

MULLED, BUBBLY OR GIFT PACKED

Another 21
ideas to make
Xmas sparkle

ALCOHOL GUIDE

Page 40 >>



My sons' crafty plan
'We grew alcohol sales
by 25% with our on-
trend range.' Page 28 >>

INCREASE YOUR SNACKING SALES BY 20%¹

VISIT WWW.COUNTSFORMORE.CO.UK
TO DISCOVER THE 3 SIMPLE STEPS TO SUCCESS



Right range

Top 30 singles account
for 55% of sales¹



Right display

Crisps and snacks shoppers only
spend 20 seconds at fixture²



Right location

1 in 4 shoppers buy
on impulse³



COUNTS FOR MORE



Warning from Warninks!

*Have you got enough
stock this Christmas?*

Warninks rate of sale increases by circa 1133% during December. **Don't miss the opportunity!**

Warninks is the No. 1 advocaat brand

77% of annual sales are in the 12 weeks before Christmas.

Warninks is bigger than golden rum

Warninks is worth £3.8 million in the 4 weeks lead up to Christmas and growing at 10.4% year-on-year.

Warninks classic snowball

Warninks is synonymous with the Christmas season.
Drink it neat, over ice or in a classic snowball cocktail.

*Warninks - a brand
not just an Advocaat*

Warninks is produced in the world's largest advocaat plant in Middelharnis, Holland.



It wouldn't be Christmas without Warninks!

MULLED, BUBBLY OR GIFT PACKED

Another 21
ideas to make
Xmas sparkle

ALCOHOL GUIDE

Page 40 >>



My sons' crafty plan
'We grew alcohol sales
by 25% with our on-
trend range.' Page 28 >>

RETAIL

NEWSAGENT

NEWS • CONVENIENCE • PROFIT

www.betterretailing.com • £2.20

Two-tier mag fear as mults steal sales



- Late inbounds and packing consolidation leave independents waiting days for key titles.
- Retailers claim supermarkets getting copies earlier after customers buy titles elsewhere. Page 5 >>



COME SHOP WITH ME

RN brings historic butcher back to Kenilworth

Simply Fresh store to stock 150-year-old firm's range after RN study tour. Page 13 >>

NEWSPAPERS

Convert to HND to cash in on rugby win

Welsh stores urged to sign up customers after World Cup boost. Page 12 >>

COMMISSION ROW

Apology demanded after MP's greed slur

Rosie Cooper criticises PayPoint agents who ask for additional purchases. Page 4 >>



Come shop with me returns Ten retailers took to the road with RN to visit and score three inspiring stores in Leamington Spa and Coventry on our latest Come Shop With Me study tour. To discover some brilliant ideas for your business and who won the competition, turn to page 30.

PRICE CUT

Indie's action slows Star rise

'Soft uplift' result as retailers delist and reprioritise bestsellers. Page 5 >>

Better prices, bigger range and overnight deliveries promised from Conviviality-Matthew Clark merger Page 6 >>

NEW

HEAT UP YOUR SALES WITH

DORITOS

50P¹

PRICE-MARKED-PACKS



From the **NO.1 BRAND²** TORTILLA CHIP



Packs also feature PepsiCo's latest **#GAMEREADY** on-pack promotion celebrating its sponsorship of the UEFA Champions League, offering the chance to win match trips during the group stages³.

Earn rewards for your store:
visit www.countsformore.co.uk today

Follow us on twitter @PepsiCo_UKTrade



COUNTS FOR MORE

¹ Recommended Retail Price ² Consumer purchases a promotional pack and logs onto www.game-ready.com through laptop, tablet or mobile, and then enters name, email and other contact details with the last four digits of barcode. Winners are notified within 48 hours, accommodation in ⁴ hotel is booked and winner receives travel contribution (TBC amount). Winners will collect tickets on arrival at the game. ³ Nielsen, Total Coverage, MAT 19.09.15

LEADER



For every company that raises prices, another might look to keep them low as a point of difference



CHRIS GAMM

Editor

@ChrisGammRN

I received a letter on Monday from a voucher-handling company I've used in the past warning me to expect a cost increase when the National Living Wage is introduced next April. "It will affect all service companies such as ours, including our competitors, and unfortunately these increases cannot alone be borne by our business," it said.

While Lidl is already paying the living wage and keeping prices low, economists forecast that, ultimately, consumers will pay for inflation and small companies – like my voucher company – will be most likely to pass on costs.

But for every company that raises prices, another might look to keep them low as a point of difference.

Suppliers to your business will also be looking at their costs and trying to balance the books, so changing formats and margins are likely. Retailers, in turn, will need to check categories still stack up and focus on the areas with the best opportunity to grow turnover.

There are some tough decisions on the horizon, but RN will help you along the way.

Our 30 October issue features a special report on managing the transition to the National Living Wage, with different strategies from RN readers and industry experts.

In every issue we share ideas for growing and surviving such a major change to your business. This week, we sent 10 retailer judges around three great stores for our Come Shop With Me study tour and you can read their best ideas on pages 32-38. Next week, we will bring you all the best tips from the Local Shop Summit.

Every store is different, but the best ideas to try in your business are often the ones that have already worked for someone else.

CONTENTS

NEWS

- 4 INDUSTRY NEWS** MP apologises over 'greedy' retailers insult
- 6 BUSINESS NEWS** Buyout brings business benefits
- 7 NEWSTRADE** Red tops suffer falls in ABC figures
- 8 PRODUCT NEWS** Ben & Jerry's invites shoppers into a Minter Wonderland
- 12 REGIONAL NEWS** Welsh sporting success prompts new HND drive
- 14 NFRN DISTRICT COUNCIL** Devon & Cornwall and Yorkshire DC reports
- COMMENT & ANALYSIS**
- 18 YOUR STOCK, YOUR SAY** How have retailers reacted

to the Daily Star's price cut? And how does cider sell in your store?

- 19 COLUMNIST** It's time wholesalers invested in providing fair credits and allocations for retailers, writes Neville Rhodes
- 20 YOUR ISSUE** Camelot's software update causes Lottery terminal glitch
- 22 LETTERS** Sporting fixtures cause knock-on delays for delivery times; Menzies' seven days of shambolic service
- 24 INDUSTRY PROFILE** Gordon McKie,

28



(below left), chief executive of Cashmaster International

26 PRICEMATCH

Chocolate confectionery prices around the UK

28 RETAILER PROFILE

When a Sainsbury's Local

opened up nearby, Ash Patel decided to focus on range expansion and working closely with his symbol group to encourage customers to stay loyal to his store

25



44

FEATURES

- 30 COME SHOP WITH ME** Join 10 top retailers as they visit three exceptional stores and come up with dozens of great practical ideas you can use
- 40 CHRISTMAS GUIDE** This week RN takes a look at festive spirits
- 44 PREVIEW** Fairtrade Mars
- THIS WEEK IN MAGAZINES**
- 45 ROUND-UP** Peak time for premium titles
- 46 FOR YOUR SHELVES** Cartoon Network mag launch



30

NEXT WEEK



LOCAL SHOP SUMMIT
All the ideas from this year's event



FAMILY NIGHT IN
How can you cater for their get togethers

IT'S TIME THE COMPETITION AND MARKETS AUTHORITY TOOK A CLOSE LOOK AT WHAT THE WHOLESALERS ARE DOING

– NEVILLE RHODES REOPENS THE LONGSTANDING DEBATE ON THE STATE OF THE NEWS WHOLESALE INDUSTRY Page 19 >>

NEWS

Tobacco 3% tax hike call

A cross-party parliamentary group has given guidance to the government to increase tobacco tax by 3% for the next five years.

