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Costcutter,
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PART 1

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RETAIL NEWSAGENT

BAKERS' CHOICE

Two stores,
two different
strategies

IN-STORE BAKERY

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No typical newsagent
'Demand for £10 mags
made opening a store
a no-brainer' Page 26 >>

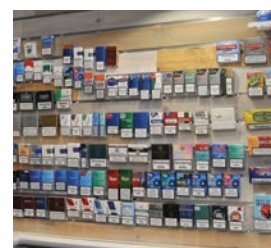
NEWS • CONVENIENCE • PROFIT

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MP slams sneaky Sunday trade plan



- Government accused of using 'underhand' tactics and 'outdated' figures to push through opening hours changes.
- Cross-party alliance vows to keep fighting 'anti-family, anti-small business' proposals. Page 5 >>



LEGISLATION

Increase tobacco prices 'at own risk'

Manufacturers
warn price hikes
could drive smokers
to supermarkets.

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NEWSPAPERS

Mail in digital subs trial

Scottish stores
first to process
customer payments
through terminals.

Page 4 >>

SECURITY

'Keep a close eye on staff'

Stark warning
after staff thefts
cost retailers tens
of thousands of
pounds.

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Retail crime tops Agenda Guto Bebb MP, pictured above, hosted an NFRN reception at the House of Commons, attended by 48 MPs. "It's often thought that retail crime is nothing more than shoplifting, and there's nothing further from the truth," said Mr Bebb. Inset: Nirupa Patel, centre, who was brutally attacked in her Luton store over Christmas, is pictured with Meg Hillier, MP for Hackney South, and Ranjan Patel. Page 5 >>



FRANCHISING

Bargain Booze sets sights on expansion

Spring recruitment
drive follows record
number of store
openings.

Page 7 >>

Hello! magazine
offers independents
exclusive promotion
to boost sales.

Page 12 >>

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Nestlé

Good Food, Good Life

LEADER



It may be pounds that pay the bills, but you only have to look at RN's Pricewatch page each week to see how retailers have never looked more closely at their margins



CHRIS GAMM

Editor

@ChrisGammRN

There was a lively Twitter discussion last week, following RN's story that the Daily Mail had pinched £1.8m of potential profit from retailers after raising its cover price by 5p.

The opinion of the publishers, wholesalers and roundsmen involved is that pounds, not percentage points, pay the bills and retailers are earning more after the margin cut than they were before.

However, retailers are not convinced and I can think of a few reasons why. First, the extra £1.8m the Mail added to the £12.2m I estimate it's making from the price rise will go straight to its bottom line. It will help fund the National Living Wage and offset the extra sales decline caused by the rise. This will inhibit retailers' ability to do either.

The second reason could be the Mail's comment last week, that the price rise will generate an additional £16.1m RSV each year. But this will come at a cost – and you'll be paying for it. Retailers will have to stump up an extra £12.5m to fund the increase, after your margin has been reclaimed. This is extra cash that will be tied up in your businesses and will be unavailable to be invested in other more profitable areas.

It may be pounds that pay the bills, but you only have to look at RN's Pricewatch page each week to see how retailers have never looked more closely at their margins.

One retailer told me every part of his store is under the microscope to ensure he has the right products in the right quantity to earn the optimum margin. The two categories he admits he has barely looked at are news and magazines. For his 27 years in the trade, it has been assumed – by all parties – that they are untouchable.

But how many more cuts can the category, these long-held assumptions and retailers' loyalty withstand?

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50 IDEAS

Part two of our profit-boosting guide



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Get to know your brands with our exclusive cut-out-and-keep cards

"WITH THE NATIONAL LIVING WAGE AND PENSION AUTO-ENROLMENT IT'S MORE IMPORTANT THAN EVER"

– THIS YEAR'S 50 IDEAS GUIDE IS FULL OF MUCH-NEEDED PROFIT-BOOSTING IDEAS FOR YOUR STORE Page 28 ►►

NEWS



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Crisp fans turn to popcorn

Independent retailers have reported strong growth in popcorn sales, while crisps sales have remained steady.

The news comes as industry reports showed UK popcorn sales are growing by around 30%, while volume sales of crisps are up 1% with value sales in decline.

Haleem Sadiq, category controller at Bestway, said: "The growth in popcorn – as well as nuts and fruit-based snacks – is being driven by shoppers opting for food that fits with their healthier lifestyles."

Richard Cox, of Nisa Local in Essex, said: "I make £50 a week from popcorn, which has grown by around 15% in the last two years."

Nisa retailer Harj Dhassee reported a 35% increase in popcorn sales in the past year, with £1 pricemarked Heritage packs being his best-selling line.

Discount defence

Booker and Bestway have defended their decision to supply Easy Foodstore, claiming the mega-discounter is paying the same wholesale prices for goods as independents.

Easy Foodstore has been promoting Euro Shopper, Happy Shopper and Best-in products at 25p.

Booker Group managing director Steve Fox said the London store was buying goods at standard cash and carry prices, adding: "They have spotted that Euro Shopper and Happy Shopper are about the best price and quality in the market."

A Bestway spokesman said: "We cannot dictate the selling price of goods to shoppers and if Easy Group want to make a loss on Best-in products, that is their choice."



Surrey store's fresh new look

Convenience store group Kavanagh Retailing UK officially reopened its Kavanagh's Budgens of Hinchley Wood store in Surrey this week, following a refit in which new fresh and artisan food ranges were added, along with fresh coffee and breakfast options for shoppers. The Hinchley Wood shop is the second Kavanagh's store to adopt Budgens' latest premium concept following a refit at its business in Eton.

Retailers' worries over higher running costs Increases 'could play into hands of supermarkets'

Tobacco pricing warning as indies consider rises

by Steven Lambert

Tobacco manufacturers have raised concerns about independents' plans to raise tobacco prices in the face of growing financial and legislative pressures, which they claim could play into the hands of supermarkets.

Retailers told RN that factors including the National Living Wage and the potential removal of pricemarked packs under proposed plain packaging laws are leading them to reconsider their tobacco pricing strategies.

David Worsfold, owner

of Farrants Newsagents in Cobham, Surrey, said he is looking to raise prices on his tobacco products to improve his margins.

"I'm adopting a cost price system and I'm looking to achieve 8% margin on cigarette sales," he said.

"We're halving our profit margin by stocking price-marked packs and I think if they go, retailers will have more flexibility to be choosier with their prices."

Alkesh Pankhania, owner of Best-one Sunbury, added: "I go above RRP on non-pricemarked packs

and I look for margins of around 9% to 10%. I'll be keeping this if pricemarked packs go.

"But we still want to remain competitive so I'll be comparing my prices to other convenience stores in future."

Ron Ridderbeekx, head of corporate and regulatory affairs at British American Tobacco, said while manufacturers could not dictate what prices retailers charge for tobacco, store owners should be cautious before considering any changes.

"In future, smokers will

have to navigate the tobacco category on little more than price alone," he said.

"They will become more price-savvy and if they can get tobacco cheaper in Sainsbury's than in Londis, you can't blame them for going there."

A spokesman for Imperial Tobacco added: "Tobacco pricing plays a critical role in the independent trade and stores will need to conceive their own pricing strategies, which allow them to retain a loyal customer base while benefiting from the basket spend."

Helping hand for stores on new legislation

JTI and Imperial Tobacco have unveiled new schemes to prepare retailers for forthcoming tobacco legislation.

JTI has launched the first phase of its 'Your Guide Through Change' initiative, which will provide advice on how retailers must adapt tobacco ranges to become compliant with the revised EU Tobacco Products Direc-

tive (EUTPD II).

A mailshot has been sent to around 30,000 retailers with information on the legislation.

It contains a timeline, including the deadline when manufacturers must stop producing cigarette packs containing less than 20 sticks and rolling tobacco pouches of less than 30g, which comes into force

in May.

JTI will support the move with updates to its website, including a video outlining EUTPD II changes, while the information will also be distributed through its sales team.

Imperial Tobacco has updated its START information packs for independents, which include a case study of the impact of plain

packaging on a retailer in Australia.

They will be available to download on the Imperial trade website and through its Ignite retailer reward programme.

Meanwhile, at this week's national council meeting in London, the NFRN revealed it will soon launch a guide to EUTPD II for members.

Statistics from 1972 used as part of 'underhand' moves Anger at Bill being 'pushed through'

Government's Sunday trading tactics slammed

by Gurpreet Samrai

The government has been accused of using "underhand" tactics and an "embarrassing" and outdated defence to push through Sunday trading proposals.

Local authorities are expected to be given power to extend Sunday opening hours in the autumn, following an amendment to the Enterprise Bill which was tabled on Tuesday.

It came as the government published its response to a consultation on the proposal, with ministers citing evidence from Sweden, where, according to Visit Britain, deregula-

tion of Sunday trading has increased turnover by 5%.

"Sweden liberalised in 1972 and we're in 2016 now, so it's a poor stat," said Nisa store owner Paul Cheema.

The Association of Convenience Stores' chief executive James Lowman said: "For the government to use figures from the 1970s to justify its decision is frankly embarrassing. Parliament must reject this amendment being snuck into the late stages of the Enterprise Bill."

Business minister Sajid Javid first announced the government's intention to push ahead with the plans

during the second reading of the Bill last week.

The consultation received more than 7,000 responses for and against the change. However, it concludes the "strong and diverse response" confirms "our view that decisions on extending Sunday trading hours are best made at a local level".

MPs opposed to the law change have vowed to keep fighting the government's decision.

Angela Eagle, shadow first secretary of state and shadow secretary of state for business, innovation and skills, told RN: "It's not a done deal. There is no demand for this from

anyone except the government.

"It has done this to try to make it almost impossible for us to build a campaign so we have got to do it quickly. We have to stop them using these underhand methods to get their way."

Tory MP David Burrows said: "The government should still listen to the significant opposition to the unnecessary and unwanted plan. Otherwise, I look forward to leading an unholy cross-party alliance in defeating a measure which is anti-family, anti-small business, and anti-workers."

'Key year for retail crime'

2016 is the year to truly raise awareness of retail crime and all political parties must work together to make sure the issue is tackled once and for all.

That was the message from NFRN national president Ralph Patel this week at the launch of the federation's 2016 agenda at a House of Commons reception. Mr Patel outlined three aims for the year: improving police response rates, ensuring police take shop crime more seriously and making physical abuse of shopkeepers a specific offence.

Nirupa Patel, who was brutally attacked in her Luton store over Christmas, backed the call.

Camelot questions

Independent retailers at this week's NFRN national council called for trade organisations to engage with Camelot to address problems encountered following the lottery owner's takeover by Canadian pension fund Ontario Teachers' Pension Plan.

Delegates said changes to draws and prizes meant increasing numbers of regular customers were ditching the National Lottery, while old terminals needed updating.

The NFRN pledged to invite Camelot to its spring national council meeting to address members' concerns directly.

JTI has 42% share

JTI announced this week that it is now the lead tobacco manufacturer in the UK. Nielsen figures show the company controls a 42.4% share of the £15bn tobacco market.

NFRN chief in TV hot seat

NFRN chief executive Paul Baxter appeared on BBC One show The Big Questions on Sunday to present the argument against changes to Sunday trading hours. He stated there is no mass call from the public to have shops open later and 91% of workers are against the proposals. It comes as the government said workers' right to opt out of working on Sundays would be strengthened. Mr Baxter was challenged by Dia Chakravarty, of the TaxPayers' Alliance, during the show who argued the current law is discriminatory against larger outlets.



Mail trials digital subs vouchers

Mail Newspapers has launched a subscription trial across its Scottish titles which will process customer payment methods digitally rather than through traditional paper vouchers.

Retailers will be able to process customers' subscriptions through PayPoint, Payzone or e-pay terminals, and will be reimbursed the full

cover price of the copies submitted. Retailers can also opt for a free online news management system, Paperround.

A Mail spokesman said: "We are also trialling a new customer payment method through i-movo that will speed up retailer redemptions, improve cashflow and reduce the amount of administration required."

David Woodrow, of

Woodrow's in Renfrewshire, welcomed the move. He said: "Using digital vouchers would free up my cashflow by £100-£150 a week, and save my staff around five hours a week processing paper vouchers."

Mr Woodrow told RN that the majority of his paper vouchers - which earn him around £500 a week - are processed through HND.

Mo Razzaq, of Premier Mo's Convenience in Glasgow, said: "Although the margin cuts across both PayPoint and the Mail are disappointing, I'd get behind this scheme for its faster reimbursement methods and to save time."

Home news delivery will also be tested with a small group of independent retailers.

NEWS

BUSINESS

Blakemore Club boost

Blakemore Wholesale claims more than 300 retailers have joined its new Blakemore Club since the launch of the scheme at the start of the year.

The Blakemore Club gives members access to around 20 exclusive products deals every three weeks, access to select bulk deals, a one page order form for easy ordering and free shelf talkers, among other perks.

Blakemore Wholesale said it has now set itself a target of getting 1,000 retailers signed up to the initiative by the end of the year.

Nick Rose, stores group director for the company, said: "Our customers will benefit from the tools, incentives and opportunities to grow without the constraints of sign-up fees and contracts."



