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BEST PRACTICE

Page 40 >>



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Commission cut fuels £300k uplift



- PayPoint financial report cites retail terms change as contributor to bill transaction net revenue growth.
- Chief executive Dominic Taylor defends results, saying value is in footfall and store investment. Page 5 >>



SYMBOL GROUPS

Premium and value fascias for Lifestyle Express

Two new formats to combat growth of discount stores.

Page 6 >>

LOTTERY

Monday cut-off for Camelot freephone

But support website months from national launch. Page 4 >>

MARKETING

Stores in Black from Friday promotion

Customer loyalty and footfall driven by US-style deals day.

Page 12 >>



Top of the league Mark and Samantha Coldbeck from Premier Wharfedale Stores in Hull were crowned overall best shop and picked up three other awards at the 10th Independent Achievers Academy awards on Monday. Find out who bagged the other nine in an exclusive report from the gala dinner. Pages 4 & 34 >>

REGIONAL NEWSPAPERS

Newsquest cuts terms on 10 titles

Press Distribution Forum called on to protect retailers' profits. Page 7 >>

RN columnist Bintesh Amin targets students with new Canterbury centre Binny's store
Page 25 >>

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LEADER



Mark and Samantha's drive and passion came across prominently in their entry form



CHRIS GAMM

Editor

@ChrisGammRN

Back in March, I interviewed Mark and Samantha Coldbeck on stage at the Independent Achievers Academy launch event and they told us about the journey they've been on with it.

In 2012, they didn't enter because they didn't think their store was good enough, they said, but they identified a number of areas to work on. In 2013, after receiving positive feedback from suppliers, they entered and made the top UK top 100 stores list. Again, they picked a few new areas to work on over the next 12 months. In 2014, they were finalists in two categories and won the availability award.

The Academy isn't just a chance to be part of a club and receive feedback about how your store could be even better, they told the launch event, customers love you being a part of it too, and check on the progress you're making. But what are you looking to get by taking part again in 2015, I asked them. Ramesh Shingadia's Overall Best Shop award, they replied. On Monday night, in front of 330 industry peers, they achieved their goal.

When the judges were picking our winners, Mark and Samantha's drive and passion came across prominently in their entry form, which captured what's brilliant about their shop and the energy their team puts into everything it does.

It also captures what IAA stands for: raising standards and driving the industry forward at a time of massive change, while giving stores the tools, ideas and confidence to thrive.

Next week's special report contains 39 tips from this year's winners. Use them to grow your business and work towards becoming a future Academy winner.

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and supplier worlds gathered in London for the Independent Achievers Academy awards gala dinner

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**TOBACCO REGULATION**

All you need to know about the TPD and plain packaging

**NOW IT'S YOUR CHANCE TO WIN**

This year's IAA winners give their advice

I WAS ALWAYS TOO BUSY TO SPEND THE MONEY

- IAA HOST KEVIN THRELFALL - A MULTIMILLIONAIRE RETAILER IN HIS 20S - SAID IT TOOK A LONG TIME TO LIVE A LIFE OF LEISURE Page 34 >>

NEWS



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Sugar tax 'a load of rubbish'

Renewed calls on the government by MPs to impose a 20% sugar tax to tackle the UK's rising problem of childhood obesity have been labelled "a load of rubbish" by an independent retailer.

The Commons Health Committee, which published its report last week, says there is "compelling evidence" that a tax would reduce sugar consumption.

The committee has also recommended a crackdown on price promotions of unhealthy foods; tougher rules around marketing of snacks; a ban on advertising unhealthy food before 9pm; proper labelling and pressure on the food industry to reduce sugar in food.

However, Bal Ghuman, of AK Convenience, Shrewsbury, said: "How dare we be dictated to about what individuals want to do? I have five children and education begins at home. The idea of a tax is disgusting."

McColl's up 2.7%

McColl's has reported a 2.7% sales rise in its final trading quarter of the year following the group's decision to develop its c-store offering.

The result helped boost McColl's total sales for the financial year, which grew 3.1% in the 52 weeks to 29 November.

However, fourth quarter like-for-like sales, which did not include new stores opened this year, fell 1.8%, although the company said this was a 0.5% improvement on the previous quarter.

The results follow on from McColl's selling off 100 of its newsagent stores in October, with plans to convert its remaining newsagent sites into convenience stores.



Holy charity cash, Batman!

Batman, Robin and Batgirl were on call to help raise more than £700 for Children in Need during two days of fundraising at the Go Local Extra store in North Wingfield, Chesterfield. Shop owner 'Rocky' Amardeep Sandhu, along with his sister Kiren and members of staff, all got involved in the store's 'Best Dressed Superhero' contest during the charity event, as well as giving away sweets, biscuits and raffle prizes to customers.

Hull couple win four awards Gala ceremony celebrates the work of outstanding performers

Coldbecks crowned best store at 10th IAA awards

by Tom Gockelen-Kozlowski

A husband and wife retail duo scooped four awards at the Independent Achievers Academy gala dinner on Monday, including the coveted Best Overall Shop.

Mark and Samantha Coldbeck also picked up the Responsible Retailing, Marketing to Customers and Staff Development awards for their store, Premier Wharfedale in Hull.

Other winners on the night included Sandeep Bains of Simply Fresh

Faversham for In-store Display, Calum Duncan of Lifestyle Express in Kingussie, Scotland, who received the award for Digital Engagement and Eddie Poole of Supervalu Moira for Shop Layout.

Newtrade managing director Nick Shanagher said: "Mark and Samantha stood out as their passion for retail was obvious in every step of the entry and judging processes.

"They've made a lot of improvements without investing large sums of

money over not just the past year, but the past few years, improving on the basics each time they've entered the IAA.

"They clearly demonstrate their knowledge, skills and ability for independent retailing and are proactive in finding new ways to improve processes, the working environment for their staff and in-store to give their shoppers a great all-round experience."

The evening was the culmination of an applica-

tion and judging process that began in March with retailers from across the UK recognised for their excellence.

While One Stop founder Kevin Threlfall inspired the audience with his story of how he went from working on a market stall to launching key convenience chains including Lo-Cost and Supercigs.

The Independent Achievers Academy is in its 10th year and 2015 attracted 352 entrants.

● Full coverage, page 34

Camelot free phoneline to end on Monday

The NFRN says it is "bitterly disappointed" that Camelot's freephone retailer hotline will end on 7 December, months before a new website becomes operational.

The 0800 number will now be replaced by Camelot's paid-for 0844 number that charges retail-

ers 7p per minute to report service-related problems plus a provider's access charges, for example 9.58p from a BT line.

NFRN chief executive Paul Baxter said: "We strongly urge Camelot to think again."

Camelot is planning to launch its website, which

includes a free help service, following a pilot that has been underway for a week and includes 100 retailers.

A Camelot spokesman said: "The timing of the full rollout will depend on the outcome of the pilot. In addition, we offer a free email service for non-urgent enquiries."

Camelot said it has received "very few" complaints from retailers about the switch to a paid-for line.

The NFRN, however, disputes this saying it has received a "significant number of complaints" which it expects to increase when the free number is discontinued.

Financial report states commission cut 'helped growth' Chief repeats 'added footfall' defence

PayPoint boss defiant at £300,000 revenue hike

by Gurpreet Samrai

PayPoint boss Dominic Taylor has defended a near £300,000 increase in net revenue bolstered by the cut to retailers' commission earlier this year.

The payment services provider's half year financial results reveal the company achieved a 1.2% increase in net revenue in bill and general transactions. They were at £26.2m in the six months ending 30 September 2015, up from £25.9m in the same period in 2014. Meanwhile, rev-

enue before costs, including commission, was down 0.7% to £38.5m.

The report states the growth was "helped by changes to our retail terms that we made in response to competitor rates". It comes after the company told RN in April "PayPoint is now making less while our costs are also increasing," after announcing it was cutting its commission cap.

Defending the results, chief executive Dominic Taylor said: "As I've always said, our proposition is not just about commission, it's

about the footfall we drive into stores. It's about the value of the investment we're making in the store for them, for their benefit, including the third generation terminal."

Mr Taylor told RN only three retailers had left the network since May, while retail sites in the UK and Ireland increased by 624 since March.

However, Mo Razzaq, of Premier Mo's in Glasgow, said: "We said from day one it was all about them making money. It's completely unjustifiable. And they're

still saying the same thing - 'it's not all about commission'. It's not, but we shouldn't be making a loss."

Mr Taylor said a root and branch review "of our whole process" is now underway "in order to be able to step up and do it better" and "to understand our retailers' concerns better".

Transactions in the same period were up 1.1% and their value 2.2%. Meanwhile the company's pre-tax profits were hit due to it writing off £18m from the value of the online payments division.

ACS call to extend rate relief

The Association of Convenience Stores (ACS) has called on the government to extend the retail rate relief scheme and find ways to minimise the impact on retailers.

The comment, by chief executive James Lowman, comes after the chancellor scrapped the £1,500 relief scheme as part of his autumn financial statement last Wednesday.

Mr Lowman said: "The true story was buried in the treasury documents - scrapping the £1,500 retail rate relief, the 2% cap on annual business rate increases, and proposals to consult on the introduction of tobacco licensing system in England."

● *Industry reaction to autumn statement - p23.*

Menzies buys Oban

Menzies Distribution is expanding its presence in the parcel delivery sector with the acquisition of Oban Express this month.

The move will see Menzies acquire Oban Express's two depots in Glasgow and Oban and a fleet of 45 vehicles that will deliver an estimated 450,000 packages a year around Western Scotland and the Hebrides.

It follows the group buying Inverness-based AJG Parcels for £7.5m in June.

Blakemore up 18.5%

AF Blakemore has posted an 18.5% increase in profits and 7.1% growth in sales for the financial year ending 30 April 2015.

The company reported annual sales of £1.28bn, with pre-tax profits rising from £7.6m to £9m.



Father and son team move into convenience with Budgens opening

Father and son team Phil and Chris Shelley have taken their first steps into convenience retailing after successfully converting their Shelley's News shop into a Budgens store. The new Shelley's Budgens of Holbrook officially reopened last Thursday, and features a wide range of fresh and locally-sourced food, artisan products, and breakfast and lunch options. Shoppers also had the chance to claim vouchers giving them a £5 discount when they spent £20 in the store.

Collect+ 'working hard to get Amazon back'

"We're working hard to get Amazon back on behalf of our retail community," the chief executive of one of Collect+'s parent companies has told RN.

Following Amazon's decision to pull out of the firm's pick-up service, retailers have told RN their stores have seen a 30% to

50% reduction in Collect+ customers.

John Vine, of Newsworld in Church Stretton, Shropshire, said: "It definitely weakened the network losing Amazon."

However, speaking to RN after PayPoint's half year financial results showed Collect+ made a loss of

£797,000 in the six months ending 30 September, Dominic Taylor said 45 new retailers have joined the network since the end of September.

He said: "Clearly we hate losing clients. In that sense we're working hard to get Amazon back on behalf of our retail community, but

the attraction of the service still remains very strong. This is why we are getting so many more retailers signing up.

"We talk to Amazon all the time, and it is still a customer of ours for returns. Amazon is always listening, so we'll see what happens."

NEWS

BUSINESS

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Cameron support for FWD

Prime Minister David Cameron sent his support to Britain's wholesalers at the annual Federation of Wholesale Distributors' (FWD) Gold Medal Awards this month.

Mr Cameron praised the "incredible resilience, efficiency and commitment they never fail to show" in a message read out at the event held at HAC Royal Artillery Gardens in London.

Winners on the night included Julie Tidy of Bidvest Foodservice, who picked up the Delivered Depot Manager award, while Linsey Worthing scooped the Depot Team Member award.

Meanwhile, Bidvest Foodservice won Green Wholesaler of the Year, with Savage & Whitten taking the Service to Retail accolades.

New faces on Nisa board

Nisa made a raft of new appointments to its board at its annual general meeting, including four member directors. Vimanji Odedra, who was re-elected, Bharat Amin, Sukh Gill and Harry Goraya were the quartet of members appointed to the board.

Meanwhile, three executive directors, chief financial officer Robin Brown, chief executive officer Nick Read and trading director Stewart Sith were all reappointed.

All its resolutions were passed, except one to change in its Articles of Association, which failed to get the 75% of the vote needed. Independent non-executive chairman Christopher Baker said he welcomed the retailers on to the board.



Bestway pays £1.34m rebates

Bestway Wholesale has hailed its six-month 'The Great Rebate' promotion as its most successful ever after retailers were given £1.34m cashback. The promotion offered Bestway and Batleys customers the chance to get 3% rebated on best-selling lines and offered advice in category management. Six retailers, including Prabha Jasu Patel, of Shree Off-Licence in Aylesbury, pictured collecting the keys from Bestway Luton general manager Shafaq Hussain, who also scooped brand new Nissan vans as part of the offer.

Wholesalers and e-commerce firms' digital drive Cornershop Online close to i-movo deal

Hancocks click & collect to grow online business

by Steven Lambert

Wholesalers and e-commerce firms have unveiled plans to improve their online and digital capabilities to give more support to tech-savvy retailers in 2016.

Hancocks is aiming to grow its online business with the launch of its new, improved website this month. The revamped site features a bigger menu aimed at making browsing easier, as well as a full screen using larger images and more products per row, all with the aim of making it a quicker and easier

experience for retailers and buyers.

The sweet specialist has already seen its e-commerce trade grow by 60% across 2014 and into this year, while its 2014 performance saw the company's sales grow by more than 13% to £129m.

Hancocks said it is also looking into offering click and collect services next year to offer further ordering options to retailers.

Executive chairman Mark Watson said: "Our continued investment in our web presence and online marketing efforts

reflect our serious commitment to the digital channel. Our customers appreciate that we are working hard to offer them more choice, more convenience and better service at every touch-point of our business."

Meanwhile, Cornershop Online revealed to RN it is close to signing a deal to introduce i-movo digital vouchers to its e-commerce platform for retailers.

The company's founder Purdeep Haire said: "We're looking to offer things like PayPoint cash vouchers, as well as offering voucher deals with various suppliers

in the near future."

It comes as retail technology firm bigDL revealed "impressive" results following a mobile coupon scheme launched in convenience stores.

The company worked with a number of manufacturers, including Molson Coors and News UK, to offer exclusive product deals in local shops.

It said redemption rates on the mobile coupons ranged between 10% and 15%, growing to 25%, which compared to average redemptions rates of 0.8% on paper vouchers.

Landmark trials new c-store formats

Landmark Wholesale has begun trials of two new convenience store formats under its Lifestyle fascia in a bid to help its retailers compete more effectively against discounters and rival symbols.

The group has launched its first Lifestyle Value format at Bariesh and Yogesh

Kumar's Fairway Post Office & Stores in Port Talbot.

The revamped business will focus on offering greater value for money to shoppers with an increased number of product deals, pound zones and promotional bays.

In addition, Wolverhampton retailer Suki

Bains has converted her store to Lifestyle Extra, a premium format offering shoppers a full range of chilled, fresh and frozen food alongside impulse lines.

Stuart Johnson, retail controller at Landmark, said: "With the constant threat of Aldi, Lidl and the

variety of pound stores, we need to equip our retailers with the best possible stores in order to fight back.

"With such a strong focus on value, the new store formats enable retailers to offer exactly what their customers want and need, tailored to their trading locations."

TIME TO THINK
ABOUT EASTER
Pages
56-60

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advice to help you grow your sales

NEWSTRADE

Federation asks Press Distribution Forum to act Five of 10 cuts come without price increases

NFRN calls for probe into Newsquest margins cuts

by Helena Drakakis

The NFRN is calling on the Press Distribution Forum (PDF) to look into a decision by Newsquest to further cut terms across regional newspapers in the north of England and Yorkshire.

The news group is reducing the margin on 10 titles – five of which come without price increases.

The move follows recent terms changes to the Bolton News, which has moved from 20% to 18% and the Brighton Argus, which went from 23% to 18%.

Newspapers in the north

of England with variable terms will now be standardised to 20%.

The titles which will see a 5p increase are the daily edition of the Northern Echo, the York Press, the Keighley Times and the Bradford Telegraph & Argus. The price of the Saturday edition of the Northern Echo will increase by 10p alongside the Darlington and Stockton Times.

Titles whose terms will be cut without price increases are the Durham Times, the Craven Herald, the Ilkley Gazette, the Wharfedale & Airedale Observer and the

York Gazette & Herald.

In a letter to Newsquest, NFRN chief executive Paul Baxter said: "I understand that you may have rising costs, but so do my members and they, too, are not immune from increasing overheads and operational costs and are dependent on pro-rata terms to remain viable."

NFRN national president Ralph Patel added: "Terms reductions are always unpalatable for independent retailers but usually they will come about when there are changes to newspaper cover prices. Newsquest,

however, appears intent to ignore news supply chain protocols by reducing our members' terms and we ask that the Press Distribution Forum (PDF) looks urgently into the matter."

Retailer Shanaz Patel of Spar Bolton said: "It is what it is. People who buy newspapers will usually buy something else in store so I can't see it affecting us too much, but we'll now have to focus on the incentives Newsquest offers."

Newsquest did not respond to RN's request for comment.

Topps counter promo

Topps is offering Match Attax and Slam Attax cards in a limited counter display box to retailers.

The Match Attax display contains 50 packets and the Slam Attax display contains 24 packets. Retailers can also receive a store poster, 12 promotional sheets of cards featuring All New Match Attax 2015/16 and Slam Attax Then, Now, Forever.

The cards are available for customers who buy any four packets of Match Attax and Slam Attax. Match Attax is currently seeing an 11% year-on-year sales rise, according to Smiths.

Computer giveaway

MagPi magazine is offering readers the first ever computer giveaway with every purchase of the monthly magazine.

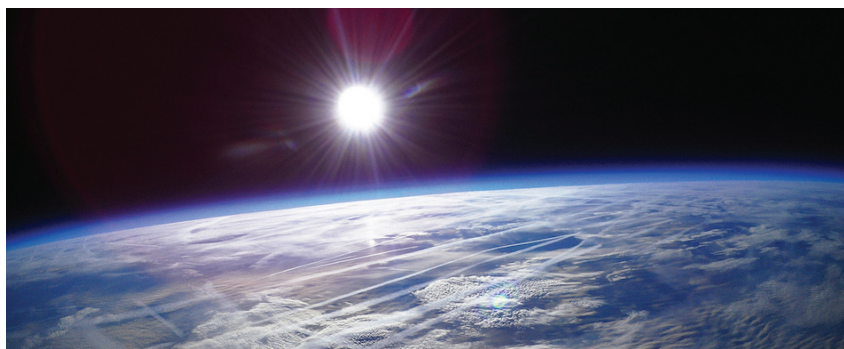
The computer, made by Welsh company Raspberry Pi, runs a version of the Linux operating system and has a 1GHz processor and 512Mb of memory.

The computer normally sells for £4 in the UK and can run apps such as coding tool Scratch and the game Minecraft.

Christmas colouring

Retailers are being advised to stock up on adult colouring titles to be used as Christmas gifts this festive season. Among those on offer are Compact Creative Colour (£2.99), Simply Colour (£4.25), Colouring Heaven (£4.99), Zen Colouring (£6.99) and Calm Colour Create (£4.99).