The All Party Parliamentary Group on Smoking and Health submitted its recommendations in advance of the government's spending review on 20 October.

Among the group's key recommendations is a proposal to fund the cost of tobacco control by raising tax on tobacco products from 2% above RPI to 5%.

However, some retailers believe increasing tax will not curb smoking rates and will not help double the rate of decline, as the group has predicted.

Rushik Parmar, of Kenwins in Herne Bay, said: "People want everything cheaper these days and cigarettes are almost £10 a pack. People bring them back cheap from France or Belgium and every time the price goes up, the illicit trade does too."

Fees cap welcomed

The Association of Convenience Stores (ACS) has welcomed plans to introduce a cap on fees faced by retailers when processing debit and credit card payments, which could save stores approximately £480m per year.

From 9 December, the European Commission's Interchange Fee Regulation will come into effect, capping the amount that is charged by banks to card providers to 0.2% on debit cards and 0.3% on credit cards. Currently, fees can range between 0.77% and 1.5% of the transaction value for credit cards.

ACS chief executive James Lowman said: "Placing a cap on retailers' costs for processing these transactions is necessary."



£1,000 boost for Bay as he wins drink display competition

Bay Bashir, of Belle Vue Convenience in Middlesbrough, scooped £1,000 after submitting a winning picture of his Boost energy drink display to the manufacturer's Grab a Grand competition. Twenty retailers were in with a chance of hitting the jackpot. "Because Boost only supplies independents, I support its products however I can," said Mr Bashir. "I've got around half a metre of fridge space dedicated to its range." Mr Bashir received a winner's plaque and his prize money this week and said he will invest his winnings in a store refit he is planning.

Labour's Rosie Cooper slammed for PayPoint comments 'She doesn't know the full story'

Retailers demand apology for MP's 'pure greed' slur

by Gurpreet Samrai

Retailers have demanded an apology from a Labour MP who said that PayPoint agents who ask customers to make a purchase when using the service are acting out of "pure greed".

The comment was made by West Lancashire MP Rosie Cooper who said action was taken against a store in her constituency by the payments service provider for breach of its contract. She said: "There is no excuse for shops adding to their profit by forcing

customers to buy an item when the shopkeeper is being paid commission by PayPoint for the transaction. This is just pure greed and must stop."

Retailers have hit out at the MP for not researching the issue before making the comments.

"Everyone knows we're not making money on PayPoint," Suresh Patel, of Premier Upholland in Lancashire, said. "She's just looked at one side and doesn't know the full story. All some retailers are doing is asking customers to

make a small purchase to help cover their banking charge. She should apologise because retailers aren't getting a fair deal."

Mo Razzaq, of Premier Mo's in Glasgow, added: "If she had done her homework she would have known it's anything but greed. If she doesn't apologise, the retailers in her constituency should run a campaign so this sort of ignorance doesn't go on."

NFRN chief executive Paul Baxter has written to Ms Cooper explaining that retailers' commission

was capped this year and highlighting facts about retailers' relationship with the company.

The letter states that for some retailers the action is necessary as they are not being paid "a sufficient income" to operate the terminals and the company is "expecting them to subsidise its own profitability through sales of other product lines".

Ms Cooper's office failed to respond to RN's requests for an interview. PayPoint said it cannot comment on individual stores.

Bag use down 75% in first week of 5p charge

Independent retailers have reported reductions in carrier bag usage of up to 75% after voluntarily introducing a charge this month.

New legislation, which came into force on 5 October in England, requires customers to pay 5p per carrier bag in supermarkets.

However, some smaller stores have voluntarily introduced the charge.

Ian Tweedie, of Mirehouse Stores in Whitehaven, said that since charging 5p per bag, he has seen a reduction in usage of around 75%.

He said: "I was getting through 200 bags a day

when I gave them away for free. Now it's around 46. My decision to voluntarily impose the charge was both financial and ecological.

"Around 1% of customers have mentioned it, but they've not complained."

Rochester newsagent Steve Barker added: "I've

seen a decrease in usage of 20% and every 5p paid goes into the charity pot on the counter. This should have been law for small shops and it's our job to educate customers."

In RN's latest reader poll, 27% of stores said they had voluntarily introduced a carrier bag charge.

Indies regularly missing key title deliveries 'They can't cope', says retailer

Central magazine hubs 'create two-tier system'

by Nicola Stewart

Independents fear the consolidation of magazine packing into central wholesale hubs is creating a "two-tier" system that puts supermarkets at an advantage.

NFRN head of news Brian Murphy told RN that a combination of late inbound deliveries by publishers and the inability of hubs to sort and pack titles for thousands of customers in a restricted amount of time meant independents were regularly missing deliveries of key titles.

Meanwhile, supermarket titles are leaving

wholesale on schedule, as their bundles arrive ready for dispatch, Mr Murphy claimed.

"It is creating a two-tier system that is contributing to the decline of sales through independent retailers," he said.

"Before hub and spoke operations, local depots were able to cope, but now we are hearing about titles failing to reach stores on time every week, showing there is a lack of contingencies in place.

"We are coming into the Christmas period where volume and weight will be at their highest and are demanding answers as to

why the continued failures at wholesale are allowed to continue."

North Yorkshire retailer James Wilkinson said magazine deliveries out of Menzies' super hub at Wakefield have been a "mess".

"It's too big. They have 8,500 customers, 95 new staff, and it is obvious that they can't cope."

Tony Rook, of Buckleys in Lossiemouth, said he had TV Times, TV Choice, TV & Satellite, and Match of the Day arrive three days late, on a Friday, with customers telling him they had already picked up copies at Tesco. "Is this how Menzies supports its HND custom-

ers? It doesn't matter to the big boys whether they have a TV magazine on the shelf, but for us newsagents, it's how we make a living."

Smiths' customers have also reported issues, with The Paper Shop in east Devon listing six of its titles as missing on Tuesday.

Smiths told RN: "Magazine distribution into wholesale has encountered significant disruption recently. Primarily this was caused by production issues at printers delaying departure of certain titles as well as significant shortages in supply."

Menzies declined to comment.

£2m Sun Lotto cash

Readers of The Sun could be in with a chance of winning a share of more than £2m between now and Christmas as part of a new campaign, Second Chance Sunday, in association with Camelot.

From last week, readers who entered the National Lottery's Millionaire raffle were able to double their luck, getting a second chance to win by entering The Sun Lotto draw.

Last week, there were 20 £20,000 prizes up for grabs and a total of £1m on offer until the end of October. A further £1m will be given away in November and December.

Spar's new connection

Spar is to introduce a new mobile-friendly website that aims to "better connect customers with stores".

