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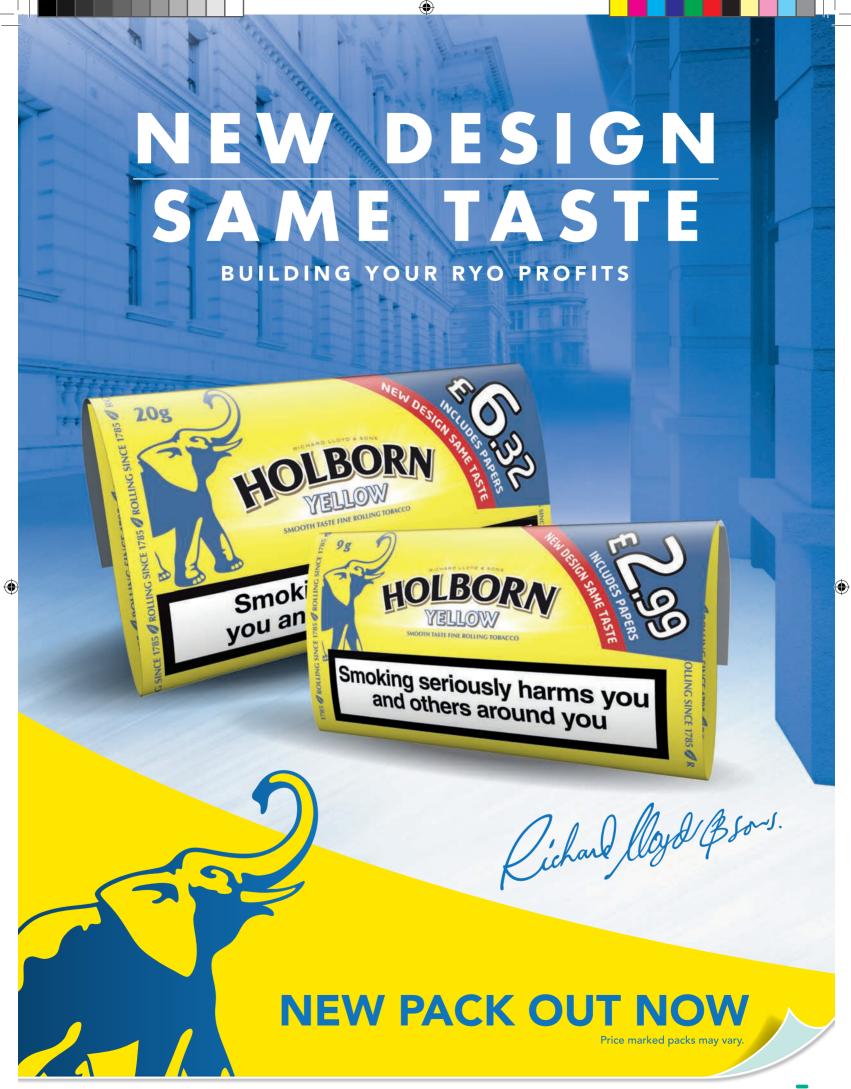
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# HATS, TOYS & SOLAR PANELS

**Unusual items** to boost your **Xmas margins** CHRISTMAS GUIDE





**Charity starts in store** 'My community work earned me an NFRN hero award' Page 14 & 22 >>

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**NEWS ● CONVENIENCE ● PROFIT** 

TOBACCO DISPLAY BAN

# Imperial rules 'forcing brands off gantries'

- Retailers facing legal action for failing to give 70% of display space to manufacturer.
- 'We can't even fit single facings of competitor lines and are being left with boxes of unsold stock.' Page 5 >>>



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Halving cover price results in just 11% weekday sales rise. Page 4 >>>

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# Wakefield Irish shops support copper cut

Retailers opt in to scheme to phase out small change.

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Key suppliers and 147 top independent retailers gathered at Lord's Cricket Ground to debate key trends and how to take advantage of them at Newtrade's Local Shop Summit last week. The 2015 IAA finalists and RN Come Shop With Me winner were also unveiled at an industry dinner. Full details in this issue. Page 24 >>>



# **LEADER**



I knew anywhere
to look at for
inspiration. He
was in luck, I said



CHRIS GAMM
Editor

@ChrisGammRN

Standing in the Lord's Long Room bar after last Wednesday's Local Shop Summit, I got chatting to Hardev Ruprai, who runs a Nisa Local on the outskirts of Birmingham.

His store features a large off licence section, but he told me he feels there's an opportunity to do something a bit edgier with with it – something you'd expect in London, but not in Kings Heath. Hardev asked if I knew anywhere to look at for inspiration.

He was in luck, I said, as the hotel he was staying in was just five miles from Harringay Local Store, a deli and record shop with a great alcohol section. You should visit it in the morning, I said.

While he was writing down the address, I remembered that Drink of Fulham, a high end-off licence with 600 bottled beers, was holding tastings all week and told him to check that out too.

They sound great, he said, but what about stores serving alcohol to drink on-premises? I told him about my recent visit to Eat 17 in Homerton. He'd filled a page of notes by the time we'd finished.

I phoned him on Monday to ask how he'd got on and found out he'd spent the entire day visiting the stores, as well as several Camden bars and the trendy Borough Wines.

He'd also researched Eat 17 online and was so inspired he'd made an appointment with a local solicitor specialising in on-premises licence applications and contacted two wine importers.

Hardev's day out is what the Local Shop Summit – and Retail Newsagent – are all about: the opportunity to meet great retailers and suppliers, share ideas with them and, most importantly, take things back to your store to try. And very often it need only be one idea to make it a day well spent.

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the huge c-store trend

### JUST 25% OF INDIES HAVE A WEBSITE AND ONLY 23% USE TWITTER



# Lottery sales hit new high

Camelot has reported its highest ever sales figures for the National Lottery, with total ticket sales reaching £3.6bn in the six months to 26 September.

Sales grew by £145m on the same period last year, and Camelot awarded a record £2bn in prize money and generated £875m for National Lottery Good Causes. Total in-store sales for the half-year were £2.9bn, an increase of £34.5m on the previous year.

James Pearson, head of retail channel at Camelot, said: "Thanks to very strong growth in our GameStore strategy and the ongoing efforts of our retail partners we've made an extremely positive start to the financial year.

"We've got some really exciting plans to further enhance our games in the coming months."

# Supermarket slowdown

Two of the UK's big four supermarkets have announced plans to scale down their operations following disappointing financial results. Tesco has sold off 14 sites across London, the South East and Bath previously earmarked for supermarkets in a £250m deal with property developers Meyer Bergman.

The move comes two weeks after the multinational announced its profits for the first half of its financial year were 55% down on the same period last year, from £779m to £354m.

Asda, which recorded its worst ever quarterly sales in the three months to June, has shelved plans to expand in London and to open 100 standalone petrol stations. The anticipated roll-out of 1,000 click and collect sites by 2018 has also been slowed.



Business secretary Sajid Javid hailed the positive impact of "a strong economy" and devolved business rates on local stores in a speech to retailers and fellow MPs at the Association of Convenience Stores' Heart of the Community event at Westminster last week. Elsewhere at the event, BBC political correspondent John Pienaar led discussions on industry issues such as the National Living Wage and Sunday trading. (Inset) Mr Javid is pictured with ACS chief executive James Lowman.

Sales increase falls way short of margin reduction We're not following cut say Sun and Mirror

# £267k lost profit in first fortnight of cut-price Star

by Nicola Stewart

The Daily Star has slashed more than a quarter of a million pounds from retailers' profits in the two weeks since it cut its cover price, according to the latest sales figures.

RN has calculated that by halving its price, the tabloid wiped an estimated £301,000 off retailer margins between 5 October and 18 October.

It has, however, increased sales by an average 39,000

copies per day on weekdays, 53,000 on Saturdays and 66,000 on Sundays – 11%, 15.4% and 13.6% respectively.

This totals 564,000 additional copies sold over the two-week period, generating £33,962 in retailer profit, making the total loss to retailers £267,038, or an average of £5.34 per store.

RN asked the Daily Star's circulation department if the lower cover price was sustainable, considering it would also be costing publisher Northern & Shell

hundreds of thousands of pounds, but it declined to comment. It also refused to answer questions on whether the price cut could cause the category to become unprofitable for some stores.

Meanwhile, the Sun and Mirror have both confirmed they are not considering entering into any form of price war with the Star.

News UK independents sales manager Greg Deacon told retailers at the Local Shop Summit last week: "We have no intention of following the Star and devaluing the category. We are committed to working with independent retailers to grow sales and to driving total shop sales."

Mirror Group Newspapers managing director Neil Jagger added: "Our sales haven't been affected by the Star's price cut and we believe our cover prices are appropriate for the intelligent tabloid we produce and our readers value every day."

# Tote box 'lottery' at Menzies Wakefield

Yorkshire retailers continue to report problems with magazine deliveries out of Menzies' super hub at Wakefield, calling the service a tote box "lottery".

RN readers have reported receiving tote boxes with no delivery notes, tote boxes with missing titles, tote boxes with extra titles and tote boxes intended for other stores entirely.

Manu Ahir, of The Paper Shop (Cullingworth) in West Yorkshire, said it had become a "lottery" each day seeing whether the correct titles had turned up. "It's a nightmare. I continually have instances where magazines listed on the delivery note don't match what I have actually been sent," he said. "The problem is you are then always claiming credits for titles you never received."

Mr Ahir said he had rarely had problems when

he was served out of the Leeds branch, and if any issue had come up it was dealt with quickly on a local level. "Menzies has taken on more than it can chew at Wakefield," he said. "If they had phased branches in more gradually, it might have been okay."





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Tobacco firm in firing line for 'over-allocating' its own brands Reps labelled 'heavy-handed'

# 'Give us more control of range,' shops tell Imperial

by Steven Lambert

Retailers with gantries under contract with Imperial Tobacco are calling for greater control of their tobacco ranges after accusing the company of trying to force competitor brands out.

A number of store owners who signed up with Imperial following the introduction of the display ban six months ago claim the firm is over-allocating space for its own brands.

The manufacturer recently altered planograms to remove Philip Morris products from its core range following the termination of a supply deal between the two firms.

Retailers also claim Imperial's van sales reps have been "heavy-handed" in getting new tobacco lines on shelves despite a lack of space, leaving stores with boxes of unsold stock.

Peter Robinson, owner of Robinson Retail Ltd in Pembroke, has been threatened with legal action by Imperial for failing to comply with stock allocation conditions on his contract.

He said: "I was told that Imperial wanted 70% of the space for their lines, but I expected them to take a pragmatic approach. "The space left isn't suitable to hold even single facings of some competitor brands. I'm also getting van sales reps trying to get a basket full of stock on shelves that won't fit."

Cheshire retailer Steve Archer said he had JTI and Imperial gantries at two of his stores, but switched both to JTI before the display ban.

He said: "I felt Imperial were being quite heavyhanded in signing us up to agreements while JTI wanted to take a collaborative approach."

Kevin Rutherford, owner of Queen Street Convenience Store in Morpeth, said: "We've had issues with the Imperial rep trying to remerchandise our gantry, and have been asked to put more Imperial lines on it."

A spokesperson for Imperial Tobacco responded: "Following a recent audit, retailers found to be repeatedly non-compliant were reminded of their contractual obligations.

"Imperial Tobacco and Philip Morris Limited recently ended their sales and distribution agreement. Therefore, the share of space reserved for Imperial Tobacco products has been remerchandised to reflect this."

# Keep 'em peeled...

Retailers are advised to keep an eye on their newspapers this weekend as a group called Occupy the Media Billionaires is encouraging its followers to hide national titles.

The group plans to 'occupy' the footpath outside the Daily Mail offices in London for three days from Friday in a bid to convince the daily to make reporting on climate change a priority.

It is encouraging others to support its campaign by visiting stores and "rearranging the billionaire-owned papers (Mail, Express, Sun, Times and Telegraph) by moving them under other stacks of newspapers, or even hiding it behind toilet rolls".

