

RETAIL NEWSAGENT

HOW TO BE A WINNER

39 tips from
this year's
best retailers

IAA

Page 36 >>



Profitable partners
'I can buy cheaper and
charge more as a WH
Smith Local' Page 24 >>

NEWS • CONVENIENCE • PROFIT

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'Cut bills now to pay Living Wage'



- Londis boss John Pattison urges retailers to review all costs, from bank charges to energy bills, to offset wage increase.
- Government survey finds less than 50% of businesses are prepared with less than four months to law change. Page 5 >>



EVENTS

'Best ever' Small Biz Saturday

Jon Powell grows
sales 10% and signs
up 11 new home
delivery customers.

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EUTPD II

Tobacco small pack stockpile predicted

Analyst expects
production surge
before May 2016
deadline. Page 4 >>

UNITED BISCUITS

£100m bite for indies

Supplier reveals five-
year biscuit boom
plan. Page 12 >>

Vol 126 No 50

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Pushing the envelope Father and son team Ramesh (fifth left) and Amish (third left) Shingadia celebrated the opening of their new Londis Caterways store last week. The store houses the 5,000th modernised post office branch and features Costa coffee, an in-store bakery and breakfast and lunch to go options. Stay posted for a profile of the store in the 25 December issue.

CONVENIENCE

Fresh food focus for Landmark

Wholesaler to
strengthen chilled
and food to go
offerings and targets
40 new Value and
Extra stores in 2016.

Page 6 >>

First Welsh football
sticker album sells out
in 24 hours after team
reaches Euro 2016
finals.

Page 8 >>



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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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LEADER



There are dozens more ideas in this issue, including 39 from the 2015 IAA champions



CHRIS GAMM

Editor

@ChrisGammRN

Whenever I speak to friends about my work, one thing I say I enjoy most is spending time with passionate, entrepreneurial retailers who love swapping business ideas.

On Monday morning, I chaired a roundtable discussion between retailers and senior executives from Santa Fe. We were discussing tobacco legislation and how to prepare for it, but I still came away with a pad full of ideas.

Jay Patel from Budgens in Crofton Park says he spies on his competitors' ranges to look for new sales opportunities. He now makes a special trip to Dhamecha for Natural American Spirit and sells 20-30 outers a week.

Atul Sodha from Londis in Harefield encouraged a new 18-year-old employee to listen to customers, ask questions and talk to them about what they are buying. The employee's mother saw such a change in her son's attitude that she came to the shop to praise Atul's approach. Atul got the idea of putting A4 printouts promoting lottery jackpots in baskets from a retailer WhatsApp group and saw an immediate uplift.

Serge Khunkhun from Premier Woodcross said saying hello to the second or third customer in a queue re-sets their mental clock and makes them more likely to keep queueing.

Over lunch, we discussed the economics of putting doors on chillers, how it impacts shoppers and the innovative ways stores recycle heat from chillers and water from air conditioning units.

There are dozens more ideas in this issue, including 39 from the 2015 IAA champions on some of the great changes they've made this year and why they won. Please copy the best ones in your own business and keep sharing your ideas too.

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has been vitally important for Paul Patel, who adopted the WH

Smith Local fascia to turn a once struggling Southampton store into a thriving enterprise



26 COLUMNIST With six months until the implementation of EUTPD II it's time for the government to finalise the legal aspects of the regulations, writes BAT's Ron Ridderbeekx, left



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Jerry Margolis, director of sales, UK and Ireland at Philip Morris International

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Retailer Choice Awards 2015



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Read the former newsagent's exclusive column

RETAILERS CAN'T GO INTO THE DEADLINE WITH NO PLAN IN PLACE

- LONDIS RETAILER ATUL SODHA URGES RETAILERS TO GET READY FOR FORTHCOMING TOBACCO LEGISLATION Page 31 >>

NEWS



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to have your say on the latest news

Help for storm-hit stores

Charity The Retail Trust is offering legal advice, financial support and counselling to shop owners and staff affected by the aftermath of Storm Desmond, which swept across the UK last weekend.

The north of England remains one of the worst affected areas with thousands of homes and businesses without power.

Mike Simpson, of News At 15 in Carlisle, isn't flooded but said footfall has been badly affected as two arterial routes into the city were closed over the weekend. One has now reopened. He said: "It's a worry for the future because we have no control over this. I've been very lucky but only half a mile away, it's carnage."

Mike Mitchelson of Mitchelson News in Cumbria praised Menzies for getting papers out after it lost power on Sunday night and had to pack papers in the despatch area of the News & Star building.

Sugar tax questions

A national newspaper's suggestion that a proposed sugar tax could help curb obesity levels has been questioned by the British Soft Drinks Association (BSDA).

Gavin Partington, director general at the BSDA, issued a response to the Financial Times article, which claimed a levy on sugary drinks in Mexico has led to a 6% decline in consumption.

Mr Partington claimed soft drinks "contribute just 3% of calories in the average UK diet", and added: "Consumers are choosing the low or no-calorie varieties which our industry is producing and promoting instead."



Lindy's special delivery to Santa

Lindy Christopher and her daughter Louise from Charminster Post Office in Dorchester have put their own post box in store so children can take part in the Royal Mail's Santa letter writing scheme. The Royal Mail has been managing Santa's mail bag and helping him reply to children since 1963, with more than 600,000 letters received last year. Mrs Christopher said: "We've sent around 35 letters this year, and it's the first year we've decorated our own post box. It's definitely increased footfall."

Tobacco analyst predicts stock building before deadline 'Everybody's planning like crazy'

Surge in pre-EUTPD II small packs predicted

by Chris Gamm

A city tobacco analyst has said he expects manufacturers to ramp up production of smaller pack formats before EUTPD II forces manufacturing to cease in May 2016.

Clive Black, head of research at Shore Capital, told RN that he also expects wholesalers and retailers to seek to maximise the opportunity presented by the changing legislation.

"We would expect some full capacity production of to-be-banned products up to deadline day, with some

stock building by wholesalers and possibly retailers," he said.

His analysis comes as Santa Fe general manager Alan Graham, speaking at a RN roundtable event this week, said he expected to have Natural American Spirit's best-selling 12.5g format available until January or February 2017.

"I guarantee there will be plenty of smaller packs available for quite some time - eight, nine, 10 months - and then a scramble in early 2017," he said. "I can tell you that everybody's planning like

crazy in the background."

However, senior tobacco executives have previously told RN that producing several months' worth of stock is unfeasible, leaving retailers unclear about what stock will be available after May next year.

Mr Graham agreed that having smaller pack sizes available after May 2016 was an opportunity for independent retailers.

"I don't think the big guys will risk it at all. They'll have a zero risk policy," he said.

However, Wolverhampton retailer Serge Khunk-

hun said he is already preparing customers for the law change. "I will move early, lose the initial sales but have customers understand what's going on," he said.

Under EUTPD II legislation, manufacturers must cease production of tobacco packs under 30g and cigarettes packets containing less than 20 sticks by May 2016. However, retailers have a further 12 months to sell existing stock.

● See page 31 for RN's guide to EUTPD II. The Santa Fe roundtable will be published in RN's 8 January 2016 issue.

Nearly half defying tobacco age law

Only 53% of independent shops are complying with legislation regulating age-restricted sales of tobacco, new data has revealed.

Serve Legal, the test purchaser which carried out the study, has warned smaller retailers are most at

risk of prosecution, following 2,000 ID tests carried out by mystery shoppers in 2015.

Ed Heaven, director of Serve Legal, said the data suggested that tobacco wasn't being taken as seriously as alcohol. Alcohol test purchasing showed a

pass rate of 83% - a figure that includes supermarkets, bars and online retailers, while for tobacco it was 64% across the board.

Derbyshire retailer Dee Sedani, who developed fingerprint recognition software to speed up sales and avoid the need to

check ID for every purchase, said: "Retailers need to protect their business now, not in the future when they've been caught."

"With a small investment I'm protecting my tobacco and alcohol licence. It's forward thinking."

Londis brand director tells stores to look for savings Survey finds many businesses not ready

Act now to manage NLW shortfall, indies urged

by Gurpreet Samrai

Independent retailers must act now to reduce operational costs to bridge the “significant” National Living Wage shortfall, a symbol boss has warned, as a government survey reveals the majority of businesses aren’t prepared for the new legislation.

Londis brand director John Pattison told RN the group is looking at ways it can work with retailers to reduce day-to-day costs from credit card charges to electricity bills.

The advice comes in the same week business minister Nick Boles urged businesses to act now to “avoid falling foul of the law”, after a Department for Business, Innovation & Skills survey revealed 45% of businesses have updated their payroll and 39% have communicated the upcoming changes to staff.

“You have to start looking at all your cost lines immediately,” Mr Pattison said. “We have a guide figure [for the extra wage costs] and it’s a significant amount, it’s several thou-

sands of pounds per store.

“We’re looking at a number of ways to assist retailers to get ready for the National Living Wage and it would include areas such as looking at reductions in day-to-day operational costs, whether that be electricity, bank or credit card charges.”

Jatinder Sahota, of Max’s Londis in Kent, has estimated the new wage will cost him an extra £11,500 a year across his two stores.

He told RN he has already been able to reduce his bills by 35% through

changes including LED lighting and low-usage fans in fridges, but says his bottom line will be hit as he finds other ways to make savings.

“It’s going to be a struggle for a lot of businesses,” he said. “We have to raise our game across the board, and for stores that are already squeezing everything out to get as much potential from every square foot, it’s going to be even harder.”

Other retailers told RN they are still calculating the cost to their business and how to fund it.

Retailers on board for Nisa

Nisa retailers elected to the company’s member directors’ board this month have revealed their plans to help improve the business heading into 2016.

Nisa Local Hayes retailer Vim Odedra, who was re-elected to the board, said he will urge the company to make improvements on trading, leafleting and category management.

He added: “We have gone through a difficult period, but the board will work hard to win more business next year.”

Meanwhile, Nisa Local Northfleet retailer Harry Goraya said he would look to build closer relationships between members and the Nisa executive team under his new board director role.

“I want to make sure that the team have the best possible chance of utilising the expertise they have to the benefit of the members,” said Mr Goraya.

Get set to register

Retailers are being advised that the application window for the Alcohol Wholesaler Registration Scheme opens on 1 January 2016.

Businesses that sell alcohol to other businesses are now required to register with HMRC and will be given a unique reference number.

Registered businesses will be added to an online database, administered by the government. The scheme aims to tackle alcohol fraud. Businesses will have until 31 March to register.



Rugby star on hand for reopening of Singh's Premier

More than 300 members of the community turned out to see Yorkshire Carnegie rugby captain Ryan Burrows open Singh's Premier's refitted Manor Road store last Saturday. Customers were treated to pie and peas, face-painting and a disco as well as a visit from M&M characters. Owner Mandeep Singh said more details about the refit will be released by Booker in the coming weeks.

Booker meets demand as supplier fails

Londis faced its biggest challenge since being taken over by Booker when a key fresh supplier went into administration last month.

The symbol group's brand director John Pattison told RN it had just 72 hours to find fresh produce supplies for hundreds

of its stores.

“They were consolidating products from different suppliers so it could have been a real issue for us, but with the help of the Booker team and the Budgens buying team we made sure there was no lack of supply and no problem of availability for

retailers,” he said.

“We had to work really hard, but with Booker and Budgens support we made sure Londis retailers were serviced with products all the way through.”

Speaking to RN about the acquisition, Mr Pattison cited it as one example of the support Londis has

received from Booker in the first months of the deal. He said other benefits included the introduction of own label lines from the Booker catalogue at a lower wholesale price including water, spirits and soup.

“There’s been no teething problems,” he said. “Quite the opposite.”

Mondelez in tax probe

Cadbury owner Mondelez has come under fire following reports it has not paid corporation tax in Britain.

A Sunday Times investigation claimed the manufacturer has “lawfully avoided tens of millions of pounds” tax since taking over Cadbury five years ago.

Responding to the news, Glasgow retailer Sohail Saleem said: “Every penny is a prisoner in terms of VAT and tax, but small retailers just don’t have the clout with government.”

However, a Mondelez spokesman said: “We comply with all applicable tax legislation in the UK, and on a global basis we pay hundreds of millions of dollars in corporate income tax annually.”

NEWS

BUSINESS

Seven in ten go for festive discounts

Nearly seven in 10 shoppers will use a discount store for their Christmas food shopping this year, according to new research from market analyst IGD.

The firm also predicts sales at discount retailers, including Aldi and Lidl, will hit £1.7bn in the five weeks between 20 November and 26 December.

In its latest Shopper Vista results, which polled more than 1,000 shoppers, IGD found that more than half of consumers (56%) will pay two or more visits to stores to purchase their Christmas groceries.

It added that while supermarkets remained the most popular destination for this, more shoppers were also looking to visit convenience stores and specialist stores for goods during the festive season.

One Stop sales up by 17%

One Stop has reported a 17% growth in sales to £925m for the financial year, despite pre-tax profits falling to £10.2m from £21.3m the previous year.

The group claimed start-up costs for 75 new franchise stores set up by the end of 28 February 2015 had led to a loss of £3m, while generating £15.8m in revenue for the year.

A statement from One Stop said: "The fall in operating profit primarily reflects the application of new accounting policies on impairment, in line with the wider Tesco Group. Revenue grew from £789m to £925m over the year and the business has continued to perform well in a challenging market."



Hard work pays off for Jill and Paul

Spar Pantraeth retailers Jill and Paul Lewis have been recognised for their 'sheer hard work and determination' by being awarded the Baldwin Trophy at the annual Blakemore Trade Partners Spar Retail Show. Despite a fire completely destroying their business in April, the couple were able to begin trading again from a temporary site just a month later. Mrs Lewis (second from right) is seen here accepting the award from (left to right) AF Blakemore managing director Peter Blakemore, Spar UK managing director Debbie Robinson and Blakemore Trade Partners sales director Neil Mercer.

Wholesaler tells RN of ambitious expansion plans Up to 40 new format sites in pipeline

Landmark's new year focus on fresh and chilled

by Steven Lambert

A bigger focus on fresh and chilled food and an extension of its 'Core Range' scheme will form part of Landmark Wholesale's plans to support its retailers next year.

The group revealed it is also expecting to open up to 40 of its new Lifestyle Extra and Lifestyle Value fascias – which are currently being trialled by four retailers around the UK – by the end of 2016.

Speaking to RN, Landmark Wholesale retail

controller Stuart Johnson said he expects a national rollout of its new convenience stores formats "in the next four weeks".

He added: "We're doing this partly because of retailer demand, and also because retailers are investing more in their businesses and they're looking to become slightly more premium."

"We're looking to get around 30 to 40 of these up and running next year."

Mr Johnson said the fascias would also help Lifestyle retailers tackle

growing competition from rival convenience groups planning to open smaller format stores.

"Traditionally the smaller stores have been our preserve but a lot of the bigger symbols are catching on to the fact that you don't need 2,000 sq ft to make a very good local store that is really profitable."

"The market is changing and we need to up our game."

Looking to next year, Mr Johnson said Landmark will work with its suppliers to provide a "stronger offer"

on fresh and chilled food and food to go products.

He added the group would continue to run incentives such as its Cash Back scheme, which offers retailers up to £1,000 in bonuses for complying with its Core Range principles.

"We also introduced a team of Core Range advisers at the start of the year, who have helped retailers get the key products they've had missing in their stores. They will be a big feature in what we're planning next year," said Mr Johnson.

3D lorries help drive Heritage into 2016

Nisa has introduced new 3D designs to 68 lorries in its distribution fleet to raise awareness of its Heritage own label range.

The ads will include six designs featuring images of various products from the Heritage range, including coffee, fresh produce and

popcorn.

The move is being backed with a social media competition, which will give away prizes to shoppers who tweet photos of a Heritage-branded lorry along with the hashtag #ISpyHeritage.

Erin May, Heritage brand manager, said: "We hope

2016 will prove a successful year for Heritage, with a big push to drive brand awareness and sales."

At the same time, Nisa is bringing back its Christmas social media campaign to encourage more shoppers to visit its stores during the festive period.

The initiative will encourage shoppers to nominate a friend they think deserves a Christmas present. Both the nominator and the nominee will then be placed into a weekly prize draw to win an Xbox One games console.

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NEWS

NEWSTRADE



The force is strong with People special edition

People magazine is set to issue a special edition to celebrate the release of Star Wars: The Force Awakens, which opens in the UK next week. This one-off issue features interviews with the cast, secrets from the set and a first look at all the new characters. It will be on sale on 15 December, priced £3.50. "This People special will be the ultimate guide for every Star Wars fan, including everything you need to know about the new film," a spokesman for TimeInc said.

High demand for Welsh collectable Adults are main buyers

Shoppers going 'football crazy'

by Helena Drakakis

Retailers are seeing a high demand for new football collectables albums launched by Panini, with Welsh stores reporting they were out of stock of their team's album only 24-hours after it went on sale.

The starter pack and stickers form the first Welsh offering from the collectables company, and celebrate the team's October 2015 historic place in their first-ever Euro finals.

Last week customers on Twitter reported that WH Smith in Newport had sold out of albums on the on-sale day. One day later, Newport newsagent Jon Powell also reported he'd sold out of albums but that he had stickers left in stock.

He said: "Wales has never had a sticker album, and the English albums don't sell here. It's gone mad. I've not sold a single album to a child, only adults, and I've had to put another order in."

Last week a spokesman for Panini said there had been "high demand", but reorders would be fulfilled

"reasonably quickly". By the beginning of this week stock had been replenished.

Football sticker fever also gripped Northern Ireland with the release of Panini's counterpart Northern Ireland starter pack and stickers to celebrate its team's entry into the Euro 2016 finals, which was sealed with a 3-1 victory against Greece in October.

Eugene Diamond of Diamonds in Ballymena said: "I was the first shop to get them in and that got picked up by UTV. The packs have gone brilliantly for me over the weekend. I've not sold out but I ordered a lot of stock and not one has been sold to a child. All my customers have been adults."

Collectable company Topps has also announced the release of its first-ever UEFA Champions League official sticker collection.

The album for the 2015/16 season features performance data, statistics and group information for all 32 qualified teams. Its official on-sales date is 17 December.



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Publisher targets HND High-profile sports writer signed up

News UK lifts Winter blues

by Helena Drakakis

News UK is continuing its investment in retailers with the release of new PoS material advertising its 12-weeks free delivery scheme for The Times and The Sunday Times newspapers.

The group launched the scheme for both newspapers in October and is initially working with 100,000 retailers nationally. So far, 600 extra HND orders have been placed.