The company hopes to drive more traffic to stores via the site, which goes live in November, and includes a business platform for brand partnerships.

"Access to the internet using mobile devices has almost tripled in the past three years. It's crucial that we use these platforms to engage with millennials," said Spar UK marketing manager Laura McNally.

Sunder marks 32 years in style

Leamington Spa retailer Sunder Sandher celebrated 32 years of business with a party at his One Stop store. Customers reminisced as they enjoyed a range of fresh bakery items, drinks and chocolate, all priced at 32p, as well as a DJ and raffle. Mr Sandher said his footfall was up around 25% as people joined the party. "There was a great buzz and the locals really enjoyed it," he said.



Star price cut rebels 'affecting sales'

Independents rebelling against the Daily Star price cut are partly responsible for the daily's underwhelming sales increase, according to a publisher.

The publisher told RN that the "soft uplift" in the Star's sales was indicative of the reaction by retailers.

"The multiples are less emotive, but I think independents are reacting, de-prioritising and focusing on selling their bestsellers," he said.

Northern & Shell needs to sell twice as many copies of the title to maintain profit levels, but managed only an 8% increase in the

first two days on sale.

RN has confirmed at least 51 retailers have delisted the title. Stuart McClymont, of Mac's News in Nottinghamshire, said he used to sell around 16 a day, but is now supplying only three HND customers.

Stuart Jackson, of Jackson's News in Greater Manchester, has taken another approach, giving the title a one-eighth facing, resulting in a 50% drop in sales to about 12.

His Sun sales meanwhile are up by about 15 a day.

IAA finalists announced

Thirty-one retailers were named as finalists in the Independent Achievers Academy 2015 at this week's Local Shop Summit at Lord's Cricket Ground.

The winners in each category will be announced at the IAA Gala Dinner on 30 November in London. The UK's overall best shop will also be named by the IAA on the night. For a list of the finalists, visit betterRetailing.com/IAA-finalists

NEWS

BUSINESS

Acquisition brewing

A takeover of SABMiller by Anheuser-Busch InBev to make the world's largest brewing company looks likely to go ahead after AB InBev increased its offer to £44 per share.

SABMiller recently rejected a £68bn takeover from the Belgian brewer. The company previously bid £38 and £40 per share before a £42.15 offer last week, but all were turned down with SABMiller saying the offers "very substantially undervalued" the company.

SABMiller brews, among other beers, Peroni and Grolsch while AB InBev brews Budweiser, Corona and Stella Artois.

Tesco still struggling

Ailing supermarket Tesco has reported another fall in sales as it struggles to turn itself around. Figures released for the first half of this year show the supermarket's profit reduced by half, from £779m last year to £354m. Last year, Tesco was mired in a financial accounting scandal.

Meanwhile profits at Asda, the British arm of Walmart, rose 1.9% to more than £1bn last year despite falling like-for-like sales and a reduced market share.

Top FMCG revealed

Research analyst Kantar has revealed the top 10 FMCG brands in the UK.

Bread baker Warburtons took the top spot, with Heinz in second and McVitie's in third. Hovis and Kingsmill took fourth and fifth place respectively.

In sixth place was Birds Eye, with Walkers, Muller, Coca-Cola and Cadbury Dairy Milk following on.

The research is based on how many households buy each brand and how often.



Eat 17 group wins innovation award

Independent group of stores Eat 17 was a winner at this year's IGD Awards. The family-run Spar stores won the Innovative Store of the Year Award. Sponsor, McCurrach UK, praised the group for its "symbol group discipline and street-food culture to create a high revenue, high margin business". From left to right: Angus McCurrach, chief executive of McCurrach UK; Eat 17 co-owner, James Brundle; Spar Blakemore's business development manager Russ Madden; Eat 17 director Chris O'Connor and presenter Rachel Riley.

Buyout makes Conviviality UK's biggest drinks wholesaler Move is a 'great strategic fit'

Takeover signals 'better range, price and delivery'

by Helena Drakakis

The takeover of drinks wholesaler Matthew Clark by Conviviality Retail, the UK's largest franchised off-licence and convenience chain, will signal greater range, price and delivery times for retailers, the company has said.

Conviviality Retail, which operates under six fascias including Wine Rack, Bargain Booze, Bargain Booze Select Convenience and Thorouggood, finalised the £200m buyout of the UK-wide beer, wine and spirits distributor

last week. In the process, the company dropped the word "Retail" from its name and will operate under the name Conviviality Plc.

The sale means Conviviality, which has 624 stores nationwide, will become the UK's biggest specialist drinks wholesaler allowing it to supply an unrestricted selection of products and therefore an increased range.

The acquisition could also mean lower prices for retailers combined with an increased distribution capacity, with retailers now being supplied from

16 operating warehouses through a fleet of 260 delivery trucks. "A wide product range, containing many recently-launched products, coupled with next-day nationwide delivery is a key part of Conviviality Plc's proposition," said Tom Hufton of FTI Consulting.

Conviviality chief executive officer Diana Hunter said: "The combination of these two companies is a great strategic fit. Matthew Clark is a significant wholesaler in the drinks industry, larger than the next seven independent operators combined, and

together with Conviviality this creates a unique business."

Dilip Patel, of Bargain Booze in Potters Bar, said: "I've always benefited from being a Bargain Booze franchise with good advertising, marketing and retail support, but better delivery times would be a real benefit to me.

"At the moment, I order on Sunday for Tuesday delivery but it would be great to say to customers that their order would be there overnight. A larger range to choose from is also very attractive."

Appleby Westward's record signings

Appleby Westward, the regional distribution company for Spar in the south west, has recruited 24 independent stores this year - its highest figure in five years.

The Saltash-based company, which services nearly 300 Spar stores

throughout the region, has also converted 32 forecourt shops, operated by Euro Garage, into Spar stores. While the majority of new sites are in residential areas, six of the 24 independents are fuel retailers.

One of the businesses to move to Spar is the

forecourt store at Yeovil Motors, part of the Helston Garages Group. They switched fascias from Mace to Spar and carried out a full store refit.

Mike Lloyd, director of the Volvo franchise at Yeovil Motors, said: "Since carrying out the store

refit, customer feedback has been very positive. We felt Spar met the levels of service we were looking for as well as the right brand imagery. What we like about Spar is the simplicity of the package - they offer everything but keep it nice and simple."

Times continues strong, Waitrose-assisted performance Quality titles lead the way on Sundays

Red-top titles bear the brunt of surprise September ABC falls

by Nicola Stewart

Print sales of every national newspaper fell in September with red-tops experiencing the sharpest drop in circulation.

The Sun, Mirror and Star all lost more than 10% of sales on their daily editions, compared to the same month in 2014, according to the latest ABC report. In total, copy sales of the three tabloids fell by a combined 361,936 per day.

Figures also show Sunday

red-tops dropped significantly with the Sunday People in particular losing 18.6%, or 64,174 sales per day.