The adult colouring category has experienced rapid growth in the past year with titles adding more than £1.5m to the trade, according to data from Seymour.



Sky's not the limit for Practical Photography magazine

The January issue of Practical Photography features pictures from a £250 high-altitude balloon. The first of its kind, and a collaboration between the magazine and the company Sent Into Space, the balloon has captured a series of breath-taking images of Earth from space. The 1kg balloon was launched with two cameras from the Malvern Hills in Worcestershire and reached a height of more than 118,100 ft. The results are captured in this £4.99 special issue.

Sun's 'jihadi' correction welcomed

A retailer has welcomed a correction in The Sun and The Times over controversial headlines stating that one in five British Muslims has sympathy for jihadis.

Both News UK papers reported on a poll of 1,000 British Muslims carried out by pollsters Survation. The survey found that 19%

agreed that they had "some" or "a lot" of sympathy with Brits going to fight in the Syrian crisis. However, it did not differentiate between which warring group in Syria they had sympathy with.

Both corrections conceded that the headline was 'misleading'.

Mo Razaq, of Premier Mo's in Glasgow, complained directly to News UK arguing that the headline was irresponsible and that the Paris attacks had already prompted a backlash of abuse against Muslims in Scotland.

He said: "I welcome the correction. They thought

they could get away with it, but both newspapers need to wake up to the fact that this kind of reporting is not on."

The headlines prompted more than 2,000 complaints to the Independent Press Standards Organisation. More than 30,000 people also signed a petition on change.org.

Royal approval

The Somerset Gazette has relaunched with a new cover and congratulatory message from the Queen.

The regional weekly featured past memorable covers on its new-look first day cover and printed a goodwill message from Elizabeth II who sent "best wishes to all concerned". The first ever issue of the paper rolled off the press on 31 December 1836.

NEWS

PRODUCTS

Sandwich line adds Turkey

Costcutter has expanded its range of Independent own label sandwiches with a limited edition Christmas flavour launched this month.

The new Turkey, Stuffing & Cranberry filling has been created by food company Greencore and will join the 18 existing sandwiches, wraps and sub rolls under the Independent label.

Costcutter said it will create interest around its latest line by making it part of a meal deal, which will offer Costcutter shoppers a free packet of crisps when they buy an Independent sandwich and a selected drink.

Jodene Rogers, head of marketing for Independent, said: "The addition of a festive favourite will give retailers another opportunity to drive additional sales from this category."

Hot Vimto for winter

Vimto is backing its second 'Try Me Hot' winter promotion with competitions and updated packs launching this month.

The soft drinks manufacturer is encouraging shoppers to try Vimto with hot water for winter. It will support the scheme with limited edition bottle labels featuring a 'Try Me Hot' message, backed with PoS material.

In addition, Vimto will give away 200 water bottles featuring the likeness of its Vimtoad brand mascot as part of a social media competition.



Keep the whole family together with Richmond

No more lost teddies with Richmond

Kerry Foods has unveiled its latest TV campaign as part of a £3m investment behind its new 'Sausages & Chip' scheme for its Richmond brand. The ad focuses on a little girl, Emily, who loses her favourite teddy bear but is able to find it again thanks to one of 20,000 toy tracking chips Richmond is giving away to shoppers in a Christmas promotion.

'Give a little happiness' is theme of national campaign Retailers advised 'stay stocked up'

Bow-design bottle brings a Coca-Cola Christmas

by Gurpreet Samrai

Coca-Cola Enterprises has launched a new limited edition bottle to help retailers maximise festive sales.

The bow-design bottle, which transforms when the label is pulled, is now available to retailers across 1.75l Coca-Cola, Coca-Cola Zero, Diet Coke and Coca-Cola Life products.

It will be supported

by in-store PoS, outdoor advertising, a digital advertising campaign, and the launch of the brand's 'Give a little happiness' TV advert, which features a 10-second homage to the new bow bottle, the Coca-Cola Christmas truck and 'Sundblom Santa design'.

Caroline Cater, director of operational marketing at Coca-Cola Enterprises, said: "Christmas is the most

popular calendar moment of the year, and as soft drinks is the most frequently bought category during the festive season, it's vital we help retailers to make the most of the opportunity and offer exciting national campaigns to boost sales.

"In line with this, our new festive format will be backed by a substantial marketing spend, which includes our 'Give a little

happiness' advert to further increase visibility over the holiday season. We'd therefore recommend retailers stay stocked up on our Coca-Cola range to capitalise on the occasion."

The new bottle design follows the launch of Coca-Cola's Christmas truck on-pack promotion, nationwide truck tour and 'Holidays are coming' TV campaign last month.

Kerryfresh's festive 48 gives a boost to indies

Fresh to Store is adding 48 festive-themed products to its Kerryfresh chilled delivery service in a bid to bolster independent retailers' sales over Christmas.

The move will see the firm introduce limited edition lines such as Wall's

Jumbo Christmas roll with pork stuffing and cranberry (RRP £1.95) and Urban Eat Turkey, Bacon & Stuffing sandwiches (£2.99).

It follows news of Fresh to Store adding 50 new Kerryfresh delivery vans.

The company has

reported growth in pre-Christmas orders for core chilled products. It said orders from Fresh to Store retailers for Tropicana juice have increased 65% month on month, while Richmond sausages and Walls' bacon orders are up 59%.

Sharon Dougherty, trading controller at Fresh to Store, said: "Over the winter and Christmas it is vital retailers don't reduce the space given to core chilled essentials, but support them by stocking festive products to drive incremental sales."

Hot products for your shopping list



Vimto is giving away free water bottles as part of its 'Try Me Hot' campaign



Turkey, Stuffing & Cranberry joins Costcutter's Independent sandwich range for Christmas



Coca-Cola has launched a bow-design bottle to drive festive sales



NOW available 70cl and 35cl PMP

Blended whisky PMP packs are
*growing +66% year-on-year**

58% of shoppers say they *will buy more*
PMP's in convenience in 2015**

*AC Nielsen, MAT value sales to 10.10.2015 **Toluna Question, posted May 2014, 2,700 respondents & CTP 2014

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French grape brandy

1 in 4 French grape brandy
sales is a Three Barrels

Source Nielsen MAT 10.10.15 drinkaware.co.uk for the facts



NEWS

PRODUCTS

Bestway/ Batleys deals on alcohol

Bestway and Batleys depots are offering a raft of deals across their beer, wine and spirit selections for retailers in the run-up to Christmas.

The Licensed Christmas Deals brochure produced by Bestway Wholesale has 28 pages filled with more than 380 deals including branded and own-brand alcohol, pricemarked and non-pricemarked products.

Bestway's licensed controller Roopinder Singh Toor said: "Unlike other wholesalers, we are offering great prices without limiting sales to customers so they can buy with confidence without being restricted by ceilings. We want customers to come in and buy what they want without imposing restrictions."

Stork adds butter

Baking brand Stork is set to launch a £1.6m seasonal campaign to support its latest addition to the range, Stork with Butter.

The Christmas campaign, which includes a TV ad, features two Rudolph cakes being baked, one with Stork with Butter and the other with traditional block butter. Launched in May, the new Stork with Butter has sold almost one million units, generating more than £1.2m in retail sales. The campaign is being supported with digital and social media ads.

It is available in 400g tubs at £1.99 RRP.



Courvoisier's Paris-themed movie blitz

Courvoisier is heading to the pictures this month with its new cinema ad. Using the tagline 'The Toast Of Paris', the ad will appear ahead of blockbusters such as Black Mass featuring Johnny Depp and the Steven Spielberg-directed Bridge of Spies. The six-week movie blitz will be seen by an estimated four million cinemagoers and follows the drink throughout its 125-year history. The campaign will also appear across print, digital and social media.

Water company's first UK character designed packs 'Encourage families to drink water'

Volvic's feeling the force with Star Wars bottles...

by Gurpreet Samrai

Volvic is the latest brand to capitalise on the forthcoming Star Wars movie with the launch of its first character bottles.

Five characters - Chewbacca, Stormtrooper, Darth Vader, C-3PO and Boba Fett - are available to retailers this month for a limited period. To support the launch,

more than 2,000 stores will receive life-size bottle stands designed like Star Wars characters and Star Wars display units.

Adrienne Toner, Volvic brand manager, said: "This is the first time we have launched character designed bottles in the UK, and we believe they are great for encouraging families to drink more water."

Jatinder Sahota, of Max's Londis in Kent, got the range in his store last week. He said: "The bottles are quite eye-catching."

Volvic is also expanding its Touch of Fruit Sparkling range this month with the launch of its two best-selling flavours - Strawberry & Raspberry and Lemon & Lime - in a new 500ml format. It follows the launch

of the range in January in 920ml sharing bottles.

The launch will be supported by an in-store and sampling campaign. It will also be part of Volvic's Touch of Fruit £2m marketing campaign in May next year, which will include TV, out of home advertising and digital.

The RRP for both 500ml flavours is 95p.

...and Duracell releases limited edition packs

Duracell is hoping to boost sales as it gets in on the Star Wars fever with the launch of new limited edition packs.

The brand's collaboration with Star Wars production studio Lucasfilm includes

packs featuring new characters such as Kylo Ren and droid BB-8 as well as favourites Stormtroopers, Chewbacca and C-3PO.

The launch is being backed by TV advertising, which features brand mas-

cot the Duracell bunny taking on the evil side of the Force, along with digital, social media and in-store activity.

Duracell announced it has also been nominated the battery of choice for

the new Hasbro lightsaber. Javier Hernandez, marketing director for Duracell at P&G, said: "In terms of key sales periods, retailers should be prepared for the sales peak in the run-up to Christmas."

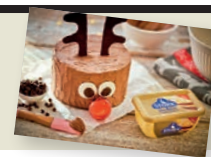
Hot products for your shopping list



Volvic will come in Star Wars character bottles for a limited period



Duracell is also featuring Star Wars-related packs to tie-in with the new film



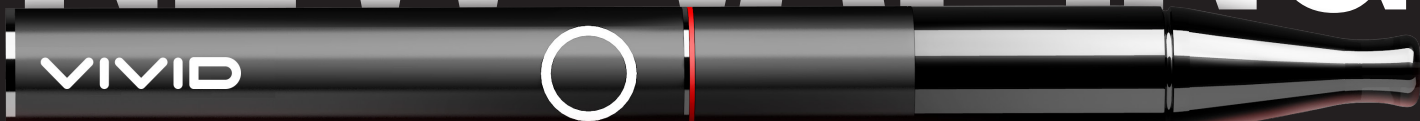
Stork with Butter is to receive a £1.6m promotional push

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Paperboy, 79, hits headlines

Pensioner paperboy John Cooper hit the headlines last week after the story of him delivering news to the same village for almost 70 years went nationwide, then global.

The 79-year-old grandfather has been serving the folk of Duffield in Derbyshire for 68 years, most recently from the shop, Duffield News.

Mr Cooper's story made newspapers, TV and radio around the country and beyond.

Newsagent Judy Clough said: "Radio Derby found out from someone, asked if they could speak to him and sent someone to do his round with him.

"It's gone haywire since then, with the Mirror, The Times, Daily Express and more. We even had Canadian papers getting in touch. It's nice for him to be recognised. It must be a world record and I'm sure it won't happen again."



Peter Wagg offered customers 10% off all products in his Canary Wharf store on Black Friday; One Stop had a range of discounts including selected beers and spirits

Retailers use discount day to build customer loyalty 'It's a great idea to get customers in'

Indies get involved for a Black Friday bonus

by Helena Drakakis

Retailers who took part in Black Friday have hailed the discount day a success for independents in building customer loyalty.

The day, which was 'imported' from the US in 2010, is more widely associated with large supermarkets, electrical and toy stores, with chaos occurring last year as shoppers scrambled to grab bargains.

Several independents took part this year, offering discounts on items such as

alcohol or across-the-board discounting.

Newsagent Peter Wagg offered a special Black Friday deal at his five News On The Wharf stores in and around Canary Wharf, east London.

All products from the shop, including newspapers, sweets and snacks, had 10% off. It's the second year Mr Wagg has taken part in the event, which he deemed a great success. He said: "Effectively, we're going without profit for a day. There's a large American

community around us and most of the shops are doing it. In monetary terms it doesn't pay for itself but in the sense of joining in, being a goodwill gesture and being part of the community, it encourages loyalty."

The One Stop franchise also experimented, offering deals across batteries, selected beers and spirits and soft drinks.

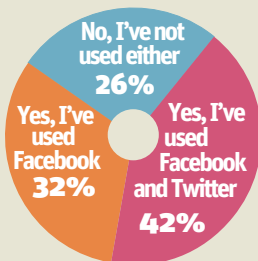
Derby One Stop retailer Dee Sedani said that while he felt Black Friday was quieter this year than last, he was looking

to the future.

He said: "I didn't have people camped outside my shop, but I sold a lot of Vodka and Jack Daniel's. Other than that, it was a normal day, but I think it's a great idea for independents in getting customers in. Next year I think One Stop should focus strongly on margin and product."

Lizzie Reynolds, One Stop customer director, said the company would look at this year's figures and look into more promotions in the future.

RN READER POLL



Have you used social media to boost sales in your store?

NEXT WEEK'S QUESTION

Would you use Camelot's new website over its phone number to report a problem?

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Go to [betterretailing.com/retail-newsagent](https://www.betterretailing.com/retail-newsagent)

SGF lends its support to foodbank project

The Scottish Grocers' Federation (SGF) is set to launch a pilot project supporting local food banks.

Nisa customers at stores in Bellshill and Aberdeen can use in-store collection bins to make a donation. A Dundee store is expected to join soon.

The pilot will be launched at an event at Scotland's national stadium. The event is supported by SGF corporate members AG Barr, Müller-Wiseman Dairies, KP Snacks and Weetabix.

SGF president and participating retailer Abdul Majid said: "SGF has more than

3,000 stores in membership so if this project proves to be a success over the coming months there is massive potential to roll it out across Scotland in 2016.

"Convenience stores are at the heart of communities and this project reinforces the vital role we can play in

helping people in need."

Figures from charity the Trussell Trust show that, in 2014/15, 117,689 people, including 36,114 children, picked up a three-day supply of groceries from its foodbanks in Scotland, up from 14,318 people two years earlier.

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National marks its first year

Scotland's first pro-independence daily newspaper, which now boasts sales of 14,000, is celebrating its one-year anniversary.

The National, launched by the Newsquest-owned Sunday Herald, celebrated the milestone with a special edition last week which featured the editors discussing the making of their 15 favourite front pages.

The paper has also received messages of support from pro-independence figures including Nicola Sturgeon.

Consultant editor Richard Walker, who founded the paper, said: "We are told endlessly that Scottish journalism has no future and that print is dead. Hopefully the success of The National represents a challenge to that argument."

There are plans to add more pages to the newspaper next year and increase the variety of content.

Desmond Barr, of Sinclair Barr in Paisley, said: "We sell 45 every day. There's support for the paper and what it stands for."

Tesco staff strike ballot

More than 700 drivers and warehouse staff at Tesco distribution sites in Belfast and Doncaster are threatening to go on strike in the run-up to Christmas in a row over pay.

Union Unite started to ballot the workers this week as it urged the supermarket giant to revise a 'pitiful' pay offer of 0% for 2015 and 1.5% for 2016.

The ballot will close on Friday 11 December. If the strike goes ahead, deliveries to Tesco stores in Yorkshire and Northern Ireland could be disrupted with a potential knock-on effect across the UK.



£5,000 raised for Ratcliffe

As well as being a celebration of the best within the business, the NFRN awards dinner has helped swell the coffers of the federation's Ratcliffe Fund. The charitable organisation was given £5,000, raised from the dinner, which will go towards helping good causes linked to the NFRN. The cheque was presented to NFRN chairman of charities Peter Wagg (left) by NFRN Commercial Ltd chairman Ian Shaw.

December bombshell brings new blow for hard-pressed stores Retailers question profitability

N.I. carriage charge rise 'will kill our businesses'

by Helena Drakakis

Retailers in Northern Ireland have hit out at proposed carriage charge rises saying increased costs will 'destroy their businesses'.

The comments come after wholesaler EM News wrote to retailers informing them it will be reviewing carriage charges this month.

The company said it will write to retailers by 12 December with the scheduled increase. Wholesaler, Newsprint has also informed retailers that the company

is changing its charging template.

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

Ballymena newsagent, Eugene Diamond, of Diamond's newsagents, said: "When I started I was selling more than a thousand newspapers a day with no carriage charge. I still sell a lot of newspapers, but I've gone from paying nothing to paying around £105 in carriage charges per week.

Another hike will just destroy the business. It's becoming unprofitable."

John McDowell, of McIntyres in Portstewart, said he had received both letters from EM News and Newsprint but, as yet, was unaware of the specifics of the charge hike.

He said: "This is another blow for independents. Newspapers will become a sideline for us because they're so unprofitable. We either need one wholesaler, which isn't going to happen, or we need a reduction in charges."

NFRN chief executive Paul Baxter told RN the federation is in talks with EM News and that a meeting was imminent.

He said: "We understand the pressure on businesses, but we are seeking an outcome that is fair for retailers. We believe the carriage charges in Northern Ireland are too high and we are seeking positive dialogue and a package that appropriately reflects delivery costs."

Menzies did not respond to RN's request for a comment.

Hygiene inspection 'biggest threat to retailers'

New food safety hygiene inspections pose the biggest threat to retailers' businesses over the coming months, the NFRN has warned.

Margaret McCloskey, the NFRN's head of operations, said 15 retailers scored 0 or 1 following inspections in August and September with 10 in Northern Ireland being prominent symbol stores.

She warned Wales is now forcing retailers and outlets to display stickers in their windows showing their scores with Northern Ireland to follow in October next year, while parts of England are voluntarily displaying their scores.

The inspections focus on three key elements - confidence in management, food hygiene and safety and

structure and cleanliness.

Ms McCloskey said: "Retailers are facing increasing pressure with the auto pension enrolment, cuts in commission, and the National Living Wage.

"But the public being aware of the outcome of their food hygiene inspections is going to be the biggest threat to their business in the coming months

when the food hygiene window stickers have to be displayed mandatorily.

"The NFRN believes most of its members will fully understand their statutory obligations when retailing high risk open food produce, but encourages them to communicate with the Food Safety Authority should they need advice."

“I tripled my sales of Grazia by using the advice in RN”

Alan Waterson,
J Walsh Newsagents
High Wycombe



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YOUR REGION

NFRN DISTRICT COUNCIL REPORT SOUTH WALES 23.11.2015



Simon King reports from the NFRN South Wales district council meeting

'No reward' for Lottery efforts

Retailers are doing more work connected with the National Lottery for no reward, many delegates reported.

District president Matthew Clark said: "When a customer wins a

free ticket, we don't receive any commission and it takes a bit of customer service to explain what is going on and why they've won. I would like to be recognised for the work that goes in."

But he added: "Slightly more worrying is the influx of scratchcard prizes, where one of the prizes is the chance to win a free scratchcard. It started on the £1 cards and it's now on the £2 ones as well. When I checked my invoice I noticed that I'm being charged back the 12p commission."

Swansea member Dev Aswani added: "Commission should be paid every time a retailer has to use the National Lottery terminal."

