

## THE VOTES ARE IN

Your industry winners of 2015 revealed  
AWARDS  
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The seaside challenge  
'How we made our store profitable outside the tourist season' Page 32 >>



# RETAIL NEWSAGENT

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## Be experts to save plain pack profits



Retailers' tobacco knowledge will stem downtrading from premium brands to value, analysts tell RN, as manufacturers fight 'unlawful' branding ban in High Court. Page 5 >>



## ADVERTISING

### Gantry e-cig ads to drive category

Stores expect sales uplift from E-Lites Curv and Blu displays.

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## LEGISLATION

### Price hike is Living Wage 'last resort'

Retailers favour cutting costs to offset higher wages. Page 4 >>

## STORM DESMOND

### Clear-up costs rise

Cumbrian stores face hefty flood damage bills. Page 13 >>



**Labour Day** Retailer Mo Razaq celebrates victory after he won a seat on the Blantyre ward of South Lanarkshire council following a by-election. The owner of Premier Mo's and Family Shopper in Blantyre, beat off the SNP to retain the Labour seat. He promised to look at business as well as matters affecting the community. Page 12 >>



## CONVENIENCE

### Comply 100% for Blakemore benefits

Stores must adhere to customised planograms to access new rewards scheme.

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Northern Ireland wholesaler EM News confirms increased carriage charge rate. Page 5 >>

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**NFRN MUTUAL**

*Merry*  
**CHRISTMAS**  
- FROM THE -  
**NFRN MUTUAL**



*T*'was the night before Christmas, when all through the shop  
No one was working, not even the mop.  
But something was happening outside the store,  
the magic of Christmas was in full roar.  
A reveller was there who'd had too much fizz,  
he was tumbling and turning and was all of a tizz.  
With a bang and a crash he fell through the window,  
the shopkeeper stood over him arms akimbo.

He looked at the wreckage and fell to the floor  
thinking "It's Christmas my poor, poor store!"  
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# LEADER



**Nobody has an automatic right to have products or services appear in stores, no matter how big their brands are. They must earn it**



**CHRIS GAMM**  
Editor  
@ChrisGammRN

Londis retailer Atul Sodha says one of his strategies for managing the transition to the National Living Wage is growing his business with honesty and integrity, so customers trust it's a great place to shop.

He gives the example of tobacco margins and a pricemarked product that earns him a 3.6% margin. Another retailer suggested he switch to a non-pricemarked version and earn 12%. Atul's view is this is a short-term fix. He could get his 12% payday once or twice, but would probably end up losing this customer in the long-term.

Warren Buffett built his investment conglomerate Berkshire Hathaway to \$300bn by investing in businesses that shared his personal values, and they chime with Atul's. In his book *Berkshire Beyond Buffet*, Lawrence Cunningham wrote: "A business known for integrity – treating suppliers, employees and customers as the business would like to be treated – will usually win more interest and cooperation among such groups than rivals who are chiselers."

This theory also applies to the companies you choose to work with: suppliers you can trust and those not just after a short-term win.

Over the past week, you have voted in your hundreds for your star suppliers and products of 2015 as part of our Retailer Choice Awards. There is a clear correlation between your winners (see page 24) and those who work in collaboration with retailers for the benefit of the category.

In contrast, RN also regularly features examples of the opposite approach – suppliers chiseling away at margins to make a short-term profit at the expense of their network of retailers.

Nobody has an automatic right to have products or services appear in stores, no matter how big their brands are. They must earn it, or risk retailers choosing those who match their own integrity over the chiselers.

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**HEARTWARMING STORIES** How retailers celebrate Christmas with their customers

**RETAILER RELATIONSHIPS ARE VERY IMPORTANT AND THEY ARE AWARE WE CAN ADVOCATE THEIR PRODUCTS**

– RAAJ CHANDARANA CONGRATULATES JTI ON WINNING THE RETAILER CHOICE SUPPLIER OF THE YEAR AWARD Page 28 >>

# NEWS



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## Nurofen claims probed

Reckitt Benckiser is facing an investigation from advertising watchdogs after an Australian court ruled the company misled shoppers over claims made on its Nurofen painkillers.

The Federal Court in Sydney has ordered the manufacturer to remove its Nurofen Back Pain, Period Pain, Migraine Pain and Tension Headache products from the Australian market, after determining that all the products were identical.

The Advertising Standards Authority in the UK revealed it will now follow up 12 complaints made about a TV ad for Nurofen Express.

Serge Khunkhun, owner of Premier Woodcross Convenience Store in Wolverhampton, said: "This could lead them to standardise the Nurofen range here, which would simplify managing the category and be good news for retailers."

## Payzone incentives

Payzone has revealed plans to launch incentives for retailers in a bid to grow its network and promote a new partnership.

The payments network has signed a deal with online voucher provider Neosurf. It comes after Ukash, which Payzone previously had a deal with, was bought by Paysafe Group PLC, later Paysafecard, which signed an exclusive contract with PayPoint.

Payzone marketing and brand manager Lenny Davies told RN the first cash draw has been launched with 10 winners of £100 to be picked in the new year. Further incentives for existing and new retailers will be launched next year.

## Price rises 'last resort' to cope with NLW

Retailers calculating how to balance the books after the introduction of the National Living Wage say increasing prices to offset the cost would be a "last resort".

The comments came after Londis brand director John Pattison told RN retailers must start planning savings

before 1 April 2016, when the NLW becomes law.

Jatinder Sahota, of Max's Londis in Kent, has already reduced operational costs. He said: "We are price-conscious and are always aware of the competition. Good offers attract repeat customers, so increasing prices is a

last resort. Retailers need to think outside of the box for other solutions."

Mace retailer Ram Odedra, in Whissendine, said: "I am looking at juggling staff. I am not considering increasing prices because I have to stay competitive."

In a poll conducted by

RN, 31% of retailers said they would reduce operational costs to offset the cost of the National Living Wage, while 23% said they would cut staff. A further 23% said they would reduce staff hours and 23% said they would consider increasing prices.

**Increased visibility for growing category** 'We need to try to promote these as much as we can'

## Gantry e-cig advertising welcomed to drive sales

by Steven Lambert

Independent retailers have welcomed new e-cigarette gantry advertising from manufacturers, which they say will help generate extra sales ahead of looming tobacco legislation.

Local stores have this month started receiving promotional materials for their tobacco displays to grow awareness of e-cigarette products from JTI and Imperial Tobacco.

Fontem Ventures, a subsidiary of Imperial, has unveiled a new gantry door cover promoting its Blu range. More than 10,000 of the shutters are being made available to order through the Blu sales team.

Dan Cock, owner of Premier Whitstone Village Stores in Devon, said he will be switching to a Blu branded display early next year.

The retailer had previ-



Gantry doors are being utilised to promote sales of e-cigarettes

ously resorted to putting up his own promotional deals on the gantry after claiming Imperial was taking too long to come up with a solution itself.

He said: "Our e-cigarette sales are growing and, with plain packs and other legislation on the horizon, we need to strike while the iron's hot and try to promote these as much as we can."

Jenni Roberts, category marketing controller at Blu,

said: "Using the tobacco gantry shutters to highlight an e-cigarette offering only increases the visibility of a growing category and helps retailers capitalise on the lucrative sales opportunity."

Meanwhile, JTI is stepping up support for its E-Lites Curv brand by sending out promotional signs that can be placed on gantry doors.

Dave Hiscutt, owner of Londis Westham Road in Weymouth, took on Curv

advertising in his store last week.

He said: "It's early days yet, but we've already had a few customers making enquiries since the ad went up. More smokers are looking to switch to e-cigarettes so this should help us gain a few more sales."

Bay Bashir, owner of Belle Vue Convenience Store in Middlesbrough, added: "Anything we can use to promote e-cigs further is good news."

## News UK bosses hear retailer's sales success story

A retailer turned guest speaker at News UK's conference has shared his experience of growing newspaper sales by repositioning the category in-store.

Avtar Sidhu, of Sukhi Simply Fresh in Kenil-

worth, has increased weekday sales of newspapers by 16% and weekend sales by 9% by focusing on time-of-day opportunities, including positioning newspapers around breakfast items, sweets and snacks.

He said: "It was a rare

privilege to be able to meet News UK management and learn about their structure. I was able to give a retailer's perspective of how to drive sales, which is also News UK's aim."

Following Mr Sidhu's presentation, groups split

off for four sessions. "These were a great forum for discussion.

"Each session broadened my horizons and I had an open discussion about adding value to the sales representative's visits," he added.

**Industry will be hit by downtrading, warn analysts** Tobacco firms in court defending rights

# 'Become tobacco experts' to beat plain packs threat

by Gurpreet Samrai

Retailers will need to become tobacco specialists to protect their businesses from the threat of plain packaging downtrading, experts have said.

Analysts have warned the industry will be hit by downtrading in the aftermath of the introduction of plain packaging as "price becomes increasingly important to smokers" resulting in the "value sector being expanded at the expense of premium".

"Price and what retailers can communicate about products are the only differ-

entiation left as the display ban and plain packaging mean cigarettes can no longer be sold on visual display," Martin Deboo, consumer goods analyst at Jefferies told RN.

"There is a role for retailers to articulate different smoking experiences and for manufacturers to provide more product education for retailers."

British Brands Group director John Noble and Santa Fe general manager Alan Graham said due to the restrictions, retailers play an important role in providing expertise and information that can no longer be

communicated to shoppers on packs.

Atul Sodha, of Londis Harefield, said: "When plain packaging comes in, we're going to become key for consumers. We've become the specialist, haven't we?"

The advice comes in the same week British American Tobacco, Imperial Tobacco, Philip Morris International and Japan Tobacco International (JTI) are in the High Court "defending their intellectual property rights".

They say the legislation will destroy their valuable property rights and render products indistinguishable.

It has been argued the regulation, which the government claims will stop more people from smoking, has not been proven to work in Australia and will not work in the UK.

Daniel Torras, JTI UK managing director, said: "We and others have repeatedly made clear to the UK government that this branding ban is unlawful. It will infringe our fundamental legal rights under UK and EU law without reducing smoking."

The six-day High Court hearing began on Thursday last week, with a judgement expected next year.

## EM News confirms rate rises

Retailers in Northern Ireland who feared a rise in carriage charges would 'kill their businesses' have received confirmation of the increase.

EM News wrote to retailers two weeks ago informing them that charges would go up, but said it was reviewing the details.

Now the wholesaler has written to retailers outlining their individual price hikes, blaming the increase on "volatile fuel pricing and continued falling sales in the print media sector".

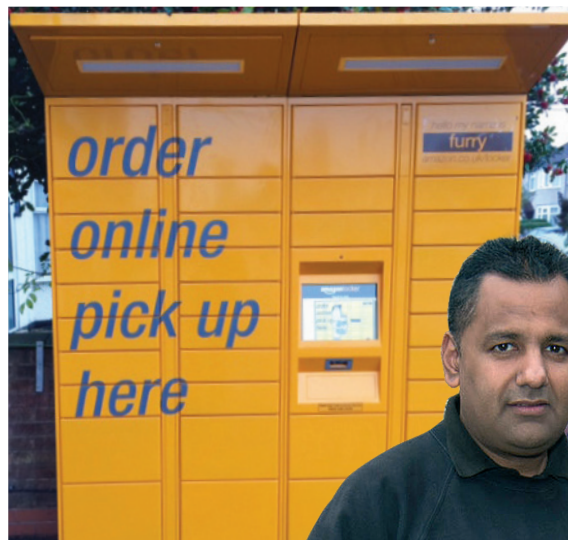
Northern Ireland retailers already pay the highest carriage charges in the UK because they receive papers from two wholesalers: EM News and Newsprint.

Eugene Diamond of Diamond's in Ballymena said his weekly EM News charge is increasing by 3.5% to £56.30. A store selling news seven days a week will now pay between £45.68 and £67.18. The higher rate will come into effect on 19 December.

## Morrisons' forecourts

Morrisons has returned to the convenience market with the launch of its new forecourt concept store, just three months after selling its M Local chain.

Morrisons Daily has been opened at a petrol station in Crewe, with the 1,200sq ft offering customers fresh and chilled food, fruit and veg, and ready meals 24 hours a day. The multiple plans to open a further four Daily stores as part of a trial with Motor Fuel Group.



## Amazon lockers driving footfall, says retailer

New Amazon lockers are driving extra trade to Malcolm's Nisa Store in Coventry. The lockers have been installed outside the store replacing an InPost parcel point. "Amazon is such an important brand now and it does drive traffic to your store," owner Paul Cheema said. "On Sunday there was no space in the locker, it was rammed full of parcels."

## Figures show Sainsbury's only grower

Sainsbury's was the only supermarket to grow sales in the last trading quarter before Christmas as its rivals suffered further slumps, according to latest Kantar Worldpanel figures.

New data revealed Sainsbury's grew sales 1.2% in the 12 weeks to 6 December, while Tesco and Asda each saw a 3.4% drop and Morrisons dipped 2%.

Sainsbury's also overtook Asda to claim a 16.7% share of the grocery market, with the latter now controlling a 16.2% share.

Tesco remained the market leader despite seeing its market share slip to 28% from 29.1% last year.

## 'Savvy operators' to win ahead of EUTPD II

Retailers and wholesalers with favourable terms will be in a strong position to corner the smaller tobacco pack market ahead of EUTPD II, Abra Wholesale owner Dee Thaya has told RN.

The news comes as city tobacco analyst Clive Black said he expects

manufacturers to ramp up production before the May 2016 deadline. Under the legislation, manufacturers must cease production of tobacco packs under 30g and cigarette packs containing less than 20 sticks by May 2016. However, retailers have until May 2017 to sell existing stock.

Mr Thaya said: "The production cessation of small packs and sub-20 packs of cigarettes after May 2016 is a potential trading problem. Clearly manufacturers will find it difficult to manage a controlled transition from smaller packs to new larger sizes.

"Savvy operators will try

to corner the market in the smaller sizes to secure a short-term competitive advantage. Those with favourable credit terms will be in a strong position and other operators will lose out."

He also raised concerns that the legislation could lead to an increase in black market trading.

# NEWS

## BUSINESS

### P&H gives drivers an upgrade

Palmer & Harvey is upgrading its personal digital assistant (PDA) system for its lorry drivers next year in a bid to improve its service levels for retailers.

The wholesaler said the current PDA set-up, which uses handheld devices to track the delivery performance of its distribution fleet, has been in place for four years.

It added it will be introducing a number of updates and functions to the system over the course of 2016. These include the launch of 'co-pilot' satellite navigation, delivery asset recording and new photo and scanning facilities.

P&H said the changes would benefit retailers by improving delivery times and reducing stock errors.

Mark Leonard, group operations director, said: "These developments will support greater efficiency and fantastic customer service. We have a plan and we are going to deliver it."

### Nisa Black Friday hit

Nisa has reported record trading this Black Friday with sales during the event up 11% compared to the same time last year.

The group offered its retailers a number of Black Friday deals that were promoted exclusively through its new order capture system, which was relaunched in November.

Nisa said it processed nearly £1m worth of Black Friday offers through the system, claiming this was a 'significant uplift' on its usual web deal activity.

