

our brand Trivento, which sponsor Aviva Premiership Rugby, has seen amazing growth of more than 250% over the past 18 months.

Pinot Noir is the other end of the red wine Spectrum. It is light in style and can be served chilled. It's a very 'cool' wine style.

RN As retailers look to expand sales of chilled and fresh and "meal for tonight" offers in their stores how can retailers ensure a bottle of wine goes into that basket too?

BS Keep matching wines next to meal-for-tonight displays or promotions.

If it's a white wine, make sure it's ready chilled, and offer a deal where it's possible.

RN How is Concha y Toro developing and evolving its range and offer to retailers this year?

BS We have a very focused portfolio, and make sure that all the wines in our range have a role to play.

We're incredibly proud that we offer the UK's number one Cabernet Sauvignon - Casillero del Diablo - its favourite Pinot Noir with Cono Sur Bicicleta, and its top Malbec from Trivento.

In this way we offer retailers gold standard wine brands which consumers will feel confident in purchasing.

**** Company CV ****

Company Concha y Toro
Head of communications Ben Smith
Profile With origins in the 19th century the Chilean wine company produces some of the UK's best-selling wines.
Latest news The company has recently invested in a host of marketing including sponsorship of rugby, a satellite TV channel and the Brit Awards. Next month it has confirmed it will begin an initiative to educate retailers on the category too.



FRONTERA

PROUD TO BE THE OFFICIAL WINE
OF THE BRIT AWARDS 2016

No.1 Chilean Wine Brand in the World
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BRIT
AWARDS
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*Source: IRI Value Sales Total Market 52w Nov 2015
drinkaware.co.uk for the facts

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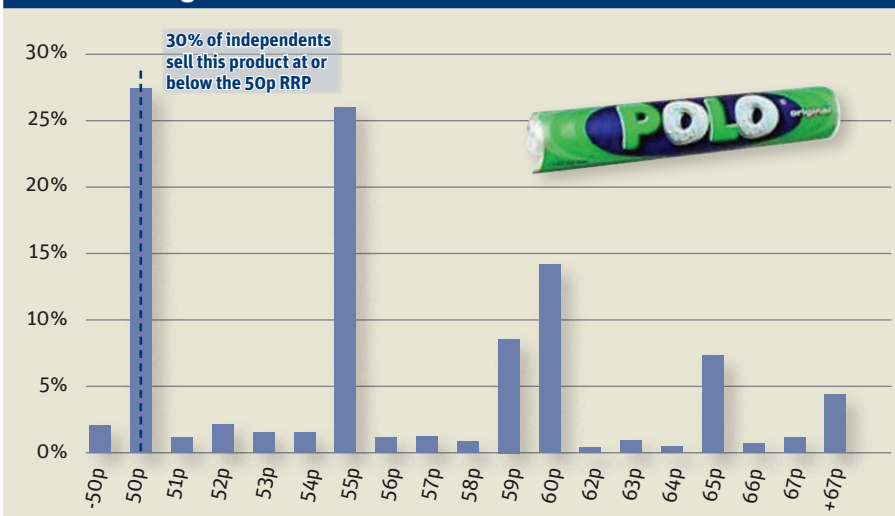
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PRICEWATCH MINTS

MINTS PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Trebor Soft Spearmint 44.9g	50p	50p	55p	52p	54p	50p	50p
Polo Mints 37g	56p	50p	55p	50p	53p	55p	55p
Trebor Extra Strong Peppermints 41.3g	50p	50p	-	52p	54p	50p	50p
Trebor Extra Strong Mints 45g	60p	51p	55p	52p	-	50p	56p
Trebor Soft Mint 50p PM 44g	50p	50p	55p	58p	54p	50p	56p
Polo Spearmint 37g	55p	50p	55p	50p	53p	55p	56p
Trebor Softmints Spearmint 45g	60p	50p	55p	52p	54p	50p	55p
Trebor Softmints Peppermint 45g	59p	50p	55p	58p	54p	50p	56p
Polo Sugar Free 37g	56p	50p	55p	50p	53p	55p	56p
Tic Tac Mints 18g	63p	58p	55p	60p	-	60p	55p
Fox's XXX Mints	56p	48p	-	-	54p	50p	56p
Trebor Extra Strong Spearmint 45g	60p	51p	55p	42p	-	50p	56p

POLO MINTS 37g Price distribution %



Pricing strategies

RETAILER

1



NAME ADRIAN WATTS

STORE Watts News

LOCATION Rossendale, Lancashire

SIZE 600 sq ft

TYPE main road

I've got a reasonably small shop with regulars and a fair amount of passing trade. I find with mints that people usually buy them as a secondary purchase, so they might also pick up a newspaper or cigarettes. The mints don't sell as well as chewy sweets, but perhaps that's because I have them positioned slightly away from the till area and my chewy sweets are right by the till. I've stuck with the layout my rep recommended and I generally stay near the RRP for mints. Extra Strong mints or Polos are probably my bestsellers.

RETAILER

2



NAME NICK SOUTHERN

STORE Southern's Newsagents

LOCATION Maidstone, Kent

SIZE 7,000 sq ft

TYPE suburban

We generally stay around the RRP on mints, but if they are pricemarked we always stock them. Pricemarked usually means a 10-20% sales uplift. Trebors on pricemark do very well on a three for £1 deal. Extra Strong Mints are my bestseller and I keep all my mints below the till counter. Sales of mints are steady. I have 80% regular customers where I am situated so people will most likely pick up another item and then a packs of mints. There's been a real run on sweets like Starburst here, so people opt for them over mints.

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RETAILER

3

NAME **MARTIN WARD**

STORE Cowpen Lane News

LOCATION Billingham, Cleveland

SIZE 420 sq ft

TYPE estate

I keep my mints near the counter and over the years we've retained steady sales. However, like a lot of confectionery, trade has dropped off recently. I think it's partly to do with concerns over sugar but it's also because of pound shops selling sweets and mints cheaply. For that reason, we stock as much pricemarked stock as possible. We're on the edge of an industrial estate so we do get a bit of passing trade from workers. With mints, you often find that smokers will pick them up with a sale rather than coming in especially for mints.

RETAILER

4

NAME **TONY ROOK**

STORE Buckley's Newsagents

LOCATION Lossiemouth

SIZE 800 sq ft

TYPE main street

I take the Booker RRP and always add 3p to my sales. It's a strategy I've always employed, and I don't sit there and think about margins. I just add 3p. If you sell 20 packets of mints a day, that's a few more pence in the till. It adds up. There's elderly clientele who come in and buy a paper and also mints and I've found that Trebor Soft Mints are popular within that age range. The one mint I wish I could sell is Ross's Pan Drop. I used to sell loads of them but I can't source them anymore.

RETAILER

5

NAME **GAIL ALEXANDER-WINFIELD**

STORE 727 Newsagent

LOCATION Lybster, Caithness

SIZE 850 sq ft

TYPE village

I stay generally around the RRP for my mints. I get my price list from Booker and I follow it. There's no particular time of year that my mints sell - they do steadily well all year round and with all kinds of customers. We serve everyone from fishermen to farmers and school kids to grannies. People rarely come in for mints, but they'll often pick them up with something else. My best-selling mint is Trebor Extra Spearmint. I've got an old-fashioned counter with newspapers on the top and the mints are positioned near my Cadbury's confectionery stand.