Great fruit and veg will win £1,000 for one Londis star

Londis retailers are being given the chance to scoop a cool £1,000 in a competition promoting Booker's Farm Fresh fruit and veg range. Store owners have been encouraged to submit pictures of their Farm Fresh 'winter vegetable' display, with the winner due to be announced next Monday. Entrants so far include Ben Simons of Londis Lechlade, who has taken this picture of his impressive fruit and veg range.

Bestway hails 'central pick' success

Bestway has hailed a successful start for its central pick ordering system, claiming that sales of chilled goods among its Best-one retailers have increased by a third because of it.

Launched last October, the central pick scheme allows retailers to place orders directly through Bestway's

chilled distribution centre. Orders are delivered to the local depot and on to retailers within 24 hours to ensure products remain fresher for longer in stores.

Bestway said since the launch, chilled sales have increased by 34% with availability of these products now at 97%. It added that

fresh meat and fruit and veg sales are up 17% and 46% respectively, while dairy and chilled snacks are also in double-digit growth.

James Hall, symbol director at Bestway, believes the central pick system will provide long-term benefits to independents facing financial pressure from new

legislation.

He said: "Given the introduction of the Living Wage, the Insurance Premium Tax and the reduction of tax-free dividend income, retailers will find life that little bit more expensive. So it is critical that they focus now on high margin areas such as fresh and chilled."



Retail recruitment plans to be strengthened Last year's success prompts expansion drive

Conviviality sets sights on more franchise stores

by Steven Lambert

Conviviality Retail has revealed it is planning to strengthen its retailer recruitment plans in preparation for growing competition in the franchise market this year.

The group's sales director, Paul Courtney, said two recruitment campaigns launched last year were successful in encouraging more retailers to join its Bargain Booze franchise.

Mr Courtney said the last campaign, which took place in the run-up to Christmas and featured benefits in-

cluding a 24-hour store refit, led to Conviviality opening 36 new franchise sites during the period, 60% of which were Bargain Booze stores and the remainder Bargain Booze Select Convenience stores.

"We opened more stores from October to December than we did in the two previous years, and we're now expecting another 30 sites between now and the end of our financial year in April," said Mr Courtney. "We've had significant levels of enquiries, but now we want to go faster."

Mr Courtney said the



group will launch a similar recruitment drive in "late spring", adding that it will look to offer new starters benefits including free franchise fees for a year.

The news follows on from British Franchise Association figures showing retail

sector franchise businesses contributed £3.2bn to the UK economy in 2015.

Mr Courtney said the growth will lead to "new competitors" in the franchise market, but said Conviviality will be "well placed to meet this challenge".

He added: "Our aspirations for recruitment are higher than last year.

"We'll continue to engage in the marketplace to make people more aware of our brands and we'll have more face-to-face engagements with independent retailers at various events this year."

Co-op buys 15 Budgens

The Co-operative Food announced it has bought 15 company-owned Budgens stores from Booker for an undisclosed fee.

The sites are located mainly in the south east and London, including businesses in Fulham, Crouch End, East Barnet and Grange Park.

Steve Murrells, chief executive - retail at Co-operative Food, said the acquisition, which is still subject to approval by the Competition and Markets Authority, forms part of larger plans to add 100 new stores this year.

"The acquisition of these Budgens stores absolutely supports our focus on convenience retailing," he said.

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- On pack promotion - "Win tickets to the live shows"
- TV advertising
- Digital - Knitting Nanas go behind the scenes
- Sponsorship from March to May



NEWS

PRODUCTS

Red Bull 'big cans' pricemark

Red Bull is expanding its range of pricemarked packs with the addition of £1.49 flashes to its 355ml cans this month.

At the same time, the manufacturer will reduce the RRP of Red Bull 355ml from £1.59 to £1.49 in a bid to drive up sales of its 'big cans'.

Gavin Lissimore, head of category marketing at Red Bull, said sales of large 'functional energy' cans are growing at 10% and are now worth £320m in value sales.

He added: "By reducing the RRP of Red Bull 355ml from £1.59 to £1.49, we are aiming to further drive the growing big cans segment of functional energy by offering a great price for consumers to drive rate of sale, while maintaining the brand's premium position."



Crouching Monkey, hidden profit

PG Tips marked the start of the Chinese New Year and the Year of the Monkey with an Oriental-inspired ad featuring its knitted Monkey character, which was projected on the side of Big Ben in London this week.

Hot products for your shopping list



United Biscuits' 'Sweet' campaign continues with a range of new products



Haribo is giving away more than 2,000 family cinema tickets



Dr Oetker is spending £3m on free pizzas and marketing this spring



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Massive sales drive for masterbrand ranges New products and marketing initiatives

UB's three-pronged attack on snacks and biscuits

by Steven Lambert

Health, nostalgia and impulse will form the three key themes behind United Biscuits' (UB) plans to grow snack and biscuit sales for retailers in the first half of the year.

The manufacturer has this week unveiled a wealth of new products and marketing campaigns under its three 'masterbrand' ranges, McVitie's, Jacob's and Go Ahead.

The activity includes the latest addition to UB's

McVitie's range, Digestive Nibbles, which will be rolled out to stores at the end of the month.

Digestive Nibbles consist of bitesize biscuit pieces covered in chocolate, and will be available in 120g pouch bags in four varieties – Milk Chocolate, Dark Chocolate, Double Chocolate and Caramel (RRP £1.89). The range is being supported with a £4m media campaign including TV, digital and social media, which will centre on the manufacturer's ongoing 'Sweet' tagline.

Meanwhile, UB is re-vamping its Go Ahead range with the launch of Cookie Bites and Pud Bakes.

The former is available in White Chocolate & Raspberry and Chocolate & Orange flavours (£1.99), while the latter will be available in a Cherry Bakewell flavour (£1.99), with more flavours being launched later in the year. They will be backed with a £2.5m marketing campaign.

Sarah Heynen, marketing director of sweet biscuits at UB, said the new

products would appeal to growing numbers of shoppers looking for permissible snacks. "We want to go from one in five shoppers buying Go Ahead products to one in four," she said.

In addition, UB is reviving its nostalgic McVitie's Trio biscuit bar, which will be relaunched on 1 March along with a digital support package, while the Jacob's brand will be relaunched under a £15m 'Crackin' campaign, with TV ads due to air from the end of this month.

Dr Oetker £3m pizza giveaway campaign

Dr Oetker Ristorante will give away 2,000 free pizzas to shoppers through Facebook under a new £3m marketing campaign launched this month.

The manufacturer said it will use the media investment to promote the freshness of its frozen pizza range, which it claims is in value sales growth of 4.7% year on year.

The campaign, which will run through to March, will also include TV ads and a sampling campaign running at six mainline train stations across the UK.

The activity will see Dr Oetker give away a further 70,000 free pizzas to commuters on the lookout for an evening meal.

Haribo film promotion is just the ticket

More than 2,000 family cinema tickets are on offer in Haribo's latest on-pack promotion running on its Super Mix sweets.

Kicking off next week, promotional packs of Haribo Super Mix will offer free cinema tickets to shoppers every hour for

the next three months.

The packs will feature updated designs to increase their visibility on retailers' shelves, and will encourage consumers to join the competition by entering special codes on the Haribo website.

Alison Satterthwaite,

brand manager at Haribo, said: "Super Mix is experiencing double-digit growth and with the added incentive of winning tickets to movies this spring, this is a must-stock for retailers."

The offer will be available on 160g and 220g £1

priced packs of Haribo Super Mix until the middle of May.

It will be supported with social media activity and PoS material including posters and shelf barkers.



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Source: * Nielsen - Total Coverage - Value Sales MAT w/e 29.08.15 vs. Yr Ago.
** Kantar Take Home Panel - Total Pack Size: 52w 21 June '15 - Pepsi Max Cherry 50.3% vs Coke Cherry 46.7%
BRV321570_15

NEWS PRODUCTS

Fresh to Store buys van firm to add to deliveries

Fresh to Store is strengthening its Kerryfresh service with the acquisition of chilled van sales distribution business Stocked Ltd this month.

Stocked Ltd, which formerly traded under the Indigo Food Group, serves more than 2,000 retailers in Wales and southern England.

Fresh to Store managing director Darren Haynes said: "We look forward to offering a first class chilled

delivery service to an even greater number of independent retailers nationwide."

The move comes as Fresh to Store celebrates a year since acquiring the Kerryfresh business from Kerry Foods.

Mr Haynes added: "It has been an extremely busy first year, and we have made a number of improvements to the Kerryfresh business which we know are already helping retailers."



Hollywood star is all that jazz for Guinness

Guinness has enlisted the help of Hollywood A-lister Danny Glover to provide a voiceover for its latest 'Made of More' TV marketing campaign. The latest series of ads, called 'Intolerant Champion', will look at the role music producer John Hammond played in developing the jazz scene in the 1930s.

New recipe, packs and pricing in cheese range

Costcutter has relaunched its Independent cheddar cheese range this month with improved recipes and pack designs.

The changes will apply to all products in the eight-strong range, including the firm's Specialist Mature Cheddar, while Costcutter said the selection will now come with an improved price point ranging from £1 to £2.50 for a 350g block. In

addition, new pack designs have been introduced featuring a parchment wrap, updated colours and improved photography.

Jodene Rogers, head of marketing for Independent, said: "We've redesigned the range to ensure our retailers are able to offer their customers an outstanding range at a strong price point."

Cadbury Dairy Milk launch £3m marketing campaign

Medley to hit the right note

by Steven Lambert

Mondelez claims it will plug a gap in the confectionery market for adults looking for more indulgent evening snacks with the launch of its Cadbury Dairy Milk Medley brand this month.

The new range will consist of two 93g Dairy Milk chocolate tablets each containing a soft chocolate centre and sweet topping.

One bar will contain a topping of dark chocolate chips, biscuit and fudge pieces, while the other will be topped with dark chocolate chips, caramelised hazelnuts and raspberry pieces.

Both products will come with an RRP of £1.49 in case outers of 15, with Mondelez also introducing £1 pricemarks on the bars as a launch offer.

The firm said Dairy Milk Medley will be aimed at 25- to 44-year-old women looking for more specialist treats in the evening.

Cadbury brand manager Albane de la Neuville said: "We believe Medley will help open up new occasions in the small tablet



market and will attract new shoppers."

Mondelez is backing Medley with a £3m marketing campaign, which will include TV ads airing from April along with sampling and digital support.

Branded PoS material, including counter-top units and gutter trays, will also be available to retailers.

Meanwhile, Mondelez has unveiled the identity of its new Milk Tray Man this month.

Patrick McBride, a firefighter from Liverpool, will don the character's now famous black roll neck top for future marketing campaigns and promotions around the Dairy Milk Tray brand.

Funny football fans can score £10k with Ginsters

Ginsters is targeting football fans with the offer of a £10,000 top prize in its latest on-pack snack promotion.

The 'Match Day Hero' promotion will encourage shoppers and their friends to upload funny pictures or videos online showing their support for their chosen football team.

Weekly prizes, including Ginsters mini fridges and TVs, will be up for grabs from 15 February to 8 May, while one entrant deemed the

ultimate Match Day Hero will walk away with £10,000.

The promotion will run on more than 20 million packs across Ginsters' savoury lines, including pasties, sausage rolls and slices. In addition, more than 30,000 Ginsters sausage roll packs will offer further instant-win prizes to shoppers.

Linda Evans, sales and marketing director at Ginsters, said Match Day Hero would also link in with the company's ongoing sponsorship of the Football League Show.

Hot products for your shopping list



Ginsters' Match Day Hero promo has a £10k prize

Independent cheddar cheese re-launches this month



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Source: * Nielsen - Total Coverage - Value Sales MAT w/e 29.08.15 vs. Yr Ago.

** Kantar Take Home Panel - Total Pack Size: 52we 21 June '15 - Pepsi Max Cherry 50.3% vs Coke Cherry 46.7% BRV321570_15

NEWS

NEWSTRade

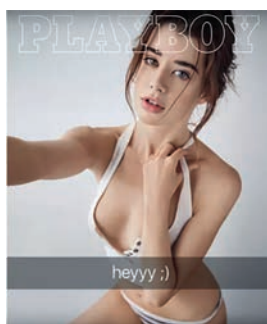


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to have your say on the latest news

No nudes is good news for Playboy

Playboy will launch its first ever non-nude issue in March after 62 years of print, in a bid to appeal to younger readers.

The issue is themed around Snapchat – an app which has an estimated 45% of users aged between 18 and 24.



Retailers, however, are not convinced. Waqar Choudry, of Milton Convenience Stores in Glasgow, said: "Even now I would never consider stocking it because I have a much older demographic that is not interested."

Nainesh Shah, of Mayhew Newsagents in London, said: "Youngsters can get exactly what they want online, and the lads' mag market continues to dwindle."

Time for a festive £4.3m

Time Inc.'s Christmas TV titles made £4.3m in retail sales value, making it the lead publisher in terms of volumes sold.

What's on TV was the publisher's best-performing title. Its double Christmas issue achieved a retail sales volume of 5.5% – selling 2.07 million copies – making it the UK's best-selling magazine issue of 2015.