It added these promotions were in addition to day-today orders placed by members, which have recently broken through the two million case mark.



### Costa stakes claim for slice of food-to-go

Coffee chain Costa is looking to take a larger slice of the foodservice market with the launch of its new concept store, Costa Fresco. The business, which opened up in Tottenham Court Road in London this month, places a greater emphasis on on-the-go food to be served alongside coffee, including salads and porridge, ciabattas, along with freshly prepared baked goods.

**Retailers must fully comply on planograms for rewards** Overrides and discounts promised

## Blakemore invests £1.5m in new benefits scheme

by Nadia Alexandrou

Blakemore Trade Partners is reinforcing discipline around planogram implementation and changing its benefit package as part of a £1.5m investment in its Retail Partners Scheme (RPS).

Under the new scheme – which starts on 1 May 2016 – retail members will have to be fully planogram compliant, and will also receive a new quarterly benefits package including overrides, preferential pricing and membership discount.

Members who have not adopted the new scheme by 1 May will have a 12-month "cooling off" period, where they will either have time to adjust or opt out, in which case they will be able to retain benefits from the old scheme until April 2017.

Neil Mercer, sales director at Blakemore Trade Partners, said: "There are many challenges coming for retailers, including the National Living Wage and the new pensions scheme.

"We've used the RPS as the main platform to offer

further investment to help them overcome that. In exchange, we need them to do certain things to drive the income to fund it."

Mr Mercer said business development managers are in the process of carrying out audits with the estimated 426 retailers (out of 750 independents served by Blakemore) who are part of the scheme, and working with them to create new planograms, taking into account local produce and demographics.

RPS member Julian

Taylor-Green, who runs a Spar in Hampshire, said: "This collective behaviour will help extend credibility for Blakemore to negotiate better terms with suppliers on our behalf. We're still in a period of deflation, so the fundamental thing is to drive the cost of goods down through our back door."

However, Ian Lewis, who runs Spar Crescent Stores in Oxfordshire, said he would find it a "challenge" to adjust to the new requirements and implement planograms that are 100% compliant.

## £60k prizes on Today's Deal Buster trade days

Today's Group is promising to give away £60,000 worth of prizes to retailers as part of its new Deal Busters trade days being launched next year.

The initiative will roll out across the company's wholesale member depots from March and will give two store owners the chance to win £12,000

worth of stock.

Other incentives include a digital 'spin the wheel' game, offering players the chance to win money off their



wholesale shopping, coupons and free cases of products, and the return of a Batak Lite touch pad game giving away

further gifts.

Today's will support the trade days with one-off deals, which will be promoted to retailers using the group's 'Plan for Profit' digital app.

A full list of dates and locations for the Deal Buster days will be available on the Today's website and social media channels.

## NEWSTRADE



### Slimming World is top consumer mag

Slimming World magazine won the Customer Magazine of the Year Award at the PPA Independent Publisher Awards. The award celebrates magazines allied to major brands and panel judges praised the bi-monthly title's outstanding results over the last 12 months. Slimming World's circulation has more than doubled in eight years and it is now the best-selling slimming magazine with a circulation of around half a million. Editor, Elise Wells (second from left) picked up the award.

## ABCs to include digital

The Audit Bureau of Circulations will release print and digital sales figures together for the first time.

The National Newspaper report, which is normally released every month, will now be replaced by the Monthly Newsbrands report, which will be released a week later each month than it is currently.

The first report, released on 17 December 2015, will cover November's figures and will feature in next week's RN.

The Monthly Newsbrands report has been created following consultation with the industry and will deliver an overall picture of news brands' circulations plus online traffic including social media data.

**Indies lead the way as colouring titles' sales soar** 'We are absolutely delighted' says publisher

# Relax With Art scoops RN Retailer Choice Award

by Helena Drakakis

The growing art therapy category has been recognised in the inaugural RN Retailer Choice Awards with magazine Relax with Art named the Newstrade Star Performer of the year.

In the Growth Category of the Year, the burgeoning adult colouring in market took 33% of the total vote, beating competition from foodservice and fresh and chilled. Meanwhile, Relax with Art magazine, published by Bromleigh House, won 53% of the vote for Newstrade Star Performer.

Bromleigh House publisher Jonathan Bolton, said: "We are absolutely delighted that Relax with Art has won this prestigious award, especially given the strength of our fellow nominees. It means a lot to us."

In the last 15 weeks, the title has accounted for 53% of WH Smith's sales in the category which incorporates 42 titles, 14 of which are regular frequency. It is estimated that the magazine sells around 40,000 copies per issue through independents, which the publisher

attributes to the unique designs created by a team of artists.

The magazine's success is reflective of a wider phenomenon in the art therapy category. Between April and October this year adult colouring in titles accounted for £3.4m

in retail sales overall, according to distributor Seymour.

Of those figures, independent retailers generated an estimated £946,900 in sales, which would equate to £1.6m for a full year.

Other titles in the range include Zen Colouring, Colour Calm, Creative Colour and Art Therapy.

RN's annual awards are broken down into eight separate categories and this is the first year that retailers have been able to take part. More than 500 votes were cast online.

Other Retailer Choice Awards winners were One Stop meal deals for symbol innovation; JTI for marketing campaign; JTI for supplier of the year; E-lites Curv for product; Adam Hogwood of Budgens Broadstairs for retailer innovation and joint winners News UK for Deliver My Sun and the Post Office for supplier initiative.

● Retailer Choice Awards - page 24.





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# NEWS

## PRODUCTS

### Pernod joins safe driving campaign

Pernod Ricard has teamed up with the Automobile Association (AA) for its tenth annual anti-drink driving campaign for Christmas.

The manufacturer this week launched digital ads featuring its Jameson Irish Whiskey brand, which included messages to shoppers such as 'The key to a great night? No car key' and 'Enjoy your evening - and your tomorrow'.

The ads will appear near accident blackspots around the UK and will be targeted at 18-34-year-old men, who Pernod claims make up 74% of drink driving casualties. They will also run during televised football and rugby games.

### Shoot on target for indies

Britvic is backing independent stores with new pricemarked packs running across its Robinsons Fruit Shoot Hydro drinks.

The 79p flashes will appear on 350ml Blackcurrant & Orange and Pineapple bottles, available to retailers in case outs of 12.

Britvic is supporting the launch with PoS material, promotions in cash and carries and exclusive launch deals for local stores.

It follows the manufacturer's reformulation of Hydro in July to lower sweetness levels. Britvic added that sales of the Fruit Shoot range are growing 26% year on year.

### Nobody will say no to Mentos' sampling

Perfetti Van Melle is supporting Mentos with an outdoor and sampling campaign to introduce more shoppers to the mint brand.

The 'Who Says No to Mentos?' marketing scheme kicked off last month in Birmingham and gave consumers the chance to try products and create their own ads and digital content at 'Mentos booths' placed around the city centre.

The activity also included billboard ads placed around Birmingham to encourage extra sales from Mentos' target audience of 18-34-year-olds.

Mentos brand manager Claire Powley said: "This national campaign is our



largest ever investment in the Mentos brand. We chose Birmingham for the outdoor project as it is the UK's second most populated city, so is the ideal place for us to connect with 18-34-

year-olds."

Perfetti has launched a similar campaign in Manchester this week, which will enable shoppers to create animated GIFs that will feature on the side of

The Printworks entertainment venue.

The manufacturer is growing further awareness of the campaign with national TV ads and activity on social media and Spotify.

**£1 sharing bags to get £3m marketing push** 'Right product at the right price'

## Kinder chases the 'round pound' with pricemarks

by Tim Murray

Confectionery brand Kinder is going after the "round pound" market with new pricemarked packs for its Choco-Bons and Chocolate Mini packs.

The launch of the £1 sharing bag packs will be supported by a £3m marketing push from Kinder, which will include TV advertising, sampling and in-store support.

Kinder is also making a raft of different PoS materials available to retailers, which can be ordered free of charge through Ferrero's trade website.

Ferrero customer development director Levi Boorer said: "69% of retailers consider pricemarked packs to be important to driving sales. We have taken on board these insights and are confident that our new £1 pricemarked pack will be a

hit with shoppers.

"We have tailored our Kinder sharing bags range for each channel to make sure that we are providing the right product at the right price and in the right place, to unlock incremental sales."

It follows on from Ferrero's announcement that it had hit £100m in sales for its Kinder chocolate this year, and the launch of a competition giving 10 independent

retailers the chance to win Kinder stock worth £100.

Meanwhile, Ferrero is bringing back its 'Pancakes Love Nutella' campaign, which will see the hazelnut spread promoted in TV ads running from the New Year up until Pancake Day on 9 February.

The brand will also be promoted on social media, where shoppers will have the chance to enter competitions and win prizes.

## Healthier options for 2016 from Grace Foods

Grace Foods is targeting sales growth for its Aloe Vera drinks in the new year with the launch of £1 price-

marked packs next month.

The on-pack flashes will run across the brand's 500ml bottle range and will

take in Original, Strawberry, Mango and Peach flavours. Giuseppe Vullo, brand manager at Grace

Foods, said the move aims to capitalise on shoppers looking for healthier options.

### Hot products for your shopping list



Ferrero's 'Pancakes Love Nutella' campaign returns next month



Kinder is launching two £1 price-marked packs



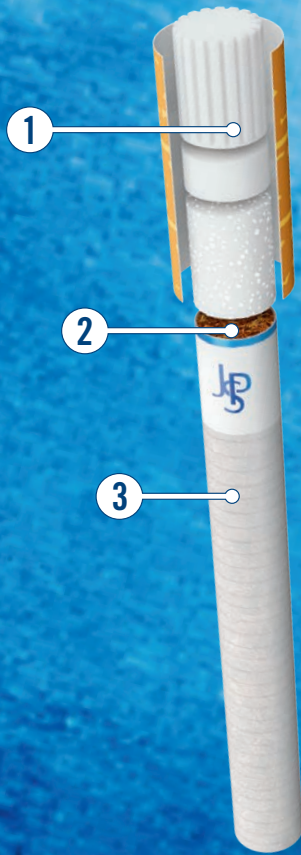
Britvic is price-marking Fruit Shoot Hydro at 79p



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For Tobacco Traders Only

# NEWS

## PRODUCTS

### Lees is set to make a mint with teacake

Confectionery specialist Lees of Scotland has extended its teacake range with a new mint variant.

Lees' Mint Teacake will be available in packs of 14 and marks the latest launch for the brand since the introduction of Jaffa Teacakes in 2013.

Lees of Scotland NPD project manager Sheevaun Thomas said: "We spent a lot of time developing this new mint teacake product to ensure it delivered the taste we wanted.

"To give the product prominence and high impact on shelf, it has been produced with standout green packaging which will ensure the Lees Mint Teacake attracts the consumer's attention."

### Irn Bru's new look

Irn Bru has a new look, with manufacturer AG Barr claiming the redesign will give a new twist to the brand at the same time as staying true to its roots.

Updated packs, due to launch in March, will retain the orange and blue colour scheme associated with the soft drink, as well as its girder design, but will now feature original Irn Bru strongman Adam Brown on the packaging.

AG Barr head of marketing Adrian Troy said: "The new designs really modernise Irn Bru but stay true to our roots."



### Racing stars make a pact on safety

Johnnie Walker has teamed up with motor racing stars Jenson Button, Fernando Alonso, Stoffel Vandoorne and Mika Häkkinen to relaunch its Christmas responsible drinking campaign, 'Join the Pact'. The scheme, which will also support the Department for Road Safety's 'THINK!' campaign, will include incentives such as £10 off Uber taxi rides for festive revellers.

**In-store activity to support extension of value packs** Popularity of PMPs to continue in 2016

## Six of the best from Mars join 50p pricemark line-up

by Tim Murray

Mars is extending its range of pricemarked chocolate packs to take in a further six lines, all of which will carry a 50p tag.

The move will see Mars, Snickers, Twix, Bounty and Maltesers all being made available in pricemarked packs in the run up to Christmas, with Maltesers

Teasers being made available in similar packaging from 25 January.

The new packs will be supported by in-store activity, including PoS such as standees, aisle flags and shelf barkers, which will be made available from February.

Mars said its pricemarked packs offering allows for a strong promotional push

and will ensure retailers offer customers a value-for-money proposition alongside standard packs.

Mars trade communications manager Bep Dhaliwal said: "We're excited to continue to grow our range of pricemarked packs with the addition of some of our best-sellers. Retailers not only see pricemarked packs as better value for themselves and

their customers, but also as a key footfall driver, attracting more shoppers to store and ultimately generating sales growth.

"As shoppers continue to look for the best deals on chocolate confectionery, pricemarked packs now account for 60% of sales at independent stores and we expect to see this trend rise again in 2016."

## International flavours for Ginsters range

Ginsters is launching two limited edition variants that add an international flavour to the savoury pastry brand.

The Chicken Balti Pasty and the Spicy Meatball Slice will launch on 30 December, and follows hot on the

heels of its limited edition Pulled Pork Slice, which, the manufacturer said, boosted the category and generated a double-digit sales uplift.

Ginsters sales and marketing director Linda Evans said: "We've identified a key opportunity within the food to

go category for new flavours, which have been influenced from countries across the globe. We expect the two new limited edition flavours to perform exceptionally."

Ginsters is also aiming to build impulse sales this month with its limited

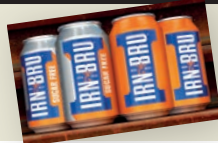
edition Christmas line-up, unveiled last month.

The three-strong range – Festive Pasty, Festive Turkey, Pork Stuffing & Cranberry, and Festive Edition Christmas Cracker – will be available across the course of the festive season.

### Hot products for your shopping list



Lees is launching a mint teacake to its range



Irn Bru's new look is 'modern but stays true to the brand's roots' says AG Barr

Mars is adding six lines to its 50p pricemarked selection



# SOFT DRINKS

IN ASSOCIATION WITH



Grab A Grand winner Kay Patel from Global Food & Wine with Boost's Tony Owen (left)



The Winter Spice and free newspaper promotion was created by Andrew MacDonald

## A welcome Boost for the independent sector

Launching new products and marketing activities exclusively for independent retailers this year, Boost Drinks says it is overwhelmed by the efforts made by shop owners across the country

Championing independent retailers has always been a top priority for Boost Drinks, and this year has been the busiest yet with new products and a programme of innovative marketing activity spanning merchandising, point of sale, sampling, advertising and social media campaigns.

The challenger brand has just completed its biggest ever trade promotion - called Grab A Grand - which met with a fantastic reception from independents across the UK. To enter, retailers just needed to stock five SKUs from Boost's Energy range, display them in a store chiller with branded POS material, take a photograph and submit it by email.

Twenty retailers won £1,000 cash as well as £400 in marketing and advertising support - which is being used for a wide spectrum of applications from community initiatives to new signage, redecorating, branded carrier bags and fridges. One retailer even invested in a Boost branded bike which is the top prize for a local promotion.

A key part of Boost's Champion Of The Independents' commitment is to help retailers engage consumers in store, and to drive awareness and trial. This programme has delivered some fantastic examples of collaborative working on this front.