THE ENTREPRENEURS

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



LEVI ROOTS

Route to the top

Before the BBC2 series *Dragons' Den*, Levi Roots was a man from south London making jerk sauce in his kitchen. Having sold 4,000 bottles at the Notting Hill Carnival in 2006, Roots went on to secure £50,000 of investment from the Den's Peter Jones and Richard Farleigh in return for a 40% stake in his business. He called the sauce Reggae Reggae Sauce. Soon after the programme aired, Sainsbury's started stocking the product in 600 stores. Over the years this has been followed by cooking sauces, chilled ready meals, puddings, soft drinks, snacks and patties. Throughout, Mr Roots has used his musical background as a reggae singer alongside his Jamaican

heritage to create his unique brand. His cookbook was published in 2008 followed by a BBC2 cooking show called *Caribbean Food Made Easy*. He opened his first Caribbean restaurant in 2015.

Key achievements

- Taking a homemade recipe and creating a product that proved popular from the off, then expanding the range to include sauces, ready meals and more.
- Using his family story and musical roots to create an easily identifiable and unique brand.
- Using his multi-million pound business as a springboard to teach children about achieving their dreams and living and eating healthily through his School of Life tour.



Lessons for your store

- 1 Never stop trying to be the best. Levi didn't give up hope of being an entrepreneur and now tries to be an inspiration to others.
- 2 Use your own family story and passion for business to create a friendly, welcoming store that customers want to return to.
- 3 Stand your ground - in 2011 Roots was unsuccessfully sued for breach of contract and breach of confidence by a friend who claimed he stole the recipe for Reggae Reggae Sauce.

RETAILER PROFILE



Welcome to 'your' local shop

By providing a great range of stock while building strong ties with his customers, Jatinder Sahota and his family have established a business at the heart of their community. But what else makes a store successful? **Chris Rolfe** finds out

When Booker chief executive Charles Wilson paid a visit to Jatinder Sahota's Londis store last month, he set straight to work quizzing customers on their opinions of the shop.

"He asked them 'Why do you come here?'. They said because my wife, Randip, and I are so welcoming, because this is a long-standing community store, and because our shelves are always full," says Jatinder.

The Sahota family has owned the 1,200sq ft store since 1989. Jatinder and Randip took over the business after his parents passed away, and with two major refits in the past six years alone, they have poured investment into it to cater for the needs of elderly customers, young families, and, lately the local commuters they are trying to attract.

Food to go, fresh produce and chilled food have been central to growing customer numbers. A full aisle at the front, fitted with chiller equipment which controls temperatures for individual categories, is dedicated to these products and here, Jatinder is keen to point out one of his recent profitable additions – Booker's Farm Fresh range.

"I've got fruit, vegetables, cheese, sandwich fillings and a good range of bagged salads and they're already going really well. Fresh food is massive for us," he says, explaining that benefits of Booker's takeover of Musgrave include access to a wider product

range and a 2% increase in overall margins reaped from lower cost prices.

The range sits next to another popular new addition which is driving sales in more traditional categories – a newspaper stand supplied by News UK where papers can be dual-sited with snacks and confectionery to drive cross-category sales.

"Some people say newspaper sales are dying but mine are growing. It's about putting them in a good location. I'm selling 20 more copies of the Sun a day, 10-15 more copies of the Mail, and The Times and Telegraph are selling better too."

This increase in newspaper sales has coincided with a growth in food to go, says Jatinder, who has grouped papers, hot food, fresh coffee, cold drinks and cold snacks to cater for the morning rush hour.

"We serve a lot of white van men who are in a hurry so we've made things as easy as possible for them by putting everything together in one area."

To build on this, he now plans to add bakery products such as croissants to the mix to attract more sales from female customers. And at Charles Wilson's suggestion, he is also planning to offer porridge-to-go by allowing customers to make hot breakfasts with hot water from the coffee machine.

"It's about the little things that can enhance your offer," he explains.

Elsewhere in the store, Jatinder's four pro-

“I got some great advice on fresh food from Roli Ranger’s RN profile, and Bintesh Amin’s columns are helpful too. It’s great to see what other retailers are doing”

JATINDER SAHOTA



Jatinder Sahota says his shop is popular because of the warm welcome and the well-stocked shelves it offers



“We serve a lot of white van men who are in a hurry so we’ve made things as easy as possible for them by putting everything together in one area”

Elsewhere in the store, Jatinder’s four promotional bays are also proving popular. One is dedicated to the Euro Shopper range he is busy introducing, while others are set up for Mother’s Day and Easter.

Jatinder has a full bay of eggs on prominent display, such as large Cadbury Dairy Milk ones for £7.99.

He also points out his large selection of alcohol, where sales are growing since he decided to remove single cans and focus on premium brands and multipacks.

Services such as a free ATM and My Hermes parcel returns are likewise contributing to a growth in profits, which Jatinder says is helping offset other rising costs.

“Parcel returns are a great footfall driver. The National Living Wage will cost us an extra £11,000, but because we process nearly 40 parcels a day at 40p each, that could actually cover a good chunk of one person’s wages.”

Success in a challenging market, he says, is not about reacting to change but actively searching for ways to grow.

“It was great having Charles Wilson visit. We get a lot of support because when symbol groups see progressive retailers they want to work with them. If you love what you do, it’s reflected in your offer.” ●

VISIT MY SHOP

Max’s Londis

Trafalgar Parade,
Minster-on-Sea,
Isle of Sheppey,
Kent
ME12 2RW



Want to see more of Jatinder’s store? Go to betterretailing.com/jatinder-sahota

THE RN INTERVIEW

In his first interview, Menzies managing director Mark Cassie talks to Gurpreet Samrai about the National Living Wage, the future of its parcel business and why it increased its carriage service charge for the second time in six months

Mark Cassie

Meeting RN within weeks of becoming managing director at Menzies Distribution, Mark Cassie begins the meeting by announcing that his company's retailers will be hit by an average 3.75% carriage service charge hike in April to offset the National Living Wage. It's a decision for which Menzies has this week come under fire for with claims it's "not doing its job properly" and expecting retailers who do not have the option of increasing their prices to "suck up the costs".

Defending the move, Mr Cassie says: "It was not an easy decision, but it was necessary. While we are not prepared to disclose the full calculation of what goes into the charge, we have had external consultants in and there is absolutely no exploitation or profiteering.

"The National Living Wage is about to take the minimum wage up by 7.4%. It will affect Menzies to the tune of about £2.5m this year. Next year, the likelihood is there is going to be another £4m worth of costs to apply and the same again in 2018. Coupled with declining volumes and revenues, it's another cost we have got to mitigate."

The news will have come as a surprise to retailers, who were not expecting a review of their carriage service charge until the summer. But Mr Cassie says the increase in wage costs made it necessary for its charge review to be brought forward a quarter. It means 7,300 retailers will see an increase of more than £2 a week, 8,500 an increase of between £1 and £2 while 4,700 retailers will see a rise of between 1p and £1. Only 700 will see a decrease.

