

BUILDING GROWTH

Supplier support for every part of your store

SPECIAL REPORT
Page 34 >>



Match made in heaven
'Food tastings have grown our alcohol and deli sales' Page 24 >>



RETAIL NEWSAGENT

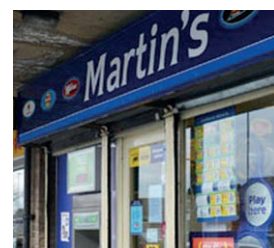
NEWS • CONVENIENCE • PROFIT

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Parcel win worth £500 to top shops



- Handling three packages a day would deliver £1.6m annual profit across 3,300 Pass My Parcel stores.
- Smiths launches campaign to promote "hero" local stores to millions of Amazon customers. Page 5 >>



PROPERTY

McColl's demand confirms c-store vibrancy

'Solid interest' in over 30 of 100 stores in first two weeks. Page 4 >>

TOBACCO DISPLAY

No gantry u-turn claims Imperial

But retailer reports 65% deal after rep negotiation. Page 4 >>

CARRIAGE CHARGES

97% freeze Smiths fee

Less than a thousand opt for variable terms. Page 5 >>



Beetle in the bag A customer of Londis at Liberton Garage in Edinburgh won a £16,000 VW Beetle after taking part in the Walkers Bring it Back campaign. Lennart Palleson (pictured left) entered an exclusive competition for Londis and Budgens customers by voting online to bring back one of six classic Walkers flavours.

NEWSPAPERS

Winter warning for late publishers

Calls for supply chain focus as October cut-off figures worst since April. Page 7 >>

One in 10 retailers not compliant with tobacco display ban, survey finds. Page 14 >>

Vol 126 No 45
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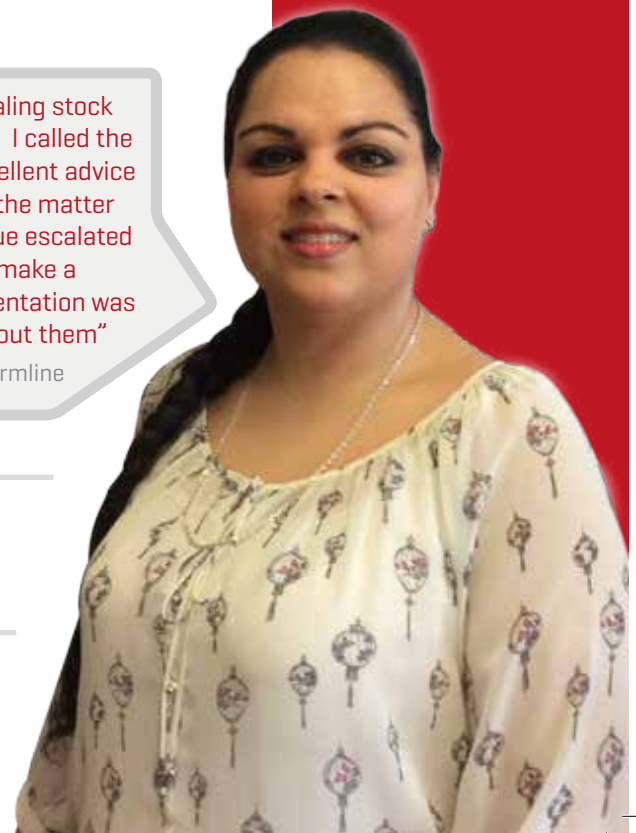
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NFRN LEGAL



LEADER



Every time a customer comes in with a rival takeaway coffee, the owner gives them a voucher for a free Jack's Beans and a loyalty card



CHRIS GAMM

Editor

@ChrisGammRN

On Sunday afternoon, I found a fantastic local shop quite literally at the centre of its community. Each year, Mortimer in Berkshire runs a charity scarecrow hunt in which participants track down 50 scarecrows created by residents and hidden all over the village.

It bought thousands of visitors to the village throughout the week and each one visited the local Budgens to buy a map for £1, which included a free gift of Euro Shopper crisps or Haribo sweets. The shop, local café and pubs were all heaving.

The creativity demonstrated by this store reminded me of a conversation I had with Jon Bunting and Louise Ryan from Smiths News on Friday in which they stressed the importance of being entrepreneurial in seeking out new sales opportunities.

They told me the story of how Basing News in Basingstoke grew its coffee sales from 10 to 50 cups a day through pure entrepreneurial spirit.

Every time a customer comes in with a rival takeaway coffee, the owner gives them a voucher for a free Jack's Beans and a loyalty card. Her policy is to not let anyone leave the store without giving them the opportunity to try a coffee. When a new office block opened nearby, she approached them to tell them about all the services she offers.

By being proactive, they grew to become the UK's top-selling Jack's Beans store, generating more than £18,000 profit a year from the service.

With the National Living Wage just five months away, every store will be looking for opportunities to grow turnover to cover increased costs. Identifying an opportunity is just the first step. Engaging staff and delivering it with passion and energy could prove even more valuable.

CONTENTS

NEWS

- 4 **INDUSTRY NEWS** Imperial Tobacco denies gantry space 'climbdown'
- 6 **BUSINESS NEWS** Blakemore reduces tobacco prices to win new business
- 7 **NEWSTRADE** Action call after cut-offs spike
- 8 **PRODUCT NEWS** £4.2m seasonal marketing boost for Baileys
- 12 **REGIONAL NEWS** Retailers' frighteningly good Halloween sales
- 16 **NFRN DISTRICT COUNCIL** Mersey Dee and East Midlands DC reports
- COMMENT & ANALYSIS**
- 18 **YOUR STOCK, YOUR SAY** Have the new Lottery

rules had any impact on your business? And how are you growing your beer and cider sales

- 19 **LETTERS** Retailer confused after Camelot's direct debit dilemma; are you having a three-day Christmas break?
- 20 **YOUR ISSUE** Retailer's challenge to partwork publishers
- 21 **COLUMNIST** Ensure your margins are National Living Wage-friendly, writes Neville Rhodes
- 22 **PRICEMATCH** UK medicated confectionery prices

28



- 28 **RETAILER PROFILE** Josie Chamberlin made her Hitchin shop a destination store

by focusing on niche products such as craft beer, wine and locally-sourced produce.

FEATURES

26



- 26 **THE RN INTERVIEW** RN catches up with Lucozade Ribena Suntory impulse and foodservice director Bruce Alexander (left)

40



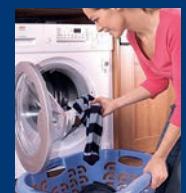
- 30 **CHRISTMAS MAGAZINES** It's not just bumper festive TV guides that readers want over the festive break. Read what our star retailers say about maximising sales
- 34 **STORE SUPPORT** There's plenty of help available these days to enable you to run an efficient, profitable business. Read our guide to find out how to get all the support you need
- 40 **PREVIEW THIS WEEK IN MAGAZINES**
- 41 **ROUND-UP** Subscription flyers cause frustration
- 42 **FOR YOUR SHELVES** Disney Cakes & Sweets special one shot

NEXT WEEK



NEWSPAPERS

How much value do they bring to your store?



LAUNDRY

Tips and stats that will freshen up your sales

WE WANT TO REDEFINE THE C-STORE AS HAVING ANYTHING ON THEIR SHELVES THAT AMAZON SELLS WITHIN 24 HOURS

- SMITHS NEWS'S MANAGING DIRECTOR OUTLINES HIS AMBITIOUS PLAN FOR UK CONVENIENCE RETAILING Page 25 >>

NEWS

'Burden' of rates rethink

The NFRN has warned that government plans to streamline the business rates appeal system could put too high a burden on retailers.

Local government minister Marcus Jones said changes would make it easier for businesses to check and challenge their business rates through a "straightforward three-stage process", but NFRN chief executive Paul Baxter said it placed more of a burden on retailers and could even deter them from disputing valuations.

"The government wants challengers to provide detailed, substantiated reasoning, backed by evidence, along with an alternative valuation," he said. "Our members will lack both the information and experience for this, so will need to seek help, which will incur costs, reducing any effective benefit of a successful appeal."

£1 games for Health Lottery

The Health Lottery has discontinued its 50p game and replaced it with its existing £1 game in a bid to win over more players from the main Lotto game.

The move saw new Tuesday and Friday £1 draws added last week, bringing the total number of draws up to five a week. It follows the launch of a Thursday £1 game in August.

The Health Lottery claims players are now 21 times more likely to claim its top prize following the change.

It comes in direct response to Camelot doubling the price of its Lotto tickets to £2 and increasing the number of balls used in draws.



Lord Mayor cuts ribbon on Dee Bee three

Liverpool's Lord Mayor, Cllr Tony Concepcion officially opened Today's Group's new symbol store in Swanside Parade alongside store manager Vigi Paskar. It is the third store in Liverpool within the UK Wholesaler's Dee Bee chain. Manager Vigi Paskar said: "We are all delighted with the new store. As well as providing an exciting new shopping option for the area, it is also creating seven new jobs for local people."

Retailer says he has negotiated agreement with rep Claims email sanctioned reduction

Imperial denies gantry space climbdown to 65%

by Steven Lambert

Imperial Tobacco has denied softening its stance on gantry space after a retailer told RN he had negotiated an agreement to lower the company's allocation from 70% to 65%.

Martin Ward, of Cowpen Lane News, Cleveland, said he had refused to comply with a demand from the company to increase space for its products once Philip Morris lines were removed from Imperial's core range. Mr Ward's original contract stated a

65% allocation of space to Imperial with 6% to Philip Morris.

He was one of several store owners to claim the company wanted to take up more display space after terminating its distribution agreement with Philip Morris.

Mr Ward said: "My representative came to my store this week to re-merchandise and told me the company is now happy if I maintained the 65%. I can use the remaining 35% as I wish.

"I feel that's the agree-

ment that I signed up to in the first place. I wasn't ever happy with the call for a 70% Imperial range or the threat of legal action and I said so, but I feel we've come to a good compromise."

Mike Mitchelson, of Mitchelson News, Brampton, welcomed the news. He said he felt "relieved" that Imperial appeared to be listening to retailers.

He said: "Many of us in the trade thought Imperial's stance was too draconian. There's been uproar and I'm glad the pressure

seems to be prompting Imperial to reconsider."

However, Imperial denied its position had changed, despite one retailer, who does not want to be named, reporting seeing an email that had been sent to Imperial reps advising them they could settle at 65%.

An Imperial spokesperson said: "We continue to remind retailers of their obligations under the terms of their contracts and we cannot speculate about any potential next steps at this stage."

Indie owners in line as McColl's sells off 100

The sale of 100 McColl's newsagents has generated huge interest from potential convenience buyers and proves the independent sector remains "fertile ground" for new business, according to a specialist property buyer.

Christie & Co. is working with McColl's Retail Group

to sell off the small-format shops as going concerns after the retailer unveiled plans to develop its convenience store estate last month. Steve Rodell, director and head of retail at Christie & Co., told RN the McColl's website "crashed" after receiving enquiries about the sites from independent

operators, symbol groups and national retail chains.

He said: "By the end of this week, we'll have pretty solid interest on a third of the stores and a lot of these will be moving into deal and agreed mode. It's encouraging that there's not been more than four or five stores that haven't had any

interest whatsoever, which goes to show the sector is still fertile ground for new business."

The news comes as Sainsbury's announced plans to develop 1,000 small format 'micro' supermarkets, with a pilot 1,000sq ft store launched in central London last month.

Labour tight-lipped over 'greedy' indies

A senior Labour figure has refused to criticise a backbench colleague who accused independents of "pure greed" for requesting customers make a purchase when using PayPoint. Shadow small business

minister Bill Esterson would not be drawn on comments made by Rosie Cooper MP who has repeatedly ignored RN's request for clarification of her comments. He said it was not legally "possible" for

retailers to force shoppers into making additional purchases. However, he added Labour "should be doing all we can to ensure that local retailers are allowed to operate in a fair market with a

level playing field alongside larger competitors" and committed his party to fighting proposed changes to Sunday trading laws. ● Read a full interview with Bill Esterson in RN's 27 November issue

Smiths promotes 'hero' stores to millions of Amazon shoppers Slough retailers in campaign test

Handle three parcels a day and earn £500 profit

by Chris Gamm

Smiths News said proactive retailers can earn "much more" than £500 a year in commission from Pass My Parcel as it launched a campaign to promote "hero" local stores to millions of Amazon shoppers this week.

The campaign for its click and collect business positions independent retailers as "unsung heroes" and virtual stores where shoppers can collect anything sold on the internet.

"We want to redefine how people see c-stores – as having anything on their shelves that Amazon sells within 24 hours," said Smiths News managing director Jon Bunting.

In an interview with RN, Mr Bunting said proactive retailers have the potential to handle "many more" than two parcels a day.

"How much profit retail-

ers earn is down to them," he said. "If they get their staff engaged, tell customers about the service and are willing to try basic entrepreneurial ideas, they'll see their volumes grow."

Handling two parcels a day would generate £327 a year in retail commission, while three parcels a day would generate £491 – worth the same as selling 189 lottery tickets a week. Retailers in the south east are cur-

rently handling "multiple parcels a day", Mr Bunting said.

The ads will appear on Amazon's welcome page, thank you page, mobile site and on Kindle Fire devices and features eight Pass My Parcel retailers from Slough. From the start of next year, billboard and bus stop posters will run around the Slough stores to raise awareness of the service and drive footfall.

"It's a test in Slough. We will work out what works, then replicate it in targeted areas," said Smiths News strategy and business development director Louise Ryan.

The company, meanwhile, has announced to the City that it has won a major customer from a rival click and collect business. "It's a big online player that will go live by Christmas," said Mr Bunting.



Win an RN reporter

There is still a week left for RN readers to enter the draw to win a journalist to work in their store for a day. Retailers who are interested can enter at facebook.com/retailnewsagent by liking the page and the competition post. The winner will be announced on Facebook on Monday 16 November.

Imperial profits up

Imperial Tobacco has reported a 15% rise in annual pre-tax profits for the year to 30 September despite a fall in sales.

The manufacturer said pre-tax profits had grown to £1.76bn from £1.53bn, but tobacco volumes fell by 5.6%.

Alison Cooper, chief executive at Imperial, said: "It's a highly competitive environment in the UK and we have invested to gain our fair share in the growing sub-economy segment."

Meanwhile, Imperial is launching START packs, which will provide retailers with information and advice on legislative changes.

Own label welcomed

Budgens and Londis stores have welcomed the first wave of Booker's Euro Shopper own label products following the takeover of Musgrave Retail Partners GB earlier this year.

Andrew Thornton, of Thornton's Budgens in Belsize Park, posted pictures of the range on social media this week, telling RN: "Customer response has been great, it's selling rapidly."