Sales of the Daily Star were down 12.4% on weekdays, 10.1% on Saturday, and 14.2% on Sunday. Publisher Northern & Shell has since slashed the cover price of the daily in half to 20p and increased supply of the title into the trade. The total daily market dropped by 8.7% compared to September last year, while Saturday papers fell by 7.8% and the

Sunday titles by 9.6%.

Print sales are, however, still sitting at above 6.2 million per day, increasing to 7.9 million on Saturday and dipping to 5.9 million on

Sunday.

The Times, likely supported by the Waitrose promotion, continues to perform strongly, dropping by just 1.5% on weekdays

and 0.2% on Saturday.

Quality titles fared best on Sunday with The Independent dropping 2.2%, Observer 3%, Telegraph 7.5%, and Sunday Times 4.1%.

September Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	724,357	-2.8%	-11.3%	£100.8	769,357
Daily Record	176,039	-1.9%	-12.0%	£23.2	181,208
Daily Star	401,354	-2.7%	-12.4%	£38.9	401,354
The Sun	1,673,719	-3.4%	-11.3%	£155.3	1,675,740
Daily Express	392,689	-2.7%	-10.0%	£52.3	392,689
Daily Mail	1,326,418	-2%	-4.3%	£184.6	1,403,428
Daily Telegraph	435,297	-0.4%	-4.1%	£140.0	435,297
Financial Times	36,764	4.1%	-12.2%	£19.6	58,952
Guardian	139,264	0.1%	-6.9%	£57.7	139,264
i	213,372	0.8%	-7.3%	£21.3	283,196
Independent	36,746	2.3%	-7.8%	£11.4	52,786
Times	326,529	-0.4%	-1.5%	£92.1	349,051
TOTAL	5,882,548	-2.2%	-8.7%	£899	6,142,322

September Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	926,093	-1.7%	-10.6%	£178.4	971,093
Daily Record	207,538	-2.9%	-11.4%	£38.8	211,517
Daily Star	375,980	-4.9%	-10.1%	£54.6	375,980
The Sun	2,116,150	-3.3%	-10.2%	£317.0	2,118,268
Daily Express	486,388	-1.7%	-7.8%	£88.5	486,388
Daily Mail	2,122,212	-0.6%	-5.0%	£408.7	2,199,019
Daily Telegraph	606,288	-1.7%	-7.8%	£291.0	606,288
Financial Times	76,241	4.3%	-5.6%	£60.3	96,203
Guardian	299,996	1.4%	-9.2%	£186.3	299,996
i	184,066	0.6%	-5.2%	£23.0	250,147
Independent	66,428	0.6%	-9.1%	£28.2	81,423
Times	477,949	0.6%	-0.2%	£168.5	489,265
TOTAL	7,945,329	-1.7%	-7.8%	£1,843	8,185,587

September Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	200,536	-2.8%	-13.4%	£67.4	204,370
Sunday Mirror	711,072	-3.4%	-15.8%	£194.1	756,072
People	281,777	-2.5%	-18.6%	£76.9	281,777
Daily Star Sun.	244,670	-4.2%	-14.2%	£54.1	244,670
The Sun	1,448,405	-2.5%	-9.9%	£304.2	1,450,564
Sunday Express	358,267	-3.0%	-10.3%	£106.3	358,267
Sunday Post	171,725	-2.2%	-12.5%	£56.7	171,725
Mail on Sunday	1,282,201	0.0%	-5.5%	£430.8	1,354,224
Ind. on Sunday	47,586	3.3%	-2.2%	£26.2	99,991
Observer	194,142	3.7%	-3.0%	£140.8	194,142
Sun. Telegraph	355,091	-1.3%	-7.5%	£161.6	355,091
Sunday Times	727,858	1.1%	-4.1%	£382.1	738,997
TOTAL	6,023,330	-1.5%	-9.6%	£2,001	6,209,890

¹ Core sales are newstrade sales and pre-paid subscriptions in the UK and Ireland; ² ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; ³ Total sales includes bulk sales; ⁴ Reflects inclusion of i compared to 2013 figure; Source: ABC



Will no nudes be good news for Playboy?

Playboy magazine will stop publishing pictures of fully nude women from March, the company's chief executive has revealed.

In an interview with the New York Times, Scott Flanders said the availability of internet pornography had made the publication of such images "passé".

Launched by Hugh Hefner 62 years ago, Playboy is stocked in 1,160 independent stores in the UK with independents accounting for 32.5% of sales, according to distributor Comag.

The new Playboy is still

to feature a Playmate of the Month and provocative pictures of women, but will be rated PG-13 rather than R18, said Mr Flanders.

He added that the battle between adult magazines and the internet had been "fought and won".

"You're now one click away from every sex act imaginable for free," he said. "It's just passé at this juncture."

The Playboy website has already been redesigned and made safe to read at work, resulting in younger readers and an increase in traffic.

NEWS

PRODUCTS

Shazada's revamp return

Shazada rice is being reintroduced to the market in a repackaged format with new value price points in a bid to broaden its appeal to the mainstream market.

The Basmati rice, available at both Batleys and Bestway wholesalers, has a redesigned livery complete with a picture of a prince on horseback and the tagline "Rice Fit for a Prince".

The rice is available in four formats: 2kg (RRP £2.49), 5kg (RRP £5.49), 10kg (RRP £8.99), and 20kg (RRP £17.99) and joins Map Trading's award-winning White Pearl rice range.

"The premium rice sector is performing well," said Gurmail Singh Lal, head of sales at Map Trading.

Ice cream manufacturer's seasonal specials Top seller is back

Minter Wonderland from Ben & Jerry's

by Helena Drakakis

Ben & Jerry's has added to its seasonal offerings with the introduction of three new limited edition flavours following the success of a similar promotion in 2014.

A new Pumpkin Cheesecake flavour is available throughout October to mark the run-up to Halloween. For Christmas, two new limited edition flavours are on sale from this month until February 2016. Minter Wonderland is a repackaged mint chocolate chip flavour while Cinnamon Buns ice

cream features a caramel swirl and chunks of cinnamon bun dough. All three ice cream flavours have an RRP of £4.99 and feature snowflakes and a bobble hat for Ben & Jerry's mascot Woody the cow.

The activity follows a similar campaign last year when, according to the company, Minter Wonderland and Joy to the Swirled brought 121,000 new shoppers to the ice cream category. Minter Wonderland became the number one brand in ice cream between October 2014 and February 2015, according to

retail experts Nielsen.

Ash Patel, owner of Gerhold Fine Food & News in Richmond, said: "I always upgrade my range in the winter with new product lines and flavours and I do well with them. I sell more tubs in winter than the summer impulse buys."

Alessandra Salvo, brand manager for Ben & Jerry's Ice Cream, said: "Cinnamon is an extremely popular flavour during the winter months and Minter Wonderland was such a huge hit last year, so what better gift this festive season, than to reintroduce it."

Bisto's 'Simple' solutions

Premier Foods is expanding its flavours and seasonings with the introduction of five new products under the Bisto Made Simple umbrella.

The Bisto Tray Bake range will feature Barbecue Chicken and Lemon & Thyme flavours while Chicken Supreme, Chicken & Wild Mushroom and Chilli Con Carne will be available in the Bisto Made Simple Hob Tops range.