In Aberdeen, winner Hazel Wilson is using her money to fund new lighting, so her convenience store will be much more visible in the dark. With Morrisons as a neighbour, this is really helping to champion the independent retailer in the face of very blatant competition from a multiple.

Andrew MacDonald is running a special promotion with Boost's Winter Spice special edition at his Costcutter convenience store, which is part of the Sectorsure Park Service Station in North London. This is essentially a sampling exercise combined with a value-added benefit for the consumer - everyone buying any newspaper for a fixed period of time receives a free can of Boost.

Surrey-based Divyesh Patel is having 1,000 bespoke leaflets designed and printed by Boost which promote his Mini Market as a family business offering great service, great value and a great range.

Sales director Al Gunn has been delighted with Grab A Grand: "The objective was to increase awareness and drive sales in an innovative way. The challenge was totally embraced by many retailers and we have been completely overwhelmed by the efforts retailers have made. It seems that this latest part of our Champion of the Independents' campaign really did take our relationships to a new level!"



**The challenge was totally embraced by many retailers and we have been totally overwhelmed by the efforts made**

### The Boost range

Boost offers a fantastic range of energy and sport drinks which can yield up to 50% in cash margins.

- 250ml cans - Boost Original, Original Sugar Free, Exotic Fruits, Citrus Zing, Sugar Free Pink Lemonade and Cherry Burst. Winter Spice is our current 'special edition' line - which has exceeded everyone's expectations and so we will be looking at other limited run products for 2016. The 250ml can is pricemarked at 49p
- 500ml bottles - Boost Original, Original Sugar Free, Exotic Fruits and Citrus Zing - pricemarked at 79p
- 500ml can - Boost Original - pricemarked at 79p
- 1 litre bottle - Boost Original and Original Sugar Free - £1.29
- 500ml Sport - Orange, Mixed Berry and Tropical Berry - pricemarked at 50p.



More information is available at [www.boostdrinkstrade.com](http://www.boostdrinkstrade.com)  
Follow Boost Drinks on Twitter @BoostDrinksNews

# NEWS

## REGIONAL



facebook.com/retailnewsagent  
to have your say on the latest news

## Fees cap welcomed

The Association of Convenience Stores (ACS) has welcomed the introduction of a cap on the fees banks charge retailers for accepting debit and credit cards.

The cap on interchange fees, which are charged by a cardholder's bank to a retailer, are estimated to save retailers approximately £480m per year.

The new rules state that fees will be capped at 0.3% for credit card transactions and 0.2% on debit cards. Under the previous regulations, typical interchange fees ranged from around 8p to 11p per debit card transaction and between 0.77% and 1.5% of the transaction value for credit cards.

ACS chief executive James Lowman said: "Around one in five convenience store customers currently pay by card, with contactless payments also growing significantly over the last year, so placing a cap on retailers' costs for processing these transactions is necessary for convenience stores."



## Blakemore Retail Spar stars help box up Christmas for needy children

More than 30 members of staff from 13 Blakemore Retail Spar stores in the north west of England helped pack and wrap more than 3,100 Christmas shoe boxes for children in Africa, Eastern Europe and Central Asia as part of Operation Christmas Child. The boxes included educational items, sweets, non-liquid hygiene items, stationery and small toys. Crewe store manager and team leader Shaun Procter said: "It was great for team morale to leave the store for the day and support the community."

**Mo to address retail issues in new councillor role** 'Areas like planning are daunting for retailers'

# Retail and politics clearly mix for Labour's new man

by Helena Drakakis

Scottish NFRN president Mo Razzaq has added another feather to his cap after being elected as a Labour councillor.

He fought off the challenge of the rival Scottish National Party to win the seat in the Blantyre ward on South Lanarkshire council, reversing a run of by-election defeats for the

party north of the border.

The campaigning councillor will now spend his time between the council, the NFRN and his Family Shopper and Premier stores in Blantyre.

Commenting on his victory, Cllr Razzaq said: "I ran a campaign based on standing up on the issues that matter to local people and I won't let them down."

"I'm going to balance

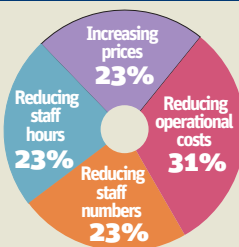
the work between the NFRN and the council. Several other NFRN people have been councillors and they've managed it. I'm definitely going to look at retail issues and business-related issues."

One of the initiatives Mr Razzaq wants to work on is creating a forum so businesses can discuss matters like littering and business rates with the local council.

He said: "There needs to be more communication. Areas like planning are daunting for retailers and a forum would provide an opportunity for both sides to learn from each other."

Cllr Razzaq won almost 50% of the first preference votes in the by-election, which was called after the death of Labour councillor Jim Handibode.

## RN READER POLL



What do you think will be the most effective way to offset the cost of the National Living Wage?

## NEXT WEEK'S QUESTION

What would best help you prepare for the introduction of plain packaging legislation?

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

## Wake up and smell the seasonal coffee

A Derbyshire retailer tempting customers into his store with the smell of festive blends of gourmet coffee has seen an increase in footfall.

Jag Aytain, of Linton Village Stores in Derbyshire, recently installed a Rijo42

self-service coffee machine that brews fresh, gourmet coffee.

The company supplies a range of seasonal coffees such as Gingerbread Lattes and Cinnamon Cappuccinos made with coffee syrups.

He said: "I started offering seasonal coffees at the end of November and I've gone from selling around eight a day to around 20. I'm also offering Christmas cakes from a local bakery and across the board I've increased my footfall by 15%.

Mr Aytain told RN that in the new year he is expanding his food to go offering with a cafe area with seating which he wants to turn into "the hub for the village".

The work will be completed in mid-January.

## REGIONAL

**Three feet of flood water devastates business** Owners count the cost of extreme weather

# Storms leave stores with massive clear-up bills

by Gurpreet Samrai

Shop owners in the north of England are facing hefty clear-up bills as they rebuild their businesses in the aftermath of the devastation caused by torrential rain and floods.

The General Store in Braithwaite, Cumbria, was completely gutted and £10,000 worth of stock was destroyed by Storm Desmond which swept across the UK earlier this month.

Owner Daphne Eddington said: "We knew there was going to be a bit of a flood but nobody dreamt it was going to be as bad as it was. There was three feet of water outside the shop and it was coming over the windowsills.

"We've lost every bit of stock and all the contents. It's been cleared out and is an empty shell. The plaster has to come off the walls, the windows have to be remade and the floor has to be sorted out."

The shop was also hit by the floods in 2009, but



Businesses and homeowners have been left with serious flood damage after torrential storms

"in comparison there was minimal damage", Ms Eddington said.

Cockermouth Paper Shop in Cumbria also fell victim to flooding for a second time after being left three feet under water in 2009, forcing it to move to a temporary base as the store underwent a £300,000 refit.

Last week, staff at the

store blocked the doors as storm warnings were issued, but one and a half inches of water got in through the windows damaging parts of the shop.

Catherine Bell and her family worked through the night to clear out the store so it could reopen the following day and continue its HND service. "We only lost

one day of trading this time. I'm just really glad we're able to stay in the shop," she said. "The shops on the other side of the street are out so a lot of people are really glad we're here and pleased to get their papers on Monday morning."

Both stores are still calculating the cost of the repairs.

## Tobacco crooks in firing line

An Exeter retailer has spoken out about the scourge of the illicit tobacco trade, voicing fears that the city will turn into a "cloned town" as independent businesses shut down.

Richard Langmaid, of Langmaid News, said if the threat caused by the illicit trade to independent stores continues, the only outlets left in the city will be chain stores. He has spoken to his local newspaper about his concerns, which he says has helped highlight the problem to his customers.

"A lot of people have said they didn't realise how bad the problem was," he said.

## Union call for cool

Union Usdaw has written an open letter to local newspapers urging customers to 'Keep your Cool at Christmas'.

A survey showed that every minute of the working day a shopworker is verbally abused, threatened with violence or physically attacked, the letter states.

It adds: "Remembering that shopworkers are working extra hard at this time and treating them with respect will mean that everyone can have a happier Christmas."

## Flood-hit businesses offered free ads

Independent newspaper publisher the CN Group has offered free advertising to local businesses affected by this month's floods.

The company, which publishes daily and weekly newspapers in Cumbria, Northumberland and

south west Scotland, said it wants to "do its bit" for the community and has also donated £10,000 to flood victims.

Advertising director Steve McCullough said: "It's armageddon out there. People have lost their livelihoods,

but everyone's fighting it. This felt like the right thing to do. So many independent businesses support us throughout the year, it's our turn to give them a leg up."

The offer of free advertising will run across CN's whole group of newspapers

for between two and three weeks before a review after Christmas. The £10,000 will be given to the Cumbria Flood Recovery Appeal 2015, organised by the Cumbria Community Foundation, which has already received more than £500,000.

## Retailer sets up handbags charity check-in

Retailer Jon Powell has got on board with a charity initiative that has become a global phenomenon, becoming a "donation station" for Helping Handbags.

The initiative sees women fill old handbags with useful items and donate them to help homeless women.

Mr Powell, of The

Kiosk in Newport, said: "It sounded like a nice thing to get involved with, the organisers wanted somewhere central so we got on board.

"I've put the details on Twitter and Facebook and we've had a lot of ladies bringing in handbags. We've got quite a few here now."

## Newsquest handouts

Regional publisher Newsquest has announced the recipients of a £250,000 pot including £10,000 awarded to NewstrAid.

The group's charitable fund also handed out sums to good causes across the country including hospices and riding groups for disabled people. Over the last 10 years, the fund has given away more than £3m.

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT EASTERN COUNTIES 01.12.2015



Richard Goss reports from the NFRN Eastern Counties district council meeting

### Calls for urgent meeting with MP

Members of the Eastern Counties district have called for a meeting with a Tory MP to discuss controversial proposals to revise Sunday trading hours.

The urgent meeting to be arranged is with Great Yarmouth MP Brandon Lewis, who is backing proposals to extend Sunday hours, meaning supermarkets could be open for longer.

Great Yarmouth member Ralph Childs said: "For many years small retailers have worked long hours on Sundays, but

not everyone is happy at the proposed extended hours for all shops."

He said that staff were not in favour and challenged claims that the change would help town centre businesses.

### Compo fears for Sunday papers

Ralph Childs warned shop owners that they could face compensation claims because bulky Sunday newspapers could cause employees to suffer back injuries.

The comments came after Norwich member Barry Starling reported that one member had put a newsboy's bag on the scales to find it weighed 24 kilos. He said that training had to be given to staff who handled the bundles when they arrived on how to lift heavy weights.



Eastern Counties NFRN members want to meet MP Brandon Lewis to discuss Sunday trading

Mr Childs said that without training, owners could face claims, but, he added, the problem did not usually affect delivery boys and girls who normally arrived after the bundles had been split up.

### 'Federation must adapt to change'

The key to the NFRN's success and longevity depends on its response to inevitable changes in the trade, the Eastern Counties meeting heard.

There are currently



Not everyone is happy at the proposed extended hours for all shops

Ralph Childs

Retailer, Great Yarmouth

three un-officered branches in the Eastern Counties district and the future of other branches was said to be precarious. There were also reports of branch meetings where only some officers turned up.

The meeting heard how many members worked long hours and did not have time to get to meetings. Any changes, therefore, needed to reflect the work patterns of small retailers.

Ipswich member Alwyn Basford warned that without an influx of new younger members the future looked uncertain.

He said: "There is no-one coming through and I fear that in a few years when current officers retire there will be no-one to take over."

Lowestoft member Josie Dixon said people still wanted to join the federation but did not want to go to meetings or become branch officers.

She said: "Members think they don't have to

come to meetings and I don't believe we will ever get more to come along. They want to be members, but they don't want to be involved because they are too busy."

Ralph Childs said: "The mechanics of the federation have changed - there is more centralisation and the methods of voting have changed too. Elections can now be done online, for example, as well as by post."

Another factor was the way in which the organisation operated - and the growing trend for amalgamations and mergers. In a review of the federation structure that is currently underway, bigger districts with more branches was one option being considered, members were told.

### Summer event downsized

The Eastern Counties district is to break with a tradition dating back more than half a century and replace its formal annual dinner with a smaller more intimate gathering.

The 2015 event, while judged to have been a success, would not have covered its costs without generous contributions from members, delegates were told.

Proposals for change included a much smaller gathering at a local hotel for dinner - without a speaker or entertainment.

In the face of an apparent reluctance of some publishers and distributors locally to get involved, it was also decided that they would no longer be included on the guest list.



Ralph Childs



Barry Starling

### Your say

What impact would a clampdown on sugary snacks and drinks have on your business?



It would make no difference at all - children

are the main buyers of sweets and drinks and they will still buy the same things even if they cost more. They will probably just ask their parents for the extra cash.

**Debbie Turner**  
Your Ideal Shop,  
Great Yarmouth



It may help if they stopped the sale of multipacks, but generally I can't see it having any real effect. People know what they like and will continue to buy those things even if they are a bit dearer.

**Owen Church**  
Post Office Stores,  
Great Yarmouth



Children in particular have a specific amount of money to spend and they will always spend it. If they haven't got enough they will ask their parents for more. A very young customer bought sweets recently and paid with a £10 note.

**Josie Dixon**  
Dixons Newsagents,  
Lowestoft, Sussex

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT SOUTHERN 01.12.2015



Tim Murray reports from the NFRN Southern district council meeting

### Auto-enrolment legislation bites

Retailers must ensure they are fully compliant with auto-enrolment pensions legislation as businesses are now being fined for not providing the service for their staff, council was warned.

Membership services manager Nigel Smith said at least one NFRN member had faced a £400 penalty from HMRC.



Nigel Smith

Eastbourne member William Garner said: "If you use a third party payroll company, speak to them first. They will already be doing it."

"You can't just ignore it," said Mr Smith. "It's not a sexy subject until you get a £400 fine."

### Late deliveries blighting region

Late newspapers are still blighting the southern region, members reported, with several outlining recent problems.

Bournemouth & Poole member Dennis Killen said he had received copies of the Daily Telegraph on a Saturday, but not the accompanying supplements. He said: "It causes us a bigger headache than having no paper at all. To have nothing inside is ridiculous."

Being offered restitution was not enough, members agreed. Portsmouth member Linda Sood said: "I want my papers. I don't want restitution."

### Companies fail to ease worries

Ongoing problems with companies including



Camelot has failed to address retailers' concerns, members heard

Camelot and PayPoint were discussed by Southern members.

Portsmouth member Pradip Amin said Camelot was failing to address retailers' concerns about recent issues, such as the removal of its freephone trade number.



Pradip Amin

He said: "It may pretend it is listening to us, but it is not. Camelot has been learning from PayPoint and is following in its footsteps. They are bleeding us dry."

Mr Amin was among



It's not a sexy subject until you get a £400 fine

Nigel Smith

NFRN membership services manager, on pensions auto-enrolment

several members who said the idea of the services offered by both companies bringing increased footfall into stores was a myth. "There's no such thing as footfall any more. You create your own footfall," he added.