97% of shops opt for fixed carriage, says Smiths

About 97% of Smiths News' customers are on a fixed rate for carriage charges, according to the wholesaler's managing director.

Jon Bunting told RN the number of stores that chose to opt out of the two-year freeze and remain on variable rates was only in the hundreds, adding that he

expected charges to rise in 2016.

"It's important we have given customers choice for the first time," he said.

"We didn't know what to expect, but the way I run the business is certainty is a good thing."

Kate Clark, of Sean's News in Upton-upon-Severn, said

she chose the fixed rate because it seemed like the "safer option".

"Carriage charges should be coming down with the price of fuel so low, but they seem to always go up, so at least I know what I will pay for the next two years."

Her charges had risen by almost 4% in September,

she said.

Steve Archer, of Archer's Premier stores in Cheshire and Staffordshire, opted for the variable rate, saying it was "absolutely pointless" fixing.

"The biggest issue is transparency. We can't see the breakdown of what we are paying for," he said.

NEWS

BUSINESS

WH Smith Local's 50th store

WH Smith is celebrating hitting the 50-store mark for its WHSmith Local franchise.

The firm hit the milestone with the opening of its latest store in Holmfirth, West Yorkshire last month, which is run by Hardeep Sahota. It is the latest store in a partnership between the NFRN and WH Smith designed to reduce retailers' reliance on the traditional categories of tobacco, news and confectionery and focus on higher margin categories such as stationery.

NFRN chief executive Paul Baxter said: "I'm delighted the local concept has been so well received and to see the successes that stores are having."

A statement from WH Smith read: "With a total of 50 stores now open and further contracts signed, we are encouraged with the progress and would urge any other newsagents keen to learn more about to get in touch."

New from Morrisons

Morrisons is piloting a new convenience offering as part of a new deal with forecourt operator Motor Fuel Group (MFG).

The news follows on from the supermarket's £25m sale of its M Local convenience estate to retail entrepreneur Mike Greene, who reopened the chain as My Local last week.

Morrisons said it will look to provide a 'convenience food offer' to five forecourts stores run by MFG.

Chief executive David Potts said: "We want to consider new opportunities to serve customers better in the convenience market where the capital commitment is low and the Morrisons resourcing is light-touch."



Spar opens second store with motorway services operator

A new Spar store is to open on the M1 and A43 in the second partnership between UK motorway service operators Roadchef and the convenience group. The store will offer grocery and artisan products alongside an in-store bakery and a wider range of healthy produce. It follows the launch of the first Spar within a service station on the M5 at Strensham. It is estimated 20 staff at the business will serve 10,000 customers every day.

Incentives on best-selling lines to win new business New scheme 'offers unbeatable value'

Blakemore cuts tobacco prices to tempt retailers

by Steven Lambert

Blakemore Wholesale is aiming to win over more retailers with a new pricing strategy offering reduced prices on best-selling tobacco lines.

The company said the initiative will offer lower prices of the three top-selling tobacco products at eight of its 14 depots.

The sites adopting the new scheme include Swansea, Birmingham, Cardiff,

Killingworth, Gateshead, Middlesbrough, Walsall and Wolverhampton.

At the same time, retailers buying 15 full cigarette outers from participating cash and carries will also receive a free 24x330ml case of Coca-Cola.

Blakemore said the strategy would replace existing 'Top Ten' deals at affected depots, with remaining sites continuing their current stock deals.

Blakemore Wholesale

commercial director Russell Grant added that the move would offer improved deals and maximise profit margins for retailers.

"We believe that the new scheme is simpler and more impactful than our existing pricematch initiative and offers unbeatable value for money," he said. "It reflects the local trading environment, customer feedback and the local competition that those eight depots have. Our other depots have

different competition and trading profiles and they maintain their previous competitive offer on cigarettes and tobacco."

The move comes as other wholesalers reported continued declines in their tobacco sales. Last month, Booker unveiled it had seen a 3.7% dip in its tobacco sales in the 24 weeks to 11 September, which it attributed to growth in the illicit trade and more smokers switching to e-cigarettes.

Special One Stop Black Friday deals

One Stop franchisees will have the chance to take part in this year's Black Friday event to offer a number of seasonal deals to shoppers.

Black Friday, a promotional sales scheme created in the US, has been growing in popularity in the UK and generated £810m worth of sales for retailers last

year, according to One Stop.

The group said it will run a number Black Friday deals in its stores between 27 and 30 November on categories such as soft drinks, spirits, beer and batteries.

Lizzie Reynolds, customer director at One Stop, said: "No-one in the UK has

really delved into whether the Black Friday event is relevant for the convenience market and whether our customers would like to benefit from hard discounts on the more everyday essentials during this period.

"We're interested in exploring it this year and will look to evolve in future

years if it's a success."

Meanwhile, One Stop revealed it has strengthening its ties with food service operators with the launch of its third in-store Subway franchise.

The concession was opened in Karlos and Pratima Patel's One Stop store in Leeds last month.

NEWSTRADE

Concerns over lack of contingencies 'Retailers affected should be fully compensated'

New NFRN call for action after missed cut-off spike

by Nicola Stewart

A spike in missed cut-off times into wholesale has prompted the NFRN to renew calls for newspaper publishers to focus on solving issues within the supply chain.

Head of news Brian Murphy said inbound deliveries in the past six months had arrived on time more often compared to last year, but the last week in October was the worst week since April.

Publishers arrived into

depots after cut-off time 133 times during the week, not taking into account 29 October, when a major crash on the M62 delayed deliveries into retail by up to four hours.

Mr Murphy told RN: "While we acknowledge there has been progress made, we are mindful that more focus is required in the winter months.

"We can't afford to stop monitoring performance, and the accident on the M62 demonstrates the lack of contingencies in place,

which is a concern.

"We expect those retailers who were affected to be fully compensated, without having to go through the long-winded restitution process."

Andrew White, of Wotons Farm in Devon, said wholesalers needed to make changes to offset publishers arriving near to or after cut-off. "Smiths often sends me a text in the morning saying 'all titles have arrived on time but we are running 20 minutes late'.

"If publishers consis-

tently arrive that close to cut-off, wholesalers need to change their systems so they can handle it."

But Des Barr, of Sinclair Barr Newsagents in Paisley, said that both publishers and wholesalers had made significant improvements.

"I think Menzies has put a lot of pressure on publishers to be on time every day and to not expect them to make up the time.

"We are, as an industry, performing probably at the highest level we have in a long time."

Mail sales job for Law

Mail Newspapers has appointed Andy Law as sales manager for the independent channel.

Mr Law previously worked for Lucid for 11 years, the last four as retail account director, where he worked across independent, symbol and forecourt retailers managing and advising on range, display and promotions of newspapers and magazines.

His main focus will be on developing sales initiatives in independent stores.

German title in UK

German home and gardening magazine Landlust has launched an English edition in the UK.

On sale today, the quarterly title has a cover price of £4 and is distributed by Marketforce.

It focuses on garden design and cultivation, living decorating, cooking and baking and landscaping and should be displayed alongside titles such as Ideal Home and Landscape.



Mirror seals Local World buyout

Trinity Mirror has completed a deal to buy Local World, making it the biggest publisher of regional titles in the country.

The publisher, which also owns the Mirror and Sunday People, is to buy out the 80% it does not already own in a deal that values the business at about £220m.

Local World owns 83 print titles including 16 dailies and 36 paid-for weeklies.

Some titles in Cambridge and Hertfordshire are being sold to Iliffe parent, the Yattendon Group.



Giant launch for Good Dinosaur

Panini is launching a sticker collection based on the upcoming Disney Pixar film Good Dinosaur. The animated feature, out in the UK on 25 November, is based on the premise that the asteroid that made dinosaurs extinct never hit Earth and dinosaurs still exist. The sticker collection, on sale on 19 November, includes 192 stickers featuring scenes from the film. Starter packs include a sticker album and 31 stickers and sticker packets are 50p.

Fears readers will abandon price rise papers

Retailers in the east of England fear price rises across a raft of regional titles could stop customers from buying local newspapers.

Archant has increased the price of the Eastern Daily Press and East Anglian Daily Times by 5p on weekdays and 10p on

Saturdays, and the Ipswich Star and Norwich Evening News by 5p every day.

It has also increased the price of all its weekly titles (apart from Ham & High Broadway) by 10p.

Josie Dixon, of Dixons Newsagents in Suffolk, said each time a local paper increased its price, she saw

a hit to her sales.

"If people are on a budget, they are not going to pay extra, especially if they are buying a local paper and a national paper each day.

"I have never been convinced by the increased cover price generating more profit argument."

NFRN head of news

Brian Murphy added: "Upsetting retailers' customers is hardly going to solve any problems."

Terms on the Eastern Daily Press, East Anglian Daily Times and Norwich Evening News are pro-rata, while retailers are advised to check with wholesalers about other titles.

T'bird 2 set for lift-off

DC Thomson is asking retailers to display any allocated copies of its new children's title Thunderbirds Are Go after 655 stores early returned the first issue.

The first five issues of the title come covermounted with collectable mini-models that should encourage repeat purchases, said the publisher. The second issue goes on sale on 11 November.

NEWS

PRODUCTS

Grab bags get a 75p pricemark

PepsiCo has stepped up its pricemarking plans with the launch of new flashed packs for its Walkers grab bag range this month.

The activity will see the larger pack sizes come with a 75p pricemark, which will be used to encourage impulse sales of brands including Walkers, Walkers Max and Monster Munch.

PepsiCo is supporting the move by launching a three-case stacker for retailers featuring the new packs.

It comes weeks after the company unveiled 50p pricemarked packs of Doritos as part of its 'Game Ready' competition, which will give away Champions League tickets to shoppers.

Matt Goddard, field sales director at PepsiCo, said: "Pricemarked packs are leading the way with 57% of shoppers looking for value, and by stocking Walkers grab bags at 75p, retailers have the opportunity to increase sales by 7%."

'Wonder' of Rowse

Rowse Honey has unveiled its 'biggest ever' marketing campaign with a £4m investment to grow awareness of its products.

The company has launched TV and social media ads this month running under the tagline 'Natural Wonder', which will follow the story of its honey from beehive to jar.

The four-month long campaign will be used to encourage impulse sales of Rowse in the run-up to key events such as pancake day.



Cheeky chimp in the swing to push Kepak

Rustlers' Hunger Monkey is swinging its way back to TV screens this month as part of a £1m marketing investment from Kepak Convenience Foods. The cheeky chimp will star in a month-long campaign airing from 23 November and will also feature in social media and digital activity. Kepak claimed the initiative will reach more than 10 million of its core audience of 16 to 34-year-olds.

Seasonal PoS expected to drive retail sales Chocolat Luxe back for limited period

Baileys in line for £4.3m festive marketing boost

by Steven Lambert

Diageo is looking to grow sales of its Baileys liqueur among Christmas shoppers with a festive £4.3m marketing campaign set to launch this month.

The firm is investing in TV ads and social media activity under the tagline 'It's not Christmas without you', which will run through to December.

The firm said it will also promote Baileys with a large scale sampling campaign at shopping centres and Christmas markets.

Diageo said it will support retailers with Christmas PoS material and a new counter-top unit, which will encourage shoppers to try Baileys with coffee.

It follows a £3.5m campaign launched by Diageo to promote Baileys

last Christmas, which also saw the launch of Baileys Chocolat Luxe. It formed part of larger plans by the manufacturer to unlock £340m of festive alcohol sales for retailers. Since then, Diageo said Baileys had become the fourth biggest selling spirit at Christmas, with more than 6.5m shoppers buying the brand during the season.

It added that it will bring

back Baileys Chocolat Luxe as a limited edition Christmas launch, which will be available to local stores in gold-coloured 50cl bottles.

Anna MacDonald, brand director for Baileys, said: "With 66% of total annual sales in the off trade made in October and December, it's an absolute must-stock for retailers at this time of year to make the most of this profit opportunity."

Anchor spreads the word as Hugglers return

Arla Foods is giving seasonal support to its Anchor Spreadable range with a £2.5m TV campaign designed to grow sales over Christmas.

The ads will take a humorous look at gift giving over the festive period and will star animated char-

acters the Hugglers, who were originally introduced to the public in June as part of a summer campaign for Anchor Cheddar.

Arla has also launched limited edition packs of Anchor Block and Anchor Spreadable, which are designed to look like Christ-

mas presents.

The updated packs will also encourage shoppers to enter a competition to win one of thousands of gifts, which includes a top prize of a family holiday to Florida.

Mike Walker, business unit director at Arla, said:

"The festive season is a very important time for Anchor with 20% of sales coming from the Christmas period.

"We're confident that with the return of the Hugglers to TV screens and our on-pack promotion, this year will generate even more sales of the brand."

Hot products for your shopping list



Walkers Grab Bag range now comes with a 75p pricemark



Baileys Chocolat Luxe returns this month as a festive limited edition



A £2.5m TV ad campaign will promote Anchor Spreadable to drive Christmas sales


THE FANS' FAVOURITE RETURNS SALT AND VINEGAR 40G IS BACK!



Available
from
**20th October
2015***

Also available in 59p PMP[†]

*PMP versions are available from 18th November 2015. [†]Recommended retail price.

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www.kelloggsvantage.co.uk

NEWS

PRODUCTS

Sovereign in 17s will add value

JTI has moved its Sovereign cigarettes into 17s packs to reinforce the brand's position in the 'super value' tobacco sector.

The new packs launched last week and are available to retailers with an RRP of £6.50. JTI is supporting the launch with wholesale deals on Sovereign Dual, Green and Sky Blue variants, highlighted with PoS material in wholesalers.

The firm said Sovereign currently controls a 4.3% share of the total cigarette market and a 37.4% share of the super-value sector.

Jeremy Blackburn, head of communications at JTI, said: "With Sovereign Blue, Sovereign Sky Blue, Green and Dual all available in 17s, at a super-value price point, the entire house is a must-stock for any retailer looking to capitalise on this profit opportunity."

Signature Kettle

Kettle Chips is emphasising its premium credentials with the launch of its Chef's Signature crisps range.

The new lines have been created using high quality ingredients by Kettle Chip's chef, which will be highlighted on each 150g sharing pack (RRP £2.29).

Chef's Signature will consist of three flavours – Gressingham Duck, Plum Sauce & Spring Onion; Yorkshire Wensleydale Cheese & Cox Apple Chutney; and Maldon Sea Salt Flakes – all available from this month.

The range will be supported by a social media and press marketing campaign.



Coca-Cola truck takes to the road for Christmas

Coca-Cola Enterprises is ringing in the Christmas season with the return of its annual 'Holidays are Coming' TV campaign later this month. The soft drinks manufacturer is also offering shoppers the chance to win a visit from the Coca-Cola Christmas truck and a £5,000 hamper as part of an on-pack promotion running on its 500ml and 1.75l Coca-Cola drinks.