The call is posted on its social media sites and states "it's not illegal to move newspapers in a shop, but you might want to be stealthy about it".

# McColl's closures

McColl's Retail, one of the country's largest convenience chains, is to sell 100 newsagents in the UK.

The group has 1,346 stores, 474 of which are newsagents, operating under the Martin's brand and the RS McColl brand in Scotland.

McColl's has been slowly converting its newsagents into convenience outlets and is also modernising its convenience estate.

The 100 newsagents to close were "no longer in line" with its long-term strategy, the company said.

Chief executive James Lancaster said: "The group will continue to run profitable newsagents and convert these to a convenience format where appropriate.

"The sale of these stores will generate funds which will allow us to invest further in profitable stores."

# Ten first-time IAA finalists

Ten retailers have become first-time Independent Achievers Academy finalists from a record-breaking number of entrants this year. Judges chose Rajesh Navi, Sunita Kanji, Dave Hiscutt, Faisal Naseem, Calum Duncan, Julie Duhra, Peter Robinson, Nainesh Shah, Mark Jones and Gaz Bains from a pool of entrants that was 154% larger than last year, along with 21 other store owners deemed to have demonstrated best practice. Go to betterretailing-com/IAA for a full list of the finalists.



# NFRN recognises industry stars with gala awards

Retailers, publishers, wholesalers and suppliers who have made an exceptional contribution to independent retailing were rewarded at the 12th NFRN Awards last week. Over 300 guests gathered at the Park Plaza Riverbank hotel in London to watch a total of 23 accolades presented to retailers, staff and companies who have demonstrated an innovative and dedicated approach to businesses, communities and the industry. The awards were hosted by radio presenter and journalist Nick Ferrari. See page 14 for a full report.

# 'Bumper' parcel services may deliver extra sales

Independent retailers could reap knock-on seasonal sales if predictions of a bumper year for parcel delivery services come to fruition.

According to online analysts IMRG, in the three months up to Christmas, parcel deliveries will top a record 860 million, with sales peaking on 27 November during the US-inspired discount day, Black Friday.

Collect+, which delivers to more than 5,800 newsagents and local stores, said it has recruited 7,000 more delivery drivers to cope with the expected increase, following a significant backlog ast year

Likewise, pick-up service DPD UK, whose service is available within a small number of convenience stores, said it expects to see a 30% increase in sales in December compared to the same month last year.

Londis owner Ken Ganga-

deen of Half Moon Food & Wine in south London said: "Offering Collect+ has increased my footfall, because some people come in for the parcel service and others pick up extra items too. I can only hope that this increases again in the run-up to Christmas."

**BUSINESS** 

# **Apple Pay** is okay at **Bestway**

Bestway has introduced Apple Pay technology at its Abbey Road wholesale depot allowing retailers to buy goods with their iPhone or iWatch.

Dawood Pervez, marketing director at Bestway, said the move would bring benefits including improved transaction times and better security, ensuring users did not need to carry large amounts of cash with them to the cash and carry.

In addition, he said there would be no ceiling on the amount of money retailers can spend at the depot, unlike other Apple Pay systems.

Mr Pervez added: "We are leading the charge in technology within wholesale, always ensuring that the customer comes first in our thought process."

# Yule love the deals

Londis has launched its Christmas alcohol guide offering deals and merchandising advice on more than 130 beers, wines and spirits.

The pre-sell brochure also includes tips from alcohol buying experts and



guidance on how stores can cater their range to suit various festive shop-

missions, including Christmas meals and parties.

John Pattison, Londis brand director, said: "Retailers need to be ready to meet the demands of the party season by having plenty of stock available and we're encouraging them to order early."

# Wise words for **Spar retailers in King's speech**

Tristan King (pictured) tells fellow Spar retailers about the importance of re-investing in your business during the Blakemore Trade Partners Spar Retail Show held this month in Telford. More than 1,000 store owners and industry experts attended the event, which was themed around the tagline "Take a Fresh Look". Attendees also heard about the progress being made with Spar's Daily Deli foodservice proposition, as well as a new partnership with Irish coffee brand Insomnia being trialled at the group's Cardiff and Market Harborough stores.

Wholesaler makes £74.1m in 24 weeks Budgens and Londis to deliver profit by 2017

# Tobacco slump can't stop 10% rise in Booker profits

by Steven Lambert

Booker has reported a 10% rise in pre-tax profits to £74.1m in the 24 weeks to 11 September, despite seeing a 3.7% drop in its tobacco sales.

The wholesaler said total sales for the period dipped by 1% to £2.2bn, although like-for-like non-tobacco sales grew 0.6%

Speaking about the results, Booker chief execu-

tive Charles Wilson said: "Tobacco has been weak, which is primarily down to the display ban but also due to the weather, people moving into vaping and the illicit trade. But overall, we are pleased with our nontobacco sales in a challenging market."

Mr Wilson also gave an update on the recent acquisition of Musgrave, saying Booker is expecting to make a £3m loss on

Budgens and Londis in the current financial year.

However, he predicted both symbol chains would deliver £5m profit by March 2017 through a combination of better efficiencies and infrastructure in conjunction with the company's Premier and Family Shopper stores.

Mr Wilson added: "People have questioned our commitment to Londis and Budgens brands in the past.

"But our analysis shows that the four businesses are complementary, with only about 40 markets where Premier and Londis are in competition. So we feel we can offer a compelling symbol solution for retailers across the land.

"We are also committed to improving fresh across the group, improving private label, and giving the scale benefits we have in local service."

# Nisa reaps early rewards from Best in Fresh

Nisa is reporting early successes from its Best in Fresh workshops, with participating retailers seeing fresh food sales grow by an average of 8%

The free workshops, which took place between July and September, enabled store owners to gain best practice advice on the sector from Nisa's fresh food development managers.

Attendees were able to share their ideas on growing the category in their stores, while also learning about the legal requirements of selling fresh produce.

They were also able to take advantage of a 15% discount on Concept Data display equipment and a 10% discount on online

courses through the Retail Academy.

Victoria Lockie, head of support and shared services at Nisa, said: "We have worked hard to deliver the workshops through the Academy and it is refreshing to see the 8% sales uplift within this category.'

Meanwhile, Nisa is to launch a Halloween cam-

paign giving customers the chance to win themselves hampers themed around the season.

Its 'Have a Hoot' initiative will include competitions on Nisa's social media sites, while a website will also highlight product promotions and include mask templates for children to download and wear.



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**NEWSTRADE** 

Seasonal boost for cookery, home interest and craft titles Magazines are 'great stocking fillers'

# Impulse magazine sales tipped to grow and grow

by Nicola Stewart

Independents are being encouraged to prepare for a surge in impulse sales as Christmas magazines continue to arrive in tote boxes.

Cookery, home interest and craft Christmas specials are already hitting the shelves, including bestseller BBC Good Food, on sale 30 October (see right).

Susan Hefferon, senior sales development man-

ager at Frontline, said October is a key month to kick off sales of specials, as well as to prepare for customers shopping for gifts.

"Magazines are great stocking fillers. Why not create a gift area offering ideas to customers?

"Many magazines will add value with gifts, Christmas content and calendars from now until Christmas," she said.

She added that TV listings magazines, the biggest category for independent stores, typically drive more than £12m in sales revenue from Christmas double issues alone.

Copies will start to arrive from 5 December, with TV Choice and Total TV Guide on sale from 8 December and Radio Times from 9 December.

Radio Times' Christmas double issue is the biggest seller, and the highest revenue earner. In 2014 it generated £6m nationally, a 5% increase on the previous year.

Independent stores accounted for 18% of total sales, or £1.1m, and publisher Immediate Media is supporting sales through the channel again this year with a joint TV listing free-standing display unit for the top 1,000 independent stores.

A further 600 Radio Times-only units will be distributed to independents.

• Read our Christmas magazines feature in the 6 November issue of RN.

# Christmas cooking

The Christmas issue of BBC Good Food, the best-selling cookery title in independent stores, goes on sale on 30 October.

The special issue is on sale for a full six weeks and comes covermounted with a free 2016 calendar, so retail-

ers are asked to display it prominently and not to early return.

The issue contains 101 festive recipes,



# Whisky galore

The next issue of the bimonthly Whisky Magazine comes polybagged with a free back copy of Scotland Magazine.

On sale this week, the specialist title has a cover price of £5.99, and should be displayed next to similar magazines such as Decanter.

This issue also includes coverage of the 2015 Icons of Whisky awards from the US.

# Paper back in print

A free monthly newspaper has returned to print as a paid-for weekly just two months after going digitalonly.

The Island News & Advertiser, based in Benbecula in the Outer Hebrides off the west coast of Scotland, has relaunched with an initial print run of 1,000 and a cover price of 80p.

The paper will concentrate on news from the island of Benbecula and the neighbouring North and South Uist.

# Takeover on cards

Trinity Mirror was preparing to announce a £220m deal to take control of Local World this week, according to a Guardian report.

The publisher, which owns more than 100 regional titles including the Birmingham Mail, Manchester Evening News and Liverpool Echo, was thought to be close to securing a deal with Local World, which also owns more than 100 titles.

Local World was formed in 2012 through a merger of titles from Daily Mail, Northcliffe Media and Iliffe News & Media.



30 October (a full four weeks before the album's general release) the special is priced at £15.99 and is forecast to generate strong sales revenue through independent stores. In

addition to the album, the pack includes a glossy, full colour magazine, a metal keyring and

# Slam Attax eyes sales smackdown

Topps is launching the eighth edition of its WWE trading card collection, Slam Attax Then, Now, Forever.

On sale this week, the collection should appeal to a range of ages as it features legends from WWE's past such as Sting and Stone Cold Steve Austin, and current WWE and NXT champions such as Seth Rollins and John Cena.

It introduces new 'then and now' subsets and starter packs include a free £5 gift card for official

WWE merchandise.

collectable art cards. Retailers are advised to display full facing where possible.

Starter packs also include two championship frame cards, a collector binder, A1 game guide and game mat and a pack of cards for £4.99. Packs of eight cards cost £1 and multipacks (five packs of cards, plus a limited edition card and two championship frame cards) are £5.

Display boxes come with 24 packs of cards and are available to order from wholesale now.

# NEWS

**PRODUCTS** 

# Nederburg redesign promotes quality

Distell is targeting sales growth for its Nederburg wines with a packaging redesign to promote the premium qualities of the brand.

The updated look will see the Nederburg logo given greater prominence, while new slanted labels will also be introduced on bottles. The changes will be introduced to the core Nederburg range, including 1791 and 56 Hundred varieties.

Sarah Gandy, international marketing manager at Distell, said: "In a competitive category, the changes have been made to appeal to both new and existing drinkers to ensure the sustained growth of the brand."

# Unilever lines up winter Comforts

Unilever is adding a number of winter-themed variants to its Comfort fabric conditioners and Surf detergents.

The new lines – Surf Winter Violet & Mistletoe (RRP £5) and Comfort Creations Mistletoe & Crocus (£3) – will enable retailers to profit from shopper demand for 'seasonal fragrances', according to the manufacturer.

Both products will also feature a festive packaging update with a silver, purple and white colour scheme and images of mistletoe.



# Lethal 'live' for Bulmers

**Bulmers** ramped up its 'Live Colourful' marketing campaign with a oneoff concert in London featuring performances from a host of musicians including Lethal Bizzle (pictured), David Arnold and Sinead Harnett. The activity forms part of a multi-million spend supporting the cider brand this year.

Category management range advice Quarter of spirit sales occur in last 12 weeks of year

# Maxxium updates guide to boost festive spirits

by Steven Lambert

Maxxium UK is building on the launch of its Know Your Store category management guide with an update to help retailers grow spirit sales during Christmas and New Year.