New supporting PoS material has just been released that includes posters and newspaper trays.

Face-to-face contact with retailers has also been increased with two dedicated representatives employed to cover Edinburgh and North London, where News UK is trying to build sales.

The representatives will remain in place until March.

The newspaper has also announced the appointment of sports writer Henry Winter.

The free-delivery scheme was first trialled using The Sun newspaper last October. According to News UK's independents sales manager Greg Deacon, by the year end The Sun promotion will see more than 40,000 orders placed. Of those, 94% are seven-day orders.

He said: "We are looking to build both committed and casual sales through creating a greater experience for customers while promoting great content and offers that help retailers secure print sales and spend."

"The acquisition of Henry Winter to the sports writing team also means there's a wealth of trusted knowledge for customers to buy into."

Les Gilbert of Chard News in Somerset recently took up the Deliver My Sun promotion and has also started to run Deliver My Times.

He said: "I've just started offering HND and it's a growth area for us. The News UK initiatives offer another revenue channel and they provide all the marketing for it so it's another way of reaching customers. It all helps."

The Sun promotion will remain in place for the foreseeable future and the Times promotion will also be ongoing.



Spectator set for Christmas

The Spectator is releasing a triple issue of its weekly magazine for Christmas.

Priced £5.95, the edition features the title's regular news and analysis, with commentary by the Archbishop of Canterbury, the prime minister and Joan Collins.

Also included is a review of the year looking back at a turbulent year in politics.

A spokesman said: "Domestically, 2015 featured a general election and leadership battle at the top of the Labour Party, as well as the resurgence of some smaller

parties, including the SNP.

"On the international stage, 2015 was bookended by terrorist attacks in Paris, Syria has dominated the news agenda again and the race to the White House in 2016 has begun."

The Spectator is the world's longest continually published English language magazine, according to the publisher. Retailers are advised to display the triple issue prominently alongside news and current affairs titles such as The Economist and the New Statesman.

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Topps will launch a *Star Wars* Sticker Collection including scenes from the new movie revealing characters, scenes and vehicles in a packed 64 page sticker album.

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STICKERS ARE NEEDED TO
COMPLETE THE STICKER COLLECTION!**

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NEWS

PRODUCTS

Hancocks cracks on for Easter

Confectionery wholesaler Hancocks has launched its 2016 Easter range.

It includes more than 20 new products as part of its Happy Easter collection and more than 200 branded lines.

Jonathan Summerly, Hancocks purchasing director, said: "Our range offers independent retailers a point of difference to the multiples. Plus, with the opportunity to earn over 40% margin and packaging that stands out on shelf, the range is predicted to be as successful as the Christmas Let it Snow portfolio."

The range includes Easter Jelly Pops with a 49p RRP offering retailers a 49% margin, Milk Chocolate Easter Lollies with an RRP of 79p and a margin of 45%, and 1kg Easter Egg offering a 40% margin.

£1 Creme Egg biscuits

Cadbury Creme Egg Biscuits are set to return for a third year in 2016 with a new £1 pricemarked pack.

The biscuits will be available to retailers from 1 January until Easter Monday (28 March).

The launch will be supported with PoS materials for retailers.

Burton's Biscuit Company is advising retailers to display Cadbury Creme Egg Biscuits in prominent positions in-store, after the brand delivered £1.7m retail sales value this year. The biscuits will also be available in the traditional six-pack format with an RRP of £1.



Cadbury's chocolate grotto advent event

More than 2,500 Cadbury bars and 6,150 Cadbury Roses were used to create a chocolate grotto in Liverpool last week as the first of Cadbury's real-life 24-day advent calendar. The walls of the grotto were lined with chocolate and it included chocolate Christmas trees with edible baubles and presents, a Santa's table and chair made from Cadbury Wispa. The grotto was the first of 24 purple-coloured trucks used to represent a giant advert calendar featured in Cadbury's Christmas marketing campaign.

Tickets to Brazil games on offer Text-to-win competition on 38 million packs

Flying down to Rio with Kellogg's Olympic prizes

by Steven Lambert

Kellogg's is marking its new role as official partner of Team GB by offering shoppers tickets to next year's Olympic Games.

The manufacturer will give away five pairs of tickets to Rio 2016 in a text-to-win competition running on 38 million packs, including 40g Pringles cans, Nutri-Grain and Coco Pops bars, and Rice Krispies Squares.

Winners will bag themselves a prize worth £15,000, which will include flights and seven nights' accom-

modation, £1,000 spending money, and entrance to events. Promotional packs will carry a 'Win Tickets to Rio' flash and Team GB branding between April and June, and will be backed with PoS material. Kellogg's will also mark the sponsorship with the launch of two Olympic-themed Pringles flavours in July.

In addition, the firm is investing £7.5m to promote its latest cereal launch, Ancient Legends.

The new product, which takes its inspiration from grains used in ancient

civilizations, launches next month. It will be available in three varieties - Ancient Legends Muesli, Ancient Legends Granola and Ancient Legends Cereal (RRP £2.99) - each containing a combination of fruit and grains including spelt, rye and chia.

Kellogg's claims muesli and granola represent 15% of the total cereal market value, but these only make up 7% of the cereal sector in convenience. It will look to grow impulse sales of Ancient Legends with the launch of £2.49 pricemarked

packs on Granola and Muesli varieties in March, which will be exclusive to local stores.

Meanwhile, Kellogg's is launching a premium snack bar range next month backed with a £2m marketing investment.

Two products - Nutty Chewy: Dark Chocolate & Roasted Almonds and 5 Grain Muesli Bar: Red Apple, Peanuts & Pumpkin Seeds (RRP 69p) - will be supported with press ads and a sampling campaign giving away more than 1.5 million bars.

Tyrrells launches first-ever ad campaign

Premium crisp brand Tyrrells has launched its first advertising campaign in its 13-year history.

The poster campaign carrying the slogan "Life's a Shindig" will be displayed around London and along

the route of the A4 road until 14 December.

There are three elements to the campaign featuring witty calls to action such as "Best enjoyed the civil side of sozzled" and "Amuse your guest's bouche".

There will also be consumer experimental events around London as well as social and digital media activity.

Marketing director Jocelyn McNulty said: "After years of outstanding

growth based on our advocacy model, Tyrrells is changing direction as we invest for the first time in integrated advertising.

It's a very important moment in the life of the brand."

Hot products for your shopping list



Kellogg's is offering tickets to the Rio Olympics as prizes



Cadbury Creme Egg Biscuits are back in 2016 with a £1 pricemark



Tyrrells has launched the first ad campaign in the company's history

New magical bow bottle this Christmas

**LIMITED
EDITION**
while stocks last

- ❄ New 1.75L bow bottle is available across all variants
- ❄ Limited edition is part of a multi-million Christmas campaign which includes ATL support, on-pack promotion and PR



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Coca-Cola

NEWS

PRODUCTS

Capsules launch for Spar coffee

Spar is targeting coffee lovers with the launch of its own label coffee capsules and sachets next month.

The convenience group has unveiled a range of three capsules developed by Spar International – Espresso Capsules Lungo, Intensivo and Ristretto (RRP £2). They will be available in packs of 10 and will be compatible with Nespresso machines.

In addition, Spar is launching Cappuccino and Latte Macchiato sachets, available in 125g packs with an RRP of £1.50.

Spar brand director Susan Darbyshire said the new lines form part of plans to grow sales of up to £1m for its own label beverages.

Wiseman's Big Apple promotion

Müller Wiseman Dairies is offering a family trip to New York in an on-pack promotion running on its two litre Black and White milk.

The initiative forms part of the company's partnership with 20th Century Fox to support the launch of The Peanuts Movie on 21 December.

As well as the grand prize, shoppers will also have the chance to win a pair of cinema tickets to see the film.

The promotion runs until 10 January, with branded PoS material available to retailers.



Irn Bru's festive jumper ads

AG Barr has launched its first Irn Bru Christmas TV ad in nine years with a cheeky marketing scheme called 'Jumper', which features a grandmother knitting a rather dubious-looking sweater for her grandson. The ads will form part of Irn Bru's ongoing 'Gets You Through' campaign and will be available to view on its website and social media channels.

Six 'category drivers' to encourage shoppers 'Seismic change' in shopper habits

United Biscuits targets extra £100m indie sales

by Steven Lambert

United Biscuits (UB) is targeting an additional £100m in sales for independent retailers by 2020 as part of its plans to grow the biscuits market.

The manufacturer said it is targeting a total £500m sales boost for the category over the next five years, adding 20% of this growth will come from local stores.

It will do so by focusing on six 'category drivers', which will be centred on growing shopper trends such as health, to encour-

age more shoppers to buy its products.

Jon Eggleton, managing director at UB, said the industry had seen a "seismic change" in shopper buying habits during the past 12 months, which had been driven by the growth of the discounters and inflation caused by supermarket 'price wars'.

"Prices are down and consumers are expecting more value post-recession – we are seeing fundamental change for the next generation," said Mr Eggleton.

"While the biscuits

market has been flat this year, it remains a resilient category, and over the next five years our investment in this category will be way ahead of our competitors."

Meanwhile, James Thomas, head of category development at UB, said more than 3,500 convenience retailers have visited its Better Biscuits, Better Business category management website, and it was now looking to "break through the 5,000 mark" next year.

He added that new relays in 600 Premier and 400

Costcutter stores, using Better Biscuits, Better Business principles over a 12-week period, had led to an average 30% uplift in biscuit sales compared to the previous 12 weeks' performance.

At the same time, UB unveiled a number of new products and brand campaigns due to launch early next year.

These include a complete revamp for its Go Ahead brand supported by new pack formats and TV ads, while new £1 pricemarked packs will added to its McVitie's Slices range.

Kinder surprise for lucky retailers – free stock

Ferrero is celebrating Kinder chocolate hitting £100m in sales this year with a competition offering free stock to independents.

The company is giving 10 retailers the chance to win £100 worth of Kinder products when they order

Kinder PoS materials from the Ferrero trade website.

Ferrero claims volume and value sales of Kinder are up 26% and 25% respectively this year. The brand has also been boosted with the UK launch of Kinder Joy this month following a trial

in Ireland.

Levi Boorer, customer development director at Ferrero, said: "We are immensely proud to have reached £100m sales for Kinder. This is a huge milestone for the brand and something we have our loyal customers to

thank for.

"Shoppers are refusing to compromise on the quality of kids' confectionery and we pride ourselves on delivering premium taste and good value for money through our Kinder brand."

Hot products for your shopping list

Retailers can win free stock in a Kinder chocolate competition



Spar own brand coffee will be available in Nespresso-compatible capsules



A family trip to New York is Müller Wiseman Dairies latest promo

REGIONAL

By-election boost for Oldham paper

The Oldham Evening Chronicle, one of the last remaining family-run newspapers in the UK, is anticipating above-average newspaper sales for last Friday as it beat the nationals to report the outcome of the Oldham West and Royton by-election.

On Wednesday 2 December the paper ran a front cover urging people to take part in the ballot, and on Friday splashed on Labour candidate Jim McMahon's victory. The result saw McMahon retain the Labour seat with a majority of 10,722.

Managing editor Dave Whaley said: "In these days of instant digital news we have to make sure that the printed word has relevance. We still think it is important to have the capacity to print on-the-day news and to deliver this to our readers through

newsagents and other outlets."

Mohammed Khan of Heyside Newsagents in Royston said: "I saw a slight sales increase. I normally sell around 200 per day, but I probably sold around 10 more each day of election coverage."

NFRN to call for bag levy extension

Defra minister Rory Stewart will meet with the NFRN next week to discuss the carrier bag levy as the association renews its call for the charge to be extended to all shops.

The move comes after Tesco revealed a 78% drop in single use bags in just two months, which exceeded expectations by 10%.

The new legislation, which came into force on 5 October in England, requires customers to pay 5p per carrier bag in large stores. However, some smaller stores have voluntarily introduced the charge.

NFRN chief executive Paul Baxter said: "It is baffling that small shopkeepers continue to be excluded when it is clear that the levy charged by big stores and supermarkets is having a marked effect on usage."

Event hailed as 'biggest year ever' Independents make the most of support from publishers

Small Business Saturday retailers reaping benefits

by Gurpreet Samrai

Independent retailers who got behind this year's Small Business Saturday are reaping the benefits after using the event to promote their services and reward loyal customers.

Last weekend's event has been hailed "the biggest year ever" by organisers and retailers have told RN they saw an increase in footfall.

Jon Powell, of The Newsagent in Newport, took part in a weekend-long event which included setting up 14 stalls in the high street for small businesses to sell and promote their products and services, alongside a goodie bag giveaway. He used the opportunity to promote his recently-launched home news delivery service, signing up 11 new customers, as well as seeing a 10% increase in turnover in his store

compared to the previous Saturday.

Mark Dudden of Albany News and Matthew Clark of Penylan News, both in Cardiff, teamed up with the Independent and i newspaper, Media Wales and other local businesses to give away goodie bags on Saturday filled with vouchers and free products.

Mr Dudden said: "From 9am every customer who came through the door, no matter what they were buying, received a bag. I had 150 bags, which were quite weighty, and they flew out. They were gone by 1pm.

"It was a highly successful event, good PR. It strengthened my customer base and helped build loyalty. I had customers come back that afternoon and the following day saying how fantastic the bags were."

Meanwhile, Sukhi's Simply Fresh in Kenilworth



supported the event by encouraging shoppers to buy one Christmas present locally through posters in store and on social media.

Organisers of the event said the number of businesses that requested marketing packs doubled this year and awareness of the day has increased.



Village store takes hampers UK-wide

A Kent-based village store and farm shop has extended its hamper offering to the whole of the UK through the launch of a website.

Heath stores in Horsmonden specialises in fine

foods and local produce and will be offering hampers online for the first time, not just for Christmas, but for all occasions throughout the year, such as Mother's Day.

Owner Kate Mills

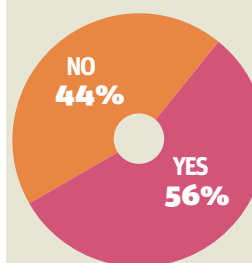
said: "We've always sold hampers in store, but the website gives customers the opportunity to access wonderful produce from Kent that they can't get anywhere else.

"For us it leverages all

selling opportunities not just here and in nearby Sussex but all over the country."

The website went live last weekend and by Monday the store already had two orders.

RN READER POLL



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

NEXT WEEK'S QUESTION

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

Have your vote now

Go to betterretailing.com/retail-newsagent

NEWS

REGIONAL

f Follow RN on Facebook

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

ACS plea on Wales planning

The Association of Convenience Stores (ACS) has called on the Welsh government for "the retention of robust town centre first planning policy".

The association has responded to a consultation on proposed changes to planning policy in Wales, calling for the sequential test in planning decision to be a mandatory gateway test to ensure developments are being considered for town centres before out-of-town locations.

ACS chief executive James Lowman said: "Allowing developments to be built out-of-town without considering in-town locations first has a damaging effect on high streets and drives trade away."



Business wardens will be on patrol in Littlehampton and Eastbourne

Police and Southern Co-Op launch pilot scheme Improved reporting and targeting of criminals

Wardens on the beat in anti-crime initiative

by Gurpreet Samrai

Business wardens are set to take to the streets of Littlehampton and Eastbourne as part of a pilot crime reduction initiative launched by Sussex Police and The Southern Co-operative.

The wardens – three in Littlehampton and two in Eastbourne – will be able to report crime directly to Sussex Police, gather evidence, and provide crime prevention advice to shops and businesses in the two towns. They will also have access to the Facewatch application, designed to help businesses report crimes and track progress with the police online.

Gareth Lewis, loss prevention and security services manager for The Southern Co-operative, said: "We were early adapters of Facewatch and have found it to be an effective way to share information and report criminal activity."

"Our partnership is rolling the platform out to all willing

businesses in Littlehampton and Eastbourne, which we hope will mirror the success we have seen in The Southern Co-operative stores."

The project, also supported by Eastbourne Business Crime Reduction Partnership, Littlehampton businesses and the Sussex Police and Crime Commissioner, is being funded by the Home Office and The Southern Co-operative until 2017. It is part of a collaborative bid, worth £249,000 over two years, to improve business crime reporting and targeting of criminals across the county.

The pilot is due to run until 2017 and, if successful, the scheme will be extended into other areas across Sussex, with a future rollout planned across the country.

Chris Neilson, business crime lead for Sussex Police, said: "This is vitally important to build up a picture of crime being committed. The wardens will also act as a deterrent for anyone thinking about stealing from these businesses."

Want to increase retail sales by an average of 16%?

Run a Post Office

POST OFFICE



KENNINGTON POST OFFICE, ASHFORD, KENT

Weekly customer transactions: 550
Estimated income from Post Office fees: £13,000

Kennington is a pleasant residential area on the outskirts of Ashford. If you have business premises in the area, then this is an opportunity to take on the local Post Office and benefit from more than 500 customers a week.



LONGSHAW POST OFFICE, NEAR WIGAN

Weekly customer transactions: 664
Estimated income from Post Office fees: £10,000

Post Office, shop and three-bedroom home for sale, with or without the existing angling supplies business, which had a turnover of £64,000 last year. Retail area is around 362sqft with scope to extend into the garage.



FOREST TOWN POST OFFICE, MANSFIELD

Weekly customer transactions: 1,100
Estimated income from Post Office fees: £22,000

A busy urban Post Office Local in Mansfield. The premises are available to purchase, or you could absorb the Post Office into an existing business or convenience store and benefit from up to £10,000 in Post Office investment.

- Post Office invests up to £10,000 in a Local and £45,000 in a Main branch
- There is no franchise fee to add Post Office services to your customer offer
- A Post Office Local only needs a square metre of counter space by your retail till

Register your interest at RunaPostOffice.co.uk

Nisa's £100k charity donation

Nisa's Making a Difference Locally charity has made a £100,000 donation to charity When You Wish Upon a Star – the group's largest single donation.

The funds will go towards the charity's annual Christmas trip, this year a journey on the Santa Express, for children with life-threatening or terminal illnesses.

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Fractionals contribute 36% of total spirits sales²

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1. Nielsen Scantrack | Total GB Off Trade MAT TY WE 05.11.2015. 2. Nielsen Scantrack WE 20.06.2015

for the facts **drinkaware.co.uk**

YOUR REGION

NFRN DISTRICT COUNCIL REPORT NORTH WEST 01.12.2015



Glyn Bellis reports from the NFRN North West district council meeting

'Tell your MP about retail crime'

Independent retailers must raise the issue of business crime with local MPs.