Retailers urged to order as soon as possible for shorter season Big impulse opportunity

Mars says get in early as Easter range is unveiled

by Steven Lambert

Mars will support retailers next Easter with a wealth of new seasonal chocolates and has urged store owners to stock up on novelty lines early to take full advantage of the shorter season.

The manufacturer is set to unveil its Galaxy Golden Eggs range, which combines Galaxy chocolate and caramel pieces finished

with a gold-coloured coating. It will be available in an 80g bag (RRP £1.30) and a large Easter egg (£5.29).

In addition, Mars will be bringing back its Malt-Easter Bunny treat and will expand the range with the launch of a Family Mix pack, which contains four chocolate bunnies, six mini bunnies and two bags of Maltesers Fun Size (£3.99).

Bep Dhaliwal, trade

communications manager at Mars, said the company would also be distributing MaltEaster products to wholesalers from as early as this month, in a bid to avoid stock shortages experienced by retailers for the past two Easter periods.

She said: "We will be dispatching MaltEaster earlier this year, which should help us to get through the season without shortages."

Mrs Dhaliwal also encouraged retailers to start stocking Easter impulse lines from 1 January, adding that sales of novelty chocolates grew 31% in convenience earlier this year.

Meanwhile, Mars has unveiled a new M&Ms 365g sharing box for Christmas and has launched a festive TV ad promoting its Mars Celebrations this week.

New van fleet will add 3,500 Kerryfresh visits

Fresh to Store is expanding its Kerryfresh chilled food delivery service with the addition of 50 vans and plans to make an extra 3,500 visits to retailers every week.

The firm said the move has been prompted by

growing demand for Kerryfresh since it acquired the service from Kerry Foods in a management buyout in February.

It claimed that updates to Kerryfresh this year, including a new website and an app ordering service

designed in conjunction with technology firm GoKart, had also led to more local stores signing up to receive deliveries.

Sharon Dougherty, Fresh to Store trading controller, said: "We are delighted to announce that we will

be expanding our van fleet and team of specially trained van sales reps."

The news follows Fresh to Store unveiling its first range of regionally-sourced products in September, which saw 40 Scottish brands added to its line-up.

Hot products for your shopping list



Sovereign is to be sold in 17s at £6.50 to appeal to 'super-value' sector customers



Chef's Signature is a new, premium range from Kettle Chips



Fresh to Store is adding 50 new vans to expand its delivery service

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NEWS

REGIONAL

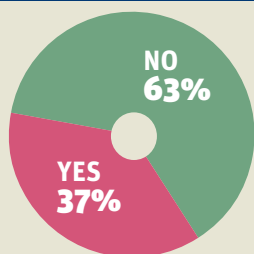
£5k energy grants for Scots stores

Convenience store owners in Scotland are being invited to apply for grants of up to £5,000 to increase energy efficiency and reduce carbon emissions in store.

The government funding, managed by Zero Waste Scotland, is worth £100,000 in total and each grant will allow retailers to buy equipment such as double-glazed refrigeration doors and LED lighting. It is estimated that the measures could save retailers between 5% and 35% of their annual costs.

Louise McGregor, head of circular economy at Zero Waste Scotland said: "Convenience stores are at the heart of communities so their sustainability, in all senses, is of crucial importance. Improving resource efficiency has a considerable impact on a business's bottom line – and convenience stores typically spend between £10,000 and £20,000 per year on their energy costs."

RN READER POLL



Have you begun to make preparations in-store to offset the cost of the National Living Wage?

NEXT WEEK'S QUESTION

Is there a place for the Health Lottery now it has doubled ticket prices to £1?

Have your vote now
Go to betterretailing.com/retail-newsagent

Deliverers past and present join 50th party

Ex-paper boys and girls returned to a Hampshire newsagent to help the store celebrate 50 years in business.

Eight former deliverers attended the festivities after Jon Dudley, owner of Boyatt's News in Boyatt Wood, put out a call to all former deliverers to help toast the half century.

Mr Dudley said: "It was a really lovely day. We had champagne and cake and sold confectionery at 1965 prices as well as holding a children's competition."

Mr Dudley's parents first opened a newsagent in Eastleigh in Sussex in 1965, and he himself worked in the business.

"I did a paper round for my parents when I was 11 so I've got many fond memories," he added.

He and his wife Anne



took over the business 35 years ago and, although the shop is now located on a different site, the business has prospered through changing times.

The shop started out selling mainly confectionery, tobacco, news and

magazines but has diversified over the years and now enjoys strong sales from its gift range.

Mr Dudley's mother worked in the store right up until she died, aged 91, two years ago.

Confectionery sales more than make up for crop shortage More adults join in dressing-up fun

Pumpkin fears can't stop scarily good Halloween

by Helena Drakakis

Independent retailers achieved frighteningly good confectionery sales over the Halloween weekend and a mixed trade in pumpkins following this year's crop shortage.

Heavy rainfall in August caused the pumpkin harvest to decrease by half, but retailers around the UK took advantage of the growing popularity of the event by using pricemarked sweets, beers, wines and spooky dis-

plays to attract customers.

Charlie Pandya of Rik's Premier One Stop in Kent reported strong confectionery sales after an outdoor display created by a neighbour brought in many new customers to his store.

He said: "I sold so many £1 bags of sweets and chocolates and a lot of beers, wines and children's pricemarked drinks too. My neighbour's display was amazing. It was a full-sized skeleton and a witch on a broom right outside his house and my store."

Raj Singh of Londis in Banbury sold 90 pumpkins after he avoided the pumpkin shortage by pre-ordering his stock from a local firm. He also created a display with a motion-sensitive toy which made scary noises every time a customer walked by.

"It was a simple idea but it really drew attention to our Halloween display. I did brilliantly on my dump bins, selling pricemarked sweets and on toys and toffee apples too. It's definitely an occa-

sion that's been growing in sales for me," he said.

And while Bintesh Amin of Blean Village Londis in Kent played down his displays this year, he said his alcohol sales went "through the roof" and grew by 5%.

"I saw more adults dressed up this year than children and because Halloween fell on a Saturday I think there were a lot more parties. My wine sales were great and in the evening my spirit and cider sales also rocketed."

Furniture business front for 850,000 illicit cigs

A man who used his furniture business as a front to smuggle almost 850,000 cigarettes into the country has been given a 16-month

suspended sentence.

Dan Mortoni, of Tanner's Hill, Lewisham was found smuggling the cigarettes, which were hidden behind

a shipment of furniture, into Felixstowe.

Paul Barton, assistant director for the fraud investigation service at HMRC

said: "He thought the businesses would provide the perfect shield but he was wrong and is now living with the consequences."



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Mo shows soldierly support

Homeless ex-servicemen in Glasgow could be helped in the run up to Christmas and beyond thanks to the generosity of one Scottish retailer.

Mo Razzaq, owner of Premier Mo's and Family shopper in Blantyre, is in talks with the ex-servicemen's charity Soldiers off the Streets about supplying leftover fresh and chilled food as part of the charity's outreach work.

The retailer got the idea after employing an ex-serviceman in his store, who alerted him to the plight of homeless servicemen.

"I have an ex-royal marine working for me who is disabled because of injury. I think the government turn their back on people like that, but he's doing a great job."

Bay's top of the pile

Middlesbrough retailer Bay Bashir has won Blakemore's Retailer of the Year Award for the third year running, along with the wholesaler's Community Retailer of the Year accolade.

The Lifestyle Express store owner picked up the awards at a gala dinner last week and took away a total £11,500 in prize money for his store, Belle Vue Convenience.

The Retailer of the Year award recognises the maintenance of excellent standards and service, while the Community Retailer award celebrates a retailer's work in their local area.

"It's a really proud moment and I'm astonished," said Mr Bashir. "It's not about the money, although that will go into a refit next year. It's about being recognised for my store standards, which drives me. Last year I grew sales by 20%."



Josh helps deliver valuable lessons

A community-minded shop owner in West Yorkshire is helping to teach children about the dangers of underage drinking and drugs by sponsoring educational books via a local charity. Josh Corden, manager of a family-run Nisa store in Ryhill, bought 180 books for primary age children to be distributed in three local schools. "It's a great cause which will hopefully help these children make the right decisions in the future. It won't only benefit them but the whole community," he said.

Midlands and north east worst offenders Shower curtains, blinds and flags used to cover gantries

Ten percent of retailers still not display ban compliant

by Helena Drakakis

Ten percent of retailers are still not fully compliant with the tobacco display ban six months after the legislation came into force, a review by the Chartered Trading Standards Institute across almost 600 stores has found.

The CTSI's Rapid Review on Tobacco Advertising and Promotion Regulations Compliance by small businesses shows that out of the 592 visits that were made in August this year,

89% of convenience stores, 83% of off-licences, 92% of newsagents and 97% of petrol forecourts are fully compliant with covering up their tobacco gantries. However, 10% are still not adhering to the law.

"Most businesses have received assistance with their gantry solution from the tobacco industry.

"However, around a quarter of businesses had produced their own solution, which ranged from shower curtains to vertical blinds to flags," said the re-

port author Jane McGregor.

The reasons cited for non-compliance were that gantries were open at the time of the visit, or that it was possible to see through curtains retailers had placed over their tobacco displays. Some retailers had installed ill-fitting blinds and in other instances, lighters and papers were stored alongside tobacco products. Some retailers were not aware that gantries had to be closed at all times and, during busy times,

retailers were not shutting gantries in between serving customers.

The areas which achieved the worst figures were the midlands and the north east, where 16% were not compliant in each region, and Yorkshire and the Humber, where 14% were not compliant.

Trading Standards has arranged follow-up visits and provided advice and guidance to those businesses who have failed to meet the required standards.

Customers back end for copper coinage

Retailers in Ireland have reported overwhelming customer support following the introduction of an initiative by the country's Central Bank that will see the eventual phasing out of copper coins.

The voluntary scheme applies to cash purchases and retailers have been

asked to round prices up or down to the nearest five cents. The bank will simultaneously stop minting low-value coins.

Dublin newsagent Margaret Sweeney said: "We've had no problems and customers are supportive. Small coins are a nuisance for elderly people and many

people place them in our charity box anyway."

Michael McDermott from Londis in Clonmel said: "It's gone well. My till now rounds up and down which is really useful. Altogether, customers have been very positive."

However, while Eugene Diamond of Diamond's

newsagents in Ballymena said he supported the withdrawal of small change, he also warned that charities would suffer.

"In five years my charity box on has raised £2,000 for a multiple sclerosis charity. It's mostly in coppers and charities will lose out," he said.

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- This year's IAA winners on how you can win next year
 - Take advantage of Britain's love affair with home baking
 - Forget Christmas, it's time to start planning Easter 2016
- PLUS**

YOUR REGION

NFRN DISTRICT COUNCIL REPORT MERSEY DEE 28.10.2015



Glyn Bellis reports from the NFRN Mersey Dee district council meeting

Dairies creaming in the profits

Retailers in Anglesey say they are being “milked”, although quite legally, over the price they pay for dairy products.

Despite the dramatic drop in milk prices generally, district president David Thomas, a retailer in Holyhead, said he was being forced to pay £1.68 for two litres of milk because of a lack of choice of suppliers on the island.

North Wales Coast member Sam Whiteside

pointed out that supermarkets were selling to customers for £1 or less.



David Thomas

Liverpool South member Jill Frost told Mr Thomas: “You are being robbed.”

Mr Thomas said: “It’s the lack of service because we are right at the end of the country.”

His shop only gets deliveries from Booker every fortnight, leaving him without the option to order milk from the supplier. Meanwhile, the costly local supplier doesn’t deliver milk on a Monday.

Mr Thomas gave a bleak assessment of market conditions, with local and national suppliers trying to cut costs. “I don’t see any light at the end of the tunnel,” he said.

Daily Star’s 23 seconds of profit

A district member has calculated that any retailer handling the Daily Star for more than 23 seconds, at the minimum wage rate, would be losing money.



The high cost of milk is worrying retailers

The tabloid has cut its cover price from 40p to 20p on weekdays, meaning retailers’ margins have been cut in half to just 4.84p per copy.

“It doesn’t even pay you to take it from the van,” said Graham Hardinges of Ruthin.

David Thomas said he had decided to stop selling the newspaper while it is priced at 20p. “If we lose 10 copies, we only lose £2 a day,” he said.

‘Superhub’ not so super after all

Menzies Distribution’s move into a ‘super hub’ at Wakefield has proved a headache for retailers.

Problems with credits,



When Menzies has a reorganisation it causes absolute chaos

Kevin Jones

NFRN Mersey Dee DC member

missing parcels, supply shortages and unanswered calls were among the complaints.

Retailers also reported that supplies sometimes failed to arrive in tote boxes, or there was no lid, allowing the contents to get wet.

Kevin Jones said: “When Menzies has a reorganisation it causes absolute chaos. It can’t manage change without causing chaos.”



Kevin Jones

Jill Frost added: “I don’t have any of these problems with Smiths News.”

Chris Appleton, membership services manager, said there was a meeting planned at Wakefield. But, out of 682 district members, only six complaints had been registered with the NFRN helpline in a week.

Retailers facing £30 register fee

David Thomas highlighted yet another burden which could be placed on retailers in Wales who

sell cigarettes.

At a time when newsagents face increasing competition from black market suppliers, law-abiding shopkeepers could pay £30 “for the privilege”, he said, of being on an official tobacco retailers’ register.

“To pay for this an average retailer will have to sell more than 100 packets of cigarettes, which will further reduce the profitability of an already small-margin item,” Mr Thomas said.

He urged every member to contact their MP and Welsh Assembly politicians to tell them how the proposals would affect their businesses.

NFRN helps solve PayPoint row

An unnamed member was “suffering” by having a cash machine from PayPoint – because of insufficient transactions.

The issue was highlighted in a retail development manager’s activity report.

The retailer appreciated they had signed a contract but their financial plight was being forwarded to the NFRN management team to see if the NFRN could help.

Another retailer complained that an ATM kept failing after customers withdrew cash.

His supplier blamed it on a dial-up service and said it needed to be upgraded to broadband. However, there would be less commission and a new five-year deal would be required.

After the federation intervened, the supplier had agreed that the commission would remain the same.

Your say

How do you manage your magazine range to make sure it meets your customers’ needs?



I get what Menzies sends us and return

what customers don’t want. Members are having big problems with the switch to Menzies’ super hub in Wakefield. Everything seems to be going downhill.

David Thomas
Roberts Newsagents,
Holyhead, Anglesey



You listen to customers and their requests,

obtain copies for them and hopefully create a regular order. The most important thing is to always listen to what customers want.

Jill Frost
Frost Newsagents
Hunts Cross, Liverpool



I regularly review sales and use i-Menzies to

make changes to orders. I had a Newspro check recently and compared my stock with the top 150 titles. I do a lot of specialist orders and one-offs.