The launches will be supported by a multimillion-pound media campaign on TV and radio running from November through to February 2016. The campaign follows on from the Bisto Together Project, which was launched in 2014.

NEW DESIGN SAME TASTE

BUILDING YOUR RYO PROFITS

Richard Lloyd & Sons.

Price marked packs may vary.
Holborn Yellow is also available in standard packs.

COME SHOP
WITH ME 2015
Pages
30-38

Follow RN
on twitter

@RetailNewsagent for expert
advice to help you grow your sales

Female shoppers targeted Spread the word

£2m push for healthy Cow

by Helena Drakakis

Cheese spread brand The Laughing Cow has introduced a new range of health-conscious snacks to attract female shoppers.

The new Mini Cravings range come in packs containing individually wrapped cheese cubes. There are three varieties, with each pack containing 24 cubes. One pack includes Smoked Cheese, Cheddar, and Blue Cheese flavours, another contains Ham & Herbs, Garlic & Herbs and Three Cheese flavours and the last is Original flavour.

There are 14 calories per cube and the range will be available from this month.

The launch is being supported by a £2m investment and TV advertising, created by BAFTA nominated directors Jonny Sabbagh and Will Harper, featuring a range of animated puppets.

Dean Holborn, owner of Holborn's in Redhill, said he had noticed a shift in customers choosing healthier snacks. "I'd say there's an increased market for health-conscious shoppers who are moving away from confectionery and looking at labels before they buy."



Boost lorries driving sales 60,000 miles a year

Boost energy drinks have taken to the road with a fleet of eight new branded lorries. With the aim of driving sales, each vehicle will cover approximately 60,000 miles a year and play a key role in advertising the brand, which is only stocked in independents. The design features 250ml Boost Original cans alongside sugar-free cans. Customers will also have the chance to enter a competition to guess how many Boost cans fit into each lorry.



NEW PACK OUT NOW

JTi

COMING UP IN

RETAIL NEWSAGENT

30 OCTOBER: FAMILY NIGHT IN
Stock everything they need to make the most of their quality time together



SHARE WITH US!
How do these ideas help your business?
@RetailNewsagent

OUR CHRISTMAS GUIDE CONTINUES

Use the category by category plan to make your festive season a success

Premier express

Tara's News

POST OFFICE

Computer Asso



Be awesome this autumn



20 NOVEMBER: CIGARS

Is your range ready for the winter sales peak?

13 NOVEMBER: NEWSPAPERS

Take advantage of publishers' support and protect your sales



PLUS

- National Living Wage: make the new rules work for you
- How to create the perfect craft beer and cider range
- Get your store ready for the e-cigarettes market in 2016



Good Kitchen meals target busy shoppers Demand 'on the increase'

Budgens expands ready meal range

by Helena Drakakis

Budgens is expanding its ready meal selection with the introduction of Good Kitchen meals to its stores.

The ready-to-cook range, under the Moy Park brand, will come in three varieties: Garlic & Herb Chicken Breasts (RRP £4.29), Stuffed Chicken Breast Joint (RRP £4.99), and Cheese & Bacon Wrapped Chicken Breasts (RRP £4.29).

Budgens says the meals target busy shoppers and have been introduced as part of the company's commitment to offering better quality ready meals.

Charlotte Tyne, Budgen's

trading manager of meat, fish & poultry, said: "Demand for premium 'meal for tonight' solutions that are ready to cook is increasing and we want to ensure that we have a wide range."

According to data experts Kantar, appetite for premium ready meals has been growing since the horse meat scandal of 2013, when the meat was discovered in a number of processed food products and put the provenance of cheaper meals into doubt. This year sales in premium frozen and ready meals increased 5.1% to £3.1bn.

However, at Budgens Broadstairs in Kent, man-

ager Adam Hogwood said premium meals had not sold well, including Budgens own brand Discover the Taste.

"We compete with the Co-operative who do a better range. If anything we've seen a downturn in premium meals, but that might not be the case in more affluent areas," he said.

But, he added that the frozen Cook Food range of standard ready meals like lasagne and macaroni cheese do sell well and he dedicates two bays in his freezer section to them. "That side of the ready meal market has seen a definite uplift," he said.



CHOOSE. MIX. VAPE.

New Vype eLiquids.
Taste you can trust.



govype.com



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



Heinz spends £5m to offer heartwarming winter winners

Soup season is here with the launch of Heinz food's £5m "Heartwarming Heroes" campaign which features Beanz, Tomato Ketchup and Tomato Soup wrapped in woolly hats and scarves. There will be a radio campaign featuring celebrities Chris Tarrant, Griff Rhys-Jones, Barbara Windsor and Great British Bake Off's Mel & Sue who will be revealing their Heartwarming Heinz moments. In-store visuals will also be available.

Mulled Cider set for strong sales

Henry Westons has relaunched its Mulled Cider in the run up to Christmas.

The Mulled Cider was first launched in 2012 and, according to Tim Williams, Henry Weston's brand managers, it has gone from strength to

strength each year.

He said: "We know that sales this year will be strong, with pre-season forecasts already ahead of last year's sales."

According to figures, 56% of consumers will drink

cider at least once a month throughout the winter while recent research by product analysts IRI has shown that although the traditional cider market has slumped, fruit and flavoured cider sales are growing.

NEWS

REGIONAL

Johnston frees go digital

Johnston Press has closed 11 of its free print titles to focus on its digital platforms.

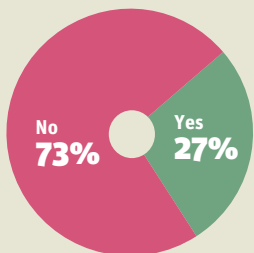
Eight titles in the Midlands have been closed and three in the north west and south regions have been integrated into paid-for titles, as part of the company's cost reduction programme.

The closed newspapers are: the Peterborough Citizen, Norfolk Citizen, Rugby Review, Northampton Mercury, Dronfield Advertiser, Eckington Leader, Peak Courier, Sheffield Gazette, South Elms Gazette, South Bognor View and the Lut-terworth Mail.

Johnston Press said the closures will "allow the group to focus resources on its digital offering".

Johnston Press's interim results for the first half of 2015 showed its operating profit had fallen 4.3% year on year to £27m. Its total revenue was down 4.6% to £128.9m in this period.

RN READER POLL



Have you introduced a charge for carrier bags in your store?

NEXT WEEK'S QUESTION

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



Have your vote now

Go to betterretailing.com/retail-newsagent



Kind-hearted retailers to have defibrillators

More than 300 external defibrillators will be installed in Spar, Eurospar and Vivo stores across Northern Ireland next year, as part of a campaign launched by the Henderson Group. Each store will host fund-raising events to raise £1,500 to pay for the device, its temperature-controlled cabinet and installation. Pictured is Northern Ireland's chief medical officer Dr Michael McBride who is supporting the campaign, with Henderson Group's head of corporate marketing Bronagh Luke and sales and marketing director Paddy Doody.

Retailers urged to capitalise on rugby and football joy 'Additional sales potential'

HND set to benefit from Welsh sporting success

by Gurpreet Samrai

Retailers are being encouraged to offer home news delivery to newspaper customers in a bid to retain a sales boost following the recent success of the Welsh rugby and football teams.