That was the call from NFRN national president Ralph Patel during his visit to the North west district with national vice president Ray Monelle.

North west Manchester member Alan Dryden highlighted the issue, describing crime as "the biggest problem our members face - physical, verbal and through shoplifting".

Mr Patel said the situation was worsened by slow police response times or the fact that, instead of officers arresting detained shoplifters, retailers were instead provided with crime numbers.

Mr Monelle added that while staff in small businesses faced abuse or were robbed on a daily basis, police often failed to address the issue.

"We have written to all the Police and Crime Commissioners and some of the responses

have been atrocious," he said.

Business crime must be put high on the political agenda to tackle the issue, Mr Patel said, and urged members to help achieve this at a local level.

"One of the things the federation has been very successful at is making contact with politicians, but it's for everyone to talk to their individual



MPs about this plight," Mr Patel said. "We all need to get involved. By chipping away and telling MPs about our problems, they begin to realise it's a different world out there."

Aberconwy MP Guto Bebb had been elected as chairman of a new All Party Parliamentary Group looking into retail and business crime, he added.

Imperial pledges retailer support

"We want to support

you," Imperial Tobacco assured delegates at the meeting.

Regional manager James Hall told federation members that the manufacturer was currently working to prepare shopkeepers for plain packaging.

In response to a complaint from Eccles member Hanif Belim that the company was "not being kind to retailers" concerning tobacco margins, Mr Hall said Imperial had spent £32m supporting pricemarked packs last year.

Meanwhile, the issue of space allocation on gantries under Imperial Tobacco contracts and the pressure being put on store owners by the company's reps was raised.

Members were updated on the NFRN's legal advice on the issue.

In a letter to members, NFRN chief executive Paul Baxter said: "The federation is taking a robust line on this because so many of you are being hassled."

Mr Hall said retailers with Imperial Tobacco

gantries could fill the contracted space with any of the company's brands.

NFRN working on cut-off issues

Wholesale managers do not always report difficulties at their hubs to their superiors, while service from news wholesalers across the country remains poor, Ralph Patel told the district.

"We need the product and we can't sell what we haven't got," he said. "The publishers have to understand that."

Mr Patel added that other challenges included bunching of supplies and the fact that wholesalers and publishers blamed each other for the difficulties faced by newsagents.

District president Suleman Khonat reported that missing magazines, especially from Menzies, were also a significant problem.

Mr Patel said the federation was working to get publishers to look at their cut-off times, while Ray Monelle urged members to report individual complaints to the NFRN helpline to ensure problems are accurately logged.

"If we can go with black and white information we have a larger hammer to hit them with. The helpline is very important and is a powerful tool for us when we go to meetings," he said.



It's for everyone to talk to their individual MPs

Ralph Patel

NFRN national president

Your say

What preparations have you made for the National Living Wage?



I have three full-time staff and another three part-timers and have decided I will just have to absorb the cost. I am not going to reduce staff or hours. I am going to pay it and keep my staff.

Robert Madden
Costcutter, Chorlton-cum-Hardy, Manchester



We don't employ any staff because we can't afford to pay them a fair wage. My wife and I run the shop by ourselves. We don't make the National Living Wage ourselves so there's no way we'd be able to pay it to anyone else.

Hanif Belim
Gordon's Newsagents, Eccles



Our preparation has been to cut down staff hours and work longer ourselves. It's difficult to run a business already - small businesses will not be able to afford it. There will be more closures than the government thinks.

Shumaila Malik
Costcutter, Withington, Manchester



Ralph Patel



Suleman Khonat



Ray Monelle



Alan Dryden

YOUR REGION

NFRN DISTRICT COUNCIL REPORT LONDON 24.11.2015

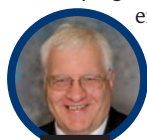


Nadia Alexandrou reports from the NFRN London district council meeting

Make sure you know your RTDs

Retailers were urged to check their Required Delivery Times (RTDs) and use social media to hold publishers to account in a bid to address late news deliveries and missed cut-offs.

"Many wholesalers have changed the RTDs they signed with retail-



Peter Wagg

ers 15 years ago without informing them," said national executive committee member Peter Wagg.

As a result, he said, late deliveries were not being counted as such, and retailers need to contact Menzies or Smiths News to find out what their recorded RTDs are. At the same time, he added, retailers can ask for them to be changed.

Mr Wagg said: "Even if you only get one or two late deliveries a month, these will not be included in the key performance indicators that wholesalers show to publishers and others if your RTD has been changed to a later hour."

The effectiveness of using Twitter to hold publishers to account was also discussed, with specific reference to the NFRN's @News_Complaints handle.

Delegates agreed that such platforms helped retailers to engage with publishers and achieve positive outcomes.

Southend member Adrian Cooke said using Twitter as part of his own campaign to hold Menzies to account had



Kirit Patel

helped achieve a significant improvement with late deliveries.

"Every time my paper arrived after 6am we reported it on Twitter. A couple of months later we got a call from Menzies apologising, and now we rarely have any problems with them," he said.

Cash and carry safety measures

Members called for stronger security measures at cash and carries in response to the increasing number of incidents reported through NFRN Mutual.

Delegates agreed that all cash and carries



Wholesalers changed RTDs signed with retailers 15 years ago without informing them

Peter Wagg

NFRN national executive member

should have number plate recognition software in their camera systems, which could help trace perpetrators and discourage theft.

Mr Wagg also appealed to retailers to break the habit of visiting cash and carries and the bank at the same time and day every week, which made it easier for criminals to seek them out.

"Insurance companies won't pay out if retailers take more than £5,000 to the bank by themselves," he added.

Tributes paid to Kirit Patel

Retailers paid tribute to long-standing NFRN member Kirit Patel, who passed away on the weekend of 21 November.

During his 42 years as a member of the NFRN, Mr Patel served as London district president, national councillor, board member of the Credit Union and on the standing orders committee.

National presi-

dent Ralph Patel said: "Kirit was a dedicated member and a great retailer. He will be sorely missed by everyone who knew him."

One minute's silence was held at the start of the meeting to pay tribute to Mr Patel, and London vice president Devendra Patel said the first page of the district's December Bulletin would commemorate him.



Devendra Patel

Branch mergers on the agenda

A proposal to merge inactive and active branches to make the London district more accessible was put forward.

It came during a discussion on a proposed restructure of the NFRN that would help the organisation engage more members and reduce its focus on official meetings.

"We have 23 branches in the London district that go as far as beyond the M25. Merging quiet branches with active ones will allow us to reach out to more members and bring them together through socials and events such as trade shows," said Peter Wagg.

Further details of the NFRN restructure were discussed, including confirming a three-year transition phase where all districts would retain their existing number of national councillors.

The main change, as stated by chief executive Paul Baxter, would be to move from a branch structure to a membership structure.



Ralph Patel

Your say

What steps have you taken to help tackle news delivery challenges?



I phoned up my wholesaler and checked my RTD, which had been changed from its original 5.45am to 7.30am of which I had not been informed. It has now changed back so any late deliveries get recorded as such.

Peter Wagg
News on the Wharf,
London



As well as threatening legal action through Menzies' call centre, I ran public campaigns on Facebook and Twitter every time I received late deliveries. I tagged and copied in Menzies, and where possible, publishers.

Adrian Cooke
Station Kiosk,
Hockley



We don't have much trouble with late news deliveries, but when we do I report them to the NFRN helpline. It makes sure the complaint is logged with Menzies, whereas that's not always guaranteed when you phone Menzies' call centre.

Nick Southern
Southern Newsagents,
Kent, Maidhead



Adrian Cooke

YOUR REGION

NFRN DISTRICT COUNCIL REPORT WESTERN, DEVON & CORNWALL 30.11.2015



Nick Constable reports from the Western, Devon & Cornwall district council meeting

Blocked credits 'making money'

Wholesalers are making 'huge amounts' of money by blocking credits on news and magazine returns, delegates were told.

North Devon newsagent and national councillor Roy Crawford made the claim after revealing his staff were chasing an average three credits a week from Smiths.

"There's a problem with them mis-scanning returns," he said. "It's taking up too much of my admin time."

Western South member Steve Berry said a lack of training among wholesale staff could also be part of the problem.

Devon branch member Bridget McNulty said she contacted the NFRN helpline if Smiths failed to solve her problems.

Membership services manager Nigel Smith urged all members to use the helpline.

"Staff there will gladly do your chasing for you," he said.

Vigilance urged on pensions

Retailers who fail to prepare properly for pension auto-enrolment risk going out of business, one of the district's longest-serving newsagents warned.

Western South member Hugh Davies said many independents had failed to grasp the scale of additional staff costs.

"This is going to ruin many retailers unless they get prepared," he said. "We can no longer



Are you prepared to auto-enrolment pensions?

bury our heads in the sand."

The meeting heard that shops with five or more employees – or those with large staff turnovers – would find it difficult to manage pension regulations themselves.

However, outsourcing could also be prohibitive, with set-up costs alone ranging up to £1,500.

To address the issue, the district is now seeking to hold a second presentation for members on the pitfalls of new pension laws. A venue and date will be announced once the meeting details are finalised.



At one point McColl's was losing £2m a year through mis-allocated credits

Steve Berry

Former McColl's manager on the trouble with credits on news and mags returns

Network issues can be costly

Members were warned against the pitfalls of networking PCs when claiming credit card security compliance.

Western North member Russell Haynes told the meeting he won a discount on his Barclaycard charges after paying £15 to obtain approved status.

The scheme aims to ensure that sensitive personal information is stored securely by retailers.

But when renewing the compliance certificate, Mr Haynes revealed his personal iPad used the same wifi network as his shop computers.

"That put the cost of applying up to £90," he said. "Barclaycard said the iPad represented an additional level of risk."

Members need to consider this if they are looking to reduce costs."



Russell Haynes



Roy Crawford

District merger 'makes sense'

The NFRN's Western and Devon & Cornwall districts have agreed to merge.

The two districts have held joint meetings for the last three years, but they will now officially become a single unified region stretching from Cheltenham to the Isles of Scilly.

They also agreed to trim the number of branches.

The merger follows a national council decision to investigate a more efficient and cost-effective federation structure.

National councillor Roy Crawford told members: "We have enough experience to know it works well. We talk about the same issues, and the time is right to do this."

Camelot games 'unimpressive'

Camelot's strategy to offer more National Lottery game-giveaways has failed to impress retailers in the district.

Devon member Duncan Finlayson said the 'Lotto Lucky Dip' feature, in which two matched numbers wins a free game, had proved unpopular with his customers.

"They're giving away more games but sales are falling fast," he said.

"We were expecting the last triple rollover to be a big seller but it never happened. Increasingly, people are buying scratchcards instead of a lottery ticket."



Duncan Finlayson

Your say

How are regional papers selling in your shop? Have you been affected margin cuts?



Shop sales of our main regional, the Western Morning News, are good. Margins haven't changed but if publishers do start eroding them significantly it will be interesting to see if newsagents delist certain titles.

Roy Crawford

Crawford Newsagents, Torrington, Devon



Local paper sales remain good thanks to HND but, overall, our margins have decreased. We've had to accept that, but where publishers also increase cover prices we lose in two ways – a lower cut in real terms and customers cancelling orders.

Duncan Finlayson

The Paper Shop, Honiton, Devon



Our main regional title, the Western Daily Press, sells well. Generally, price increases have helped us and there's been no fall in margins. My concern is customers don't get the local news service they once enjoyed. Papers employ fewer journalists.

Hugh Davies

Davies' Newsagent, Williton, Somerset

LETTERS

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

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

THANK YOU FOR THE £50, CAMELOT – GOODBYE!

I had never been satisfied with Camelot's scratchcard allocation for my Congleton store. I took the photo on the right last weekend, nine months after this store in my town closed for business.

Imagine my dismay at the sight of all those scratchcards just left to rot, never mind the empty dispenser. There are more wasted scratchcards there than I have in the unit in my very busy Premier Store, also in Congleton.

I am not upgrading my scratchcard-only unit to full Lottery at this store because 12 months with Camelot has left me completely dissatisfied and no better off financially. I am serving my 60-day notice period to have the unit taken out.

It was funny, then, to receive an email from support@nationallotteryretailer.co.uk saying: "Congratulations, You are a National Lottery success story. In addition to achieving the Lottery Essentials standards, you have also achieved year-on-year sales growth. You are in the top 5,000 performing National Lottery retailers and as such are eligible for a £50 reward."

This obviously relates to another of my stores, but just imagine what we could have achieved in Congleton if only we had had the stock. Shame on you Camelot, but thanks for the £50.

It will pay for the two months' notice fee, then I can put anything else back in the prime position

on my counter and start making more money.

Steve Archer
Premier, Congleton

A Camelot spokesman said: "Our automated National Lottery scratchcard replenishment system was introduced more than four years ago and has been extremely successful. The system bases order sizes on the number of windows the retailer has in their dispenser and their rate of sale. We're sorry to hear Mr Archer has made the decision not to take up the full National Lottery offer for this store. The vast majority of our standalone scratchcard outlets have decided to proceed with selling the full range of games, but as Mr Archer remains a National Lottery retailer in his other store, we look forward to continuing to work with him."



Why are the big three interested in my store all of a sudden?

I write to express in the strongest possible terms my objection to a recent visit from a company called Serve Legal.

The sole purpose of the visit was to carry out a test purchase of cigarettes to underage customers. The company is supported by the big three tobacco companies – JTI, Imperial and Philip Morris.

The conduct of the company is akin to an impostor – a police officer who acts out all the right procedures without any of the legal authority.

My shop had its gantry supplied by JTI for the last 50 years. Of those, 27 years have been under my ownership.

We had an excellent relationship with all three companies. Then, before

going dark, JTI transferred the gantry over to me without any prior notice nor consultation.

None of the three were of any help over that period and I had to pay for my blind.

Following this shabby treatment, I had contacted all three companies to delist me from their visits.

Having felt ditched by them, I now ask them what concern is it of theirs to visit me?

Keep your noses out. You are not welcome.

Oh, and by the way – I passed the test.

Subhash Varambhia
Snutch Newsagents, Leicester

A spokesman for the Responsible Tobacco Retailing programme said: "The Responsible Retailing programme was launched in March 2015 by Japan Tobacco International, Philip Morris and Imperial Tobacco. It is designed to give training to those retailers who may be at risk of selling tobacco to children and support them in using best practice 'Challenge 25' age verification in store. To support this, we

Christmas annuals are not exactly a new entity for Menzies

Tony Rook

Retailer, Lossiemouth

provide industry-leading test purchasing through Serve Legal and nationally accredited training free-of-charge. We are pleased that Snutch Newsagent is working to deliver best practice in responsible retailing; this is great news for the retailer, the local community, and the industry as a whole. We will, of course, now remove Snutch Newsagents from the programme as its owner clearly does not wish to participate, but our intention is to

empower and enable retailers to meet their obligations to stop under-18s accessing tobacco."

Menzies has surpassed itself with annual chaos

Menzies has once again surpassed itself. In August it sent my Christmas annuals, but I sent them back.

I don't want Christmas stock in August, as they get damaged in my back room.

I put in a reorder to be delivered on 20 November. The call centre said they would be dispatched within 48 hours.

This didn't happen.

Despite several calls, they still didn't turn up. As late as 4 December, I still hadn't received them.

I have customers who have ordered Oor Wullie, The Broons, The Far Side and People's Friend for Christmas who still haven't got their order.

It's a shambles.

Christmas annuals are not exactly a new entity for Menzies as the company has been supplying them for years.

Why is the service so awful?

Tony Rook
Buckley's Newsagents,
Lossiemouth

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



Tony Rook's annuals still haven't turned up

OPINION

Do you want to see your views in RN?

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11 Angel Gate, City Road, London EC1V 2SD
Tel 020 7689 0600

email letters@newtrade.co.uk

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To subscribe contact 01737 457236

Editor

Chris Gamm
020 7689 3378

Associate Editor

Chris Rolfe
020 7689 3362

News Editor

Gurpreet Samrai
020 7689 3386

Reporter

Steven Lambert
020 7689 3357

Features Editor

Tom Gockelen-Kozlowski
020 7689 3361

Features Writer

Nadia Alexandrou
020 7689 3350

Head of Production

Darren Rackham
020 7689 3373

Production Coordinator

Emma Langschieid
020 7689 3380

Director of Sales

Mike Baillie
020 7689 3367

Account Managers

Liz Dale
020 7689 3363

Will Hoad

020 7689 3370

Dwain Nicely
020 7689 3372

Account Executive

Marta Dziok-Kaczynska
020 7689 3354

Audience Development Executive

Chris Chandler
020 7689 3382

Marketing Manager

Tom Mulready
020 7689 3352

Marketing Assistant

Tom Thorn
020 7689 3384

Managing Director

Nick Shanagher
07966 530 001

Email firstname.surname@newtrade.co.uk

If you do not receive your copy of RN please contact **Chris Chandler** on 020 7689 3382 or email chris.chandler@newtrade.co.uk

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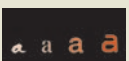
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YOUR SAY Do you think the proposal by MPs and Public Health England to crackdown on multipack promotions of sugary foods is a good idea?

Bal Ghuman

AK News,
Shrewsbury

It feels like retailers are being penalised. Decisions like this might give officials the feel-good factor but they don't make a difference.

We have a saying in India that you must sweep under your own chair before you sweep under anyone else's. Crackdowns don't make a difference. Education does.

Ravi Kaushal

Premier Burlington News,
Chiswick

The last two governments have been the worst for small shopkeepers. They haven't got a clue how to deal with these issues. This is just a gesture. The real problem is people's lifestyles.

Sugar has been around for centuries, but people lead more sedentary lifestyles nowadays and sit in front of the TV rather than exercising.



Sitting in front of the TV and not exercising is to blame for childhood health issues, says Ravi Kaushal

Charlie Pandya

Premier Rik's One Stop,
Gillingham

I am a diabetic so I know about sugar, but I'm also a businessman.

I don't think a crackdown on multipacks will work and I don't

understand why retailers are being hit all the time.

More education is needed and more personal responsibility. I've sold more cigarettes since I've gone dark with the display ban.

These measures are ridiculous.

YOUR STOCK What do you do to display your Christmas magazine stock? And how much of a sales uplift do you anticipate?

John Martin

John Martin Newsagent,
Morecambe,
Lancashire

Publishers used to publish one double issue the week before Christmas. Now there are several double issues and it doesn't make sense.