Graham Hardinges
Castle Bell News,
Ruthin, Denbighshire

YOUR REGION

NFRN DISTRICT COUNCIL REPORT EAST MIDLANDS 27.10.2015



Tony Collins reports from the NFRN East Midlands district council meeting

Trinity concerns spark changes

Members were told that Trinity Mirror had moved publication of a "considerable" number of weekly newspaper titles to Wednesday from Thursday following concerns about possible over-commitment at its Birmingham printing plant.

The East Midlands district voted at its meeting last month to raise concerns with the news operations committee after Trinity Mirror moved production of additional titles to The Fort.

Hinckley member Mike Hopkins said retailers had been concerned about the possibility of late deliveries caused by the publisher trying to get a "quart into a pint pot".

Discussions were also held about the reduced margin of 4.84p a copy on sales of the Daily Star.

A number of members said they were no longer happy to continue selling the newspaper on that basis.



Mike Hopkins

Anger as inserts outweigh papers

Concern over the increasing weight of newspapers was raised by members.

Derby & Burton member Alan Smith said: "Last week's Mail on Sunday was absolutely disgusting in terms of the weight."

"The weight of the inserts, which included a Debenhams store catalogue, was heavier than the paper."

"One of my lads had 15 Mail on Sundays in his pack, but luckily he had a trolley."

On a separate issue,



The increasing weight of newspapers is a concern for East Midlands branch members

Mr Smith said he had his regular weekly order of six copies of Catholic Church publication Universe cancelled by Smiths News.

"I only received four copies one week, but they managed to find two in stock," he said. "But after three weeks they suddenly stopped completely. They said they didn't know why it had happened but they put a constraint on to make sure I always get six copies in future."

Titles takeover are a real worry

Members expressed concerns over Trinity Mirror's takeover of the Local World publishing



One of my lads had 15 Mail on Sundays in his pack, but luckily he had a trolley

Alan Smith

Derby and Burton member on weighty inserts

group, which prints East Midlands titles including the Derby Telegraph, Nottingham Post and Leicester Mercury.

They were told the deal was likely to be approved by the Competition Markets Authority if referred to them.



Ralph Patel

NFRN president raises dangers

During his official address National president Ralph Patel spoke about the dangers facing retailers.

Mr Patel referred to the severe injuries suffered by an NFRN member who was stabbed in his shop.

He said: "This was one of the most horrific crimes you can imagine, but I think it highlighted something that we have to put up with day in day out."

"There are lots of retailers on high streets who constantly get abused, verbally and physically, because they have asked someone for their ID. Crime is obviously a serious problem for our members."

Mr Patel said the NFRN had helped with the setting up of a new All Party Parliamentary Group on retail crime.

Fed structure up for discussion

Members discussed ways of revitalising, or even replacing, branches as part of an overall review of the current NFRN structure.

District president John Green posed the question: "Is there a need for branches?"

He said there were currently three un-officered branches in the East Midlands district - Mansfield, Lincoln, and Newark/Grantham - while member involvement in meetings was "minimal" in a number of other branches.

"At this stage we do not expect to have the definitive answer, but to explore the various options that our organisation should consider in moving forward to the next 100 years."

"The starting point must be to assume that the branch structure is almost defunct. Although we do have one or two good branches, keeping the status quo is not a viable option."



John Green

Mike Hopkins said members could be given a password to enable them to go online and vote electronically on matters such as branch AGMs.

Erewash Valley member Ian Johnson added that merging branches would significantly increase the journey for members wanting to attend meetings.

A suggestion was also made to change the name of the NFRN to the National Federation of Retailers and Newsagents.

Your say

Have adult colouring in magazines sold well in your store and has this had a knock-on effect on sales of your craft titles?



There haven't been any sales of adult colouring magazines where I am as far as I know. It hasn't taken off in my area. I was hoping it would because I like new products, which I always like to promote.

Deepak Tanna

Francis Street News, Leicester



A couple of adult colouring magazines were doing quite well, but this seemed to drop off over the summer. It may be that the publications will pick up again with the dark nights drawing in.

John Green

JR Green News Shop, Sawtry



We don't stock any publications that have adult colouring in them but, in any event, there has been no impact on the sales of the craft titles which we do stock.

Alan Smith

Smiths News, Derby

OPINION

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Printed by Southernprint, Poole,

on 80gsm Galerie Fine Gloss paper

Distributor Seymour Distribution,
2 East Poultry Avenue, London, EC1A 9PT



Audit Bureau of Circulations
July 2014 to June 2015 average net
circulation per issue **14,539**



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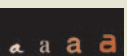
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YOUR SAY Have the new Lottery rules had any impact on your business?

Trish Lettley

EJ Teare Newsagents,
Somerset

We've seen no difference whatsoever in sales. The same number of people are still playing. We've had the odd gripe that people have had to change their numbers in order to win the top prize.

On the other hand, customers love the free game they get when two balls are matched, and I don't feel the processing time is any extra burden for us.

Suresh Patel

Upholland Convenience Store,
Skelmersdale

I've not really seen much change, but I've been proactive in telling customers about the changes. I've maybe lost a couple of customers but I've gained customers too.

The processing time on the matching two balls game is an extra two seconds so I don't have problem with it, and it's causing a buzz with customers.



What effect have new Lottery rules had on your business?

Carl Pickering

Top Shop News,
Preston

I've not noticed much difference. I was proactive in promoting the game changes with point of sale supplied by Camelot so customers

knew what was happening.

They like the millionaire raffle and the free game if you match two balls.

As for the extra processing time, it's not a problem. I just get on with it.

YOUR STOCK How are beer and cider sales in your store and what are you doing to grow them?

Peter Lamb

Lamb's Larder,
East Sussex

We specialise in local real ales and ciders and always bring in new varieties which we promote on Twitter and Facebook. We like to respond to customer requests too; the Old Dairy brewery nearby is very popular, for example.

We have free-standing displays, but if a new ale comes in we draw attention to it on the counter, and in the run up to Christmas gift boxes are a real seller.

Ash Patel

Gerhold Fine Foods,
London

I'm in an affluent area so my sales of cans of brands like Stella have gone down, but my specialist ales and bottled beers have gone up.

I have offers on mainstream cans, but if I get a new specialist ale in I don't discount it.



These are my high margin profit lines and I know other people don't stock them, so if customers want the product, they will pay for it.

Julie Duhra

Jule's Premier Convenience Store,
Telford

My ciders and lagers are my big

Have promotions on beers and ciders increased sales in your store?



sellers. I have around 20 metres of space dedicated to them.

I have my monthly Heineken deals on display and my Premier deals also displayed prominently.

The 15-pack for £10 is very popular particularly on Carling beer, but specialist craft beers are not a feature of my store.

LETTERS

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

Direct debit dilemma has frustrated and confused me

I have an issue with Camelot regarding my direct debit payment.

I changed my bank to Barclays and for some reason Camelot started taking money out and then putting it back into my account.

I only found out it hadn't taken the money out when Camelot turned my machine off. There was no phone call to ask me what had happened.

After many phone calls and waiting on hold, only to be cut off, I finally managed to speak to someone.

Camelot sent out a form which I returned. Then about a month later I got a phone call from Camelot asking why I hadn't set up a direct debit.

I explained that I was

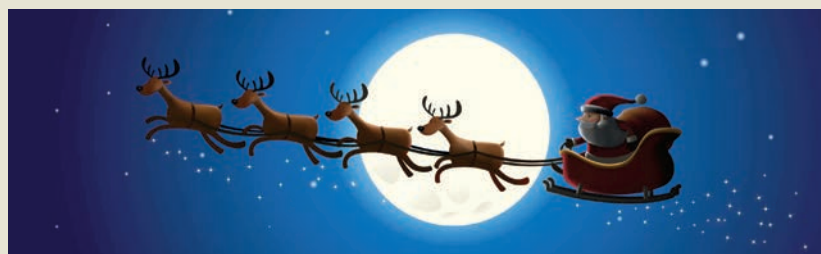
waiting for it to be set up, but it had no record of this so it sent out another form, but a month later I still haven't heard anything.

Richard Langmaid
Langmaids News,
Exeter

A Camelot spokesman responds: *"We apologise for the difficulty Mr Langmaid has had in getting his direct debit set up. We did recently have an isolated issue with a small minority of retailer direct debit instructions failing. Our credit control department did attempt to contact the affected retailers by either email or phone to make them aware, but it sounds as though they didn't manage to reach Mr Langmaid."*

"This is certainly not the customer service experience we strive for and one of my colleagues will get in touch with Mr Langmaid directly."

"However, in the meantime, I can reassure him that his direct debit mandate has now been successfully set up."



HO!HO!HO! IT'S HOLIDAY TIME

Life is a dilemma when you are faced with life-changing choices.

Smiths' annual letter arrived requesting details of our opening and closing times over Christmas.

I thought about it long and hard - well for a couple of seconds, to be honest. It's a no brainer - it's got to be a weekend off. Three days of pure heaven.

There will be few journalists working on either 24 or 25 December, papers will be half size, the same price and a mass of ads for the sales.

We newsagents deserve time off to

pamper our mind and bodies, after all it's Christmas!

If we can't stop for that, then we've had it. It will be quality time spent with our families. I'm sure my HND customers will forgive me.

Plus, my hard-working paper deliverers deserve time to chill, and hopefully count their Christmas tips.

So, it's Ho! Ho! Ho! - three days holidays.

Graham Doubleday,
Newmarket,
Mossley,
Ashton under Lyne

Will complaints be ignored?

I have just ordered my survey from the PDRP - by

that, I mean I have complained to it.

Perhaps it might take notice of the complaint now and pass it on to the

relevant parties, or will it just brush it aside like my previous complaints?

Gerald Thomas,
Arcade News,
Ammanford

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RRP
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Includes:
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Local Loyalty is a card and web based system integrated with ShopMate and customised to your store.



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- Hot Key Management** - arrange your till your way
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- Complete reliability** - first-fix support available

* Terms & Conditions apply. Prices ex-VAT.

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YOUR ISSUE

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PARTWORKS 'NEED INDUSTRY SOLUTION'

Regular readers of RN's letters page will be familiar with the issues that can arise around the allocation and supply of partworks.

Partwork collections can be one of the most profitable additions to newsstands – the sector generated £16m of sales revenue in the independent channel alone in the 12 months to February – but they can also be one of the most problematic and difficult categories to manage.

Last week, Stuart McClymont of Mac's in Mansfield, Nottinghamshire, shared a letter he wrote to Jon Bunting, managing director of Smiths News, with RN, in which he identifies some of the key issues he believes are affecting sales through independent stores.

The first is direct-from-publisher subscription offers that threaten to cut retailers out of the supply chain. "Retailers superbly support the launch of these publications each time, and, I would suspect, create the majority of collecting customers, only to then lose them to the direct subscription service of the publishers, enticed by their exclusive free extras," Mr McClymont says.

Taking Mr McClymont's point, RN asked Hachette, publisher of titles such as Marvel's Mightiest Heroes and My 3D Globe, why subscriptions and exclusive add-ons are necessary.

"Publishers offer free gifts to incentivise upfront financial commitment to the product by consumers," the company responded. "Unfortunately, without both retail sales and subscriptions, the products would not be financially viable, so both sales routes are critical to the continued success of the partwork market. As a publisher, we do not favour either route, but try to maximise sales in both areas." (*Turn to This Week in Magazines on page 41 for more on this issue.*)

The second problem Mr McClymont highlighted is the difficulty in obtaining additional or back order copies for customers. "The supply line seems to



be as and when the publisher/distributor chooses to send these additional or back-ordered copies," he says. "Having a supply line time of eight to 12 weeks is an embarrassment, but seems to be the best-practice service. We can ship items to and from China or Australia in less time."

RN challenged Marketforce, distributor for Hachette's titles, on this point. It responded: "Supply levels for independents are carefully worked out between ourselves and the publisher, utilising actual sales data from similar launches. This allows us to ensure independents are accurately allocated their supplies."

"However, if a collection performs well above expectation, that can cause pressure in the supply chain and, in those cases, wholesale, distributor and the publisher work hard to ensure retail orders are serviced as fast as possible."

In addition, Marketforce says it has implemented a new process for managing back orders that clearly indicates which orders are outstanding by wholesale branch. If stock is not available in the supply chain, Marketforce says it works closely with publishers to ensure stock is secured and sent through to wholesale as soon as possible, which typically happens in 10 to 14 days.

RN also asked Comag, distributor of EagleMoss, De Agostini and RBA Collectables titles, to answer questions on supply, but it had not responded as RN went to press.

Mr McClymont has set a challenge for distributors and publishers, to not only look into these issues, but to also share more information with retailers which they can pass on to customers.

It can be damaging for stores when they can't supply a customer with a certain issue, he says, but if retailers were able to

show customers communications from publishers explaining why issues are sometimes delayed, it would ease the pressure.

"This is yet again another aspect of the news and magazines sector that hasn't seemed to monitor, regulate or improve itself over the many years it has been operating," he says. "When are we going to get senior management to look into this sector to make a substantive improvement to these products and the applied service?"

Mr Bunting has responded to the letter, informing Mr McClymont that Smiths sales director Simon Gage is speaking to publishers about the problems raised. He has also invited Mr McClymont to be a part of a roundtable discussion with distributors.

Mr Bunting acknowledged the need for changes within the supply chain, telling RN: "I understand the frustrations and we need an industry solution to resolve it."

"We need to get relevant stakeholders around the table and work out what is achievable."

I understand the frustrations and we need an industry solution. We need to get relevant stakeholders around the table and work out what is achievable

Jon Bunting

Managing director, Smith News

NEVILLE RHODES

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 facebook.com/retailnewsagent



Ensure your margins are NLW friendly

Sustainable margins have always been paramount for independent stores, but in the face of the National Living Wage they are more crucial than ever before

When I was buying my newsagents, many years ago, the only financial advice I received went roughly as follows. Add together all the costs of running the business for a year – rent, rates, lighting, insurance, equipment rental and leasing, bank charges, professional fees, employment costs (including an appropriate sum for wages for yourself and other family members working in the business) and an amount that represents a fair return on your investment. That's how much the business needs to earn.

Let's say, for example, that the total came to £100,000. This would mean that with annual sales (excluding VAT) of £500,000 the business would need to achieve an overall gross margin of 20%. If sales were only £400,000, the overall margin would need to be 25%.

Margin is paramount in retailing, whatever the turnover. Unless the overall margin is high enough to cover operational costs and produce a return on the owner's investment, the business will be unable to move forward and will soon find itself struggling to survive.

However, without sophisticated sales accounting and stock management systems, keeping track of a shop's overall gross margin is never straightforward.