News UK to convert rugby fans into readers

News UK is hoping to boost the readership of its Scottish titles – The Scottish Sun, The Times Scotland and The Sunday Times Scotland – through a three-year partnership with the Scottish Rugby Union.

The announcement

comes in advance of the 2016 Six Nations Championship tournament, and will give News UK exclusive access to players and coaches on the national team.

Dominic McKay, chief operating officer, Scottish Rugby Union, said: "The

partnership will enable rugby to be taken to new markets through reader offers in The Sun and will cement our relationship with existing fans through The Times titles."

As well as brand advertising and promotions at

matches, News UK Scotland will be able to reach out to Scottish Rugby's 140,000-strong database of fans with special offers.

Scottish Rugby will promote forthcoming matches, competitions and prizes across the titles.

Exclusive PoS and display promotion Indies are celeb title's biggest sellers

Deals help retailers say Hello! to 14%+ sales hike

by Nadia Alexandrou

Independent retailers are being offered an exclusive promotion that could help increase their Hello! magazine sales by at least 14%.

PoS packs will be sent to 750 independent retailers with the highest sales of the title, excluding symbol groups, by the publisher later this month.

The y will also be offered exclusive deals and additional material including standalone displays.

However, Hello! told RN it would also work with other retailers looking to increase their sales.

Tracy Armstrong, circulation marketing manager at Hello! magazine, said: "Independents are slightly harder to engage with because there are simply so many and they're all run individually, but they're our



Newsagent Peter Wagg has worked with Hello! on several exclusive promotions at his News on the Wharf stores

biggest customers which is why these deals are so important."

Peter Wagg, owner of the News on the Wharf estate, has worked with Hello! on several exclusive promotions, and said he typically experiences a sales uplift of between 100% and 500% across his six stores with each deal.

Last week, Mr Wagg included a free Rimmel lipstick with each Hello!

Fashion Monthly magazine – in an offer only available at his six stores. He said: "We promote every deal heavily on the Canary Wharf website, across our digital store screens and the magazine's Twitter feed, as well as my own."

The PoS campaign was first launched last year and targeted 500 of the magazine's top-performers. More than half of the retailers took up the offer for more

PoS, which gave them an average sales uplift of 14% for the magazine.

Hello! said independent retailers are its biggest customer. It supplies more than 14,000 independents who make up 19% of Hello! sales.

This outstrips the sales percentage share of other retail groups including Tesco, Sainsbury's, WH Smith Travel group, Waitrose and One Stop.

Variety is the spice of life for magazines

Independent retailers are prioritising variety and specialist titles at a time when the average number of magazine titles stocked per shop is falling.

According to data from Smiths News, the number of magazine titles handled by the average independent retailer is 213 – falling 6%

year on year – compared to multiples, which stock an average of 275.

Retailers told RN they have made the majority of cuts within larger categories such as TV and women's weeklies, prioritising a variety of sub-segments instead.

Harry Goraya, of Nisa

Local in Kent, said: "We've just cut our magazine range by a third to around 160 titles. These were mainly across women's weeklies, puzzles and children's."

Meanwhile, Stuart Jackson, of Jackson's News, Stockport, said: "While I've reduced my range, my sales are up around 6%.

I'm cutting larger titles that multiples stock, and keeping the specialist titles requested by customers."

Douglas McCabe, chief executive and head of publishing and tech at Enders Analysis, said: "This is good news for the top titles, but for those that miss the cut their days are numbered."

REGIONAL

Tens of thousands stolen from retailers Cash, cigarettes, alcohol and groceries taken

'Trust no one' call after long-serving staff thefts

by Gurpreet Samrai

Retailers are being urged to keep a close eye on their staff by two store owners who suffered losses of tens of thousands of pounds at the hands of dishonest employees.

Linda Sood and her family were forced to remortgage and put all their money into keeping Falcon News in Portsmouth afloat after takings dropped significantly.

A staff member who had worked at the shop for 11 years was found guilty last

week of stealing and giving stock to ex-employees without payment.

"We knew there was something wrong. We thought it was shoplifting, but shoplifting will never be on that scale so I started working morning and night to try to see what it was," Mrs Sood told RN.

"It was getting to a stage where we could not pay our bills. If we hadn't had anything to fall back on we would have gone under by now."

It was only when the ATM fell short that Mrs

Sood looked back at CCTV footage and discovered the deception.

"She built up such trust," she said. "My advice is don't have blind trust in any member of staff regardless of how long they've been there. One of us is here all the time now."

Her warning has been echoed by Martin Slater, of Jenkins News Food & Wine in Swanage, Dorset, after a woman he and his partner Betty had known for 25 years stole money and goods, putting his business on the brink of

bankruptcy. He told RN in the last three mornings she worked she stole £455 in cash as well as scratch-cards, alcohol, cigarettes and groceries.

He said: "Trust no one. Always watch your CCTV and keep an eye on your stock and your staff as well as people stealing in the shop."

Mr Slater is now getting his revenge by running CCTV footage of the thefts on loop on a TV in the store.

The store will also feature in BBC One show Caught Red Handed.

Price of food up by 0.1%

Food prices increased for the first time since August 2015 last month, while overall shop prices fell by 1.8% compared to January last year.

The figures revealed by the BRC-Nielsen Shop Price Index show food prices in January increased by 0.1% up from the 0.3% decline in December.

BRC chief executive, Helen Dickinson, said: "We will have to wait for next month's figures to see whether this is a blip or whether after a sustained period of price falls food prices are beginning to stabilise."

Relief at Bill fail

The Scottish Grocers Federation (SGF) has welcomed news the Alcohol Licensing and Public Health Bill has failed to achieve enough support to proceed to the next stage.

The federation had argued key provisions of the bill, including further restrictions on promotions, were either unworkable or duplicated existing legislation.

SGF head of public affairs John Lee said: "We need a simplified licensing system, not more regulation."

Chat's life for Jai's store

Sheffield retailer Jai Singh has added to his social media profile with the launch of an MJ's Go Local Extra Snapchat account. He is using pictures and videos to raise awareness of the brand, share clips from inside the store and offer customers special deals. He has also launched a Snaps of the Week competition giving customers the chance to win a £5 voucher. He said: "We are always looking at social media and have had a great response so far."

INTRODUCING:

SNAPCHAT OF THE WEEK



Wholesalers warned over 6% carriage hike

The NFRN is sending wholesalers a stark warning after it was revealed newsagents in Ireland will be hit by a 6% carriage charge hike.

It claims EM News failed to make a formal announcement on the increase, with retailers informed through an unsigned letter "slipped" into their supplies.

NFRN chief executive Paul Baxter said: "At the start of the year we challenged all wholesalers to come clean on the elements that make up their carriage charges and what factors are taken into account when these costs are reviewed."

"So far the silence from all wholesalers - EM News

included - is deafening. If these companies think we will simply roll over, then they are seriously misguided. Our next step, if the information is not forthcoming, will be to seek a breakdown of costs via Freedom of Information requests. So wholesalers, you have been warned."

An EM News spokesman

said: "EM News Distribution levies a carriage service charge (CSC) in order to help support the full cost of delivering products and collecting unsolds."

"When sales fall, but the number of routes, vehicles and drivers doesn't at a similar rate, our CSC must cover a greater proportion of those costs."

Careers advice

The Association of Convenience Stores has teamed up with the IGD to encourage retailers to speak to students about a career in the food retail sector.

During the past year, 1,000 store owners and convenience and symbol group executives have visited 200 schools as part of the IGD's Feeding Britain's Future Initiative.

NEWS

REGIONAL

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Web closes in on illicit tobacco

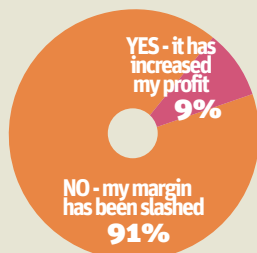
Imperial Tobacco is launching an anti-illicit tobacco website this month, as part of its Suspect it? Report It! campaign.

The manufacturer is aiming for the website to become the digital focal point for the fight against illicit tobacco. It will feature a news section dedicated to reporting the latest news around illegal tobacco in the UK and abroad.

Resources from the Suspect it? Report It! campaign – including posters, videos and infographics – will also be available to download.

Last year, Imperial Tobacco received more than 500 intelligence leads which it shared with bodies including HMRC and trading standards, leading to several seizures including £85,000 worth of illicit Golden Virginia from an illegal tobacco factory in Croydon.

RN READER POLL



Is the Daily Mail's 5p price increase on its Monday to Friday editions good news for independent retailers?

NEXT WEEK'S QUESTION

If pricemarking is removed with plain packaging legislation, will you increase your tobacco prices?



Have your vote now

Go to betterretailing.com/retail-newsagent



Revamp puts a smile on Mandeep's fascia

Mandeep Singh proudly displays his updated Premier fascia at his Manor store in Sheffield, which features a new grey shopfront and window advertising for his Costa coffee service. The store model, which also includes a revamped food to go section and a 'kids zone', has been created following retailer feedback from Booker's Premier development group.

● Martin Swadling industry profile – page 20

Retailers report three-fold sales increase Displays tempt customers

Pancake Day is no flash in the pan

by Gurpreet Samrai

Independent retailers saw their sales increase two and three-fold as they pulled out all the stops for Pancake Day.

Leamington Spa retailer Sunder Sandher told RN his egg and flour sales doubled in the run up to Shrove Tuesday after setting up a stand with all the vital ingredients next to the counter at his One Stop store.

He said: "The most important thing is placing the stand in a good position and we have a spotlight on it to make it stand out."

Nisa store owner Paul Cheema brought in 25 cases of pancake mix for

one of his stores which he expected to sell through by the end of Tuesday, in addition to a three-fold increase in lemon sales and up to a five-fold rise in strawberries.

"There's a massive increase on the products, but it's short-lived so you have to get it in people's faces," he said.

He had a display with a range of ingredients positioned in the first bay in all three of his stores. "We make it easier for shoppers," he said.

"It's about getting all the products together. You have customers who want to create their own pancakes and then you have the busy mums who want the ready-made

shake-it bottles and they'll add different syrups and fruits."

Meanwhile, Avtar Sidhu, of Sukhi's Simply Fresh in Kenilworth, saw his chocolate sauce sales double and a 20% increase in egg sales.

Mr Sidhu told RN he was expecting a further uplift this week as he brought in a range of flowers, chocolates and Proseccos for Valentine's Day this weekend.

He said: "The Pancake Day display has been switched for Valentine's Day and we have a range of flowers inside and outside the store with the aim of using each product to upsell other lines and maximise basket spend."



Fears over cost of food hygiene displays

The Association of Convenience Stores (ACS) has raised concerns about the additional financial burden mandatory food hygiene displays will place on retailers.

It argues the impact the cost of requesting a re-rating inspection will

have on small businesses has not been considered, in its response to the Food Standard Agency's initial assessment of the mandatory ratings displays in England.

ACS chief executive James Lowman said: "Retailers are keen to comply

with food hygiene legislation and deliver the best standards for their customers, but for many small retailers looking to improve their food hygiene ratings, the cost of reassessment will be prohibitive. We urge the Food Standards Agency to put a scheme in

place that does not discourage retailers from having their ratings reassessed."

It comes just weeks after the NFRN warned the new food safety hygiene inspections pose the biggest threat to retailers' businesses over the coming months.

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YOUR REGION

NFRN DISTRICT COUNCIL REPORT
SCOTLAND 27.01.2016



Roy Beers reports from the NFRN Scotland district council meeting

Deliveries hit by extreme weather

Extreme weather conditions have disrupted newspaper supplies to newsagents across the north and north east of Scotland, council was told.

Delegates at the Scottish district council meeting in Stirling last month heard that heavy rain and storms and



Gail Winfield

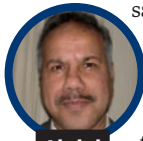
wet tote boxes had damaged newspapers in transit, making several copies unsellable.

Inverness member Gail Winfield gave the example of daily broadsheet The Herald, which had failed to arrive in time for distribution in Inverness and had therefore missed its delivery slot.

Dire conditions that had put news deliveries under strain were also reported in Aberdeenshire, which had caused the Aberdeen branch to postpone its AGM.

Mrs Winfield said an additional frustration came when NFRN members assumed that when problems occurred, district officials should step in to address them.

"When I ask 'have you phoned the helpline?' I can sometimes be told 'that's your job,'" she said.



Abdul Qadar

Edinburgh member Abdul Qadar suggested that retailers should use the @News_Complaints Twitter handle to report delivery problems.

Some members, how-



Heavy rain and storms has led to newspapers being damaged in transit

ever, warned that newsagents often don't have time to phone helplines while also serving early-morning customers.

Cross-category promotion plan

The district has held

We cannot accept this ridiculous attitude to crime

Abdul Qadar

talks with Scottish newspaper publishers with the aim of sourcing cross-category promotions for district members.

Falkirk member Sharon Sisman reported on a meeting held with the Herald's new head



Sharon Sisman

of circulation, Gordon Santana, and Scotsman regional head of circulation, Tina Callcutt, in which the possibility of promotional deals to give customers rewards such as free cups of coffee or bottles of water were discussed.