It doesn't help us sell more copies and it just confuses customers. I don't see seasonal swings in my shop but I really think publishers should have the sense to go back to the old system.

Tony Rook

Buckley's Newsagents,
Lossiemouth

I don't double-face my TV titles, so my Christmas issues come out of my back office and onto the shelf on the day of publication.

I've found that if I bring them out earlier people get confused and it's more time consuming when they want to return them.



I don't see a major uplift, but my women's titles do sell well at this time of year.

Mark Stubbs

Dereham News,
Norfolk

We do see a little uplift, but it's not significant for us. Sometimes

people actually don't want the double issues because they are more expensive.

We always front face and have a full selection of TV titles like Radio Times and women's magazines too. It generally helps if they have a free gift like a calendar with them.

YOUR ISSUE

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



DON'T FALL VICTIM TO CHRISTMAS CRIME

At Christmas, increased footfall can also equal increased retail crime. Whether thieves are using fake bank notes or carrying out shoplifting sprees, shopkeepers are advised to take measures to keep their stores and staff safe during the busy festive period. RN spoke to a symbol group, two organisations and one retailer to ask their advice on minimising the risk of crime this Christmas.

Emma Brock

Training manager,
Nisa

With the Christmas season underway most stores will be jam-packed with Christmas goods and experiencing an increase in customers. Unfortunately, this can also mean increases in crime.

As cash is often a key target for thieves, ensure that staff do a till lift regularly to keep the level of cash in the till at a minimum.

Retailers should also make sure they have a strong CCTV system in-store, and advertise this to consumers through PoS material.

It also pays to minimise the risk of crime while opening the store – the most vulnerable time of the day. Make it a policy that the store must be opened with at least two members of staff present. Staff also need to be vigilant for any suspicious behaviour at this time.

Staff should be trained regularly



It's human nature to say we'll do things tomorrow, but simple measures can pay dividends

Stuart McClymont

Retailer, Mansfield



The Bank of England has warned against counterfeiters taking advantage of busier staff at Christmas

in security procedures and it is wise to move high-value products to either behind the till or to a highly visible position.

Coffee, meat, cheese, alcohol, batteries and health and beauty are the items most likely to be stolen – retailers should have these in clear view of the till and/or CCTV.

Maxine Fraser

National operations director,
Retailers Against Crime

At this time of year bulk theft is common, but it's not just individuals that shopkeepers need to look out for. There are gangs that operate in city centres and villages. Sometimes it's more than two people. There can be as many as eight, and members will distract staff while others steal.

Good customer service is one way of combating this. It's not always possible, but greeting customers on the front door is one way of making potential thieves know their presence has been acknowledged. To most shoppers, it just seems like a member of staff is being friendly and saying hello, but thieves don't want to be seen. Greeting them might make them think twice about a planned spree because by acknowledging them, staff are making them aware that someone is watching them.

Shopkeepers also need to be aware of the many ways thieves can distract staff. For example, a well-used trick is for a customer

to purchase a small item then, while the till is open, produce a bundle of bank notes and ask for different denominations in change. With staff temporarily distracted, the customer skims off a portion of cash and then insists the incorrect change was given. This is just one method, but it's as well to be aware of all the methods thieves use.

Having a relationship with your local police can also help reduce crime because it helps to identify local repeat offenders and organised gangs.

Stuart McClymont

Mac's Newsagents,
Mansfield

My feeling is that thieves are becoming much more brazen about ignoring CCTV and other security measures. At Christmas, theft is not always planned – it's opportunistic.

As a retailer, you need to review your internal procedures.

It's human nature to say we'll do things tomorrow, but simple measures can pay dividends.

Empty your till regularly. The amount of shops I go into that still have full tills at 5pm or 8pm is incredible. It's just asking for trouble.

Put it anywhere – at home, in a locked drawer, in a locked cupboard, but do take cash out regularly.

The supermarkets empty their tills every couple of hours. There's no reason smaller shops can't

do the same. It's good common sense.

Also, check your CCTV camera positions. Maybe there's a blind spot you've missed? Maybe you haven't got a camera well enough trained on PoS where there's an opportunity for good facial recognition? If you need an external camera, get one.

And check your alarms. Check the positioning is right and double check that all the sensors are working. These are all great deterrents.

A spokesman for The Bank of England

At Christmas time counterfeiters take advantage of staff not having the time to properly check banknotes coming through the till. But there are steps you can take to protect yourself and your customers.

Manual checks can be made quickly and easily using the security features on bank notes whenever notes are being passed.

Staff are advised to check five main features on any note. Remember to feel the paper and the raised print. See if the note has a watermark and holograms and a metallic thread. Also, £50 notes have a motion thread.

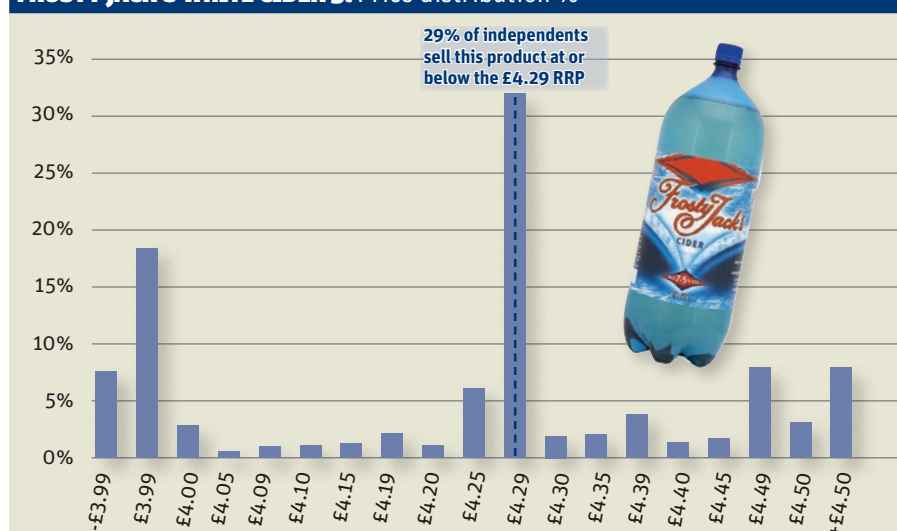
The Bank of England provides a range of free training materials, including a booklet, posters and banknote app, online training course and deterrent stickers. If you do come across a counterfeit note, notify the police.

PRICEWATCH CIDER

CIDER PRICES FROM AROUND THE UK

PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Frosty Jack's White Cider 3l	£4.29	£4.18	-	-	£4.59	-	£4.65
Strongbow 2l	£3.35	£3.35	-	£3.85 (PM)	£8.49 (PM - 8-pack)	£3.25	£3.35 (PM)
Strongbow 15-pack 440ml	£13.49	£12.41	-	-	£10.00	-	£8.49 (8-pack)
Strongbow 4-pack 500ml	£4.19	£4.05	£4.19 (PM)	£4.19 (PM)	£4.19 (PM)	£4.00 (Offer)	-
Strongbow Dark Fruit 4-pack 500ml	£5.65	£5.65	-	£1.49 (568ml)	£5.65 (PM)	-	-
Lambrini 1.5l	£3.49	£3.49	-	-	£3.49	£3.89	-
Scrumpy Jack Cider 500ml	£1.49	£1.36	£4.90 (4-pack)	-	-	£5.00 (4-pack)	£1.55 (4 for £5)
Kopparberg Mixed Fruit Cider 500ml	£2.59	£2.48	-	£10.00 (10-pack 330ml)	-	£11.00 (10-pack 330ml)	£2.65
Bulmers No. 17 568ml	£2.39	£2.32	£2.35	£2.59	£2.39	-	-
Kopparberg Strawberry Cider 500ml	£2.59	£2.47	-	£2.49	-	£2.49 (2 for £4)	-
Westons Strong Oak 500ml	£2.15	£2.17	£4.49 (4-pack)	£2.35	-	-	-
Rekorderlig Strawberry & Lime 500ml	£2.55	£2.46	-	-	-	£2.39	-

FROSTY JACK'S WHITE CIDER 3l Price distribution %



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

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

Pricing strategies

RETAILER

1



NAME PAUL MATHER

STORE Sherston Sub Post Office

LOCATION Malmesbury, Wiltshire

SIZE 1,350sq ft

TYPE village

We don't sell a lot of 'mainstream' cider because we stock a range of local ciders which are far more popular with our customers. Our main supplier is Mates Cider & Perry, which is basically two chaps who make cider in their back garden. We stock four of their products which we sell in premium glass bottles for £1.99 each. For December, we're stocking their gift boxes, which contain four bottles for £10. Of the main brands Thatchers is probably our biggest seller, and Thatchers Katy is particularly popular with my female customers.

RETAILER

2



NAME DAVE HISCUTT

STORE Londis


LOCATION Weymouth, Dorset

SIZE 2,000sq ft

TYPE town centre

We stick roughly to the RRP's set by Londis and get pricemarked packs where we can. White Star is a popular brand, which we sell in 500ml cans for 99p, as is Thatchers Gold. We have a lot of chillers in our store, six of which are for alcohol. Three shelves are dedicated to bottled cider and another two to multipacks and smaller cans and bottles. The whole alcohol aisle is placed near the tills, so when people queue up they can browse our selection. This also helps drive impulse sales.

 **Nadia Alexandrou**
 nadia.alexandrou@newtrade.co.uk

 020 7689 3350

RETAILER

3

**NAME** RICHARD SHEPPARD**STORE** Rampton Service Station**LOCATION** Rampton,
Nottinghamshire**SIZE** 500sq ft**TYPE** village

We usually stick to the wholesaler's RRP, unless it's on promotion. We try and buy as many pricemarked cans and bottles as we can, because customers tend to always go for these packs over non-pricemarked cider. Frosty Jack's and Strongbow are our best-selling brands so we make sure these are clearly visible and put them in the middle of the chiller to attract customers' attention. Chiller space is limited so we put the larger bottles on shelves outside the chiller.

RETAILER

4

**NAME** VIC GREWAL**STORE** Simply Fresh**LOCATION** Thames Ditton, Surrey**SIZE** 5,000sq ft**TYPE** high street

We stick to the RRP set by Budgens and pass all its cider promotions onto our customers. Stella is a popular brand here, which we sell in 500ml cans at £2.65, and £2.15 for the raspberry flavour. Magners is equally popular, particularly when its multipack cans are pricemarked. We merchandise all of our cider in the chiller, because customers tend to want to drink it soon after purchase. This is not a particularly big category for us, but it sells consistently all year round.

RETAILER

5

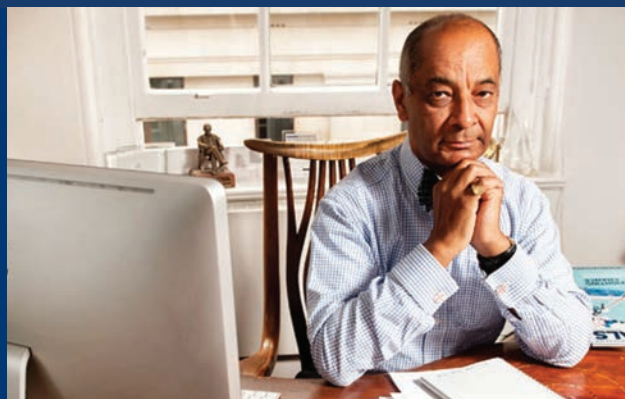
**NAME** VINEET PATEL**STORE** Wady & Brett**LOCATION** Charing, Kent**SIZE** 960sq ft**TYPE** village high street

We generally stick to Londis' RRP, although we add a few pence where we can to faster-selling ciders. White Star is quite popular, which we sell for 99p in 500ml cans, as well as 2l bottles of Strongbow, which are pricemarked at £3.35. Our fastest-selling product, however, is Musgrave's own brand Somerset Dry Cider, which we sell in 3l bottles for £4.40. We keep smaller bottles and cans in our chiller, and larger litre bottles on shelves right next to them.



THE ENTREPRENEURS

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



KEN OLISA

Route to the top

Recently named the most powerful black man in Britain, Ken Olisa started off with very little, and was raised by his mother in Nottingham in a home with an outside toilet. After school, Olisa won a scholarship to Cambridge, where he studied Natural Sciences and fell in love with fellow student Julia, to whom he has been married for 40 years. Olisa's own journey as an entrepreneur started when he was made redundant from Wang Laboratories after the computer firm went bankrupt. In 1992 he launched Interregnum, a technology merchant bank, which floated on the stock exchange in 2000.

Olisa retired from Interregnum in 2006 and now runs Restoration Partners – an independent, boutique technology merchant bank. He also serves on the board of, or is an adviser to, several privately held companies.

Key achievements

- Olisa was the first British-born black man to serve on the board of a major UK public company and is the first black Lord Lieutenant of Greater London.
- He is the chair of two charities (Thames Reach and Shaw Trust).
- Olisa was appointed to the board of the Independent Parliamentary Standards Authority (IPSA), the MPs watchdog, after the expenses scandal.

Lessons for your store

- 1 The only limits are those you put on yourself – Olisa's headmaster instilled in his students a belief that with hard work they could be anything they wanted to be
- 2 Don't take on staff you don't need – Olisa believes employing staff to fill a quota humiliates the people you intend to help
- 3 Don't be afraid to challenge the status quo – despite facing huge pressure, Olisa stuck with his stance on the expenses scandal when he was on the board of IPSA.



RETAILER PROFILE



Secure their loyalty

By building on what he knows best and adopting the WH Smith Local fascia, Southampton retailer Paul Patel has developed a great point of difference. Now, his once struggling store has been transformed into a beacon of success. **Chris Rolfe** reports

Two years ago, my business was at death's door. The bailiffs came in so often they felt like family and my cashflow was in dire straits," says Southampton retailer Paul Patel.

But today he is showing RN around a 1,500sq ft store that has been transformed by tight cash management, a specialist range of 1,500 magazines and over 3,000 greetings cards and, most recently, its new WH Smith Local fascia.

Paul decided to join WH Smith Local earlier this year, while preparing to take over the store's lease from his family.

He had already built up an extensive range of magazines and greetings cards, plus an HND service of 15 morning rounds and eight Sunday rounds, but to modernise the store still further, he decided he needed the support of a symbol group.

"We looked at convenience fascias, but to join them, we would have to sell alcohol and compete with five multiples nearby. This is a traditional CTN. My strengths are stationery, cards, newspapers and magazines, so WH Smith seemed a perfect fit."

Working with the group to refit the store, Paul relaid the floor and had LED lighting installed, while WH Smith's shopfitters, reorganised fixtures and fittings and set up a new EPOS system.

Paul's greetings cards range was expanded, WH Smith's core stationery range

was added, as were toys such as Lego, and credit card and contactless payment systems were installed.

Since opening in August, Paul says the business has grown rapidly, largely, he believes, because of the WH Smith name.

"I've seen a lot of new faces. You hear them saying 'we've got WH Smith' and they're proud to have a high street brand here. They also like how full the shop is. I've seen a 15% uplift in magazine sales simply because people associate them with Smiths," he says.

The brand name has had a similar effect on regular customers too, who now buy more cards and stationery.

Paul says one of the major benefits of joining Smiths has been the group's buying power and prices and the consequent benefit to his margins.

"My biggest fear was their pricing, but the power of the brand name makes the price insignificant," he says. "I used to buy Pritt Sticks for £1 and sell them for £1.95. Now I buy them for 50p and sell them for £2.19."

Paul has also reduced his higher-priced cards by 40p, but still makes a margin of at least 75% on cards and stationery.

"It's early days, but on stationery we're doing £1,000 a week now," he says.

With Christmas just two weeks away, Paul is benefiting from promotions on best-selling books such as Mary Berry's latest cookbook.



Get to know your customers and offer them a store that means they don't have to go elsewhere"

PAUL PATEL



Paul Patel says the adoption of high street name WH Smith has given his store a new lease of life



"I've seen a lot of new faces. You hear them saying 'we've got WH Smith' and they're proud to have a high street brand in the village"

VISIT MY SHOP

WH Smith Local

Beaulieu Road,
Dibden
Purlicue,
Southampton,
SO45 4PX



"I struggled to get products and deals like that before, but one customer bought five Mary Berry books the other day," he says.

The benefits of this and the WH Smith name are evident in Paul's turnover, which, in the last three months has increased by 30% compared to the same time last year.

To build on this growth, Paul has several plans for the new year, including a refresh of his greetings cards range and the addition of a Delice de France range.

And to build his reputation as a specialist retailer still further, he also plans to expand his small range of artists materials.

"Artists from a local art group have asked for professional materials. They have to go to Southampton town centre or Lymington at the moment so I want to stock Windsor & Newton products. If I can get the right range I could get 150 new customers," he says.

Paul says it is this combination of his local knowledge and relationships and WH Smith's brand name and buying power that will help him to drive his business forward.

"It's a partnership. The shop has become more vibrant. My pride is getting to know customers, while the power of the brand cannot be underestimated. It's about making sure your customers don't go elsewhere."



Want to see more of Paul's store?
Go to betterretailing.com/paul-patel

RON RIDDERBEEKX

GUEST
COLUMNIST

✉ editorial@newtrade.co.uk
☎ 020 7689 0600
🐦 @RetailNewsagent



Haste needed with EUTPD II



EUTPD II was adopted by the European parliament last year

With just six months until manufacturers begin producing EUTPD-compliant stock, BAT is calling on the government to finalise the law surrounding it

There are less than six months to go until tobacco manufacturers have to stop producing products that do not comply with the revised Tobacco Products Directive (EUTPD II), which was adopted by the European parliament in early 2014.

This is the directive that is responsible for the forthcoming ban on cigarette packs of less than 20 sticks and tobacco packages of less than 30g, and the introduction of new health warnings covering 65% of packs.

The good news for retailers is that you will not be banned from having existing products in your gantries until 20 May 2017.

Manufacturers, however, are entering a tense period.

Many people think that once EUTPD II was adopted, the industry knew what it had to do to change its packaging. But there are two big problems facing us all as manufacturers.

First, the directive said that many details would be described in so-called Implementing Acts – bits of regulation decided between the European Commission and the 28 member countries.

These were in areas such as labelling of cigarettes and rolling tobacco, the reporting of ingredients by manufacturers and so on. For many months, the industry encouraged the commission to define these rules quickly. But the EU regulators did the work in their own time and it is not yet finished.

Second, industry cannot comply directly with European direc-

tives, but must do with individual country laws. Therefore, we rely on countries to adopt EUTPD II into national legislation quickly so that we know how to design our products for each individual market.