In the convenience sector it is

made particularly difficult by the wide variation in margins and rate of sale among the various categories: fast selling, high-priced, ultra-low margin cigarettes at one extreme; slow-selling, medium-priced, high margin greeting cards at the other.

Further complications come with the abundance of price-marked products, not just in the tobacco category, but right across the convenience range. They may boost sales but they can also cut margins.

Next April, when the National Living Wage (NLW) of £7.20 an hour comes into effect, most c-store owners will be facing the biggest unavoidable cost increase



they have ever experienced, and margins will become even more important.

For a small family-run store employing, say, a weekly average of 40 hours adult labour, the 50p an hour increase on the current National Minimum Wage would add around £1,200 a year to the business's costs. If the store's overall margin is running at 22%, turnover would need to go up by over £100 a week just to cover the increase.

Larger c-stores, with long opening hours and a variety of labour-

intensive services such as food to go, bill payments, top-ups and parcel handling are facing wage increases costing hundreds of pounds a week, and to pay for them at their existing average margin would require thousands of pounds a week of additional sales.

In both cases the other options are to cut costs, put up prices, or introduce new products or services at margins that will raise the business's overall average.

With the NLW set to rise by a further 25% over the next four years, the increase in employment costs certainly won't be covered by savings on other costs, and I doubt if price rises will do it either.

As I see it, c-store retailers need to introduce specialist categories such as food to go and e-cigarettes which offer margins considerably higher than the sector has been accustomed to, enabling them to pay the sort of wage rates that the government, and society, demands.

Many store owners, of course, have already done it.

* Exclusivity talk is nonsense

+ **In his response** to a letter in RN from a Northern Ireland retailer (23 October issue), PayPoint's marketing director Steve O'Neill says the exclusivity clauses in his company's contracts "are there to ensure we can deliver on our commitment to drive footfall into PayPoint outlets". Why does PayPoint need exclusivity to do this? Where there are other payment services companies whose clients don't use PayPoint, why should they be prevented from driving footfall from their clients' customers into stores that also offer PayPoint's services? PayPoint's attitude is on a par with a retailer telling his customers that they can only use his shop if they agree not to use the shop on the other side of the road. It's nonsense – and probably illegal.

Neville Rhodes is a former retailer and freelance journalist

PRICEWATCH MEDICATED CONFECTIONERY

MEDICATED CONFECTIONERY PRICES AROUND THE UK

PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Halls Soothers Blackcurrant 45g	75p	79p	75p (2 for £1)	89p	72p	85p	80p
Lockets Honey & Lemon 41g	58p	73p	75p (2 for £1)	79p	58p	65p	65p
Halls Mentholiptus Extra Strong 33.5g	75p	79p	75p (2 for £1)	89p	72p	85p	85p
Jakemans Throat & Chest Relief 100g	85p	94p	£1.00	-	-	99p	£1.00
Strepsils Honey & Lemon 16s	£2.69	£2.91	£2.99	£2.79	£2.99	£2.19	-
Tunes Cherry Flip Top 37g	56p	67p	75p (2 for £1)	79p	56p	62p	61p
Fishermans Friend Original 25g	73p	78p	75p (2 for £1)	89p	-	78p	85p
Halls Soothers Strawberry 45g	75p	79p	75p (2 for £1)	89p	72p	85p	80p
Halls Soothers Cherry 45g	75p	79p	75p (2 for £1)	89p	72p	85p	80p
Halls Mentholiptus Sugar Free 45g	75p	79p	75p (2 for £1)	89p	72p	79p	80p
Lockets Extra Strong 45g	58p	72p	75p (2 for £1)	79p	58p	65p	65p
Trevor Victory V Lozenges 36g	79p	83p	55p (2 for £1)	79p	80p	89p	85p

Pricing strategies

RETAILER

1



NAME AMANDEEP SINGH

STORE Happy Shopper

LOCATION Hoyland, Barnsley

SIZE 2,980sq ft

TYPE main road

Like most of my products, I bulk buy cough sweets at a discount so I can run promotions on them throughout the year. I buy most of them from my local Booker depot. I know a lot of retailers avoid promotions in this category, but they're not looking at the bigger picture. If customers can see you are consistently more competitive than the Tesco down the road, word spreads fast and will make you the go-to local over other shops in your area. All medicated confectionery sells quite well, but Halls Soothers Strawberry is particularly popular.

RETAILER

2



NAME MANJIT SAMRA

STORE Samra Supermarket

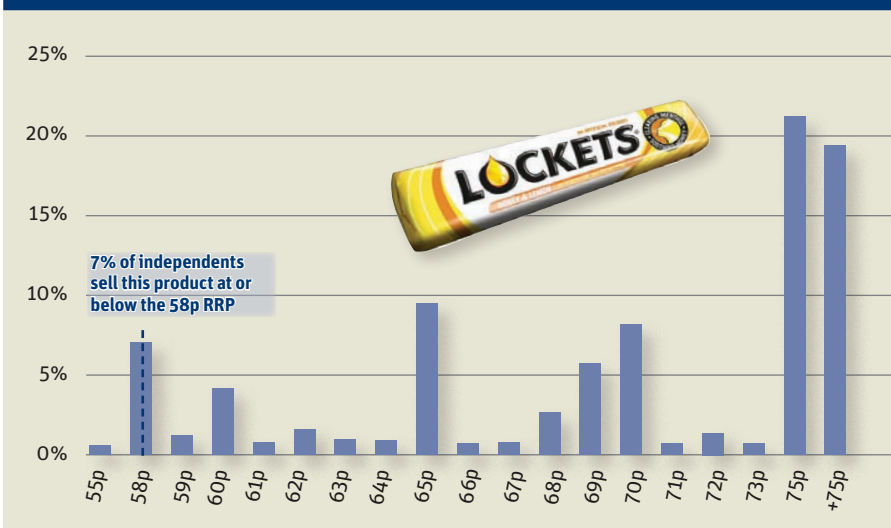
LOCATION Smethwick, West Midlands

SIZE 2,900sq ft

TYPE town centre

Cough sweets are a strong seller for us all year round, so we usually add a few pence to the RRP. We place them strategically in a high impulse area - right by the till next to the chewing gum - which helps drive sales. Soothers are very popular, but our bestseller by far is Grays Herbal Tablets, which flies off the shelf. This is mainly because customers see it as a high-quality product containing more natural ingredients, and as a result are willing to pay a premium price.

LOCKETS HONEY & LEMON Price distribution %



Average selling prices and best-selling products rankings are sourced by EDFM Ltd from EPOS data from over 2,000 independent retailers throughout the UK. The prices given on this page are the prices at point of purchase.

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

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

RETAILER**3****NAME NORMA PIRIE**

STORE Newtyle Post Office
LOCATION Newtyle, Perthshire
SIZE 600sq ft
TYPE village

We stick to the RRP set by P&H because customers seem to be happy with them. This is a category that sells fairly well throughout the year, although there's a significant peak in winter when people start getting colds and flu. We run promotions whenever P&H offers discounts on cases, which helps to drive impulse purchases. Locketts are our year-round bestseller, but in winter Victory V Lozenges become the most popular. Most of the medicated confectionery is out next to the mints, but Strepsils are kept behind the till.

**RETAILER****4****NAME ERIC JORDAN**

STORE Evenwood News
LOCATION Bishop Auckland, County Durham
SIZE 250sq ft
TYPE village

Our prices depend on where we buy products from, but for cough sweets we aim to get around a 30% margin. We put these out with our mints on a metre bay stretching along five shelves by the till, which is near the entrance. We also stock retro-style sweets such as Joseph Dobson Voice Tablets, Lions Poor Bens and Army & Navy Tablets. Customers use them as cough sweets - though that's not officially what they are. Jesmona Black Bullets are also good sellers, as are small packs of Halls Cherry Sugar Free.

**RETAILER****5****NAME JOSIE DIXON**

STORE Dixons Newsagents
LOCATION Lowestoft, Suffolk
SIZE 300sq ft
TYPE neighbourhood

We add a few pence to the RRP because we have a chemist and a supermarket near us. When customers come in for this product it's typically as an emergency purchase or they grab it on impulse before they're about to pay, and in these cases price plays a small role. We've tried promotions before, but we've stopped running them on this category for the same reason that we go above RRP. We put all of our cough sweets next to the confectionery aisle so people can easily find what they need.



 **INDEPENDENT**
Achievers Academy

 **PEPSICO**

ACADEMY IN ACTION

Follow up

**Shop Layout**

In May, PepsiCo's Alan McCaffer visited Farhan Latif's shop in Fife to improve his shop layout to better benefit customers. Six months on, we spoke to Farhan to see what changes he's made.

Farhan's action plan

- Reduce range so it's easier for customers to navigate the shop and fixtures
- Make displays with strong signage, so value stands out
- Investigate reducing the height of fixtures to prevent light being blocked

Farhan says

"Since PepsiCo and the IAA came I've tried to cut down on the number of products I stock. I've made some progress, particularly with crisps, where I've looked at what's selling and what's quite slow. I'm not there yet, but it's a gradual process. It was useful to have PepsiCo look around my shop and offer help. I've also got a lot of displays at the moment, having just had Halloween and with Christmas coming up. I try to make a big deal of them for customers."

Your action plan

Visit betterRetailing.com/IAA to find out more about Farhan's visit from the IAA, to develop your own action plan and see similar results in your store

SCORE *your* STORE

SOFT DRINKS

Stocking the right range of soft drinks to suit your customers' needs is vital but do you know what they want, how to display your products and, just as importantly, how to drive those potential extra sales? Test yourself with Lucozade Ribena Suntory's quick guide and find out how well you're doing



Range & display

1 Does your chiller lay-out look like this, with the right space allocated to the right segments?

Tick box

2 Are you stocking and displaying best-selling, well known brands prominently?

Tick box

3 Are you reducing the number of own label facings in your chiller?

Tick box



FLAVOURED CARBS		COLA		SPORTS & ENERGY
Proportion of Fixture Allocated	14%	21.1%		38.4%

4 Do you remove your lowest-selling soft drinks to make room for new products?

Tick box

Total /4

Visibility & availability



In association with

LUCOZADE RIBENA
SUNTORY

1 Do you allocate a minimum of two facings for all soft drinks?
Tick box

3 Are you using branded PoS at key promotional periods/seasons?
Tick box

Total /3

2 Do you vertically merchandise soft drinks in your chiller?
Tick box



WATER			
JUICE DRINKS			
GOOD FOR ME			
OTHER			
7%	9.6%	4.1%	5.9%

Drive value

2 Are you stocking pricemark packs of best-selling brands?
Tick box

3 Do you align your promotions with depot and/or supplier activity?
Tick box

Total /3

1 Are you implementing snack deals with soft drinks?
Tick box

How did you score? 0-3 It looks like you could be making more of your soft drinks category. By simply putting these steps into action, you could improve your category and in turn generate more sales. **4-7** It seems you're investing time in your soft drinks category, but there is still room for improvement. To give your category the boost it needs, take a look at the things you're not currently doing and make the changes in your store today. **8-11** Well done! You clearly know your soft drinks category well and are maximising your sales by following these simple steps. Remember that maintaining your category is an on-going challenge and it is essential to continually support best-selling brands and execute promotions and seasonal events excellently in-store. For more advice on how to grow your sales, speak to your Lucozade Ribena Suntory field sales representative.

THE RN INTERVIEW

With the high of the Rugby World Cup and the low of having its key brand Ribena delisted by Tesco, 2015 has been a rollercoaster year for Lucozade Ribena Suntory. Impulse and foodservice director Bruce Alexander tells Steven Lambert about what's next for the company

Bruce Alexander

With a wet summer and national media coverage about the sugar content in its drinks, Lucozade Ribena Suntory has gone through a "tough" year, as the group's impulse and foodservice director, Bruce Alexander, puts it.

However, he adds that the company can also take away many positives in 2015, particularly around sales of new products and its continued support for independent stores.

"Overall, the soft drinks category has had a challenging year, with this summer being wetter than last year," says Mr Alexander.

"This has had a knock-on effect on the convenience soft drinks market, which is in slight decline of 1.6%.

"In terms of our own performance, we're sitting just behind the market. It's been a tough year, but it's also been a tough year for our competitors as well."

Despite this, he adds that soft drinks remain a "critical category" for independent retailers and one that still yields strong sales for stores.

He points to the launch of the firm's Lucozade Energy Grafruitti flavour in February, which he says has generated £7.8m for convenience stores this year and continues to grow.

Mr Alexander says: "Grafruitti has been our biggest new product this year. It has been a phenomenal success in the convenience sector. It's exceeded all our expectations."

He adds that Lucozade Sport Mango & Passion Fruit, a variant launched to coincide with the Rugby World Cup, has accounted for £1.9m of independent retail sales during the tournament.

"Mango & Passion Fruit has helped refresh our Lucozade Sport range and added a lot of interest in the soft drinks category. We gave it a lot of support during the World Cup and, while we would have liked the home nations to have advanced further, overall it's been a success for us."

While the manufacturer has seen success in independent stores, its relationship with supermarkets has been shaken following Tesco's decision to cull a number of Ribena products from its stores. The multiple claimed the move was designed to cut down on the number of high-sugar products aimed at children.

Mr Alexander says the impact the sugar debate is having on Lucozade Ribena Suntory and its brands is "difficult to quantify". The company is "acutely aware" of the issue, he adds, and was already taking steps to address consumers' concerns.



It's been a tough year, but it's also been a tough year for our competitors as well



Lucozade Grafruitti has been a big hit with customers this year



After a "tough" 12 months Bruce Alexander is looking forward to growing sales with independents in 2016

LUCOZADE RIBENA SUNTORY A TIMELINE

September 2013

GlaxoSmithKlein sells the Lucozade and Ribena brands to the Japanese Suntory Food & Beverage Ltd for £1.35bn.



September 2014

Ribena's core range returns to TV screens as part of a £2.5m advertising campaign.



February 2015

The company launches a £1.5m campaign for Ribena Tropical in a London convenience store giving one customer the chance to win a tropical holiday. Lucozade Sport Mango & Passion Fruit is also launched.



Interview by **Steven Lambert**
 email steven.lambert@newtrade.co.uk
 tel 020 689 3357



“Low and no sugar will be a key area for us going forward, and we have made a public commitment to reduce the total calories in our products by 20%. We have already made a move on this with products such as our new Lucozade Energy Tropical Fusion, which has half the amount of sugar of standard soft drinks, while our Ribena Winter Spice also comes with no added sugar.”

Mr Alexander also believes that independent retailers will need to accommodate their ranges for healthier soft drink demand in the near future.

“Our strategy is very much to go where the consumer is, and if they’re looking for low or no added sugar, then that’s where our portfolio will go.”

“Independent retailers will also need to reconsider how they merchandise this category as it grows in popularity.”