The manufacturer is providing tips on how to make the most of the last 12 weeks of the year, when it claims a quarter of all spirit sales take place. This includes stocking more fractional sizes, encouraging consumers to trade up to more premium brands and offering cards, bottle bags and other addon products.

The company is also providing range advice on strong Christmas sellers including rum, cognac and whisky.

It will run in conjunction with Maxxium's Know Your Store booklet, launched in May to provide independents with a five-step guide to growing profits from spirits.

It follows on from research from the company claiming that encouraging 10 shoppers to buy spirits every week could generate an extra £5,699 a year for retailers.

Maxxium also provided further support to independents in June with the launch of smaller case formats and pricemarked packs, covering brands including The Famous Grouse and Highland Park whisky.

Chris Richardson, customer marketing controller at Maxxium, said: "Know Your Store is an essential guide for retailers and during Christmas this becomes even more important as there is a great sales opportunity for independent retailers."

# Warburtons' invasion of the Giant Crumpets

Warburtons wants to take a larger slice of the bakery sector with the launch of its Giant Crumpets range.

The products, on sale from this month, have been baked to be nearly twice the size of standard Warburtons crumpets. The baker said the launch will enable retailers to target growing numbers of workers and families looking for quick, convenient meals.

The creation of Giant Crumpets follows Warburtons' £7m investment in a new crumpet plant at its Bolton bakery, which will be used to support production of the new line.

Darren Littler, innovation director at Warburtons, said: "As shoppers continue to face increasing time pressures, we understand the need for quick and easy mealtime solutions and we've answered this demand with our new, first-to-market Giant Crumpets."

Giant Crumpets are available to retailers with an RRP of 69p. Warburtons will support the launch as part of a £25m integrated marketing campaign for its baked goods, which will launch next month.

**Hot products for your shopping list** 



New winter-themed Surf and Comfort variants have been announced



Maxxium is updating its Know Your Store guide to drive festive spirit sales Warburtons has launched Giant Crumpets, which will have a 69p RRP







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**PRODUCTS** 

Retailers advised to stock up early Mondelez reveals new seasonal range

# Gooless Egg back as part of cracking Easter promo

by Steven Lambert

The return of its Gooless Egg competition and a £10m marketing campaign will form part of Mondelez's plans to support retailers next Easter.

The firm will champion its seasonal Cadbury Creme Egg brand with a £4m spend, an increase on the £3m used to support the product earlier this year.

The investment will be used to back the indepen-

dent-exclusive Gooless Egg scheme, which will once again see 'gooless' Creme Eggs placed in local stores throughout the season.

Shoppers who find one of the eggs will be in with the chance of claiming up to £1,000 in cash, with Mondelez matching the prize for stores where the eggs are found.

The scheme will be promoted through TV, digital and outdoor ads between January and March.

In addition, Mondelez will launch a 'take a shelfie' competition encouraging retailers to take pictures of themselves with their Easter displays. Stores posting images on the manufacturer's Delicious Display website between December and February will be in with a chance of claiming further prizes.

Meanwhile, Mondelez has unveiled a host of new Cadbury Easter products, including novelty line Dairy Milk Bunny Vanilla Mousse (65p) and Dairy Milk Freddo Faces and Mini Oreo medium-sized chocolate eggs. The firm will also update its entire Easter range with a purple and yellow colour scheme and modernised pack design.

Susan Nash, trade communications manager at Mondelez, said: "With a shorter Easter next year, we're advising all retailers to stock up as early as possible."

# Symbols' 40,000 pumpkins

Budgens and Londis stores are to receive more than 40,000 homegrown pumpkins to meet customer demand in the run up to Halloween.

The pumpkins, all grown in Boston, Lincolnshire, come in six varieties including the Munchkin mini variety and the oversized variety, the Atlantic Giant.

Rob Grant, at Bell Brothers Nurseries in Boston, said the company has harvested almost 100,000 pumpkins this year. "We'll be delivering pumpkins to Londis and Budgens throughout October, ensuring there are plenty available for last minute shoppers," he said.

There are more than 140 Budgens stores across the UK and Londis has more than 1,500 members nationwide

# 77 years for new bottle

Stolichnaya vodka has revealed a new bottle design – the first since the brand launched in 1938.

The new look incorporates revised front and back labelling with an upgrade of the main Stolichnaya logo alongside anti-slip embossing on the bottleneck and a taller, more elegant bottle design. The new look bottle will be rolled out across the whole Stolichnaya range, and will be available towards the end of the year.



# **Cricketer Ravi supports Local Shop Summit**

England cricketer and iPro Sport ambassador Ravi Bopara met and gave his support to independent retailers at Newtrade's Local Shop Summit at Lord's cricket ground last week. Among the retailers present were Broadway Premier's Dennis Williams (third from left, back) and Mo Razzaq from Premier Mo's Convenience (fourth from left, back). Also in attendance was Martin Swadling, Booker Wholesale's director of Premier (centre, back). For full coverage see page 24.

# Movember personalised sauce bottle prize

Heinz is supporting men's health charity Movember for the fifth year running with a campaign giving shoppers the chance to get their face on HP Sauce bottles.

The company is launching its 'Mo Bros' and 'Mo Sisters' promotion this

month, which includes a competition to win one of 50 personalised packs of HP Sauce.

Shoppers will be asked to take pictures of themselves completing various tasks and upload them on the HP Sauce Facebook page. Entrants will have the chance

to win weekly prizes, with an overall winner claiming a golden HP Sauce bottle.

In addition, Heinz will launch two million branded Movember-themed HP Sauce bottles and an ad campaign on Absolute, Magic and Kiss FM radio stations to grow further awareness of the incentive.

Umme Ali, assistant brand manager for HP Sauce, said: "HP Sauce is proud to partner with Movember again this year and is pleased to raise awareness about such a worthy cause through our channels."

# Russian standards

Russian Standard Vodka is to be made available in the UK through distillers William Grant & Sons following a consolidation deal.

The vodka now represents 12% of the UK vodka market following its UK launch in 2007. It has previously been distributed in the UK through Russian company Roust International. It will be represented by William Grant & Sons from January 2016.

Chris Mason, managing director, William Grant & Sons said: "Russian Standard Vodka is an excellent fit within our existing premium portfolio, complementing our current brands."

## Hot products for your shopping list



HP Sauce fans can get their own personalised bottle in a competition Stolichnaya's new bottle design is the first since the vodka's launch in 1938



'Gooless' Cadbury Creme Eggs and Bunny Vanilla Mousse are part of Mondelez's Easter range







**(** 

# **WHAT IS HAPPENING?**

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

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

# WHAT ARE WE DOING ABOUT IT?

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

# WHAT WILL PACKS LOOK LIKE?

Traditional branding and design forbidden; packs olive-green in colour

Increased restrictions as to how tobacco manufacturers may describe products



Bigger
health warnings.
New combined
text and pictorial
health warnings

Brand/variant names presented in a standard size, common font















For Tobacco Traders Only





"Partnering for Success reflects our continuing commitment to working together with the trade to secure the ongoing success of the category in a highly regulated environment.

Initiatives like the START packs will ensure our sales force continues to both support and reassure retailers through potential legislation, and ensure the tobacco category remains both a key footfall driver and profit generator."

Melvin Ruigrok, General Manager, UK & Ireland

# WHAT ARE THE KEY DATES?

Examples of Current Pack Designs







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





Until 20 May 2017 retailers are allowed to sell current packs

- From 20 May 2017 retailers are only allowed to sell Standardised Packs
  - · Cigarette packs must be 20 sticks or more
  - · Roll-your-own tobacco pouches must be 30g or more

# **HOW ARE WE PLANNING TO SUPPORT YOU?**

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

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

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

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



 $\bigcirc$ 

# ...THROUGH EUTPD II AND STANDARDISED PACKAGING

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

www.imperial-trade.co.uk

# NEWS

**REGIONAL** 

# Fake cigs factory shut down

An illegal factory in Croydon that churned out hundreds of thousands of pounds of fake branded tobacco has been shut down.

Council trading standards officers, police and Imperial Tobacco raided the premises and found approximately 4,600 50g packets of fake Golden Virginia handrolling tobacco, with an estimated street value of £85,000, packed and ready for delivery.

The factory was fully equipped to produce large quantities of fake tobacco.

During July, the criminal gang responsible made more than 13,000 packets with a street value of around £250,000. It is estimated there was enough material on site to make a further £250,000 worth.

The raid followed consumer complaints in early August that packs of the fake tobacco were being sold at a small independent supermarket in Kent.

### **RN READER POLL**



Have you seen an increase in newspaper sales since the start of the Rugby World Cup and European Championships?

### **NEXT WEEK'S QUESTION**

Are your tobacco sales up, down or the same following the introduction of the display ban?



# SCHOOL STATE FIRE TO SALES IN THE SALES IN T

# Bestway and JTI crack down on illicit traders

A wholesaler has called on suppliers to cut ties with retailers who are caught selling illegal tobacco to protect the reputation of community stores.

The call came from Bestway as it withdrew support from Levenshulme shop Amani News after it was prosecuted for selling illegal cigarettes and tobacco.

"Selling illegal tobacco must be seen as a crime that doesn't pay," said James Hall, Bestway group director of symbol. "Those retailers who decide to sell illegal cigarettes through their shop give good retailers a bad name and we must all work together to protect the reputation of the local community store."

Tobacco manufacturer JTI also removed its gantry from the shop last week.

Charlie Cunningham-Reid, UK head of corporate affairs, said: "If this type of crime continues, customers will lose trust in their local shops as the false impression grows that all of the independent trade is rife with dodgy cigarettes."

MPs and industry figures call for debate 'Tacked-on' devolution policy will be 'vigorously opposed'

# Opposition to extended Sunday trading voiced

by Gurpreet Samrai

MPs have sought assurance that they will have the opportunity to debate plans to devolve decisions on Sunday trading hours to local authorities.

Voicing their concerns in parliament, cross-party delegates including Joan Ryan (Labour) and Caroline Spelman (Conservative) expressed their opposition to the proposed Cities and Local Government Devolution Bill, which was expected to include a policy regarding Sunday trading.

The bill had its second

reading in the House of Commons on Wednesday last week, but the policy was not included, and it has not been confirmed when it will be brought in.

Speaking at the House of Commons, Mrs Spelman said: "Will the secretary of state confirm for the record that honourable members would have an opportunity to debate the matter in a committee of the whole house, should the Sunday trading hours extension be introduced into the bill?

"I, on behalf of the Church of England, and others would want to place on the record our opposition to the extension."

David Burrowes (Conservative) said that if the policy is quickly "tacked on" to the bill at a later date, a cross-party group of MPs will "vigorously oppose it on behalf of businesses, families and workers".

Greg Clark MP, secretary of state for the department for communities and local government, told MPs the results of a consultation on the proposals are now being considered and it would be essential to debate the policy if it were included in the bill.

James Lowman, chief

executive of the Association of Convenience Stores, said: "We are now waiting to see how the government wishes to proceed and we hope that they are listening carefully to the many voices inside and outside parliament who believe these proposals would be damaging."

Ahead of the debate, more than 40 Usdaw members lobbied MPs to oppose the changes.

A spokesman for the trade union said MPs were either positive or undecided, but were keen to hear what shop workers had to say.

# Trinity Mirror eyes extra day of sales

Seven weekly newspapers owned by Trinity Mirror have moved their publication dates forward a day in a bid to target supermarket shoppers.

The North Wales Weekly News was published on Wednesday for the first time last week, moving from Thursday.

The paper featured an advert headlined 'Wednesdays just got better.... Thursdays are soooo last week!'. A message on its Facebook page read: "research apparently shows people would like it a day earlier".

The Aldershot News & Mail, Glamorgan Gazette, Merthyr Express, Hinckley Times and Loughborough Echo have already started publishing a day earlier and the Caernarfon Herald was due to make the switch this week.

A Trinity Mirror

spokesman said: "The idea behind the move is to squeeze in an extra day of sales. This mainly targets supermarkets – so shoppers who perhaps only frequent stores once a week on a Wednesday will have the chance to purchase the paper."