Sales of the Wales on Sunday almost doubled the day after the national rugby team beat England at Twickenham in the group stages of the Rugby World Cup, while the Western Mail has seen an uplift of around 5% during its coverage of the tournament.

The Daily Post also

published a Sunday edition for the first time this week to celebrate Wales' achievements, which was supported by pre-launch trade visits, PoS, marketing within the paper and social media messaging.

Alan Tyldesley, newspaper sales director - regional publications at Trinity Mirror, told RN early feedback has been "extremely positive from both the trade and readers".

With the rugby team now going into the knockout stages and the football team qualifying for the Euro 2016 finals, the pub-



lisher said it hopes "demand will remain high with additional sales potential" throughout the sporting events and beyond.

Mr Tyldesley said: "With such strong newspapers and sales across our Welsh

products it is hoped readers who have enjoyed our recent coverage will continue to purchase after the sporting events and I'd encourage the trade to offer readers home delivery or saved copies."

Mark Dudden, of Albany News in Cardiff, said he has seen a "significant increase" in sales during the country's sporting achievements, with sales up by a third. He added that he is continuing to promote newspapers during the tournaments by double-fac-ing and displaying copies on his counter.

Illicit trade costing 10% of cig sales

Retailers in Bolton and Manchester say they have seen cigarette sales drop by more than 10% due to illicit trading.

Vas Vekaria, of Lever Edge Convenience Store in Bolton, told RN he is aware of a number of shops that sell illegal tobacco and alcohol. "There's plenty of it in

this area," he said. "I have people coming in two or three times a week asking if I have under-the-counter cigarettes and when I say no, they go elsewhere. It's really disheartening."

Jayesh Parekh, of Cost-cutter in Manchester, said he is also aware of pubs and streets which have become

hotspots for the illicit market.

The news comes as officers seized 1,016,653 cigarettes, 73.60 kilos of hand-rolling tobacco and 52.36 kilos of shisha tobacco - with an estimated £267,000 duty and VAT evaded - as well as 74.25 litres of alcohol - with an

estimated £1,900 in duty and VAT evaded - from 29 premises during a recent operation in Manchester and Bolton.

A total of 50 retail premises and 12 storage units were raided over two days to disrupt the sale and supply of suspected illegal tobacco and alcohol.

COMPARE PRICES
AROUND THE UK
Pages
26-27

REGIONAL

Come Shop With Me 2015 winners step in Simply Fresh owners spy opportunity

RN project helps bring butcher back to town

by Tom Gockelen-Kozlowski

A Warwickshire-based butcher that was forced to give up its premises after more than 100 years in business is to return to the town where it was founded after a Retail Newsagent-run project.

Becks Butchers, a company which can trace its history back to 1881, operated on the high street of the small town of Kenilworth until rising rents forced it to close its doors in 2013.

The family-run business relocated to the neighbouring town of Royal Leamington Spa where Spar retailers David and Margaret Ingham provided space for a counter within their store.

And now, after the Spar store featured in RN's Come Shop With Me project (see page 30) a



Kenilworth retailer who took part in the initiative is looking to bring the Becks brand back to the town.

Sid and Sukhi Sidhu, who run Sukhi's Simply Fresh, are trialling a range of the company's produce, including chicken breasts and sausages, but hope to permanently reinstate the Becks name within the community.

"The company is originally from the area and was on the high street for many years until their rent was doubled and they had to leave," said Mr Sidhu. "I think them supplying us with fresh meat will be very popular because customers know and trust the name and will be glad to have them back in our community."

NFRN president calls on his MP to strengthen policing

Strengthening community policing and mapping crime were two ways to tackle retail incidents discussed by MP Crispin Blunt and NFRN national president Ralph Patel during a visit to his shop.

Mr Patel spoke to the MP for Reigate about local concerns as well as national issues which impact independent retailers.

Proposals to devolve decisions on Sunday trading hours, the National Living Wage and the increasing prevalence of

retail crime were all on the agenda.

Mr Patel also invited a neighbouring retailer to attend the meeting and together they explained how shoplifting can often be the final straw for small businesses dealing with tight margins.

"It is difficult for small independent retailers like us to not only get our voices heard, but to then be taken seriously," Mr Patel said. "Many police forces are facing tight budgets, but so



are retailers; these incidents of crime cannot be ignored.

"Forces should tackle these crimes as the route of increasingly violent and costly offences."

The All Party Parliamentary Group (APPG) on Retail Crime will be hosting a reception on Tuesday 17 November.

Costcutter helps retailers be more charitable

Store owners are being offered help to fundraise for charities in their communities through a new initiative launched by Costcutter.

Retailers who sign up to Local Pride will be given a store fundraising page and a paying-in card provided by programme administrators Charities Trust.

Monthly BACS payments will then be made to the chosen charities based on funds raised.

Charities Trust will also claim Gift Aid on all eligible donations, providing 25p extra for every £1 raised.

Heather de Groot, charity brand manager for Costcut-

ter Supermarkets Group, said: "Next year we plan to work closely with our suppliers to participate in the programme and support our members with charitable promotions, along with launching merchandise and other initiatives to further support our members' fundraising."

Value,
quality
& profit
perfectly
balanced



Turn our growth
into your profit*

AVAILABLE IN 10s & 17s



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

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

JTI

YOUR REGION

NFRN DISTRICT COUNCIL REPORT DEVON & CORNWALL AND WESTERN 05.10.2015



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

Combination delivery chaos

Combining the delivery of multiple newspaper titles into wholesale is causing chaos across a swathe of the west country, a newsagent has claimed.

Western North member Derek Cook says "consolidated" lorries, which bring the Telegraph, Times and Sun into Smiths' Swindon depot, overwhelm staff trying to unload.

"These lorries get in just before their cut-off time of 3.30am," said Mr Cook.

"But the sheer number of papers means unloading takes 45 minutes. Local newsagents are not getting their copies until after 5.40am, which is far too late.

"I can understand the economic sense in using the same lorry for different titles. But what about the cost in lost sales?"

"If customers miss their paper on their way to work, many will not bother buying at all."

National vice president Ray Monelle said the issue had been repeatedly raised with publishers and wholesalers but as RDT times were being hit they did not perceive a problem.

Delisting protest on cut-price Star

Some retailers are sending a poignant message to publishers by delisting the cut-price Daily Star, Western district president Martin Ballinger told members.

He said the tabloid's decision to cut its cover



Derek Cook says staff at Smiths' Swindon depot can't cope with combined newspaper deliveries

price in half to 20p had already brought News UK sales executives hunting for new business.

"They've asked how they can mitigate my losses on the Star by replacing them with Suns," he said.

"Newsagents are not losing a lot by delisting the Star. We are sending a strong message to other publishers who might want to eat into our income."

A problem shared helps everyone

Members were once again urged to call the NFRN helpline to report any issues with wholesalers or publishers.



I understand the sense in using the same lorry. But what about the cost in lost sales?

Derek Cook

Western North NFRN district council member

The meeting heard that some newsagents were so busy handling supplies in the morning rush that they were forgetting to report problems.