He also points to bottled water as being another growth opportunity within convenience, adding that his company’s new deal to distribute Highland Spring water will be a “key focus area” going into next year.

When questioned about further opportunities for independent stores to gain soft drink sales over multiples, Mr Alexander urges retailers to take greater advantage of link

sales with other categories, particularly around meal deals.

He says: “Soft drink sales

around meal and snack deals are growing exponentially in larger stores, but independent stores should also be doing more to take advantage of this, as it leads to increased basket spend and allows them to compete on a similar level.”

He adds that while independents can also grow their share of the soft drinks market by offering more variety in their range compared to supermarkets, he urged retailers not to “go overboard” by adding too much stock.

“In the independent sector, I’ve seen a real proliferation of range. There’s a real balance between creating choice for consumers versus having such a wide range that you lose visibility of the key lines. When it gets down to one facing of everything, it causes confusion with the consumers.

“Customers are drawn to the key brands and they act as a beacon to the shelf. This is something we’re always encouraging our field

sales team to pass on to retailers.”

Under taxing circumstances, Mr Alexander believes his company and independent retailers have weathered a difficult year and can look forward to a more positive outlook going into 2016.

He says: “It proves just how important soft drinks remain for independents. If you can get the right range, space and equipment, and combine this with impulse nature of the category, you can create more purchases as a direct result.” ●



Lucozade Ribena Suntory has reaped the benefits of being an official supporter of the home nations’ rugby team



June 2015

Reports emerge that Ribena, along with Capri-Sun and some Rubicon products will be removed from the shelves of Tesco stores nationwide as part of a move to offer a healthier range of drinks.

July 2015

As an official supporter of the England, Scotland, Wales and Ireland rugby teams the company announced a range of activity including a chance for consumers to win rugby shirts every 30 seconds.

September 2015

Tesco removal of Ribena comes into place.



RETAILER PROFILE



Toast of the village

By becoming a specialist retailer and focusing on niche products, such as craft beer, wine and locally-sourced produce, Josie Chamberlin has created a destination store. Now, the Hitchin retailer has her sights set on creating more space in which to introduce even more services. **Steven Lambert** reports

On a high street awash with retailers, Josie Chamberlin wanted to make her business stand out and decided to give her customers something beyond the usual groceries sold by nearby supermarkets.

This led her to expand the number of artisan and locally-sourced products in her store's delicatessen area and to widen her range of specialist beers and wines.

The move has yielded positive results, with average basket spend increasing by 4% to £5.80 over the past year at her Mace J Roberts & Son Ltd store, located in the village of Codicote in Hitchin.

Josie says: "We're on a high street with a number of convenience stores and supermarkets around us, so we've tried to become more of a specialist retailer, offering a wider range of services that other shops don't."

The business has become a haven for food and drink connoisseurs. Josie says white wine is one of the store's biggest sellers, with some customers spending up to £25 a bottle.

"I have an interest in wine and I've done various tastings and courses to learn more about it. So when I took over the shop, this was an area that I wanted to develop.

"We've also started stocking more craft and microbrewery beers, which are now quite popular. We've been offering deals on these such as three for £5 to grow sales."

Josie says her sale-and-return policy on

alcohol for functions and events has been a big draw to this side of her business.

"We supply alcohol for events at the local tennis club and we're looking to do something similar at the golf club. We also hire out glassware for parties and functions, which is something that keeps shoppers coming back to us."

Josie adds that growing interest in her alcohol section has also had a knock-on effect on sales from her deli.

"We have a great range of locally-sourced products, such as Broad Oak sausages, and we also have local bacon, cheese and cooked meat suppliers.

"We often have cheese and cooked meat tastings in store, which we now matching with alcohol. Our customers are becoming better informed about alcohol and food and some are now looking to trade up."

Josie is looking to take this further by creating a moveable shelving unit that can be used for wine tastings.

She says: "We've had private wine tastings in the past for various clubs but we want to expand this and include more shoppers."

While supporting a large mix of passing and local trade in-store, Josie has taken her generosity further with her long-running backing of the Macmillan Cancer Support charity, and has recently become chair of her local Macmillan committee.

She says: "We've held coffee mornings

“I read the retailer profiles in RN because it’s always good to see what other stores are doing and what you might be missing. They’re also good for picking up new ideas”

JOSIE CHAMBERLIN



Josie Chamberlin has grown footfall, increased her sales and created strong customer loyalty by continuously developing her store’s offerings



“We supply alcohol for events at the local tennis club and we’re also looking to do something similar at the golf club. We also hire out glassware for parties and functions”

VISIT MY SHOP

Mace J Roberts & Son Ltd

80 High Street
Codicote,
Hitchin
SG4 8XQ



and various other events, and now we’re looking to organise a fundraising ball. With the committee, we’ve helped to raise more £50,000, which has been used to open a Macmillan Cancer centre.”

Elsewhere, Josie says she has also widened her range of fresh and hot food in response to growing demand from shoppers.

“We’ve reduced space on general groceries to make more room for fruit and veg and ready meals. We’ve also taken on more of the Independent range from Costcutter, which is good quality and shows we’re offering good value to shoppers.”

She is now looking to create more space for these products by moving her two post office counters into a Post Office Local format next year.

It will form part of larger plans to celebrate the store’s 175th anniversary in 2016. Josie explains: “The shop dates back to 1841 and I’m the fifth generation of the Robart family to run it.

“We’re planning to have a big celebration next year and, before then, we’ll have a store refit and add new flooring and lighting.”

With the work being put into the store by Josie and her team, the business is set to toast many more anniversaries. ●



Want to see more of Josie’s store?
Go to betterretailing.com/josie-chamberlin

CHRISTMAS GUIDE



In the final part of our Christmas guide, Nadia Alexandrou and Nicola Stewart look at how retailers and publishers plan to maximise sales in the coming weeks

Seasonal sales stars

Paul Sohal

Nisa Local, Crich, Derbyshire



Owner of eight stores

Take orders from regular customers

A lot of my regulars put in personal requests for a particular cooking or lifestyle magazine, which I get in for them in time for Christmas.

Offer a pre-order service for TV Christmas specials

I let all my customers know I can pre-order TV magazines for them, as wholesalers often run out of these nearer Christmas. I keep them behind the till so these customers are guaranteed a copy.

Look at last year's EPoS data

I frequently used to sell out of popular Christmas magazines before I started checking EPoS data from previous years, which helps me order the right amount.

Jon Powell

The Newsagent, Newport



High street retailer and kiosk owner

Use any PoS material sent out by publishers

For the past few years a publisher has sent me display units, which I put my best-selling magazines on (mostly any title with TV listings). I put it by the entrance.



I move my magazine stand outside. It always draws in lots of Christmas shoppers

Pick a day to sell magazines outside your store I do this all year round, but on Sundays near Christmas - if the weather is good - I move my magazine stand outside. It always draws in lots of Christmas shoppers.

Put Christmas specials by the till

I've just put a few copies of Ideal Home's Complete Guide to Christmas by the till, which encourages customers to buy it on impulse when they're paying.

Pratish Kataria

North Leverton Village Stores, North Leverton, Nottinghamshire



Rural retailer

Give Christmas issues prominence

I give any Christmas special issues prominence by displaying them at the front of fixture to attract my

customers' attention and encourage impulse buys.

Order more magazines with TV listings early on

Magazines with TV listings such as Chat and Take a Break fly off the shelf in the run-up to Christmas, so I put in more orders of these titles early on.

Tidy your magazine fixture I find that my magazine shelves can slip easily into disarray if we don't regularly tidy it up at Christmas. This can damage sales because customers can't easily find what they're looking for.



Magazine sales can soar in December



OUR CHRISTMAS ISSUES ARE ON SALE NOW



PLEASE
MAKE A
DISPLAY OF
THEM!



CHRISTMAS GUIDE



Nainesh Shah
City newsagent
Mayhew News,
London



Advertise promotions on your window display I select a few of my magazine promotions to advertise on a large notice board by my window, which helps drive Christmas shoppers inside my store.

Let customers know their favourite titles have arrived A lot of my regular customers like buying specialist magazines at Christmas, and I will either email or phone them up to let them know when these have arrived.

It's not just customers you should be attracting Our specialist range has also caught the attention of publishers. This Christmas, for example, the team behind Monocle has selected our store to give out their Christmas goodie bags to customers who buy their title.

Nimish Ashar
Traditional newsagent
Newsmarket,
Rainham, Kent



Use them as stocking-fillers People get tired of giving socks at Christmas, and my customers often pick up a special-interest magazine such as a horse or car title from my shop as a simple gift.

Stock more children's magazines Parents tend to buy more kids magazines on impulse as a treat if

THE SPECIALIST
Adam Hogwood
Forecourt retailer
Budgens of Broadstairs, Broadstairs, Kent



Keenly aware of the potential pitfalls news and magazines can bring, Adam has learnt to take a hands-on approach to selling Christmas titles. "With careful planning and close supervision I can enjoy a significant sales boost, easily quadrupling my sales of TV magazines," he says.

Adam's main aim when managing his Christmas range is making sure his customers' favourite magazines are available at all times. "Speaking

from experience, you don't want to be the only shop in the area to run out of the Radio Times," he says.

While Adam has reduced his range from three to one metres in the past two years, he has still maintained the same sales volume. "I have cut out the slow-sellers and I now find it a lot easier to manage this smaller range, which particularly works to my advantage at busy seasons such as Christmas," he says.



Tempt customers to treat themselves Food and TV magazines are two sub-categories that customers always treat themselves to at Christmas, so I stock a good range of these titles.

Regularly check in with your wholesaler for updates Come Christmas I will be phoning Menzies at least once a week to track my orders, which

greatly reduces the risk of running out of stock at crucial times.

Prioritise magazines over newspapers As customers get into the Christmas spirit they tend to prefer reading magazines for enjoyment, rather than just keeping up with the news. I therefore give more space to magazines.



Specialist titles provide Nimish's business with a great gift

they're with their child, or buy them as presents to open on Christmas morning. I therefore make sure I have a full, up-to-date range.

Remind customers about annuals I remind customers who regularly buy a title that a related annual is being released, asking whether they would like a copy. This gives me time to pre-order and sell as many copies as possible.

Jazz Goraya
Father and son-run convenience store
Nisa Local,
North Fleet, Kent



Order more food magazines A lot of my customers seem to buy food magazines at Christmas for inspiration for their dinner parties, so I expand my range and work with my wholesaler to maintain stock levels.

Make space for early issues Publishers normally send a month's worth of issues in one go, so before this happens I rearrange my newsstand to make space for them.

Bundle early issues together Where publishers send out several issues at once, I tend to group them together to help customers navigate the fixture. This also tempts people to buy more than one at a time. ●

PRODUCT NEWS

Immediate Media's Radio Times double issue, the highest-earning single issue on

the newsstand, goes on sale 9 December. It generated £6m in sales revenue in 2014, a 5% increase on the previous year. Display units with other TV listings are being distributed to 1,000 independent stores, with a further 600 Radio



Times-only units also being sent out. TV double issues will start to arrive from 5 December, with **TV Choice** and **Total TV Guide** on sale from 8 December.

Publishers invest in premium covermounts in the lead up to Christmas and often have higher cover prices to push increased sales revenue.



Redan Publishing has a special issue of **Fun To Learn Bag-O-Fun** dedicated to The Snowman and the Snowdog, on sale 19 November. The issue comes polybagged with a separate story book, a snow globe and stickers, and has a one-off price increase to £4.99.

Sales of cookery and home titles soar near to

Christmas and **Frontline** advises retailers to stock a broad range. **BBC Good Food** is the best-selling cookery title through independent stores and its Christmas special, covermounted with a 2016 calendar, is on sale now. Sales of one-shots such as **Kelsey Media's The Christmas Magazine** and



Media 10's Good Homes Ultimate Christmas, on sale now, increase as Christmas approaches so retailers are advised not to early return.

Read **This Week in Magazines** each week for all Christmas launches



POST OFFICE

See your retail sales rocket by

15%



Modernise your store with Post Office investment



Get paid for every customer transaction



Taking on a Post Office brings new customers so you can drive sales

Visit www.runapostoffice.co.uk to find business opportunities near you

STORE SUPPORT

Retailers who want to improve their businesses are increasingly able to call on support from suppliers, symbol groups and other industry experts. Tom Gockelen-Kozlowski takes a trip around the typical modern store to prove the point

They'll get you flying

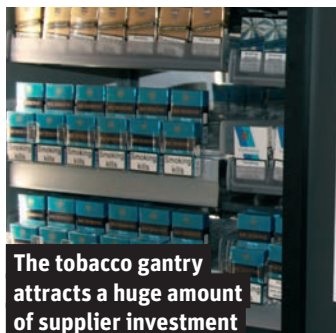




It is the part of a retailer's store where perhaps the most support is available. From ranging advice to tackling the illicit trade in your local area suppliers work hard and invest millions in supporting independent retailers.

Although it is attracting controversy for the terms of its gantry contracts, Imperial Tobacco has worked to assist retailers with understanding the myriad legal changes about to hit the sector by launching the Partnering for Success programme this summer. This includes the Tobacco Products Directive (TPD) and plain packaging legislation. START (Support, Training, Availability, Range and Trust) packs are already available and will be updated regularly as details on the TPD are confirmed and new data arrives on the impact of the changes.

JTI also offers support to retailers



affected by the illicit trade. Through its Youth Access Prevention scheme, run in partnership with training and advisory company Underage Sales, JTI has run test purchases in hundreds of stores to identify "at risk" stores before they fall foul of the law.

The company also runs the ARTIST programme which encourages best practice among retailers. It is a priority for all major manufacturers that stores have good availability, ranging and staff training levels.

To highlight the growing importance

of reps helping retailers meet the required standards for the category, Philip Morris last year returned its own team of reps to the road after 25 years operating without them.

Aside from the tobacco suppliers themselves, gantry manufacturers such as Expotutto have encouraged retailers to use the space behind the till for other categories than tobacco.

How we worked with the industry this year

Kate Clark

Sean's News, Upton-upon-Severn, Worcestershire



I've been working really closely with Imperial Tobacco since last year, mainly on improving our range and our availability. Our availability is now at 98% and whereas before I was seeing tobacco sales declining to £2,000 per week they've since doubled to £4,000.



Working with her gantry supplier helped Kate Clark double her tobacco sales



Away from the shopfloor there is a growing amount of other support

Retailers looking to build the perfect range for their store have the benefit of being able to use their EPOS data to quickly and accurately look at what's selling and what's not. In addition, most sales reps will be able to give more detailed and unquestionably more useful guidance on ranging to retailers who share this data with them.

Wholesalers, meanwhile, are also investing heavily in making sure their retailer customers have all the information they need to increase their profits. Today's Group's Plan for Profit Guide is one such resource, giving member retailers up-to-date ranging advice. The company recently made all this accessible via an app alongside broader category tips and access to deals to help retailers manage their businesses "on the go".