Mr Cassie says while he does have concerns about how retailers will deal with the increase on top of extra wage costs, he believes there are a number of opportunities for retailers to build the category. These include an expected sales uplift of collectables and newspapers around football's European Championships as well as Trinity Mirror's launch of The New Day.

"The challenges we face are the same as the challenges retailers are up against. Declining sales, changes in buying habits, increased costs and the closure of The Independent," Mr Cassie told RN. "Retailers need to be proactive. Take the closure of The Independent – that's a huge concern for Menzies and it has to be a huge concern for retailers. While The Independent will say it's happy for its readers to migrate to digital, that's no benefit to retailers or Menzies.

"I think there's a big opportunity for retailers, wholesalers and newspaper publishers to convert readers of The Independent to an alternative publication. We need to work together and entice the readers of The Independent to other publications and we are already having conversations with the alternative publications to come up with a strategy. There will be advice to retailers as well as incentives for them to offer customers to sign up for a different publication.

"The timing of The New Day is perfect and is another massive opportunity for retailers to convert non-readers to readers of a published copy."

Despite the difficulties the National Living Wage has presented, Mr Cassie says keeping the supply chain as lean



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Greater efficiency will help Menzie's maintain its profitability – but at what cost to retailers?

“

It was not an easy decision, but it was necessary

“

We still have a commitment to delivering a second-to-none service to retailers

With The Independent about to disappear, Mr Cassie says The New Day has arrived at the “perfect” time

as possible remains Menzie's biggest ongoing challenge. To tackle this, the company has a continuous improvement team who identify enhancements to ensure the “sustainability and profitability of the business”.

“We have been particularly aggressive with our rationalisation programme, and there's not a lot more we can do than downsize some of our spoke locations and take the benefits of lower overheads. The next thing we are looking at is runs because as volumes decline and weights reduce we are looking to consolidate, but ensure we maintain delivery times.”

He says while the carriage service charge has been increased to cover a proportion of the higher wage cost, the rest will be covered through process improvement and cost-reduction projects – a method he believes could also help retailers deal with their spiralling costs.

“Retailers could look at improving their processes in the same way and not accept the status quo. The whole goods in process is worth a review, stock management, and the stock ordering process.”

Meanwhile, following the recent acquisitions of three parcel companies – Thistle Couriers, AJG Parcels and Oban Express – Mr Cassie says the company will now look at expanding its parcel and retail logistics operations and integrating these into the core network. This will enable the cost of the network “to be supported by a wider pool of customers,” as well as

exploring other opportunities.

“It will be about the integration of these businesses into the core distribution business. Then it will be about evaluating any obvious benefits or synergies between a parcel business and media distribution business.

“There is an opportunity to scale up the businesses we have acquired. We have 700 vehicles and they are generally working the hours of darkness and sitting idle during the day. We are making an effort to make that asset work during the day. We're in a unique situation where we have a skill set we can offer up to alternative services.”

Mr Cassie says he believes the parcel side of the business will equal, if not overtake, the news and media operation in the next five or six years. However, despite the focus on building the company's parcel operation, Mr Cassie says the news and media operation currently remains a core part of the business.

“We have acquired businesses, but maintained personnel and knowledge in that trade. At the same time we've invested in a business development team so we can continue to invest in the core news and media business. The new development team is looking at new business, but is still also pitching for new activity in the newstrade.

“We still have a commitment to delivering a second-to-none service to retailers. We currently achieve in excess of 98% of RDTs to retailers seven days a week. The minute we dilute that service level, I don't think it's particularly healthy.” ●



PRICING STRATEGIES



From meal deals to pricemarking, what stores charge can mean the difference between profit and loss

Which pricing mechanisms best suit your customer base and drive sales to your store? Tom Gockelen-Kozlowski looks at what suppliers, wholesalers and retailers do to help you evaluate the options

Is the price right?

THE STRATEGY

Add extra sales with linked promotions

While retailers experiment with a multitude of different kinds of linked promotions, it's clear that suppliers are investing in their favourites already. The meal deal, long part of many supermarket and high street foodservice ranges (isn't a Happy Meal just a meal deal for little people, after all?), is a direction in which suppliers are increasingly pointing retailers. The popularity of these promotions is such that many independent stores are happy to get involved too. Suppliers such as Coca-Cola are investing in signage and giving advice to retailers to help them build their own successful deals. "Offering discounts when soft drinks are purchased alongside a sandwich and snack, or as part of a



Bringing related products together to increase sales of both is a popular promotions dynamic

three-course meal, is a great way of offering greater value to consumers while increasing your incremental growth," says Donna Pisani, trade communications manager at Coca-Cola Enterprises. Symbol group Premier, meanwhile is also busy supporting retailers' meal deal offers. "We've created a food to go station which really brings the Costa coffee to the fore," Director of Premier, Martin Swadling, told RN during a store tour recently. "Plus, for the white van men in the area, we've created a meal deal called "The Beast" which is a double sausage, double bacon big bap and coffee for £4." >>>

MY VIEW

Paul Patel

WH Smith Local,
Dibden Purlieu,
Hampshire



We run a really successful linked deal on colouring books and pencils. We are currently selling an Enchanted Garden book at £9.99 and a pack of 30 pencils for the same price. Our promotion is both products for £15 and it has added a lot of extra sales.



50p
ONLY



- PMP IS THE NO.1 PROMOTIONAL MECHANIC WANTED BY RETAILERS (71%)*
- 63% OF RETAILERS SAY THEY INTEND TO STOCK MORE PMP IN THE NEXT 12 MONTHS**
- 30% OF SHOPPERS SAID THEY WOULD BE MORE LIKELY TO BUY A PRODUCT ON IMPULSE IF IT WAS PMP**

GREAT VALUE

*SOURCE: HIM! C&C BESPOKE RESEARCH 2013. **HIMIFOCUS ON PMP AUG 2015. MALTESERS®, TEASERS®, TWIX®, BOUNTY®, MARS® AND SNICKERS® ARE REGISTERED TRADEMARKS. ©MARS 2016.

PRICING STRATEGIES

THE STRATEGY

Get the most out of pricemarking

Pricemarking is the supplier tool that continues to grow, whatever the category and whatever the pricing strategy that lies behind it. Major companies such as Coca-Cola and Wrigley continue to recommend (and produce) pricemarked packs of their top-selling products. With its 50p pricemarked packs of key products such as Snickers, Mars bars and Maltesers, Mars is the latest major brand to provide pricemarked variants of its core range. Similarly stalwart products from Heinz Baked Beans to Haywards Pickled Onions are also increasingly equipped with a pricemark. Meanwhile at the value end of the market, many symbol groups' own brand products and almost all best-selling cigarette brands feature on-pack prices to trumpet the great value they offer. Yet it is the appearance of pricemarking on premium products – take Taylors of Harrogate's new £3.49 pricemarked packs for independents, for example – which highlights that the popularity of this pricing tool now extends to areas where customers are likely to see their purchase as an indulgence.