It is a massive problem that the directive says member states have to pass national laws by 20 May 2016, at the same time as saying that manufacturers must stop producing 'old' products by the same date.



Manufacturers are entering a tense period

★ How will your gantry change?

✚ **As the leading** tobacco company in Australia, British American Tobacco is best placed to implement in the UK what we learned in Australia in the last three years. So work with your BAT representative to make sure you are well prepared.

The EUTPD II bans cigarette packs of less than 20 sticks as well as rolling tobacco packs of less than 30g. It stands to reason that after 20 May 2017 there will be fewer products in your gantry.

The most important thing we learned in Australia is that organising your gantry in alphabetical order is the most efficient way to work. Our research says that not doing this decreases speed of service by 20%, and shoppers will get frustrated.

You can continue to count on four things from British American Tobacco UK:

1 Great products with great pricing – an example being our range of Rothmans products

2 Product innovation – such as the UK's first cigarette with two capsules inside, Pall Mall Double Capsule

3 Ask your BAT representative how to join our MORE programme. We offer many rewards including additional profit based on performance

4 Best in class category and regulatory knowledge and advice.

We were pleased when the UK government consulted in the summer on its EUTPD II regulations. We thought that things would start moving. But they are not. We understand that the final versions of the regulations will be put to parliament in April 2016, which is of course far too late.

So what are we doing about it? I have written to health minister Jane Ellison, asking her to make sure she does not make any last-minute changes to the regulations that she consulted on over the summer.

I did that because we know that officials in the European Commission are trying to put pressure on member states to include several rules that are stronger than those in the original directive. I have said that if the government gives in to this pressure it will have to give us more time to comply, because we have already placed orders with suppliers that cannot be changed.

Retailers do not have to worry about all this for the time being. You will be able to stock and sell current products until 20 May 2017. But it is clear that neither European nor British regulators have much of an idea of the massive effort or expense the business community has to make to comply with new regulations. The worrying thing for all of us, manufacturers and retailers alike, is that their behaviour says that they do not seem to care all that much either.

Ron Ridderbeekx is head of corporate and regulatory affairs at BAT



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govype.com



The strength of nicotine in Vype products varies. Nicotine free versions available. 18+. Read leaflet in pack.



INDUSTRY PROFILE

Philip Morris International



Tom Gockelen-Kozlowski
 Tom.gk@newtrade.co.uk
 020 7689 3361
 @Tomgk_RN

With 17 months to go until retailers have to stock EUTPD II-compliant products, Philip Morris is helping store owners get prepared early for the changes they will face

RETAIL NEWSAGENT What effect will the forthcoming legislative changes (EUTPD II and plain packaging) have on the independent channel?

JERRY MARGOLIS The EUTPD II and plain packaging, with standardised pack designs and sizes, will make it more difficult for retailers to differentiate between brands, so it will be important to have an easy-to-manage gantry. Independents may also use this as an opportunity to 'streamline' the number of products on their gantries, but they should ensure they stock leading premium brands and growing super-low-priced brands. Products that provide long-term high profits and trade incentive programmes and educational material will be key to continued profitability.

RN How well prepared is Philip Morris for the next year and what support will you be providing for retailers?

JM We have already finalised a plan for ensuring that legal-aged smokers will be made aware of the EUTPD II and plain packaging transition and the packs that will be available. This will help provide continuity of business for retailers and at the same time will provide education support programs for retailers. Further plans to provide comprehensive support to retailers during the transition will be unveiled in 2016.

RN What have been the benefits of developing your own sales team in the past 18 months?

JM Our dedicated sales team has built strong relationships with independ-

ent retailers across the UK. As well as developing a deep understanding of retailers' needs, our team has been able to work with them to implement profit-driving initiatives including Drive, Drive Plus, Drive Pro, and Our Brands, Your Profits, as well as mystery shopper activities and brand ambassador programmes. These relationships and this expertise will prove invaluable in our efforts to ensure a smooth transition and continued mutual profitability.

RN How important is tobacco going to be to retailers after all these changes?

JM Tobacco is currently the biggest footfall driver for many retailers, representing approximately 20% of total turnover, so it is important that this category remains profitable. Through our sales team and trade communications programmes, we will be



We will be working very closely with retailers to ensure they are best positioned to thrive

working very closely with retailers to ensure they are best positioned to thrive in a post-EUTPD II and plain packaging market.

RN One of the major issues with plain packaging is the fear of an increase in illicit trading. What should retailers do if they see a huge upturn in this crime locally?

JM We would encourage all retailers, should they have any intelligence relating to the distribution of illegal tobacco, to report this either to HMRC on the Customs Hotline - 0800 59 5000 - or to Crimestoppers on 0800 555 111.

RN Marlboro is one of the most recognisable tobacco brands, but what will this mean post-plain packaging? Will brands have a role?

JM Looking at the Australian market, we are aware that brands with high equity are well placed to maintain volume, if not grow, in a post-plain packaging environment. Marlboro is an iconic, recognised brand - even more so following its recent pack design upgrade, which included the introduction of 'firm filter' and 'soft touch' pack features. It also has an ongoing reputation for quality - a focus that will remain post-EUTPD II.

RN And will Philip Morris continue to invest in new products in the UK?

JM We always assess the marketplace, looking for the right time to focus on our core portfolio and to invest in new products and innovations. This approach will not change post-EUTPD II and plain packaging.

** Company CV **

Company Philip Morris International (PMI)
Director of sales, UK and Ireland Jerry Margolis
Profile PMI operates in over 200 countries, and holds an estimated 15.6% of the international cigarette market outside the United States, with Marlboro as its most recognised and best-selling brand. Along with BAT, the company is leading the lawsuit challenging the UK government over its plans to ban branding on cigarette packs.

Latest news As well as its redesign of Marlboro earlier this year, PMI introduced new packaging for its value brand Chesterfield to emphasise the range's quality.

**

**



SOFT TOUCH PACK. FIRMER FILTER.



GET A FEEL FOR MARLBORO QUALITY

Firm filter applies to all packs shown with the exception of Marlboro Ice Blast. This communication is for the information of tobacco traders only.



PHILIP MORRIS LIMITED

Smoking kills



SOFT TOUCH PACK. **FIRMER FILTER.**



DISCOVER AN EASIER WAY TO STUB OUT

Firm filter applies to all packs shown with the exception of Marlboro Ice Blast. This communication is for the information of tobacco traders only.



PHILIP MORRIS LIMITED

Smoking kills

TOBACCO



Will new legislation help reduce youth smoking or increase the illicit trade?

How prepared are you for 2017?

The revised European Products Directive and plain packaging will usher in the biggest changes you have ever experienced on your tobacco gantry, but do you really understand what they will mean for your business? **Nadia Alexandrou** provides a simple guide to this upcoming tobacco legislation

In 17 months' time the cheapest packet of cigarettes on your gantry will cost around £9 and the cheapest rolling tobacco pack will cost more than £12. More than three quarters of the rolling tobacco packs you sell now will be illegal, as will 21 out of the 25 best-selling cigarette packs published in this year's What to Stock. Every single cigarette packet and rolling tobacco pouch will be olive green, and shrouded in health warnings. That is the reality of your tobacco business.

These changes, arguably the most significant that retailers have ever experienced in the tobacco category, will come about because the revised EU Tobacco Products Directive (commonly referred to as EUTPD II) and plain packaging legislation will begin to come into force in May 2016, with regulations for retailers taking effect in May 2017.

But many store owners are unclear about the new laws, the effect they might have on their tobacco sales and how they can they prepare.

"There are a huge number of retailers who don't realise this is coming and even more who aren't clear of the details of the legislation being introduced," says Jeremy Blackburn, head of communications at JTI.

With this in mind, RN has produced this three-page guide to explain the fundamentals of EUTPD II and plain packaging legislation. We begin with an explanation of both laws, before answering some key questions and looking at retailers' experiences of plain packaging in Australia to ask what this law could mean for you. Finally, we ask manufacturers what you can do to prepare your business for the huge changes you will face.

LAW IN BRIEF EUTPDII AND PLAIN PACKAGING EXPLAINED

EUTPD II

EUTPD II regulations will introduce changes which will significantly affect the range of products you can sell and the packaging of your stock. This law will be introduced in stages:

From **20 May 2016**, manufacturers must begin production of EUTPD II-compliant packs and retailers will have one year to sell through any non-compliant stock.

From **20 May 2017**, retailers can only sell EUTPD II-compliant

packs. Products with a 'characterising flavour' (such as vanilla, fruit, spices and herbs), with the exception of menthol flavours, will be banned.

In **2019** a new track and trace security system will be introduced on packs. This is designed to tackle the illicit trade and these packs will carry unique coding that will track their journey through the supply chain.

In **2020**, menthol-flavoured tobacco products will be banned.

These are the packaging rules that will be introduced

■ Packs must contain a minimum 20 cigarettes

■ Rolling tobacco packs must weigh at least 30g

■ Increased restrictions will be placed on product descriptions

■ Packs of both products must include more prominent combined text and pictorial health warnings that must cover 65% of the front and back



Plain packaging

At the same time that the first EUTPD II regulations are introduced, plain packaging legislation on cigarettes and rolling tobacco (cigs and pipe tobacco are exempt) will also begin to come into force, with two key dates to bear in mind.

On **20 May 2016**,

manufacture of branded packs of cigarettes and rolling tobacco will be banned. From this date, retailers have a year to sell through branded stock.

From **21 May 2017**, retailers can only sell cigarettes and rolling tobacco in plain packs.

These are the packaging rules that will be introduced

■ All packs must be olive green outside and white inside

■ Only the brand and variant name, number of cigarettes, barcode, weight and manufacturer's contact details may be displayed on packs

■ This information must be presented in a grey Helvetica typeface and size

■ Wrappers must be clear and transparent

■ Textures and embossing on packs and inserts within them will be banned



TOBACCO

EUTPD II and plain packaging Your questions answered

Here, we answer five of your most frequently asked questions on the upcoming legislation

1 What's the difference between EUTPD II and plain packaging?

EUTPD II will restrict the size, packaging and flavour of tobacco packs and was largely introduced to limit the appeal of tobacco products, in particular to young people. The new measures it contains cover labelling, ingredients, tracking and tracing of products, cross-border distance sales and herbal smoking products.

Included in EUTPD II legislation is a directive which gives member states authority to implement additional requirements on pack labelling. The UK and the Republic of Ireland have chosen to introduce these as plain packaging.

2 Besides the UK and Ireland, have other EU member states chosen to introduce plain packaging?

Not yet. Last month, the National Assembly in France voted to introduce plain packaging, but this proposal is not final and needs to be processed. In other EU countries, the bottom 35% of packs underneath

health warnings will be available for branding.

3 Will cigars and e-cigarettes be affected by EUTPD II?

Yes. Electronic cigarettes containing less than 20mg/ml of nicotine and making no claims regarding smoking cessation will be governed by EUTPD II. They will have to be child-proof and packaging will have to contain health warnings, instructions for use and information on toxicity and addictiveness. Pipe tobacco, cigars, cigarillos and smokeless tobacco will have to carry general health warnings and additional text warnings.

4 Is anyone challenging this legislation?

Yes. BAT and Philip Morris have filed lawsuits against EUTPD II, and tobacco manufacturers BAT, JTI, Philip Morris and Imperial Tobacco have filed legal challenges against plain packaging. A ruling for the challenges against plain packaging was expected this week after RN went to press.



That little bit of branding that EUTPD II would allow without plain packaging would have at least helped retailers differentiate between packs

The European Cigars Manufacturers Association, representing national cigar associations in Europe alongside 28 cigar manufacturers (including Imperial Tobacco, British American Tobacco and JTI) and cigar distributor Hunters & Frankau are challenging EUTPD II. Only one e-cigarette company – Totally Wicked – is challenging an article within the directive that affects e-cigarettes.

5 Australia introduced plain packaging in 2012. Has it achieved its aim of reducing smoking rates?

Not according to Ron Ridderbeekx, head of corporate and regulatory affairs at BAT. The global tobacco market has been in steady decline at a rate of 3% year on year, but this rate has actually slowed in Australia since plain packaging was introduced, according to Mr Ridderbeekx. Illicit trading, meanwhile, remains a major challenge, with around 14.3% of total tobacco consumption illegal according to the latest Illicit Tobacco in Australia report, prepared by KPMG LLP in the UK.

LESSONS FROM AUSTRALIA HOW PLAIN PACKAGING COULD AFFECT YOU

IN FEBRUARY, Irish retailer Joe Sweeney travelled to Australia to investigate the impact of plain packaging on independent businesses. He visited three cities in 10 days to interview Australian independent retailers, the Australian Retail Association and the Australian Association of Convenience Stores. Here, we highlight four ways that Australia retailers told Joe they have been affected by plain packaging, and offer insight and advice from tobacco manufacturers on what this could mean for UK retailers.

Increase in illicit trade

Every retailer and organisation Joe met reported a significant increase in illicit trade since plain packaging was introduced, although

this was also attributed to sharp tax rises since 2012 (the average price of packet of Marlboro Red 20s, for example, is \$23, or £11.15). JTI's Jeremy Blackburn warns that retailers are likely to see a similar problem in the UK. He predicts that UK customers will be tempted to go to the black market as prices increase, plain packaging is introduced and when smaller pack sizes are banned under EUTPD II. "The track and trace system is designed to help combat this, although counterfeiters will no doubt find their way around this, as they did with stamp duty," he says.

Loss of brand loyalty and downtrading

Several of the retailers Joe

met told him that many customers who had chosen to avoid the lure of the illicit market had decided to down-trade to cheaper brands instead, with a resulting loss in profits. This again was the result of both high taxation and plain packaging, although they blamed the latter for stripping away brand loyalty. Again, UK retailers could experience a similar situation.

Delays in ordering, stock management and sales

Whether or not sales had fallen, all the retailers Joe visited confirmed that managing tobacco now takes a lot longer – including the time spent ordering plain packs, put-

ting deliveries away and finding stock on gantries when serving customers. One retailer pointed out another problem: "The number of products returned is higher now that employees are getting packs wrong," he said. And if customers return a pack they have opened, it cannot be resold and the loss recouped, he added. In the early stages of plain packaging, UK retailers are likely to experience a similar situation, says BAT's Ron Ridderbeekx. Customer waiting times and out-of-stocks are expected to rise while retailers get used to the new packs. "That little bit of branding that EUTPD II would allow without plain packaging would have at least helped retailers differentiate between packs," he says.

New gantry layouts

The introduction of plain packs led several Australian retailers to rearrange their gantries in alphabetical order to assist with range management and service times. UK manufacturers who have been working with their Australian counterparts, including BAT and Imperial Tobacco, say they will be encouraging retailers here to do the same. "Our research from Australia showed that without alphabetical planograms, speed of service declines by almost 20%," says Adrian Del Popolo, business development executive at BAT.



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100% premium tobacco,
with no additives, from sustainable sources.

- Pioneers of additive-free tobacco products since 1982.
- Only 100% premium quality - no volume tobacco, no stems.
- Additive free tobacco from sustainable sources.



For further information please contact: enquiries@sfrti.com

For the information of tobacco buyers only

Smoking seriously harms you and others around you

TOBACCO



What you can do to prepare

Many details in the legislation concerning labelling and reporting of ingredients remain unclear, and manufacturers say they expect to wait until early next year for clarity on the new laws.

That said, the deadline for retailers to remove all non-compliant cigarette and rolling tobacco packs is still 17 months away. Manufacturers' first piece of advice, therefore, is that retailers should avoid cutting their ranges back to prepare for the new legislation too early.

"If retailers start rearranging and delisting SKUs today they will send their business to the multiples and their competitors. It's important to remain competitive now and get compliant later," says Jerry Margolis, director of sales at Philip Morris.

He believes the best thing retailers can

do now is to learn and understand the details of the upcoming legislation and to keep fully up-to-date with all news and essential information regarding it.

To aid store owners, Philip Morris, JTI, Imperial Tobacco and BAT have updated their websites and trained their reps to ensure retailers are kept fully informed.

Imperial Tobacco has already begun to distribute information packs as part of its 'Partnering for Success' initiative, which is designed to offer retailers guidance around EUTPD II and plain packaging regulations.

"Now it should just be business as usual. Retailers should take comfort in the fact that they can count on us to communicate to them when they need to start getting ready," says JTI's Mr Blackburn.

SPECIALIST TIPS

Earlier this month, Natural American Spirit manufacturer Santa Fe met with retailers at an RN roundtable to discuss upcoming tobacco legislation and how best to prepare for it. Here are three pieces of advice from the day. Look out for the full article in January.

Alan Graham

Santa Fe
general manager



"Get prepared early. Don't fill your gantry with too much value stock. You need the right mix of cheaper brands, big brands and niche and premium lines."

Atul Sodha

Londis,
Harefield



"Retailers can't go into the deadline with no plans in place, as there is going to be wholesale change. We can't afford to make a mess of this. We need to get our disciplines right immediately."

Serge Khunkhun

Premier Woodcross,
Wolverhampton



"It's all about communication. We talk to our customers about the changes that are happening all the time. When they ask for a pack of 17, we tell them it will go back up to 20 soon."

LEGISLATION TIMELINE HOW PLAIN PACKAGING AND EUTPD II BECAME LAW



5 June 2001

The first EU Tobacco Products Directive becomes law. It imposes upper limits on tar, nicotine and carbon monoxide content of cigarettes, bans descriptions such as "mild" and "light", increases health warnings to 30% and 40% on front and backs of packs and provides option of pictorial health warnings

March 2011

Coalition commits to holding a public consultation on tobacco packaging

December 2012

Australia introduces plain packaging

18 December 2013

EU member states and the European parliament support strengthening the rules on tobacco and related products in Europe

26 February 2014

The European parliament formally approves the revised Tobacco Products Directive

19 May 2014

The European Union adopts EUTPD II into European law

3 November 2014

Tobacco firms win the right to challenge new European Union rules on cigarette packaging. Manufacturers including BAT, PMI, JTI and Imperial Tobacco announce plans to legally challenge EUTPD II and plain packaging

February 2015

The Department of Health publishes a summary report into its plain packaging consultation, which closed on 7 August 2014. An overwhelming number of respondents were against it

11 March 2015

367 MPs vote in favour of plain packaging

May 2015

JTI, BAT, Imperial Tobacco and Philip Morris file legal challenges against plain packaging legislation

20 May 2016

Tobacco manufacturers must begin production of EUTPD II-compliant packs and packs in standardised packaging. Retailers have one year to sell through non-compliant stock

20 May 2017

Retailers can only sell EUTPD II-compliant packs and packs in standardised packaging from this date

20 May 2019

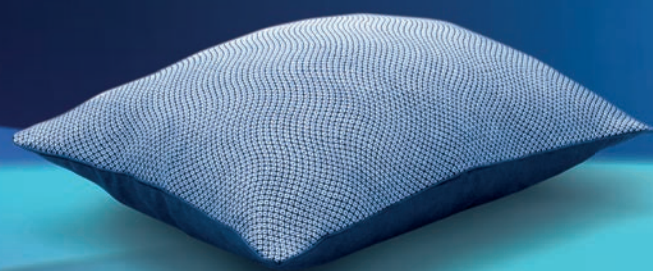
Deadline by which mandatory track and trace system for cigarettes and rolling tobacco products must be operational

20 May 2020

Menthol-flavoured products will be banned from sale



BEFORE TURNING THE PAGE PLEASE ENSURE
YOU HAVE SOMETHING SOFT TO LAND ON.