LOCAL SHOP SUMMIT SPECIAL Pages 24-27

**REGIONAL** 

Indies get go-ahead for simpler pricing 'I don't believe I'll lose'

# Ireland ruling signals end to small change

by Helena Drakakis

Independent retailers in Ireland have welcomed a new initiative by the Central Bank whereby prices can be rounded up or down to the nearest five cents in an effort to stop minting copper coins.

The voluntary scheme will come into effect at the end of October and has been introduced with the aim of eventually phasing out the one and two cent coins.

Since 2001 the country has spent £27m on issuing small change copper coins.

However, the directive only applies to cash purchases, rather than credit card, elec-

tronic or cheque payments, and customers can still request to pay the exact bill.

Some retailers have already introduced the change in advance of the formal launch. Peter McNally of McNally's Daybreak in Tramore, County Waterford, told RN he has been rounding prices down by one and two cents and rounding up three and four cents for several weeks and has displayed the directive from Ireland's Central Bank above his till.

He said: "I'm in favour of this because those amounts were too small. They took up too much time at the till. I've had some grief from customers because they think everything has been rounded up, but that's not the case. I think in a month it will have blown over and customers will have got used to it."

Mr McNally said he does not expect to lose any money through the scheme. "It's up to retailers to balance what they round up and down and I don't believe I'll lose a lot," he said.

Former retailer Des O'
Reilly, who now runs an HND
business in Dublin, said he
also approved of the scheme.
"Coppers are such tiddly little
things and they are more
hassle for customers and
retailers," he said.



# **Coffee cash**

Singh's Premier in Sheffield teamed up with Booker and Makro for a Macmillan coffee morning at its local school, Parkwood Academy, earlier this month. Hundreds turned out to enjoy a cup of coffee, cakes and other treats for a donation to the charity. The city's famous 'man with a pram', John Burkhill, also made a guest appearance. A cheque for £328.16 was presented to Macmillan Cancer Support on Wednesday last week.

# NFRN Assist has advised 3,000+

More than 3,000 retailers have received advice from NFRN Assist since it launched in 2013, it has reported.

The service, provided by McCambridge Duffy, is available to shop owners who are concerned their businesses are not generating an adequate profit or who feel debts are becoming unsustainable.

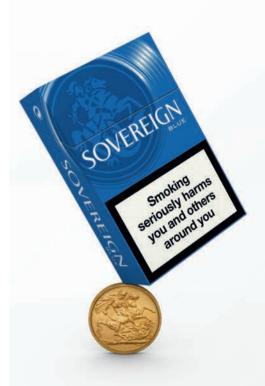
Common problems ad-

dressed in calls to the firm of insolvency practitioners have included failure to make statutory HMRC returns for VAT, tax or national insurance, lost footfall caused by large stores opening nearby and poor cash flow.

Conor Duffy, director at McCambridge Duffy, said: "Every phone call is different. We are trying to make more people aware the service exists."

Mr Duffy was presented with the NFRN Fellowship of the Year award at the NFRN annual awards last week for the help and support the firm has provided retailers. The company was described as "a very caring firm who are passionate about their service to our retailers".

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\* Nielsen Market Track YTD July 2015 vs. YTD July 2014.

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# NFRN AWARDS

The dedication and innovation of independent retailers, publishers and suppliers was celebrated at the 12th annual NFRN awards last week, hosted by journalist and presenter Nick Ferrari. Chris Rolfe reports

# Winning teams





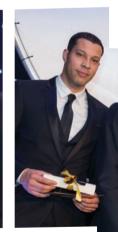




The Sun was recognised for its significant investment throughout the year, including its HND mapping solution and the 'Deliver my Sun' campaign, which has generated over 18,000 new orders. Greg Deacon, independents sales manager and Neil Spencer, director of retail sales (centre), collected the award from Paul Reeves (left), national sales controller at the Telegraph.



Best described as the NFRN's "Mr Charity", Colin Fletcher was crowned the NFRN Member of the Year for service to the federation that spans over 20 years. Mr Fletcher has served as national president and has fundraised endlessly for NFRN charities at national, district and branch events. Pictured left to right are NFRN national president Ralph Patel, Mr Fletcher and awards host Nick Ferrari.







# Magazine Retailer of the Year

Timothy Walsh's extensive magazine range and his support of launches and specialist titles impressed this year's judging panel. Mr Walsh (centre) was presented with his award by RN's associate editor, Chris Rolfe (left).



# **Community Retailer of the Year**

The Health Lottery's Bob Nuttall (left), presented Suresh Patel (centre) with his award. Suresh focuses on customer service, community sponsorship and fundraising.



# **Others winners** on the night were...

Fellowship of the NFRN **Conor Duffy** 

Lifetime Achievement **Des Donnelly** 

**Store2Door News Deliverer Merit awards Charlotte Turner Dan Cramer** 

Product of the Year **SnowShock** 

**Regional Newspaper** of the Year **The Cumberland News** 

**Responsible Selling** Retailer of the Year **Sukhvinderjit Sangha** 

Special Services to the Industry **David Daniel** 

Store2Door Retailer of the Year **Peter Wright** 

Supplier of the Year **Booker** 

Wholesale House of the Year **Smiths News Stockport** 

**News Deliverer of** the Year **Abby Gifford** 

Magazine of the Year **Take a Break** 

Julie Duhra (centre) formed a pressure group to campaign for road improvements after an eight-year-old boy was knocked down outside her store and died in her arms. She also raised money for a headstone and offered emotional and financial support to his family. With countless other examples that also prove she is the hub of her local community, she was chosen for an NFRN Hero award which was presented by Barclaycard's head of partnerships, Wesley Thomson. Read more about Julie and her store on page 22.



Sales assistant Rushatharan Ashok was three weeks into his new job in an Avlesbury convenience store when he was attacked 11 months ago. The federation paid tribute to Rushatharan, who suffered severe injuries and was not initially expected to survive the attack, with a lengthy standing ovation. Barclaycard's head of partnerships, Wesley Thomson presented him and his father Asok with the NFRN Hero award.

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# LETTERS

- letters@newtrade.co.uk
- **a** 020 7689 0600
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## An open letter to the chairman of the PDRP

In a recent article in RN, the Press Distribution Review Panel (PDRP) chairman Neil Robinson stated that retailers should make their complaints known to the PDRP.

While such aspirations are laudable, they miss the point and for that, I felt the need to write to challenge him on the following points:

### **Complaints**

Mr Robinson states the complaints process is working, but surely the role of the PDRP should be to look deeper into industry issues and not just at the few that reach its desk?

Complaints about the newspaper and magazine supply chain have reached an all-time high at the NFRN and, on current publisher and wholesaler performance, this only looks like it will increase.

We live in a culture where mis-packing, lost items and late deliveries are commonplace, yet this is not measured by the PDRP nor treated as a serious concern. The same PDRP allows a supplier to make a charge on a retailer's account without their consent.

### Criteria

A host of criteria has to be met before a claim can be submitted, yet there is only a short time period for this to be sent.

Data is not readily available for easy use (for instance, publisher arrivals are not available when contacting wholesalers and certainly not easy to access from the National Distribution Monitor) and a claim will often cost more in time than what it is worth.

The real reason so few complaints reach the PDRP is because the process is too difficult.

At best, one could argue it is not user friendly, at worst it is cynically obstructive and only designed with a pay master in mind.



# I'M WASTING TOO MUCH OF MY TIME CHASING CREDITS

# We have had no end of problems trying to obtain credits from Menzies.

If we are short of newspapers and we phone before 6am, we go through to our local branch (Grays) and they can usually get copies to us in time for them to go out on our HND rounds.

If we phone after 6am, we go through to Glasgow and there isn't much chance of them arriving in time.

The only downside to calling before 6am, however, is we always then have to chase credits.

We get billed for what we should have had in the first place, and then again for the replacement copies that are sent out.

For example, on Thursday 8 October, we were missing 22 copies of the Castle

Point Echo. I called and was told it was double running.

Our 22 copies eventually arrived, but we were then charged for 44 copies, even though we only received 22.

What's more, today (Thursday 15 October) I got 44 copies because Menzies of course thinks I sold 44 copies last week.

The whole system just doesn't work. I seem to be spending increasing amounts of time trying to get money for credits – and it's usually for newspapers I've never even had.

**Ron Steed** Woodmans News, Thundersley,

# Menzies did not respond to RN's request for a reply to this letter

# Automatic restitution payments

Mr Robinson states that this cannot happen without due process and establishing where the fault lies. However, a retailer's contract is with the wholesaler and not the publisher. In no other industry if you had an issue with your supplier would you have to raise it with a third party.

Virgin Rail has just realised the technology is available for automatic restitution, all we need in our industry is the appetite to use it.

### What retailers really want

Mr Robinson needs to start working on the root

cause of the thousands of complaints not the few. He must invoke automatic payments and streamline the processes.

> Brian Murphy Head of news,

### PDRP chairman Neil Robinson responds:

"The PDRP is governed by a constitution that was agreed by the industry and sets out its remit. Its objectives are limited to the operational aspects of the Press Distribution Charter (PDC) and its complaints process, placing emphasis on the collection, auditing and publishing of data on compliance.

"A totally separate committee under an independent chairman

revises the standards in the PDC on a regular basis and determines what aspects of service are to be covered within

"The complaints process is a simple three-part exercise in which the retailer has three months to make a formal complaint at stage two - surely long enough for any retailer? The process is paper-based, requiring the completion of a complaint form and supplying supportive evidence. There are comprehensive quidance notes to accompany every complaint form issued. It follows most industry self-regulatory dispute resolution processes and has been approved by the Chartered Institute of Arbitrators.

"Mr Murphy makes points

outside of my control which would be better presented by the NFRN taking its place at the industry table. I am sure its constructive contributions would be greatly appreciated."

# Reflections on a nightmare few months

I write to highlight the plight of one the largest geographical branches in the NFRN - the Inverness branch. The past few months have had us all tearing our hair out due to four significant changes within weeks of each other. We were not notified that the 'flyer van' DC Thomson provided had been removed until the actual day (31 August), leaving retailers waiting around for almost two hours.

In the same month, Scottish Provincial Press decided to hand over distribution of its titles to Menzies. These titles are dealt with in their hundreds by retailers in the far north.

Menzies then moved to a new premises which, in my opinion, is not geared up for time-sensitive papers with miles to travel.

The drivers are also faced with new vans, which lock when the door closes, causing several high blood pressure moments with hours delay in delivery.

Whoever decided on this course of action for the Inverness depot clearly did not think it through or ask the relevant questions. The fallout has been surreal. No-one has been given room to get used to the changes or adapt to them.

For the most part, members live quite a distance from the depot and can't simply nip in. There are no double runs out of this depot. Publishers who are arriving too close to cut-off must be wondering about the drop in sales for an entire area.

To add insult to injury our carriage charges have increased for a poor, continually late service.

I ask members who face



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

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

issues to please use the set-up in place, it works. Call Menzies 0844 742 4020 and obtain a reference number, then call the NFRN helpline on 0800 121 6376. We can't help if we don't know you are having issues

**Gail Winfield** 

NERN Inverness branch president

Menzies did not respond to RN's request for a reply to this letter

# Not happy with changes to PayPoint contract

I have traded with PayPoint for a number of years and had been led to believe I was doing so on a rolling contract. Like other retailers I have begun to question the meagre profit the terminal earns me, but I weigh that against the service it provides to my local village community.

Over recent weeks, I have started receiving 'nudges' from PayPoint to sign a new five year contract as rolling contracts are apparently being stopped. Since I am considering retirement, PayPoint modified this to a three year term.

Having read the contract, though, I have no desire to sign it. It contains exclusivity clauses I would have difficulty with. I sense, also, PayPoint could make me provide services I have no wish to provide. I have been told that if I don't sign the newcontract my old one will become null and void and the PayPoin terminal taken out of my store. It will be interesting to see what the current contract says about termination.