People won't ask for a price, they'll just move on and go elsewhere

Have you got the right range of pricemarked produce for your store?

MY VIEW

Anna Patel

Star News, Nottingham



Pricemarking has a big effect on what customers buy. Cadbury chocolate bar sales have really picked up since they've had a 50p pricemark, whereas previously no one bought these and it would be other sizes that sold better. Similarly we find it very difficult compete with other stores on alcohol where they sell non-UK duty paid stock. One exception is Chekov vodka. A half bottle is pricemarked at £6.49 and I've had customers coming in and telling us that we're the



MY VIEW

Kamal Sisodia

WH Smith Local, Coalville, Leicestershire



It's essential to have clear pricing because we're in a busy town centre location and people won't ask for a price, they'll just move on and go elsewhere. When it comes to promotions too, I find that many retailers use too many at the same time – I've done it myself in the past – and customers become immune to the impact of it. More important is having great deals and positioning them where they'll attract customers' attention.

THE STRATEGY

Use clear and simple prices

Having a huge range of promotions across almost every category has its advantages – it means those doing a big shop will be regularly reminded of the value a store offers while those in need of just one thing are still likely to be exposed to a great offer.

The drawback, however, can be that a store's best promotions get lost in a sea of less eye-catching ones. It's this that lies behind the focus Martin Swadling, head of symbol group Premier, is giving to its main four promotions. "Mega Deals are our four lead promotions – they're the ones that go on our TV adverts and are promoted through social media. It's generally bigger packs with a higher price – trying to get that till ring up," he says. "Rather

than having a gondola end with 101 promotions on it we are working with retailers to get the four main ones looking great because that sets a value tone for the whole store."

This push for great clarity on a fixture and throughout the store is similarly a priority for suppliers – leading to a move away from the once ubiquitous 99p pricing to round pound figures. "The £1 price point is a key sales driver for the convenience channel, as it provides consumers with the assurance that their purchase is good value," says Dan Newell, confections marketing manager at Wrigley. "We have seen a 49% increase in sales value in our pricemarked hanging bags since their launch." >>>



Pricemarking has a big effect on what customers buy

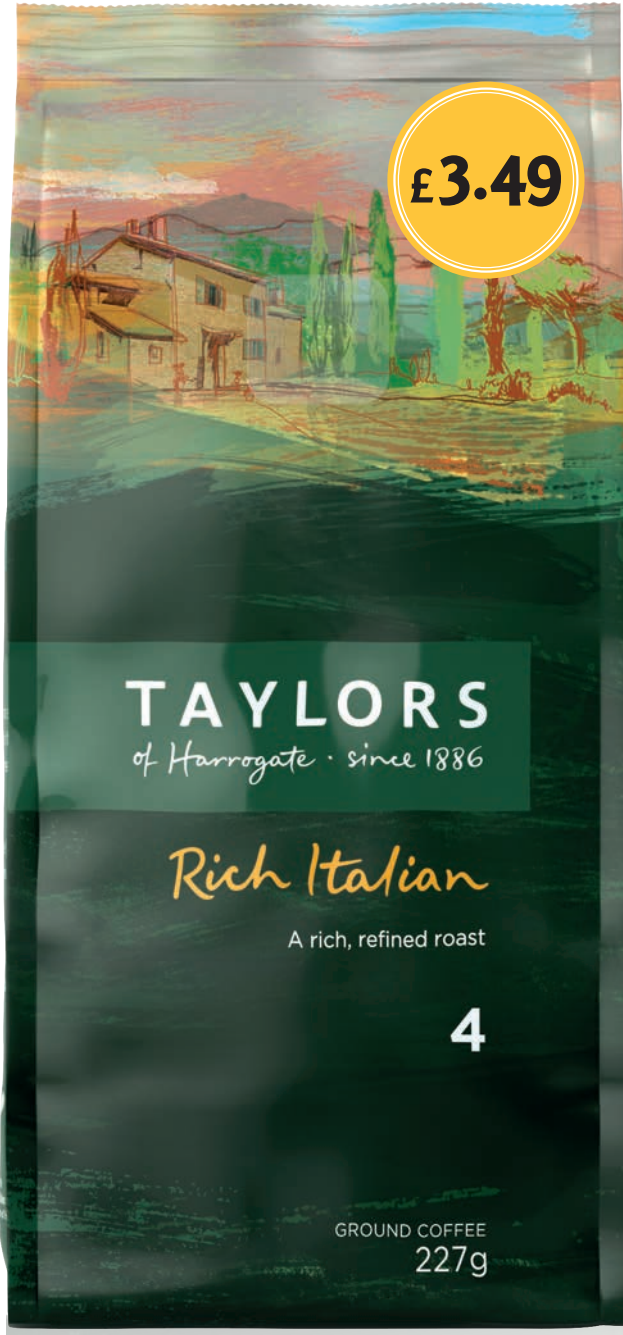
Deep discounting Mega Deals are designed to catch the eye of local customers

NEW

The UK's best selling
filter & cafetière coffee
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100% Rainforest Alliance Certified™



For more information freephone **0800 515 988** or e-mail sales.admin@bettysandtaylor.co.uk

TAYLORS
of Harrogate · since 1886

Welcome to Coffee

PRICING STRATEGIES

THE STRATEGY

Multibuy deals

Mizkan, which last year bought brands including Branston and Haywards from Premier Foods says it has seen “massive growth” from offering its products on a pricemarked linked promotion of two for £2.

Encouraging extra purchases allows independent retailers to increase basket spend, offer customers better value and recover profits from the margin cut such promotions can often mean.

This is therefore a promotion strategy that’s also popular with wholesalers and symbol groups which, after all, profit from the greater bulk of products retailers sell too. Today’s Group and Booker are just two of the companies who utilise this strategy, whether it was last month’s two for £1 deal on Whiskas and Pedigree Chum from Today’s or Booker’s recent offers including three tins of Heinz Baked Beans for £1 and two bottles of Coca-Cola for £2.50.

Buying more means better value but greater spend for customers

MY VIEW

Rajwinder Kaur

Lifestyle Express
Newhouse
Mini Market,
Kilbirnie



Multibuy deals are really popular with my customers. The value they offer stares them in the face and that means they know we’re offering really good prices across the store. If tins of beans are on offer on a multibuy deal and they pick up three customers will often pick up a basket and do a bigger shop so these promotions can actually drive extra sales elsewhere too.



PROMOTION ANALYSIS

KPMG partner Robert Browne gives **Nadia Alexandrou** his perspective on the ways promotions work



Are cut-price deals cutting your sales?

Discounting wine can actually lower customers’ value perception of it. I was working with one large American wine company, which was selling its wine for the equivalent of £5 in the US and £10 in Canada. The US one was doing worse in sales, so we told them to put the price up to £10, and immediately sales picked up. When we asked the company why it set it at £5 in first place, they said they just picked a price point. Point being, just a small amount of research and experimentation will help you figure out where the most effective pricing level sits.

Will you get enough information from a linked or bundle deal?