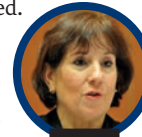
William Garner said: "If you don't like the charges, go and find another service that offers better margins."

### Mood for change

There is a mood for change sweeping through the NFRN, Southern district national councillor Linda Sood reported, as proposed changes to the federation's structure were discussed.

"We know what we want, but it's just about how to get there," she said.

Outlining ideas being debated, such as fewer branches and more social-based meetings, Mrs Sood said there would be a three-year transition period which would ensure councillors



Linda Sood

kept their roles while the changes were being introduced.

District president Bhavesh Patel said: "Please send your thoughts to me, so we can go through the democratic process."

### Tributes to Kirit

Members held a minute's silence to mark the recent death of London NFRN member Kirit Patel, as well as the tragic events in Paris in recent weeks. Paying tribute to Mr Patel, membership services manager Nigel Smith said: "Kirit was heavily involved in the federation, he was very much a member's man."

### Non-NFRN invite

Portsmouth delegate Nigel Swan has invited all 400 non-NFRN members on Hayling Island to a trade night on 23 February, with many keen to hear more about the benefits of joining the NFRN. Suppliers such as Mondelez, PepsiCo and Booker have all shown an interest in attending, Mr Swan added. The district will also hold a dinner at Sole Mio restaurant in Port Solent on 7 February.

### Up to speed

The card payment market is changing rapidly and becoming quicker and faster, Southern district delegates were told.

And while cash remains prevalent, cards are being used more than ever, according to Jason Rogers from NetPay, an NFRN partner, who outlined the benefits to retailers of working with the card processing company. He explained the company's 0.4% debit card and 0.99% credit card charges to delegates.

### Your say

What precautions do you take to ensure you meet the highest food safety standards?



We clean every day and ensure everything is properly maintained. It's important to get this right and make sure you are following guidelines. But it's not just about following the rules. Your shop needs to look clean too.

Linda Sood  
Falcon News, Portsmouth



We're going to really start selling food to go in the new year so we'll definitely make sure we're following all the right regulations. We'll be making sure all our staff know about them too, by keeping them up-to-date with everything.

Bhavesh Patel  
Watties Newsagents, Horley



We use the trading standards manual regularly and do temperature checks on our fridges. We sell sandwiches and pies, so we make sure everything is in date and at the right temperature. We never have anything out of date.

Nigel Swan  
Clapps News, Hayling Island

# OPINION

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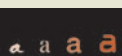
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## YOUR SAY New research shows seven in 10 shoppers will be heading to discount stores for their Christmas shopping. What are you doing to win festive trade?

### Jag Aytain

Linton Village Spar,  
Derbyshire

Many of my customers don't want to go into town because it's too busy, so they want to shop here, but with the same value. I'm really pushing my multipacks, which are flying out.

All the £1 selection packs are doing really well. It's a win-win for us because the margins are around 20%.

### Ricky Sood

Falcon Convenience Store,  
Portsmouth, Hampshire

Shoppers are looking for value more than ever now. We've got great Premier deals through Booker, for example £3.50 Milk Tray packs and other assorted chocolates.

We've got an overhead cigarette gantry so we've packed the back with pricemarked alcohol,



What will you offer this Christmas to keep customers coming through your door and not the discounters?

which is selling well. Vodka, Jack Daniel's and Jagermeister are all going really well.

### Colin Smith

Pinkie Farm Convenience,  
Musselburgh,  
East Lothian

I don't compare myself to the discounters. I'm a community shop on a housing development and I

want to be competitive on what larger stores can't offer: fresh, food to go and convenience give me an advantage.

To say we need to meet the discounters head on gives the wrong perception.

I do pricemarked packs and multipacks, but if I don't make money on them, I don't stock them.

## YOUR STOCK United Biscuits is targeting an extra £100m sales for independents. How will you adapt your biscuit range to ensure your store takes a bite of this opportunity?

### Simon Lunn

Simply Fresh,  
Weare,  
Somerset

This is a really bold claim by UB and I'll be interested to see how they are going to drive these sales.

I have 12 shelves of biscuits and new lines come and go, but the old favourites usually stand the test of time.

They are steady sellers for me so I'm not sure I'll be doing anything differently.

### Samantha Coldbeck

Wharfedale Convenience,  
Hull

We've just got a new UB counter stand.

The company is already very proactive with independents and if pricemarking is one of their strategies to grow sales then I think that's an excellent avenue



How will you ensure you take a bite out of United Biscuits' target of an extra £100m sales?

to be going down.

I would happily display them prominently in store.

### Adam Hogwood

Budgens,  
Broadstairs,  
Kent

UB are the market leaders and it would be silly to ignore

their advice.

If that knowledge is combined with our local knowledge then it's a great combination.

Biscuits are a resilient category. We stock the core products, but premium is a slow-but-steady category for us, and we're also looking at the Euro Shopper value range for next year.



# 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

## 'Smaller firms will need more guidance,' says NOW: Pensions

I was disappointed to read about NFRN members' reaction to our monthly service charge for firms staging from 2016 onwards (RN, 4 December, p18).

NOW: Pensions was selected as the preferred provider of the NFRN earlier this year. However, it's important to emphasise that members are not obliged to select NOW: Pensions and are free to choose any pension provider.

When we entered the market, we came with a commitment to accept every employer. That hasn't changed, but the market is becoming more challenging and we've given careful consideration to how we maintain this promise on a sustainable, commercial basis.

Smaller companies will undoubtedly need more guidance, not only as they go through the staging process but on an ongoing basis. We want to offer all firms the right help but to do this we need to charge a modest sum for our services.

The monthly charge will be £36 for employers that come direct. Those supported by a payroll bureau will pay £20 or £12.50 if they employ up to four employees.

I'm confident that our charges offer value for money and with this 'pay as you go' model if employers aren't happy with us, they can walk away without penalty.

**Morten Nilsson**  
Chief executive,  
NOW: Pensions

## Why are there no second class stamps, again?

What's going on at Royal Mail, Edinburgh? For the second year running they have run out of second class Christmas postage stamps early.

Even our local post



## WHY AM I PAYING £55 FOR THIS, SMITHS?

I have taken these photos of the magazines I received today from Smiths. I am lost for words.

Why am I paying a £55 weekly delivery charge to this company? At 5am today, I opened four bundles of papers that were dry but when I opened my magazine box it was completely wet through. I have had enough.

There's usually a few that are wet, but today between 12 and 15 were soaking. This has been happening more and more since Smiths moved deliveries from Croydon to Slough.

Also getting credit on returns has become a nightmare. I have been

in this business for 20 years and we used to do weekly returns. Now there are daily returns so I would expect to get credit sooner.

The problem is that one or two boxes are being scanned and the last box isn't, which means I have to spend time chasing. I now have three outstanding credits spanning three weeks. I don't have time to deal with this.

Lastly, there's the cutting of orders. For example, I order extra copies of the Radio Times, but they never arrive.

I have 17 that I know will go to my HND customers and I usually

put three in store, but sometimes I don't get enough copies to display in store.

So on top of all these other issues, such as shortages, papers being cut, late deliveries, credits not being passed in time, now I have wet magazines.

What next? Give up?

**Anil Patel**  
Sonya's Newsagents,  
Morden,  
Surrey

### A Smiths News spokesman said:

"We are contacting Mr Patel directly to resolve the issues he has raised."

office had no Christmas stamps last year – and they never turned up. This year I re-ordered on 4 December anticipating that I would run out shortly.

Almost a week later Royal Mail rang me to say they were processing my order but had no Christmas books of second class stamps left.

I accepted ordinary stamps which duly arrived on Saturday 12 December – so although I now have stamps, I went a week with no stamps to sell.

There is hardly any profit



**I have three outstanding credits spanning three weeks. I don't have time to deal with this**

**Anil Patel**  
Sonya's Newsagents,  
Morden, Surrey

in selling stamps but they create footfall because no-one can be bothered to queue at the post office.

Royal Mail needs to pull its finger out, get off their high horse, stop being so dictatorial and help the small independent newsagent who sells its products.

The minimum order for second class stamps is £315 (RSP £324). But we need smaller pack sizes to ease cash flow and guaranteed next day delivery.

Unbelievably, they charge a £15 administration fee for

returning any unsold books of Christmas stamps.

Set the tills a-ringing this Christmas with Royal Mail stamps – I don't think so.

**Michael Brown**  
Stokesley,  
North Yorkshire

**A Royal Mail spokesman said:** "We spoke to Mr Brown and offered to restock him with books of second class Christmas stamps, which are available. However, he said he had adequate supplies of stamps to cover the festive season."

# YOUR ISSUE

**Helena Drakakis**  
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 facebook.com/retailnewsagent



## WILL SUN CINEMA DEAL HAVE HAPPY ENDING?

Most newsagents welcome initiatives by national newspapers to drive sales and increase footfall in-store, but for one retailer in Canterbury, News UK may have gone too far in pushing The Sun newspaper to new markets.

The company recently began a trial of free copies of The Sun newspaper throughout the Odeon cinema network in the UK.

In the Odeon cinema very near John Caggiano's newsagents in Canterbury, there's a dump bin giving away between 30-40 copies of the newspaper every day.

Although the arrangement is between The Sun and Odeon Cinemas, the dump bin is currently sitting within the seating area of the Costa Coffee concession, inside the cinema entrance. It means patrons of the coffee shop can read them while they sip their brew. Customers are also free to pick up a newspaper and take it with them.

The cinema is around 30 yards from Mr Caggiano's shop, called Dover Street News, and he believes that the dump bin will automatically take trade away from newsagents like himself and other outlets selling newspapers.

He says: "I can only think that this will reduce the number of people who buy a newspaper in stores. There is also the problem of people not coming in to buy a newspaper and therefore there's a real danger

# “

**I can only think that this will reduce the number of people who buy a newspaper in stores**

**John Caggiano**  
Retailer, Canterbury



**RN reader John Caggiano is losing sales of The Sun after his local Odeon began giving away free copies**

I'll lose footfall and knock-on sales too."

Mr Caggiano adds that he fears he will not only lose regular customers but also the trade of temporary customers, such as builders and tradesmen, who are currently working on a site near the Odeon.

"Builders often come into my shop to grab a copy of The Sun and buy other items. It's only a matter of time before they'll be picking up their free copy from Costa at the Odeon and not coming to my store at all," he says.

A spokesman for The Sun confirmed to RN that News UK had recently signed a bulk deal to distribute through Odeon cinemas, similar to how other newspapers are given away for free in airports. The current number is around 16,000 a day, which is weighted across the Odeon network based on the footfall at different cinemas.

The spokesman says: "As part of a sales-driving initiative for The Sun we have invested in distributing promotional copies of the newspaper across locations such as Odeon cinemas and at airports. These were selected due to their position as irregular customer journeys which in turn would not compromise traditional sales locations and customer routines."

He adds that as most Odeon cinemas didn't open until 11am, News UK did not feel this would dramatically affect retailers' main sales, many of which happen pre-11am.

However, RN understands that identical Sun dump bins at other

Odeon cinemas are being housed in areas where only paying Odeon customers can pick up a copy, rather than in a cafe area open to everyone.

Sources at News UK have told RN they are looking into where the

free editions are being distributed and are speaking to Odeon cinemas about this.

RN requested a comment from Odeon cinemas, but the company had not responded when RN went to press.

## Worried about the future?

Are you worried about life after retail? Are you leaving the business for emotional or financial reasons?

**We are the news trade's own charity and may be able to help.**

- ✓ Financial Support
- ✓ State Benefit Advice
- ✓ Debt Advice Counselling
- ✓ Family Welfare Issues
- ✓ Almoner Home Visits
- ✓ Support for the Disabled and their Carers
- ✓ Housing Options

**NewstrAid**  
The helping hand of the Newstrade  
OLD BEN

If you work or have worked in the sales or distribution of newspapers or magazines in the UK, NewstrAid may be able to help you.

Call the NewstrAid Benevolent Fund now on  
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**We are the helping hand of the News Trade**

# NEVILLE RHODES

✉ letters@newtrade.co.uk  
 ☎ 020 7689 0600  
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## It's time to end supplier bullying

**The heavy-handed tactics of several suppliers in 2015 have heaped unnecessary pressure and cost on independent retailers. Neville Rhodes says enough is enough**

Although long since retired from retailing, I still get annoyed about suppliers being bullied by supermarkets over listing fees, display allowances, retrospective discounts, extended credit and such like, none of which benefits consumers.

I get even more annoyed when suppliers act in a bullying fashion towards independent retailers, and there has been too much of this during 2015.

PayPoint's action in lowering the cap on its already ultra-low retailers' commission for bill payments was a classic example of "biting the hands that feed you". For almost 20 years PayPoint has been exploiting retailers' goodwill towards their local communities by getting them to provide below-cost services for its clients, so it was hardly surprising that the cuts angered most PayPoint agents.

Dominic Taylor, PayPoint's chief executive, said recently that his company's proposition to retailers was not just about commission, but about driving footfall into their stores. Whether it does or not is beside the point: the issue is PayPoint's assumption that retailers should be willing to subsidise its business.

The cuts have stirred up a hornet's nest, and PayPoint is now discovering that independent

retailers don't just get angry; some have also decided it's time to get even.

Although not as financially damaging as PayPoint's cuts, Camelot's replacement of its free helpline with an 0844 number shows a similar meanness towards Lottery retailers. Why should they have to make a potentially quite expensive call to inform the company that its machine isn't working?

The free helpline has been in place for years, so removing it was bound to anger retailers. Camelot must have realised this, but went ahead with a measure that transfers some of its costs to its retailers. Why? Because with eight years left on its Lottery licence,



Camelot can get away with it.

Meanwhile, Imperial Tobacco has been playing hardball with retailers over its gantries in a dispute over the proportion of space that should be allocated to its products. Contracts with retailers specify 70% (with small variations in some cases), but this is much more than Imperial's average market share of around 45%. This leaves the retailers involved with the problem of accommodating the brands that make up the other 55% of the market.

There are three main reasons

why I believe Imperial's stance over this is wrong.

First, there is a long tradition in the trade that the gantry is "an open platform", available to any brand that the retailer thinks is worth stocking – subject only to the prime positions being reserved for the manufacturer that owns the gantry.

Moreover, in the "dark" market it is in Imperial's interest (and the interests of all the other manufacturers) that the gantry doors, or blinds, should be opened as frequently as the law allows – and that won't happen if rival brands have to be stored elsewhere.

But by far the most important factor for retailers is the money they would need to tie up in Imperial stock to fill 70% of the gantry space against the likely demand being met by not much more than 45%. You could say it means carrying 25% of dead stock between replenishment periods.

At up to £85 an outer – cash up front or with a short credit period – I doubt if many retailers can afford to blink first in Imperial's game of hardball.

*Neville Rhodes is a freelance journalist and a former retailer*

### ★ One for the price of six...

✦ **About six weeks** ago, one of the specialist weeklies I have on order at our village newsagents failed to arrive. Although his order is for only one copy, he was charged for two, and claimed for them immediately. A couple of days later he was re-charged for two copies, but again they failed to arrive, so he claimed again. When the two copies eventually arrived there was a further re-charge, taking the total number of copies charged to six.