"We're hoping to do more promotional activity that will boost retailers' sales," said Ms Sisman.

"We could also run tailor-made deals with individual stores, where one shop has a coffee machine or another sells croissants, for example. Both publishers were keen."

Ms Sisman added that the Herald was confident retailers' sales of the title would be boosted by coverage surrounding the forthcoming elections in Scotland.

The paper would also be running ads to promote subscriptions shortly, she said, in which cashback offers to cover readers' holidays would be highlighted.

Its 'gold scheme' retailer rewards initiative was under review, she added, but was set to continue despite some expected changes.

Historic Sunday papers change

Newsagents in Lewis and Harris are set to benefit from a historic first for Scottish newspapers. New ferry times to the Western Isles in the summer mean that Sunday papers could be available on the islands on the day they are printed.

Your say

The Scottish Grocers Federation is running events to encourage politicians to engage with the industry. What issues will you raise with MSPs in the run-up to the election?



We want to stop a Police Scotland plan to have a "three strikes" policy on theft - meaning you can steal from a shop twice and expect nothing more than a warning. We cannot accept this ridiculous attitude to crime.

Mo Razzaq

Mo's Convenience Store, Blantyre



NFRN members will be making it clear to would-be MSPs that further unjustified controls - from new controls on tobacco to plans to bring in a sugar tax, and who knows what else - are very unwelcome and will be resisted.

Ray Parry

Former newsagent, Scotstoun



We'll be highlighting the appalling and unrecognised level of intimidation and violence suffered through retail crime. This has to be a priority, when you consider the number of newsagents which operate with just one person in the shop.

Aleem Farooqi

Goldenacre Mini Market, Edinburgh

LETTERS

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

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

I'm counting my blessings as a happy newsagent

I have been in this lovely trade of ours since leaving the coal mine decades ago. I am not part of a multiple group, just a humble newsagent in a suburb of a city.

Reading the letters page week in, week out, I am always being told things are getting worse and worse, diversify, and there is no money in selling papers.

Well, I can tell you I must be the lucky one. I make a decent living from a traditional newsagents in Nottingham. I haven't diversified or gone with a symbol group, I just stick to my strengths which happen to be a retail newsagent, not a grocer, post office, off licence or any other trade which now comes under the banner.

Smiths News – well the branch I deal with anyway – has steadily and surely improved its service to me. I don't get wet magazines, I have no problem with credits or voucher redemption, and can always talk to a real person on the phone.

What I have seen from Smiths is a desire to help and a willingness to increase sales.

For example, on Tuesday 2 February I was full bundles short on the Times and Express, which I was told had been 'left on the bench' back at the depot.

Smiths Nottingham is a good 10 miles on the opposite side of the city to me. But by 5.30am, an hour later, we were completing the last of our rounds with no real loss in delivery



I am always being told things are getting worse. Well, I can tell you I must be the lucky one

Colin Rowland

Post News Shop, Nottingham

PLEASE TAKE MY TERMINAL, CAMELOT



Camelot has still not removed my terminal after I sent my letter of notice on 10 November.

Camelot tried to remove it early, but I told the company I needed my agreed 60 days to be able to sell my supply of scratchcards.

Although I received no written confirmation date, it was verbally agreed the terminal was going to be taken out on 16 January.

I managed to sell all my cards the week before, except for a few which I bought myself and won £40 on, so that worked out quite well. I then turned the terminal off on 16 January, expecting Camelot to note that the terminal had not been active since that date. I told Camelot I had terminated my contract with them and the terminal needed taking out.

I cancelled my direct debit but I still got invoiced for a month's operating fee of £25.

Paul Bridgewater
The Cabin, Freshwater,
Isle of Wight

A Camelot spokesman said: "We will get in contact with Mr Bridgewater to ensure we can resolve the issue as soon as possible to his satisfaction."

time to the end customer.

If I have a problem with any other supplier, they can't even react on the same day. Think about it, I can't be the only one?

Colin Rowland
Post News Shop, Nottingham

It's gone from bad to worse with Oracle

Following your article about the shambles that is Oracle in RN recently (*Your Issue*, 29 January), things have got even worse.

We have now been told that all invoices raised for software and hardware cover from December 2015

to November 2016 have to be paid in full in advance – in my case that is £1,200.

I'm sure many small businesses have received the same demands, which are crippling in these difficult times. The question is, is there anything we can do about it?

I received an email out of the blue four days before Christmas stating that I had to sign documents and get them back to Oracle by Christmas Eve to avoid 'a massive workload'.

Because I can't afford to be without cover – and I assumed it was just a formality – I duly signed the papers and faxed them back. After all, I had been paying Oracle for several months anyway.

When I received the year's invoice

I asked for a payment schedule to pay by monthly direct debit and was told it doesn't do direct debits and according to the terms and conditions all fees are payable in advance.

This is the last thing I, and I'm sure many such like businesses, need at the moment. But Oracle has us over a barrel and we can't afford to be without cover.

What can we do?

Stuart Swift
SJS News, Felixstowe, Suffolk

An Oracle spokesman said:

"Oracle is committed to providing the best possible service to customers. If a customer brings to our attention an issue they have encountered we will work with them to fully understand their issue and where possible resolve it."

OPINION

Do you want to see your views in RN?

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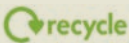
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YOUR SAY Is the growing number of fascias causing you to consider switching to another symbol group or joining one for the first time?

Ugar Adis

Mace Essentialz,
Cambridge

I've been with Mace under Palmer & Harvey for such a long time – 20 years – so I know everyone in the group really well and this helps hugely with the running of my store. I think anywhere you go it's the same – the same promotions, deals, cycles – symbol groups are good at promising the world when you first join, then after a couple of months they end up working the same as any other fascia.



John Parkinson

Broadway Premier News,
Penrhyn Bay,
Llandudno

On one hand, I'm really satisfied with my fascia, but on the other, a little competition can't hurt. It could also give independents the nudge they need to join a group, which I think is essential if they want to move forward in their business. I'm happy with Premier because they provide me with great education



Ugar Adis and John Parkinson say they are happy with their respective Mace and Premier fascias

material, deals and signage. Even though I don't have to, I source 90% of my stock through Booker.

Donna Palmer

Yorkley Village Post Office,
Lydney,
Gloucestershire

I don't think so. My husband and I are firm believers in shopping

around and we don't want to be tied down. We use a whole variety of wholesalers, including Batleys, Booker, Bestway, Costco, Hancocks and BCG. We also do very well in terms of sales and growth, so we don't really need the type of investment and training offered by the symbol groups. We also like the concept of remaining totally independent.

YOUR STOCK Do you think the reformulation of Coca-Cola Life to include fewer calories will benefit your sales?

Kieran McDonnell

Newsforce,
Whitley Bay,
Cumbria

We had Coca-Cola Life a while back, but it didn't sell very well so we delisted it. We normally try anything new, though, so I would definitely give the new version a chance. We stock three variants of Coca-Cola – Diet Coke, Coca-Cola and Diet Coke Cherry, which sell steadily all year round. Coke Zero was just as unpopular as Coca-Cola Life, so I delisted that too.

tivity of Coca-Cola Life because it's not that popular. I think the reformulation and calorie reduction would just take sales away from Coke Zero, because they would be very similar offerings. I can imagine people would still prefer Coke Zero over Coca-Cola Life after the reformulation, mainly because people who drink Coke aren't that interested in natural sweeteners. If they were they would choose flavoured water.

Paul Bridgewater

The Cabin,
Isle of Wight

We've never been asked for Coca-Cola Life. I think this reformulation is more about the politics around sugar rather than actual customer demand. I would be



Are there more sales to be found in Coca-Cola Life?

apprehensive to try the new formula because reduced-sugar drinks don't sell as well as full-sugar ones in my store, but if it was available in a very small outer I would try it.

YOUR ISSUE

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IT'S ALL IN A MORNING'S WORK

Last week, RN featured an interview with Menzies' Wakefield depot manager Allen Harrigan, who addressed six issues raised by retailers during the past seven months. During RNs' visit to the super hub, editor Chris Gamm and news editor Gurpreet Samrai also watched the packaging and distribution process and sat in on two rounds. This week they share some of the processes they saw in action during their night at Wakefield.

KPIs/quality control

Five times as many quality control checks are run on magazines versus news because of the volumes packed. As part of this, if the weight of a tote box doesn't tally with what's supposed to be in it, the machine stops. Random checks are also carried out against the delivery note.

There are internal KPIs for delivery times and packing accuracy "because any packaging inaccuracies affect profitability". Mr Harrigan says: "You are only as good as your last distribution. If we make a mistake on one thing it affects a lot of people in one go so we have got to make sure each of our processes is accurate. Previously, one branch could have had a problem, but it only affected, say, 800 customers. If we have a problem here it could affect a lot of people. So the checks we're putting in place with managers and supervisors are to make sure each stage of what we do is as accurate as we can possibly make it."

Staff commitment

Mr Harrigan told RN recruiting staff for the super hub was "probably the biggest challenge". However, six months down the line the operation is "sound and performing well". RN saw first-hand how Menzies' drivers go the extra mile, busting the myth multiples are prioritised. Alan, who joined Menzies eight months ago, says: "I sympathise with independents as it's their



Packers preparing newspapers and magazines in Wakefield, and Menzies' driver Alan Fulton (left) out on delivery

livelihoods. If they lose four or five customers because I'm late, it means a lot. I prioritise them where I can, even though most have never seen me." That day he set off at 4.15am on the A58 round around Wakefield, but had already been on a "weight run" that morning to ensure his van didn't exceed capacity. "This means I've already done all the magazines and collected returns," he told RN. "There are just seven newspaper parcels on our first drop, for example, instead of 16, including magazines, which speeds things up." Meanwhile, as driver Paul set off on a 22-drop run stretching from Horsforth to Menston and back, he told RN: "I try to get there as soon as I can, I know it's their livelihood. But sometimes all I can say is sorry."

He says the biggest cause of delay for him is traffic and diversions; however administration tasks can also cause delays as he has to scan each drop-off and fill in a paper record for the run. "On

Saturday when you have lots of bundles it could add one hour to your journey and 20 minutes on a weekday.

"But it's better in retrospect because they know I have delivered them," he says.

Collection of returns

Another example of the drivers' commitment was evident when Paul spoke about returns. He says he often labels returns for retailers so they do not miss out. "A lot of the time people don't get returns because they don't label them," he says.

RN also saw that returns are scanned back at the warehouse rather than on collection. Explaining the reason for this, Mr Harrigan says: "In an ideal world, totes would be scanned onto the van at the customer location; however, we've discovered that this can have an impact on customers further down the delivery order. Instead, we now scan the totes once they are unloaded from our vans at

the branch, but before they are reintroduced in the wider tote chain. This preserves the digital record of boxes despatched while saving precious time on our live deliveries."

New mezzanine floor

The mezzanine floor being added to the warehouse is part of a project to create "our highest-performing stockroom," Mr Harrigan told RN. The layout and furnishings to be installed on the floor are purpose-designed to optimise stockroom activity – and once complete, all stock will be consolidated in that area, whereas at present it is operated out of three separate locations.

The extra space will also be used to move the brochure packing operation, delivering to high street travel agents, from Ashford to Wakefield. Mr Harrigan says the relocation was "always part of the plan" as geographically Wakefield has "great networks".

INDUSTRY PROFILE

Booker Premier

Last week, director of Booker's Premier symbol group Martin Swadling took RN around Mandeep Singh's newly-developed Sheffield store. As he explains here, the ideas the group are developing will help his retailers to profit in the "tough" conditions to come

Tom Gockelen-Kozlowski
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RETAIL NEWSAGENT What's behind the latest developments for Premier?

MARTIN SWADLING With the National Living Wage and pensions auto-enrolment coming in, there are things which are going to make 2016 tough for independent retailers. So we set ourselves a challenge to grow their sales and make them more profit. Sell more and make more.

RN What changes have you made?

MS We brought our together Premier Development Group – our committee of some of our best retailers.

We sit down twice a year and they will tell us where we are good and where we need to be better.

One example they gave us was food to go. They told us the standard food to go offer was good but a bit "dull". We've tried to add a bit of character with the branding.

RN How have you done this?

MS We've created a station which really brings the Costa coffee machine to the fore in Mandeep's store.

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.

RN What else have you developed for Premier stores?

MS Another challenge we identified is how to get more kids in.

We've developed a kid zone in

Mandeep Singh's store which brings the slush machine out for them to serve themselves.

Here they can do it exactly as they want it – a bit of red, a bit of green, a bit of blue. This stuff is really popular and you're making 60p per cup profit.

RN Are these things which retailers must put into their store in your opinion?

MS Food to go isn't for everyone and, we're not saying that everyone needs a kid zone. But retailers are going to have to be better with what's coming up.

That's the challenge for my team to work with Premier retailers to say, "what is the opportunity in this store? What's the thing we're missing?"

Unless you can sell more and make more, it's going to be tough.