Weston-super-Mare newsagent Steve Berry said: "This has been a problem for a very long time.

"We need facts to back up our arguments. Rather than rely on busy retailers to call in, perhaps it's time for helpline staff to make regular outbound checks with members."

Membership services manager Nigel Smith said: "Whatever strategy we use it is still absolutely vital for newsagents to advise the helpline of problems."

Ray Monelle added that proactive surveys were already part of the helpline's mandate but said: "We will look again at this."

'Quiz publishers on circulation'

Publishers must be challenged on the true causes of plummeting national

news sales, the meeting heard.

Devon member Roy Crawford asked: "How do they explain the circulation figures falling month after month?"

Ray Monelle replied: "They tell us it's nothing to do with delivery times and that there are other factors. We go to meetings, we shout at them, we holler at them, we give them information but nothing happens.

"We won't give up but it's hard when you're banging your head against a brick wall."

Tax in the bag

The big winner in carrier bag charges will be the taxman, members were told.

In his opening remarks, Martin Ballinger said the government's declared motivation was to cut pollution.

But he added: "As small traders, we're allowed to choose whether to impose this 5p charge.

"If that's your decision, then VAT will apply. The Treasury will be the biggest beneficiary of this."

Thinking caps on

Western and Devon & Cornwall districts are seeking ideas from members which could radically change the federation's structure.

Roy Crawford said cost savings produced by a streamlined NFRN - perhaps replacing branches and districts with larger regional boards - would allow the employment of professional negotiators in dealings with publishers and wholesalers.

"If we were setting out to create the NFRN today we wouldn't structure it in its present form," said Mr Crawford.



Ray Monelle

Your say

Do you make complaints under the Press Distribution Charter when you have problems with wholesalers or publishers?



No. The charter seems designed to protect publishers and wholesalers, rather than newsagents. Wholesalers delivering into Swindon arrive just within their RDTs. Combining titles into a single delivery has caused massive delays.

Derek Cook
Roundsman,
Wiltshire



I'm aware of the charter but have never had to use it. To be fair, I don't have a problem with news deliveries. I have a great relationship with Smiths and when I raise issues directly they generally respond quickly.

Martin Ballinger
Insley Stores,
Gloucester



I've considered complaining but the conditions are so restrictive, and the process so time-consuming, that I've never actually bothered. It insists a problem has to be 'persistent' - that can mean almost anything it wants.

Andrew White
Roundsman,
Devon

Kingsway 'Let it Snow' Christmas Range



24438 CHRISTMAS TREE
12 x £1.00 Netts to
£7.92 **66p** each
SELL AT RRP AND EARN 21%

BRAND NEW
Christmas Range

The **LARGEST** Festive
Confectionery
Selection **EVER!**

Margins
up to **49%**

VIEW THE FULL RANGE...
Download your copy
of our **New Christmas**
catalogue **TODAY** or
collect in depot...



87091 SANTA & SNOWMEN
TREE DECORATIONS
10 x £1.00 Netts to
£6.49 **65p** each
SELL AT RRP AND EARN 22%



77799 HOLLOW BOXED SANTA
12 x £1.00 Netts to
£7.79 **65p** each
SELL AT RRP AND EARN 22%



02117 GIANT CANDY CANE
18 x £1.00 Netts to
£10.80 **60p** each
SELL AT RRP AND EARN 28%

WWW.HANCOCKS.CO.UK
INFO@HANCOCKS.CO.UK
01509 216644



THE HOME OF



20 CASH AND CARRY DEPOTS NATIONWIDE AND ONLINE TOO!

YOUR REGION

NFRN DISTRICT COUNCIL REPORT YORKSHIRE 06.10.2015



John Dean reports from the NFRN Yorkshire district council meeting

Menzies service in the spotlight

Members from a number of northern districts, including Yorkshire, recently met Menzies representatives to discuss problems arising out of the consolidation of services into Wakefield.

Discussion at the meeting was dominated by problems which included late deliveries, non-supply of magazines and issues surrounding tote boxes.

Chesterfield member Stuart Reddish said: "We told Menzies what needed to be done and, to be fair to them, they acknowledged that there are major issues that have to be dealt with."



Stuart Reddish

"I am pleased that they did not say that everything is rosy, or that this is how it is and we can do nothing about it."

"I came away with a positive attitude about what they said."

However, Bradford member Bakhu Ramji, who identified issues including erratic magazine deliveries, was one of a number of members who continued to express serious concerns.

"Not a day goes by without something happening," he said. "It is a case of constant problems."

Rotherham member Geoff Canadine also shared his annoyance at the situation.

He said: "I have been hearing this for years. The same problems keep happening and I am frustrated that nothing is happening."

Leeds member Martyn Brown said the confusion meant the risk of errors had increased on news-



Members urged to check their newsbills carefully following Menzies' Wakefield consolidation

agencies bills. He said: "I would urge all our members to check their newsbills very carefully."

York member James Wilkinson added that another meeting would be held with Menzies within weeks to maintain pressure on the wholesaler.

He said: "We have to keep fighting in our members' corner because these problems are damaging their businesses."

The meeting agreed to ask the national executive to consider a NFRN response to the problem.

Star's price cut raises concerns

Several members expressed concern at the



I am telling my customers that the Star is cutting our income by a half, which is driving our members out of business

Gordon Bird

Barnsley member

decision by the Star to cut its cover price by half.

James Wilkinson said that, although he would keep stocking the newspaper for existing customers who took the title, he would not order extra copies.

He said he did not want to do anything that could encourage the Sun or Mirror to consider dropping their prices as well. "I will not do anything that supports a price war," he said.

Supporting the sentiments, Martyn Brown said: "The more people that take this stance, the more impact it will have."

Barnsley member Gordon Bird added: "I am telling my customers that the Star is cutting our income by a half, which is driving our members out of business."

Action urged over market stall mags

Stuart Reddish expressed frustration at the lack



James Wilkinson

of action around market stalls selling cut-price magazines.

He said the need to tackle the issue in areas including Chesterfield had received national council backing, but that still nothing appeared to be happening to address it.

He added that the sale of cut-price magazines was costing newsagents thousands of pounds in lost sales.

"This is affecting you, it is affecting me, and we need action and to be told by the NFRN what is happening."



Martyn Brown

Martyn Brown said that work was under way nationally to identify the source of the cheap magazines.

Grimsby member takes up bag levy

Grimsby member John Grice said he had opted to charge for carrier bags in his store following the introduction of the rule for retailers with 250 or more employees.

Proceeds from the charge would be donated to charity, he said.

'Super branches' backing voiced

Stuart Reddish welcomed the national NFRN review of the federation's structure, including a look at district and branch structures.

He said most branches in the country had poor turnouts and that there was a strong argument for larger "super" branches, an idea that won backing of Rotherham member Geoff Canadine.

Your say

Is the possibility of a 'sugar tax' being introduced on sugary soft drinks a concern for you?



It is a concern because energy drinks are popular. We are near a college and a lot of students come in looking for them. If there is a tax, prices will go up and people do not have the money.