For more switched-on retailers who analyse EPOS systems, I’d advise against running linked promotions as you can’t tell on the data what product your customer was going for. That’s short-term thinking. For example, if you run a deal for ice cream and a bottle of wine for £10, it won’t help you figure out which item was more important to the shopper. Instead, setting it up as a free ice cream with every bottle of wine, or vice versa, can help you understand shopping behaviour better.

Which festive products are customers price-sensitive about?

Many retailers believe that customers will switch shop because of price differences, but there’s actually a very few number of products where price will effect decision making. One exception to this rule, maybe, is Bailey’s, where retailers have told me that promoting it at £10 at Christmas is an important hook and anchor for customers. ●



MY VIEW

Dean Holborn

Holborn’s,
Red Hill,
Surrey



You have to be careful with seasonal products because there will often be a market for what you’re selling and you don’t want to cut your margins unnecessarily. Having said that we will use promotions from Palmer & Harvey on water, beers and wines on a sunny day or chocolate for Mother’s Day but we’ll position them near barbecue charcoal.

Seasonal displays help promotions stand out



THE STRATEGY

Using the seasons

From Christmas to the few days customers can successfully hold a picnic or barbecue, seasonal opportunities can drive footfall and sales. They also have an effect on suppliers’ advice to retailers about pricing. “Mizkan isn’t suggesting an all year round direct promotional price on pricemarking in 2016. We would leave this up to individual customers to make that choice,” says Barry McCrosson, head

of commercial marketing at Mizkan.

Instead the company sees its main priority as ensuring that retailers are able to fill their shelves with popular items at these key times. “Mizkan is there to increase distribution on products which are either seasonal must-stock lines, or to allow retailers to run a multi-buy across other grocery lines without losing margin,” Mr McCrosson says.

Picnics and barbecues provide a great opportunity to boost sales



New Look
New Recipes



The UK's Favourite Pickled Onion Brand* has **relaunched**



LIVEN UP YOUR SALES STOCK UP TODAY!

* Source: R1 55 weeks w/e 2nd January 2016

Haywards is a registered trademark of Mizkan Euro Ltd

ESSENTIAL GROCERIES

How do different retailers with very different customers ensure their core everyday range of store cupboard stalwarts fits the bill? **Helena Drakakis** speaks to five top store owners to find out

Every home should have them

A well-stocked store cupboard is the nerve centre of any kitchen. Whether your customers are feeding a family or you're catering for young professionals or gourmet cooks, offering essentials that will keep them returning to your store is the key to a profitable range.

However, the rise of fresh, budget and premium products has affected this most stalwart of categories and increasingly retailers not only have to appeal to people in search of the basics, but also need to satisfy customers searching for more unusual ingredients to cook meals from scratch.

And then, of course, there's the household pet to feed. RN talks to five retailers, each catering for different shoppers, to find out what's in their customers' store cupboards.



I've been working on creating containers with everything a family needs for a meal



The family

Mo Razzaq
Family Shopper, Blantyre



I want my Family Shopper store to be a destination point for families, so I've started to think in terms of whole meals. This year I want to populate the store with recipe cards with simple meals people can cook from scratch.

Whereas before I'd have my store cupboard essentials in one place, increasingly I'm using point of sale units around the store to second-site items. For example, beside my chiller that carries items like chicken breasts I have tinned tomatoes, herbs or penne pasta.

My customers don't want fancy items. They want the basic family

food items, and other items like pet food, which is a section that also does well for us.

Last year I started doing cookery demonstrations in store and I saw a small uplift in sales. I wanted to communicate how easy it is for people to cook from scratch. I've also been working on creating containers with everything a family needs for a meal. I'm looking at £10 for a fancier offering and £5 for something like a chicken stew. The container will not only contain meat or fresh vegetables but also tins, salt and anything else the recipe requires.

Shopping list

- Toilet rolls
- Baked beans
- Sugar
- Biscuits
- Washing up liquid/bleach
- Bin bags



On a budget

Sunita Kanji
Family Shopper, Little Hulton



I operate right in the middle of a large estate and, while some of the younger shoppers want ready meals, most of our customers still cook from scratch. The rise of discount shopping has opened peoples' eyes to budget lines and sometimes there's no difference between the products: sugar is sugar whether it's £1.50 or 50p.

My Euro Shopper range does the best by far in store cupboard essentials, and I'm making a good 30% to

40% margins on items. My promotions and offers are there to increase volume sales, and I highlight all my deals on the shelf edge. I'm selling tea at 69p and sugar at 50p. Euro Shopper biscuits sell well between 50p and 59p or two for £1.

I position essentials like bread and milk at the back of the store so customers have to walk round, which does encourage extra sales. I also second-site items like placing tin openers next to all my tinned goods.



Lower-priced own brand options attract cash-strapped shoppers



Shopping list

- Couscous and bulgar wheat
- Coconut milk/paste
- Tinned tomatoes infused with garlic or basil
- Lentils, pulses and beans
- Spelt pasta/gluten-free pasta
- Sundries including olives and capers



Young professionals

Bimal Patel

Londis, Ferme Park Road, London



My customers are predominantly professionals aged between 25 and late 40s. This means my average basket spend is around £7.

In my area store cupboard essentials have really changed over the years. Tinned vegetables are out of favour. Tinned tomatoes are always popular but my customers want a more luxury version now, for example infused with garlic or herbs.

I'd say, on the whole, young profes-

sionals are looking for healthier options, so brown rice sells well alongside gluten-free products. My range of oils has increased from simply vegetable or sunflower to olive oils, coconut oils and rapeseed oils. Meal ingredients like coconut milk or paste are also classed as a store cupboard essential, perhaps alongside items like tamarind paste. I also sell a lot of the Gourmet range, ready-to-microwave buy lentils, for example.

The elderly

Suresh Patel

Premier Upholland, Skelmersdale



My morning trade from 6.30am is 90% made up of over-60s and so I ignore that market at my peril. Many come in for a newspaper or to play the lottery, but I offer a delivery service for my elderly customers for their everyday essentials.

Either a neighbour can bring in a shopping list or a customer can phone in and we gather and deliver their goods. Store cupboard essentials for that age group tend to be sugar, coffee, tea bags, tinned soups or tinned tuna alongside tinned vegetables like peas and beans. There's also items like suet and cornflour that I know my younger shoppers definitely wouldn't buy.

For other items, like mint sauces or condiments, people tend to come in. The elderly buy a good mix of my Euro Shopper range and branded goods so I'm well stocked in both. It's not a large store - around 1,000sq ft - so I make sure goods are easy to find and I often dual-site them.

Shopping list

- Tinned vegetables
- Tinned soups
- Tinned tuna
- Sugar
- A range of condiments
- Flour/cornflour



Shopping list

- Tinned tomatoes
- Spices/herbs
- Salt
- Boil in the bag and loose rice
- Penne pasta
- Pet food
- Olive oil



I offer a delivery service for my elderly customers for their everyday essentials

Shopping list

- Luxury pastas including gluten-free
- A range of specialist oils
- Sundries, for example, olives or sundried tomatoes
- Balsamic vinegars
- Nuts, seeds and lentils
- Unusual herbs and spices like Ras El Hanout



The foodie

Andrew Thornton

Budgens Belsize Park



We find our foodie customers come from all age groups. We operate in an affluent area so we know our customers well and we stock accordingly. We used to be a little more freeform in our layout but now we're much more structured with everything grouped in themes around the store.