Unless you can sell more and make more, it's going to be tough

RN How important will Booker's promotions and prices be to retailers as they look to grow profitability?

MS Very. Mega deals are our four lead promotions, the ones that go on the front of our leaflets, the ones which go on our television adverts.

Generally they're bigger packs with a higher retail ticket – trying to get that till ring up a bit.

Rather than having a gondola end with 101 promotions on it, we're developing displays which put just the mega deals on an end, because that sets a value tone for the whole store. It's not a new development for us but it's about executing what we already do well.

RN Finally, Mandeep has brought non-food items such as kettles and toasters into his range to cater for students in the area. Are these kind of items going to be common in Premier stores of the future?

MS Mandeep had a unique opportunity because of the student population of Sheffield and has got a big order from a landlord locally too.

What it says to me, however, is that we need to find the non-food opportunities for all our retailers. If they're next to a secondary school, should they have a stationery range?

If they're next to some allotments, should they have some gardening equipment? It's about the other purchases that are available. I think we have to think a bit broader.

** Company CV **

Company Booker Premier
Director of Premier Martin Swadling
Company profile Premier is the largest symbol group in the UK, run by the UK's biggest wholesale group, Booker.

Latest news Mr Swadling was highlighting a host of new profit-driving services and initiatives for Premier retailers at last week's store tour.



**

**

BARRY FROST

GUEST COLUMNIST

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How to get the best deal

Current trading conditions in the property market have made opening a new business an attractive option, and favourable lease terms are available if you negotiate

Two weeks ago, a report in RN highlighted the fact that many retailers have taken advantage of current trading conditions and expanded their businesses by opening new stores.

Many of the store owners I have acted for and spoken to have done it either by opening up in a vacant premises or buying the goodwill of a business on the market that was already trading.

I often get asked which of these offers the best option in terms of getting a reasonably quick return on investment. This can depend on many things, but in my view, opening a new store in a vacant shop or one that has closed can make a lot of sense.

It opens up the possibility of negotiating very favourable terms on a new lease, or on the purchase price if a freehold property is involved. As always, negotiating is key and holding out for the best possible deal will pay dividends.

Once the location and potential premises for a new store have been identified, it is a case of making contact with landlords or agents and getting hold of the best terms on offer.

Retailers shouldn't be too put off by the prospect of taking on a vacant shop simply because the rent and rates quoted by the landlord seem very high. Commercial property is a very simple business and I therefore always take the view that the key thing for landlords is putting a bum on a seat (so to speak) and keeping

the tenant happy. If landlords do that, tenants have no reason to leave unless something outside of their control changes. I recommend always taking the stance with landlords that if they have an empty unit and someone wants it, there is a deal to be done somewhere, regardless of what the property details say.

Commercial rents are driven by open-market forces and general demand in particular, but landlords want to avoid empty units, especially in shopping centres or busy parades where footfall has a heavy impact upon demand for shops. When these types of premises are full it pushes rents up in an area, but one or two vacant units can change things overnight and it is a question of sometimes being in the right place at the right time to get the best deal.



Ramesh Shingadia (left) and his son Amish Shingadia (right) took on a new store in West Sussex



Landlords want quality tenants that attract footfall and that will in turn attract other tenants to any nearby units

In addition, landlords want strong covenants and that simply means the quality and awareness of the name over the door. Landlords want quality tenants that attract footfall and that will in turn attract other tenants to any nearby units that become vacant.

I have been involved with negotiations for several WH Smith Local franchises recently and landlords I have spoken to have loved what the brand brings, especially if has a Post Office sign alongside it. This has been my experience with all of the symbol group brands because commercial property landlords like known names, which bring quality to their properties and developments.

So how can this be of use in negotiations with landlords? If they want what your store has to offer, chances are they will be prepared to negotiate on the terms to get you in there. It is not unusual for landlords to offer protracted rent-free periods, stepped rents and other incentives to ensure you can make a positive decision.

Never be frightened or worried about asking for a better deal based upon the quality of business that you bring to a landlord, and if the deal isn't right, walk away and see if there is anything else suitable in your chosen area. Remember the key phrase in commercial property negotiations: if you don't ask you don't get. ●

Barry Frost is managing director of finance and property consultancy service Commercial Plus

* How to negotiate for a new property

- + Identify several suitable premises in your chosen geographic area
- + Don't be intimidated by the agent or landlord
- + Prepare information such as cash flow and projections to support negotiations
- + Highlight what your new store can bring to a development or parade
- + Take your time, make the landlord think you are not in any rush, let him come to you if necessary
- + If you don't ask, you won't get. The worst the landlord can say is no.

CATEGORY ADVICE



Time to deliver

On cold, dark winter mornings, many customers find having a daily newspaper delivered to the front door all the more appealing. Retail Newsagent teamed up with **News UK** to help a Surrey retailer to boost his home news delivery (HND) sales this winter

Despite running a good quality HND service, Umakant Desai has experienced a loss of sales in recent years. He is hoping that the expertise of News UK – publisher of The Sun, The Times and The Sunday Times – will prove invaluable and help him to increase his HND customer numbers. Also on hand to provide expert advice is Ramesh Shingadia, winner of the 2014 Best Overall Shop award from the Independent Achievers Academy.



FOCUS ON UMAKANT DESAI

H&R News,
Camberley, Surrey

“Newspaper sales make up more than 50% of our overall sales, so it is a very important category for us. We operate 26 deliveries, serving about 420 customers. While we pride ourselves on a good service we have actually lost 25% of HND sales since the economic downturn took hold. I hope this visit helps turn things around.”



News UK says

“This newsagent is on a busy road with huge footfall, and there’s no reason why every single in-store customer can’t be made aware of the HND offer. There is a poster in the window that says ‘delivery boys wanted’ but nothing else to tell customers that the service is available. Umakant needs to start being proactive in this regard.”



Ramesh Shingadia says

“The clear issue for Umakant is how to arrest the decline in HND sales. One suggestion would be to introduce an initial trial period for all new customers. Once people are hooked in, then it’s much easier to keep them. The focus should be on long-term profit, rather than short-term gain.”

Before



ACTION PLAN

- 1 In-store:** Ask staff to remind customers about your HND service and reward those who are successful in bringing in extra business.
- 2 Bonuses:** Encourage delivery staff to canvass their own patches for new deliveries, giving them guidance on how to approach potential customers and a bonus for new customers.
- 3 Lost sales:** Contact or visit ‘lost’ houses to try to sign up new occupants.



EXPERT ADVICE Tony Parker

Field partner
manager, News UK



MENTOR ADVICE Ramesh Shingadia

Owner, Londis
Southwater & Post
Office, Horsham

in association with

News UK



NEWS UK'S TIPS FOR YOUR STORE

- Display signage in the shop window to tell customers you offer HND
- Entice new HND customers with free and money-off vouchers
- Canvass new customers by making targeted house-to-house calls

THE OPPORTUNITY



Two-thirds of the UK population, **(42 million people)** read a newspaper in print or digitally every week



News UK works with a network of **6,500 retailers** across the country

RAMESH'S TIPS FOR YOUR STORE

- Offer a free-delivery trial period to new HND customers
- Conduct regular safety checks of bags and cycling equipment for delivery staff – it helps puts parents at ease
- Have good quality data at your disposal to make sure your incoming and outgoing costs are viable

THE OPPORTUNITY

The newspaper industry continues to change, customers are seeking convenience and are using local retailers instead of supermarkets more and more. Newspaper sales generate a massive £2billion a year, with a £450million retailer margin, and over half of these sales are through independent retailers. This is a massive market, and with customers looking for convenience, HND gives retailers the opportunity to tap into an ever increasing market.

News UK says

"We liken HND to a leaking bucket. Every store will lose customers, so they've got to actively seek out new ones. I don't think enough people in the UK know that their local independent retailer offers a valuable HND service. The challenge is to promote that service through leafleting and word of mouth."

Ramesh Shingadia says

"We all run good stores, but we need to show that we are serious about selling newspapers. To do that, we need to engage with customers and remind them that their local newsagent provides HND in their area. Giving promotional leaflets to every customer who buys a newspaper in-store is a good place to start."



YOUR ACTION PLAN

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

What happens next?

The six week trial period is now in full swing. Umakant is following the action plan given to him. We will monitor his sales data at his store.

The results will be shared in RN on



26 FEB



GET INVOLVED

Check to see how your store compares to Umakant's store. Call **0207 689 3377** or tweet **@betterretailing**

PRICEWATCH CIGARS

CIGAR PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Cáfe Crème Blue 10s	£5.13	£5.10	-	-	£5.10	£5.20	£5.10
Hamlet Small 5s	£5.21	£5.20	-	£5.20	£5.30	£5.35	-
Classic Cigars 5s	£5.60	£5.58	£5.68	-	£5.50	£5.49	£5.65
Cáfe Crème Original 10s	£5.13	£5.10	£5.19	-	-	£5.20	£5.10
Hamlet Miniatures 10s	£4.96	£4.86	-	£4.90	£5.50	£5.06	£4.85
Hamlet Small Single	£1.10	£1.10	£1.10	-	£1.05	£1.09	£1.09
Panama Slim Panatellas 6s	£5.52	£5.46	£5.55	-	£5.30	£5.37	£5.55
Henry Wintermans Half Coronas 5s	£9.54	£9.43	£9.55	-	£9.90	£9.62	£9.45
King Six Small Cigars 6s	£4.91	£4.82	-	-	-	-	£4.99
Hamlet Miniatures 5s	£2.61	£2.50	-	-	-	£2.63	£2.65
Cáfe Crème Filter Arome 10s	£5.20	£5.10	-	-	-	£5.15	£5.10
Henri Wintermans Corona Deluxe Single	£4.71	£4.78	£4.77	£4.85	-	-	-

CÁFE CRÈME BLUE Price distribution %



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

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

Pricing strategies

RETAILER

1



NAME RAY MONELLE

STORE Orchard News

LOCATION Weston-super-Mare

SIZE 900 sq ft

TYPE secondary high street

Our cigar customers are mainly regulars. We do have some passing trade but generally I know what my customers smoke. I stock a fair selection of standard brands but I also have £8-£15 Cuban cigars and we've got a local reputation for stocking them and they bring people into the store who have never come in before. For the high-end cigars I'm looking for around 18-20% margin, but I also go for that margin on other brands. I have to now my cigarette trade has dropped. Cigars have always remained a steady trade for me.

RETAILER

2



NAME PAUL KEYS

STORE Keys News & Stores

LOCATION Sheffield

SIZE 500 sq ft

TYPE residential street

I've never sold that many cigars in my shop but since the smoking ban, I've sold a lot less. I sell a lot of hand-rolling tobacco and have a steady trade in cigarettes but I tend not to go overboard on cigars. My area has changed. It's terraced housing that used to be rented but it's mainly privately owned now. There's a garage down the road that sells at premium prices so in order to stay competitive I tend to stock pricemarked or, on cigars, stay within the RRP. Since going dark, I've moved my spirits into a prominent position as there's higher margins.

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RETAILER

3

NAME RALPH PATEL

STORE The Look In

LOCATION Woodmansterne, Surrey

SIZE 450 sq ft

TYPE village

We sell a lot of pricemarked tobacco and that goes well for us, but in cigars I tend to keep my selection small and keep within the RRP. Of course, if prices are odd, I round up or down to make it easier. I'm in a village so I know what my regulars smoke. I have a little passing trade but they are more likely to pick up cigarettes. I've also seen a slowing down in my cigar trade so I judge my stock carefully and go on what I know will sell well in store.



RETAILER

4

NAME DAVID WORSFOLD

STORE Farrants

LOCATION Cobham

SIZE 3,000 sq ft

TYPE main road

We've always kept reasonably within the RRP so as not to rip customers off, but since tobacco companies have started asking for 400 or 500 oz minimum buys, I started going to the wholesalers who add 2% to the RRP. I am now going to abandon RRP and work on a cost-plus basis: taking the cost price and adding the margin I want to make which will be around 25%. On premium cigars I'm looking at a margin of around 40%. For everything else, of course, we overlay that strategy with experience. It's about remaining competitive while clawing back control over margins.



RETAILER

5

NAME JOHN HANNA

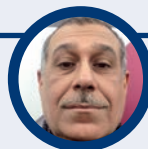
STORE Smokemart

LOCATION Brighton

SIZE 550 sq ft

TYPE high street

We try to stick within the RRP even if we take a slight margin cut. Cigars make good margins anyway, better than cigarettes with 10% minimum and some up to 18%. Our aim is to sell more so we make up any losses with turnover. It's good to get stock shifting as the last thing you want is for it to be hanging around on your shelf wasting space. We also do a deal with manufacturers to keep prices competitive. But, I won't lie – since going dark, our cigar sales are down by around 25%. However, we do still have a steady market.



THE ENTREPRENEURS

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



DONALD TRUMP

Route to the top

Love him or loathe him, you can't fail to notice him. Donald Trump – currently touted as the potential Republican incumbent in the US – made his mark on the American psyche as a whirlwind personality who began as a real estate developer.