Why this sudden drive to create new contracts and terms? Is it to tie us into more commission rate cuts?

I understand others are also receiving these calls. I would say to them, don't be seduced by the sweet talk script deployed by the contract phone callers.

I have demanded a face-to-face meeting with a PayPoint representative. My main argument is that I have run my shop for more than 40 years my way. Why would I now want to give a third party control over a part of my store?

PayPoint agent Northern Ireland

**PayPoint group marketing director** Steve O'Neill responds: "Early PayPoint retailer contracts did include a rolling notice period, but in 2010 we introduced a new contract which had a five-year fixed term. In certain circumstances (for example, if the owner was about to retire), we allow a shorter contract term which appears to have been the case here. The exclusivity clauses in retailer contracts have always been in place and are there to ensure we can deliver on our commitment to drive footfall into PayPoint outlets. We would be more than happy to talk to the retailer concerned about their PayPoint business and it looks like they have already contacted their local representative to arrange a meeting."

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**YOUR SAY** Do you think it's necessary for publishers to have cut-off extensions

# Do you want to see vour views in RN?

Are cut-off extensions for publishers

necessary when major sporting

events are on?

a opinion@newtrade.co.uk 



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# when major sporting events are on? **Matthew Clark**

Penylan News, Penylan, Cardiff

The majority of times no, just on occasions yes, but only for the really massive stories.

If you're looking at the final of the Champion's League or say we were to reach the World Cup final in rugby or football you'd want to report on that, but not your run-of-the-mill qualification games

It's happening too often and it's putting our trade at risk. For those of us with HND it really is a bad thing.

### **Ben Walker**

Debbens News, Waterlooville. Hampshire

It's a big problem when it disrupts our newspaper deliveries.

The boys can only stay until a certain time because they have school so if the papers aren't in



on time that puts a lot of extra burden on us.

If the boys have to go we have to deliver them instead and that puts us back on all of the stuff we have to do for the running of the husiness

Obviously some people will pick up the paper because it's got the story in there and I understand it's important, but there has to be a limit.

### **Bill Harrison**

Harrison News. Hyde,

Greater Manchester

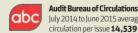
I don't do HND and I open at 7am so it doesn't really affect me, but if I did it would concern me because it does interfere quite considerably with home delivery and it's something retailers who offer it could well do without.

# YOUR STOCK The Laughing Cow is one of the latest brands to introduce a new range of health-conscious snacks. Are you giving more space to healthy snacks in your store?

### Email firstname.surname@newtrade.co.uk

If you do not receive your copy of RN please contact **Chris Chandler** on O2O 7689 3382 or email chris.chandler@newtrade.co.uk

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## **Alpesh Patel**

Londis Harringay,

Yes, retailers are giving up more space for healthy snacks. We do a lot of baked products, protein bars and protein bowls.

Retailers should follow the trend of what people buy in the demographic they are located in and if that's protein bars and healthy snacks they should display them in the proper way, which is either eye level or at the counter, and they will see sales.

### **Serge Notay**

Go Local Extra @ Notay's, Heckmondwike. West Yorkshire

None of my customers really come in for healthy snacks. Instead they come to buy as much



junk as possible.

They're not really big on healthy eating here even with snacks. Until there's a demand for it from my customers I wouldn't give it more space.

### **Amit Patel**

Premier Town Street. Nottingham Yes, it's what the market wants. We have had to introduce protein bars in our store after requests.

There is a growing trend towards getting bigger.

Ten percent of my sweets counter contains healthy snacks, which we have introduced slowly, firstly due to requests, and we then built it up in the run up to summer.

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# PRICEWATCH MINTS

MINTS PRICES AROU	IND THE	UK					
PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER	RETAILER 5
Polo 37g	56p	50p	60p	60p	60p	59p	69p
Trebor Extra Strong Mints 45g	59p	51p	50p (PM)	65p	60p	59p	69p
Trebor Softmints Spearmint 45g	59p	51p	50p (PM)	65p	60p	59p	50p (PM)
Polo Spearmint 37g	55p	50p	60p	60p	60p	59p	69p
Trebor Softmints Peppermint 45g	59p	51p	60p	65p	60p	59p	69p
Polo Sugar Free 37g	55p	50p	60p	60p	60p	59p	69p
Tic Tac Fresh Mint 18g	62p	58p	65p	-	65p	65p	69p
Mentos Chewy Mints 38g	55p	49p	50p	-	60p	59p	69p
Trebor Extra Strong Spearmint 45g	59p	51p	50p (PM)	65p	60p	59p	69p
Bassetts Fundays Aniseed Imperials 43g	58p	51p	60p	-	60p	59p	69p
Smint Mint 8g	£1.21	£1.15	£1.25	-	£1.09	-	99p
Tic Tac Strawberry Fields 18g	61p	58p	65p	-	65p	65p	69p

# 

EPoS Data Facilities Anagement

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

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

# **Pricing strategies**

RETAILER

**1** 



I usually mark up mints by 5% and put them on a counter display unit by the till alongside chewing gum. I try to get pricemarked stock where I can, but in general this category sells fast and consistently all year round, so pricemarking and promotions don't make a huge difference. My mint sales haven't been affected by the decision made by some supermarkets to move sugar confectionery away from their tills, although I do find a lot of customers choose mints over sugar confectionery as a healthier option.

RETAILER

2

NAME MAIR EVANS STORE Londis LOCATION Bangor, Gwynedd SIZE 3,000sq ft TYPE forecourt

We're a forecourt so we price slightly above RRP, mainly because customers are willing to pay more for convenience. We put all of our mints on a counter display unit next to the till to catch customers' attention as they're paying, which clearly works because this is a fast-selling category. We do quite a lot of pricemarked packs and promotions on mints, which is effective, particularly when we offer two packs for £1. Trebor Extra Strong is our bestseller, although I find our whole mints range sells consistently all year round.



a nadia.alexandrou@newtrade.co.uk

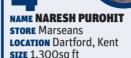
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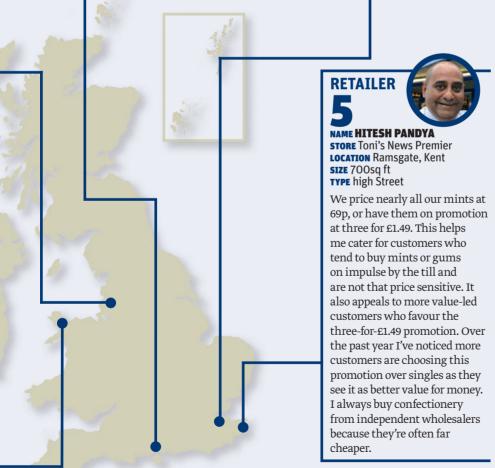
When we joined WH Smith Local at the end of August we adjusted all our ranges to the group's planograms and RRPs. Since then, we have raised our mints prices and run more two-for-£1 promotions. Our margins have also increased, partly because of the higher prices, but also because the cost price is lower. We've expanded our range and are now stocking some brands for the first time. We never used to stock Mentos, for example, but it is now our best-selling mint.

# RETAILER

TYPE residential



We sell most of our mints at 59p, with the exception of Tic Tac, which we price at 65p. Mentos and Trebor are our two bestsellers, although all of our mint brands are fairly popular. There aren't many pricemarked packs available in this category, but that doesn't impact my sales because customers usually buy them on impulse and rarely look at the price. I put mints on the bottom shelf of the confectionery section and by the till, which helps drive impulse sales.







# ACADEMY IN ACTION



# Community Service

In April, Booker Group's retail sales director Steve Fox visited Pardip Mattu's Premier Grange Convenience Store in Daventry in Northamptonshire to discuss the service he provides to his community. Seven months on, what benefits has he seen?

# Pardip's action plan





Plan how to support and fundraise for the youth club

## **Pardip says**

"Since April, I've started sponsoring a local kids' rugby club and, through this, I'm also working with the youth club. Last night I provided the rugby club with 600 bottles of water for a schools event, and as they have contacts at the local paper, they have been telling them about the work we've been doing. I'm currently liaising with the school nearby about providing fruit for its breakfast club and am just waiting to get permission to start that."

# Your action plan



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

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# RETAILER PROFILE







# Julie is a local hero

Julie Duhra was delighted to pick up an NFRN Hero award last week. But it's no surprise she won considering how her fundraising runs, local sponsorships and work to save a local monument have put her at the heart of her community.

Steven Lambert reports

"One of our strengths is the rapport we have with our customers. We love to banter with them and that has kept them coming back to us even with the extra competition."

This was clearly evident during RN's con-

onating thousands of pounds to

charity and raising the profile of

many ways Julie Duhra supports

Her tireless efforts were recognised at

the NFRN's National Awards 2015 last week

when she picked up an NFRN Hero award,

which recognises the work of retailers who

"I was gobsmacked when they read my

name out," says Julie. "I never expected to

pick up anything like this. We do our best

to support the community and make people

feel welcome. When you come to our store,

It is this attitude that has endeared Julie

and her husband Joe to the residents of Hadley, located a few miles outside Telford town

Having run her Jule's Premier Conve-

lished strong ties with local shoppers, some-

thing that has become vitally important for

She explains: "In the last two years, we've

had a Tesco Express and a Lidl open close by,

along with other convenience stores.

nience Store for 25 years, Julie has estab-

we treat you as an individual."

centre in Shropshire.

go above and beyond for their customers.

her local community.

local businesses are just two of the

versation with Julie, who broke off several times to greet customers and crack jokes with them.

"You really need to engage with customers, especially with the younger ones. The way to get through to parents is through their children and they're our future shoppers, so we make sure we have proper conversations with them."

These relationships are reinforced by Julie's fundraising activity to support local and national good causes.

She says: "We always donate to Severn Hospice as well as breast cancer charities, and I raise money by running half marathons and holding raffles in the shop.

"We also sponsor the local under-10s football team and raised money in the store to buy their kit. Over the last four years we've raised £10,000 to £12,000 for charity."

Julie was also instrumental in raising funds to relocate a monument dedicated to local manufacturer GKN, a large employer in the area.

She says: "We managed to get it moved right outside the shop. I think a lot of workers in the area appreciated that."

Julie says bringing her opening hours forward from 8am to 6am has also enabled the business to grow snacks, sandwich and drinks sales from hungry workers driving to the nearby M54.

This has been bolstered by the addition of

Retail Newsagent 23 October 2015



I contacted Serge Khunkhun from Woodcross Convenience Stores after reading his retailer profile in RN. He visited my shop and gave some good advice on how we could improve."

**IULIE DUHRA** 







"The way to get through to parents is through their children and they're our future shoppers, so we make sure we have proper conversations with them"

### **VISIT MY SHOP**

## Jule's Premier Convenience Store,

Store, 83 – 85 Haybridge Road, Hadley, Telford, Shropshire ing her to target more value-led shoppers.

Unusually, the store has only recently started selling newspapers for the first time. Julie explains: "We own the building next door to us, which used to be a newsagent.

a new soft drinks chiller last year, while Ju-

lie also credits Booker's Mega Deals for help-

"When we came to an agreement not to renew the lease, we added newspapers into our shop. It's something else that has kept customers coming back."

Julie has also added the Lottery and DPD parcel collection services to the business, which have also encouraged new shoppers to visit the store and helped boost impulse sales from more profitable parts of the store, such as the alcohol section.

Julie says: "We were granted an alcohol licence 10 years ago, which gained us more customers, even though we had a Victoria Wine store next door to us at the time.

"We kept the range simple and offered fair prices. The Victoria Wine has since closed, but we're still here."

Julie says food to go, coffee and loose fruit and veg are some of the categories she is now looking to introduce to the business.

She adds: "You've got to constantly improve your business – you can't stand still."