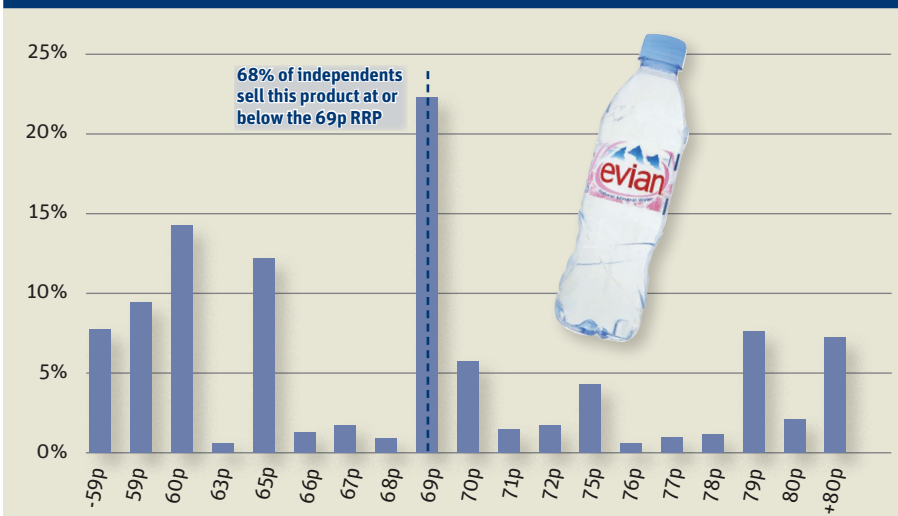
One copy was sold to me and one was returned and credited – leaving an outstanding credit claim for four copies. At the time of writing, and after extraordinary efforts by the newsagent to resolve the matter, his claim has just been refused by Menzies on the grounds that the number of copies claimed exceeded his allocation. You couldn't make it up.

# PRICEWATCH WATER

## WATER PRICES AROUND THE UK

PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
<b>Volvic Touch of Fruit Strawberry</b> 500ml	89p	91p	79p	£1.03	85p	79p	99p
<b>Volvic Mineral Water</b> 1.5l	95p	£1.10	85p	77p	99p	99p	£1.19
<b>Volvic Touch of Fruit Strawberry</b> 1.5l	£1.35	£1.39	£1.35	£1.31	£1.35	£1.29	-
<b>Volvic Mineral Water Sports Cap</b> 1l	94p	£1.02	95p	-	95p (2 for £1)	99p	£1.09 (75cl)
<b>Evian Mineral Water</b> 500ml	69p	70p	64p	-	-	70p	69p
<b>Volvic Mineral Water</b> 500ml	65p	67p	64p	65p	-	70p	69p
<b>Evian Mineral Water</b> 1.5l	£1.02	£1.14	99p	-	-	£1.09	£1.19
<b>Highland Spring Mineral Water Sports Cap</b> 750ml	93p	90p	96p	-	95p	89p	£1.09
<b>Highland Spring Mineral Water</b> 1.5l	85p	£1.07	£1.00	-	£1.00	99p	£1.19
<b>Glaceau Smart Water</b> 600ml	57p	71p	-	65p	55p	79p	-
<b>Drench Orange &amp; Passionfruit 99p PM</b> 440ml	£1.05	99p	75p	£1.48 (3 for £2)	-	99p (PM)	-
<b>Buxton Still Water Sports Cap</b> 750ml	68p	86p	-	96p (1l)	-	89p	£1.09

## EVIAN MINERAL WATER 500ml 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 RAJ SINGH**

**STORE** G B Londis Ltd

**LOCATION** Banbury, Oxfordshire

**SIZE** 2,500sq ft

**TYPE** neighbourhood

We set prices to Londis' RRP, although we add a few more pence to chilled water because customers are willing to pay more for the convenience of the product. I also tend to mark up prices during the summer, and then drop them in the winter to reflect demand. I dedicate 1.5 metres in my chiller to water when it's warm, and reduce it down to .75m in the winter when sales drop off. I will keep larger bottles in my aisle all year round, however, as people always buy them regardless of the season.

### RETAILER

# 2



**NAME IAN LEWIS**

**STORE** Spar Crescent Stores

**LOCATION** Witney, Oxfordshire

**SIZE** 1,200sq ft

**TYPE** village

We like to be as transparent with our pricing as possible, so we stick to Spar's RRP. By 1 May next year we have to be 100% compliant with Spar's planograms to get the benefits offered through Blakemore's Retailer Partners Plus scheme. This will mean all categories - including water - will have to be adjusted and we have just spoken to our business development manager to discuss how we can make the planograms work for us. We have about 25 facings of 500ml bottles in the chiller, and about 10 facings of larger bottles, of which only some are in the chiller.

➔ **Nadia Alexandrou**  
 ✉ nadia.alexandrou@newtrade.co.uk  
 ☎ 020 7689 3350

**RETAILER****3****NAME DENNIS WILLIAMS****STORE** Premier Broadway**LOCATION** Edinburgh**SIZE** 1,700sq ft**TYPE** neighbourhood

We usually stick to RRP, and try not to overcharge for water. I know many retailers charge a little more because this is not a pricemarked category and customers are willing to pay more for convenience. But we are careful to remain competitive, especially since fizzy drinks have been banned in schools in Scotland. Consequently, more children and parents are coming to us to buy water, so we use our prices to get customers to choose us over our competitors. Water is therefore a great footfall driver, and customers will often buy something else along with their bottle.

**RETAILER****4****NAME KAMRAN HAFEEZ****STORE** Best-one**LOCATION** Oxford, Oxfordshire**SIZE** 1,400sq ft**TYPE** neighbourhood

We stick roughly to the RRP set by Bestway, and run its promotions where possible. We try and keep our prices consistent throughout the year, which might mean our margin varies depending on what case deals we buy. We chill all of our small bottles of water, while anything over 1l goes on our ambient shelves. The exception is larger bottles Evian and Buxton, which go in the chiller as these sell faster. Evian is often on promotion at two for £1, which is quite effective in encouraging customers to buy more on impulse.

**RETAILER****5****NAME USHI VITHANI****STORE** The Front Page**LOCATION** Thamesmead, London**SIZE** 2,200sq ft**TYPE** town centre

We put about 10% on top of RRP, unless our wholesaler, Palmer & Harvey, runs a promotion or we get a good deal from our reps, in which case we pass these price reductions on to customers. Evian 500ml is our bestseller, although all water sells fairly consistently throughout the year. We will, however, reduce facings during the winter to make space for drinks that sell faster during colder weather. We merchandise most of our water in the chiller as customers typically buy bottles when they're out and about.

# THE ENTREPRENEURS

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

**ANNA WINTOUR****Route to the top**

With her trademark page-boy bob haircut and dark sunglasses, English style icon Anna Wintour has been the editor-in-chief of American Vogue since 1988. In 2013, she became artistic director for Condé Nast, Vogue's publisher. She is the eldest daughter of Charles Wintour, former editor of the London Evening Standard. Anna became interested in fashion as a teenager and her career in fashion journalism began in Britain before moving to the United States, where she had early stints at New York and House & Garden magazines. She returned home for a year to turn around the British edition of Vogue, and

later assumed control of the franchise's magazine in New York, reviving what many saw as a stagnating publication. The 2003 film, *The Devil Wears Prada*, was allegedly based on her.

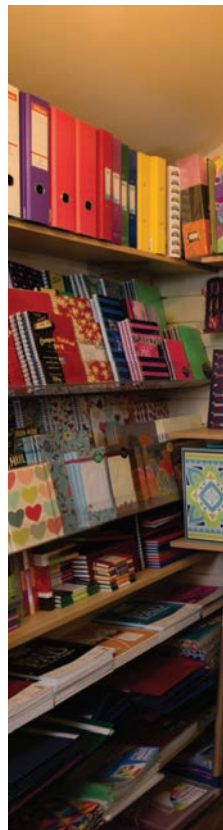
**Key achievements**

- Has helped develop and kick-start many fashion careers, including designers Marc Jacobs and Alexander McQueen.
- She also helped create a new fund, Council of Fashion Designers of America, to encourage and support up-and-coming designers.
- Wintour helped raise money for the Twin Towers fund after the 11 September terror attacks.

**Lessons for your store**

- 1 "People respond well to people who are sure of what they want" – a quote from Anna as to how she progressed in her career
- 2 To succeed in any career, accept that you can't please everyone – indeed, Anna's reputation is built on her infamous demeanour, earning her nicknames such as 'Nuclear Wintour'
- 3 Don't lose your sense of humour – Wintour turned up to the premier of *The Devil Wears Prada* (left) dressed in Prada.

# RETAILER PROFILE



## Hart of the town

With independent seaside shops often suppressed by seasonal slumps, Suffolk retailers Pete and Clare Hart identify gaps in the local market and introduced loyalty cards to beat the winter blues.  
**Steven Lambert reports**

**A**fter years of managing WH Smith stores around southern England, Pete and Clare Hart took the bold move of stepping away from the company to set up their own independent business in 2007.

This led them to purchase Chapmans of Southwold, located in the seaside town of the same name on the Suffolk coastline.

Updating everything except the name of the store, which dates back to 1896 ("It's a bit like renaming a ship - it's bad luck," says Pete), the couple have turned a "run-down" business into a bustling newsagent and gift shop catered towards local shoppers and summer holidaymakers.

"We could see the store had a lot of potential and it was in good position in the high street," says Pete. "We needed a new challenge, so we thought 'why not?'"

He describes the business as a "place of extremes" due to its location. Trade is very seasonal, he says, with an abundance of visitors and tourists over the summer but much quieter periods during the winter.

He adds that with a supermarket across the road from the shop, and with their former employer also running a store close by, he and Clare do all they can to offer something different to customers.

"There's no point us selling beans in the shop as we can't compete on grocery," says Pete. "That's why we've focused more on

greetings cards, gifts and stationery."

"We have a WH Smith in town but we're about 10% cheaper than them on cards and we're cheaper than them on stationery as well."

Pete says he and Clare have also worked hard to develop these ranges since taking over the store.

For example, they now work with 15 card suppliers, including UKG and more specialist firms such as Caroline Gardner and Bright Side by Rachel Bright.

"We have standard cards but also quite a big range of contemporary styles as well," adds Pete.

"We also offer corresponding gifts with the cards, such as Bright Side tins and notebooks and Caroline Gardner umbrellas and magazine holders, and you can create some really nice displays with them."

To drive further sales, Chapman's also has its own coffee shop-style loyalty scheme on greeting cards. Pete explains: "Every time a customer buys a card over £1.49, they get a stamp. Once they've got 10 stamps, they get a free card. "It's all branded up with the Chapmans logo and it really gets people coming back to the shop."

Pete says schemes like this are especially important out of the holiday season, when footfall becomes harder to come by due to the town's small population of around 800 households.



**We go to spring and autumn fairs at the NEC in Birmingham to get new ideas for our gifting range. We go for higher quality products as people are more likely to buy them”**

**PETE & CLARE HART**



**Pete Hart (right) stamping a customer's loyalty card in his Suffolk store**



**“It's a very different proposition when it's your own money on the line but it's been much more rewarding without a shadow of a doubt”**

“In the winter we become a bit of a Christmas shop, and we do quality decorations, boxed cards and roll wraps, which we dedicate quite a bit of space to, and people travel quite some distances for these.”

This changes completely over the summer, where thousands of visitors and tourists descend on the high street, leading to a complete change in the store's product range.

Pete says: “Bank holidays can be heaving and we go to selling everything from buckets and spades and fudge through to large prints of the local beach.

“We've also given additional space to our fashion stationery range, which includes items such as notebooks and ring binders with different designs on, similar to what you find in Paperchase. These are really popular, especially around the school holiday time.”

Pete admits that he and Clare have “worked a lot harder” since leaving WH Smith but he believes they made the right decision by going independent.

“It's a very different proposition when it's your own money on the line but it's been much more rewarding without a shadow of a doubt.”

#### VISIT MY SHOP

**Chapmans of Southwold**

79 High Street,  
Southwold,  
Suffolk  
IP18 6DS



@ChapmansSTHWOLD



**Want to see more of Pete's store? Go to [betterretailing.com/pete-hart](http://betterretailing.com/pete-hart)**

# RN RETAILER CHOICE AWARDS THE WINNERS

Two weeks ago we published the nominations for RN's first ever Retailer Choice Awards and asked you, our readers, to go online and vote for the best industry activity of 2015. After hundreds of votes, we're ready to reveal the winners

## The results are in!

### Symbol Innovation

Bringing new ideas to convenience

#### ONE STOP'S £5 FROZEN MEAL DEAL



WHAT STEVEN LAMBERT SAID

#### READER VERDICT

##### Vip Measuria

One Stop, Borrowwash, Derbyshire



"It was a really strong offer that other groups don't have, at a price that was excellent value for customers. The frozen meal deal also helped boost our overall sales of big night in products too."



#### WINNER'S REACTION

"We're really pleased that we have been given an award for our recent frozen meal deal offer. We are always trying to bring better value to our customers in terms of price and helping them feed their families. We're working on an improved offer to come back into stores next year."



**Lizzie Reynolds**  
Customer director, One Stop

**Offering** excellent value for money against a sea of discount stores and aggressive supermarket price-cutting is becoming increasingly more difficult for symbol and franchise stores. But One Stop was able to flex its buying power to give its retailers an eye-catching 'four for £5' frozen meal deal, which included a main dish, side dish, dessert and a 1.25l drink. This was coupled with ongoing evening and lunch meal deals to offer even greater value to shoppers. One Stop retailers told RN the promotion has helped them grow customer loyalty and boost repeat purchases as a result.

### Marketing Campaign

Communicating effectively to trade

#### PREPARATION IS KEY (PRE-DISPLAY BAN) – JTI



WHAT DARREN RACKHAM SAID

In March, JTI took out a full page advertisement in RN to tell readers about the experiences of Scottish retailer Sunny Kumar who was preparing early for the tobacco display ban. The firm used the advert to present Sunny's top tips for maintaining sales in a dark market while putting forward its gantry offer and reasons for early preparation. At a time when first-hand experiences were rare, this was an invaluable insight. The company also ran a 'Text to win £250 worth of B&H Dual' offer to readers and employed interesting and colourful designs to promote its new limited edition packaging for its Camel brand.



#### READER VERDICT

##### Peter Mann

Nisa Local, Luton



"JTI did a really good job of making sure that I was aware of everything that was happening with the display ban, when I would get my gantry doors installed and what the rules were. With more regulation on its way JTI is already letting us know about the details of what's happening."



#### WINNER'S REACTION

"Helping retailers through the retail display ban was a cornerstone of our trade communications in 2015. We are thrilled with this recognition. Next year will be no different as we continue to support retailers through the changes that lie ahead for the tobacco category."



**Melanie Mills**  
Communications manager, JTI



A big thank you for your support throughout the year and for voting Relax with Art the Newstrade Star Performer of the Year and helping to make it the world's best selling adult colouring magazine!