All our pastas and rices sit together as well as a range of oils, like extra virgin olive oil, sesame or truffle

oils and unusual herbs and spices. Customers know they can get quality, specialist store cupboard products from us, so I'm always trying new things that I've picked up from trade shows or that I've read about.

I don't necessarily buy the latest cookbooks, but I often find out what's on trend through customers asking for items such as pomegranate seeds or gluten-free products. ●



Food lovers want the "wow" factor from their local shops

PREVIEW

rn
RETAIL
NEWSAGENT
RECOMMENDS



It'll be crackers!

United Biscuits is kicking off a £15m marketing campaign for Jacob's with TV ads supporting its Cream Crackers and Mini Cheddars brands.

RRP various

Outers various

Contact 0800 138 0813



Get a taste of Carnival

Levi Roots has unveiled his latest soft drink brand, Carnival Flava, which will replace Tropical Punch flavour.

RRP £1

Outers not given

Contact 01925 220 122



Tip in new flavours

PG Tips is adding seven flavours to its Green and Fruit & Herbal tea ranges on 7 March.

RRP £1.39

Outers 4

Contact 01293 648 000



Spice up your Ritz range

Mondelez has launched Ritz Crisp & Thin Sweet Red Chilli in 30g bags and added new pricemarks to the range.

RRP 59p

Outers 22

Contact 0870 191 7343



Cadbury's new Creation

R&R has expanded its Cadbury Marvellous Creations ice cream range with the launch of a Rocky Mallow Road flavour.

RRP £3.99

Outers not given

Contact 01677 423 397



Nestlé adds caramel

Nestlé has launched a caramel variant of its Aero Mousse chocolate bar for a limited period.

RRP £1.99

Outers not given

Contact 01727 815850



Pack in some Grolsch

Molson Coors has introduced updated packaging to its entire Grolsch range this month.

RRP various

Outers various

Contact 0845 6000 888



Malibu gets fruity

Pernod Ricard is adding Malibu Strawberry Kiwi to its range of pre-mixed cans this month.

RRP £1.98

Outers not given

Contact 0208 538 4484



New Radler revealed

German brewer has launched 2.5% ABV Krombacher Radler aimed at moderate drinkers.

RRP not given

Outers not given

Contact 0845 070 4310

THIS WEEK IN MAGAZINES

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



Marine Le Pen is profiled in the first edition of 1843

Leisure and pleasure

NEW TAKE ON BUSINESS LIFE FROM ECONOMIST

Headline-makers from the corporate world, travel articles and profiles with a more relaxed feel will fill the pages of this launch

THE ECONOMIST GROUP is launching 1843, a magazine similar to Intelligent Life, which the company closed at the end of last year. While The Economist magazine is business-focused, 1843 is aimed at the same readership, but is focused on leisure topics for more relaxed occasions. The title plans to broaden and enhance its coverage with a fashion shoot in every issue, profiles of headline-makers from The Economist and in-depth travel narratives. It will be published six times a year. The launch issue will include a profile of Marine Le Pen and a travel story in Iran. 1843 was the year in which The Economist published its first edition.



1843
On sale 14 March
Frequency alternate monthly
Price £6.95
Distributor Comag
Display with The Economist, Private Eye, The Spectator

Round up



NADIA ALEXANDROU
 Magazines
 reporter

INDIES GET 'ON TREND' FIRST

Independent retailers can latch on to magazine trends much quicker than the multiples, which are often restricted with their listings – something that Anthem Publishing's managing director Jon Bickley sees as an exciting opportunity for independents.

According to Mr Bickley, smaller retailers are well-equipped to drive significant sales in the magazine market by keeping on top of trends, following their instincts and acting quickly. "I remembered when Sudoku first came out, and my newsagent – who had already spotted this as the next big fad – urged me to launch some. I didn't and, and I kicked myself," he said.

As a magazine publisher, he told me he keeps on top of trends by looking at what's popular with book publishers, and frequently checks Amazon's book charts. Retailers, on the other hand, have the advantage of dealing with their customers face-to-face, every day – a far more personal and direct way of keeping up with trends.

"Newsagents know their customers well enough to up-sell to them high-value material, whether that's a specific bookazine to complement their regular magazine purchase, or a one-off edition," he said.

It's also encouraging to see more publishers are working harder to get newsagents to notice their titles among a vast sea of options.

RN has reported on many recent promotions exclusive to independent retailers. Are you benefiting from them? Make sure you're on the radar of distributors and publishers to get the most from these incentives.

Disney ZOOTROPOLIS STICKER COLLECTION

Starter Packs £2.99_{RRP}

Sticker Packet 50p_{RRP}

ON SALE SOON!

PANINI
www.paninigroup.com

THIS WEEK IN MAGAZINES



Bestsellers Cookery & kitchen

Title	On sale date	In stock
1 BBC Good Food	26.02	<input type="checkbox"/>
2 Delicious	01.03	<input type="checkbox"/>
3 Eat in	01.03	<input type="checkbox"/>
4 TAB My Favourite Recipes	03.03	<input type="checkbox"/>
5 Easy Cook	04.03	<input type="checkbox"/>
6 Olive	26.02	<input type="checkbox"/>
7 BBC Home Cooking Series	04.03	<input type="checkbox"/>
8 Food & Travel	26.02	<input type="checkbox"/>
9 Jamie Mag	28.01	<input type="checkbox"/>
10 Cake Decorating month	02.03	<input type="checkbox"/>
11 Food Heaven	03.03	<input type="checkbox"/>
12 Healthy Food	01.03	<input type="checkbox"/>
13 Decanter	02.03	<input type="checkbox"/>
14 Cake Sugarcraft	21.01	<input type="checkbox"/>
15 Quick Bite	06.02	<input type="checkbox"/>
16 Free-from Heaven	25.02	<input type="checkbox"/>
17 Vegetarian Living	10.03	<input type="checkbox"/>
18 Eating & Living	25.02	<input type="checkbox"/>
19 Great British Food	04.03	<input type="checkbox"/>
20 Cake Masters	25.02	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



SCOOBY DOO

Scooby Doo magazine has been redesigned, with every issue now featuring Scooby-themed activity sections and mysteries for readers to solve. There will be extra gifts with each issue, including an interactive sheet of 60+ Scooby stickers to use with the magazine and a giant pull-out activity poster filled with activities, plus competitions to win a variety of toys. This issue costs £1 more than its regular price to match the extra value and redesign of the magazine.



On sale 10 March
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Beano, Strike It, Star Wars Rebels



FOOD HEAVEN

Anthem Publishing is adding value to the March issue of Food Heaven with a chocolate supplement, following its success in 2015. Last year's issue sold 9,906 copies across the UK, generating a retail sales value of £59,336 - making it the strongest performing issue of 2015. Food Heaven is a series which brings together a high-quality collection of recipes covering the most popular food topics, including cupcakes, baking and cake decorating. Normal price is £4.99.