Auto-enrolment fines warning

"The wheels are going to come off auto-enrolment" in the next 12 months, Pembroke member Peter Robinson claimed. "More than 60% of companies who will be non-compliant, largely through ignorance, and they are laying themselves open to big fines," he said.

"In the next 12 months, more people will be going through auto-enrolment than



Poor scratchcard commission concerns retailers

have done so previously. They don't understand it and it's not going to work."

Chris Appleton, membership services manager, pointed out that only three members from the district attended an auto-enrolment presentation on 5 October, despite flyers and emails being sent to members.

Merthyr Tydfil member Rob Holdaway, who attended the October meeting, said: "Members are threatening to discontinue trading due to the threat of not being able to com-



Rob Holdaway



Commission should be paid every time a retailer has to use the Lottery terminal

Dev Aswani

Retailer, Swansea

ply with confusing regulations being imposed on them."

Mr Robinson suggested the subject should be discussed with Welsh Assembly Members at a reception in The Senedd on 20 January.

'Back Business Saturday'

District president Matthew Clark called on members to back Small Business Saturday on 5 December.

Mr Clark said he had teamed up with the district's vice president and fellow Cardiff member Mark Dudden to take part in the event.

Mr Dudden said he and Mr Clark had been working on a goody bag to give to customers on Small Business Saturday as a thank you for visiting their stores.

"We have partnered with The Independent, so our goody bags will contain a free copy of the i newspaper and we have also asked other reps, including Mars and Coca-Cola, for free items to put in them too."

Mr Clark said: "Small Business Saturday worked very well for us last year and I'd encourage members across the district to embrace this key shopping date.

"Last year, I got carrier bags, put half a dozen things in them and everyone who came in got one."

Assembly call

Matthew Clark said he was concerned that little progress had been made ahead of the Welsh Assembly reception on 20 January since the last district council meeting in September.

Mr Clark said: "We need as many members as possible to come along and throw some weight behind it."

The Welsh Assembly reception will welcome members from both the South Wales and North Wales districts, as well as MPs and representatives from the NFRN's head office.

Membership up

District membership increased to 582, as of 5 November, a net increase of six members from 5 October.

Chris Appleton said that in the year to date, 57 members had been recruited and 47 were lost.

But in the week between 8 and 14 November, members in the district registered just seven complaints.

He said: "It is imperative that members report all problems, even those they resolve. If we are not aware of problem areas, there is nothing we can do about them."



Chris Appleton

Your say

Do you think delays to Sunday trading proposals are a victory for retailers?



This delay is definitely a good thing, but what matters is the ultimate legislation that comes through. The status quo is, hopefully, going to stay now. If the changes happen as originally proposed, a delay will achieve very little.

Peter Robinson
Robinson Retail,
Pembroke



I can't see that a delay is a victory - the only victory really would be to stop the government changing the laws. This is just delaying the inevitable, which is that the larger retailers stores will get their own way.

Clive Birkby
Maesycwmmmer Stores,
Maesycwmmmer



The delay is not a victory, full-stop. It is inevitable the proposals will be back on the government's agenda before long. The changes to Sunday trading proposals will be anything but a victory for independent retailers.

Mark Dudden
Albany News,
Cardiff

YOUR REGION

NFRN DISTRICT COUNCIL REPORT WEST MIDLANDS 24.11.2015



Tony Collins reports from the NFRN West Midlands district council meeting

Publisher 'seeks to undercut us'

The NFRN is to investigate concerns raised by members that a regional publisher has told retailers it requires the postcodes of their customers.

Wolverhampton & Dudley member Julia Bywater raised the issue at the meeting, which was attended by the NFRN's national president Ralph Patel and chief executive Paul Baxter.

She said: "The Express and Star in Wolverhampton has told us it now requires the postcodes of all our customers.

"If any of our customers stop the paper - because it's now a morning title rather than an afternoon paper, its not as good quality and the price has gone up - they contact them directly, to try to keep the customer itself.

"It is going to undercut our delivery costs because it doesn't have the overheads that we have."

Retailers could not be forced to hand over customers' postcodes, members suggested.

Mr Baxter said the federation would examine the terms of the agreement.

NFRN needs to focus on deals

The NFRN should focus on profitable commercial deals for members in the face of rising carriage charges, said Erdington member Pravin Chauhan.

Mr Chauhan raised the issue of Smiths News' carriage charges and falling newstrade sales during a question and answers session with national presi-



Call for advice on how to tackle competition from illicit products

dent Ralph Patel and chief executive Paul Baxter.

"For years we have been banging our heads against a wall with Smiths. We should concentrate our efforts on putting money in our tills by doing commercial deals with other people," he said.

Mr Patel replied that, while there was "no answer about carriage charges", the federation was committed to continuing its legal fight on the issue.

Julia Bywater asked: "What's to stop wholesalers putting more on the carriage charge once the



What's to stop wholesalers putting more on the carriage charge once the living wage comes in?

Julia Bywater

Wolverhampton & Dudley member

living wage comes in? This is something we will have to watch next year."

Paul Baxter said: "Carriage charges have been capped because we have been in constant dialogue with them."

How do we fight illicit sales?

Central branch member Anne Newman called on the NFRN to provide members with advice on how to tackle competition from illicit sales, particularly of tobacco.

She said: "We have a major problem in our area with shops selling illicit stock. We have four of them within a few hundred yards and these things are growing rapidly.

"The amount of illegal tobacco coming into this country is huge and our members need guidance on what to do, such as whether to contact Customs."

Paul Baxter said a phone number for members to report issues to the federa-

tion could help address the issue.

"We have met with the intelligence unit at HMRC and have asked them to speak to the national executive or even conference," he added.

But district president Ramesh Sahota urged retailers to be cautious.

"Don't get involved, just ring the helpline," he said.

Restructure up for discussion

Members discussed proposals to restructure the NFRN from branch to national level.

The proposals, which would be subject to a three-year transition period, could see all 157 branches scrapped, with districts taking responsibility for managing membership activity through district councils.

In the event of the dissolution of branches, a method would be needed for electing members onto district councils.

But Julia Bywater said: "We find it hard enough to get members to ring the helpline when they have a problem, so what makes you think they are going to vote, and how will they know who they are voting for if they don't have any communication with other members?"

Paul Baxter highlighted the low attendance at branch meetings and added: "What an incentive to go out and engage with members, rather than rely on a couple of mates in your branch."

Other members raised concerns about benefit members and what would happen to branch voluntary funds.



Julia Bywater



Pravin Chauhan

Your say

What effect will the closure of FHM and Zoo have on your magazine sales?



None. Since they started their online offers, sales of the magazines have gone downhill, and as people can get this content on the internet and their phones that's killed it stone dead. They tended to buy them at the Tesco Express next door anyway.

Julia Bywater
Bywater News Ltd,
Upper Gornal, Dudley



We are not a big seller of these magazines because our area is industrial and, after many recent business closures, we lost a lot of clientele. FHM was quite a good seller for us but the introduction of technology has killed sales.

Ramesh Sahota
Five Ways News,
Tipton



It will have a negative effect on sales because people who come in to buy them also buy other magazines. I can see other titles going the same way and not having an actual magazine but just being available online.

Manjit Samra
Samra Supermarket,
Smethwick

YOUR REGION

NFRN DISTRICT COUNCIL REPORT NORTHERN 24.11.2015



John Dean reports from the NFRN Northern district council meeting

NFRN structure changes criticised

Suggested changes to the national NFRN structure, which could see the end of branches in some areas, were criticised by

North Northumberland member Dorothy Scott.

National councillor Mike Mitchelson had presented some of

the ideas being debated nationally in a review of the NFRN structure, but Mrs Scott said the branches system worked and should be retained.

She said: "We have a wheel that has worked for 100 years, why are we trying to break it?"

Middlesbrough member Richard Blakeley said moves to take the issue to annual conference next summer were rushing the decision. He said: "It should not be scheduled for annual conference for two years."

Durham member Jason Birks said: "We are being dragged down as a district because other districts are not getting it right."

Sunderland member Tony Pucci said members should view the process with an open mind because there were some good elements in the ideas being put forward.

Tynemouth member Kieran McDonnell said districts would have a choice over whether or not to change.

The district's executive will discuss the region's response at its meeting in January.

Now: Pensions fees shocker

The district called on the NFRN to write to mem-



bers to explain reports that Now: Pensions was planning to introduce charges, after many NFRN members said they had been led to believe its pensions service would be free. Mike Mitchelson said the NFRN was seeking legal advice over reports that charges were being introduced for businesses with less than 30 employees.

Darlington member John Abbott, one of a number of delegates to criticise the Now:

Pensions decision, said the NFRN letter to members must be sent as soon as possible.



John Abbott



We have a wheel that has worked for 100 years, why are we trying to break it

Dorothy Scott

North Northumberland member on proposed NFRN structure changes

Durham member Glyn Taylor said: "It is going to cost our members."

District president Malcolm Dobson said: "The NFRN has to take this on."

Steady increase in helpline calls

National councillor Jason Birks, in giving his report from national council, praised the work of the NFRN helpline.

He said the number of calls for the year ending September 2013 was 1,771, 2,143 for the next year and 3,032 for the year just gone, showing a steady increase.

Mr Birks said the helpline was under pressure but added: "We have an effective helpline and can congratulate them on the service they give us."

Menzies delivery problems go on

John Abbott said Menzies deliveries were continuing to cause problems in the area.

"They get paid for a poor service, whereas we lose customers and, in the end, it could turf us out of

business," he said.

Middlesbrough member Mike Brown said: "We keep meeting Menzies but nothing improves and the service is still diabolical. There are issues every single day."

Glyn Taylor said the NFRN nationally should be doing more to bring pressure to bear on Menzies.



Mike Brown

Pressure to be put on Camelot

Martin Ward, in giving his national council report, said the NFRN was putting pressure on Camelot to reverse its decision to discontinue its free phone number.

He said Camelot had now agreed on a free email address, but added: "This is not the same thing in any way, shape or form and the federation is pushing Camelot to retain the free phone number."

Nominations for Awards needed

Malcolm Dobson urged members to put forward nominations from the district for the 2016 NFRN Awards.

Members voted unanimously to tell NFRN that only federation members should be permitted to enter.

Charity Ball raised £1,635

The district's annual charity ball, held at Ramside Hall Hotel, raised £1,635, which will go to the Ratcliffe Fund. Members paid tribute to Tony Pucci, who is stepping down from organising the event.

Your say

In the recent PayPoint survey, banking charges and customer service came out as the top two issues. What's your biggest issue with PayPoint?



"The big issue is the derisory commission. This year's reduction in commission and increasing bank charges makes matters worse. It makes PayPoint even less appealing."

Jason Birks

Mosci's, Horden, East Durham



"My problem with PayPoint is the commission, which only ever goes down, and with the bank charges you may think you are working for £40 or £50 but it ends up being £20. We took it out."

Malcolm Dobson

Skinnergate News, Darlington



"My main issue is bank charges, which mean the cost of banking does not cover commission. They say PayPoint brings in people who spend money but over a week it only just covered the costs."

Kieran McDonnell

Newsforce, Whitley Bay

LETTERS

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

How will newsagents cope with the National Living Wage?

As the national minimum wage becomes the National Living Wage at £7.20 per hour and then rises to £9 by 2020 (as discussed in RN, page 28, 30 October), your contributors gave details of future plans to change categories, improve efficiencies and have store refits to improve their shop turnover.

I wonder what the traditional rank-and-file newsagent is going to do as circumstances dictate that very little can be done?

For me, £9 per hour pay with other entitlements – holiday pay, sickness pay etc – is equivalent to £12 per hour, which is 20p for every minute that someone works in my shop (if you add in the other overheads of running a business, like rent, rates, energy costs, news wholesaler delivery charges).

I would like the NFRN and Retail Newsagent to devote more time to informing newsagents that the 20p Star newspaper, by giving a margin of 4.84p per copy gross before delivery charges, contributes nothing to our overheads and at 20p per minute labour costs we are busy fools handling this product.

The debate also needs to focus on why so many convenience stores that I visit in my locality overcharge for Cadbury, Mars and Coca-Cola products, have a poor display of magazines but then prominently display a 20p Star newspaper!

Can the NFRN solve the problem of the non-contributing 20p Star?

Doyle McKay
McKays
Ballynahinch



Since Menzies centralised its magazines, 'the system has been disastrous', says Tony Rook

THANKS FOR DOUBLING MY WORK, MENZIES

Menzies' inefficiency is doubling my workload. I am having to make several calls a week to sort out my credit queries.

It's a busy time of year and I should only have to make one call.

The constant delays mean that my account is not being credited quickly.

When I've spoken to Menzies about this it says there's a two-

week period in which to log a credit query. I report them all the time, but it makes no difference.

I also have a problem with missing returns.

For example, there can be whole bundles that I return that are not scanned and I am not credited for.

I may get credited for half the return, but something always goes

wrong, which is more time spent chasing. Since the centralisation of magazines to the depot in Inverness, the system has been a disaster.

Tony Rook
Buckleys Newsagent,
Lossiemouth

Menzies did not respond to RN's request for comment.

Hey Camelot, where's our additional scratchcards?

We have eight dispensers at our shop, but we have got only four lines of scratchcards. According to Camelot customer services, if weekly sales are over £315 they promise to give retailers an extra four lines.

Our sales are more than £600 a week at the moment, but it has still not increased the dispensers.

I've tried to contact customer services regarding this matter many times, but it responds saying that it cannot address this and I need to contact my sales



Can the NFRN solve the problem of the non-contributing 20p Star?

Doyle McKay

McKays, Ballynahinch

representative.

When I contact the rep he says he can't do anything. He says it is a computerised upgrading system and the system will upgrade automatically from four lines to eight lines.

Moreover, our customers ask for many varieties of scratchcards, so I lose business dramatically.

Camelot is keen on charging me £25 for operating costs, but it isn't bothered about retailers' benefits or businesses.

I would like to hear from

Camelot on this matter.

V Kugathas
Daily Post,
Wirral

A Camelot spokesman said: "We will contact the retailer directly to fully understand the issues and to help resolve any problems."



SCORE *your* STORE

ARE YOU CAPITALISING ON CIGAR SALES THIS CHRISTMAS?



The Christmas period is a time of increased sales potential for cigars, yet a staggering 88%¹ of retailers are failing to capitalise on this seasonal opportunity, stocking the most popular cigar formats and best-selling brands. Complete the quiz below to see how well you're performing and implement the following advice in store this winter to make sure you don't miss out on your share of the profits.

Availability

1 Is your gantry always fully stocked, with no gaps in the cigar range?

Tick box



3 Do you increase your stock holding of cigars ahead of the Christmas period?

Tick box



2 Do you re-stock cigars every morning and prior to busy trading times?

Tick box

Total /3



Range

1 Do you stock small cigars, miniatures, panatellas and large cigars?

Tick box



2 Do you allocate enough space to the bestsellers in your region?

Tick box

3 Do you monitor your sales data on a regular basis?

Tick box

In a recent study, retailers overwhelmingly report that Hamlet is the most recognisable cigar brand – 72.5% – more than five times that of the nearest competitor⁵. Offering a POR of up to 21.3%⁶, stock up on Hamlet this Christmas.

Total /3

1 Independent research of 200 UK independent and convenience retailers, October 2015 - commissioned by JTI & carried out by CheethamBell JWT
 2 JTI Estimates 2014
 3 JTI Estimates YTD 2015

Trends



In association with



1 Do you stock more miniatures as they now account for 60%⁴ of cigars sold?

Tick box



3 Do you seek advice from your JTI tobacco representative?

Tick box

DID YOU KNOW?

The overall UK cigar market is worth an estimated £230m⁵. Typically experiencing an elevation in sales over the festive period, cigar sales can increase by as much as 10-15% the week before Christmas⁶.

2 Do you read the trade press to keep up-to-date with the latest trends?

Tick box



Total /3

Bonus point

For more information on Hamlet, retailers should speak to their local JTI representative or call the JTI Customer Careline on **0800 163 503** to arrange a visit. Retailers can also visit www.jtiadvance.co.uk for further information, support and guidance on tobacco retailing.



Smoking seriously harms you and others around you

Smoking seriously harms you and others around you

Smoking seriously harms you and others around you

Total /1

1 Are you making the most of your cigar offering by stocking Hamlet, the most recognisable cigar brand?

Tick box

How did you score? 0-3 It looks like you're not making the most of cigars, which are especially important at this time of year. Check in on www.jtiadvance.co.uk or with your local JTI representative - he or she will help you review your range and improve your knowledge of cigars. **4-6** It's clear that you are investing time and effort in the category but there's still room for improvement. Give your cigar sales the festive boost they need by making some small changes in store today. **7-10** Well done! You obviously know the category well and will be maximising cigar sales this festive season. Keep up the good work by ensuring full availability, continually reviewing your range and staying one-step-ahead of local and national trends.

4 JTI Estimates YTD 2015 (figure applies only for independent and symbols store)

5 Independent research of 200 UK independent and convenience retailers, October 2015 - commissioned by JTI & carried out by CheethamBell JWT

6 Based on RRP at 1,000 outer rate as at 9th September 2015

OPINION

Do you want to see your views in RN?

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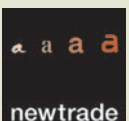
Winner of the **2009 ACE** gold award for circulation excellence by a smaller magazine



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For trade use only

YOUR SAY Will you be taking part in this year's Small Business Saturday event on 5 December? What will you be doing?

Christine Hope

Hopes of Longtown, Herefordshire

The day might not increase sales for us, but it is invaluable in embedding our values and ethics. We will be driving home our local credentials by offering a 10% discount across the board on meats, cheeses, ciders, honeys, ice creams – all our locally supplied goods.

To get the discount, customers need to say “I support small business” at the till so it pushes the message.

Bintesh Amin

Blean Londis, Canterbury

I think every day should be Small Business Saturday. I'm all for celebrating local businesses, but I'm going to carry on doing what I do all the other days of the year - working hard to promote my business.

I did take a more active part the first year, but I didn't see much change compared to all year round.



Trudy Davies

Woosnam & Davies News, Llandidloes

Small Business Saturday was great for me last year and the feel-good factor in the community was great.

It was hard work, but I gave out

free newspapers, ran a lucky dip for children and a raffle draw.

I also gave out 500 goodie bags with discount flyers gathered from lots of other local businesses. I used Facebook to publicise the offers I had in-store too.

YOUR STOCK Have you seen an increase in demand for tech magazines or a shift in the customers buying them?

Jon Powell

The Newsagent, Newport

I think tech and gadget titles very much appeal to a younger age group. My shop is a market area and I would say my clientele is around the 60-year-old and above mark.

Most of them are retired. Even my younger customers don't ask for technology titles, but I don't have too many teenagers who buy print.

Kamal Thaker

Stop Shop News, Middlesex

I am waiting for this sector to take off. I do have some demand for tech and gadget titles in store, but it's erratic rather than people wanting them on standing order.

I'd say it's teenagers buying them, but it's casually rather



than regularly. Stuff has been around for a while and it's probably my best known title.

Eugene Diamond

Diamond's Newsagents, Ballymena

Gadget titles don't sell for me at all. I think all that's gone online,

but the lads' mag sector over here is definitely in the sports category.