Have a Colourful Christmas! Issue: 9 £2.99

# Relax with Art

Colouring for Adults

£1,200

Christmas Giveaway!



win one of three Faber Castell Pencil sets worth over £400 each!

24

Relaxing Designs

MERRY CHRISTMAS



The World's Best Selling Adult Colouring Magazine

We wish you all a very Merry Christmas and a Happy New Year!

**THE RETAILER CHOICE AWARDS**

# THE WINNERS

## Growth Category

Bringing new customers to your store

### COLOURING IN

WHAT GURPREET SAMRAI SAID



As a growing number of adults discovered the therapeutic benefits of colouring in, publishers and retailers quickly looked to capitalise on this growing trend. Hachette was the first to introduce colouring in for adults to independent stores, which was shortly followed by GMC Publications' launch of the first regular frequency magazine in April. In less than four months, in the first half of the year, a range of publishers launched 23 colouring in titles, earning more than £1.5m in total sales revenue. This category has seen several launches this year including Zen Colouring, Relax with Art and The Simple Things.



### READER VERDICT

**Paul Patel**

WH Smith Local, Southampton



"All of the colouring in books for adults that we stock sell very well and, being a WH Smith store, customers will often buy all the pencils they need to go with them too. I'm lucky because I'm in the perfect market for these products and I now sell 30 to 40 per month."



### WINNER'S REACTION

"It's great to know that newsagents have recognised the immense success of the colouring in sector and I'm sure that our fellow publishers will be as delighted as we are by this award. The colouring craze is now a truly international phenomenon and it's immensely satisfying that it is British publishers who are leading the way."



**Jonathan Bolton**

Managing director, Bromleigh House.

## Supplier Initiative

Equal votes for two major convenience names

### DELIVER MY SUN AND POST OFFICE JOINT WINNERS

WHAT TOM GOCKELEN-KOZLOWSKI SAID



Increasingly, retailers are seeing providing a great HND service

as a way to protect newstrade profits and, this year, News UK has put itself at the heart of this trend with its Deliver My Sun campaign. With a website that drives customers interested in HND to their local newsagent and advertising on the newspaper's front page and on television, this is a major campaign to grow retailers' newstrade sales. The company says that each new customer is worth £165 per year and that retention levels for HND are 90%. A major initiative like this provides a much-needed good news story for a category in decline.

**READER VERDICT**  
**Bintesh Amin**

Blean Village Londis, Kent



"I'd always toyed with the idea of running an HND service but without the support of Greg Deacon and his team it would probably still be just an idea. Their support has been exceptional and we now deliver to 73 homes."



### WINNER'S REACTION

"We're absolutely delighted that our peers in retail have recognised us with this award. Without their support Deliver My Sun would have never been the success that is."



**Greg Deacon**

Independents sales manager, News UK

WHAT TOM GOCKELEN-KOZLOWSKI SAID



With 17 million people visiting a branch each week, it's no surprise that adding Post Office services into a store can raise its sales by 15%. As part of the Post Office's modernisation programme it has been paying existing branches £10,000 to convert to a new Post Office Local format with that rising to £45,000 for a main branch. This year its launch of the 'Run a Post Office' website has helped make it easier for independent retailers interested in going the group to do so. The site gives advice on the application process, information on the fees that retailers receive plus details and case studies from post offices in your area.

**READER VERDICT**  
**Anish Parekh**

Londis Broadoak & Post Office



"We owe a lot of our footfall to the Post Office as our business is relatively new and this service helps bring customers to our store instead of the other stores nearby. My dad manages the Post Office side of our store most of the time and he finds the website a really useful tool."



### WINNER'S REACTION

"We've had over 400 applications to run one of our branches since April so we're really pleased that retailers are finding the RunaPostOffice website a great shop window for business opportunities around the UK."



**Kathryn Hollingsworth**

National PR manager, Post Office



**I'd always toyed with the idea of running an HND service but without the support of Greg Deacon and his team it would probably still be just an idea**

## Point of Difference

Standing out from the rest

### ADAM HOGWOOD



WHAT CHRIS ROLFE SAID



**Adam Hogwood** is one of thousands of retailers who have introduced a broad range of fresh fruit and vegetables in their stores, but Adam has taken this one step further by sourcing products such as cauliflowers, onions and strawberries directly from local farmers. This, he says, allows him to price stock well below nearby supermarkets and sell products that are much fresher and larger too. Adam uses his fresh range, displayed at the front of the store, as a hook to draw customers in, then positions sauces and herbs nearby to encourage customers to walk further in and buy a whole meal.

### READER VERDICT

#### Sid Sidhu

Sukhi's Simply Fresh, Kenilworth



"Adam puts a lot of thought into the mechanics of how his customers shop and with his local fruit and vegetables. Stocking local products provides a real point of difference at the same time as giving something back to the local economy. I think Adam is a real example to all of us."



### WINNER'S REACTION

"We are absolutely delighted to be chosen as the winners in this category. For us to be up against such a hard-working and innovative shortlist of peers and to win is really flattering. It is confirmation that locally-sourced produce is important to customers."



#### Adam Hogwood

Budgens of Broadstairs, Kent



## RETAILER BENEFIT

Each round of 25 drops worth on average £3,107



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# RN RETAILER CHOICE AWARDS THE WINNERS

## Newstrade Star Performer

Finding extra newsstand sales

### RELAX WITH ART



WHAT NEVILLE RHODES SAID

**Relax with Art** was a major diversification for puzzle magazine specialist Bromleigh House, but the title has been highly successful in helping to turn the adult colouring book craze into a significant earner for retailers. Launched as a £2.99 monthly less than a year ago, Relax with Art now has a suite of brand extensions, with a calendar, a diary and a yearbook on sale during the run-up to Christmas and New Year. Last month, award-winning newsagent Kate Clark of Sean's News, Upton-upon-Severn, told RN that the title had become so popular that she is selling up to 40 copies per month.

### READER VERDICT

**Mark Dudden**  
Albany News,  
Cardiff



"The colouring in market went mad in February and March last year and a large part of my sales came from Relax with Art. It's now become a major category in my store and we stock 22 titles. We also now sell a lot of colouring pencils alongside too."



### WINNER'S REACTION

"We are absolutely delighted that Relax with Art has won this prestigious award, especially given the strength of our fellow nominees. Independents have always played a major part in the performance of our magazines so this recognition from Retail Newsagent means a lot – a huge thank you to everyone who voted!"

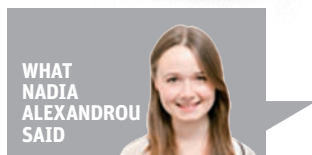


**Jonathan Bolton**  
Managing director,  
Bromleigh House

## Product of the Year

Immediate success

### E-LITES CURV (JTI)



WHAT NADIA ALEXANDROU SAID

**This year** major tobacco manufacturers acquired e-cigarette brands (Imperial Tobacco with Blu, Philip Morris' with Nicocigs), but it was JTI's E-Lites range that stood out. The launch of E-Lites Curv tapped into the largest part of this market – rechargeables. Using its extensive industry knowledge, JTI developed Curv with a unique oval shape to target at the premium market, giving retailers the opportunity to profit from higher margins. The brand benefited from a multi-media marketing campaign, including TV, newspaper and billboard advertising.

### READER VERDICT

**Bay Bashir**  
Lifestyle Express  
Belle Vue,  
Middlesbrough



"E-Lites Curv has sold really well in our store and with the high margin it offers it's a win-win situation. There are so many e-cigarette products available that you could have a range that goes on forever, but E-Lites as a brand was around early and I think customers are loyal to them."



### WINNER'S REACTION

"In just six months, E-Lites Curv has gone from strength to strength. Winning this award, as chosen by retailers, is further proof of E-Lites' success – it's an achievement we are incredibly proud of."



**Charis Chrysochoidis**  
Emerging products  
manager, JTI

## Supplier of the Year

An overall great performance

### JTI



WHAT CHRIS GAMM SAID

**It has been** a challenging year for the tobacco industry readying itself for big change. JTI has helped retailers maximise profitability with its ARTIST scheme ahead of the anticipated impact of the EU Tobacco Products Directive and plain packaging, while challenging the latter in the high court. Meanwhile, it has been raising the profile of illicit trade problems with a regional press campaign and ripping out gantries from those caught dealing in it. Product innovation has come from several limited edition pack formats and E-Lites Curv, highlighting its ambitions even in challenging times.

### READER VERDICT

**Raaj Chandarana**  
Premier Tara's  
News, High  
Wycombe



"JTI understands and invests in the whole industry and that really comes across in the support their team offers. Retailer relationships are clearly very important to them and they are aware that we can advocate their products to customers and that helping us is a win-win for them."







### WINNER'S REACTION

"It is wonderful to be acknowledged by RN readers as the leading supplier for 2015. To stand out among such a worthy group of finalists is great recognition of our support and collaborative approach to our trading partnerships."



**Jeremy Blackburn**  
Head of  
communications,  
JTI

# INDUSTRY PROFILE

 **Nadia Alexandrou**  
 nadia.alexandrou@newtrade.co.uk  
 020 7689 3350  
 @NadiaAlexRN

## Hunters & Frankau

The fine cigar importer and distributor wants retailers who stock its products to be on the map. A new app will do just that according to the company's sales and marketing executive Jimmy McGhee



### **RETAIL NEWSAGENT** What products and services does Hunters & Frankau offer?

**JIMMY MCGHEE** We import and distribute fine cigars from around the world, and supply retailers, cash and carries and wholesalers. We also sell some tobacco accessories. We are most famous in the market for being the sole distributor for Cuban cigars in the UK.

### **RN** What does your range consist of?

**JM** Mainly premium continental cigars, for example Villiger, Agios and hand-made Nicaraguan and Honduran cigars. Of our exclusive Cuban range – which consists of 24 brands – we are most well-known in the UK for brands such as Montecristo, Cohiba and Romeo y Julieta. Our best-selling cigar is a Montecristo number 4.

### **RN** What support and training do you give your stockists?

**JM** We're not in the habit of loading people up with stock that they can't shift, so before we open an account with retailers, we meet them face to face to discuss their needs in relation to their shop type, size and local demand. We also offer them training appropriate for their shop. For smaller, busier retailers we typically put them in touch with one of our 12 regional account managers.

They will then train the retailer and their staff in their own shop, typically on things like how to store cigars and how to recommend them.

### **RN** Can any retailer stock your product?

**JM** Almost any, yes. We supply many different types of retailers, including newsagents, convenience stores, specialist tobacconists and hotels. Some kind of storage unit or humididor (a storage unit that preserves cigars with a set humidity) is required, which we supply on a free loan basis. Our minimum orders are usually around £160.

### **RN** How has the display ban affected your business?

**JM** We have invested heavily in making all of our display units compliant with the ban, mainly in the form of adding frosting to glass cabinets with descriptive labels. This has allowed us to maintain

# “

**There is a great opportunity for retailers with high-end spirits to give cigar-smoking customers a reason to buy from their store**

a physical, visible presence to customers without showing our brands.

### **RN** What are the current opportunities for convenience retailers in this market?

**JM** Premium alcohol has always gone hand in hand with cigars, but even more so now. Although people are drinking less, they are drinking better, and it is something that we can see with cigars, too. There is a great opportunity for retailers with high-end spirits to give cigar-smoking customers a reason to buy from their store rather than another retailer.

### **RN** What would you say to a retailer who is hesitant about investing in this category?

**JM** That, where cigar sales will flourish, this is an amazing opportunity and independent retailers who limit themselves by thinking premium cigars aren't for them are missing out. We have remarkable success stories in unexpected places such as barbers and even a key cutting store.

### **RN** What plans do you have for the coming year?

**JM** We are working on a consumer app that lists all our stockists and tells customers where they can buy and smoke our products. This will make sure that all our retailers are visible in a dark market, and we're intending to roll this out early next year.

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

### **Company** Hunters & Frankau

### **Sales and marketing executive** Jimmy McGhee

**Profile** As the UK's largest independent importer and distributor of premium cigars, Hunters & Frankau is well-known for being the sole distributor of Cuban cigars in the UK because of an agreement with Habanos S.A. (the arm of the Cuban state tobacco company, half of which is owned by Altadis, an arm of Imperial Tobacco) that dates back to 1990.

**Latest news** Hunters & Frankau is bringing out a consumer app that lists all of its stockists and tells people where they can buy and smoke cigars.

\*\*

\*\*

# STORE DEVELOPMENT

How can retailers revitalise their stores without spending thousands of pounds? News UK's independents sales director Greg Deacon thinks he has the answer and it means every part of the industry working together – even RN's Tom Gockelen-Kozlowski

## News UK: we're better together

Chatting to Bob and Nicky Atwal of Atwal's News in the Derbyshire village of Hatton – located a few hundred yards from a huge Nestlé plant and on a busy main road – News UK's Greg Deacon was struck by the unmet needs of thousands of traditional newsagent retailers just like them.

By bringing the expertise and connections gained working for News UK, he wanted to be a catalyst for Bob and Sue to work closely with the wider grocery industry, helping them to revitalise their store without the major investment and potential risk of becoming a full fascia convenience store. His aim is to create a model that could be used by other retailers nationwide.

"The plan for me is to inspire a generation of predominantly CTN retailers so that they can differentiate their businesses and offer a better service to customers while making more money," says Mr Deacon. "Independents are the backbones of News UK's sales and so we need to inspire retailers like Bob and Nicky and show them that improving their business doesn't have to cost a lot."

When it comes to newsstand sales, the couple's local News UK rep, Annette Lucas, was keenly aware of the barriers to sales in this 600sq ft store.

"When Greg arrived originally, we got into a big conversation about how we could use layout to drive their sales," she says. "The position the magazines were placed in originally wasn't necessarily the best for them, while

the prime place where the newsstand has now been moved to was filled with a range of products which didn't generate sales to deserve that position."

Mr Deacon's ambitions stretched beyond the newstrade and, as well as arranging for a new magazines and newspaper display with shopfitters Bartuf, he promised to call in expertise from other suppliers to help grow sales across the business.

On the day RN visits the store with Mr Deacon the new display is being installed and we have the opportunity to rearrange some of the couple's key sales



New displays can refresh a store without the extra costs of a full refit



### Independents are the backbones of News UK's sales



BEFORE

areas: "Today we can also play around with the look and feel of the store. I'm hopeful that we can make these guys more money," he says.

Concentrating on the promotional ends and petfood, Mr Deacon and RN teamed up to remerchandise parts of the store using industry store best practice as a guide. You can see the results in the box, right.

For store owner Nicky, the expertise that this process has offered has been invaluable. "It's really good because they provide new ideas to your business. Otherwise you can get stuck in the routine of what





Bob and Nicky have run their Derbyshire CTN for 28 years



AFTER

Nicky Atwal shows off her new display

you always do," she says.

Most importantly, the changes Mr Deacon has helped initiate have been popular with the store's regular customers: "Almost every customer has commented on how much they like the display and how much lighter and bigger the store looks now," Nicky says.

So what's next? "We've just had the Booker team into the store to re-merchandise our grocery and chilled sections and PepsiCo will also be coming in in the new year," she confirms.