On sale 3 March
Frequency monthly
Price £5.99
Distributor Marketforce
Display with Olive, BBC Good Food, Easy Cook



COLOURING HEAVEN

Anthem Publishing is aiming to boost sales in the adult colouring sector with a special promotion in issue 8 of Colouring Heaven. There will be a national competition giving a reader the chance to win £1,000 in prize money for the best coloured pages. There will also be a special promotion for independent retailers to win £500 for the best sales uplift and display.



On sale 2 February
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Creative Pastimes, Dot to Dot, Crafts Magazine



SPORTS ILLUSTRATED SWIMSUIT

A one shot spin-off from Sports Illustrated, this Swimsuit edition is filled with pictures of women in exotic locations around the globe. Distributor Marketforce says it offers a great sales opportunity for independents. The issue includes photos of American mixed martial artist and actress Ronda Rousey, who the magazine claims to have body painted, twice.



On sale 10 March
Frequency One shot
Price £5.95
Distributor Marketforce
Display with FHM, Smooth Girl, GQ



HORSE & RIDER

The April issue includes the free Shires catalogue, which is forecast to generate a sales uplift of 20-25%. The catalogue includes Shire-branded equestrian products such as riding wear, casual wear and footwear, rugs and bridlwork. Horse & Rider is the UK's best-selling equestrian monthly magazine, and is aimed at all-round equestrian enthusiasts.



On sale 10 March
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Horse & Hound, Horse, Pony



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

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



YOUR FUND CHOICES

This guide will provide a comprehensive background and insight for those looking to identify and invest in funds and investment trusts. According to its publisher, Interactive Investor, it will be the only generally available publication that presents a well-researched shortlist of funds and investment trusts to private investors. The magazine lists 194 trusts and funds, as well as the best funds for equities, bonds and multi-assets.



On sale 10 March
Frequency one shot/annual
Price £6.99
Distributor Seymour
Display with Money Observer, Investors Chronicle, Shares

Retailer viewpoint

Eric Jordan

Evenwood News,
County Durham



TAILOR YOUR RANGE, KEEP THEM COMING

Tailoring your range to suit local demand is an important way to retain valuable magazine customers.

For the past two years my magazine sales have remained steady while the overall market has declined. One way I have managed this is by focusing on certain special interest titles for particular seasons. For the summer, for example, I will stock more horse and farming magazines – I'm a countryside retailer and I know that some of my customers will start to take more of an interest in these topics when the good weather comes. I also keep track of sporting and fishing seasons and will adjust my special interest titles accordingly. Customers who buy niche magazines tend to be the most valuable, because they often become loyal shoppers.

Because I am a rural retailer with a relatively fixed number of regulars, I've not had new readers for a while. This means I only allocate two and a half metres out of my 24m to launches and one-offs.

Layout is also crucial for maintaining sales. I merchandise my magazines right by the door on the right. This means the range is right in my customers' face as soon as they walk in, and they have the freedom to browse without feeling too pressured to buy something because they're so close to the till. As a result, customers often buy more than one newspaper.

Top tip
Find out what niche titles your customers would be interested in – either from EPoS analysis or by simply asking them – and stock them to encourage loyalty



WIRED

The April issue of Wired features a 3D coverwrap to promote the launch of Sky Q, a new premium package from Sky. The 3D covers will feature only on subscriber magazines, but all copies will include a four-page gatefold and an eight-page insert advertising Sky's new product. As the only publication to run this 3D wrap, this issue is expected to drive significant sales for retailers.



On sale 3 March
Frequency monthly
Price £4.10
Distributor Comag
Display with Wallpaper, Robb Report, GQ



MAKING MAGAZINE

Making Magazine is launching a crochet special. The March issue will offer 35 projects for items such as shopping bags, toys for kids and hats and scarves, and is suitable for all levels, from beginners to experts. The special follows the success of the magazine's colouring and paper craft editions. According to its publisher, crochet designs are one of the top trends of spring and summer 2016 fashion, and have also become an addition to home decor.



On sale 10 March
Frequency monthly
Price £5.99
Distributor Seymour
Display with Knitting Magazine, Simply Crochet, Let's Get Crafting



BBC HOME COOKING SERIES – ONE POTS

BBC Home Cooking is launching a new collection, One Pots, on 4 March. This issue contains 105 one pot recipes, which have been tried and tested in the BBC Good Food kitchen. One pot recipes are essentially a mix of healthy, budget and vegetarian recipes, and this issue includes how to make spring chicken paella, sausage and vegetable pots and Irish stew.



On sale 4 March
Frequency irregular
Price £3.90
Distributor Frontline
Display with BBC Good Food, BBC Easy Cook, Olive



TAB ARROWWORDS

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



On sale 3 March
Frequency monthly
Price £1.95
Distributor Frontline
Display with TAB Take a Crossword, TAB Take a Puzzle, Puzzler Collection

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



SOMERSET FORECOURT OWNER JUSTIN TAYLOR ON DOUBLING HIS STORE SIZE

Plus, with just 21 days until the National Living Wage comes into force, RN provides you with a daily planner of profit-boosting ideas, and the e-cigarettes market in focus



THIS WEEK IN MAGAZINES

Partworks

Title No Pts £

DeAgostini

Build the Ford Mustang	7	100	8.99
Build the Millennium Falcon	60	100	8.99
Cake Decorating	207	210	2.99
Cake Decorating Relaunch	156	165	2.99
Dinosaurs & Friends	54	60	5.99
Jazz at 33 and third RPM	4	70	9.99
Official Star Wars Factfile	110	120	2.99
Simply Stylish Knitting	8	90	3.99
Star Wars Helmets Coll'n	4	60	9.99
Zippo Collection	13	60	19.99

EagleMoss

3D Create & Print	59	90	6.99
Build A Solar System	28	104	6.99
DC Comics Graphic Novel	15	60	9.99
Disney Cakes & Sweets	130	120	4.50
Doctor Who Figurines	66	70	7.99
Marvel Chess Collection	60	64	8.99
Marvel Fact Files	155	150	3.50
Military Watches	54	80	9.99
Star Trek Ships	67	70	10.99

Hachette

Art of Crochet	27	120	2.99
Art of Knitting	58	90	2.99
Art Therapy	50	100	2.99
Black Pearl	112	120	5.99
Build the Mallard	79	130	7.99
Build the U96	78	150	5.99
Classic Pocketwatches	92	80	8.99
Dr Who Complete History	5	80	9.99
Judge Dredd Mega Collection	30	80	9.99
Marvel's Mightiest Heroes	57	60	9.99
My 3D Globe	61	100	5.99
Your Model Railway Village	118	120	8.99

RBA Collectables

Amazing Dinosaur Discovery	53	80	5.99
My Zoo Animals	26	60	5.99
Precious Rocks, Gems & Minerals	58	100	5.99
Real Life Bugs & Insects	76	85	5.99