Titles like FourFourTwo or anything to do with football or motorbikes go well, but one of my biggest sellers is a magazine about clay pigeon shooting. Can you imagine that?

YOUR ISSUE

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HOW THE AUTUMN STATEMENT WILL AFFECT YOU

Changes to government legislation in the past year have put increasing pressure on retailers. From the auto pension enrolment scheme and National Living Wage to business rates and Sunday trading hours, every Budget announcement has brought with it an extra burden. Following last week's autumn statement, RN spoke to leading industry figures and a store owner to find out what the latest announcement means for retailers.



Paul Baxter
Chief executive,
NFRN

"This year's autumn statement contained both good and bad news for independent retailers. With business rates being the biggest burden for any retailer, the NFRN was pleased to see chancellor George Osborne demonstrate support by extending the doubling of small business rate relief in England for another year.

"Such relief is essential for many of our members who struggle to pay the huge sums demanded in business rates and we were heartened to hear it will be available until April 2017.

"However, what was disappointing was that there was no mention of the business rate relief scheme for high street shops being extended and the outcome of the government's review into business rates will not be revealed until the 2016 Budget.

"Given all the media hype surrounding significant cuts to policing and the likely disappearance of yet more bobbies from their beats, the news that police budgets would be protected was welcome.

"Too many small independent retailers already operate in a climate of fear and the NFRN was concerned that any further cuts in police budgets would weaken forces to such an extent that incidents of shop theft, aggressive be-

haviour and intimidation would be ignored. We are, therefore, delighted to hear of this u-turn.

"What independent retailers need now are faster responses from police forces to incidents of retail crime and less complacency from those dealing with crime victims."



James Lowman
Chief executive,
Association of
Convenience
Stores

"As ever the true story of the autumn financial statement was buried in the Treasury documents and not announced by the chancellor at the dispatch box; scrapping the £1,500 retail rate relief, scrapping the 2% cap on annual business rate increases, and proposals to consult on the introduction of tobacco licensing system in England.

"Instead of loading on costs the chancellor should have been searching for ways to mitigate the impact of his last Budget that introduced the National Living Wage.

"The ACS called for the chancellor to extend the value of the retail rate relief again instead of scrapping it and for the chancellor to make meaningful changes to the rating system that would incentivise investment in the convenience sector. The outcome of the government's full review of business rates, which will be announced at the 2016 Budget, is now absolutely crucial to retailers."



Nick Read
Nisa chief
executive
officer

"The autumn statement is one which is much anticipated in the

sector as we await to see how policy changes will affect independent retailers. Firstly, the renewal of the small business rate relief for another year was very welcome as it saves independent retailers a significant amount of money which is better used investing in their businesses.

"Unfortunately, however, the rates discount for high street retailers hasn't been renewed. This rate relief was originally introduced to reinvigorate town centres, helping them to compete against tough competition. With this relief failing to be renewed it seems evident that government believes the high street is now rejuvenated and no longer needs assistance. I know from talking to our retailers that this isn't the case as small retailers continue to struggle to compete with the intense competition in the market. It is my concern that with the high street rate relief being scrapped these retailers will now struggle, especially as the introduction of the National Living Wage in April will see costs increase."



David Charman
Parkfoot
Garages Ltd,
West Malling,
Kent

"Changes to rates are worrying. Many high street businesses have relied on rates relief over the last five years and now it's going to go. My business was not eligible for relief but, as a forecourt, we significantly overpay by around tenfold more than a standalone store anyway. It's an emotive subject and now ATMs are being counted in rates too we are essentially running not-for-profit ATMs in-store.

"It's a tough time for business. With changes in the living wage coming in there's uncertainty. All this alongside business rates being devolved to local councils

means there's more uncertainty. Business rates may reduce, but they may well go up, too. At least under the old system there was a degree of certainty, which is what retailers running businesses need."



Younus Sheikh
Managing
director,
Bestway
Wholesale

"Overall the chancellor's autumn statement was positive for small businesses. Two of the main worries for retailers are the burden of tax and the support of police officers. The extension of business rate tax relief into 2016 was a welcome bonus and his decision to retain current funding for police forces will no doubt please businesses that rely both on the police and community support officers.

"However, many store owners are also landlords and the increase in stamp duty on buy-to-let properties will affect many retailers. Also, in digitising HMRC assessments business owners will face the task of providing quarterly, rather than annual, information on turnover and expenses, which will add to their administrative burdens."



The true story was buried in the Treasury documents and not announced at the dispatch box

James Lowman
Chief executive, ACS

INDUSTRY PROFILE

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Santa Fe

With the tobacco industry facing the twin challenges of increasing regulation and the long-term decline in sales, one company is growing its market share thanks to its unique proposition. Santa Fe's Alan Graham explains all



RETAIL NEWSAGENT How has this year been for Santa Fe and its Natural American Spirit brand in particular?

ALAN GRAHAM We've had a busy year in 2015 with new product and pack variants of Natural American Spirit being launched.

Santa Fe introduced Natural American Spirit Yellow, a smoother smoking variant of our original Blue RYO product.

RN The rolling tobacco market has been a particularly dynamic segment in recent years. Is this still the case?

AG Absolutely. The category has grown during 2015 with sales reaching £2.2bn, which is nearly 5% up against last year.

Volume sales have increased by almost 2% too. RYO continues to be the best-performing tobacco sub-category and this trend seems set to continue in 2016.

Natural American Spirit RYO is the UK's number one additive free rolling tobacco and fared very well this year, showing growth of 30.2% by value and 23.5% by volume, despite all the issues we've seen related to the display ban.

RN Clearly the display ban isn't the only regulatory challenge facing tobacco brands. What effect do you expect the Tobacco Products Directive 2 (TPD 2) to have on your brands?

AG When TPD2 comes into effect in May it will provide some major challenges to the tobacco market.

Of the new regulations coming our way (new pack warnings, etc.) one of the most fundamental

changes is the introduction of the minimum pack sizes of 30g for RYO and 20s in cigarettes – over 80% of RYO sold is in packs under the new minimum size.

RN Is there any cause for optimism?

AG Despite 2016 being a challenging year with this new legislation, RYO growth should still continue within the context of a steadily declining overall tobacco market.

RN How will Santa Fe be supporting independents during the next few months and years?

AG There is a grace period where retailers can sell through the smaller packs for one year and we will be helping this transition by maintaining supply of the smaller Natural American Spirit RYO packs for as long as possible.

Plain packaging regulation is also on the horizon in 2016 with more news still to be announced.



RYO continues to be the best-performing tobacco sub-category

RN What will be the value of a brand like Natural American Spirit to independent retailers in an even more heavily-regulated market?

AG Natural American Spirit is an independents-led brand with over 70% of its sales coming via this channel and the wholesale partners who supply it.

As a result, most of the activities for the brand are geared up to helping independent retailers, whether it's with wholesale promotions, depot days, rep support or deal-building gifts for retailers such as lighters and papers, which we hope to continue.

RN Does its market performance also mean natural American Spirit deserves a place on the ganntries of RN readers?

AG Definitely. We have seen the continued growth of value for money, smaller pack sizes and additive-free RYO will continue to grow faster than the tobacco category as a whole.

Natural American Spirit is well placed to take advantage of these trends for 2016. Sales of our standard 12.5g variant are up 45% on last year and the brand is continuing to gain share in all regions of the UK.

This performance has helped it to become a top 10 RYO brand this year.

** Company CV **

Company Santa Fe
General manager Alan Graham
Profile Manufacturer of the Natural American Spirits brand, one of the most recognisable niche cigarette brands in the UK.

Latest news Santa Fe was acquired by tobacco giant JTI earlier this year. Its strategy for growth – which the numbers suggest is working – has to be to concentrate its efforts on growing sales in the independent channel.



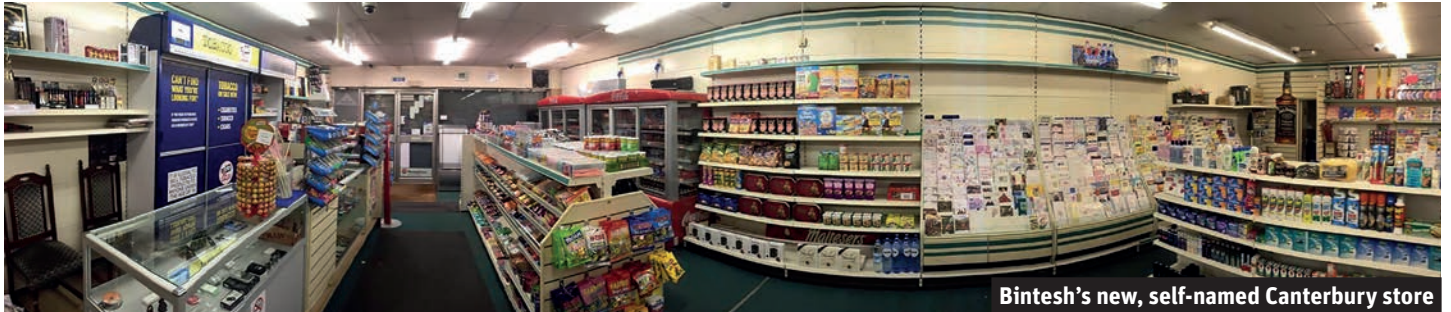
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BINTESH AMIN

COLUMNIST

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Bintesh's new, self-named Canterbury store

My Canterbury tale begins

Last month, Binny achieved his goal of opening another store. But with a business that was run into the ground by its previous owners, he has had to make full use of his five years' experience of managing a successful store to begin building it back up

Last month, I bought a new shop in the middle of Canterbury and am really enjoying setting it up.

It's a 900sq ft store with three colleges nearby, serving a general market of 16-25-year-olds. It's opposite a Waitrose, but its market is 35-year-olds and above, so we're not targeting the same people.

Buying a new store is an idea I've been thinking about since I left Budgens. I put in my first offer for this store just after I finished there. That was unsuccessful, but reading the articles on betterRetailing.com about Jai Singh refitting his store over the summer gave me the motivation to try again.

The process of buying the business was certainly interesting. The previous owners, who had been in charge for 10 years, had run the business down and had their alcohol licence taken off them.

They didn't have the landlord's details or a lot of the necessary paperwork, and the lack of organisation made the purchase, the lease transfer and negotiating the deposit frustrating.

Despite that, I had a really good feeling about the shop.

I've been open for a week and in that time have cleaned and cleared out old stock and moved the till, soft drinks and confectionery to the front.

I've just got my alcohol licence so I've made space for stock further back too. Soon, I'll strip everything down and clean and tidy the shop

thoroughly, but my priority was to get the shop open.

I have plenty of ideas to develop it and for that reason I've decided to stay unaffiliated for the moment, because I don't want to be restricted by rules in a contract.

I've called it 'Binny's' and am enjoying having the freedom to do my own thing in my own time and pace.

I've taken lots of advice from other retailers to add to my own ideas too. Kay Patel, for example, suggested an EPOS supplier, while Atul Sodha recommended an alarm company and a credit card terminal supplier.

Once I'm set up, and in the long-term, I'm interested in working with Bargain Booze.

I'll focus on soft drinks, alcohol

“

I've taken lots of advice from other retailers to add to my own ideas too

★ Christmas – and beyond

✦ **Back in my Blean shop** we're focusing on Christmas preparations. We'll repeat things that have worked well in previous years, such as dressing up, making gift baskets and taking pre-orders. We're decorating the shop and focusing on spirits and promotions. The range from our new meat supplier is now in place, which should also be popular at Christmas. Its stock is priced at between £1.50 and £14 and includes items such as lamb and beef joints. Soon, we'll move the Post Office counter to the front because we're taking on a Post Office Local set-up. With the space I'll create at the back of the store where the old counters are, I plan to put in a deli. Food to go has grown so fast this year, and, if all goes to plan, I'll need four members of staff to run the extended food to go range.

and American confectionery because I want to be known for my range of niche products as well as my standard range. It's been slightly challenging deciding on a range of bestsellers because the old owners didn't have EPOS, so I've had to draw on my experience with my Londis in Blean, but I get my new system next week, so I'll be able to start building a sales history.

With food, I'll focus on simple products because I'll be targeting students and keeping my prices low. I'll also experiment with my opening hours which will be somewhere between 7am and 8-10pm.

One of the most important things, which has helped make my store at Blean a destination for many customers, is getting to know my regular customers.

A lot of retailers believe that a clean shop will bring people in, but it's about so much more than that. It's about personality.

I'll use social media to find out more about my customers, and I'm speaking to them too. I need to understand what drives footfall – how much is down to stock, how much depends on location and how much is my customers?

The store is making £2,000 a week at the moment with minimal stock, but if my plans work, my payback period will be around two and a half years and I think I could get the weekly turnover up to £19,000.

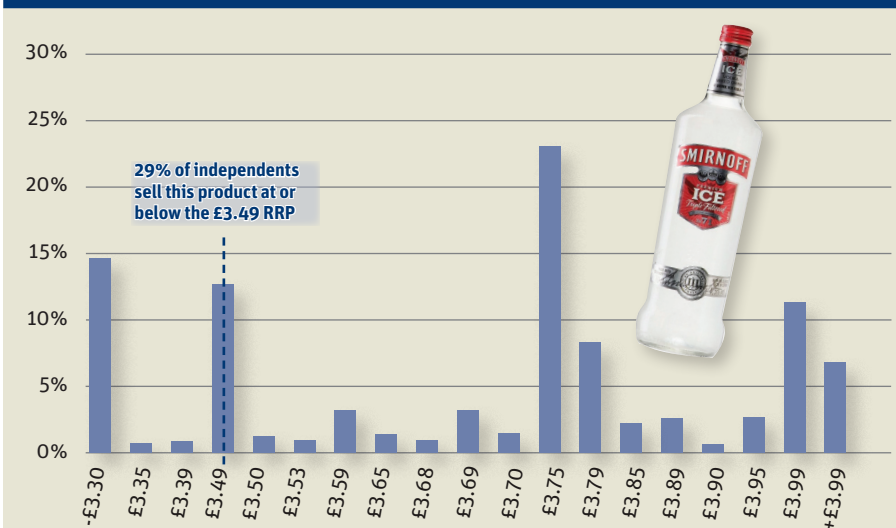
Bintesh Amin runs Binny's in Canterbury and a Londis store in Blean

PRICEWATCH PRE-MIX DRINKS

BEST-SELLING PRE-MIX DRINKS PRICES

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Jack Daniel's & Cola 330ml	£2.56	£2.49	£2.49	£3.30	£2.29	£2.79	£2.65
Smirnoff Ice Big Bottle 700ml	£3.65	£3.49 (Bestway)	£3.49	-	£3.49	£3.99	£3.99
WKD Blue 4-pack 275ml	£4.99	£4.99	£4.99	£4.99	£4.99	£4.50	£4.50
WKD Blue 700ml	£3.50	£2.99	-	£2.99	£2.99	£3.49	£2.50
Vodka Sorted Blue 700ml	£2.11	£2.09	£1.99	-	£1.99	-	-
Crabbie's Ginger Beer 50cl	£2.35	£2.49	£2.39	£2.50	-	£2.49	£2.40
WKD Original 700ml	£3.48	£2.99	-	£2.99	£2.99	£3.49	-
Smirnoff Icw 4-pack 275ml	£4.59	£4.59	£4.59	£4.59	-	£4.59	-
Sidekick 50cl	£3.21	£5.25	-	£3.50	-	£3.50	-
Smirnoff Ice 4% 275ml	£1.61	£2.09	-	£1.60	-	£1.69	-
Caribbean Twist Blue Lagoon 70cl	£2.81	£2.49	-	-	-	£3.35	-
Dragon Soop Lemon & Lime 500ml	£2.99	£2.99	-	-	£1.59	£2.99	-

SMIRNOFF ICE BIG BOTTLE 700ml Price distribution %



Average selling prices and best-selling products rankings are sourced by EDfM Ltd from EPOS data from over 2,000 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 IAN HANDLEY

STORE Premier Handley's News & Convenience Store

LOCATION Northwich, Cheshire

SIZE 900sq ft

TYPE residential

Pre-mix drinks tend to be fairly steady for us. This isn't an especially fast-selling sector and they don't tend to see much of a sales spike, except a little bit at Christmas time. We run various offers, such as cans for sale at two for £3, which are available on a range of drinks such as rum and coke, Smirnoff Mules and so on. These types of drinks are the most popular products for us in this category.

RETAILER

2



NAME ANJALI KARPAL

STORE Essential Convenience Store

LOCATION Horsham, Sussex

SIZE 1,000sq ft

TYPE residential

The pre-mix drinks sector does well, especially because so many of these products are pricemarked. People might be looking at one can, but then they pick up a four-pack pricemarked at £4.99, or two cans for £3. People will always tend to buy two, which helps. At this time of year, everyone seems to drink more, and ready-to-drink and pre-mix drinks are really good for this.

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

RETAILER**3****NAME** JAYESH PAREKH**STORE** Jay's Costcutter**LOCATION** Manchester**SIZE** 1,800sq ft**TYPE** neighbourhood

It's a bit difficult at this time of year. This isn't a great category for us because we're in a residential area so there isn't the kind of demand for them that there will be elsewhere. That said, we stock pre-mix drinks and they do better at Christmas-time or in the run up to Christmas. It's very big in the summer as well, although even then it does depend on what the weather's like. We always buy pricemarked products, because if you don't, customers have less confidence in you. We've delisted a few products because they weren't working for us.

RETAILER**4****NAME** KAY PATEL**STORE** Best-one**LOCATION** Stratford, East London**SIZE** 1,000sq ft**TYPE** high street

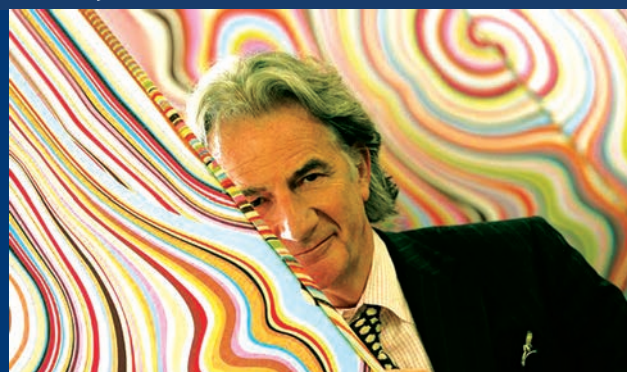
The pre-mix drinks sector is quite buoyant for us at the minute. We sell more of these products in the summer, but they sell well throughout the rest of the year too. Many customers buy them to drink before they go out. A lot of the bestsellers are pricemarked, but this really kills the margin for us. With alcohol sales there are so many costs – licensing issues and so on – so we need to make more margin. I did try selling non-pricemarked packs for a while, but it's difficult. You have to go with the pricemarked items if they are available.

RETAILER**5****NAME** BEN PATEL**STORE** Ben's Supermarket**LOCATION** Ramsgate, Kent**SIZE** 2,500sq ft**TYPE** neighbourhood

Pre-mixed drinks are not a very strong area for us. Sales pick up during the summer months, then quieten down again, although we may have a small uplift in the run up to Christmas too. When they are on promotion, for sale at two for £5 and so on, they sell better. When there is a pricemark written on the cans they tend to sell better as well, because this shows how competitively priced they are and helps us against the supermarkets.