Later in 2016, RN will catch up with Nicky and Bob to find out what effects this concerted effort have had on her sales. If a significant uplift can be achieved, the opportunity for the many thousands of other retailers to follow suit will be immense.



**Almost every customer has commented on how much they like the display**

## RN GETS ITS HANDS DIRTY

With the guys from Bartuf busy installing the new displays for Atwal News, Greg Deacon and RN's own Tom Gockelen-Kozlowski got to work remerchandising key areas of the store



### Making the most of promotions

Bob and Nicky's store is filled with great deals sourced from their local Booker wholesale depot. We placed their most eye-catching and festive deals near the door so that the great value and range the store offers is instantly apparent to customers.

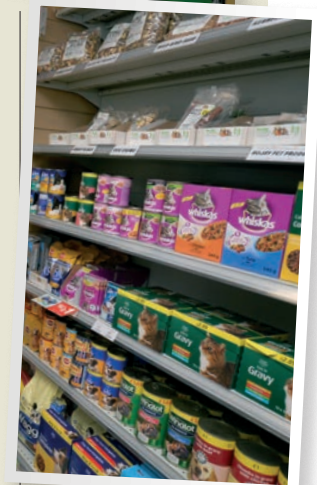
### Advertising their convenience offer

The shop has the opening hours and the product range to be a great asset to locals looking for basic convenience products. We grouped together

bread, eggs, fruit and vegetables on a display near to the stores chilled dairy range, meaning Atwal News' customers will be encouraged to pick up more than just a single pint of milk or a loaf of bread.

### Making the most of pet food

There are a lot of pet owners living in the area around Bob and Nicky's store and separating them out from the store's substantial household range (in a space opened up from the new display unit Bartuf installed)



means shoppers will not only have a clearer display, they'll also be pulled further into the store. ●

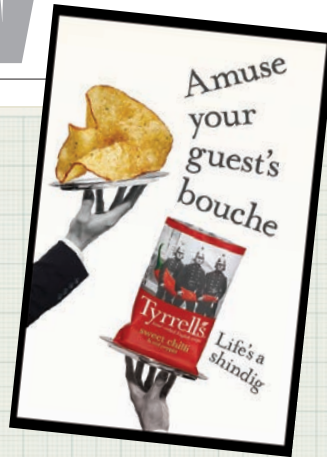
# PREVIEW



## Creme Egg with crunch

Cadbury Creme Egg Biscuits will be back on shelves from 1 January, with pricemarked packs available too.

**RRP** £1  
**Outers** 12  
**Contact** 0870 1917343



## Tyrrells campaign debut

Premium crisp brand Tyrrells has launched its first ever advertising campaign, under the tagline "Life's A Shindig".

**RRP** various  
**Outers** various  
**Contact** 01568 720244



## Kellogg's on the team

Kellogg's has secured sponsorship of Team GB. The deal will include £15,000 VIP trips to the Rio Olympics offered across its products.

**RRP** various  
**Outers** various  
**Contact** 0870 2402393



## Two bars, £2m launch

Kellogg's is planning a £2m launch, including sampling, for two products including Nutty Chewy Bar and 5 Grain Muesli Bar.

**RRP** 69p  
**Outers** not given  
**Contact** 0870 2402393



## Legendary breakfasts

Kellogg's is launching a range of six granolas, mueslis and cereals under the banner of Ancient Legends, backed with a £7.5m spend.

**RRP** £2.99  
**Outers** not given  
**Contact** 0870 2402393



## Hancocks set for Easter

Hancocks has launched a Happy Easter range of more than 200 branded lines, containing 20 new products including 1kg eggs.

**RRP** various  
**Outers** various  
**Contact** 01509 216644



## It's time for coffee

Spar has launched a range of own brand coffee capsules compatible with Nespresso machines, as well as coffee sachets.

**RRP** various  
**Outers** various  
**Contact** 0208 4263690



## Irn-Bru redesign

Irn-Bru is undergoing a major re-brand, offering a new, modern twist on its girder design.

**RRP** various  
**Outers** various  
**Contact** 01236 852400



## Cheer up, Charlie Brown

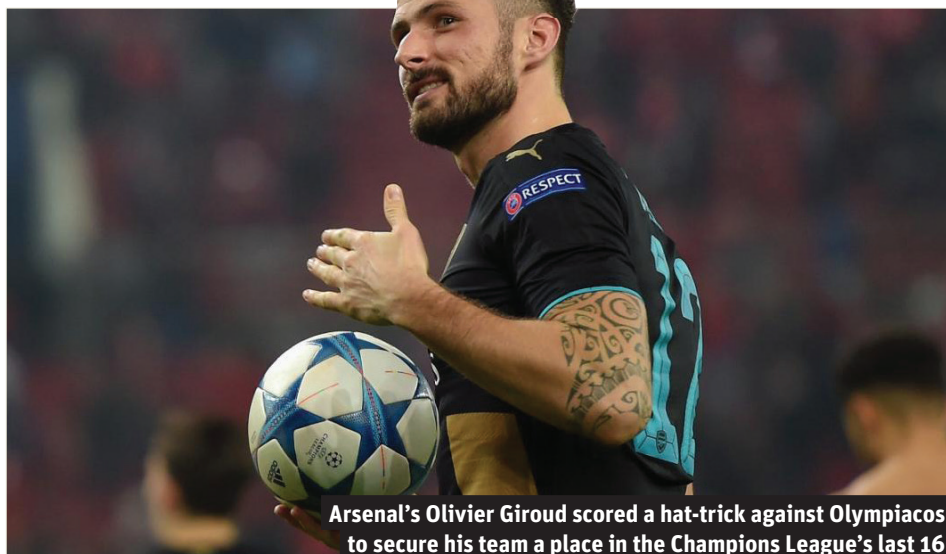
Müller Wiseman Dairies is running a promotion, including a competition, to tie in with the release of Snoopy And Charlie Brown: The Peanuts Movie.

**RRP** various  
**Outers** various  
**Contact** 01355 244261



# THIS WEEK IN MAGAZINES

 RNreporter@newtrade.co.uk  
 020 7689 3358  
 @RetailNewsagent  
 facebook.com/retailnewsagent



Arsenal's Olivier Giroud scored a hat-trick against Olympiacos to secure his team a place in the Champions League's last 16

## Soccer big seller

# FOOTBALL COLLECTORS' CHAMPIONS LEAGUE WIN

European football's premier club competition never fails to produce shocks and surprises. Topps has all the facts and figures for fans

**THE ALL-NEW** UEFA Champions League official sticker collection for the 2015/16 season features all the latest performance data, statistics and group information for all 32 qualified teams. This is the first UEFA Champions league official sticker collection to accompany the world's biggest club football competition. Following on from Topps's Merlin Premier League stickers, the UEFA series comes with a starter pack at £2 with each individual sticker packet containing five stickers retailing at 50p. Retailers are advised to display alongside other collectables such as the trading card Match Attax series.



**TOPPS UEFA  
CHAMPIONS LEAGUE  
OFFICIAL STICKER  
COLLECTION**

**On sale 17 December**

**Frequency one-shot**

**Price £2 starter pack,**

**sticker packs at 50p**

**Distributor Topps**

**Display with**

**Match Attax, other**

**collectables**

## Round up



**HELENA DRAKAKIS**  
Magazines  
reporter

# BIG BREAK'S BUMPER TITLES

With less than a week to go until the big 25 December, newsagents will see a slowing down of trade in terms of magazines as Christmas Day approaches.

However, if you take away the popular TV titles, bumper issues and January titles make up the bestsellers at this time of year. This is mainly because most people have a break over the festive season, and what better than to curl up on a cold winter's afternoon with a magazine?

Women's titles remain the strongest titles during December and January with bumper issues of *Take a Break*, *Closer*, *Grazia* and *Heat* all hitting the newsstands this week. *Bella* and *That's Life* are also on sale as well as a whole host of puzzler titles to keep people busy in between roasting the turkey and pulling crackers. *Take a Crossword* and *Take a Puzzle* also both came out this week.

January issues always tempt the holiday crowd, many with free calendars and gifts. *Guitarist*, out last week, is a bumper round-up and the publisher's biggest selling issue of the year. There's also January's *Top Gear*, packed full of thrilling rides and there's the newly-launched *Crime Scene*. This emerging genre taps into the increasingly popular trend for TV crime series from *Wallander* to *The Bridge*.

And, don't forget about holiday reading for children. From *Frozen's* bumper edition to *Disney Princess* to *Thomas & Friends*, *Beano* and *Fireman Sam*, there's a wide selection to place in a prominent position in store ready for your little readers.



# WALES

OFFICIAL CAMPAIGN STICKER COLLECTION



**Starter Pack:**  
**£2.99** RRP



**Sticker Pack:**  
**50p** RRP

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**#GotGotNeed**  
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ON SALE NOW

# THIS WEEK IN MAGAZINES



## Bestsellers News & current affairs

Title	On sale date	In stock
1 Private Eye	19.12	<input type="checkbox"/>
2 The Economist	12.12	<input type="checkbox"/>
3 Weekly News	19.12	<input type="checkbox"/>
4 Irish Post	19.12	<input type="checkbox"/>
5 Spectator	01.01	<input type="checkbox"/>
6 The Week	19.12	<input type="checkbox"/>
7 The Gleaner	10.12	<input type="checkbox"/>
8 Irish World	16.12	<input type="checkbox"/>
9 New Statesman	18.12	<input type="checkbox"/>
10 The Voice	17.12	<input type="checkbox"/>
11 National Geographic	24.12	<input type="checkbox"/>
12 BBC History	04.01	<input type="checkbox"/>
13 Barbados Nation	17.12	<input type="checkbox"/>
14 New Yorker	21.12	<input type="checkbox"/>
15 Monocle	19.11	<input type="checkbox"/>
16 Time	24.12	<input type="checkbox"/>
17 The Oldie	10.12	<input type="checkbox"/>
18 Guardian Weekly	18.12	<input type="checkbox"/>
19 Golwg	17.12	<input type="checkbox"/>
20 Newsweek	18.12	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



### DR WHO YEARBOOK

This special 100-page Dr Who Magazine Yearbook 2016 is packed with new material including exclusive interviews with stars Michelle Gomez (Missy), Ingrid Oliver (Osgood), show runner Steven Moffat, writers Mark Gatiss and Sarah Dollard, producer Derek Ritche and directors Daniel O'Hara and Edward Bazalgette. Peter Capaldi shares his memories of a photo shoot on Abbey Road, and there's also a behind-the-scenes look at November's Dr Who Festival.



**On sale 17 December**  
**Frequency one-shot**  
**Price £5.99**  
**Distributor Marketforce**  
**Display with Dr Who Comic**



### COMMERCIAL MOTOR

This special edition is edited by motor personality Guy Martin. The truck fitter, motorbike racer and TV presenter will feature in an exclusive extended interview with him and his boss Mick Moody. Plus there'll be features on subjects close to Guy's heart which include asking what the fuel of the future might be, and the shortage of truck fitters. In other content there's a profile of a Manx carrier making a living on the Isle of Man.



**On sale 17 December**  
**Frequency monthly**  
**Price £2.90**  
**Distributor Marketforce**  
**Display with Auto Trader**



### KERRANG!

Kerrang! accounts for 73% of sales within the music weekly market and its publisher expects this bumper two-week issue to add an extras £71,000 overall to sales. Packed with Christmas content, exclusive interviews with the leading musicians in rock and all the regulars such as news, reviews and comment. Retailers should front-face to highlight the magazine's exclusive Christmas content.



**On sale 16 December**  
**Frequency weekly, other than this two-week issue**  
**Price £2.99**  
**Distributor Frontline**  
**Display with Q, Mojo, Uncut**



### GRAZIA

The two-week double issue of Grazia is packed with festive features to get readers in the Christmas spirit, plus all the latest fashion trends, celebrity gossip, news and regulars. Publishers advise retailers to display prominently and expect an uplift in sales and revenue. Last year's Christmas double issue saw a sales uplift of 57%. Front-face with other women's titles such as Closer and Heat.



**On sale 15 December**  
**Frequency weekly, other than this two-week issue**  
**Price TBC**  
**Distributor Frontline**  
**Display with Closer, Heat**



### GQ USA

The magazine's 20th annual Men of the Year issue features a collection of celebrities, sportsmen, politicians and others in the US in 2015. Some of the men featured are rising stars, while others are established heroes with long and distinguished careers. There's also an interview with cover star US President Barak Obama, looking back at his time in the White House, the Oval Office and what he might do next.

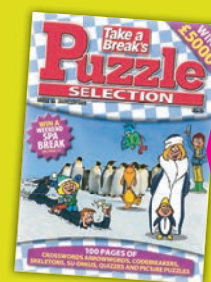


**On sale 15 December**  
**Frequency monthly**  
**Price £8.95**  
**Distributor Comag**  
**Display with GQ, Esquire**



**PUZZLE SELECTION**  
**A TOP FIVE SELLER**  
**THROUGH INDEPENDENTS**

**ISSUE 13 ON SALE**  
**24 DECEMBER**



**STOCK AND DISPLAY**

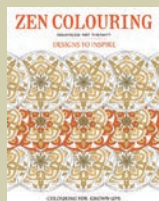


## SUPERFOOD DETOX

Superfood offers a brand new approach to the January detox, giving readers the chance to eat healthily, feel great and still enjoy delicious meals and snacks every day. Superfood brings together healthy eating writers and chefs, including dietician Nichola Whitehead and gourmet vegetarian chef Natasha Corrett, making it attractive to customers who want a healthy start to the new year.



**On sale 22 December**  
**Frequency bi-monthly**  
**Price £5.99**  
**Distributor Seymour**  
**Display with BBC Good Food, Easy Cook, Olive, Delicious**



## ZEN COLOURING: DESIGNS TO INSPIRE

Designs to Inspire is the latest in the popular Zen Colouring series, and follows on from the festive Winter Wonderland issue. Containing 96 pages of illustrations ready to be personalised, Zen Colouring continues to tap into the popular adult colouring trend. This is another addition to a growing category and retailers are advised to front-face alongside other art therapy titles.



**On sale 22 December**  
**Frequency bi-monthly**  
**Price £5.99**  
**Distributor Seymour**  
**Display with Zentangle Studio, Art Therapy**



## 2000 AD

This bumper Christmas issue features an array of stories from comics' top talent. With 77 pages of strip, new stories starting this issue include Strontium Dog, ABC Warriors, Kingdom and there's a seasonal tale for future lawman Judge Dredd - a special story marking the 20th anniversary of hit man Sinister Dexter. This issue also features a Judge Dredd wrap-around cover from veteran artist Ian Kennedy - his first cover for 2000AD since 1985.



**On sale 16 December**  
**Frequency weekly, other than this issue**  
**Price £4.99**  
**Distributor Seymour**  
**Display with other comics**



## MOTORCYCLE NEWS

The five-in-one bumper Christmas issue of MCN contains a free 2016 British Superbikes calendar, 10 posters featuring iconic moments from 2015, a celebrity Christmas special with Carl Fogarty plus an extra supplement, Science of Sport. Also inside is the first ride of the hotly anticipated Triumph Street Twin, and exclusive interview with former MotoGP rider Casey Stoner.