Collectables

DeAgostini

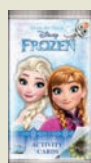
Magiki Bunnies	2.50
Frogs & Co	1.99

Magic Box

Zomlings Series 4	0.50
-------------------	------

Collectables

Topps



Disney Frozen Friendship Activity Cards
Starter £4.99
Cards £1.00



Minions
Starter £4.99
Cards £1.00



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



Rugby Attax
Starter £4.99
Cards £1.00



Lego Friends
Starter £2.99
Stickers £0.50



Shopkins
Starter £2.99
Stickers £0.50



Lego Ninjago
Starter £2.99
Stickers £0.50



Star Wars Force Attax
Starter £4.99
Cards £1.00



Match Attax 2015/16
Starter £3.99
Cards £1.00



Star Wars Stickers
Starter £2.99
Stickers £0.50



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



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



Minions
Starter £2.99
Stickers £0.50



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

Panini



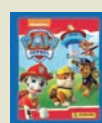
Abatons Humans
Starter £5.99
Stickers £1.25



Ireland Sticker Collection
Album £2.99
Stickers £0.50



Descendants
Starter £2.99
Stickers £0.50



Paw Patrol Stickers
Starter £2.99
Stickers £0.50



Disney Princess Fabulous Talents
Starter £2.99
Stickers £0.50



Peppa Pig
Starter £2.99
Stickers £0.50



Dragons
Starter £2.99
Cards £0.50



Republic of Ireland stickers
Starter £3.99
Cards £0.70



England Official Sticker Collection
Starter £2.99
Stickers £0.50



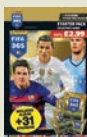
Star Wars Abatons
Starter £7.99
Cards £1.00



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



The Good Dinosaur
Starter £2.99
Stickers £0.50



Fifa 365
Starter £2.99
Stickers £0.50



Wales Sticker Collection
Album £2.99
Stickers £0.50



Fifa 365 Adrenalyn XL Northern
Starter £4.99
Cards £1.00



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FOCUSSED ON INDEPENDENT RETAILING

Newspaper terms

Daily newspapers Margins/pence

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

Daily newspapers Margins/percentage

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

Saturday newspapers Margins/pence

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

Saturday newspapers Margins/percentage

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

Sunday newspapers Margins/pence

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

Sunday newspapers Margins/percentage

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

Newspapers

Scale of third-party advertising insert payments

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

* By negotiation

Weight Watchers 27-28 February

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	1,670g	905g	440g	6	180g
Telegraph	1,255g	940g	80g	4	40g
Times	885g	425g	190g	5	95g
Sunday Telegraph	885g	585g	50g	1	50g
Guardian	665g	265g	0g	0	0g
mail on Sunday	660g	315g	10g	1	10g
Mail	655g	230g	90g	3	45g
Observer	555g	115g	10g	1	10g

Insertion payment guide

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

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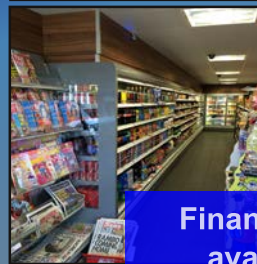
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Back in the day

100

YEARS AGO

4 March 1916

Poultry-keeping for Women-Folk is described in a series of articles entitled "My Back-Garden Poultry-Run" which commences in "Woman's Life". This series will be greatly appreciated by the numberless women-folk who wish to adopt back-garden poultry-keeping.



50

YEARS AGO

4 March 1966

Mounting sales figures have revealed a new trend in reading for pleasure - stories that chill the blood and make the flesh creep. Blood chillers on TV are popular, too - "Mystery and Imagination" is linked with Fontana original, the baroque-soaked Great Stories of Mystery and Imagination.



25

YEARS AGO

8 March 1991

Even as the final shots in the Gulf War were being fired, publishers were rushing to complete their war specials. First in what is likely to be a long line of mementos of the conflict is 'Desert Storm - A pictorial history of the Gulf War' from Dennis Publishing. The magazine contains in-depth analysis of the war, its causes and consequences.



Facebook fans lap up Beccs' chocolate egg confection

Any retailers in the Huddersfield area looking to stock something a bit different this Easter may want to seek out Beccs Sheard.

The mum-of-one from Mirfield has become an online sensation thanks to her novel cake creations, in particular her most novel concoction - a chocolate scotch egg.

The unusual confection is described as a chocolate cake topped with crushed Mini Eggs with a Cadbury Creme Egg centre, giving the impression of a runny scotch egg when cut through the centre.



Images of the Easter treat have been uploaded to The Food Bible Facebook page and have since been shared by more than 20,000 people online, according to The Huddersfield Daily Examiner.

The story has helped generate more business for Mrs Sheard's business, Bakezilla Bespoke Cakes, which she set up so she could spend more time with her new-born baby, Alana.

She said: "It went mental. When I put them on the Facebook page I had 150 orders from 6pm to going to bed that night."

Feathers fly over chicken snack

Police in Devon are on the hunt for suspects who allegedly started a fight in a Sainsbury's store - all because of a chicken and mushroom slice.

Customers shopping at the supermarket's Willows branch in Torquay reported seeing two women exchanging blows in the meat aisle.

Polly-Victoria Turner told the Mirror she was left with a bloodied lip during the incident, which she claims started when her auntie went to pick up a discounted chicken and mushroom slice.

Mrs Turner claimed a

couple then began to shout obscenities and insults at them, with the man bizarrely telling her to "clean her shoes".

The fight escalated when the woman grabbed Mrs Turner's hair and dragged her to the floor before other shoppers intervened.

One witness said: "It was unbelievable. Two women fighting over a piece of meat that had been reduced in Sainsbury's."

Officers are now appealing for more information to help them catch the pastry pugilists.

VIEW FROM THE COUNTER with Mike Brown



I'm exhausted. A Labrador is so different to a Jack Russell.

With Alfie (Jack Russell) I cover a mile in about an hour. With Mabel the same distance is covered in five minutes. Calling or whistling to get her back is futile. Break open a KitKat though and she is by your side instantly.

Labradors have disgusting habits. Last week I caught her standing on the open door of the dishwasher lapping up the remains of our Sunday lunch. I gently closed the door and eventually the plates were spotless - at least it saves on a dishwasher tablet.

Continuing in the vein of bad taste, the regional press has been having a field day reporting on people wearing inappropriate attire. It kicked off with a Darlington head teacher asking parents not to wear pyjamas while doing the school run.

Then Gumit Somal, who has a shop and post office in Newton Aycliffe, near Darlington, banned customers from wearing nighties, pyjamas and dressing gowns in his shop, saying they resembled Barbara Windsor from the Carry On films.

My favourite, as well as the obligatory track-suit bottoms, is the onesie. Let's face it, if we all did that we would have no customers left.

If you are a traditional newsagent like me, who relies heavily on news, the new year has got off to a very bad start. Having lost margin on Saturday's Daily Express and the Daily Mail, the iconic Independent ceases print in a few weeks and goes digital. I deliver seven copies. So far, two are not going to get a paper at all, two have converted to The Guardian and the others are undecided. Either way I have lost customers.

Personally, I like the Independent on Saturday. Sitting in front of the fire, with a pint of Black Sheep bitter watching Six Nations rugby with the paper spread over your lap just won't be the same again.

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