THE ENTREPRENEURS

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



PAUL SMITH

Route to the top

One of Britain's leading fashion designers, Sir Paul Smith has built a global empire that takes in not just clothes, but retail too.

Revered in Japan, the biggest market for his clothes outside of the UK, the boy from Nottingham who dreamt of becoming a professional racing cyclist turned his hand to menswear after a crash put him in hospital for three months ending his promising career.

He opened his first shop in Nottingham. Establishing himself throughout the 1970s, his less formal menswear style, especially with suits, came to the fore in the 1980s. As his empire

has expanded, he's dressed sportsmen (Manchester United for the 2009 Champions League final, cyclists Chris Hoy and Bradley Wiggins), prime ministers, pop stars and celebrities.

Key achievements

- The Paul Smith empire now has a turnover of £325m, with 15 stores and concessions in the UK and 200 outlets worldwide.
- He has worked with both Conservative and Labour governments, including Tony Blair's creative task force after the 1997 election.
- Paul Smith was awarded a CBE in 1994 and given a knighthood in 2000, only the second British fashion designer to earn that accolade.

Lessons for your store

- 1 Never be afraid to do something different – Paul Smith stores are noted for their quirky approach to what they stock and where it's sited.
- 2 Take inspiration from all around you – Sir Paul Smith is a famous collector and hoarder, using things he picks up for ideas.
- 3 Don't let success go to your head – he famously said: "It's all about today and tomorrow. Nobody cares how good you used to be."



STAR RETAILER

Heineken is rolling out the key principles of its Star Retailer programme in convenience into Bestway Batleys depots so retailers can shop the cider and beer category in the same way their customers do. **Chris Dillon** went along to the first depot relay to find out what improvements retailers can expect to see

Creating stars

Over the past five years, Heineken has driven sales for convenience retailers with its Star Retailer scheme, which focuses on range, category and space to help shop owners improve retail standards within the cider and beer category.

The programme has seen retailers report a minimum sales uplift of 12% and now, for the first time, Heineken is bringing the same principles to depot so the cider and beer aisles are merchandised consistently through the entire route to market.

The manufacturer is now in the process of relaying all 60 depots, with a view to having the top 38 done by the end of the year. RN travelled to Cleveland Batleys to find out how they got on.

25%
of beer and cider shoppers are looking to consume their purchase straight away so want it chilled



From left: Steven Gifford, range planning manager for Heineken Batleys assistant manager Les Lewis and Heineken key account manager Chris Stirling



MEET THE RETAILERS



Os Rana,
Rana Newsagents,
County Durham

"I'm a regular customer of Batleys and I buy everything from this depot. I come here for the great deals, which they always have on alcohol especially. The alcohol section is looking really good and it's really well laid out. I'm definitely buying more today."



Papann Kandasamythurai
Premier News Food & Booze, Hartlepool

"Foster's is one of my bestsellers so I often stock up from here. The section is definitely easier to shop now it's been remerchandised. I only come here once a week so it's important for me to see new deals and products when I come."



Parma Singh
Double Discount,
County Durham

"It'll take some time before I get used to the new layout, but it's definitely more eye catching. Heineken, Strongbow and Foster's are among my big sellers so having them clearly displayed and at the ends of the aisles allows me to get what I need."



Steven Gifford
range planning manager at Heineken

"We wanted to have consistency of message across the route to market, so bringing our Star Retailer principles into depot seemed like the natural step and Bestway agreed. Retailers can now browse and shop depots in the same way their customers do in store. We want to make their visits to depots easier, by having the top selling products visible and available and laid out in a logical way."

Range

Increasing sales is not just about adding products to a range, it's important to identify and remove slow sellers. It's also key to provide choice across the category and also maintain a strong local and regional offering.

Heineken provides retailers with a number of regional planograms on www.starretailer.co.uk to help advise them on the top-selling cider and beer brands and how they should be laid out. It's important that shoppers can find best sellers quickly.

Steven Gifford, Range Planning Manager, says: "We advise retailers to stock a good range and lay out their chiller so it's easy for consumers to navigate, but now we're helping depots offer their customers the same benefits."

When visiting a depot, it's crucial for retailers to be able to buy the best-selling range and their full shopping list, so that their customers can come into store and pick up their favourite beer or cider brand.



Before



After

Category

Similar type products and brands should be merchandised together. This helps retailers find the products they are looking for quickly when they have limited time in depot.

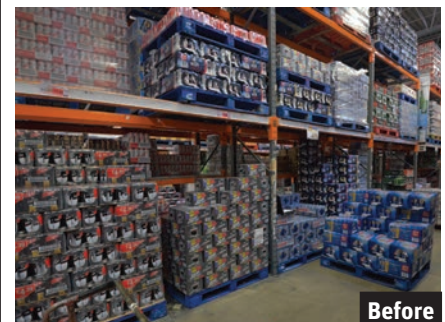
Heineken added shelf-strips that showed which category the products belonged to, which is similar to the shelf-stripping in Star Retailer stores. The stripping helps maintain the correct space in the chiller, and now depot, for each sub-category making it easier to restock and help direct customers to the products they are looking for.

Space

Giving the best-selling brands the space they deserve in depot helps maintain availability, so Heineken ensured these were unmissable. The team added branded PoS to grab customers' attention to these key brands.



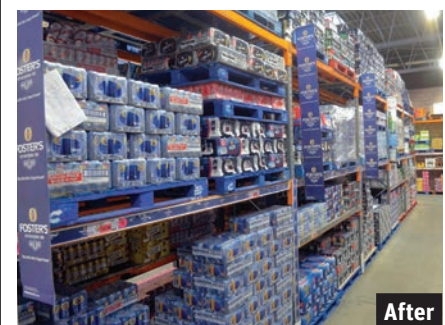
Before



Before



After



After

12%

Sales uplift retailers can expect from implementing Star Retailer advice

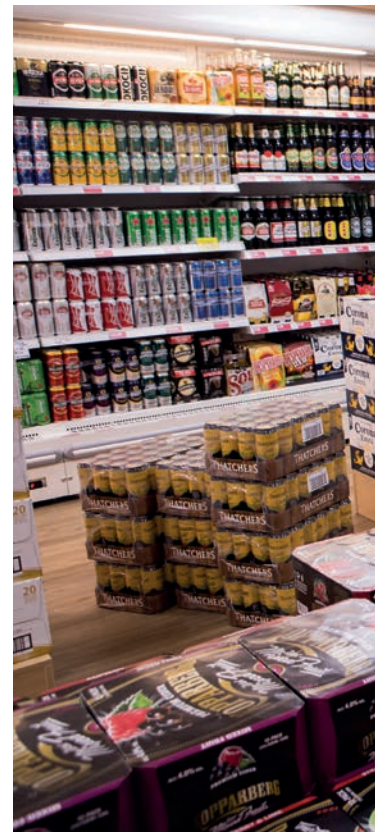
- 37% of shoppers buy more when related products like chilled beer and snacks are displayed together
- 50% of beer and cider sales are made up of the top 10 brands
- 60 - Number of Bestway Batleys depots that Heineken is relaying

To find out more about how Star Retailer can grow your beer and cider sales by 12%, visit www.starretailer.co.uk

RETAILER PROFILE



Rocky and Jassi Sehmbi focus on competitive long-term pricing at their Bristol Bargain Booze store



Rocky's Lidl victory

With a discounting giant opening up close to his store, the gloves were off for Bargain Booze retailer Rocky Sehmbi. But he rose to the challenge and believes he has been victorious.
Tim Murray reports

Opening up a new store a stone's throw away from a Lidl may seem like a contrary move. But Bargain Booze retailer Rocky Sehmbi is proving to his customers that he can more than match his discount rival.

Like his fictional boxing namesake, Rocky is the underdog taking on a heavyweight giant – and the plucky outsider is landing some knockout blows against his opponent. “We’ve got a full range of alcohol and at a price that’s very competitive with the supermarkets,” he says proudly.

“Lidl has promotions and offers for two or three months, but we’re at the same low price all year-round.”

A retailer for the past 11 years, Rocky's new Bargain Booze store, which has been trading for around a month, is his third opened in and around the Bristol area.

Sited in a former bed and mattress store, it has been given a complete refit in keeping with recent trends in convenience retailing, with wide aisles and plenty of space to give it an open feel.

Rocky says: “I wanted to expand. My aim was always to have two or three shops and this location worked.”

“Bargain Booze help us all the time. It worked on the design of the shop floor and helped with the shopfitters. By the time they were in, it took just a week to do it all.”

“We’ve now got more space to move

around, more displays. It’s very clean and fresh-looking.”

The new store is also on-trend with other recent retail developments, with a food to go counter and coffee machine both being installed.

Rocky says: “Coffee machines and food to go can be tricky to manage, but they bring customers in who hopefully buy something else. It’s the same as newspapers and lottery. They bring footfall in.”

And what of the stock? “Bargain Booze,” he laughs, “the name says it all.” But it’s not quite as simple as that.

Alongside the traditional beer, wines and spirits, the store is once again keeping up to date with the latest retail buzzwords. “We’ve got a big selection of ales and fruit ciders,” says Rocky. “It’s a growing area for us.”

And, of course, this being in the West Country, there’s a fair bit of scrumpy too. Rocky says: “Bristol is a cider area, so we’ve got a lot of local ciders too. We deal direct with the makers in places like Somerset.”

He adds that the proximity of his other Bargain Booze businesses helped his new store hit the ground running when it opened.

But how does he manage to compete with a large Lidl on his doorstep? The key for Rocky has been competitive, long-term pricing on top-name products he knows his rivals can’t offer. “We’ve got branded wines,





We use RN as a source to compare ourselves against other businesses and to learn about the latest product and trade news”

ROCKY SEHMBI



“Lidl has promotions and offers for two or three months, but we’re at the same low price all year round”

we’ve got prosecco and they are still cheaper or just as competitive as Lidl’s pricing. We’re getting repeat business from them.”

“We’ve also got a lot of cheaper grocery lines. We have a lot of branded items on at £1, things like Crunchy Nut Cornflakes, multipacks of crisps and popcorn, and soft drinks such as Pepsi.”

Rocky says he is still learning about the community around the new store, but has already won over some of the locals, as well as staff at the nearby hospital, which, like Lidl, is right next door to his store. He has also spread word of the business by delivering promotional leaflets through the Royal Mail to local homes.

“We’re getting a lot of the nurses and people like that coming in,” he says. “As well as the booze on offer, there’s also the bargain side for those finishing work.

And despite only trading at his latest venture for a month, Rocky says he is already looking at ways of refining the business.

“As we get more customers coming in, we’re learning more about what they want, we’ll be extending some ranges, especially across the convenience side.”

For this Rocky then, it’s a case of seconds out, round two. ●

VISIT MY SHOP

Bargain Booze

471 Southmead Road
Bristol
BS10 5LZ



Want to see more of Rocky's store?
Go to betterretailing.com/rocky-sehmbi

THE RN INTERVIEW



Kevin Threlfall gave the keynote speech to the IAA on Monday evening



When RN speaks to Kevin Threlfall he's just come back from a day on the golf course. For a man who, according to the Birmingham Post's Rich List for 2015, is worth £320m, such a relaxed day is perhaps not a surprise.

It hasn't always been this way, however. Throughout a career that started during the school holidays on his father's market stall and culminated in selling his portfolio of more than 1,000 convenience stores to Tesco in 2002, hard work was mandatory.

"You've got to have passion, desire, ambition - you've got to want to get out of bed," he says. "I never did it for the money. I was always too busy to spend the money."

Mr Threlfall's career history sounds like a fantasy imagined by a young retailer just starting out.

Leaving school with one A-level (in botany) he started working on his own market stall, running discos and buying and selling caravans to make extra money. By the time he was 23 he was ready to open his first store, bringing the fledging discounter model to Wolverhampton, and within five years he'd grown his estate to 18 Lo-Cost stores. At the age of 29, he sold the business for the equivalent of £25m today.

The experience gives Mr Threlfall a great perspective on the more recent rise of discounters Aldi and Lidl.

"Where Lidl and Aldi have been clever is that not only have they fulfilled the needs of people who need to feed their families at the lowest possible price, they've also managed to get over the stigma of being cheap and nasty by selling fine wines and lobsters.

"That's the difference between the discounters of today and those of the 1970s," he adds. "All we had was 600 cheap and cheerful products."

After selling Lo-Cost, he focused

How did multimillionaire businessman Kevin Threlfall go from running a single market stall to an estate of more than 1,000 stores in just three decades? As he tells Tom Gockelen-Kozlowski, it's all about passion and hard work

Kevin Threlfall

Interview by **Tom Gockelen-Kozlowski**
 email tom.gk@newtrade.co.uk
 tel 0207 689 3361



A life in fascias: from a single Lo-cost to selling his entire estate to Tesco in 2002

on Supercigs, a tobacco kiosk chain which had started when he bought a single business kiosk on the spot after hearing about it one night in the pub.

His model was based on eye-watering 3% margins on tobacco, with extra profits made from selling associated products such as lighters and pipe cleaners.

From the business's pricing and margins strategy came one rather unorthodox insight.

"We used to have a joke we called 'the shit factor'. It worked on the basis of how many feet of sewage we thought people would wade through if the price was right. If Benson & Hedges were on sale in most stores at £5, what price would you need to sell them at to get them to wade through one foot? Two feet? What was the price where they would wade up to their neck in it? People were so concerned with the price of cigarettes."

Again the business grew quickly and within a decade there were 200 Supercig stores. From there, Mr Threlfall and his team spent much of the 1990s, in his words, "hoovering up" regional convenience groups across the country.

Back then, he admits the sector was "a bloody awful shambolic mess".

"You either had stores that were good at grocery and lacking on the CTN side or stores that were good at being a CTN but couldn't do the grocery side," he says.

Significantly, two of the biggest challenges he faced while running a convenience empire in this era have now been transformed.

"The one thing we could never get right was the fresh and chilled in convenience stores.

That was the biggest frustration," he says. "It was a catch 22. You had to have a good variety of products on display but these were all date-

“

Providing they get good quality, fresh products, people much prefer to shop locally

Kevin Threlfall addresses retailers and suppliers at this week's IAA Gala Dinner



based. If you didn't sell them you'd have to write them all off. Yet, you had to have a nice display to sell them and if you went to the other extreme and only had a few products you didn't have a credible offer so nobody came in."

He says it was the "biggest challenge" the convenience sector ever faced but sees a very different picture today. "Now if you go to a Tesco Express, a One Stop or a Spar you can expect quality products at the time they're wanted."

For this reason he believes the migration of shoppers from large out-of-town multiple stores to convenience will continue for some time yet, especially as wages start to rise. "Providing they get good quality, fresh products, people much prefer to shop locally," he says.

The other challenge Mr Threlfall says he faced was a supply chain that was completely unready for the growth of convenience. "The other crusade I used to go on was the lack of smaller pack deliveries to convenience stores. Retailers don't want two dozen jars of Nescafé coffee – they want six. That was all that most stores would sell in a week but the manufacturers never cottoned on to this."

Again, it's an issue that, as convenience shopping has gained in power over the past decade, suppliers have addressed.

So with these longstanding bugbears removed, is there a part of him that would like to start over again?

"Oh no. I think a lot of things in life are age-related. When you're young and you're making your way in life the

energy you have is far, far greater. You also have very little to lose."

This doesn't mean, however, that he doesn't think it's a great time to be a store owner.

"I think convenience is the place to be," he says.

"The multiples are facing perfect storm. Firstly, they are being attacked by convenience stores because they've improved. Secondly, Lidl and Aldi have a really incredible offer at reasonable prices and therefore people are migrating towards that kind of shop and, thirdly, people are still time-poor and money-rich," he says.

He also believes that the once seemingly untouchable retail goliaths have made a mistake by rushing to offer online shopping.

"I still think it doesn't make money. Every time my wife spends £100 with Tesco online they miss out on her being tempted by all of the offers, and Tesco has to pay people to pack it up and deliver it to her."

Add to that deflation caused by the constant price wars between the big four and it's easy to see Mr Threlfall's point.

"The one place to survive in the storm is convenience," he says.

This comes with one proviso: that store standards are high – an apt message for those who attended the Independent Achievers Academy's gala dinner this week.

Mr Threlfall is a passionate believer in working together to improve the channel and says "being affiliated to a supply chain" – whether franchised, symbol or in some other way – is now essential. "For people to be able to trust the store they need to know it's uniform in some way."

Long gone are the days when "limp lettuces and brown bananas" will do.

Get that right and, as he told those attending the dinner, the rest is simple. "Be ambitious, be bold, be a great retailer." ●

IAA GALA DINNER



Excellence rewarded

Throughout the year, the Independent Achievers Academy has united key suppliers and retailers to develop news and convenience stores. This week, the success of those judged to have the best stores in the UK was celebrated at the annual gala dinner in London



Be at the right place at the right time," retail legend and multi-millionaire businessmen Kevin Threlfall advised retailers who attended the IAA Gala Dinner.

This week's glitzy event in central London saw the cream of the retailer and supplier worlds come together to celebrate the outstanding achievements of independent retailers across the UK.

From staff development and customer service to digital engagement and service to the community, store owners who have excelled in every

element of modern retailing were in attendance, providing inspiration and motivation to scores more.

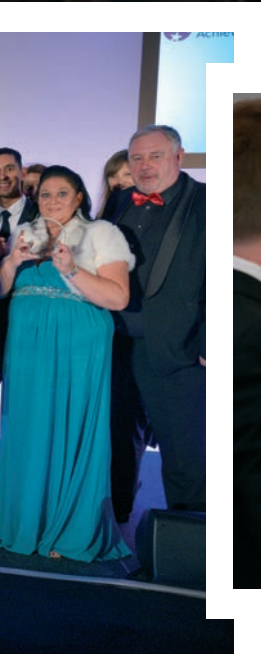
Suppliers from JTI to News UK, and including PepsiCo, Mondelez and Booker were there to congratulate award-winning retailers and build relationships with others, planning further profitable opportunities for cooperation in 2016.