**Want to see more** of Julie's store? Go to betterretailing.com/ julie-duhra

# SUMMIT REPORT



Sharing great ideas and experiences was at the heart of last week's Local Shop Summit. Chris Rolfe and Tom Gockelen-Kozlowski report

# Better together

ow many supermarkets ever have meetings as filled with passionate people sharing great ideas as those involving independent retailers? Last week's Local Shop Summit at Lord's Cricket Ground perfectly exemplified this.

RN journalists spend a lot of time discussing the manifold challenges facing local shops. The National Living Wage, Sunday trading, increasingly price-conscious customers – there are many pressures that could damage your business in the years to come.

But here's the thing: while retailers are as open with their ideas and willing to share their experiences as they were at this event, the sector will be in a great position to adapt and thrive.

With supermarket models so much more prescribed and store managers in their branches unable to shift quickly to local changes, it's events such as the Local Shop Summit that ensure independents can maximise their advantages.

• For more from the LSS, don't forget to visit betterretailing.com/lss/live-2015

### THE KEYNOTE SPEECHES IN BRIEF



**Differentiation: give** people a reason to make your store a destination The need to stand out was at the heart of Sussex retailer Peter Lamb's speech. His store offers indoor and outdoor seating areas to allow customers to play chess - a great way to keep them in his store longer. He advised others to offer products and services that supermarkets don't, an approach that provides margins of around 40%. Radio and social media promotion was also, he said, key to his success.

**Meeting our future** shoppers' needs Horsham retailer Chris Shelley has seen convenience change dramatically in recent years and with it his customers' expectations. Mr Shelley took the audience on a journey from operating his traditional CTN business to his recent move over to Budgens. Highlighting the passion that was shared among the retailers present, Mr Shelley explained the challenges he'd faced moving into a chilledheavy model but said that the whole process, nonetheless, had been "great fun".





11 Great things to learn from the UK's best coffee shops With retailers increasingly viewing food to go and hot drinks machines as integral to the future of their businesses, catering consultant Chris Brown analysed what retailers could learn from current operators. From offering free wifi to running a dog washing service, coffee shops are desperate to stand out. Coffee shop chains like Starbucks are learning from independent retailers too, Mr Brown said.



Following our customers to the smartphone world In 2011, Yorkshire retailer Vrinder Singh's customers were likely to visit the store's website – at best – once a month, yet over the past four years the store's online presence has been transformed and he credits this change for raising overall sales 15-20%. Mr Singh told retailers to keep social media offers "simple", with prizes for customers such as cinema tickets helping to grow excitement.



# Top trends in convenience and how to capitalise on them

in partnership with News UK

Two main messages came out clearly from this discussion – future-proofing your business is about keeping up to date with current trends, but it is also about protecting your margins and planning ahead.

Protect your cash margin "You must protect your cash margin and find a niche so you don't go head to head with the multiples on price," said Arjan Mehr. He gave the example of Roli Ranger, whose customers will pay more for the high-quality fruit and vegetables he buys himself. He also urged retailers to offer a modern food to go operation that includes cake slices, fresh fruit and salads.

You can't afford to ignore social media "How you market yourself can make the difference between success and failure," said News UK's Greg Deacon. He urged retailers to be active on social media adding that it can connect retailers to both big and small brands. But he warned that a

worrying amount of retailers still need to get aboard this trend. "Just 25% of indies have a website and only 23% use Twitter," he said.

### Prepare for the National Living

Wage now Northern Ireland retailer Eddie Poole explained how he had reduced his grocery range and used the space to create a fresh fruit and vegetables market theme – a move he hopes will increase margins and profits as he prepares for the National Living Wage. And with the growing popularity of slimming clubs in his area, he has also introduced lower-fat meat and fish and a Weight Watchers range. "With the extra costs the Living Wage is going to bring, now is the time to start trying new ideas," he said.





# Fresh & chilled vs hot food to go – what's the occasion?

in partnership with Booker

With retailers looking for higher margin categories that can also provide a point of difference, these have become two of the biggest growth trends for retailers. The panel discussed how to introduce them successfully within a store.

### Give a new range time to

work It can be tempting to look for immediate results after a big investment in a fresh range or food to go, but Dan Cock, of Premier Whitstone Village Stores in Devon, said that retailers needed to give any category such as this time to work and for customers to become fully aware of what you offer. "Have a look over a three month period," he advised retailers. Any rush to judgement before then risks not giving a new category the opportunity to flourish.

### **Wastage can be positive**

"Look at wastage as marketing," said Dan Cock, who explained that any initial wastage means that your customers have seen your products in store and will get used to the idea that they can get a meal for tonight, extensive range of fruit and veg or a hot, fresh snack at your store.

Martin Swadling, director of Premier at Booker, agreed: "It's about abundance - if you're going to do it you'll have to invest in it and have that confidence." No one wants to buy the last red pepper on a fixture he added.

### Suppliers can help you focus

"Where is the big opportunity in your store?" asked Sandeep Bains. "There's no point focusing on croissants if customers use your store for meal-fortonight visits." It was by looking at his customers that he decided the right food to go option for his store was a Subway concession. "We worked closely with them inside the store to make it work for us. For us that meant converting a toilet which became the prep room." This allowed Mr Bains to have the space within a relatively small store to give customers the full Subway experience.

# SUMMIT REPORT



# How to differentiate from supermarkets and win in seasonal

in partnership with United Biscuits

The wealth of imaginative ideas that the panellists employ in their businesses demonstrates how powerful seasonal events can be for independent stores, with local products, flexible promotions and community events all creating a point of difference that the supermarkets could only dream of having.

### No season is too small to

celebrate Christmas, Easter and Halloween may be the big three events to create in-store theatre around, but retailer Kate Mills explained how researching diary dates for the rest of the year and marking everything from a curry week (with a different curry sauce to top jacket potatoes every day) to Bastille Day (with a variety of cheeses on toast) helps her connect with her community.

### **Start early and change**

regularly "We engage people in the build up to Christmas by running a mix of weekly and daily specials," said Julian Taylor-Green. Benoit O'Dell, symbols controller at United Biscuits agreed that the vari-

ety created by flexing product ranges and promotions ahead of big seasonal events helps keep customers engaged. It is also important to change your offer to take the unique sales patterns of different formats into account, he said.

# Want to be different? Work with local suppliers Kate

Mills creates a point of difference by working with a range of local suppliers. She explained how taste-testing local turkeys and stuffing helped secure pre-orders before Christmas. "We want local suppliers with good quality products that people want. I also sell a great local gin, for example, and always let customers sample it," she said.

# Display ban and beyond – meeting the challenges that lie ahead

in partnership with JTI

Plain packaging, the Tobacco Products Directive – just as retailers get used to life operating with the display ban in place there's a host of new challenges to face. The discussion turned to the realities of the category today and the ways in which retailers can protect and grow their sales in the future.

### Rewards help improve the category

Jason Birks, owner of Moscis Convenience Store in Tyne and Wear, said that with the increasing challenges facing retailers, supplier rewards were becoming a more important incentive for following supplier advice. "Loyalty schemes mean you get bonuses for having the right brands in the right places." If the rewards are "good enough" Mr Birks said he believed it would encourage retailers not to delist products.

### Winners will invest in tobacco Re-

tailers who continue to stock a full range, keep availability high and invest time in the tobacco category should see the benefits according to JTI's head of communications Jeremy Blackburn. "The strong will get stronger," he said. But this

prediction came with a warning that retailers who didn't invest this time and treated tobacco as a minor part of their business would "fade away" in the coming years.

### **Education pays off**

Jayesh Parekh told the audience that it was a priority to ensure his staff know "what all the new policies are" when it comes to tobacco retailing. Yet it's not only staff that are getting clued up on the way that the tobacco market works today. Jason Birks says he believes checking the ages of customers has become easier thanks to customers being more aware of the system. "Because everyone is challenging age – everyone's life is easier and people over 18 now know to have their ID."



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# **Using technology to get** closer to your customers in partnership with the Post Office

The panel leading the technology session had four clear tips for independent retailers - use Facebook, offer wifi, fully utilise your EPoS and keep up with smartphone technology. Having employed technology successfully in their businesses, they were able to cite many benefits of following this advice.

It's time to offer contactless payments Retailers who do not offer contactless payment are behind the curve, it was suggested, as Sid Sidhu and Sunder Sandher explained how doing so had benefited their businesses. "Many of my customers are students and they love it. It's easy to use, it cuts queues, costs less to process than credit cards and reduces my overheads," said Mr Sandher. Mr Sidhu added that Apple Pay was growing in popularity in his store and that he was already looking ahead to offering Android Pay.

### Free wifi will help you stand out

"One point of difference in my store is that I offer free wifi, and I have free chairs and tables outside so I can see when customers are stopping and using it," said Sunder Sandher, Likewise, Sid Sidhu said free wifi encouraged customers to linger and browse in his store for longer, creating extra

chances for impulse sales. "You've got to recognise current trends in technology and work out how you can use it to engage with your customers," said Paul Simmonds, retail relationship manager at the Post Office.

**Modern technology will protect** your profits The panellists demonstrated how modern technology can help avoid lost profits. "I signed up for a system which sends email alerts when my fridge breaks down so I can react immediately and not lose a fridge full of stock, said Londis retailer Dave Hiscutt. Sunder Sander said he changed his opening hours after footfall cameras revealed he was missing a significant number of customers by not opening at 6am. And Sid Sidhu said he installed heat-mapping sensors to track customer shopping habits, then changed his layout to match their behaviour.



# What your customers really want and why you need to know

in partnership with Mars

It's all very well developing a side of your business that your feel passionate about and want to expand, but in one of the final sessions of the days a panel of retailers discussed how to ensure your store offers what your customers want.

## **EPoS doesn't lie** Retailing

can feel like a war between the heart and the head with certain products or even entire categories being protected from scrutiny because a retailer is fond of them. But the panellists agreed that looking at the information available in your EPoS can give you all the data about which products and performing well and which ones

aren't. "If you've only got 800sq ft you've got to find the products that make that space work," said Mo Razzaq who owns and runs a Family Shopper in Blantyre.

Look for the dirty floor Want to know where the most popular part of your store is? Where customers spend most of their time? Dee Sedani, owner of One Stop

Matlock, found a simple and effective way of finding out. "Look for the part of your floor which is dirtiest. I realised where the points were where customers were walking through and it inspired me to relay my whole store."

### **Cater for childrens needs**

Not only are children "your future customers" according

to Jay Patel of Jay's Budgens in Brockley, south London - they are also a great resource for working out whether a new product is worth stocking. The playground is where children get to make or break a product, if it's a winner there there's every chance that more children will be in to pick it up and your overall sales will grow.

HEADLINE PARTNER





NETWORKING PARTNERS







# CHRISTMAS GUIDE

PART

HOME ESSENTIALS

Batteries to power this year's must-have toys, foil to wrap the turkey – there's lots of reasons your customers may be in need of their local shop at Christmas. Nadia Alexandrou asks store owners how to meet their last-minute needs

# Wrap up the essentials

# **Sophie Towers**

Spar Hillingdon Convenience Store, Burnley, Lancashire



**Offer fun party accessories** Novelty plates, candles and party poppers are an essential part of many Christmas parties and I add them to my range to make sure my customers know they can count on me for all their needs.

Stock up on bottle-shaped gift bags and potatoes These are the two items I find customers will come to my store for in what is usually a lastminute emergency trip. I make sure I've got extra stock so I won't run out during this crucial time.

**Link up essentials with a deal** I run a mixed promotion on wrapping paper, Christmas cards and gift bags to encourage customers to pick up everything in one go or on impulse while they're shopping for something entirely different.

# Jazz Goraya Nisa Local,

Nisa Local, North Fleet, Kent



**Stock more batteries** Batteries are the one thing my customers always rush in to buy last-minute at Christmas, mostly for their kid's electrical toys, so I always almost double my battery stock.