*This communication is for the information of tobacco traders only. £6.99 is the Recommended Retail Price (RRP). All on-shelf prices are selected by the retailer alone. Non-price marked packs are also available.

Smoking kills

IAA WINNERS

INTRO



BRILLIANT RETAILING TIPS FROM THE BEST

The best ideas for your business are the ones that have been road-tested by your peers. **Chris Rolfe** spoke to the winners of this year's Independent Achievers Academy to find out what you could learn from them

While the IAA's Gala Dinner in London last week was the place to discover who had won the 13 category awards, the long-lasting value of the Academy is the opportunity it gives independent store owners to network and learn from each other.

So in the following interviews with this year's winners, we're giving you the chance to do just that.

We asked each retailer to explain what they do in-store to excel in the categories they won, what the most important changes they've made this year are and what's next for their businesses.

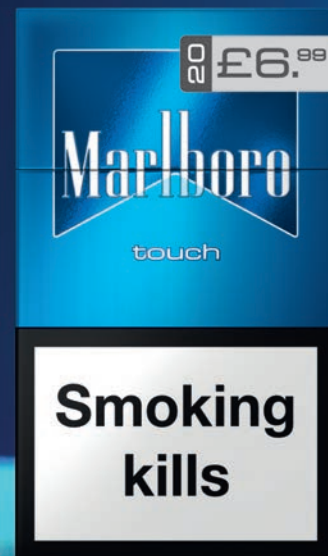
Food to go, fresh food and in-store coffee rank among the growth categories most frequently mentioned. Working closely with staff, investing in training and analysing sales data to make constant range

updates were also common examples of best practice.

"The IAA is not about rocket science. It is about tried and tested solutions adapted by many independent retailers and shared so others can benefit," Newtrade managing director Nick Shanagher told the Gala Dinner attendees last week.

Read on to learn from retailers with stores like yours and to pick up some new ideas for your business. >>

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AN INCREDIBLY SURPRISING £6.99* FOR 20.



QUALITY BLEND, FIRM FILTER.
UNBELIEVABLE BUT TRUE.

*This communication is for the information of tobacco traders only. £6.99 is the Recommended Retail Price (RRP). All on-shelf prices are selected by the retailer alone.
Non-price marked packs are also available.

Smoking kills

IAA WINNERS

OVERALL BEST SHOP

MARK & SAMANTHA COLDBECK

Premier Wharfedale, Hull

In three years, Mark and Samantha Coldbeck have climbed the IAA rankings, going from Top 100 store to category winner to Overall Best Shop thanks to the constant investment and high standards in their 1,600sq ft Premier store. A £4,000 store upgrade and a focus on fresh and chilled are just two of the many improvements that have helped them grow this year

What advice would you give a new retailer who wants to succeed as an independent retailer?

It's so important to work with staff every day. If you work alongside them and get your hands dirty they respect you. If you are passionate, your attitude reflects on customers and, for me, staff development and customer service go hand in hand.

Which retailer is really good at innovation?

Greggs – whenever you go into one of their stores the lighting is bright, the stores are clean, you never see the same promotions and the staff are always friendly. There's a vibrancy about the business that's really noticeable and it's obvious they keep up with trends.

What will you focus on next?

Responsible retailing. We want to combat the illegal trade in tobacco, so we're trying to persuade suppliers to agree that if a shopkeeper is prosecuted for dealing illicitly, they will pull out of that store.



HOW TO BE AN IAA WINNER



Mark and Samantha know their customers by name and use a loyalty scheme to track shopper behaviour. To attract new shoppers, they work with a distributor to deliver leaflets to 1,000 homes every four weeks



Mark and Samantha are keen to let customers know they are different from the multiples and tailor their range and pack sizes to suit local shoppers. To get staff on board, they regularly work with staff on the shop floor

Where do you get advice, support and ideas from?

We are in the business together, so support each other. We network too and have met lots of people through the IAA and Newtrade. With upcoming legislative changes we've recently had more involvement with the ACS and have joined the NFRN and it's good to network round topics like the living wage. I use Twitter a lot too when it comes to suppliers.

What's the most important change you've made in your business this year?

We completely replaced our floor and invested in LED lighting. The outlay was around £4,000 but it's made such a difference. Everything looks so much cleaner, the stock looks crisp and while LED lights are more expensive, in the long-term our running costs will be lower.

What's next for your business?

We're going to sit tight, reflect and make everything we do right. We want to increase footfall and so

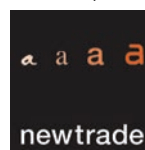


Mark and Samantha's aim is to increase footfall. They are focusing on growth categories such as food to go and fresh and chilled to achieve this

we're thinking about a bigger food to go offering and fresh and chilled. We'll probably decrease categories like greeting cards and discontinue other slow-selling lines. We want to maximise each category.



From the sponsor



Mark and Samantha stood out because their passion for retail is obvious. They clearly demonstrate their knowledge, skills and ability for retailing and are proactive in finding ways to improve their processes and their shopping and working environment





INDEPENDENT
Achievers Academy

CONGRATULATIONS



CONGRATULATIONS TO OUR FINALISTS

☆ **MERCHANDISING**

Shahid Razzaq, Family Shopper Blantyre

☆ **AVAILABILITY**

Joey & Julie Duhra, Premier Jules Convenience Store
Sunita & Suresh Kanji, Family Shopper Little Hulton

☆ **CUSTOMER SERVICE**

Mark & Samantha Coldbeck, Premier Wharfedale

☆ **IN STORE DISPLAY**

Peter Robinson, Premier Castle Stores
Vip Measuria, Family Shopper Draycott

☆ **SERVICE TO THE COMMUNITY**

Shahid Razzaq, Family Shopper Blantyre

☆ **MARKETING TO CUSTOMERS**

Faisal Naseem, Premier Arbroath Party Time
Sunita & Suresh Kanji, Family Shopper Little Hulton

☆ **DIGITAL ENGAGEMENT**

Mandeep Singh, Premier Singh's

☆ **RESPONSIBLE RETAILING**

Faisal Naseem, Premier Arbroath Party Time

☆ **STAFF DEVELOPMENT**

Sunita & Suresh Kanji, Family Shopper Little Hulton

TO JOIN THE WINNING TEAM



TO OUR WINNERS!



SERVICE TO THE COMMUNITY AWARD

Julie Duhra,
Premier, Jules Convenience Store.



MARKETING TO CUSTOMERS AWARD

Mark & Samantha Coldbeck,
Premier, Wharfedale.



STAFF DEVELOPMENT AWARD

Mark & Samantha Coldbeck,
Premier, Wharfedale.



RESPONSIBLE RETAILING AWARD

Mark & Samantha Coldbeck,
Premier, Wharfedale.

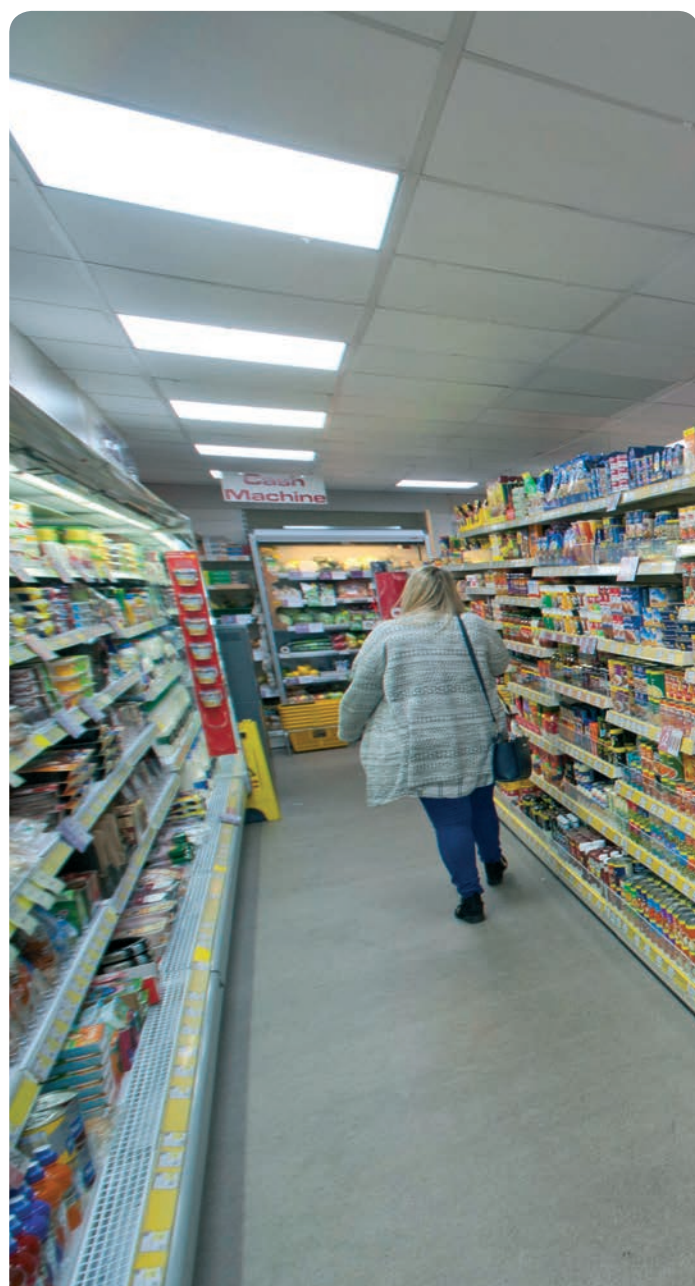
CALL 01933 371246



IAA WINNERS

MARKETING TO CUSTOMERS

As well as scooping the Overall Best Shop award, Mark and Samantha excelled in the IAA's Marketing to Customers, Responsible Retailing and Staff Development categories. Read on to discover what best practice impressed this year's judging panel



Mark and Samantha have improved their business by updating their floor and LED lighting this year. They now plan to focus on improving their fresh, chilled and food to go ranges

HOW TO BE AN IAA WINNER



Samantha regularly walks the store as if she were a customer to check how effectively she is communicating with shoppers



Social media is used to promote offers and tell customers what the store is doing for its community



Mark and Samantha keep their store vibrant by ensuring they have a strong range of best-selling products supported by clearly visible offers

From the sponsor



Successful retailers know their customers and work with suppliers to market their products, services and promotions through in-store PoS and social and local media

RESPONSIBLE RETAILING

HOW TO BE AN IAA WINNER



Staff are protected by a 16-lane CCTV system which is monitored closely and used to report all instances of theft or harassment



Staff are trained to follow the Challenge 25 scheme, and Mark and Samantha work with the police and Serve Legal to carry out test purchases in the store



Mark and Samantha don't wait for the police to arrive when incidents occur, but take their own statements to provide timely and accurate information

From the partner



Ensuring staff are properly trained on age-restricted products and regulations, together with effective security measures, will build your reputation as a responsible retailer

STAFF DEVELOPMENT

HOW TO BE AN IAA WINNER



Training is a priority and every staff member has a two-week induction. Mark and Samantha also invest time in refresher training and appraisals



Samantha works with staff on the shop floor so they learn by example and maintain her high standards



Staff are trained to have an eye for detail, and Mark and Samantha hold monthly meetings with them to find out how they can improve as employers

From the sponsor



Build a strong staff team by coaching them in the values of your business and train them to have confidence to deliver brilliant customer service

IAA WINNERS

SERVICE TO THE COMMUNITY



INDEPENDENT
Achievers Academy

JOEY & JULIE DUHRA

Premier Jule's Convenience Store, Telford

Keen to support their community in every way possible, Joey and Julie Duhra sponsor a youth football team, hold an in-store police surgery and fundraise for a variety of charities

What advice would you give a new retailer who wants to succeed at serving their community?

Talk to everyone and find out what you can do. Talk to the parish or borough council, go to old people's homes where you can give a hamper for a residents' raffle. And talk to kids, from college students down to nursery children.

Which retailer is really good at serving their community?

You can learn from everyone. There are 10 shops near me and I look at all of them. Recently, I noticed Tesco Express had a metre of toiletries, whereas I had three. So I condensed mine so it just contained essentials for my shoppers and it's doing a lot better now.

What will you do next to help your community?

I want to do a marathon and raise money for charity. Also, we've got land at the front and I want to make it look nice, with plants and benches.

Where do you get advice, support and ideas from?

It's good to get someone else to look at what you're doing. While you're doing the big things, they look at the little things. Serge Khunkhun came to my shop. It was great to get a fresh perspective.

What's the most important change you've made in your business this year?

We've started doing DPD parcels and we've been looking at magazines. We've increased our range and have more children's titles, which we've put next to sweets.

What's next for your business?

We want to work with more local suppliers. I want to concentrate on in-store theatre in the coming year too.



HOW TO BE AN IAA WINNER



Julie sponsors local teams, raises money for a local hospice and plans to run a marathon next year. She chooses which causes to support by talking to customers and finding out what's important to them



Julie has increased her store's appeal by increasing her magazine range and displaying children's titles next to sweets



Julie and her husband Joey work with the council to get jobs done in their area, which earns them respect from local customers

From the sponsor



BOOKER
WHOLESALE

By actively getting involved with local good causes that are important to their customers independents show they care about them and their community

IAA WINNERS

IN-STORE DISPLAY



SANDEEP BAINS

Simply Fresh Faversham, Faversham

Keen to disrupt and attract shoppers in his Simply Fresh store, first-time IAA winner Sandeep Bains builds strong promotional displays, creates theatre with his bakery and coffee machine and takes advantage of supplier PoS

What advice would you give a new retailer who wants to succeed at in-store display?

The success of your business has a lot to do with the environment you create. You need eye-catching displays to make people break their shopping patterns. If people come in to buy milk and you catch their eye, they're likely to spend more.

Which retailer is really good at in-store displays?

Lots of retailers have great displays. We don't have big research and development departments like big retailers, so we've got to look at what others are doing and learn as much as possible from them.

What will you do next with your displays?

We want to do more with our seasonal displays and improve them so they work harder and are more appealing to customers.

Where do you get advice, support and ideas from?

We share a lot of ideas with other retailers. There is a WhatsApp group with more than 50 excellent retailers. It's great, getting questions answered, sharing ideas and seeing which ones we can implement.

What's the most important change you've made in your business this year?

We've had a lot of issues with our supply chain and deliveries and we've had to counteract that. So we've added things like a bakery and a Costa machine. It's about keeping an eye on trends and moving with the times.

What's next for your business?

We're going to review our supply chain further. We've got two Subway stores too, so I'm looking at those as well.



HOW TO BE AN IAA WINNER



Sandeep has added a bakery and coffee machine at the entrance of his store to add theatre with smells from freshly baked and brewed products



Eye-catching displays are designed to disrupt customers' normal shopping patterns and tempt them to buy additional products



Seasonal displays are key to attracting extra custom and supplier point of sale material is employed to make them stand out still further

From the sponsor



Only 13% of customers visit every aisle in your store, but effective displays will catch their eyes, reflect seasonal and local opportunities and highlight your best promotions

IAA WINNERS

DIGITAL ENGAGEMENT



CALUM DUNCAN

Lifestyle Express Kincraig Stores, Kingussie

A big believer in digital engagement, Calum Duncan has built a strong Facebook and Twitter following for his store, while his home delivery app and online ordering facility are also proving popular with shoppers

What advice would you give a new retailer who wants to succeed at digital engagement?

Engaging digitally with customers is now a vital part of any business. A Facebook presence is expected. It drives footfall and reminds customers you're there.

Which retailer is really good at digital engagement?

Tesco. They drive customers to their Facebook page and website, post entertaining videos and respond to every customer publicly and quickly. If a big boy can do it, a small guy has to try and do it better. We generally reply to Facebook messages within 30 minutes, always in a positive manner, even if it is a complaint.

What will you do next digitally?

Invest more in digital engagement, for example boosting important posts so more potential customers see our name and remember us. We have to do this. We are six miles away from our nearest physical competitor, but no miles away from Tesco and Asda delivery vans.

Where do you get advice, support and ideas from?

Business Gateway, Landmark Wholesale's business development managers and John Farrel, who also works for Landmark. We also work with Landmark wholesaler Sutherland Brothers.

What's the most important change you've made in your business this year?

We've slimmed down our stock holding. Products kept for one or two customers are dead stock and money. If you free this up, you can invest in better services or improvements to the store.

What's next for your business?

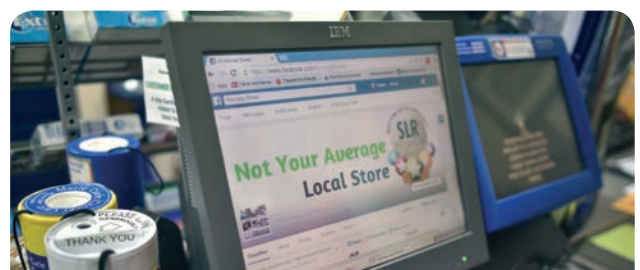
I hope to buy my own store in a bigger busy city. I'm thinking about Glasgow.



HOW TO BE AN IAA WINNER



The store's self-designed website costs just £50 a year to run and gets around 900 hits a month



The store's Facebook page has 376 likes and 356 Twitter followers in a town of 1,400 people. Customers use them to ask questions and request products, providing staff with useful feedback



Customers can now order stock via a home delivery app and an online ordering facility on the store's website. The biggest order so far was £285 to a holiday home

From the sponsor



Digital platforms allow you to gain knowledge and information from a wide variety of sources. Use these to increase customer engagement and improve your business

IAA WINNERS

RETAIL INNOVATION



ROLI RANGER

Londis Sunninghill, Ascot

IAA-stalwart Roli Ranger was determined to differentiate his new Londis in Sunninghill from other c-stores and used inspiration from American retailers, whole food markets and coffee shops to achieve his goal

What advice would you give a new retailer who wants to succeed at retail innovation?