Following a mentorship by his father, Fred, who was one of New York's biggest real estate developers, Trump graduated college already a millionaire, and went on to inherit the family firm in 1971. Called Elizabeth Trump & Son, he renamed it The Trump Organisation and went on to build hotels, golf courses and other properties around Manhattan. His appearance on the US version of

hit TV show The Apprentice cemented his fearsome reputation and his three marriages were pored over by gossip columnists.

Last year, he announced he was running for the White House – the second time Trump has run for the US presidency, the first being in 2000.

Key achievements

- Bought and turned the bankrupt Commodore Hotel into the successful Grand Hyatt and created the Trump Organisation.
- In 2001 he completed the Trump World Tower, a 72-storey residential complex.
- He is the author of many books on being an entrepreneur including Trump: The Art of the Deal and Trump: How to Get Rich.

Lessons for your store

- 1 Say it loud and say it proud – whatever your USP don't be afraid to shout it from the rooftops.
- 2 Bounce back from your mistakes – Trump went bankrupt in 1989, but it didn't stop him from opening the Trump Taj Mahal casino in 1990.
- 3 Inspire your team with confidence – Trump is confidence personified, communicating his unwavering belief in his business and getting results.





The store also features a 'most popular

London retailer Jeremy Leslie launched his MagCulture shop in December following the success of his website for niche, specialist magazines, in order to be the first to fill a gap in the market. **Steven Lambert** reports



Social media is a very important tool for us. Instagram in particular has been very useful, because we can use it to share pictures of the shop and the magazines we stock”

JEREMY LESLIE



Jeremy Leslie has a projection of his MagCulture website homepage in-store which displays all the latest magazine related news and reviews



“I sensed a gap in the market and realised if I didn’t fill it, someone else would”

magazines’ and ‘new magazines’ section to promote launches and best-selling titles, which are advertised on an A-board outside the shop to encourage footfall.

Meanwhile, a flat screen projector in-store is used to highlight the MagCulture website’s main page, which features reviews of magazines and news of upcoming events being held by Jeremy, such as talks with various magazine editors being held at the business.

And while you’re unlikely to see the likes of Heat or Now magazine gracing his shelves anytime soon, Jeremy says he is looking into setting up a separate section dedicated to more mainstream current affairs titles such as the Economist.

“We already stock Private Eye and the New Yorker and I think it’s something we can build on,” he says.

With the 10th anniversary of the re-launched MagCulture website this month, Jeremy says he hopes the opening of the store has helped other people share his passion for magazines.

He says: “For most people, magazines are ephemeral things that come and go. From a design and cultural point of view, they’re a fantastic record of their era.

“We want to celebrate this new form of high quality magazine.” ●

VISIT MY SHOP

MagCulture
270 St John St,
London
EC1V 4PE

@magculture



Want to see more of Jeremy's store? Go to betterretailing.com/jeremy-leslie

INNOVATION

PART 1

51 MORE exclusive BUSINESS IDEAS to MAKE & SAVE money

It's back – part one of RN's annual round-up of the best ideas to make and save you money is in your hands

And this year, with the National Living Wage and pension auto-enrolment threatening retailers' profitability, it's a more important issue of our magazine than it's ever been before.

Over the next four pages, there are ideas for using your range, your staff and your business as a whole in different ways to improve your overheads and get your tills ringing.

Each of the 50 entries we'll be printing over the next two weeks has been put forward by an RN reader – so you know these are tried and tested ways of working. One or two (or many more) might just help make your business a greater success despite everything else that's thrown at you in 2016.

PRODUCTS

Bhupinder Singh

Newhouse Mini-Market,
Kilbirnie,
Ayrshire

We cut cooked ham and turkey joints fresh for customers. As we're a post office we get a lot of elderly customers coming in and this means they can pick up just as much meat as they need.



**WE SPEND
£0**

**FREE
IDEA!**

**WE MAKE
it easier for a key
customer group to
shop with us**



**WE SPENT
£0**

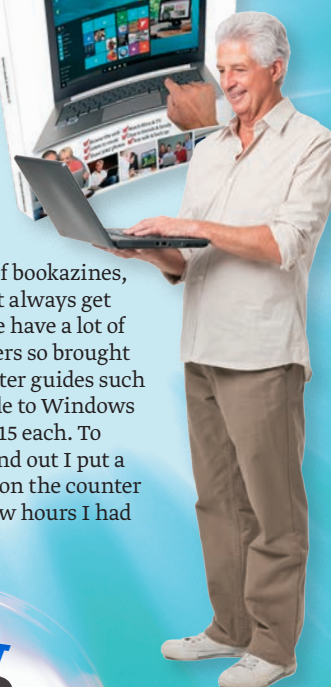
**WE MADE
2 sales worth
£30**

**FREE
IDEA!**

Paul Patel

WH Smith Local,
Dibden Purlieu,
Hampshire

We stock a lot of bookazines, but people don't always get to see them. We have a lot of elderly customers so brought in some computer guides such as Senior's Guide to Windows 10 which cost £15 each. To make them stand out I put a couple of them on the counter and within a few hours I had my first sale.



Jag Aytain

The Rural Hub
Convenience Store,
Linton, Derbyshire

Around Christmas time I began buying in flavoured coffees. I'd already had a Rijo42 coffee machine installed but I ordered coffee syrups with seasonal flavours such as Gingerbread Lattes and Cinnamon Cappuccinos. I went from selling eight coffees a day to around 20 and the smell filled the whole store.



**I SPENT
£0**

**I INCREASED
footfall by
15%**

**FREE
IDEA!**



POINT OF DIFFERENCE



Paul Patel

WH Smith Local,
Dibden Purlieu,
Hampshire

Since we've been with WH Smith people have been not only asking for copier paper but for printer cartridges too. So I've begun to stock a range in the shop but also offering a next-day delivery service on any that we don't have. It's attracting a number of business customers to the shop.

WE SPEND
£180
on stock
WE MAKE
£120
profit



I SPENT
£4,000
I MADE
£1,000
turnover
per week



Shahid Razzaq

Premier Mo's and
Family Shopper,
Blantyre

Last year I invested in a chiller for my Family Shopper store. I wanted to make the shop a destination for family meals and so I approached a local Indian takeaway, who started supplying me with sauces and pakoras and a local butcher who supplied traditional Scottish pies and snacks. By doing this, I made an extra £1,000 turnover per week almost instantly.



Jag Aytain

The Rural Hub
Convenience Store, Linton,
Derbyshire

I'm having a refit and adding in a café. We already do coffee and sell around 20 cups a day but this will mean people can sit down and have a cake with their coffee and take more in. I'm also adding more screens which will promote the latest deals and we could start selling advertising space for local business.



WE ARE SPENDING
£20,000
WE HOPE TO MAKE
an uplift of around
40%



Kate Mills

Heath Stores,
Horsmonden,
Kent

It was recently Australia Day, so I brought in frozen kangaroo burgers and sausages and crocodile burgers, promoted them on social media and sold three quarters of the stock in one day. The stock is quite unusual, but we found a supplier online and it makes us a go-to shop for those who want to celebrate the day.

WE SPENT
£200
on stock (minus a
few for tasting)
WE MADE
30%
margin

THE WAY WE WORK



Adam Hogwood

Budgens of
Broadstairs, Kent

Don't let emotion get in the way of the reality; one supplier who we'd used and built up a good friendship with over many years could no longer provide the quality or margin we require, so we had to switch and now have a 10% increase in margin and much better quality and service. It's too easy to become complacent and let the heart rule the head.

I SPENT
£0
I MADE
10%
margin
increase

**FREE
IDEA!**

Purvesh Patel

East Peckham
Newsagents, Tunbridge

I have massively cut down on our food waste by making better use of the date function on our EPOS system. Whenever we get a delivery of anything like ham, cheese or sandwiches, we input the best-before date as well as quantity, which takes a few seconds. The system then flags up two days before something is due to expire and we either reduce it or substitute it when the supplier comes in.



WE SPENT
£0
extra
WE SAVE
£80
to £100 a week
(and our wastage
is now under 5%)

**FREE
IDEA!**

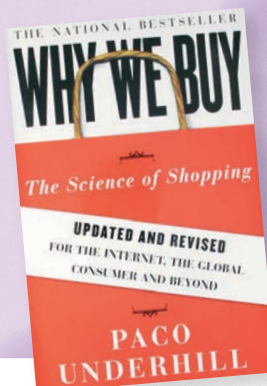
I SPENT
£2
on the book
I MADE
as yet
unknown



Eddie Poole

Poole's Supervalu, Dromore

I love reading about the science of shopping and recently read *Why We Buy* by Paco Underhill. He talks about paying attention to the psychology of your customers: how colours and smells taps into people's perceptions. Something as simple as grouping fruit by colour can have an impact, he says, and I plan to test some of this out in my refit this year.



INNOVATION

SERVICE

Kate Mills

Heath Stores,
Horsmonden, Kent



I encouraged customers to place their Christmas orders with us, as it can be hard to get the vegetable orders right over the period. We work with lots of specialist and local suppliers and by putting all the orders together for customers we saw enormous uplift – around 20% to 25% – in December. We also massively reduced our waste.

FREE IDEA! **WE SPENT**
a few hours
organising the service
WE MADE
£20,000
extra in December

WE SPENT
a few minutes
talking to
customers
WE MADE
queuing
time much
shorter

Purvesh Patel

East Peckham
Newsagents, Tunbridge



We recently took on a Post Office local to support our community, but found people were dropping off lots of parcels and holding up other customers.

When I realised they were avid eBayers and were looking to send five to 10 parcels a day I told them about the Post Office Drop and Go service. They write the service they want on the parcel and we process them when the shop's quiet. It means they're not held up, we're not held up and we can keep offering a convenient service to everyone else.



Julie Kaur

Premier Convenience
Store, Telford

FREE IDEA!

When the newsagent next door closed we decided to increase our news and mags range and to open two hours earlier at 6am. From the beginning we displayed all our titles at the shop front so that morning commuters saw them from the road. It's increased our footfall by 25%, and we've benefited from knock-on sales such as lighters and drinks.

I SPENT
£0
I SAW
footfall increase by
25%



WE SPENT
a tiny amount on
delivery
WE GAINED
two contracts to supply
school breakfast clubs
and one nursery
with snacks

Dennis Williams

Premier Broadway,
Edinburgh



We regularly hold healthy breakfast clubs in a local school where we feed 500 pupils with five-a-day portions of fruit and veg. Our costs are minimal because suppliers are keen to sponsor us. It introduces a next generation to the shop and it shows people we're not just about taking their money – we genuinely care.



TECHNOLOGY

Sundher Sandher

S&S One Stop,
Leamington Spa



I installed a footfall camera in my store and it's been brilliant in giving me the data I need. As a result, I saw that there was footfall outside of my shop after I close at 11pm. It gave me the idea of installing two vending machines – one serving snacks and the other hot drinks that can be paid for with contactless cards.

I SPENT
£300
I MADE
£1,000
a week



Samantha Coldbeck

Premier
Wharfedale, Hull



This year we completely replaced our floor and invested in LED lighting. It's a 1,600sq ft store and it's made such a difference. It's given the whole store a new feel. The stock looks crisp and we chose LED lights even though they were more expensive because in the long term our running costs will be lower.

I SPENT
£2,000
I SAVED
approx
£250
per month

Dee Sedani

One Stop,
Derby



I invested £1,000 in a fully-automated system that logs and pays my paperboys, logs staff hours with fingerprint ID and IDs customers for ID through fingerprint recognition for alcohol and tobacco sales. It's a great piece of software that will save me around four hours a week in administration.

I SPENT
£1,000
I SAVED
four hours
a week





Liz Entwistle

St Michael's
Post Office & Stores,
Tenterden, Kent

I extended the hours of my post office because it makes sense that when people come in at 7pm they can post a parcel. My shop is open anyway, so it's no extra cost. Customers who come in later often take a bottle of wine or something else too.



Raaj Chandarana

Tara's News,
High Wycombe

I installed a number of magnifying glasses around the shop to help customers read the small print, in particular the ingredients list, on food packaging. I got the idea from an ACS event and agreed to trial it in store. I'm a community retailer and it's an extra service, with minimum outlay, that helps the elderly and anyone who's forgotten their reading glasses.



CATEGORY MANAGEMENT



Sandeep Bains

Simply Fresh,
Faversham



I looked at my alcohol range and decided to remerchandise. I wanted to continue keeping my prices competitive so I looked at my promotions and bestsellers and increased my range accordingly, bringing in more seasonal stock and top-selling lines. I immediately saw a 20% uplift in sales.

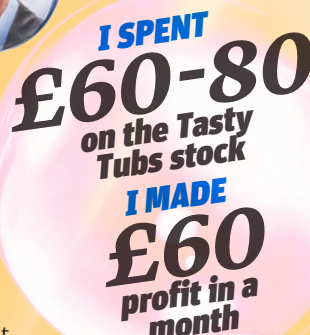


Ralph Childs

JW Childs & Sons,
Great Yarmouth



Watch the market and ensure you're stocking the latest kids' craze – but only for as long as it's popular! I started stocking £1 tubs of a kids' penny sweets brand called Tasty Tubs. They did really well for a short time. My advice is to always look at what's new, what's selling, but don't overstock. Crazy come and go fast these days.