Help customers save time and money on dinner parties A lot of my customers look for ways to save themselves from washing up and suffering glass breakages

up and suffering glass breakages by buying kitchen foil and plastic cutlery and wine glasses for their dinner parties.

Offer multipacks of Christmas cal

**Offer multipacks of Christmas cards early** The number of customers who stick to the tradition of sending out cards to friends and family always surprises me, so I put them out as early as possible for people who like to feel prepared.

# Adam Hogwood

Budgens of Broadstairs, Broadstairs, Kent

Choose Christmas colours for serviettes I always order extra serviettes in green, red and gold-yellow for Christmas, which customers prefer over standard packs. It also encourages people to spend more, as they like to match and buy both green and red serviettes.

**Set up toy stands** I get stands from BJ Toys and fill them with children's gifts and Christmas decorations, which I promote at £5. They sell fast as last-minute buys.

**Pick toys for adults too** I find that gadget-type toys are great impulse buys at Christmas, and since BJ Toys does sale or return I try out new lines every year. Last Christmas I stocked a



Batteries are the one thing my customers always rush in to buy lastminute at Christmas



Festivecoloured serviettes are a dinner party must



solar panel gift set for a buggy, which was incredibly popular.



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**Set up Christmas cards on a standalone display** We set up a festive Christmas card display stand as December nears which highlights our range to customers and attracts more impulse purchases than if they were on our normal card aisle.

**Offer Christmas goods and essentials in a raffle** We run a Christmas raffle that comes full of electrical

goods and gifts, such as an iPad, speakers and batteries, which customers are entered into every time they spend £5 or more with us.

Put essential products next to
Christmas cards I put gift bags,
Christmas wrapping paper and
decorations around my separate
Christmas cards display to get customers to buy everything they need
in one go.

### **THE SPECIALIST**

# **Paul Sohal**

Nisa Local, Crich, Derbyshire

With mark ups of over 100%, the sale of essential products – from batteries to wrapping paper – in the days running up to Christmas is one of Paul Sohal's most profitable opportunities of the year. Alongside basic Christmas essentials that he orders through Nisa's pre-sell catalogue, including tin foil, wrapping paper and gift bags, Paul sets himself apart from the competition with a wide range of winter clothing accessories.

Customers can buy hats, scarves, gloves and even stockings – items Paul is able to get on a sale or return basis. "It helps that I have an excellent relationship with my supplier Dekran Hosiery, which has dealt with me and my family for 30 years," he says.

Another benefit of this strong relationship is that the company visits his store regularly, allowing him to top up on quick-selling products. "The success of this category has given me the confidence to experiment, and we are running promotions on batteries for the first time this winter, which

so far have proved popular," savs Paul.

of eight

Don't let your Christmas card range go stale For years we just bought multipacks that we sold for £1 to £2.99. Although they were popular, it was easy to forget about this category and then get left with a lot of stock, so this year we're working with Card Connection to help us merchandise and monitor our range.

Promote your batteries For the first time we are promoting our AA and AAA batteries, and so far they're selling really well. Although we don't need to promote them at Christmas, it helps catch customers' attention when they're paying at the till and they buy them on impulse.

Make space for gloves and hats We stock winter clothes including hats, gloves, thick tights and stockings for both children and adults. This is a great emergency purchase and earns well over 100% margins on them.



# CHRISTMAS GUIDE





Counter

# **David Charman**

Spar Parkfoot Garages Ltd, Kent

Track stock levels every day Checking which Christmas cards are selling fastest, and the availability of our wrapping paper and gift bags is crucial in the run up to 25 December, as customers always run out of these things and will buy from us when nowhere else is open.

Have a good relationship with your card supplier During the Christmas season our card supplier will help us by monitoring our range almost every other day to see what's doing well. Throughout the season they'll continue to adjust the range to the bestsellers for our store.

**Help customers wrap up** We always order in a wide range of gift wrapping accessories including stick-on stars, wrapping paper, wine bags and sellotape. As a popular emrgency purchase, we can enjoy margins of over 50% in this category.

# Nimish Ashar

Newsmarket, Rainham, Kent



Hand-pick your card range if competition is fierce I used to let card companies come in and merchan-

# For cards it's good to use two or more suppliers to assess the level of quality between them



### **PRODUCT NEWS**

Suppliers of every kind want to make sure that they have a presence in local stores at Christmas so that when shoppers run in for that forgotten item, they're in there waiting.



# Powering presents

This Christmas **Varta** is launching a selection of lightweight headlights, and is extending its range of compact lights, including a pocket-sized key chain light, a rechargeable car light and two multi LED lights

# In need of feeding

Spar launched a '12 Deals of Christmas' campaign, offering shoppers promotions and discount deals every week this month on a variety of brands including P&G, PepsiCo, Britvic, AB InBev and KP Snacks, as well as on Christmas essentials and own-brand. Clearing up

Today's
Group has
added
multipurpose
cloths,
scouring pads and
sponge cloths to its
Today's Essentials
range of cleaning
products in time for
the winter season, all
price-marked at £1.

# Unexpected guests

Premier Foods has refreshed and extended its seasonal lines for Christmas on both Cadbury and Mr. Kipling brands, including a Cadbury Christmas Cracker, a Cadbury Yule Log and Mr. Kipling Elf Slices.



dise everything for me, but with a Card Factory next door I do it myself. I know what sells and what doesn't better than anyone so I now handselect cards from several different companies, and do very well for it.

Improve quality by using more than one supplier For cards it's good to use two or more suppliers to assess the level of quality between them, and it's easier to notice if standards

of one range dips. I use Jonny Javelin, Cherry Orchard, Carte Blanche Greetings and Hallmark.

# Choose suitable cards for your

customers I use the cards my customers buy all year round to tell me which Christmas cards they like. The fact that my special occasions section consists mainly of 40-80 year birthday cards, for example, means I go for a more traditional range.

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# INDUSTRY PROFILE

# Mondelez

Halloween, Diwali, Christmas – 'tis the season of seasons and according to Mondelez's head of retail field sales Jenny Blogg this means a great opportunity for confectionery retailers to profit. All it takes for you to profit fully, she says, is a little forward planning and using the advice the company has made available

# RETAIL NEWSAGENT Why are seasonal products so important to convenience stores?

**JENNY BLOGG** Seasonal events provide a great opportunity to attract new shoppers and increase impulse sales.

# RN How important is confectionery to this opportunity?

JB We're all trying to grow incremental sales. The key thing to know is that £1 in every £12 spent in a convenience store between September and December comes from the confectionery category and 34% of confectionery sales at Christmas are made on impulse.

It's really important to get your range and display right early on because once you've lost those sales there's no way to get them back. It's essential to be well prepared.

# RN How do you make sure that your brands take full advantage of this?

**JB** Everything we do is based on real opportunities and robust insights and that's particularly true for our product innovation.

Having something different in your portfolio drives consumer trends and we've got some great new products for 2015 such as Bassett's Santa Babies. We've also got Cadbury Heroes in a convenience-only 93g format.

In addition, there is the heritage we offer with advent calendars and selection boxes. But, consumers are also looking for something a little bit different.

# RN Does it look like Christmas 2015 is going to be a profitable one for retailers?

JB We're doing everything we can to make sure it is. Our focus is giving retailers the right tools and the right advice.

We've got an easy, accessible online platform in Delicious Display which provides 24/7 category-wide information and advice and is available to all retailers.

The other way we support retailers to take full advantage of seasonal events is through the field sales force. We have one of the largest teams out there calling on a large proportion of stores every three to six weeks.

We invest very heavily in training them to work in person with retailers on the right range, display and merchandising principles for their stores.



It's really important to get your range and display right early on

### Tom Gockelen-Kozlowski

tom.gk@newtrade.co.uk

**a** 020 7689 3357





# RN What effects can working closely with suppliers such as Mondelez have on businesses?

JB Based on last year's figures those retailers who followed our advice saw their sales grow by up to 92%.

# RN How can retailers make sure their Christmas is a successful one?

JB It's really about knowing your shoppers and what they want and making sure that within your range you've got products at a variety of price points. You've got to tap into your individual shoppers' needs.

# RN How else is Mondelez investing in the convenience sector at present?

**JB** Trebor is on TV – this is a brand that we've really invested in this year and this is paying dividends.

We're investing in Belvita which now has a convenience-specific pack. We've also had Ritz Crisp & Thin which has done well this year too.

### RN Finally, how is Mondelez reacting to the growing demand from some consumers for healthier foods?

JB Consumers are expecting more and more from their snacks and we are incredibility proud of our products and the fact that we are a responsible food manufacturer.

We want to help consumers make the right decisions with the snacks they buy so they have balance and you won't see single-serve products containing over 250 calories in our portfolio

# \*\* Company CV \*\*

**Company** Mondelez

Head of retail field sales Jenny Blogg

**Profile** One of the largest food manufacturers in the world, Mondelez supplies retailers with some of the biggest FMCG brands around.

**Key brands** Kraft, Cadbury, Trebor, Belvita, Philadelphia, Oreo

**Latest news** In preparation for Christmas Mondelez is urging retailers to take advantage of the support available through its web platform, Delicious Display and its field sales force.



\*\*

# **PREVIEW**



# A Ben & Jerry's Xmas

Ben & Jerry's is preparing for winter with the relaunch of its Minter Wonderland flavour and release of new line, Cinnamon Buns.

RRP £4.99

Outers 8

Contact 01293 648000



## **Rum beer investment**

Heineken is backing its Foster's Rocks rum beers with a £2m outdoor and sampling campaign.

RRP £4.50 - £11

Outers various

Contact 0845 390330



# **Chews the force, Luke**

Cheestrings is giving shoppers the chance to claim Star Wars memorabilia in its latest on-pack promotion.

RRP 39p Outers 24

Contact 0207 908 6418



# Still Bisto, but simpler

Premier Foods has launched its Bisto Made Simple Hob Tops in five flavours, including Chicken & Wild Mushroom.

RRP £1.29
Outers not given
Contact 01727 815 850



## **Heroics from Heinz**

Heinz has launched its £5m 'Heartwarming Heroes' marketing campaign promoting its soup, Beanz and Ketchup brands in the run-up to winter.

RRP various

Outers various

Contact 0208 573 7757



## **Teatime campaigns**

McCain has launched two autumn marketing campaigns centred on family teatimes.

RRP not given

Outers not given

Contact 0800 146 573



# **Caddy pack launch**

Burton's is introducing a caddy pack for its Fish 'n' Chips Salt & Vinegar snacks for Christmas.

RRP £1.99

Outers 6

Contact 01727 899 700



# **Hunt for Milk Tray Man**

Mondelez has launched a campaign to find the next Milk Tray Man to appear in a future ad series.

RRP not given
Outers not given

Contact 0870 191 7343



# Superbike deal goes on

Tsingtao has extended its sponsorship deal with the MCE British Superbike Championship until the end of 2016.

RRP not given
Outers not given
Contact 0845 6000 666

Retail Newsagent 23 October 2015

# THIS WEEK IN MAGAZINES



**Mag and model** 

# ROCKET RACCOON IS A NEWSSTAND MARVEL

He was a big hit in the 2014 Guardians of the Galaxy movie, now he's back, in print, for his very own cosmic special one shot

THIS STANDALONE issue of Marvel Fact Files should appeal to both regular collectors and younger Marvel fans as it features popular character Rocket Raccoon, as he appeared in the 2014 summer blockbuster Guardians of the Galaxy. The special comes with a hand-painted three inch model of Rocket Raccoon, as well as a 20-page magazine all about the character and his backstory. It has been promoted in preceding issues of Marvel Fact Files, as well as on social media. Retailers are advised to recommend the special to regular collectors and to display any additional copies prominently to encourage incremental sales.





ROCKET RACCOON
COSMIC SPECIAL
On sale 22 October
Frequency one shot
Price £16.99
Distributor Comag
Display with regular
Marvel Fact Files
collection

# **Round up**



NICOLA STEWART

Magazines
reporter

# THE VALUE OF COVERMOUNTS

How much do the covermounts on children's magazines really matter? It turns out, a lot.