For anyone looking for evidence of the professionalism, passion and innovative thinking that lies behind the convenience store of today, here was the right place and this was the right time. >>



Be in the right place at the right time





CLOCKWISE, FROM TOP LEFT
 One Stop founder Kevin Threlfall shares his business secrets; PepsiCo's Matt Goddard with My Local boss Mike Greene; JTI's Jeremy Blackburn and Melanie Mills make an entrance with Nisa retailer Pinda Cheema; all of the 2015 winners



Store owners excelled in every element of retailing

IAA 2015 ROLL OF HONOUR

Shop Layout
 Eddie Poole

Poole's SuperValu Dromore, Dromore

Merchandising
 Gaz Bains

Select & Save Belgrave Stores, Coventry

Effective Ranging
 Ramesh Shingadia

Shingadia's Londis Southwater & Post Office, Horsham

Availability
 Paul & Michelle Gravelle

Gravelle's Budgens, Cambridge

Customer Service
 Bay Bashir

Lifestyle Express Belle Vue Convenience Store, Middlesbrough

In-store Display
 Sandeep Bains

Simply Fresh Faversham, Faversham

Service to the Community
 Joey & Julie Duhra

Premier Jule's Convenience Store, Telford

Marketing to Customers
 Mark & Samantha Coldbeck

Premier Wharfedale, Hull

Digital Engagement
 Calum Duncan

Lifestyle Express Kincaig Stores, Kingussie

Responsible Retailing
 Mark & Samantha Coldbeck

Premier Wharfedale, Hull

Retail Innovation
 Roli Ranger

Londis Sunninghill, Ascot

Staff Development
 Mark & Samantha Coldbeck

Premier Wharfedale, Hull

Overall Best Shop
 Mark & Samantha Coldbeck

Premier Wharfedale, Hull

IAA GALA DINNER



CLOCKWISE, FROM TOP LEFT Newtrade MD Nick Shanagher delivers his opening speech; London's fabulous Grand Connaught Rooms; service to the community winner Julie Duhra with Paul Patel from WH Smith Local Southampton; Wrigley's Raj Jadeja and Polly Garland with Amit Patel from Stratford Post Office; Santa Fe general manager Alan Graham with customer service winner Bay Bashir; News UK's Greg Deacon with digital engagement winner Calum Duncan



Outstanding retailers provided inspiration and motivation to others



“

THE SUPPORT OF THE NISA TEAM IS WORLD CLASS.

”

“Over the last three and a half years we have dealt with various groups including Forwards, through the Today’s Group, and Palmer & Harvey. Then three or four months ago we joined Nisa and have never looked back.

Nisa is fab. The branding is good, the quality is good, you can get everything you want and the prices are really good too.

We’ve been helped in no small part by the team at Nisa. My retail development manager is brilliant. If I have a problem, that’s who I phone and he’ll sort it out straightaway.

He’s always on hand. But all without being too pushy.

Our recent expansion at Cracknell’s has made the store nearly twice what it was previously. The growth has also meant more own label products on the shelves. The extension has allowed us to stock more lines and definitely more Heritage lines - they do really well, I like the branding.”

Zolii Boyd

CRACKNELL’S THURSTON

We have almost **doubled** our turnover since joining Nisa

To find out why joining Nisa is as easy as 1-2-3 visit www.join-nisa.co.uk

Nisa
Just what you need

IAA GALA DINNER



The Gala Dinner celebrated the achievements of brilliant independent retailers



CLOCKWISE, FROM TOP LEFT Merchandising winner Gaz Bains receives his award from Wrigley's Polly Garland; Service to the Community winners Julie and Joey Duhra with Booker's Steve Fox; Mace retailer Ram Odedra meets Coca-Cola's Simon Harrison; Mark and Samantha Coldbeck are crowned Overall Best Shop; key retailers and suppliers network over dinner; Sukhi's Simply Fresh owner Avtar Sidhu makes new contacts; Mondelez' Susan Nash awards Sandeep Bains with his in-store display gong ●



NEXT WEEK IN

RETAIL
NEWSAGENT

39

**Exclusive tips
from this year's
winners**

 **INDEPENDENT**
Achievers Academy


Win in
2016

**This year's
IAA champions
share their
secrets on how to
make your store
an award winner**

Exclusively in RN
11 December

#IAA15

 **@RetailNewsagent**

 **/retailnewsagent**



RECOGNISING THE BEST OF 2015

Running a store successfully in any location is a challenge and, in era of increased competition and soaring customer expectations, retailers increasingly look to their suppliers, wholesalers and peers for guidance and support to help them grow.

This year for the first time we are giving you, the RN readership, the opportunity to recognise some of the best of this work in our Retailer Choice Awards. Eight RN contributors have used their industry knowledge to create shortlists for eight awards and we now need you to go online, to betterretailing.com and pick your winner.

RN's head of production Darren Rackham has used his passion for great marketing to pick five top campaigns that have helped drive sales in your store. Longstanding columnist Neville Rhodes has chosen his newsstand champions while associate editor Chris Rolfe picks out five retailers who've used products innovatively to create a point of difference.

The industry never stands still and this is reflected by RN reporter Steven Lambert's nominations for symbol group innovation and in the five emerging categories that news editor Gurpreet Samrai has identified.

Features editor Tom Gockelen-Kozlowski gives a nod to this era of cooperation with his choices for the supplier initiative award. Finally, feature writer Nadia Alexandrou and RN editor Chris Gamm have respectively highlighted five product launches and five suppliers which have contributed to the convenience channel's success in 2015.

The RN team's work is finished. It's now up to you to get online and pick your winners. The nominees with the greatest number of votes will be recognised in two weeks' time in our 18 December issue. **Turn to page 44 >>**



Which campaign is your winner? Log on to

betterRetailing.com

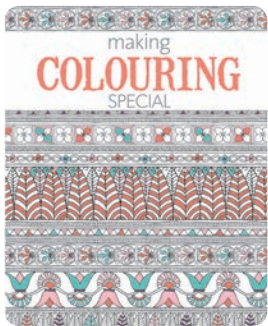
to cast your vote by 11 December



GROWTH CATEGORY of the year

From niche categories such as craft beer that have cemented their position in the market to core areas that have seen strong growth over the past 12 months, which expanding market deserves recognition?

AS CHOSEN BY
Gurpreet Samrai,
RN News editor



Colouring in

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.



Fresh and chilled

An increasing number of retailers are investing in fresh and chilled to attract new customers. Multiples and independents, have been increasing the amount of space in their stores dedicated to the category to cash in on a growing demand for fresh and chilled products with the category making up to 40% of sales for some stores. As demand for high-quality produce in local stores continues to increase, experts commenting on the future of the category have even gone as far as saying they believe the sector could represent as much as 80% of some convenience stores' turnover by 2020.



Slush

The brightly-coloured Slush drinks first popular in the 1990s have made a comeback, but this time with more flavours and variations, as well as new innovations such as a range of frozen slush products. And with many retailers benefiting from margins of up to 90%, slush machines have become a permanent fixture in many stores. Despite their seasonal connotations, the category has been boosting turnover for some retailers all year round. Therefore, for any retailer operating near to a school, nursery or community centre, slush machines have provided a valuable new revenue stream this year.



Foodservice

Earlier this year, Spar managing director Debbie Robinson told RN an increased emphasis on food service, rather than food to go is emerging with the group working with franchise partners including Greggs, Subway and Starbucks. But it's not just Spar retailers who have been investing in the category, with an increasing number adding forms of foodservice to their store to offer their customers variety and future proof their business. From Subway franchises to delis serving home-cooked curries, more and more retailers are making the move to foodservice to boost their margins and attract shoppers.



Parcel services

With more shoppers buying online, the demand for flexible delivery and returns services has continued to increase. Smiths News' click and collect service Pass My Parcel expanded its network from 700 to 3,300 during a five month period, resulting in volume growth of 35% week-on-week. While Collect+, which operates in more than 5,800 stores, grew its client base by 17% during the 2014-15 financial year. For many retailers the service brings in customers who may not have visited their store before, providing a valuable opportunity to showcase other products and services they offer.

Which company is your winner? Log on to

betterRetailing.com

to cast your vote by 11 December



PARTNERING FOR SUCCESS...

WHAT IS HAPPENING?

Earlier last year, the European Union adopted the revised Tobacco Products Directive – or ‘EUTPD II’. It’s a series of new rules regarding the way tobacco products are manufactured, packaged and sold within the EU. The UK Government has also chosen to add extra legislation in the form of Standardised – or ‘plain’ – Packaging.

This new legislation will affect everybody involved in the tobacco category, including **you**.

WHAT ARE WE DOING ABOUT IT?

Imperial Tobacco believes both EUTPD II and Standardised Packaging are unlawful, and continue to fight the latter legislation through the courts. However, as a responsible business we also recognise the need to prepare for compliance. The result is **Partnering for Success**, a programme to advise and support retailers through EUTPD II and Standardised Packaging.

WHAT WILL PACKS LOOK LIKE?



For illustrative purposes only, and subject to change.



For Tobacco Traders Only



“Partnering for Success reflects our continuing commitment to working together with the trade to secure the ongoing success of the category in a highly regulated environment. Initiatives like the START packs will ensure our sales force continues to both support and reassure retailers through potential legislation, and ensure the tobacco category remains both a key footfall driver and profit generator.”

Melvin Ruigrok, General Manager, UK & Ireland

WHAT ARE THE KEY DATES?

Examples of Current Pack Designs.



Examples of Standardised Pack Designs.
For illustrative purposes only, and subject to change.



✓ **Until 20 May 2017** retailers are allowed to sell current packs

✓ **From 20 May 2017** retailers are only allowed to sell Standardised Packs

- Cigarette packs must be **20 sticks or more**
- Roll-your-own tobacco pouches must be **30g or more**

HOW ARE WE PLANNING TO SUPPORT YOU?

We've already begun to drive engagement with retailers through initiatives like working groups and presentations. By implementing their feedback, we've created the Partnering for Success START pack.

START stands for: **SUPPORT, TRAINING, AVAILABILITY, RANGE AND TRUST.**

The packs will keep you updated with all the latest legislative and tobacco category information – and help ensure your business is a success.

START packs will soon be distributed by your designated rep. Retailers can also download digital versions from www.imperial-trade.co.uk.

START
SUPPORT • TRAINING • AVAILABILITY • RANGE • TRUST



... THROUGH EUTPD II AND STANDARDISED PACKAGING

For the avoidance of doubt, the content of this document and the START packs are without prejudice to Imperial Tobacco's position that the Standardised Packaging of Tobacco Products Regulations 2015 are unlawful and therefore subject to the outcome of Imperial Tobacco's ongoing legal challenges.

www.imperial-trade.co.uk



SUPPLIER INITIATIVE of the year

From online platforms to in-store tastings, suppliers continue to invest in support for independent retailers to boost sales of entire categories. Which programme, above all the others, deserves this award?

AS CHOSEN BY
Tom Gockelen-Kozlowski,
RN features editor



Deliver My Sun – The Sun

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.



Run a post office – Post Office

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.



Cereal Success – Cereal Partners UK

In April this year Cereal Partners UK launched its trade-focused website offering case studies of retailers who have grown their sales, planograms, brand news and much more. The site was developed in consultation with 40 retailers to ensure the advice and information is as relevant as possible. One of the stand-out features on the site is the option to 'Book a Relay' where the Cereal Partners team will come to a retailer's store and re-lay their cereals fixture. Over 100 stores have taken up the offer since it launched. Finally, the brand-by-brand profiles on the site give bitesize chunks of category information.



Partners for Success – Imperial Tobacco

There's no doubt that 2016 is going to be another challenging year for tobacco retailers with not only plain packaging legislation coming into force but also the sprawling (and as yet unconfirmed) implications of the EU's Tobacco Products Directive transforming the formats and range they can stock. Partnering for Success is Imperial Tobacco's response to what it says is a "highly regulatory environment", comprising of printed and online START (Support, Training, Availability, Range and Trust) guides which will keep retailers up to date through the next 12 months and beyond.



Brew View – Taylors of Harrogate

This was the year Taylors of Harrogate took advantage of its investment in the Brew View site, and became a category leader for the support it offers. Its advice is based on comparing total market data, convenience sales data and the EPOS numbers from retailers' stores. In addition, the company will then reorganise retailers' fixtures and monitor their sales to ensure the changes have had the desired effect. An online profit calculator also offers a nifty way for retailers to check their margins, while the "Who Is My Shopper" section provides easy-to-read facts and figures on shoppers in convenience stores.

Which company is your winner? Log on to

betterRetailing.com

to cast your vote by 11 December



NEWSTRADE STAR PERFORMER of the year

From colouring books to Star Wars titles there's been a wealth of innovation in the newstrade this year? Which one has stood out with readers?

AS CHOSEN BY
Neville Rhodes,
freelance journalist



Disney Frozen

Although not the "official" magazine for Frozen characters, Egmont Publishing's Disney Frozen quickly achieved leadership in the primary girls sector of the buoyant children's magazine market, reporting average monthly sales of over 90,000 copies for its first ABC audit. The title, which features stories based on Frozen characters, along with puzzles, stickers, colouring pages and competitions, has increased its cover price this month to £4.99. Such has been the title's success that, despite this price increase, Egmont has decided to make it a three-weekly, rather than four-weekly, magazine from January 2016.



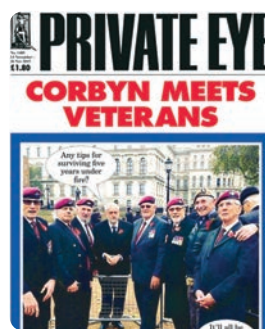
Relax with Art

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.



Magiki Puppies

Publisher De Agostini has developed the partworks category well beyond its original knowledge-building concept, with activity titles – such as the current Build the Millennium Falcon – and collectables. Magiki Puppies, a short-run £2.50 series of 12 featuring small puppy dog models that changed colour or glowed in the dark when handled, proved popular with children and adults alike. Not only has the brand been successful in its own right - Magiki Puppies has helped boost sales of other titles too. Earlier this year, Magiki Puppies' covermount helped primary girls title Sparkle World achieve a 70% sell through.



Private Eye

Never a big spender on newstrade promotions, Private Eye nevertheless bucked the trend of falling magazine sales with a 5.7% year-on-year increase, taking its newsstand sales to over 90,000 copies a fortnight during the first half of 2015. Scandals sell papers, and when there's plenty of them about, as there is now, Private Eye is usually on the case, digging up extra details and reporting on every rumour. Besides, its humorous covers lighten up the shelves and have long provided committed and creative retailers with a reason to decorate their store windows when a cover has been particularly strong.



The i

The i, which has recently celebrated its fifth birthday, is a daily paper for people who want more comment with the news that the Metro offers, and less than the main quality dailies provide. At 40p – double the launch price – and average daily newsstand sales off 191,000 (down from 209,000 last year) the I is not a big money spinner for retailers, but in a market that's in long-term decline, every newspaper sale is worthwhile. – a point its sales force is currently making in a drive to promote sales through independent retailers. Praise also came recently from the NFRN's Brian Murphy telling RN it's "found a hole and it works".

Which title is your winner? Log on to

betterRetailing.com

to cast your vote by 11 December



SYMBOL GROUP INNOVATION of the year

We say it every year, but the symbol group market is now more competitive than ever before. What has been the innovation that has helped one group raise its game in 2015?

AS CHOSEN BY
Steven Lambert,
RN reporter



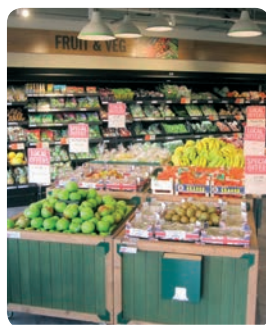
One Stop's £5 frozen meal deal

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.



Bargain Booze 24 hour refit recruitment

With growing interest in its Bargain Booze franchise model, Conviviality Retail attempted to win over new candidates with a bold promise – join the group and take advantage of complete, 24-hour store refit to either a Bargain Booze or Bargain Booze Select Convenience Store. The campaign has helped generate more than 300 retailer leads to date for the company, with the first set of new recruits having their stores converted early in November. Off the back of this success, Conviviality has since launched a second recruitment drive to gain more retailer members over the Christmas period.



Budgens' 'test bed' stores

Looking to attract new shoppers to its business, Budgens decided to introduce a new supermarket concept to its store in Broadstone, Dorset. The 'lab' store focused on offering a wider range of fresh produce, artisan bread and bakery lines and a wealth of locally-sourced goods to shoppers, leading to sales growing 25% a month after launch. The positive results prompted Budgens to launch smaller convenience concept stores in Byfleet, Surrey and Crouch End, London. Positive results at these stores has now convinced the group to roll out the scheme nationally in the near future.



Booker's multimedia Mega Deals campaign

With Booker's Mega Deals averaging £3.5m in retail sales during each promotion in 2014, according to head of Premier Martin Swadling, the company sought to grow this further with a year-long TV campaign. The move saw Mega Deals promoted on ITV and satellite channels throughout the course of this year with ads featuring genuine Premier retailers and their importance to local communities. Coupled with the campaign's coverage in the national press, Premier retailers told RN that the investment has led to greater footfall in their stores.



Bestway's Abbey Road Apple Pay system

The launch of Apple Pay was seen as a revolution in the way customers can pay for various goods with just the touch of digital device. Wholesaler Bestway was one of the first to recognise the benefits this technology could bring to retailers, leading the company to introduce Apple Pay in its Abbey Road depot. The company said the move has led to shorter queuing times and greater flexibility for store owners, meaning they are spending less time in depot and more time in their businesses. The service is also unique for having no ceiling on how much customers can spend, unlike other Apple Pay systems.

Which company is your winner? Log on to

betterRetailing.com

to cast your vote by 11 December

Wondering where your customers will be shopping this Christmas?

Last week's National Press advertising in The Sun, and other leading regional newspapers

- ★ Increase your profit and turnover via branding support to drive footfall
- ★ Increase your turnover through the power of our buying group - prices on average 12% lower than the supermarkets
- ★ 4000 Grocery, Impulse, Tobacco and Alcohol lines plus over 2500 Nisa chilled lines
- ★ Full chilled and fresh range from Nisa delivered up to 5 times per week
- ★ Participate in group success with our share scheme
- ★ FREE Franchise Fees for one year



Bargain Booze
Select Convenience

Make more money.



ACS | the voice of local shops



Call 0330 3030 333 today

or email development@bargainbooze.co.uk



MARKETING CAMPAIGN of the year

Manufacturers and suppliers need to be ahead of the zeitgeist when transmitting their message to independent retailers. But just who is leading the way when it comes to advertising? And which supplier is offering the most incentive to engage?

AS CHOSEN BY
Darren Rackham,
RN head of
production



Preparation is key
with one month to go

6th April 2015

There has been one month to go until the tobacco display ban comes into force for all retailers. The ban will mean that retailers will no longer be able to display tobacco products on their shelves. This means that retailers need to be prepared to ensure that their shelves are fully stocked with tobacco products at all times.

Some of the top tips for preparing for the ban are:

1. Check your stock levels and ensure that you have enough tobacco products to last for the next few months.
2. Consider alternative products that you can offer to your customers.
3. Make sure that your staff are fully trained and aware of the ban.

For more information, visit www.jti.co.uk

Preparation is key (pre-display ban) – JTI

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.

GRAB A GRAND.

20 RETAILERS WILL WIN £1,000 CASH.

PLUS LOCAL ADVERTISING SUPPORT FOR YOUR STORE.

1. Stock up on a selection of Boost Drinks
2. Grab a Grand prize
3. Win £1,000 cash

STOCK UP NOW!

Grab A Grand – Boost Drinks

In its drive to be the best-selling energy drinks provider exclusively targeting the independent sector, Boost Drinks reaffirmed its mission this year with some extensive and effective advertising investment. As with other competitive categories, the company demonstrated its commitment to strong audience engagement by running a competition for retailers to create a Boost Drinks display, take a picture, and be in with the chance of winning one of 20 prizes of £1,000 cash. One winner, Bay Bashir of Belle Vue Convenience in Middlesbrough, appeared with his prize certificate in RN's 16 October issue.

GET THE Sun DELIVERED FOR FREE FOR 12 WEEKS

RETAILER BENEFIT
Retention rate for HND post offer is 90%.