Most sales reps will be able to give more detailed guidance on ranging to retailers who share this data with them



Smartphones are an increasingly vital tool

STORE SUPPORT



The blending of food service and convenience business models is becoming so widespread it is even spawning its own language (“foodvenience” is now, apparently, a word).

Two symbol groups in particular are spearheading this trend. Spar, with its trial of ‘Daily Deli’ foodservice counters is looking to offer nutritious and fresh

salads, snacks and desserts to retailers. The company is also working with the likes of Costa, Starbucks, Greggs and Subway to develop franchise partnerships for its retailers. Simply Fresh, meanwhile, says it’s also been working closely with foodservice specialists to help tailor their solutions in whichever way retailers require.

For those wanting to take full advantage of the opportunity Simply Fresh Kitchen provides “a platform to create your own unique dishes served in a very Simply Fresh way” with each step along the way supported by the group’s Business development managers, creative director Davinder Jheeta says.



One of the most widely-recognised supplier initiatives around, Heineken says its Star Retail programme is proven to grow retailers’ sales by at least 12%, worth £5,500 to the average store. The programme includes rep visits and telephone support plus access to a website which tracks retailers’ progression and provides category advice too.

At the core of the programme, however, is a “progression plan” which rewards retailers for following guidance on core range, “category share of space” and “brand share of space”. Retailers can receive either gold, silver or bronze awards related to how closely they stick to the plan. Heineken says 83% of retailers have seen an increase in sales across their whole store as they apply Star Retailer principles to other categories.



Spar has invested in the ‘Daily Deli’ format



It’s no secret that the newspaper industry is no long the cultural and sales behemoth that it was in decades past. As regular readers will know, however, this decline has not stopped retailers who focus on the category from protecting their own store’s sales and reaping the footfall and customer loyalty benefits that it brings. One company which has supported these retailers in recent times is the i’s publisher, The Independent. It has provided free copies to retailers – and even whole NFRN districts – to hand out with copies of local newspapers to boost readership and grow sales. The Telegraph, meanwhile, has sent out copies of the copious numbers of books a national newspaper receives, allowing readers to give



out freebies to customers who pick up a Daily or Sunday Telegraph. The standout activity of the year, however must be the News UK’s ‘Deliver My Sun’ campaign, which gives readers the opportunity to get the title delivered free of charge every day for 12 weeks. Alongside the publisher’s MyPerfectShop programme, which provides point of sale units and encourages bespoke promotions such as ‘Buy the Sun and get a bottle of Volvic for 60p’, the company says its activity is “designed to reignite retailers’ passion for news and create a long-term partnership”.

Publisher support is helping to protect sales



How we worked with the industry this year

Susan Connolly

Spar Pewsey, Pewsey, Wiltshire



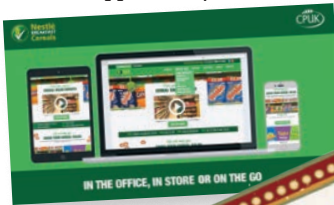
We’re working particularly closely with Heineken’s Star Retailer programme. Since joining it we’ve seen double-digit growth in our beer and cider sales and one of the additional benefits has been from our customers – they’ve noticed the change and seem to have more confidence in our availability now.



Susan Connolly has seen sales rise thanks to the Star Retailer initiative



As tastes and habits change, cereal has been one category to become increasingly dynamic in recent times. Retailers who want to make sure they're keeping up to date with it were given a new tool earlier this year with Cereal Partners UK's Cereal Success website providing category guidance, product information and more to retailers. The site was built in consultation with 40 retailers to ensure that the information on the website is as useful as possible. Simultaneously, the company has been sending out teams to re-lay retailers' cereal fixtures in line with their expertise and insight. The company says 111 retailers have so far taken up the opportunity.



Online support boosts cereal sales



That education is at the heart of a successfully-run wine category is highlighted by Concho Y Toro's decision to switch its strategy from focusing on building sales of over 400 wines to just seven. It's a decision backed up by the sponsorship of scary films on Sky Movies last weekend and a continued investment in advertising big-selling bottles such as its Isla Negra Chilean white wines.

One company which has put educating independent retailers at the heart of its business is Accolade Wines which, through its Winning With Wine website, offers retailers simple information on everything from organising fixtures (put bestsellers on eye level and always organise ranges by colour first) to maximising customers' spend by running the right kinds of promotions.



I wanted to improve our sales of higher-priced wines and they give advice



Do you make the wine category simple to navigate for customers?

How we worked with the industry this year

Paul Cheema

Malcolm's Nisa, Tile Hill, Coventry



There's a premium wine company called Hatch which we've just started working with. I wanted to improve our sales of higher-priced wines and they give advice and tools that should improve our sales across the board. This includes PoS based on the words "Treat Yourself to Something Special" to get customers thinking about trading up for a birthday, for the weekend or just for the sake of it."



There is a long tradition of support for retailers from confectionery suppliers with their reps teams some of the largest in the industry. The possibilities of modern technology mean that retailers need not wait for new display materials or ranging. Delicious Display, for example, is an online platform developed by Mondelez to provide a way of accessing the latest news from the company, planograms, display materials and more. Ferrero similarly has a trade site available for UK retailers with step-by-step guides, a PoS catalogue and lists of must-stock products for every category the company operates in.

With confectionery such an impulsive market, accessing this regularly-updated advice should ensure retailers are doing all they can to boost sales.



Delicious Displays provides 24/7 advice



Got the right mix of core bestsellers and new products?



How we worked with the industry this year

Ravi Raveendran

Columbo Food & Wine, Hounslow



We've worked with Mars this year, with their rep remerchandising my confectionery fixture and providing point of sale material. Their new display kit is removable which means we can put it in different places - now customers know that we've got Galaxy bars, for example, as soon as they enter the store. I've definitely noticed that I'm picking up more cases of Mars chocolate to refill the fixture since they've been working with us.

STORE SUPPORT



Like confectionery, the snacks market is one where new formats, products and trends mean keeping a range updated can be a challenge. Blending together some of the elements that other suppliers have found useful, PepsiCo launched its Walkers Counts for More website, a platform which offers category guidance, tailored planogram information and gives retailers who engage with the advice rewards for having done so. “Retailers are rewarded for educating themselves – every time they engage in the activities and find out more about how to promote and display the category to grow their sales,” says Matt Goddard, PepsiCo head of impulse field sales.

Another company which has looked to focus on the convenience market this year is United Biscuits. In April it launched a retailer ‘Ambassadors Club’, a 12-strong panel of independent store owners who meet quarterly to provide feedback and advice to the company about its activities. This insight is then incorporated into the advice its teams give to retailers nationwide.



Counts for More is PepsiCo’s major support platform



Suppliers know retailers like to learn from each other



The transformation of the network is gathering pace with closed-off counters making way for less space-consuming units that can go alongside a till. The benefits of adding Post Office services to a business, it says, include an average sales increase of 15% and the ability to meet the banking needs of 99% of customers. Providing support to retailers who either want to convert an existing branch or bring Post Office services to their store for the first time, the group has launched the Run a Post Office website which hosts a wide range of guidance and resources. Additionally to this all staff training and equipment required is paid for by the Post Office and there is no franchise fee.



Retailers are rewarded for educating themselves



Online support from start to finish with the Post Office

How we worked with the industry this year

Julian Taylor-Green

The Taylor-Greens’ Spar, Lindford, Hampshire



This year we moved over to Spar and at the same time the Post Office is changing its model too. With so much change we’ve been able to talk through everything with the Spar team and I hear from the Post Office team every week or so too. It offers training to our staff too but the only issue with that is that we would need all our team to go to it and it’s very difficult to find the time for them to be out of the store.



Offering freshly-baked croissants and baguettes to customers on a lazy Sunday, or when they need a quick fix for lunch, is a service that many retailers provide. For those wanting to add a bakery in their shop companies such as Aritza and Country Choice will not only supply the equipment and products but offer training, advice and even point of sale units to ensure displays are so appetising customers can’t resist picking up a snack.

Tempting displays help boost sales





One of the biggest stories in the independent sector this year has been Booker's acquisition of Londis and Budgens from Musgrave. Its boss, Charles Wilson, has indicated that existing Booker retail customers – whether they are Premier, Family Shopper or unaffiliated – will

feel the benefit as the company takes the best of Budgens and Londis's fresh and chilled operation and applies it to its whole business.

Landmark, Bestway, Batleys, Spar, Today's Group – almost every wholesaler is investing in improving this area of its offering. Retailers can therefore expect more and better support and advice across the board next year in what is becoming an essential category for many stores.

Almost every wholesaler is investing in improving its fresh and chilled offering

Cotswold Fayre is one company which has long worked to bring independent retailers and local producers. The specialist food wholesaler not only puts small-scale suppliers and stores in contact with each other but can help arrange food tastings too. More mainstream wholesalers are catching on too with the likes of Nisa and Spar among the many which list local products in their ranges.



Greater and greater numbers of retailers offer hot drinks in their stores, giving customers another reason to come inside on a cold day. Smiths News's Jacks Beans, Tchibo, Costa Coffee and Nestle all have options available to retailers looking to offer hot drinks at a standard customers might more likely expect from a coffee shop.

Outside this growing market Taylors of Harrogate is showing its commitment to the independent sector, supporting retailers with the Brew View platform which combines national data and store-specific advice to give retailers help in expanding their sales of coffee and teas. ●



Brew View provides channel-specific advice

How we worked with the industry this year

Tess Flower

The Village Shop, Upper Dicker, East Sussex



Local products are a really important part of our business and so when we get products in we give suppliers feedback on how we could sell more. We've recently started stocking a really beautiful homemade local fudge, but its red and gold packaging made it look cheap and mass produced. We've told them that they need to a more country-style design to sell the product and I'm confident we'll sell a lot more when they do.



PREVIEW



Monster promotion

Monster Energy is offering Call of Duty: Black Ops III players double in-game experience points in an on-pack promotion.

RRP £1.49

Outers 12

Contact 08457 227222



ProActiv campaign

Unilever is backing pack updates to its Flora ProActiv range with a £1.5m marketing campaign.

RRP various

Outers various

Contact 01293 648 000



Chupa Chups's force

Perfetti Van Melle is launching Star Wars-themed drinking cups and sharing bags to tie-in with latest film in the film franchise.

RRP various

Outers various

Contact 01753 442100



'Cheesecake' addition

Dairy Crest is expanding its Frijj Supreme premium milkshake range with the launch of a Strawberry Cheesecake flavour.

RRP £1.30

Outers not given

Contact 08457 811 118



Hop House unveiled

Diageo has unveiled the latest launch under its Guinness Brewer's Project, Hop House 13 lager.

RRP £1.30

Outers not given

Contact 0845 7515 101



A Müller Movember

Müller Wiseman Dairies is supporting Movember with an on-pack promotion running on its Black & White milk.

RRP various

Outers various

Contact 01355 244261



Fruity Xmas toiletries

Unilever has unveiled a range of toiletries gift bags for Christmas, including a Radox Fresh & Fruity shower collection.

RRP £6 - £20

Outers various

Contact 01293 648 000



Anchor £2.5m campaign

Arla Foods is investing £2.5m in a Christmas TV campaign for Anchor.

RRP various

Outers various

Contact 0845 762 6434



Foster's takes to the air

Foster's has started its PR and marketing activity designed to raise awareness of the brand and its sponsorship of new TV show 'Helluva Tour'.

RRP various

Outers various

Contact 0845 301 0330

THIS WEEK IN MAGAZINES

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facebook.com/retailnewsagent



Soccer stickers

PANINI'S TREAT FOR FANS OF INTERNATIONAL FOOTY

The action-packed world of football is a consistent sales winner on retailers' shelves and this new collection is bound to score well

FRESH FROM the launch of its FIFA 365 trading cards, Panini is releasing a sticker collection based on the international series. Including action shots, team lineups and badges, the collection includes the best clubs from all six of the FIFA continental zones around the globe. Starter packs come with a super-sized sticker album and 31 stickers and there are 64 special foil stickers for collectors to look out for. They can also vote for the exclusive 'golden sticker', with each packet containing a special code that can be used to vote on a dedicated site. Retailers are asked to display packets on the counter where possible, particularly before and after school.



FIFA 365 STICKER COLLECTION
On sale 12 November
Frequency ongoing
Price starter £2.99, stickers 50p
Distributor Marketforce
Display with other collectables

Round up



NICOLA STEWART
Magazines
reporter

A FLYER IN THE OINTMENT

One of the first times I saw a retailer unpacking tote boxes, I noticed he was flipping through each title before putting it on the shelf.

I asked why he was doing this and he picked up a copy of a TV listing, one of his bestsellers, and opened it to a page that had a flyer stuck on. It was a subscription form for readers offering them a significant discount if they signed up to buy direct from the publisher.

The retailer carefully pulled the form off of each copy and put it straight into the bin. He told me that technically he wasn't supposed to do this, but added that he wouldn't let his customers take anything home that was encouraging them to cut him out of the picture.

Subscription offers are a common point of contention between independent retailers and publishers, and RN readers regularly contact us about promotions that come up.

One of the most recent examples was a part-work publisher that offered exclusive free gifts for direct subscribers. It is understandably frustrating for retailers who put time into promoting early issues, building customer interest and loyalty, and then lose collectors to special offers they don't have access to.

One publisher, Hachette, told us that subscriptions are needed, alongside retail sales, to keep the sector financially viable (see p20).

I can understand that, but shouldn't there be another option, a subscription through independent stores? Particularly those that offer HND.

Perhaps in this case, magazine publishers could learn something from the newspaper industry.

THIS WEEK IN MAGAZINES



Bestsellers Pre-school

Title	On sale date	In stock
1 CBeebies Weekly	18.11	<input type="checkbox"/>
2 Play & Learn	02.12	<input type="checkbox"/>
3 Thomas & Friends	11.11	<input type="checkbox"/>
4 CBeebies Special Gift	02.12	<input type="checkbox"/>
5 CBeebies Art	02.12	<input type="checkbox"/>
6 Fun To Learn Peppa Pig	12.11	<input type="checkbox"/>
7 Fireman Sam	18.11	<input type="checkbox"/>
8 BBC Toy Box	25.11	<input type="checkbox"/>
9 Disney & Me	11.11	<input type="checkbox"/>
10 Thomas Express	02.12	<input type="checkbox"/>
11 In the Night Garden	11.11	<input type="checkbox"/>
12 Something Special	25.11	<input type="checkbox"/>
13 All About	11.11	<input type="checkbox"/>
14 Disney Stars	25.11	<input type="checkbox"/>
15 Peppa Pig Bag-O-Fun	03.12	<input type="checkbox"/>
16 Octonauts	02.12	<input type="checkbox"/>
17 Milkshake	19.11	<input type="checkbox"/>
18 Mister Maker	18.11	<input type="checkbox"/>
19 Fantastic Funworld	12.11	<input type="checkbox"/>
20 Bob the Builder	02.12	<input type="checkbox"/>

Data from independent stores supplied by



DISNEY CAKES & SWEETS

The latest standalone issue of Disney Cakes & Sweets is a Christmas special dedicated to recipes for the festive season. It comes with a 28-page magazine filled with Disney-themed recipes along with two free silicone moulds for baking Disney cupcakes. On sale or return, the issue is premium priced at £11.99 and retailers are asked to display it prominently alongside the regular collection or other cookery titles.