Steve Archer

Archer's Premier Store,
Congleton

We made some changes to our confectionery range, halved the space for countlines and double-sited £1 hanging bags. Within a week we were selling 50% more hanging bags earning a higher profit and have not noticed a drop in countline sales.



Dave Hiscutt

Londis,
Weymouth



I gave my magazine section a thorough category review. It's a job everyone puts off but it's worth doing. I used my EPOS data and my local knowledge to rationalise my stock. I looked carefully at volume sales, regular orders and magazines that I was constantly returning. I maintained my main categories but gave a lot more space to my high sellers such as women's weeklies.

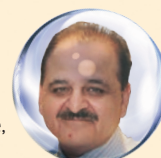


Bay Bashir

Bellevue Convenience Store,
Middlesbrough



I think all retailers should work with suppliers as much as possible. I worked with Ferrero last year to bring in some new ranges and with simple alterations, such as positioning, and achieved a 4% uplift on confectionery.



Vip Panchmatia

Costcutter, Stroud

Every four weeks Costcutter runs a number of 'better than half price' deals such as Finish tablets down from £12 to £4.50. To let our customers know about this we've created huge signs outside our store that let people know just how great our promotions are. ●



NEXT WEEK: Don't miss part two of our 50 Ideas guide with 25 more brilliant innovations for your store

IN-STORE BAKERY

Customers now expect their local shop to have freshly-baked products ready to go. **Helena Drakakis** speaks to two retailers who highlight how very different stores can use very different means to meet this now-universal demand

Watch your sales rise

Growing numbers of retailers are bolstering sales with an attractive food to go range and whether it's a breakfast bap, a mid-morning pastry or a lunchtime sausage roll, in-store bakeries lie at the heart of these offers.

According to Cuisine de France owner Aryzta, bakery is the second most frequently bought category in convenience, with bakery shoppers spending 70% more than average convenience shoppers.

"By offering freshly-baked lines retailers are going to attract new customers and increase profits," says Aoife Kenny, head of retail at Aryzta.

While traditional favourites like scones, croissants and Danish pastries are steady sellers, there's been a marked increase in shoppers

wanting a range of freshly-cooked speciality breads. From ciabattas to crusty cobs, the demand for artisan breads is reportedly growing at 20% each year.

But how do you decide whether a bakery is right for your store? What kind of bakery do you opt for, and is maintaining a bakery worth the effort?

RN spoke to two retailers to find out the pros and cons of breaking into bakery. The first, Vip Measuria, has installed a small in-store offering and the second, Leanne McGowan has opted for a larger operation that involves adding a standalone premises to her existing stores, thereby supplying her convenience arm with food to go.



Leanne McGowan took over a local bakery business to build a unique food to go range

Dipping your toe in the water

A year ago, Vip Measuria was still new to the realities of operating an in-store bakery. Unsure of whether it would take off in his Prior Way One Stop store in Derby, he decided to start small and grow the category.

"I'd been thinking about an in-store bakery for around two years, and finally I got Cuisine de France on board. I'd heard at various trade shows about the margins to be had," he said.

Having set his mind on a slice of the action, he called in a rep to advise him. Cuisine de France looked at his existing stock and footfall and recommended a range of products including croissants, Le Parisien baguettes, and doughnuts as well as offering advice on positioning. Vip began with one display unit



My sales are up and the store smells great

near the till selling fresh breads and pastries and followed on with another, opposite, for sweet treats like doughnuts.

For the past year he's seen an average 5% uplift in sales, but it's the knock-on effect of baking on the premises that has been the real winner, he says. "The aroma in store has been amazing. We put our first bake on at 7am and by 7.15am the store is filled with the smell. I can't help feeling hungry," says Vip.

Vip's oven, supplied free of charge by Cuisine de France, is situated in his stock room, and his only cost has been a £300 freezer to store the products.

The company fully trained Vip alongside two staff members and his rep checks in with him regularly to advise on the quality of his bake and



Vip Measuria has been offering bakery goods for the past 12 months



Freshly made sandwiches at Leanne's store

Going the whole hog

When oil prices began to freefall, Leanne McGowan and her husband John feared the worst. They'd just extended their three-strong stable of Icon convenience stores to include a standalone bakery. It wasn't the best time to be taking on a new business in Aberdeen. "There were so many redundancies. We thought we'd be lucky to break even," says Leanne. However, more than a year later the venture has increased turnover by 5%.

The bakery was a calculated risk. The 500sq ft premises already operated as a bakers, but the opening arose when the previous owner retired.

"We were buying in sandwiches for our convenience stores and we saw an opportunity to run a separate food to go premises and make sandwiches on site to supply our stores," Leanne explains.

Having taken on an already-operational business, Leanne was



We open 6am to 2pm to capitalise on that crucial breakfast and lunchtime trade

able to tap into the expertise of its four staff. Early on, she made the decision not to employ a full-time baker and instead to buy in breads, pastries, pies and sausage rolls from local company Murdoch Allan. Only sandwiches would be made on site, with around 100 delivered daily to the couple's other stores.

At first, it was a learning curve, Leanne admits. In order to satisfy labelling requirements she needed to detail nutritional information on her outsourced sandwiches. "I found myself in the kitchen weighing bread, then reweighing it with butter and then its filling.

"We probably underestimated how much work it would be in the beginning, but now it's taking less management."

Leanne's team make sandwiches in small batches to avoid food waste and centre their range around local favourites. Having tried more

speciality breads, she discovered her customers wanted staples, such as pies and a local speciality called a Loafie: a smaller, puffier version of the buttery, savoury roll traditionally eaten by fishermen sailing from Aberdeen's harbour.

Seasonal products also go down well, for example, summer strawberry tarts.

Plans are now afoot to employ a dedicated driver to deliver sandwiches to stores, a job Leanne is currently doing herself. And, she continues to advertise through leaflet drops and online. She recently offered a Facebook competition to win a free lunch, delivered to the winner's workplace.

"We open 6am to 2pm to capitalise on that crucial breakfast and lunchtime trade. It's been a process of trial and error but I'm glad we took on the bakery. It's made a great addition to our existing stable," she says. ●



The Cuisine de France range includes many bakery stalwarts

to see how well each line is doing.

"We haven't quite got it right in terms of how many bakes we do a day. At first we had more waste than we wanted, but it's all part of the learning process," he says.

However, he's been pleasantly surprised at his electricity costs which he describes as "marginal" and feels that Cuisine de France's product range is adequate for his store.

"So far so good. I've had no burns, no fires, no disasters, my sales are up and the store smells great," he says.

For other first timers, he recommends teaming up with a partner like Cuisine de France to see how well a bakery works in store.

"Perhaps if I scale up the operation in the future, I'd consider buying my own oven, but for the time being this partnership is a perfect solution," he adds.



The smell of fresh bread fills Vip's store

PREVIEW



Twister addition

Unilever has revealed new additions to its ice cream range this year, including Twister Blackcurrant.

RRP various

Outers various

Contact 01293 648 000



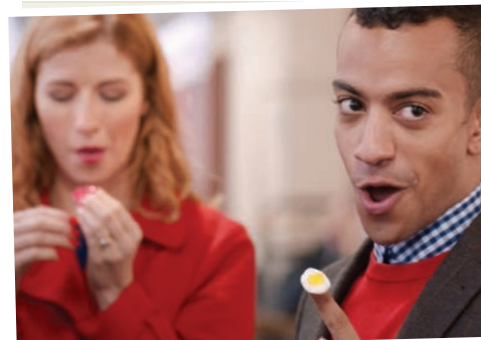
Kopparberg lager

Kopparberg is expanding into the fruit lager sector with the launch of a lemon & lime-flavoured variant, which will be available in a four-pack.

RRP £5.99

Outers not given

Contact 0560 118 5623



We loved it so...

Haribo has unveiled a new series of TV ads under its long-running 'Kids' Voices' marketing scheme.

RRP various

Outers various

Contact 01977 600266



Scoop up new flavours

R&R Ice Cream is revamping its Kelly's of Cornwall range with the launch of four flavours inspired by ice cream parlours.

RRP £3.99

Outers not given

Contact 01677 423 397



Win footie final tickets

PepsiCo is giving away Champions League final tickets as part of an on-pack promotion running on Walkers and Doritos.

RRP various

Outers various

Contact 0118 930 6666



£60,000 promotion

Pot Noodle is giving shoppers the chance to win £1,000 every day for 60 days in its latest on-pack promotion.

RRP £1.36

Outers 12

Contact 01293 648 000



Guinness Made More ads

Guinness has launched its latest series of TV ads under its ongoing Made of More marketing campaign.

RRP various

Outers various

Contact 0845 7515 101



Amen for less-sugar puffs

Halo Foods is reducing the sugar content in its Honey Monster Puffs cereal by 25% under a new recipe.

RRP £2.39

Outers 6

Contact 0208 574 2388



Haribo 'Mix it up'

Haribo is giving away family cinema tickets in an on-pack promotion running on its Haribo Super Mix bags.

RRP not given

Outers not given

Contact 01977 600266

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THIS WEEK IN MAGAZINES



Definitive collection

MARVEL SUPERHEROES LINE UP FOR ACTION

Fans of the world's best-known action characters will love the new 120-issue series of graphic novels which relaunched next week

WOLVERINE, Hulk, Captain America, and all of Marvel's greatest superheroes star in this definitive collector's series of graphic novels. Each book includes special content such as exclusive interviews with the authors and illustrators, character timelines, artists' sketches and more. With the first issue, readers will receive the graphic novel *The Amazing Spider-Man: Coming Home*. Aimed at males aged over 16, there will be 120 issues in the series, and the launch will also be promoted with a TV campaign. To maximise sales, Marvel's publisher, Hachette, recommends retailers display it with other partworks for the same age group.



MARVEL
On sale 17 February
Frequency fortnightly
Price Part 1: £1.99, Part 2: £6.99, part 3: £9.99
Distributor
Marketforce
Display with Marvel
Mightiest Heroes, Judge Dredd

CORRECTION: Twirlywoos magazine is based around schemes developed by educational consultant Professor Cathy Nutbrown. We apologise for a mistake in RN's 5 February issue.

Round up



NADIA ALEXANDROU
Magazines
reporter

IS PRINT BEING SACRIFICED?

Publishers' aggressive pursuit of commercial opportunities often seems to come at the cost of print resources. Time Inc's announcement that it will launch a new beauty mobile service, Powder – which essentially provides well-paying companies like L'Oreal Luxe with a platform for highly-targeted product advertisement – is certainly tactical, but also seems like a waste of editorial resources.

The publisher of The Guardian, meanwhile, announced its investment in tech start-up funding company Founders Factory not long after it revealed plans for major cutbacks that are predicted to result in the loss of hundreds of editorial jobs.

While these can be understood as a very roundabout way of protecting print operations, publishers' investment in the independent channel can bring both immediate and long-term benefits. Hello! revealed it would be repeating its PoS promotion for independents – the magazine's biggest customer – this year on a much larger scale.

So although alternative operations are being pursued, there's mounting pressure from retailers for publishers to engage more directly with them for mutual benefit. This week, Guy Day, of Jackie's News, praised the Financial Times for putting its voucher scheme directly into the hands of retailers through i-movo, and challenged the Telegraph and News UK to do the same. Given the positive results from publishers' independent-focused HND promotions, it seems that the motive for them not to work with retailers is looking increasingly weak.



UEFA EURO 2016
ADRENALYN XL
OFFICIAL TRADING CARDS



BRAND NEW!

STARTER PACK: £4.99 RRP / €5.99 RRP
PACKETS: £1.00 RRP (UK 9 cards)
€0.70 RRP (ROI 6 cards)

ON SALE SOON
in all good newsagents

#GotGotNeed
@OfficialPanini

PANINI
Manufactured under licence by
www.paniniadrenalyn.com

THIS WEEK IN MAGAZINES



Bestsellers Trade & Professional

Title	On sale date	In stock
1 Farmers Weekly	12.02	<input type="checkbox"/>
2 Farmers Guardian	12.02	<input type="checkbox"/>
3 Estates Gazette	13.02	<input type="checkbox"/>
4 Times Higher Ed Sup	11.02	<input type="checkbox"/>
5 The Stage	11.02	<input type="checkbox"/>
6 World's Fair	12.02	<input type="checkbox"/>
7 The Caterer	10.02	<input type="checkbox"/>
8 Broadcast	12.02	<input type="checkbox"/>
9 Construction News	12.02	<input type="checkbox"/>
10 Nursing Times	09.02	<input type="checkbox"/>
11 Retail Week	12.02	<input type="checkbox"/>
12 Fishing News	10.02	<input type="checkbox"/>
13 Farm Machinery Locator	26.02	<input type="checkbox"/>
14 Variety	16.02	<input type="checkbox"/>
15 Music Week	16.02	<input type="checkbox"/>
16 Campaign	12.02	<input type="checkbox"/>
17 Scottish Farmer	12.02	<input type="checkbox"/>
18 Drapers	12.02	<input type="checkbox"/>
19 Health Service Journal	23.02	<input type="checkbox"/>
20 Agricultural Trader	25.02	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



BING

Children's specialist publisher Egmont has released the latest issue of its new 'Showcase' series, starring Bing – an award-winning pre-school television series. First aired in 2014, the series is one of CBeebies' highest rated shows, which focuses on pre-school life. The new Bing issue contains stories and activities, as well as colourful stickers. It comes with a doctor's play set including a stethoscope, plaster stickers, cream and a clipboard.