GET YOUR CUSTOMER TO SIGN UP AT DELIVERMYSUN.CO.UK

CALL FOR MORE INFO: 0207 689 3358

Deliver My Sun – News UK

In a drive to increase and secure more regular sales through HND, publisher News UK set its sights on helping independent retailers to establish new orders with its Deliver My Sun campaign, advertised in a series of covers and full page adverts in RN. The offer of 12 weeks free delivery of The Sun clearly appealed to our readers. By mid-November 6,000 of them had set up new seven-day HND orders with 28,200 orders made. News UK's Greg Deacon told RN that the response to the scheme, which has been extended, showed there was a future in home delivery and with it a sustainable revenue stream for stores.

SEATS ON THE CADBURY JET AND FLY FRIDAY

ENTER AVAILABLE FROM DELICIOUSDISPLAY.CO.UK

ENTER THROUGH MONDELEZ INTERNATIONAL SALES TEAM

Win seats on the Cadbury Jet – Mondelez

The confectionery giant invested heavily in the independent sector with its commitment clearly demonstrated in the volume of spend with RN. The supplier shouted loud and proud through RN's pages about its unique 'text to win flights' competition while providing great advice for retailers to encourage more sales. Some of the firm's other campaigns included a 25p pricemark promotion of favourites such as Fudge, Chomp and Dairy Milk Freddo, and its Play with Oreo advertising, which helped provide great category advice for displaying the 'World's No.1 Biscuit'.

donation with every pack

Starburst

HELP US RAISE A BRIGHT FUTURE FOR THE TEENAGE CANCER TRUST

- IMPROVING THE QUALITY OF LIFE AND CHANCE OF SURVIVAL FOR YOUNG PEOPLE WITH CANCER
- ON TV NOW AS PART OF A HUGE MARKETING CAMPAIGN
- STARBURST® GUMS HAVE BROUGHT IN £1M YEAR ON YEAR AND ENHANCED THE 5TH LARGEST SUGAR CONFECTIONERY BRAND
- AVAILABLE IN 100g TUBS AND 45g STICK

STOCK UP NOW

Starburst (Teenage Cancer Trust) – Wrigley

Supporting charities is a great way for an independent retailer to boost their reputation and edge that little closer towards the heart of their community. Wrigley showed that suppliers could do the same this year with its campaign to make a donation with every pack of Starburst sold to the Teenage Cancer Trust. As part of a huge marketing campaign involving digital and TV, the company invested in RN's exclusively independent reach. It also promoted its 'win an Xbox' deal every day with Skittles, and engaged retailers with a 'Merchandising with the Masters' project.

Which campaign is your winner? Log on to

betterRetailing.com

to cast your vote by 11 December

Belvita
Breakfast.

60%
repeat rate*

belVita

Breakfast

Win in the mornings with the No.1 Breakfast biscuit**

Top Up
pack



On-
the-Go
pack



Driving market growth; innovating and investing
to bring new consumers to the category

Stock the range today

For further details on category advice go to www.deliciousdisplay.co.uk

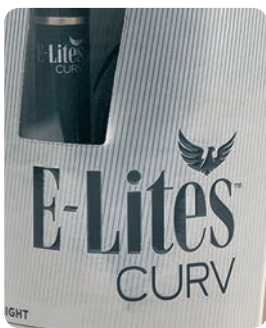
*Kantar data to 2015 **The Nielsen Company, 05.09.15



PRODUCT LAUNCH of the year

A big one. With so much supplier activity filling the pages of Retail Newsagent each week, which new product has arrived on the market and made a big impression with our readers?

AS CHOSEN BY
Nadia Alexandrou,
RN features writer



E-Lites Curv – JTI

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.



Jacob's Cracker Crisps – United Biscuits

With premium snacks now a core part of most stores' ranges, United Biscuits developed its biggest product launch of the year – Jacob's Cracker Crisps – which it describes as an “everyday premium” snack. Available in Sea Salt & Balsamic Vinegar, Thai Sweet Chilli and Sour Cream and Chive flavours, it was part of United Biscuits' £14m investment in savoury biscuits this year. The company has said it sees huge potential for growth in this segment and supported Cracker Crisps with a £6m marketing campaign including TV advertising and in-store sampling.



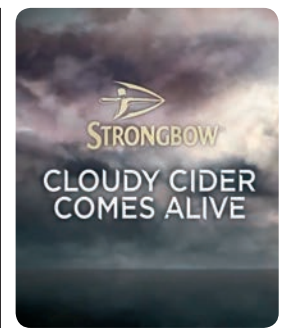
Galaxy Duet – Mars

After three years of development, Mars announced the launch of its “biggest piece of innovation” to date with Galaxy Duet. Split into two different flavoured rows, the bar follows a trend for mixing tastes already seen in products such as Tic Tac Mixers and Walkers Mix-Ups. The firm has made a wide range of Galaxy Duet-branded PoS material to help independents take full advantage of this opportunity. Thirty-five weeks of TV advertising made Galaxy the most advertised chocolate brand in the UK, further helping independents grow sales.



Kinder Eggs Minions – Ferrero

Ferrero's limited edition Minions Kinder Eggs brought together the fastest-growing children's confectionery brand and the 10th highest-grossing film of all time. Ferrero helped retailers take advantage of this, by offering a range of Minions-branded PoS materials. Rolling out from August, the launch was supported by a TV campaign that formed part of the £3.6m spent on the brand. Kinder Surprise continues to offer independents a popular product, which was the UK's strongest-performing food brand last year, growing sales by £19.7m.



Strongbow Cloudy Apple – Heineken

With the growing popularity of cider (and particularly craft-style drinks) among young adults, Heineken extended its premium cider into the off-trade this August with Strongbow Cloudy Apple. The sparkling cloudy cider is aimed at a younger audience and offers what it claims is “the perfect choice” for consumers looking for a premium and traditional style of cider. The cider – which is priced in line with Strongbow Dark Fruit – was made available in three varieties to appeal to consumers for different occasions.

Which company is your winner? Log on to

betterRetailing.com

to cast your vote by 11 December

18+ CONTAINS NICOTINE

E-LITES CURV

ELECTRONIC CIGARETTE

**RN RETAILER
CHOICE
AWARDS
FINALIST**
Product
Launch
of the Year



AS SEEN ON TV

STOCK UP NOW

ON THE **BEST SELLING** RECHARGEABLE
STARTER KIT IN THE UK*

SWISS MADE
E-LIQUID

e-lites.co.uk

For more information on E-Lites Curv, retailers should speak to their local JTI representative or call the helpdesk on 0800 112 3401.

Retailers can also visit www.jtiadvance.co.uk for further information, support and guidance on tobacco and e-cigarette retailing.

* Nielsen latest 4 week period up to WE 10/10/15 Vs 4 week period prior



E-Lites
#ABSOLUTELY



SUPPLIER of the year

Suppliers work hard to make stores more profitable, attractive and easy to manage. This means having the right products, utilising trends and giving stores all the tools to boost sales. Who's impressed our readers most?

AS CHOSEN BY
Chris Gamm,
RN editor



PepsiCo

It's been a busy year for the PepsiCo products teams, with Walkers Mixups, various price-mark changes and the 'Bring It Back' flavour campaign just three examples of innovation from the past 12 months. The company has been on TV, meanwhile, with its Champions League activity, Quaker, Doritos Roulette and Gary Lineker's latest Walkers campaign. PepsiCo has invested in the independent sector through its 'win a £1,000 store makeover' competition and Counts For More category management initiative, which offers retailers incentives and tailored advice.



News UK

The publisher of The Sun and Times says all of this year's activity is focused on driving profitable sales for retailers. Through Deliver My Sun and Deliver My Times, News UK has mapped 90% of the population to 6,500 HND stores, while its £2m '12 weeks of free deliveries' campaign has included a first national TV campaign. The team of 40 field sales reps, meanwhile, have been busy creating 'perfect' news stores, which include trialing cross-category display units in 150 stores where news shares shelf space with confectionery and water to drive sales throughout the day.



JTI

It's 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.



Booker

Booker put c-stores on the national news agenda with its £40m acquisition of Musgrave GB in May and adding Londis and Budgens to its symbol stable takes its stores numbers to almost 5,000. A constant feature of its results announcements is profit growth, and the company added a further 10% between April and September, despite sales falling 3.7%. Retailers, meanwhile, point to pushing Family Shopper £1 lines into Premier stores and the group's help in rationalising ranges as key profit drivers in their stores. The great news will continue into 2016 as the expertise in fresh acquired with Musgrave influences Booker's whole estate.



Simply Fresh

Simply Fresh makes the list for pushing the boundaries of what is possible in a local shop and the consistently excellent standards of its 80-store estate. When I met owner Kash Khera five years ago he jokingly called the group "Budgens on a budget". But in a reversal of roles, the agency that recently rebranded Budgen's pilot stores told me they were sent to Simply Fresh Bethnal Green to provide inspiration for their designs. Expect to see growth in the south east and several more of the smaller format stores unveiled last month popping up in London in the near future.

Which company is your winner? Log on to

betterRetailing.com

to cast your vote by 11 December

RN RETAILER
CHOICE
AWARDS
FINALIST
Supplier
of the
Year

JTI Advance
Leading Tobacco Together

JTI

Supplier of the Year
★ **FINALIST** ★

Thank you for continuing to work with us as one of your
key suppliers.

You've supported our award-winning Sales Force and you've
inspired & shaped our online presence too!

“Fabulous website, useful, informative and
comprehensive, designed with the retailer in mind.
Each section retailers can make use of to help them
run and manage their business on a daily basis”

Roli Ranger, Surrey



“I can't mention enough how much support
our JTI rep has offered he's been wonderful
in more ways than one”

Kam Nijjer, West Midlands



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business tools • prices • training • responsible retailing

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Call our Customer Careline Team on 0800 163 503

www.jtiadvance.co.uk – developed with you, for you.

JTI



POINT OF DIFFERENCE award

Every week this year, we have written about retailers who use products to stand out from the competition and ensure customers keep shopping with them. Which of these innovative store owners was most successful?

AS CHOSEN BY
Chris Rolfe,
RN associate editor



David & Margaret Ingham

David and Margaret Ingham's Spar store wowed the judges on RN's Come Shop With Me tour for many reasons, but the standout attraction was their in-store butchery concession. The retailers invited local firm Becks Butchers to open a counter in-store when a rent hike forced the company to close its own shop in 2013. David and Margaret have also built an extensive range of fresh food, spices and pulses and local cakes. Together with the butchers concession, these create a real point of difference from the many competitors nearby, drawing shoppers around the store and increasing their basket spend.



Margaret McNicholl

Margaret McNicholl was quick to spot the opportunity foodservice offers convenience retailers and has created a range that stands out from the crowd. She provides three-course takeaway Sunday lunches for £10 - made in-store - plus a wide range of store-made ready meals, from chicken curries to sausage dinners. Her latest step this autumn was to widen her reach and cater to health-conscious consumers with the launch of Fitness Fuel - a range of nutritious, high protein meals created for gym goers. Customers can order these meals online and have them delivered direct to their doors.



Luke Mansell

With over 100 local ales and draught scrumpy cider on tap, it's little surprise that alcohol makes up 70% of Luke Mansell's sales. The store also orders cider by the barrel, bottles it in-store for customers and offers year-round two-for-£10 deals on 20 selected wines to encourage repeat custom. Luke built his alcohol range as part of a plan to make his store noticeably different from the collection of Spar stores nearby and a newly-expanded Co-op. Turnover has trebled in the past 10 years as a result. Recently, Luke has also added a coffee machine, freshly-baked bread and filled rolls to his store's offer.



Rajwinder & Bhupinder Kaur

With a Tesco and a Co-op on their doorstep, Rajwinder and Bhupinder Kaur decided to strengthen their business by giving it a personal touch. One of their most popular products is their range of homemade soups - the store sells around 30 soup-and-a-roll combinations a day, for £1.40 each. Homemade curries then generate similarly good sales and high margins later in the day as customers drop in to search for something for dinner. Meanwhile, on special occasions such as Valentine's Day and Easter, Rajwinder and Bhupinder are inundated with requests to make up hampers for customers.



Adam Hogwood

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.

Which retailer is your winner? Log on to

betterRetailing.com

to cast your vote by 11 December

Celebrations®

Celebrations®
is the **No.1**
Twistwrap brand*

NEW TV advert
on air from 1st
November

£1.4 million
media spend!

**Stock
up now**



Trademark: Celebrations® is a registered trademark. © Mars 2015.
Nielsen Scantrack Total Coverage Value Sales (£) 52WE 19.09.2015

EASTER CONFECTIONERY



Make sure your customers stock up on confectionery

Easter will be next year's first major seasonal opportunity. As Nadia Alexandrou discovers, learn lessons from 2015 and you'll be well placed to grow your sales in 2016

Spring into action

If you're already bored of the tinsel, Wham's Last Christmas and the hundreds of festive promotions in your store don't worry – it's already time to start getting ready for Easter.

Suppliers are once again rolling out dozens of new products to boost sales and ensure you have a profitable start to the new year.

But how do you know that what you've got planned is correct? As always, looking at previous sales data and looking at what worked best last year is invaluable.

Here at RN we decided to go one step better and speak with Martin Wood, head of strategic insight at analysts IRI, who has been studying how the grocers performed during Easter 2015.

Combining his insights and the experiences of a host of retailers, we reveal the ways you can make the most of the first major season of next year.



We began to sell products, including Creme Eggs, from as early as January

RETAILER

Harj Dhasee

The Village Store,
Mickleton, Gloucs.



My experience 2015 Smaller impulse Easter confectionery was still the best-selling segment this Easter and we began to sell products, including Creme Eggs, from as early as January.

RN's lesson for 2016 Order impulse confectionery on pre-sell. Products like this are guaranteed to move fast, and early, so it's possible to benefit from pre-sell discounts.

Have you got the right range of novelty products?



ANALYST

Martin Wood

IRI



Insight from 2015 Impulse Easter confectionery sales were much stronger in convenience, growing by 13.5%, compared to 7.2% in the supermarkets. The biggest sales peak by far was in the week running up to Easter Sunday, where more customers turned to convenience stores for last-minute shopping.

RN's lesson for 2016 Make sure you are fully stocked on your customers' favourite novelty products – think Creme Eggs, MaltEaster Bunnies and Smarties Chicks – in the last week of Easter. Check last year's EPOS data and national bestsellers to help you plan.



ON TV
JANUARY
2016

Have a cracking Easter!

A chance to win everyday



You can

Win

Up to
£1000

if a consumer

**Unwraps the
Gooless Egg
in your store***

**Cadbury Creme Egg
- the number one
Easter brand****

**Gooless is back
exclusively
to the
convenience
channel**

Visit **www.deliciousdisplay.co.uk** for more info
and a chance to win by **showing us your shelfie!**

*T&Cs apply. Visit www.deliciousdisplay.co.uk for more details

** Nielsen, Value Sales, Easter 2015

EASTER CONFECTIONERY

BESTSELLERS

Some products appear every year, becoming much-loved parts of many customers' celebrations. How will suppliers be supporting them in 2016?

Cadbury Crème Egg

Mondelez is investing £4m in a Cadbury Crème Egg marketing campaign from January to March, including TV, digital, in-store and outdoor activity.



brand, with the sharing 90g bag its best-selling format. It will return this year, along with the rest of Cadbury's Easter range with a new design featuring a purple egg.



Cadbury Dairy Milk Egg 'n' Spoon is back for 2016 in both chocolate and vanilla mousse flavours.



Cadbury Mini Eggs was the second biggest Easter confectionery



Mars' MaltEaster Bunny is returning, available in singles, sharing bags and multipacks.

RETAILER

Atul Sodha

Peverills Londis, Uxbridge, Middlesex



Highlights 2015 We sold a lot last-minute Easter eggs in the few days before Easter after buying up Booker's clearance stock on Good Friday at half-price.

RN's lesson for 2016 Check cash & carries for late price reduction on just before the Easter weekend to take advantage of last-minute visits from customers. Atul, for example, will approach account managers on Good Friday or even Easter Saturday to secure the best deals.

ANALYST

Martin Wood

Head of strategic insight, IRI



Insight from 2015 The multiples ran out of larger eggs in the last week of Easter, missing out on estimated sales of £5.2m. This was mainly because they promoted too much, too early, and didn't order enough stock.

RN's lesson for 2016 Keep an eye on what's going on in the stores around you during the run up to Easter, including what the multiples are doing. Then take advantage of any gaps in the market you see.



Grab your customers' attention with extra purchases

RETAILER

Russell Holborn

Holborn's, Earlswood, Surrey



My experience 2015 Although we've scaled back the number of larger eggs we offer, over the past two year their sales have peaked dramatically in the last week of Easter because the nearby supermarkets have run out.

RN's lesson for 2016 Make sure you are able to respond to last-minute demands for not just larger 'shelled' eggs, but any large novelty product that could be bought as a gift. This year, for example, Russell is stocking such a premium novelty range from fine food specialist wholesaler Auguste Noel.

ANALYST

Martin Wood

Head of strategic insight, IRI



Insight from 2015 Lindt Bunnies sold massively in supermarkets, which did a fantastic job of arranging them on aisles, gondola displays and by the checkout. They also were promoted heavily with 'two for £x' deals, which attracted a lot of impulse buys.

RN's lesson for 2016 What opportunities are there for you to sell Easter confectionery that isn't just the often heavily-discounted Easter eggs? Because they're not packaged with any cardboard, they take up less room in your store room. Promotions and PoS materials will help to grab your customers' attention.



The multiples ran out of larger eggs in the last week of Easter, missing out on estimated sales of £5.2m

RETAILER

Russell Holborn

Holborn's, Earlswood, Surrey



My experience 2015 We offered Easter-themed bouquets, which we bought weekly from a flower wholesaler in Brighton, and were arranged by a lady in our village. These sold well as gifts and included flowers such as daffodils, bulbs, tulips and even potted primroses. Prices ranged from 99p to £18.99.

RN's lessons for 2016 Take advantage of any peak in footfall you experience during the last week of Easter and trial products that you may not offer all year round – such as bouquets – as they may meet your customers' need for a convenient last-minute gift. >>>

Maltesers[®]
MaltEaster[®]

**Catch them
while you can!**TM

**AS SEEN
ON TV!**

**MALTEASTER[®] is
the No.2 self eat
at Easter***

**STOCK UP EARLY & keep
MALTEASTER[®] on shelf throughout
the whole EASTER SEASON!**

**MALTEASTER[®] will be
supported by a £1.5m
media campaign**



**Available from
January 2016**

Maltesers[®] and MaltEaster[®] are registered trademarks. © Mars 2015.
*Nielsen, Easter Self Eat, total coverage, Value Sales, W/E 11.04.15.

EASTER CONFECTIONERY

LAUNCHES

Every year, suppliers invest millions in creating eye-catching new products for convenience. What will they be bringing to your store in 2016?

Cadbury Dairy Milk Bunny Vanilla Mousse
RRP 65p.

Cadbury Dairy Milk Bunny range
This includes a Hollow Bunny (in both small and large sizes) and Cadbury Dairy Milk Mini Hollow Bunnies (featuring five bunnies).