Look at other stores and how they're retailing. But also consider how you can put your own stamp on your business and differentiate from other retailers.

Which retailer is really good at innovation?

When we made plans for this store, we looked at American retailers, whole food markets, organic food shops and coffee shops such as Costa and Starbucks. We thought 'how can we take elements from them and put them in a convenience store format?' We did a lot of store visits.

What will you do next to innovate your store?

We're looking at increasing our wooden shelving. We're quite restricted with space and after such a big job, it's more a case of tweaking a few bits.

Where do you get advice, support and ideas from?

We got a lot of ideas from research, touring around stores and trawling the internet. We worked closely with the development team at Londis, who were great, even though it was a real departure for them. Even the fascia is quite different from a normal Londis store.

What's the most important change you've made in your business this year?

We've got a brand new store. It wasn't open six months ago and we've worked really hard at it.

What's next for your business?

We're looking at developing our other store, considering what we can do that's different and the possibility of going for a concession for Subway or Greggs.



HOW TO BE AN IAA WINNER



Roli designed his shop to be a radical departure from a traditional c-store. A rustic design gives it a whole foods store-feel and the counter is made from an old railway sleeper



Core products such as fruit and vegetables stand out on large American-style square tables



The store's olive oil tasting area has created extra theatre and proved popular with customers who can try the range before they buy

From the sponsor



If everyone around you does things one way, find a niche by doing things differently, but make sure every idea adds to your bottom line

IAA WINNERS

CUSTOMER SERVICE



BAY BASHIR

Lifestyle Express Belle Vue Convenience Store, Middlesbrough

Bay Bashir collected his second IAA award for his focus on excellent customer service. In his 800sq ft store, he invests in staff training, acts on shoppers' feedback and goes the extra mile to help elderly customers

What advice would you give a new retailer who wants to succeed at customer service?

Always train your staff adequately. If you engage well with them they can be very loyal. This helps them develop and feel challenged and enhances your business. It's the little things that often matter, and my staff will help elderly customers home with their shopping, for example.

Which retailer is really good at customer service?

I sit on an HIM research panel three or four times a year with other convenience retailers and we exchange ideas. I'll often come away from that thinking of ways I can improve.

What will you do next to improve your customer service?

With Christmas a big event, I'll make sure my staff are fully engaged with it and make shopping easy and fun for customers.

Where do you get advice, support and ideas from?

I get so many ideas from the trade press and I talk to other retailers. I'm also responsive to what customers want.

What's the most important change you've made in your business this year?

It's been a tough year for most businesses so I've been taking stock, being careful not to let my high standards slip and engaging with customers to make their experience first class.

What's next for your business?

Next year, I'm planning a refit. I want new floors, fixtures, fridges and to increase my fresh, chilled and food to go ranges. I want it done properly with a grand opening. It's so important to keep moving with the times.



HOW TO BE AN IAA WINNER



Bay invests in regular staff training and ensures all employees are well presented and always on hand to listen to what customers want or need



Bay and his staff go the extra mile for elderly customers, walking them home with their shopping or delivering to people who are homebound



Staff collect customer feedback, and Bay makes sure it is acted on – he recently added a frozen section after shoppers requested one

From the sponsor



Great customer service means knowing your customers, organising your business around them and devising a strategy to keep them loyal

IAA WINNERS

AVAILABILITY



PAUL & MICHELLE GRAVELLE

Gravelle's Budgens, Cambridge

With over 11,500 products in their Budgens store, Paul and Michelle Gravelle work hard to avoid out-of-stocks. Previous IAA winners, the couple work with suppliers, track trends and act on customer requests to maintain stock levels

What advice would you give a new retailer who wants to succeed at availability?

Keep up with products and have a well-stocked store. Make sure you have a great choice of national and local suppliers' brands. And plug gaps – we get any missing stock from other suppliers.

Which retailer is really good at availability?

My wife and I have 50 years' experience between us but we always look around at retailers, big and small. We are inspired by other people, but we also come up with things ourselves.

What will you do next to improve your availability?

We keep a close eye on what's trending and what customers are asking for. Responding to customers is really important. We've been expanding our range of gluten-free and wheat-free

products because we are seeing more demand.

Where do you get advice, support and ideas from?

We look at everything: Facebook, Twitter, the trade press and other magazines. We go to networking events and look at what other stores are doing.

What's the most important change you've made in your business this year?

We refurbished two stores and have seen 3-4% year-on-year growth. What you do has to pay. When you refit, you are always thinking, why am I doing this, what do I want to achieve?

What's next for your business?

We're waiting to see what happens with Booker taking over Musgrave before we make any decisions. We've been thinking about Subway. Also, we're discussing how the living wage might affect us.



HOW TO BE AN IAA WINNER



Paul and Michelle's huge store holds over 11,500 products. They have installed a computer system, which staff are trained to use, that highlights low stock levels and anticipates bestsellers



Staff note any customer requests to avoid out-of-stocks, managers take charge of gap counting and the store bulk-buys best-selling lines



The couple work with suppliers to maintain availability and display a must-stock list of bestsellers for staff to check every day

From the sponsor



To ensure availability, hold sufficient stock to meet demand, understand customer preferences, monitor trends and plan for busy periods

IAA WINNERS

EFFECTIVE RANGING



RAMESH SHINGADIA

Shingadia's Londis Southwater & Post Office, Horsham

Last year's Overall Best Shop winner Ramesh Shingadia is back, this year scooping the award for effective ranging. Ramesh took a bird's eye view of his store to build the best range and keeps standards high with monthly category reviews

What advice would you give a new retailer who wants to succeed at ranging?

Look at your store from a customer's point of view. Is it customer friendly? Does it have a logical layout? And remember, there's a lot of support out there, from symbol groups, fellow retailers and manufacturers.

Which retailer is really good at ranging?

Before our refit we looked at 80 retailers in the Midlands. You need to be on top of the market and keep up with the latest developments and what's happening in the business.

What will you do next with your ranging?

We want to refit our other store and are looking at the layout and range now. We will place more emphasis on food to go, fresh and chilled.

Where do you get advice, support and ideas from?

Trade publications like Retail Newsagent are great sources of inspiration and advice. A lot of websites offer great advice too, and Londis is very good at supporting us.

What's the most important change you've made in your business this year?

As well as the refit and post office, we've made a big investment in fresh and chilled. Consumer expectations are very high, so you need to make sure you're working on the right thing.

What's next for your business?

We're looking at a post office in the new store, and at opening a third shop next year. We're also going to focus on margins and sales.



HOW TO BE AN IAA WINNER



Ramesh reviews the range in every category once a month, removing slow sellers and arranging products to suit customer missions



Ramesh has invested in expanding ranges in growth categories such as fresh and chilled this year and plans to do the same in his other store next year



Fresh food and coffee to go are popular ranges, so Ramesh has moved them together to the front of his store to encourage cross-purchasing

From the sponsor



Coca-Cola Enterprises Ltd

A good range will deliver a profit, include the right balance of impulse and take-home products and meet the needs of your unique customer base

IAA WINNERS

MERCHANDISING



GAZ BAINS

Select & Save Belgrave Stores, Coventry

First-time IAA winner Gaz Bains focuses on clear labelling, great displays and constant attention to well-ordered shelves and uses advice from industry experts to improve his West Midlands store

What advice would you give a new retailer who wants to succeed at merchandising?

My golden rule is to always pay attention to facings and train staff to do the same. Constantly tidy so shelves are stacked and the store looks and feels good. Make sure the ambience is right and keep that discipline.

Which retailer is really good at merchandising?

Select & Save has been brilliant at providing me with ideas. They don't simply push stock; they are about retail, which is about maximising each category.

What will you do next with your merchandising?

Expand my fresh and chilled section. I want more ready meals and fruit and vegetables, probably pre-packed.

Where do you get advice, support and ideas from?

Select & Save has always helped us and I avidly read the trade press. Staff come up with ideas too, and customers.

What's the most important change you've made in your business this year?

Streamlining my products. I don't want my cash tied up in stock that's not performing, so I don't need six types of coffee. The discounters have opened people's eyes to less choice and more value.

What's next for your business?

I want to invest in technology to make cashing up and weighing the float easier, for example. I'm also thinking about automated cigarette machines. Having a machine that connects to my EPOS system will be really useful with plain packaging. Social media will be a focus too. I don't want to expand, I want to improve and innovate what I've got.



HOW TO BE AN IAA WINNER



Gaz prioritises keeping shelves fully stocked and tidy, so product presentation is consistent and his store is easy for customers to shop



Gaz follows suppliers and experts then adapts what he learns. As a result, he has built creative beer displays and excellent presentation of magazines



Promotions are clearly labelled inside and outside the store, placed in relevant categories and strategically displayed around the shop

From the sponsor



WRIGLEY
A Subsidiary of Mars, Incorporated

With many purchases in c-stores made on impulse, best-practice merchandising such as clear pricing and regular stock rotation can have a big influence on sales

IAA WINNERS SHOP LAYOUT



EDDIE POOLE

Poole's SuperValu Dromore, Dromore

Now in his 12th year at his 8,500sq ft SuperValu store, Eddie Poole has this year focused on improving his layout to encourage shoppers to visit the whole store and make shopping easier for all

What advice would you give a new retailer who wants to succeed with their store layout?

Pay attention to the psychology of your customers. Think of the theatre they see when they enter your store: colours, smells and how this influences their perception of it.

Which retailer is really good at store layout?

I've been really impressed by a Nisa in Rathfriland. It's modern, independent, fresh and spacious. We know each other so we always exchange ideas.

What will you do next with your layout?

I'm in the middle of a £500,000 refit. I'm removing my car wash and knocking it through to create a huge market space so people will see fresh fruit and veg when they walk in. The living wage is looming and I need to increase profits to cope.

Where do you get advice, support and ideas from?

I network. I'm on the council at Musgrave, where I meet retailers. I deal with their problems, which is always useful when thinking about my own store. I also hold monthly staff meetings.

What's the most important change you've made in your business this year?

I've made my aisles bigger. I'm still stocking the same products but the store looks different. I've introduced a clutter-free policy. I get my morning delivery at 6am and want that processed and all shelves looking full by 9am.

What's next for your business?

My refit. My market area will have a wooden floor, there'll be LED lighting and I'm adding a post office. I hope it will be finished by March and I'm looking for a 10% sales uplift.



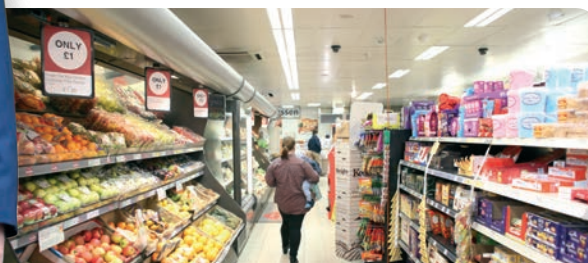
HOW TO BE AN IAA WINNER



Eddie has made his alcohol section more inviting with curved aisles and a barrel display to show off his deals and highlight new products



A coffee machine and a fan oven are strategically placed to fill the shop with the smell of freshly-brewed coffee and freshly-baked bread



Eddie rearranged his shop to make it fresh and spacious. He has a strict no-clutter policy and uses signage to guide shoppers round every section

From the sponsor



PEPSICO



Top retailers will ensure they have a great store layout by thinking about their customers' habits and identifying which categories are selling best, and where

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IAA 2016

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PREVIEW



Festive Coca-Cola

Coca-Cola Enterprises has launched festive-themed packs across its Coca-Cola 1.75l range.

RRP £1.99

Outers 6

Contact 08457 227 222



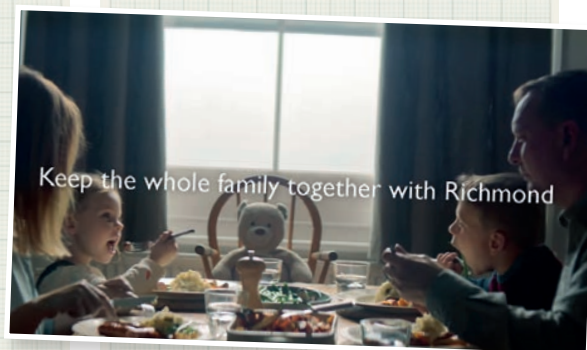
The Force, in a bottle

Volvic has launched new bottle designs based on characters from the Star Wars franchise.

RRP not given

Outers not given

Contact 0208 799 5888



Sausages on the box

Richmond has launched a TV ad to highlight its new 'Sausages & Chip' campaign for Christmas.

RRP various

Outers various

Contact 01784 430 777



A Christmas sandwich

Costcutter has introduced a Christmas-themed Turkey, Stuffing & Cranberry Sauce filling to its Independent sandwich range.

RRP £2.69

Outers not given

Contact 01904 488663



Hot sales prospect

Vimto is giving away 200 Vimtoad hot water bottles to promote its latest 'Try Me Hot' campaign.

RRP various

Outers various

Contact 01925 220122



Big screen Courvoisier

Maxxium UK has unveiled a new cinema ad to promote its Courvoisier 'Toast of Paris' campaign.

RRP various

Outers various

Contact 01786 430500



Brancott anniversary

Brancott Estate is celebrating its 40th anniversary with the launch of a limited edition bottle design.

RRP £10.99

Outers 6

Contact 0208 538 4484



Bovril back

Bovril has returned to TV screens for the first time in 20 years with a new Christmas ad campaign.

RRP various

Outers various

Contact 01293 648000



Powerful alliance

Duracell has launched limited edition packs and a marketing campaign as part of its support of new Star Wars film, The Force Awakens.

RRP various

Outers various

Contact 0800 597 3388



Stork's festive twist

Unilever has launched a £1.6m marketing campaign to promote its Stork with Butter range over Christmas.

RRP £1.99

Outers 16

Contact 01293 648000



Flavour additions

Volvic has added Lemon & Lime and Strawberry & Raspberry flavours to its Touch of Fruit Sparkling water range.

RRP 95p

Outers 12

Contact 0208 7995888



Comfortable pricing

Bacardi Brown-Forman has brought back pricemarks on 70cl bottles of Southern Comfort in time for Christmas.

RRP £16.99

Outers 6

Contact 01962 762200

THIS WEEK IN MAGAZINES

✉ RNreporter@newtrade.co.uk
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Charlie Sexton (left) spans the plank with music legend Bob Dylan

Strum fun

GUITARIST SPECIAL WILL HIT THE RIGHT NOTE

No need to fret – an additional 30% of musical magazine lovers are expected to tune in to the market leader's gear of the year round-up

THIS IS GUITARIST magazine's biggest selling issue of the year. Priced £6.25, publisher Future is giving away a free calendar for every reader plus there's a competition to win a Fender Baja guitar worth around £700. There's a world exclusive play of the Yamaha Revstar plus an interview with Bob Dylan's guitarist Charlie Sexton. There's also John McLaughlin on fusion technique, Ian Thornley on virtuosic blues and inside Orange's amp-design shop. There's also Retailers are advised to display prominently and to expect a sales uplift of 30% compared to a regular issue.



GUITARIST - GEAR OF THE YEAR ISSUE
On sale 11 December
Frequency monthly
Price £6.25
Distributor Seymour
Display with Total Guitar, Guitar & Bass, Sound on Sound

Round up



HELENA DRAKAKIS
Magazines
reporter

JOIN IN STAR WARS FEVER

In case you haven't noticed, there's a new Star Wars film out next week. Even the most diligent Star Wars resisters must be living in a cupboard if they haven't stumbled across the multitude of film tie-ins for *The Force Awakens*, whether it be magazines or collectables.

The good news for independent retailers is that there are lots of titles to display and sell in store and a large demographic to tap into – those young Star Wars first timers and the 1976 generation desperate to cling onto the last vestiges of Star Wars nostalgia.

The release of the *Force Awakens* has prompted *Empire* magazine to release six Star Wars collector's edition covers featuring characters from Captain Plasma to Finn and Kylo Ren. Those came out at the end of November, and there's sure to be ongoing coverage.

There's also the old faithful *Star Wars Insider* magazine alongside a host of newbies: *Star Wars Rebels* launched in October for children and *Star Wars Magazine* also brings fans original comic strip adventures, articles and games. *Lego Star Wars* magazine is also offering free *Lego Star Wars* cover mounts.

In the collectables ranges, Panini has released a *Star Wars Abatons* pack with a replica of every character in the series.

And Topps cards feature the *Star Wars Rebel Attax*, and 'A Journey to the *Force Awakens*' trading card range.

Starter packs come in at £4.99 with cards retailing at £1 per pack. Everything, in fact, to help you stay on target.

GROWING YOUR SALES IN 2015-16

Take a Break's MINI TITLES: DISPLAY TOGETHER FOR MAXI SALES



TAKE A CROSSWORD

Take a Crossword is offering more than £5,000 in prizes in this issue, including £1,000 in cash, £750 in vouchers, Sony Walkman MP3 Players, and a Dublin break for two worth £1,250. This issue is packed with 68 pages full of crosswords. According to publishers, it is expected to achieve more than £169,000 overall sales. Over the last 12 months the crossword sub-category has sold almost four million copies.



On sale 17 December
Frequency monthly
Price £2.20
Distributor Frontline
Display with Take a Puzzle



TAKE A PUZZLE

Take a Break's Take a Puzzle is offering more than £10,000 in prizes in this Christmas edition. There's £2,500 in cash; a £3,000 holiday to Cancun; a three-night city break to Edinburgh; Garmin sat navs; wake up lights; steam irons and £500 in vouchers to be won. This edition is expected to achieve £130,000 in overall sales so the publisher is advising retailers to display it prominently.



On sale 10 December
Frequency monthly
Price £2.20
Distributor Frontline
Display with Take a Crossword



EAT IN

The New Year issue of Eat In is filled with seasonal recipes for every occasion for those who like to cook and entertain at home. There's a host of family-friendly recipes that kids will enjoy, including some real winter warmers, as well as party recipes for special guests. Special features include easy entertaining for 10, fun ways with mince and how to make magic cakes.



On sale 10 December
Frequency monthly
Price £2.50
Distributor Frontline
Display with Good Food, Olive, Woman & Home



THAT'S LIFE

This bumper Christmas issue is packed with true-life stories and festive competitions with prizes worth more than £20,000 to be won by readers. The price of this issue has increased to £1.45 to reflect its bumper Christmas content and publishers advise retailers to front-face it to achieve a predicted sales uplift of more than 40%.