**On sale 16 December**  
**Frequency Weekly other than this issue**  
**Price £2.99, usually £2.20**  
**Distributor Frontline**  
**Display with Bike, Ride, Performance Bikes**



## MERLIN OFFICIAL PREMIER LEAGUE STICKER COLL'N

This new collection is the second to be launched by Topps under the Merlin brand since the collectables company reinstated the trademark last year. It is the 23rd edition dedicated to the Barclays Premier League featuring all 20 Barclays Premier League teams, complete with new look portraits and infographics.



**On sale 17 December**  
**Frequency one shot**  
**Price £2.50 starter pack, sticker packs at 50p**  
**Distributor Topps**  
**Display with Match Attax, other collectables**



## Industry viewpoint

### Anne Hogarth

Retail and circulation marketing, PPA

## WHAT'S ON YOUR NEWSSTAND?

**A** new report from the PPA explores the seven personas of today's magazine buyers, as part of a detailed investigation into the consumption of magazine media content.

The research is based on a 2,000 respondent survey and explores how shoppers' attitudes to buying magazines are changing in an online world. Interestingly, it emerged that readers often see print magazines as an antidote to, and refuge from, digital information.

Print remains the dominant platform for magazine content. A total of 69% of magazine buyers exclusively access content in print, which the report breaks down into four personas: print zealots (19%), who tend to be older and loyal to a repertoire of brands; print conservatives (15%) who stick to the titles they like; print flexers (17%) tend to be younger, high-spending and more flexible in their choice, and print dabblers (18%), who tend to be low spending and less adventurous.

The remaining 31% of magazine buyers also access content through digital channels. This segment is broken down into three personas: digital enhancers (21%), digital experimenters (8%), and digital radicals (2%), who do not use print at all.

So, overall, by far the majority, 98% are reading print magazines and, with around 80% of magazines bought at the newsstand, it's clear that retail remains at the heart of sales. Readers value flexibility in how they buy magazines, and buying at retail gives them the freedom to explore different titles and choose how often they buy.

**Top tip**  
 Suggest magazines to your customers, based on their reading or hobbies, and make sure they know if you offer shop save or home news delivery. Email [retail@ppa.co.uk](mailto:retail@ppa.co.uk) for your free Just Ask pack?

# STAR WARS

## TRADING CARD GAME

© & ™ Lucasfilm Ltd. © Topps Europe Limited 2010

**PACKETS £1.00**

**PLACE ORDERS WITH NEWS WHOLESALE NOW!**

**Partworks**

Title	No	Pts	£
<b>DeAgostini</b>			
Build the Millennium Falcon	45	100	8.99
Cake Decorating	196	210	2.99
Cake Decorating Relaunch	145	165	2.99
Dinosaurs & Friends	43	60	5.99
Official Star Wars Factfile	99	120	2.99
Zippo Collection	8	60	19.99
<b>Eaglemoss</b>			
3D Create & Print	48	90	6.99
Batman Automobilia	78	80	10.99
Build A Solar System	17	104	6.99
DC Comics Graphic Novel	10	60	9.99
Disney Cakes & Sweets	119	120	4.50
Doctor Who Figurines	60	70	7.99
Marvel Chess Collection	53	64	8.99
Marvel Fact Files	144	150	3.50
Military Watches	49	80	9.99
Star Trek Off. Starships Coll.	61	70	10.99

**Hachette**

Art of Crochet	18	120	2.99
Art of Knitting	47	90	2.99
Art Therapy	39	100	2.99
Black Pearl	101	120	5.99
Build the Mallard	63	130	7.99
Build the U96	63	150	5.99
Classic Pocketwatches	86	80	8.99
Dr Who Complete History	5	80	9.99
Judge Dredd Mega Collection	25	80	9.99
Marvel's Mightiest Heroes	52	60	9.99
My 3D Globe	50	100	5.99
Your Model Railway Village	108	120	8.99

**RBA Collectables**

Amazing Dinosaur Discovery	40	80	5.99
My Zoo Animals	15	60	5.99
Precious Rocks, Gems & Minerals	47	100	5.99
Real Life Bugs & Insects	65	85	5.99

**Collectables**

**DeAgostini**
















Magiki Kittens	2.50
Geckos & Co	1.99

**Magic Box**












Zomlings Series 4	0.50
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**Collectables**

**Topps**

 <b>Disney Frozen Activity Cards</b> Starter £4.99 Cards £1.00	 <b>Minions</b> Starter £2.99 Stickers £0.50
 <b>Disney Frozen Fashion Pack</b> Packets £1.00	 <b>Minions</b> Starter £4.99 Cards £1.00
 <b>Hero Attax Marvel Avengers</b> Starter £4.99 Cards £1.00	 <b>Rugby Attax</b> Starter £4.99 Cards £1.00
 <b>Journey to Star Wars: The Force Awakens</b> Starter £4.99 Stickers £1.00	 <b>Shopkins</b> Starter £2.99 Stickers £0.50
 <b>Lego Friends</b> Starter £2.99 Stickers £0.50	 <b>UEFA Champions League Official Sticker Collection</b> Starter £2.00 Stickers £0.50
 <b>Lego Ninjago</b> Starter £2.99 Stickers £0.50	 <b>World of Warriors</b> Starter £4.99 Cards £1.00
 <b>Match Attax 2015/16</b> Starter £3.99 Cards £1.00	 <b>WWE Slam Attax Then, Now, Forever</b> Starter £4.99 Cards £1.00
 <b>Merlin Official Premier League Sticker Collection</b> Starter £2.50 Cards £0.50	

**Panini**

 <b>Descendants</b> Starter £2.99 Stickers £0.50	 <b>Inside Out</b> Starter £2.99 Stickers £0.50
 <b>Disney Frozen My Sister, My Hero</b> Starter £2.99 Stickers £0.50	 <b>Northern Ireland Sticker Collection</b> Album £2.99 Stickers £0.50
 <b>Disney Princess Fabulous Talents</b> Starter £2.99 Stickers £0.50	 <b>Peppa Pig</b> Starter £2.99 Stickers £0.50
 <b>Dragons</b> Starter £2.99 Cards £0.50	 <b>Road to UEFA Euro 2016</b> Starter £4.99 Cards £1.00
 <b>England Official Sticker Collection</b> Starter £2.99 Stickers £0.50	 <b>Star Wars Abatons</b> Starter £7.99 Cards £1.00
 <b>Fifa 365</b> Starter £2.99 Stickers £0.50	 <b>The Good Dinosaur</b> Starter £2.99 Stickers £0.50
 <b>Fifa 365 Adrenalyn XL</b> Starter £4.99 Cards £1.00	 <b>Ultimate Spider-Man</b> Album £2.99 Stickers £0.50
 <b>Jurassic World</b> Starter £2.99 Stickers £0.50	 <b>Wales Sticker Collection</b> Album £2.99 Stickers £0.50



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

**RAMESH SHINGADIA TALKS TO RN ABOUT THE RETAIL SECRETS BEHIND HIS NEW STORE**

Plus, test your knowledge of all things independent retail in our fun festive quiz, and we hear your heart-warming stories about opening on Christmas Days past



# THIS WEEK IN MAGAZINES

## Newspaper terms

### Daily newspapers Margins/pence

Sun	40p	9.28p
Mirror	60p	13.92p
Mirror (Scotland)	65p	15.08p
Daily Record	60p	13.20p
Daily Star	20p	4.84p
Daily Mail	60p	13.92p
Express	55p	13.31p
Express (Scotland)	50p	12.10p
Telegraph	£1.40	32.62p
Times	£1.20	28.20p
FT	£2.70	54p
Guardian	£1.80	41.40p
i	40p	10p
Independent	£1.60	35.52p
Racing Post	£2.20	53.35p
Herald	£1.30	29.90p
Scotsman	£1.40	31.50p

### Daily newspapers Margins/percentage

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

### Saturday newspapers Margins/pence

Sun	70p	14.98p
Mirror	90p	19.26p
Mirror (Scotland)	90p	19.26p
Daily Record	85p	18.70p
Daily Star	30p	7.26p
Daily Mail	90p	19.26p
Express	85p	18.19p
Express (Scotland)	80p	18p
Telegraph	£2.00	48.00p
Times	£1.50	35.25p
FT	£3.50	79.10p
Guardian	£2.70	62.10p
i Saturday	50p	12.5p
Independent	£2.00	47.20p
Racing Post	£2.50	58.125p
Herald	£1.70	39.10p
Scotsman	£1.80	40.50p

### Saturday newspapers Margins/percentage

Sun	70p	21.40%
Mirror	90p	21.40%
Mirror (Scotland)	90p	21.40%
Daily Record	85p	22.00%
Daily Star	60p	24.20%
Daily Mail	90p	21.40%
Express	85p	21.40%
Express (Scotland)	80p	22.50%
Telegraph	£2.00	24.00%
Times	£1.50	23.50%
FT	£3.50	22.60%
Guardian	£2.70	23.00%
i Saturday	50p	25.00%
Independent	£2.00	23.60%
Racing Post	£2.50	23.25%
Herald	£1.70	23%
Scotsman	£1.80	22.50%

### Sunday newspapers Margins/pence

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

### Sunday newspapers Margins/percentage

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

## Newspapers

### Scale of third-party advertising insert payments

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

\* By negotiation

### Weight Watchers 12-13 December

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	1,065g	665g	10g	1	10g
Telegraph	985g	735g	0g	0	0g
mail on Sunday	770g	420g	15g	2	10g
Sunday Telegraph	770g	450g	40g	2	35g
Times	745g	465g	10g	1	10g
Guardian	725g	320g	10g	1	10g
Observer	725g	315g	0g	0	0g
Sun	720g	475g	10g	1	10g

### Insertion payment guide

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

# CLASSIFIED

To advertise in the Retail Newsagent classified section call **020 7689 3366** or email **classified@newtrade.co.uk**  
(Please mention Retail Newsagent when replying to the advertisements)

## PROPERTY



Selling or buying a business?  
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**News/Con/Off-Lic/Lotto N. Wales**  
**Freehold £275,000 Ref: G31985NW**

Coastal N. Wales, spacious 4 bed accom  
Retirement sale, 30yrs same hands  
Detached garage, garden, huge scope  
T/over £5600pw, no local competition

North West 01704 211900



**News & Convenience Wolverhampton**  
**Leasehold £95,000 Ref: GOT32037K**

Fitted to a very high standard  
Taking £11,000 per week  
Plus commissions £13,500 p.a  
Plus £6,000 p.a. rental income

W Midlands 01543 411036



**CTN Nr Swansea**  
**Freehold £189,000 Ref: T32054J**

CTN, off licence, lottery, greeting cards  
Spacious store with ample parking  
Scope to introduce convenience lines  
Sales £5,000pw, high GP, retirement sale

S & W Wales 01633 868609



**CTN Sheringham**  
**Freehold £299,500 Ref: T32228E**

Seaside town of Sheringham  
Great location  
Passing holiday trade  
Scope for additional profit

Anglia 01603 280873

[www.emfgroup.com](http://www.emfgroup.com)

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### STOCKTAKING

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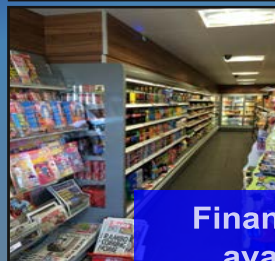
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available

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## Back in the day

# 101

YEARS AGO

19 December 1914

As the war continued, the news-trade was fighting its own battle with publishers over seven-day publishing, reintroduced at the start of the war. Only The Times was left publishing, and this week it announced it was stopping Sunday production.



# 50

YEARS AGO

18 December 1965

Chocolate manufacturers were forced to defend themselves after MPs criticised Christmas-themed packaging on assorted seasonal goodies, saying it was exploiting children by increasing prices. The profiteering charge came as they called on the government to investigate.



# 25

YEARS AGO

December 1990

With the Radio Times and TV Times' duopoly on TV listings soon coming to an end, there was still plenty of jockeying for position. The latest shots fired saw TV Guide, News International's television listings publication, deciding to go to a subscription-only model after discovering it could face costs of up to £50,000 to cover BBC and ITV listings.



## Strange and stupid seasonal snacks getting even weirder



Who could resist choc & cherry? Or duck eclairs?

Remember the days before the Christmas sandwich was a "thing?" (In case you don't, it was around the same time that Christmas jumpers became a "thing".)

Well, now the Pandora's box of strange and stupid seasonal sarnies has been opened, it seems as if everyone wants to get in on the act.

Nestled among the wealth of online features reviewing this year's crop of Yuletide yummys, was a feature on Huffington Post looking at the assorted goodies lining the shelves in among their Christmas treats.

So, alongside Tesco's Chocolate & Cherry Sandwich (on cinnamon bread, natch) comes east London chippie Sutton & Sons' Deep Fried Brussel Sprouts; Marks & Spencer's Brusselmole (a kind of guacamole with sprouts replacing the similarly green avocado); Christmas Dinner In A Burger from chicken restaurant Bird (in east London, again); Joe and Seph's Mince Pie Popcorn; Pringles' scented Pigs In Blankets Candle and another Tesco offering Duck Eclairs.

Given the amount of PR this lot are getting, expect to see even more in 2016...

## You'd think Bud would be a lot wiser

This week's "this-must-be-a-made-up-story-but-it-isn't" tale goes to the story of a man arrested for trespassing on the site of a Budweiser brewery.

So far so normal, you might think, until, that is, you clock the man in question's name: Bud Weisser.

No, seriously. The serial offender caught in St Louis, Missouri, has had run-ins with the law before: he's got previous for a c-store robbery.

Police are now said to be searching for his associates, John Smith, Carl S Berg and a woman called Stella...

## AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



The morning of Saturday 5 December was quite something.

Everything had come in except for the Daily Mail, which, I was informed by text message by Smiths News' night team at Wednesbury, was late and was on a full re-run.

I think they should have said on a 're-crawl' because the wretched thing didn't arrive in Stafford until just after 8.30 am. If it hadn't have been for my son coming to the rescue I wouldn't have been finished until around 3pm.

I would be interested to know why it was so late - it would have been nice if the publisher had offered some sort of an apology for its late arrival.

I told you last time about the experiment at Norbury with the trees. Well, it went reasonably well with the helicopter placing the containers over the trees up until the wind got too strong and they had to abort one and came back the next day to finish that part of the project.

I don't know exactly when it is going to be transmitted, but the BBC Countryfile programme crew filmed it all.

There is also a visitors centre being erected so that people can come and see for themselves what is going on.

Last Monday I met some Australian visitors at Norbury Warf who are travelling round as far as they can by narrow boat.

It seems an odd time to do it - after all it is summer where they are from - why would they want to be here getting wet?

Well folks, this is my last column before Christmas so I would like to wish all at Retail Newsagent a very happy Christmas and a prosperous new year.

I wish all readers the compliments of the season - enjoy your day off as I intend to do, but most of all enjoy the two weeks when, by some sort of miracle, all the papers will arrive on time and mornings will be peaceful.

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