Continental range is undergoing a brand refresh and gaining five new flavours including Dark Espresso, Chocolate Milano, Seville Caramel Orange, Apricot Danish & Salted Caramel Praline. Available in 142g (RRP £6) 284g (RRP £9) and 284g (RRP £10).



Galaxy Golden Eggs Large Egg
Available from January, RRP of £5.29.

(RRP 49p), Rabbit Droppings (RRP £1), and Milk Chocolate Easter Lollies (RRP 79p).



Happy Easter range. Hancocks is adding 20 new product to this range, including Easter Jelly Pops



Thornton's Continental range A possible early sign of the Italian confectionery giant's ambitions for the premium chocolate brand, Thorntons

Galaxy Golden Eggs
Available from January in 80g sharing bags, RRP £1.30.

RETAILER

Atul Sodha

Peperills Londis, Uxbridge, Middlesex



My experience 2015 Throughout this year we have collaborated with both Nestlé and Londis to create the best possible range for my store. So far I've increased weekly sales by £100, which has involved looking mainly at sharing bags and using promotions and displays to highlight them.

RN's lesson for 2016 If, like Atul, you are confident you have developed a range that takes account of the best-selling products for your store, experiment with a few niche or specialist brands this Easter to add novelty to your range. Atul, for example, now feels ready to experiment with new products such as pebble-coated pretzels, which he will promote alongside his core range.

ANALYST

Martin Wood

Head of strategic insight, IRI



Insight from 2015 The biggest growth sector by far last year was chocolate sharing bags. They grew by 10% in convenience, compared to 7% in supermarkets. Meanwhile, sales of large chocolate blocks, were down by 3% overall, and sugar sharing bags remained at relatively flat, growing 0.7%.

RN's lesson for 2016 Devote more space to sharing bags, and if space is at a premium check your EPOS for slow sellers and cut them out.



I've increased weekly sales by £100, which has involved looking at sharing bags and using promotions

Sharing bags have been the category's big success story in 2015

RETAILER

Harj Dhasee

The Village Store, Mickleton, Gloucs.



Highlights 2015 We did exceptionally well with Thornton's Easter eggs for children, including one which was butterfly themed, and another football-based one, which we sold for between £10 and £12. We also sold three giant Lindt Bunnies at £40 each.

RN's lesson for 2016 Focus on premium brands, such as Thornton's and Green & Blacks, which move away from the mainstream names that the supermarkets often promote at low prices.

ANALYST

Martin Wood

Head of strategic insight, IRI



Insight from 2015 Operators like One Stop are increasingly influenced by how the likes of Tesco manage their ranges, bringing a greater degree of professionalism and efficiency to the sector. The aim of this is to improve shoppers' in-store experience.

RN's lessons for 2016

Ensure you regularly speak to suppliers and wholesalers to keep up to date with the latest ranging advice. The major influence of trends and product development on the category means this is essential.

RETAILER

Harj Dhasee

The Village Store, Mickleton, Gloucs.



My experience 2015 We had a lot of customers comment appreciatively on our Easter decorations last year. They particularly loved the Easter bunnies placed around the store and the cut-out Easter eggs.

RN's lessons for 2016 Order extra display units from suppliers and put them out early to give you a theatrical Easter makeover. This will also help signal your availability. This Easter, for example, Harj is ordering two small dump bins for Cadbury's Mini Eggs and three for Creme Eggs in his pre-sell order. ●

New

Galaxy®
Golden Eggs

Galaxy® is the 2nd biggest chocolate brand worth over £200m CSV*



Galaxy® chocolate with crunchy caramel rolled in gold

Easter small sharing is in 16.9% growth**

Stock up early from January 2016 until Easter

Galaxy® is a registered trademark. ©Mars 2016. Source: *Nielsen ScanTrack, all data to w/e 27.12.2014. **3YR CAGR, Nielsen scantrack data to WE: 4th April 2015. Easter 2013: WE 30th March 2013. Easter 2014: WE 19th April 2014. Easter 2015: WE 4th April 2015

PREVIEW



Nicocigs invests £4m

Nicocigs is supporting its next generation of Vivid e-liquid vaping products with a £4m multimedia campaign including TV and digital ads.

RRP various

Outers various

Contact 0121 382 2285



Tabasco and olive oil

Empire Bespoke Foods has launched Tabasco Extra Virgin Olive Oil in 125ml and 250ml bottles and in a spray can.

RRP £2.89 - £5.49

Outers not given

Contact 0208 537 4080



Smoothie does it

Sunmagic is launching its first range of smoothies with each drink containing two portions of fruit and vegetables.

RRP £2.39

Outers not given

Contact 020 7274 6090



Winter Kettle Chips

Kettle Chips is launching three limited edition flavours for winter - Beef, Red Wine & Shallot; White Stilton & Cranberry Relish; and Soy, Ginger, Chilli & Honey.

RRP £1.99

Outers various

Contact 0800 616 996



Pricemarked extension

Mondelez has extended its range of pricemarked Cadbury bars with the launch of Dairy Milk Fruit & Nut Chopped.

RRP £1

Outers 17

Contact 0870 191 7343



Go with the Flow

Imperial Tobacco has unveiled JPS Triple Flow featuring new technology to give buyers a smoother smoke.

RRP £7.35 - £7.49

Outers not given

Contact 01179 636636



Best of British returns

Dairy Crest is bringing back its Best of British pack designs to its Country Life Salted and Unsalted butter blocks.

RRP £1.60

Outers not given

Contact 08457 811 118



More flavours added

Premier Foods is expanding its Bachelors Pasta 'n' Sauce and Super Noodles ranges with new flavours this month.

RRP 81p - 99p

Outers various

Contact 01727 815850



Chocolates overhaul

Thorntons is updating packs designs and adding new flavours to its Continental boxed chocolate range for spring.

RRP £6 - £10

Outers not given

Contact 01923 690 300

THIS WEEK IN MAGAZINES

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There's a token for a free Stick Man activity and puzzle book with every Radio Times Christmas special purchased

Round up



HELENA DRAKAKIS
Magazines
reporter

FESTIVE TILLS ARE RINGING

This week we've gone big on Christmas TV titles as a sure-fire way to keep your tills ringing through the festive season. It's a no brainer. The category is worth £17m to retailers in December with total market sales doubling from other times of the year.

This week, Radio Time's guru Kathy Day's industry viewpoint sets out the ways you can make the most of your titles. But, putting that top seller aside, the magazine list over Christmas boasts an impressive display of bumper issues, covermounts and free gifts - perfect for stocking fillers.

The children's selection is particularly strong with a Frozen Christmas gift pack (£7.99) alongside Disney Princess bumper issue (£3.99) and Barbie gift edition (£4.99). Then, there's the coveted annual, Beano from publishers DC Thomson (£7.99) which is ideal for readers young and old. Also from DC Thomson comes the People's Friend annual (£7.99) which boasts a loyal female readership.

The selection of TV titles, aside from Radio Times, should also boost sales this year. There's a great selection of titles from TV & Satellite to TV Times, What's on TV to TV Choice.

Then there's some prized collectables: Panini's Wales sticker collection (£2.99) and the Northern Ireland sticker collection (£2.99) to name just two. And, of course there's a whole selection of art therapy magazines to keep all ages busy. There's bound to be more bumper issues coming in over the next few weeks, but there's undoubtedly enough to satisfy customers of all ages and tastes.

Bumper TV listings

EXTRA SPECIAL RADIO TIMES FESTIVE EDITION

It's the magazine everyone wants as Christmas approaches as they get together with family and friends to plan their festive viewing

THE BEST-SELLING Christmas double issue of Radio Times goes on sale from 5 December with comprehensive TV and radio listings and recommendations for the entire festive period between 19 December and 1 January. In addition, there's a free Stick Man activity and puzzle book available with every issue, redeemable by token from the issue at Early Learning Centre and Mothercare stores.



**RADIO TIMES
CHRISTMAS SPECIAL**
On sale 5 December
Frequency weekly,
with this edition
covering 2 weeks
Price £4
Distributor Frontline
Display with TV
Choice, TV Times, TV &
Satellite, Take a Break



WALES

OFFICIAL CAMPAIGN STICKER COLLECTION



Starter Pack:
£2.99 RRP



Sticker Pack:
50p RRP

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THIS WEEK IN MAGAZINES



Bestsellers Children's titles

Title	On sale date	In stock
1 Frozen	02/12	<input type="checkbox"/>
2 Disney Princess	02/12	<input type="checkbox"/>
3 CBeebies Weekly	02/12	<input type="checkbox"/>
4 Thomas & Friends	02/12	<input type="checkbox"/>
5 CBeebies Special Gift	02/12	<input type="checkbox"/>
6 CBeebies Art	02/12	<input type="checkbox"/>
7 Play & Learn	02/12	<input type="checkbox"/>
8 Fun to Learn Peppa Pig	10/12	<input type="checkbox"/>
9 Beano	05/12	<input type="checkbox"/>
10 Fireman Sam	09/12	<input type="checkbox"/>
11 BBC Toybox	25/11	<input type="checkbox"/>
12 Disney and Me	09/12	<input type="checkbox"/>
13 Thomas Express	02/12	<input type="checkbox"/>
14 Barbie	09/12	<input type="checkbox"/>
15 In the Night Garden	09/12	<input type="checkbox"/>
16 Hello Kitty	18/11	<input type="checkbox"/>
17 Disney Stars	25/11	<input type="checkbox"/>
18 Peppa Pig Bag of Fun	03/12	<input type="checkbox"/>
19 Something Special	25/11	<input type="checkbox"/>
20 Girl Talk	02/12	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



CRIME SCENE

The second edition of the newly-launched Crime Scene takes advantage of popular TV series The Bridge and season four of Wallander, both of which are about to start. This collector's edition is a split cover-run featuring both series. One features Wallander star Kenneth Branagh and the other The Bridge star Sofia Helin. There are also features and reviews and all the latest news about crime drama and fiction.



On sale 8 December
Frequency quarterly
Price £7.99
Distributor Seymour
Display with Total Film/SFX



BBC TOP GEAR

The January issue of Top Gear magazine comes with a free Top Gear-themed 2016 calendar. Also in the issue, Top Gear writers question whether the Ferrari's razor-tipped 770bhp F12tdf is the scariest car of 2015? The driving section includes Bentley's £160k, 600bhp hyper-SUV and Hybrid hot hatch, and the team test Peugeot's 494bhp 308. Plus there's a journey around Korea in a very brown Hyundai Tucson.



On sale 2 December
Frequency monthly
Price £4.45
Distributor Frontline
Display with Fast Lane, Autocar, Car, Auto Express



TV & SATELLITE

This double issue with an extended on-sale date features all the TV listings as well as the satellite listings over the Christmas period. To maximise the opportunities of double issues, retailers are advised to prominently display titles for the full on-sale period and place in various locations around the store, including on the newsstand and at the till.



On sale 8 December
Frequency weekly, aside from this issue
Price TBC
Distributor Seymour
Display with Radio Times, TV Times, What's on TV, TV Choice



TV TIMES

TV Times has a circulation of 196,346 and retailers can expect a sales uplift with this extended two-week issue. As well as comprehensive listings, there's exclusive shoots and interviews, the latest news, soaps coverage, pages of film reviews for the festive season, and handy spreads of daily highlights so readers can see at a glance what to settle down to in front of the box this Christmas.



On sale 8 December
Frequency weekly, aside from this issue
Price TBC
Distributor Seymour
Display with Radio Times, What's on TV, TV & Satellite, TV Choice



WHAT'S ON TV?

What's on TV is the second largest TV listings title with more than a million readers. This two-week Christmas edition offers a great seasonal sales opportunity for retailers. As well as loyal readers, the issue attracts a wider audience with consumers keen to discover what's being aired over Christmas.



On sale 8 December
Frequency weekly, aside from this issue
Price TBC
Distributor Seymour
Display with Radio Times, TV Times, TV & Satellite, TV Choice

TWO TOP-SELLERS TO DISPLAY THIS CHRISTMAS

ON SALE 10 DECEMBER



GO GIRL

Go Girl Christmas special comes with nine gifts including a seven-piece 'Winter Wonderland' gift set, stickers and Tango sweet. Inside the magazine there's a 'Star' doodles pullout, and a 12 Days of Christmas festive giveaway. The monthly is also packed with activities, quizzes and friendship tips. Display it prominently within the pre-teen category on your newsstand.



On sale 9 December
Frequency monthly
Price £4.99
Distributor Seymour
Display with Girl Talk, Top of the Pops, We Love Pop



BARBIE

This Christmas issue of Barbie magazine features activities and games to keep girls busy during the festive period. In addition to the free six-piece handbag set, the magazine features a design for a cut-out handbag, templates for Christmas tree decorations, an opportunity to design a snowman, and an eight-page 'Pet Party Pullout'.



On sale 9 December
Frequency three-weekly
Price £4.99
Distributor Seymour
Display with Monster, Disney Princess, Animals and You



PORTER

In this Winter Escape edition, Porter unveils its '100 Incredible Women' list in a 33-page editorial supplement. The list champions politicians, celebrities, chief executives, writers, performers, actresses, philanthropists, protestors, musicians and designers from around the world and all walks of life.



On sale 4 December
Frequency bi-monthly
Price £5
Distributor Marketforce
Display with Glamour, Cosmopolitan, Red, Marie Claire, Vogue



NORTHERN IRELAND OFFICIAL STICKER COLLECTION 2016

This Northern Ireland sticker collection includes a 32-page album with a total of 204 stickers to collect. Collectors can get their collections off to a start with this package, which includes an album and 31 stickers. Sticker packets contain five stickers each, priced at 50p.



On sale 10 December
Frequency one shot
Price £2.99
Distributor Marketforce
Display with collectables



THOMAS & FRIENDS

The Thomas & Friends festive gift pack is a bumper edition complete with a selection of free gifts. As well as the usual games, stories, puzzles, colouring and activities, readers can enjoy a six-piece Christmas engine play set, a giant Sodor Island play mat and more than 45 stickers to enjoy. Great for a stocking filler.



On sale 2 December
Frequency three-weekly
Price £6.99
Distributor Seymour
Display with pre-school titles

Industry viewpoint

Kathy Day

Managing director,
Radio Times Group



CHRISTMAS TIME? IT'S RADIO TIMES!

The Radio Times Christmas double issue is the single biggest revenue generator of any UK magazine, and it is about to hit your shelves. Last year Radio Times' Christmas issue grew 5% to put £5.9m through tills, 48.7% of the TV listings market.

Independents are incredibly important to Radio Times throughout the year and especially at Christmas.

For the double issue we will be supplying extra copies, 1,700 display units, 1,650 shelf barkers and additional merchandising support to help you maximise this sales opportunity. Make the most of the extended on-sale period by giving Radio Times a prominent display and maximise casual sales by positioning copies at tills.

Radio Times Christmas issue will be on sale from Saturday 5 December. The huge print run takes five days, we get the copies out as fast as we can, but inevitably in some regions magazines with lower print runs (and lower cover prices) will hit the shelves first.

We're offering our readers a free Stickman activity book - one of the stars of the Christmas TV schedule - and running a television advertising campaign.

To maximise your sales please tell your customers Radio Times is coming - after all it wouldn't be Christmas without Radio Times!

Thank you for all your support in 2015, and may I wish you all a very happy Christmas and a prosperous new year.

Top tip
 Give Radio Times prominent multiple facings to maximise impulse purchase. Place copies at till points and actively sell them; it's proved really successful in the past.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



HAMPSHIRE RETAILER PAUL PATEL ON HOW HE BECAME A WINNER WITH WH SMITH

Plus, envious of this year's IAA winners? Read our exclusive guide on emulating them in 2016, and find out what next year's tobacco legislation will mean to your store



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Back in the day

101

YEARS AGO
5 December 1914



The Christmas issue of 'John Bull', which has been published in previous years under the title 'John and Mary', will be on sale 11 December, price 2d. The issue will contain 14 splendid stories alongside pictures, humour and breezy articles.

50

YEARS AGO
4 December 1965



A new law making it a summary offence for more than a specified proportion of the surface of a shop window to be used for advertisement purposes is being sought by the Law and Parliamentary Committee of the Urban District Councils Association.

25

YEARS AGO
8 December 1990



Anger was the general reaction of Northern Ireland newsagents to last week's decision by the Belfast Telegraph to alter its terms structure. The largest-selling evening newspaper in the province, the Telegraph raised its cover price from 24p to 26p on 26 November, with the change in terms coming into effect only last Monday.

Fairy lights untangler? Now there's a bright idea

Anyone who's ever put up a Christmas tree will know of the eternally frustrating task of bringing down the box of fairy lights from the loft and spending hours untangling them.

Now Tesco is turning this unenviable chore into an actual job, having posted a position for an official 'tree light untangler' at one of its stores in Wrexham.

The unusual role has been created after 'research' revealed Wrexham is the most frustrated part of the UK when it comes to sorting out Christmas lights.



According to the Daily Post, more than 100 people put their name forward for the position, which will see them help local shoppers deal with their pesky decorations.

According to the listing, applicants must possess "a friendly, helpful demeanour, oodles of patience and the innate knack to be able to untangle even the most scrambled of wires."

Sounds like your typical independent retailer to us - well, without the unscrambling wires part at least.

Tesco boxing not so clever

Click and collect and other parcel retailers will be breathing a sigh of relief for not having to handle packages for Joanne and Billy Murphy from Ashton-under-Lyne in Greater Manchester. For the pair ordered a 24-piece dinner service online from Tesco - only to see it turn up in 24 separate boxes.

And within each of those boxes was another box, as well as sheet after sheet of paper stuff.

Pity the poor delivery driver who had to drop off the two dozen boxes to the

couple's home, which was left with so much detritus that the Murphys couldn't even see the floor.

What's more, the hefty packaging, intended to help protect the crockery in transit, didn't even do its job properly - of the 24 items, a quarter of them (five bowls and a mug) were already broken by the time the couple came to open them.

The Yodel van was, according to Joanne Murphy, "full" with their delivery. Tesco said it was clearly a mistake and apologised.

AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



Well, Saturday 21 November was a bit of a shock to the system with snow, ice and winds that could slice through anything.

I know it had all been forecast, but it still took a bit of getting used to. When I was delivering to the houses at Barn Common Woodseaves I was very lucky to have stayed upright, as the whole estate was covered in black ice. It was lethal and I have to say I was glad to finish that lot still in one piece.

Talking of Saturday 21 November, the weight was worse than ever. Goodness knows where it is coming from but it really is past a joke now. Trying to push it all into letterboxes was a nightmare.

I just felt so sorry for the boys and girls doing it, they must all feel like going on strike at weekends.

In fact, I thought to myself that if I'm still doing this job by this time next year I will just do Monday to Friday, and the wretched publishers can deliver it themselves at weekends and see how they like being a pack horse.

Norbury will be a hive of activity next week. There is a large project going on in the wood just outside the village - this is because Nottingham University is experimenting on how certain gases affect certain trees.

This will involve placing massive containers over certain trees in order to pump the gases in. To do this, a helicopter is having to winch these things into place.

Apparently BBC Countryfile cameras are going to be there to film it all and it will be televised at a later date - it must be costing someone a fortune.



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