Before I go into more detail, I have to share a story I heard at the brand licensing expo held in London last week.

I went along to see the team from Redan Publishing (publisher of bestsellers Peppa Pig and Fun to Learn Friends) and met their chief executive Robert Sutherland.

He has decades of experience in the publishing industry and prior to cofounding Redan in 1990, he was managing director of Marvel Comics in the UK.

It was while he was at Marvel that he had the thought: 'What would happen if we attached a free balloon to the front of a comic?'

The rest, as they say, was history.

Today, covermounts are one of the most important factors in selling a children's magazine or comic and publishers compete furiously to have the biggest, boldest and best toys on their titles.

Redan shared one example where an issue of primary girl's title Sparkle World came covermounted with a Magiki Puppy toy (a collectable from De Agostini that benefited from a major television campaign), resulting in a 72% sell-through on that print run – a significant uplift on previous issues.

I know covermounts can be a real hassle to display, particularly on fixtures that are short on space, but having them organised so children can clearly see them as they walk into your store is likely to give you the best chance of making a sale.



# S WEEK









# **Bestsellers**

# **News & current affairs**

	Title	On sale date	In stock
1	Private Eye	28.10	
2	Economist	23.10	
3	New Scientist	29.10	
4	Weekly News	28.10	
5	The Week	23.10	
6	Spectator	23.10	
7	Investors Chronicle	23.10	
8	The Gleaner	29.10	
9	New Statesman	23.10	
10	The Voice	29.10	
11	BBC History	05.11	
12	National Geographic	30.10	
13	New Yorker	28.10	
14	Monocle	12.11	
15	BBC Focus	12.11	
16	Nature	23.10	
17	Time	23.10	
18	The Oldie	12.11	
19	Wonderpedia	29.10	
20	Astronomy Now	19.11	

Data from independent stores supplied by SmithsNews



# **BATMAN AUTOMOBILIA** – FLYING BATCAVE

Located under Wayne Manor, the batcave is the secret headquarters used by Batman to keep his Bruce Wayne identity secret. In a 1952 issue of Detective Comics, Batman created the flying batcave, a miniature version he could take on missions outside Gotham City. The first collection to offer a DC Comics-approved model of the vehicle, the fourth standalone special of Batman Automobilia will have a detailed replica of the flying batcave.



## CUMBRIA

Cumbria magazine, now in its 68th year of publication, has undergone a complete redesign, with its second fresh look issue on sale this month. Publisher Country Publications says the refresh stays true to the heritage of the title, with "constant evolution not revolution" chosen as the strategy to appeal to its dedicated readers. Retailers are advised to give Cumbria full facings where possible.



## SHOOTING TIMES

Shooting Times, one of the top-selling shooting titles through independent stores, has had a major refresh with a new look and more information and advice for shooters. Its news pages have been redesigned, introducing things to do that week on the shoot, in the country or at home, and a weekly interview with a high profile shooting personality. It also has a new weekly series called Vintage Times.



## DOODLE CHALLENGE

The latest one shot from GMC Publications aims to appeal to customers already buying adult colouring in titles who are looking to improve on their artistic ability. Doodle Challenge is an 'art workbook for grown ups' that comes with easy-to-follow instructions, unique ideas for patterns and helpful information on tools and techniques for drawing. Retailers are advised to display it prominently alongside colouring in titles.



### **SUPERFOOD**

The November/December issue of Superfood, the new bimonthly cookery title from GMC Publications, is a Christmas special. Within 96 pages, the issue features 101 recipes, a section on seasonal sweet treats and expert on advice on how to avoid over-indulging during the festive season, while still enjoying events.



On sale 22 October Frequency one shot **Price £20.99 Distributor Comag Display with regular Batman Automobilia** collection



On sale 23 October **Frequency** monthly Price £2.90 **Distributor** Country **Publications Display with Country Life, BBC Countryfile, Cumbria** Life, Lancashire Life



On sale 28 October **Frequency** weekly Price £2.40 **Distributor** Marketforce **Display with Countryman's** Weekly



On sale 28 October **Frequency** one shot Price £5.99 **Distributor** Seymour **Display with Zen** Colouring, Relax with Art



On sale 28 October **Frequency** bimonthly Price £5.99 **Distributor** Seymour **Display with BBC Good** Food, Éasy Cook, Olive, **Delicious** 



Retail Newsagent 23 October 2015



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The December issue of Q comes covermounted with a free 'Lost In The 90s' compilation CD expected to drive a 12% sales uplift and total sales revenue of £88,000. The issue has an increased cover price of £4.99, up from the usual £4.20, and retailers are advised to display it prominently to highlight the added value.



# MOJO

The December issue of Mojo features an exclusive interview with Elvis Costello and comes polybagged with a free CD and a Bob Dylan supplement. The added-value issue is expected to generate a 5% sales uplift and with a premium cover price of £5.50, up from the usual £4.99, is forecast for a 16% rise in sales revenue, or £137,000 in total. Retailers are asked to display the issue full facing and in any additional display space.



# CLASSIC ROCK PRESENTS – DEF LEPPARD

On sale a full four weeks before the regular UK album release, this Classic Rock Presents – Def Leppard Fan Pack comes with the band's complete new album, a 116-page magazine dedicated to every aspect of how the album was written and recorded, a metal keyring and collectable art cards. Def Leppard has sold over 100 million albums worldwide and at £15.99, this one shot should generate strong profit for independents.



## **VULCAN FAREWELL**

This commemorative special celebrates the history of the flying legend, the Vulcan XH558, as it goes into retirement. On sale as soon as possible after the last flight takes place, the souvenir one shot will contain exclusive imagery seen in print for the first time. With a cover price of £5.99, the high quality issue comes with a large double-sided poster and retailers are advised to display it full facing where possible.



## **YOURS**

The next issue of Yours is a 'Make & Bake Editor's Special' that features a series of articles on crafts and baking. This is in addition to the usual coverage on health, fashion, beauty, days out and real life articles. Frontline has forecast a 10% sales uplift on the issue and retailers are advised to display it full facing at the front of fixture.



On sale 27 October Frequency monthly Price £4.99 Distributor Frontline Display with Classic Rock, Mojo, Kerrang!



On sale 27 October
Frequency monthly
Price £5.50
Distributor Frontline
Display with Classic Rock,
O. Kerrang!



On sale 30 October Frequency one shot Price £15.99 Distributor Marketforce Display with Classic Rock, Mojo, Q, Kerrang!



On sale 29 October Frequency one shot Price £5.99 Distributor Seymour Display with FlyPast, Aeroplane



On sale 27 October
Frequency fortnightly
Price £1.49
Distributor Frontline
Display with Take a Break,
Woman's Weekly



# LESS IS MORE WITH NEWSSTAND SALES

e stock about 890 to 900 titles on a total of 40m of shelving. We probably have too many titles for the space, so we need to either review our range or extend our fixture. It can get too crowded and become difficult to give full facings, so the less you have the more you can sell in a sense.

Smiths constantly sends us new titles so we have to make a decision if we think it is going to sell and if it is worth giving space to promote it.

Crafting is really strong for us. We have about five metres of craft titles on a three-tier shelf, everything from paper craft and card making to sewing and cross-stitch. It used to only be older people who bought them, but there are a lot of younger women buying them now as well.

We have six different adult colouring in titles and they are doing okay, but I'm not sure they are quite as big as people have made them out to be. Obviously it is a new category publishers have created off the back of the Art Therapy partwork, and when they first came out a few months ago, we displayed them with our partworks and they did well for a bit, but we have now worked them back into our main range.

We do well on partworks, particularly craft and the cake decorating ones, they seem to be the ones that people stick with to the end. We always ask for a deposit now because you can get burned if people realise they are in over their heads and don't come back to collect their copies.

We have about eight metres of children's magazines and constantly review them. We have to tidy the section two to three times a day to keep it tidy, particularly at the moment as its half term in Leicestershire.



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### Back in the day

101



24 October 1914

It was feared many retailers would be left with large firework stocks on their hands following restrictions placed on the celebration during wartime. In some parts of the country bonfires were banned, and in others limitations were placed on the size of firework displays.

50 YEARS AGO



### 23 October 1965

Action to give local councils control over "sticker" advertisements on retailers' shop windows were being sought by the Association of Municipal Corporations. The indiscriminate use of window stickers in shopping areas is "most unfortunate", the Association said.

25 YEARS AGO



### 27 October 1990

Shopkeepers who sell single cigarettes to children were branded as "drug pushers" in a report published by the British Journal of Addiction. "The practice of selling single cigarettes to children is offensive, not only because it is illegal, but also because it suggests the shopkeeper is knowingly encouraging his future trade by pushing nicotine to novices," it read.

# No, it's not Horsegate 2, just taking Tesco for a ride...

The last time we mentioned horses and Tesco in the same line on these pages, the supermarket was facing tough questions as to exactly what kind of meat was going into its burgers.

So the appearance of a horse and its rider at a Tesco store in Ballinasloe, County Galway this month made us question whether equine was back on the menu following the 'horsegate' scandal from two years ago.

A film of the cart horse in question, seen casually trotting towards the exit of the shop (presumably after browsing the carrot and sugar cube aisles), has been a 'colt' hit on social media.

Reddit user comments on the incident ranged from "The last time Tesco stocked horse it was in its burgers" to "That horse purchased itself a fine man".

But a spokesman for the supermarket dispelled rumours it was introducing a Tesco Finest stallion steak range, saying the animal and its owner had likely been visiting from the nearby Ballinasloe Horse Fair.

They added: "We were expecting some visitors to trot into store this week but safe to say this was an unexpected visitor."

# AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



I will start by asking my colleague Mike Brown what it is he lives on – if it gives him that much energy I will have a dollop myself.

I was exhausted just reading about his day taking his daughter on his travels. But I do wholeheartedly agree with what he said about these stupid extension times.

There is no need for them at all unless we have to suffer because they sit and watch the games before they start doing anything at the print works.

Whatever the reason, it's a pain for all of us at the sharp end (as Scott Saunders also endorsed on the letters page) so to whoever it is who agrees to these cut-off times, kindly do not agree to them in future.

I am wondering why there was a map in the polybag with the Daily Mail's magazine last Saturday.

It seems only a few weeks ago that that we had one but apart from that, who reads a map these days now everyone has a sat nav?

I have had my first puncture of the hedge cutting season which meant a visit to Stafford Tyres. Fortunately it was repairable so it saved me some money.

Woodseaves is a sad little place at the moment. In one week, three of its well-known residents have passed away, one of them being the lady who played the organ at both High Offley and Knightly Churches. She was a delightful person who will be greatly missed, as will the other lady and gentleman.

Plans have been submitted to Stafford Borough Council for a solar farm. Apparently it is a German company which wishes to start it up.

Whether it will come to fruition is another matter because the High Offley and Woodseaves community are none too happy about it. Meetings to fight it are taking place – the outcome will be interesting.

# **RN** competition

# Win a loaded Blu display unit

Ыu

Blu UK has teamed up with RN to give away a gold standard display unit and two silver standard units for till points, filled with a range of Blu stock worth more than £150. The PoS stand comes with five packs of each core Blu product including the Pro-Kit, Starter Kit, e-cigarette liquids, cartridges, Blu e-cigarette batteries and clearomisers.

Blu UK is encouraging any retailer who sells tobacco cigarettes to sell e-cigarettes. With 18% of UK smokers already opting to

vape and around three
million vapers in the
UK, the e-cigarette
category presents a
lucrative opportunity
for retailers. It is one
of the fastest growing
FMCG sectors, up 13%,
according to Nielsen
Scantrack. The total
e-cigarette market is
now worth more than
£400m and the trend is
set to continue.

To enter, send your name, store name, addesss and telephone number to Blu Com-

petition, Retail Newsagent, 11 Angel Gate, London EC1V 2SD by 5 November.





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