On sale 10 December
Frequency weekly
Price £1.45
Distributor Frontline
Display with Take a Break



BELLA

The bumper Christmas issue of Bella has increased pagination, plus festive fun and prizes. It's also packed with all the usual celebrity news, shopping, dieting, gossip, fashion and real life stories. The price will be increased to £1.80 to reflect the extra Christmas content and retailers are advised to display it prominently with other gossip magazines and expect a sales uplift of 40%.



On sale 15 December
Frequency weekly
Price £1.80
Distributor Frontline
Display with Best



Bestsellers Modelling

Title	On sale date	In stock
1 Railway Modeller	10.12	<input type="checkbox"/>
2 Hornby	10.12	<input type="checkbox"/>
3 Model Rail	17.12	<input type="checkbox"/>
4 British Railway Modelling	10.12	<input type="checkbox"/>
5 Radio Control Models & Elec.	18.12	<input type="checkbox"/>
6 Model Engineer	11.12	<input type="checkbox"/>
7 Airfix Model World	03.12	<input type="checkbox"/>
8 Model Boats	18.12	<input type="checkbox"/>
9 Model Engineer Workshop	11.12	<input type="checkbox"/>
10 Scale Aircraft Model	16.12	<input type="checkbox"/>
11 Radio Control Model World	07.01	<input type="checkbox"/>
12 Scale Aircraft Modelling	16.12	<input type="checkbox"/>
13 Garden Rail	17.12	<input type="checkbox"/>
14 Military Modelling	11.12	<input type="checkbox"/>
15 Model Railway Journal	01.12	<input type="checkbox"/>
16 Marine Modelling	31.12	<input type="checkbox"/>
17 Continental Modeller	17.12	<input type="checkbox"/>
18 Model Railroader	11.12	<input type="checkbox"/>
19 Quiet & Electric Flight Intl	30.10	<input type="checkbox"/>
20 Engineering in Miniature	17.12	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



WALES

OFFICIAL CAMPAIGN STICKER COLLECTION



Starter Pack: £2.99 RRP



Sticker Packet: 50p RRP

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ON SALE NOW

THIS WEEK IN MAGAZINES



TAKE A BREAK

The Take a Break Christmas issue is packed full of festive articles and prizes worth more than £40,000. This issue of the top-selling title in the women's interest category, has an increased price of £1.75 to reflect its Christmas content alongside regulars such as hot topics, real life stories and readers' photos. Retailers are advised to expect a sales uplift of 50%.



On sale 10 December
Frequency weekly
Price £1.75
Distributor Frontline
Display with That's Life!



CLOSER

Closer's Christmas double issue includes an exclusive look at Michelle Keegan's life in Christmas style, and Christmas recipes handpicked by a variety of celebrities. The issue will also feature real life stories and celebrity interviews. Also featured are the best festive fashions for under £50 alongside a 14-day TV guide and ideas on last-minute Christmas gifts. Last year's issue saw a sales uplift of 40%.



On sale 15 December
Frequency weekly
Price TBC
Distributor Frontline
Display with Heat, Grazia



HEAT

This year's Christmas bumper issue of Heat includes features such as Heat's news section, a year in reviews, celebrities dress-up and a bumper TV section with full listings for this issue only. Last year's double issue saw a sales uplift of 50% and retailers are advised to display Heat fully faced at the front of fixture and in any additional display space.



On sale 15 December
Frequency weekly
Price TBC
Distributor Frontline
Display with Closer, Grazia



FAST BIKES

Fast Bikes' January issue includes coverage of motorcycle launches from the recent EICMA show in Milan, road tests of the latest machines to hit the market and updates on the magazine's long-term bikes. This edition offers readers a free 2016 calendar with photographs taken on some of the world's most stunning roads, and has space under the dates in each month for notes, alongside listed magazine on-sale dates.



On sale 8 December
Frequency monthly
Price £4.35
Distributor Seymour
Display with Motorcycle Sport & Leisure, Bike, Motorcycle News



DIVER

The January edition of Diver comes with a free calendar complete with images from the British Society of Underwater Photographers' annual print competition. According to publishers this is the best-selling issue of the year. Inside is a guide to underwater escapes in Egypt, Fiji, Greece, Grenada, Indonesia and Scotland, and a feature on basking sharks – where to find them and how to join them.



On sale 17 December
Frequency monthly
Price £4.40
Distributor Seymour
Display with Dive Pacific, Adventure Diving, Sport Diver

Retailer viewpoint

Anna Bassi

Editor,
The Week Junior



GREAT NEWS AS THE WEEK GOES JUNIOR

Last month's launch of The Week Junior was met with a roar of approval from parents, teachers and children. Conceived as a child-friendly offshoot of parent title The Week, the magazine's aims are simple: to bring news and current affairs to curious youngsters and to help them make sense of the world.

The process of creating each issue isn't quite so simple though.

The team give much thought to making the right selection of stories and telling them to 8-14-year-olds in an engaging way.

It's important to ensure that we balance the serious with the more light-hearted, inspiring and entertaining.

It's also critical to put the 'big' news into context – so that young people read the headlines and understand the stories behind them. And the pictures are just as important. We're just finishing our third issue and have received lots of positive feedback so far. One parent told us that his son had taken his copy to bed and read it from cover to cover, then did the same again while eating breakfast. We also received praise for our handling of the Paris attacks. Parents thanked us for tackling this sensitive subject in a way that left children feeling informed but not anxious.

This response supports our strong belief that there is a place in the children's magazine market for a good quality, fact-based magazine that is not dependent on big brands or pieces of plastic to shift it off the shelves.

Top tip

Display The Week Junior beside The Week so that parents shopping for their own magazine can pick up a copy for their children at the same time.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



PETE AND CLARE HART ON HOW THEY ARE BEATING WH SMITH AT ITS OWN GAME

Plus, last week we gave you the RN team's nominations for the best supplier and industry activity of 2015 – next week we unveil your winners



Partworks

Title	No	Pts	£
DeAgostini			
Build the Millennium Falcon	45	100	8.99
Cake Decorating	195	210	2.99
Cake Decorating Relaunch	144	165	2.99
Dinosaurs & Friends	42	60	5.99
Official Star Wars Factfile	98	120	2.99
Zippo Collection	7	60	19.99

Eaglemoss

3D Create & Print	47	90	6.99
Batman Automobilia	77	80	10.99
Build A Solar System	16	104	6.99
DC Comics Graphic Novel	9	60	9.99
Disney Cakes & Sweets	118	120	4.50
Doctor Who Figurines	60	70	7.99
Marvel Chess Collection	52	64	8.99
Marvel Fact Files	143	150	3.50
Military Watches	48	80	9.99
Star Trek Off. Starships Coll.	61	70	10.99

Hachette

Art of Crochet	11	120	2.99
Art of Knitting	46	90	2.99
Art Therapy	38	100	2.99
Black Pearl	100	120	5.99
Build the Mallard	63	130	7.99
Build the U96	63	150	5.99
Classic Pocketwatches	86	80	8.99
Dr Who Complete History	5	80	9.99
Judge Dredd Mega Collection	23	80	9.99
Marvel's Mightiest Heroes	51	60	9.99
My 3D Globe	49	100	5.99
Your Model Railway Village	107	120	8.99

RBA Collectables

Amazing Dinosaur Discovery	39	80	5.99
My Zoo Animals	14	60	5.99
Precious Rocks, Gems & Minerals	46	100	5.99
Real Life Bugs & Insects	64	85	5.99

Collectables

DeAgostini

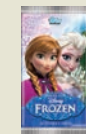
Magiki Kittens	2.50
Geckos & Co	1.99

Magic Box

Zomlings Series 4	0.50
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Collectables

Topps



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



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



Disney Frozen Fashion Pack
Packets **£1.00**



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



Hero Attax Marvel Avengers
Starter **£4.99**
Cards **£1.00**



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



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



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



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



World of Warriors
Starter **£4.99**
Cards **£1.00**



Lego Ninjago
Starter **£2.99**
Stickers **£0.50**



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



Match Attax 2015/16
Starter **£3.99**
Cards **£1.00**



Merlin's Official Premier League 2015
Starter **£2.00**
Stickers **£0.50**

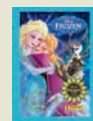
Panini



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



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



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



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



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



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



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



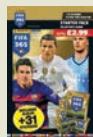
Road to UEFA Euro 2016
Starter **£4.99**
Cards **£1.00**



England Official Sticker Collection
Starter **£2.99**
Stickers **£0.50**



Star Wars Abatons
Starter **£7.99**
Cards **£1.00**



Fifa 365
Starter **£2.99**
Stickers **£0.50**



The Good Dinosaur
Starter **£2.99**
Stickers **£0.50**



Fifa 365 Adrenalyn XL
Starter **£4.99**
Cards **£1.00**



Ultimate Spider-Man
Album **£2.99**
Stickers **£0.50**



Jurassic World
Starter **£2.99**
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FOCUSED ON INDEPENDENT RETAILING

THIS WEEK IN MAGAZINES

Newspaper terms

Daily newspapers			Saturday newspapers			Sunday newspapers		
Margins/pence			Margins/pence			Margins/pence		
Sun	40p	9.28p	Sun	70p	14.98p	Sun	£1.00	21p
Mirror	60p	13.92p	Mirror	90p	19.26p	Sunday Mirror	£1.30	27.30p
Mirror (Scotland)	65p	15.08p	Mirror (Scotland)	90p	19.26p	People	£1.30	27.30p
Daily Record	60p	13.20p	Daily Record	85p	18.70p	Star Sunday	50p	11.05p
Daily Star	20p	4.84p	Daily Star	30p	7.26p	Sunday Sport	£1.00	24.3p
Daily Mail	60p	13.92p	Daily Mail	90p	19.26p	Mail On Sunday	£1.60	33.60p
Express	55p	13.31p	Express	85p	18.19p	Sunday Mail	£1.60	33.60p
Express (Scotland)	50p	12.10p	Express (Scotland)	80p	18p	Sunday Mail (Scotland)	£1.60	33.60p
Telegraph	£1.40	32.62p	Telegraph	£2.00	48.00p	Sunday Telegraph	£2.00	45.50p
Times	£1.20	28.20p	Times	£1.50	35.25p	Sunday Times	£2.50	52.50p
FT	£2.70	54p	FT	£3.50	79.10p	Observer	£2.90	72.50p
Guardian	£1.80	41.40p	Guardian	£2.70	62.10p	Independent on Sunday	£2.20	55p
i	40p	10p	i Saturday	50p	12.5p	Scotland on Sunday	£2.15	49.45p
Independent	£1.60	35.52p	Independent	£2.00	47.20p	Racing Post	£2.50	60.625p
Racing Post	£2.20	53.35p	Racing Post	£2.50	58.125p	Sunday Herald	£1.50	34.50p
Herald	£1.30	29.90p	Herald	£1.70	39.10p	Sunday Express	£1.40	29.68p
Scotsman	£1.40	31.50p	Scotsman	£1.80	40.50p	Sunday Post	£1.50	33.00p

Daily newspapers			Saturday newspapers			Sunday newspapers		
Margins/percentage			Margins/percentage			Margins/percentage		
Sun	40p	23.20%	Sun	70p	21.40%	Sun	£1.00	21.00%
Mirror	60p	23.20%	Mirror	90p	21.40%	Sunday Mirror	£1.30	21.00%
Mirror (Scotland)	65p	23.20%	Mirror (Scotland)	90p	21.40%	People	£1.30	21.00%
Daily Record	60p	22.00%	Daily Record	85p	22.00%	Star Sunday	£1.00	22.10%
Daily Star	40p	24.20%	Daily Star	60p	24.20%	Sunday Sport	£1.00	24.30%
Daily Mail	60p	23.20%	Daily Mail	90p	21.40%	Mail On Sunday	£1.60	21.00%
Express	55p	24.20%	Express	85p	21.40%	Sunday Mail	£1.60	21.00%
Express (Scotland)	50p	24.20%	Express (Scotland)	80p	22.50%	Sunday Mail (Scotland)	£1.60	21.00%
Telegraph	£1.40	23.30%	Telegraph	£2.00	24.00%	Sunday Telegraph	£2.00	22.75%
Times	£1.20	23.50%	Times	£1.50	23.50%	Sunday Times	£2.50	21.00%
FT	£2.70	20.00%	FT	£3.50	22.60%	Observer	£2.90	25.00%
Guardian	£1.80	23.00%	Guardian	£2.70	23.00%	Independent on Sunday	£2.20	25.00%
i	40p	25.00%	i Saturday	50p	25.00%	Scotland on Sunday	£2.15	23.00%
Independent	£1.60	22.20%	Independent	£2.00	23.60%	Racing Post	£2.50	24.25%
Racing Post	£2.20	24.25%	Racing Post	£2.50	23.25%	Sunday Herald	£1.50	23.00%
Herald	£1.30	23.00%	Herald	£1.70	23%	Sunday Express	£1.40	21.20%
Scotsman	£1.40	22.50%	Scotsman	£1.80	22.50%	Sunday Post	£1.50	22.00%

Newspapers

Scale of third-party advertising insert payments									Weight Watchers 5-6 December					
Insert weight	Original scheme	Mail	Mirror	News UK	Express	Guardian	Telegraph	Independent	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert	
Cumulative?	no	yes	no	no	no	no	no	no	Sunday Times	1,550g	855g	305g	5	180g
0-69g	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Telegraph	1,540g	1,185g	105g	5	80g
70-100g	1.5p	2.5p	2.57p	2.7p	2.15p	2.75p	2.65p	2.49p	Times	1,045g	580g	185g	5	105g
101-200g	2p	3p	3.36p	3.3p	2.75p	3.35p	3.30p	2.77p	Sunday Telegraph	840g	490g	70g	2	60g
201-300g	4p	5p	6.09p	5.5p	5p	5.75p	5.66p	5.32p	FT	825g	500g	0g	0	0g
301-400g	5p	7p	7.43p	6.7p	6p	7p	6.38p	6.65p	Mail on Sunday	800g	360g	110g	5	60g
401-500g	*	7.5p	*	*	*	*	*	*	Guardian	765g	330g	0g	0	0g
Over 500g	*	8p	*	*	*	*	*	*	Mail	705g	235g	180g	5	65g
* By negotiation														

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

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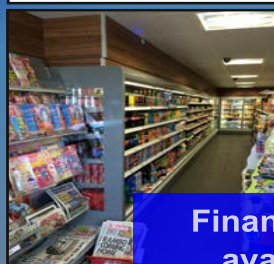
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Back in the day

101

YEARS AGO

12 December 1914

Mr Allan, a Stockton newsagent, has secured for the widow of a customer a cheque for £10, to which she was entitled under the insurance scheme of the Northern Echo, but of which she was quite oblivious. Mr Allan should enjoy a big rush of new customers.



50

YEARS AGO

11 December 1965

Two 14-year-old newsboys, charged with stealing 2,400 cigarettes from an Eastbourne newsagents where they were employed, were conditionally discharged for 12 months by and ordered to pay £1 2s. 6d. court fees. Magistrates took into account the fact the boys were making weekly restitution to their employer.



25

YEARS AGO

15 December 1990

Gift subscriptions through the trade are set to become a reality next Mother's Day, after the Periodical Publishers Association board gave its approval for the scheme last week. A pilot will be set up, in conjunction with Newsforce Marketing Ltd., in Yorkshire, aimed at promoting the idea of gift subscriptions.



Tesco's name game creates the wrong impression

With supermarkets continuing their bid to open as many convenience stores as they can, it can sometimes feel like there's a Sainsbury's Local or Tesco Express on every corner.

But eagle-eyed shoppers in Surbiton, London, have noticed something a bit off about one of their local chains – which has been trading under the name 'Tesco Express'.

As it turns out, one shopkeeper in the area has revamped his store with the dubious copycat name, and has even rebranded his fascia with similar lettering and



blue, red and white colour scheme to that of Tesco.

A worker at the business told the Evening Standard that it had been trading as Tesco Express for a year, and

that there were no plans to change the name.

Responding to the news, a Tesco spokesperson said: "We don't comment on specific cases but we always take appropriate steps in order to protect our brand."

In other words, Extra! is expecting another rebrand at the business – and we for one are looking forward to the grand opening of 'Sainsbury's' Local of Surbiton in the near future.

'Bag for life' chalks up 34 years

While many shoppers have been grappling with the new UK-wide plastic bag tax, one pensioner is well ahead of the curve – having carried his shopping in the same carrier bag for the past 34 years.

Martin McCaskie picked up a 50th anniversary plastic bag from Tesco in 1981 and, since then, he has carried it around everywhere he goes.

The retired process technician from north Wales estimates he has used the bag around 2,000 times.

The bag itself is still in remarkably good shape considering its age, something that Martin puts down to thicker plastic used for carriers back in the day.

He told the Daily Mail: "I always keep it folded in the pocket of my coat in case we ever need one."

"It's proved very handy since the charge came in for plastic bags in Wales four years ago, but even before then I would never throw away a plastic bag."

VIEW FROM THE COUNTER with Mike Brown



Most weekends now the Express and Star arrives with its magazines pre-inserted. Personally, I would prefer to insert the supplements myself – not only for the handling allowance but to keep the copies neat and tidy.

Often I spend as much time making the copies saleable – as I have with the Mirror for years – as it would take me to insert.

In the run up to Christmas I dread to think what condition they will arrive in stuffed full of third party advertising. Of course, the 2p handling allowance is derisory and well below the forthcoming National Living Wage of £7.20 per hour, but for newsagents with small newssheets the handling allowance helps.

In a difficult financial climate, to help with cashflow we have been using a Sinclair Collis cigarette vending machine in the shop for the past three years. Without any warning, the company decided we were not doing enough business and removed it.

It would be interesting to know how many small newsagents have been affected by this move – I suspect quite a few.

Luckily I have a Blakemore cash and carry in Middlesbrough which sells half outers. Even so, I had to fork out £1,000 to re-stock with just a core range, whereas the vending machine allowed more choice.

Stokesley's festive shopping season launched on 26 November with the high street lights being switched on. There was a lovely warm atmosphere. The shops stayed open until 8pm with recitals from local choirs and hot food at the Old Market Square.

Shortly after the carnage in Paris I was visiting my local Booker in Stockton. Along the side of the glass butcher's counter the staff had drawn an Eiffel Tower, a French onion seller, French flag and other recognisable French landmarks and customs with the words "Vive la France". What a great gesture.

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