On sale 10 February
Frequency monthly
Price £3.99
Distributor Seymour
Display with Cuddles, Bob the Builder, Thomas Express



GQ

The March issue of GQ celebrates David Beckham, with five exclusive covers photographed by Nadav Kander, Inez and Vinoodh, Vincent Peters and Marc Hom. It includes an exhibition of work by artists including Damien Hirst and Annie Leibovitz, who showcases how the image of David Beckham evolved, and where it's about to take him. The issue also contains a review on Zoolander 2, and the latest winter fashion trends.



On sale 4 February
Frequency monthly
Price £3.99
Distributor Comag
Display with T3, Gentleman's Journal, Robb Report



N-PHOTO

N-Photo includes a 48-page guide for The Photography Show – hosted by N-Photo publisher Future – at the NEC in Birmingham which runs from 19-22 March. This issue has a special feature on Nikon's D-SLR cameras. The magazine is for Nikon users and contains images, reviews and advice on all things Nikon. Every issue comes with a cover disc with video tutorials.



On sale 11 February
Frequency monthly
Price £5.49
Distributor Seymour
Display with Professional Photo, Digital Camera, Amateur Photography



EVENTS GUIDE

Events Guide is a guide to the major outdoor events for cycling, swimming, running, triathlon and adventure sports. These types of extreme and adventure sport continue to grow in popularity and this guide will enable participants to plan their season for training and taking part. Publisher Kelsey Media also produces a variety of fitness and specialist magazines and advises retailers to merchandise this one shot near such titles.



On sale 12 February
Frequency one shot
Price £3.99
Distributor Seymour
Display with Endurance Show, Outdoor Fitness, Running Fitness



THE CANARY

Today Magazines is launching The Canary on behalf of Norwich City Football Club. It will be on sale from 15 February, although the publisher is launching it at the home game with West Ham on Saturday 13 February. The magazine will include interviews, articles, new signings, Delia recipes, a junior section and competitions.



On sale 15 February
Frequency bi-monthly
Price £4.50
Distributor Smiths/Menzies
Display with Liverpool FC, Chelsea Magazine



**READERS SEEK THEM OUT!
DON'T HIDE THEM ON
YOUR SHELVES**

Display prominently





BAG 'O' FUN

This month's Bag-O-Fun is a one-off special for CBeebies' Boj show, which has reached more than a million views. The special edition contains a 36-page magazine with activities and stories based around Boj and his family and friends. It comes with a workbook, stickers, colouring book and a unique Boj figurine. The target market for this one shot is boys and girls aged between three and six years.



On sale 11 February
Frequency one shot
Price £4.99
Distributor Comag
Display with CBeebies Special, CBeebies Magazine



VOGUE

This issue is the International Collections Special and features Edie Campbell on the cover. It is accompanied by a 'Shop the Season; What to buy and how to wear it' supplement in association with Westfield. It contains 275 advertising pages, the largest number in a March issue in the history of the magazine. It will be supported by an advertising campaign with ads in The Times and the London Evening Standard.



On sale 4 February
Frequency monthly
Price £2
Distributor Comag
Display with Glamour, Marie Claire, Elle



SLIMMING WORLD

The March/April 2016 edition of Slimming World is a health special featuring 10 real-life slimmers who have changed the way they look on the outside and taken control of serious health conditions including diabetes, asthma and high blood pressure. In addition, the issue contains 42 pages of feel-good food and motivational features that contains tips, ingredients and advice to help readers feel happier and healthier.



On sale 11 February
Frequency monthly
Price £2.75
Distributor Seymour
Display with Fit and Well, Women's Running, Your Fitness



TAB TAKE A CROSSWORD

This issue of TAB Take a Crossword contains several competitions, with a combined prizes worth more than £5,000, including £1,000 cash, £750 in vouchers, a Panasonic Digital TV Recorder and a Budapest break for two worth £1,300. According to publisher, H Bauer, TAB Take a Crossword is the UK's best-selling puzzle magazine through the independent channel.



On sale 11 February
Frequency monthly
Price £2.20
Distributed by Frontline
Display with TAB Codebreakers, Eclipse 2-in-1 Wordsearch, TAB Mini Puzzles



TAB MINI PUZZLES

This collection of eight Mini Puzzle titles offers a variety of competitions this month, including a chance to win a £750 cash prize within each magazine. The collection includes TAB Mini Arrowwords Collection, TAB Codebreakers Collection, TAB Crossword Collection, TAB Mini Hide'n'Seek Wordsearch, TAB Mini Puzzle Mix Collection, TAB Mini Sudoku Collection, TAB Mini Wordsearch Collection and TAB Mini Wordsearch Lite.



On Sale 11 February
Frequency monthly
Price £1.50 - £2.10
Distributed by Frontline
Display with TAB Take a Crossword, Eclipse Best Value Wordsearch, Eclipse 2-in-2 Wordsearch

Industry Viewpoint

Damian Butt

Group managing director
Imagine Publishing



Let's talk about bookazines, a segment that is currently celebrating newsstand growth, instead of decline, and represents the biggest untapped source of potential profits for independent retailers.

Bookazines are high-quality, premium priced book/magazine hybrids that are displayed alongside magazines. They therefore benefit from the increased footfall of the magazine area, and yet offer superb value for money as companion or impulse-buy gift purchases.

They began as compilations of specialist magazine brands. But now they dominate newsstands in almost every sector, and have been embraced by all major retail groups and supermarkets because of the enormous retail sales value they can generate per square foot thanks to an average coverprice of £9.99. Just one copy can generate more revenue than 10 weeklies, for example.

Imagine Publishing is the world leader in bookazines, and we publish 300 a year across a variety of sub-segments including technology, knowledge, craft, colouring, music, automotive, sports, and the women's sector.

Bookazines can enrich your magazine shelves and are perfect purchases tailored to accompany important anniversaries and events, such as last year's Battle of Britain and VE Day celebrations, and this year's Rio Olympics and the Queen's 90th birthday.

We have identified independent retailers as a key priority in 2016, and we hope to build this strong category with you, as we have done with retail multiples in the last four to five years. We want you to seize this exciting opportunity and work with us.

Top tip

Don't early return – let them sell. Display in prominent high footfall position in relevant category alongside magazines

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



AMARDEEP SINGH ON CATERING FOR HIS DIVERSE READING CUSTOMER BASE

Plus, don't miss part two of our profit-boosting 50 ideas guide, and, ahead of a year of new regulations, do you know enough about the tobacco brands on your gantry?



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	5	100	8.99
Build the Millennium Falcon	58	100	8.99
Cake Decorating	204	210	2.99
Cake Decorating Relaunch	153	165	2.99
Dinosaurs & Friends	51	60	5.99
Jazz at 33 and third RPM	2	70	9.99
Official Star Wars Factfile	107	120	2.99
Simply Stylish Knitting	6	90	3.99
Star Wars Helmets Coll'n	3	60	9.99
Zippo Collection	11	60	19.99

Eaglemoss

3D Create & Print	56	90	6.99
Build A Solar System	25	104	6.99
DC Comics Graphic Novel	16	60	9.99
Disney Cakes & Sweets	127	120	4.50
Doctor Who Figurines	65	70	7.99
Marvel Chess Collection	57	64	8.99
Marvel Fact Files	152	150	3.50
Military Watches	52	80	9.99
Star Trek Off. Starships Coll.	65	70	10.99

Hachette

Art of Crochet	24	120	2.99
Art of Knitting	55	90	2.99
Art Therapy	47	100	2.99
Black Pearl	109	120	5.99
Build the Mallard	76	130	7.99
Build the U96	76	150	5.99
Classic Pocketwatches	91	80	8.99
Dr Who Complete History	5	80	9.99
Judge Dredd Mega Collection	28	80	9.99
Marvel's Mightiest Heroes	56	60	9.99
My 3D Globe	58	100	5.99
Your Model Railway Village	116	120	8.99

RBA Collectables

Amazing Dinosaur Discovery	50	80	5.99
My Zoo Animals	23	60	5.99
Precious Rocks, Gems & Minerals	55	100	5.99
Real Life Bugs & Insects	73	85	5.99

Collectables

DeAgostini

Magiki Bunnies	2.50
Frogs & Co	1.99

Magic Box

Zomlings Series 4	0.50
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Collectables

Topps



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



Minions
Starter **£4.99**
Cards **£1.00**



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



Rugby Attax
Starter **£4.99**
Cards **£1.00**



Lego Friends
Starter **£2.99**
Stickers **£0.50**



Shopkins
Starter **£2.99**
Stickers **£0.50**



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**

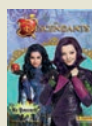


Minions
Starter **£2.99**
Stickers **£0.50**



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

Panini



Descendants
Starter **£2.99**
Stickers **£0.50**



Inside Out
Starter **£2.99**
Stickers **£0.50**



Disney Frozen My Sister, My Hero
Starter **£2.99**
Stickers **£0.50**



Northern Ireland Sticker Collection
Album **£2.99**
Stickers **£0.50**



Disney Princess Fabulous Talents
Starter **£2.99**
Stickers **£0.50**



Peppa Pig
Starter **£2.99**
Stickers **£0.50**



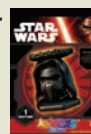
Dragons
Starter **£2.99**
Cards **£0.50**



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Back in the day

100

YEARS AGO

12 February 1916

We hear that American printed postcards are being offered in this country and if such is the case we fail to understand how the government, in view of their restriction on other goods, can allow space to be taken up in vessels by goods which can very well be supplied by our own manufacturers.



50

YEARS AGO

12 February 1966

Britain's 23,000 subpostmasters were to get a 3% pay rise in an agreement reached between the Post Office and the National Federation of SubPostmasters. A revised basis of calculating payment for mail work and for attendance after 6pm and on weekly half-holidays has also been arranged.



25

YEARS AGO

16 February 1991

Quick-thinking Chesterfield news deliverer Marek Neumann saved the lives of a man and his son after spotting smoke pouring from a house while on his early morning round. Mark shouted to alert the men and ran round the back of the house where he had to coax the older man into jumping from a bedroom window.



Wafer thin claim for a lifetime KitKat supply

We're no strangers to bizarre stories here at Extra, but this one quite literally takes the biscuit.

A law student is demanding a lifetime supply of chocolate from Nestlé after buying an eight-pack of KitKats from a supermarket and finding none of them had any of the brand's iconic wafer inside.

Saima Ahmad, who attends Kings College in London, believes the error in the £2 multipack means Nestlé has failed to keep up "quality control" standards.



She has since sent a letter to the manufacturer demanding an apology from the chief executive and an unlimited

supply of KitKats, claiming: "The loss I have suffered is of monetary and emotional significance."

Ms Ahmad told the Daily Mail: "I wouldn't rule out taking this further if Nestlé do not apologise or compensate me adequately."

Much like the chocolate bars she purchased, we can't help but think that Ms Ahmad's argument is a little wafer-thin.

Card Factory can't handle the new plastic bag tax

The plastic bag tax has certainly brought out the creative side of high street retailers and shoppers trying to get around the new law.

And now discount greetings card chain the Card Factory has gone to the next level to get around the 5p levy - by cutting the handles off its shopping bags.

The company confirmed it had adopted the policy at its shops after discovering a po-



tential loophole in the regulations, which only apply to thin-gauge plastic bags with handles.

The news has divided

opinion online, with some praising the card company's clever thinking.

However, a spokesperson for environmental group Friends of the Earth told the Huffington Post: "It's two fingers up at trying to protect animals and the environment."

AROUND WITH THE ROUND SMAN with Blanche Fairbrother



I am writing this on 2 February, which just happens to be Candle Mass day. I was taught a little rhyme about it - it goes: "If Candle Mass Day be fair and bright, winter will take another flight. But if Candle Mass Day be cloud and rain, winter will not return again."

Well I am sorry to say that today has been sunny and bright, although there has been a wind with a bite that any dog would be proud of. We will have to see if this rhyme has any truth in it.

Yesterday was a difficult morning with every front page having the delightful Sir Terry Wogan on them.

I have to admit to having a little blub over him. He was, as they all said, like a member of your own family and you feel that his death is a personal loss.



So many people came out on the round to speak to me and say how shocked and saddened they are. In all the years I've done the this job I have never known so many people to be touched in this manner, so I guess that is the measure of the man. God bless him and may he rest in peace.

I suppose the Daily Mail will now have started another round of price increases seeing as it is now 65p per day. As I have said before, with all the other ways for people to read what they want, they will end up pricing themselves out of the market because people won't keep paying for these price rises.

The first of the lambs have arrived at Mr Galbraiths farm at Shebdon. They have now got a few very busy weeks ahead as they have got 400 sheep to lamb, which means some sleepless nights for them as well.

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