On sale 5 November
Frequency one shot
Price £11.99
Distributor Comag
Display with regular Disney Cakes & Sweets collection



DOCTOR WHO FIGURINE

Dedicated to the Emperor of the Daleks, this standalone issue of the Doctor Who Figurine collection comes with a 115mm tall figurine of the leader of the Daleks, as depicted in the 'Evil of the Daleks' episode, first aired in 1967. It also comes with a 20-page magazine on the character's history and retailers are advised to display it prominently and promote it to regular collectors.



On sale 5 November
Frequency one shot
Price £17.99
Distributor Comag
Display with regular Doctor Who Figurine collection



MARVEL CHESS COLLECTION

The latest special from the Marvel Chess Collection features two alternative chess pieces based on Professor X and Apocalypse. It comes with two highly detailed, hand-painted figures of the popular characters that can be used as kings. It also comes with a 16-page magazine detailing their powers and abilities. Promoted in the regular collection, the issue should appeal to existing collectors and additional copies should also be displayed prominently.



On sale 5 November
Frequency one shot
Price £19.99
Distributor Comag
Display with regular Marvel Chess Collection



MOTORCYCLE SPORT & LEISURE

The December issue of Motorcycle Sport & Leisure comes polybagged with a free copy of the Old Bike Mart and MotorCycle Monthly newspapers, in what is now a regular promotion for the title. With more than 80 additional pages of news and classifieds, the issue is high value for customers and retailers are advised to display it full facing at the front of fixture where possible.



On sale 6 November
Frequency monthly
Price £4.20
Distributor Comag
Display with Bike, Bike Trader, Ride



COSMOPOLITAN USA

Celebrating 50 years since the launch of Cosmopolitan USA, this issue features the Kardashian/Jenner family on the front cover for the first time in four years. Inside, the issue includes a 16-page feature and interview with the reality television stars. Retailers are advised to display this issue full facing alongside the UK edition.



On sale 7 November
Frequency monthly
Price £4.80
Distributor Comag
Display with Cosmopolitan, Vogue USA, Harper's Bazaar USA

OUR COLLECTION OF PUZZLE CRACKERS

GOES ON SALE 5 NOVEMBER



THUNDERBIRDS ARE GO

The second issue of DC Thomson's newly-launched Thunderbirds Are Go comes covermounted with the second in a collection of Thunderbird mini aircraft models. There are five models to collect in the first five issues and retailers can capitalise on this by displaying these early issues full facing and at the front of the fixture. Stores allocated copies are asked not to early return.



FREE GIFT

On sale 11 November
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Beano,
110% Gaming, Toxic



MAKING JEWELLERY

The December issue of Making Jewellery is a special Christmas-themed edition, including 50 festive projects, along with a free pack of Preciosa beads and instructions on how to use them to make Christmas decorations. Combining tips and basic techniques with features on leading jewellery makers, the title is one of the best-selling jewellery titles sold in independents and retailers are advised to display this issue prominently alongside other Christmas specials.



SPECIAL



FREE GIFT

On sale 12 November
Frequency monthly
Price £4.99
Distributor Seymour
Display with Crafts
Beautiful, Craftseller



INSTYLE

The December issue of InStyle comes covermounted with an Eyeko Black Magic Mascara which has a retail value of £12. Hollywood actress Anne Hathaway is featured on the cover and gives an exclusive interview inside. Also included is an interview with Rita Ora. Retailers are asked to display the issue full facing at the front of the fixture to highlight the added value to customers.



FREE GIFT

On sale 5 November
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Marie Claire,
Glamour, Red



TAB FICTION FEAST

Instantly recognisable under the Take a Break brand, Fiction Feast features 20 fictional stories each month. It also includes puzzles, a £500 picture pointer competition and book giveaways from some of the country's most famous writers. Retailers are advised to display it next to Take a Break and to give it extra prominence in the run up to the Christmas break.



SPECIAL

On sale 5 November
Frequency monthly
Price £1.99
Distributor Frontline
Display with Take a Break



HEY DUGGEE

Launched in October, Hey Duggee is a new title from Immediate Media based on the hit CBeebies show of the same name. Based around the Squirrel Club, the show features preschool children taking part in activities and adventures and earning badges for their accomplishments. The magazine aims to target both existing fans of the show and to appeal to new fans. Retailers can support the fledgling title by not early returning copy and displaying it at the front of fixture.



SPECIAL

On sale 18 November
Frequency monthly
Price £2.75
Distributor Frontline
Display with CBeebies,
Play & Learn

Retailer viewpoint

Jay Patel

Jay's Budgets,
 Brockley, South London



I'VE SEEN CHANGES, BUT MAGS STILL SELL

I've been in this shop for 35 years and I've seen a real change in the magazines that are selling. In the old days I sold so many women's magazines, but now my biggest sales are on children's.

I do still sell women's and men's. Red is my bestseller and InStyle does well too. Then there's Q, Empire and GQ on the men's side.

I'd say 60% of my trade is local and 40% is passing trade, but I've built up such a loyal clientele in parents with children. I position all my children's magazines by sweets and biscuits and since I've done that I've seen an increase in sales in both categories.

I have around two metres dedicated to children's magazines – all the favourites from Peppa Pig and CBeebies to Charlie & Lola, Scooby Doo, the Simpsons, football magazines and Match Attax trading cards. If kids see something on TV then they often want the magazine.

On a Friday, Saturday and Sunday I place piles of children's magazines on the floor. I tell my staff not to tell children off if they are reading them or looking at them. Sometimes I have as many as 10 children all sitting around reading. They are like my family! I think if children can play with them and read them, then it's more likely I'll sell copies.

Sometimes mums tell me off and say I'm so crafty doing that, but they always return with their children to buy.

Covermounts are a real pull. Kids love them. I sell double figures of most of my children's magazines, but I've found if they have a toolkit or an activity or a toy covermounted they attract a lot more interest.

When my wife and I go to India we buy lots of little presents including bindis for the girls and give them to our loyal customers. To me children are the owners of my shop. They are my business partners.



COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

NEWS UK'S INDEPENDENTS SALES MANAGER GREG DEACON ON THE FUTURE OF THE TRADE

Plus, we analyse how much newspapers are worth to your store, and retailers and suppliers provide facts and expert advice on growing your laundry sales



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Millennium Falcon	44	100	8.99
Cake Decorating	190	210	2.99
Cake Decorating Relaunch	139	165	2.99
Dinosaurs & Friends	37	60	5.99
Official Star Wars Factfile	93	120	2.99
Zippo Collection	4	60	19.99

Eaglemoss

3D Create & Print	42	90	6.99
Batman Automobilia	75	80	10.99
Build A Solar System	11	104	6.99
DC Comics Graphic Novel	6	60	9.99
Disney Cakes & Sweets	113	120	4.50
Doctor Who Figurines	58	70	7.99
Marvel Chess Collection	50	64	8.99
Marvel Fact Files	138	150	3.50
Military Watches	45	80	9.99
Star Trek Off. Starships Coll.	58	70	10.99

Hachette

Art of Crochet	10	120	2.99
Art of Knitting	41	90	2.99
Art Therapy	33	100	2.99
Black Pearl	95	120	5.99
Build the Mallard	62	130	7.99
Build the U96	62	150	5.99
Classic Pocketwatches	84	80	8.99
Dr Who Complete History	5	80	9.99
Judge Dredd Mega Collection	21	80	9.99
Marvel's Mightiest Heroes	49	60	9.99
My 3D Globe	44	100	5.99
Your Model Railway Village	102	120	8.99

RBA Collectables

Amazing Dinosaur Discovery	36	80	5.99
My Zoo Animals	9	60	5.99
Precious Rocks, Gems & Minerals	41	100	5.99
Real Life Bugs & Insects	59	85	5.99

Collectables

DeAgostini



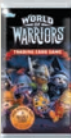

Magiki Kittens	2.50
Geckos & Co	1.99

Magic Box







Zomlings Series 4	0.50
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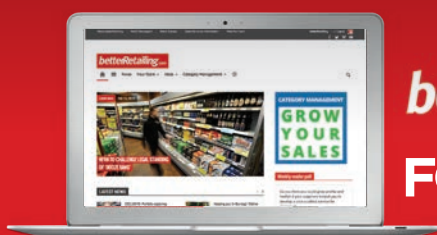
Collectables

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 Cards £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 Cards £0.50		

Panini

	Avengers 2: Age of Ultron Starter £2.99 Stickers £0.50		England Official Sticker Collection Starter £2.99 Stickers £0.50
	Descendants Starter £2.99 Stickers 50p		Fifa 365 Adrenalyn XL Starter £4.99 Cards £1.00
	Disney Cinderella Starter £2.99 Stickers £0.50		Jurassic World Starter £2.99 Stickers £0.50
	Disney Frozen My Sister, My Hero Starter £2.99 Cards £0.50		Inside Out Starter £2.99 Stickers £0.50
	Disney Frozen Photocards Starter £3.99 Cards £1.50		Peppa Pig Starter £2.99 Stickers £0.50
	Disney Frozen Winter Magic Starter £4.99 Cards £0.75		Road to UEFA Euro 2016 Starter £4.99 Stickers £1.00
	Disney Princess Fabulous Talents Starter £2.99 Cards £0.50		Sofia the First Starter £2.99 Stickers £0.50
	Dragons Starter £2.99 Cards £0.50		Ultimate Spider-Man Album £2.99 Stickers £0.50



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 News bill £500 pw, two rounds
 T/o £7,500 pw, Lottery £1,000 pw



West Sussex Newsagents
 Leasehold £125,000 Ref: T31746T

Village location, Littlehampton area
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 Easily run business, new lease available
 Turnover £460,000, NP £64,000

Northants 01564 771770



Con/News/Off-licence Norton
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Sussex 01273 803777



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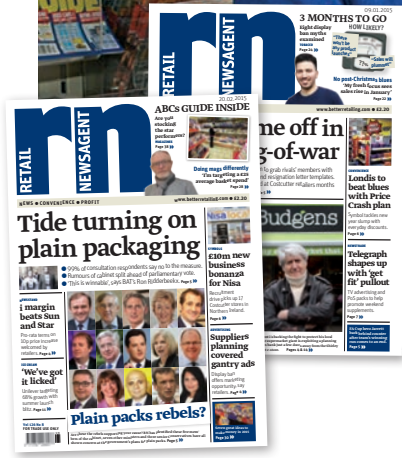


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Back in the day

101

YEARS AGO

14 Nov 1914

A most artistic and saleable series of patriotic Christmas postcards has been issued by the Inter Art Company. There are 12 subjects, with special verses and greetings, designed by leading artists and beautifully reproduced in full colours and gold.



50

YEARS AGO

6 Nov 1965

Plans are being formulated by City Magazines for the big TV tie-up comic Thunderbirds. Trade members have received a "mysterious" invitation from Lady Penelope, the "International Rescue" agent in England, to a reception at an unspecified venue.



25

YEARS AGO

10 November 1990

The end of the year is the end of the line for the old-style 5p coin, when it will cease to be legal tender, and retailers are being urged to return them to banks in plenty of time. According to the Royal Mint, consumers and retailers are growing familiar with the new-look 5p piece.



£15,000 for a biscuit from the Titanic? That's crackers



A 103-year-old cracker salvaged at the sinking of the Titanic has been sold for a mind-boggling \$23,000 (£15,034).

The 'pilot biscuit' was one of several items recovered during a rescue mission to save passengers from the doomed vessel, which were put up for auction last month.

It was saved by James Fenwick, who was a passenger aboard the RMS Carpathia when it assisted in rescuing people from the Titanic. Fenwick preserved the snack

in a Kodak film envelope, along with the note, "Pilot biscuit from Titanic lifeboat April 1912".

According to the Telegraph, a pilot biscuit more closely resembles a hot cross bun, meaning that it dried and fossilised instead of rotting away like regular biscuits. Historians also had to be called in to verify that the product was a "human biscuit" because the manufacturer, Spillers & Bakers, was better known for making dog biscuits.

Asda stalls with forecourt blunder

Asda fuelled its own bad publicity last week after a petrol mix-up at one of its forecourts left motorists fuming.

The supermarket came under fire after dopey staff put the wrong fuel into tanks at its Small Heath petrol station in Birmingham.

The error meant drivers who thought they were filling their cars up with unleaded were actually pumping diesel instead, and vice versa.

One customer told the media: "I got petrol from Asda Small Heath petrol station.

Minutes later my car begins to lose power and start to jerk. We were all very distressed as prior to this the car was perfect."

The forecourt was closed soon after word of the blunder became widespread. An Asda spokesperson blamed the incident on "human error" and said it had been in contact with a number of shoppers affected by the incident.

As far as an exercise in customer service goes, it certainly seems to have backfired.

AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



Sunday 25 October was a nightmare where the Mail on Sunday was concerned.

When it was put together it weighed just over two pounds and it was a pain trying to stuff it into letterboxes - and where people have it put into a pipe it was just hopeless.

The main fly in the ointment was, of course, the Debenhams gift guide. Why, if they must put all this rubbish out, can't they spread it out during the week? Why must we be overloaded at weekends? Mind you, as I have said before, in the coming weeks we will be used like pack horses because of the Christmas rubbish.

I am writing this on Halloween night. Fortunately, where I live you don't get pestered with trick or treaters, so that saves having to keep answering the door with dollops of sweets.

There were a number of pumpkins on a few doorsteps on the round this morning ready for the event, along with white fluffy stuff draped around windows and gates.

But I think one house has really gone one step beyond. They have got a makeshift wall with hands sticking out, then there's gallows with a couple of witches and bats hanging off it. It all leads to a trail, which ends up in the garage where there are all sorts of creepy-looking things. I think someone has got a lot of patience and imagination.

Last Tuesday I arrived at Cooke's farm at Tunstall just in time to see a cow with her newborn calf. It did look funny trying to stand up and co-ordinate its legs - it quite made my morning.

There was another happening last Tuesday as well. Just as I got to Doley a hot air balloon came down and landed in one of the fields at Hussey's farm. It caused a bit of excitement for them as they don't see too much activity where they are. I am sure it will keep them in conversation material for weeks.

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