Ian Smith
Caroline Street News, Hull



It doesn't worry me. If the tax pushes prices up, customers will find their sugar elsewhere. If they switch from sugary drinks but still need sugar, they will look for something else like chocolate to obtain their fix.

Nick Carling
York



I am not that concerned because there are a lot of sugary drinks out there and I do agree that there is a lot of sugar in drinks. However, I think people will still buy drinks even if the price goes up.

Marlene Canadine
Rotherham



INDEPENDENT
Achievers Academy



FINALISTS REVEALED

Find out who made it at
betterRetailing.com/IAA

OPINION

Do you want to see your views in RN?

✉ opinion@newtrade.co.uk
☎ 020 7689 3350



NEWS • CONVENIENCE • PROFIT

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

email editorial@newtrade.co.uk

Annual Subscription

UK 1 year	£144	Europe	£289
2 years	£227	Rest of world	£339
3 years	£319		

To subscribe contact 01737 457236

Editor

Chris Gamm
020 7689 3378

Associate Editor

Chris Rolfe
020 7689 3362

News Editor

Gurpreet Samrai
020 7689 3386

Reporter

Steven Lambert
020 7689 3357

Reporter

Nicola Stewart
020 7689 3358

Features Editor

Tom Gockelen-Kozlowski
020 7689 3361

Features Writer

Nadia Alexandrou
020 7689 3350

Production Editor

Darren Rackham
020 7689 3373

Director of Sales

Mike Baillie
020 7689 3367

Account Managers

Liz Dale
020 7689 3363

Will Hoad
020 7689 3370

Dwain Nicely
020 7689 3372

Account Executive

Marta Dziuk
020 7689 3354

Sales Support Executive

Chris Chandler
020 7689 3382

Marketing Manager

Tom Mulready
020 7689 3352

Managing Director

Nick Shanagher
07966 530 001

Email firstname.surname@newtrade.co.uk

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

Printed by Southernprint, Poole,

on 80gsm Galerie Fine Gloss paper

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



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



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



When you have finished with
this magazine please recycle it.

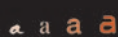
Retail Newsagent is published by Newtrade Publishing Limited, which is wholly owned by NFRN Holdings Ltd, which is wholly owned by the Benefits Fund of the National Federation of Retail Newsagents.

Retail Newsagent is editorially independent of the NFRN and opinions, comments and reviews included are not necessarily those of the Federation and no warranty for goods or services described is implied.

Reproduction or transmission in part or whole of any item from Retail Newsagent may only be undertaken with the prior written agreement of the Editor.

Contributions are welcomed and are included in part or whole at the sole discretion of the Editor.

Newtrade Publishing accepts no responsibility for submitted material. Every possible care is taken to ensure the accuracy of information.



newtrade

For trade use only

YOUR SAY How have you reacted to the Daily Star's price cut?

Vas Vekaria

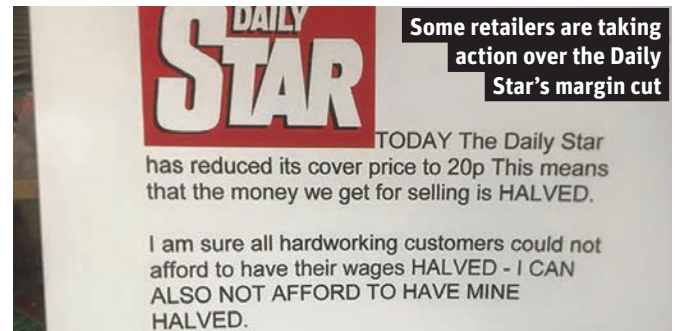
Lever Edge Convenience Store,
Bolton, Greater Manchester

I've taken it off the shelf. By the time we factor in our delivery charge we're making 1p or 2p an issue. It's not worth it. And then you'd get the people who swap from the Sun or Mirror to the Star so that'd be lost profit. It's just going to have a knock-on effect. What if the Sun and Mirror do the same? There will be no newtrade left.

Umesh Bathia

U & S News,
Food & Wine,
Farnham,
Surrey

People who buy the Star all the time are quite happy and we have sold a few extra copies. If it stays at 20p and we can sell more it'll be fine long-term, but if we don't we'll lose a bit of



margin. We've sold about five extra a day so it's compensating so far. If it's permanent I don't mind as long as we keep selling extra copies.

Nainesh Shah

Mayhew Newsagents,
London

I only sell a few copies of the Star because we're in an area where the vast majority of sales are of broadsheets. We sell about

six or seven copies of the Star, so in terms of my volume and profitability it doesn't make a lot of difference. But in principle I am very much against them dropping the price by half because cutting back prices and terms really doesn't help when some retailers are already struggling. There's a chance other papers will follow suit so I'm thinking about taking action.

YOUR STOCK New research has shown cider sales in the convenience sector could be worth more than in supermarkets by 2020. How does cider sell in your store?

Bay Bashir

Belle Vue Convenience Store
(Lifestyle Express),
Cleveland,

I've seen a massive upturn in fruit ciders. Brands like Kopparberg and Rekorderlig are doing really well. In the last two years the fruit cider market in my shop has increased by 50%. I don't think people are buying on price point. They seem to

be buying on taste, because Kopparberg is not the cheapest of brands. I display all my fruit ciders together alongside traditional ciders.

David Lister

Londis,
Weymouth,
Dorset

Since fruit ciders have been available on draft at pubs we've

seen a knock-on effect on sales in-store. They're definitely becoming more fashionable. I do still sell old favourites like White Star and Omega, but brands like Rekorderlig, Kopparberg and Brothers do really well for me now. It's a mixed demographic too. Before Magners changed the market it was traditionally male customers, but now it's male and female, mainly 18- to 30-year-olds.

Alkesh Pankhania

Best-one,
Sunbury-on-Thames, Surrey
My core sellers are Bulmers, Rekorderlig and Kopparberg, and I've definitely seen an upturn in fruit cider sales. Bulmers sells best because I usually have it priced and when Rekorderlig is on a deal it also does well. People here do buy according to price, but if the weather's good they'll buy on impulse anyway. If it's rainy and miserable then they seem to go for the deals.



How does
cider sell
in your
store?

NEVILLE RHODES

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



Wholesalers tightening the screw

Wholesalers spend time and money ensuring retailers can't fiddle the system but wouldn't that investment be better spent providing retailers with fair credits and allocations?

My first meeting with a news wholesaler, some 45 years ago, left me with the impression that this was a supplier who didn't really trust his customers.

I had gone to meet the house manager at one of the wholesalers that handled the south-east London weekly I had just joined, and I spotted a pile of our returns sprayed with purple paint. "Why do you do that?" I asked. "So that your retailers can't walk in here, pick up a bundle of returns, and send them back to us tomorrow as their unsolds and claim credit for them," he replied. I don't think he was joking.

These days the news wholesalers have a much more extensive range of measures aimed at preventing retailer fiddles, and viewed as a whole, these strongly suggest that they still don't trust their customers.

If, as I suspect, the feeling is mutual in most cases, it's easy to see why. The wholesalers' terms and conditions and their accounting processes are so onerous – except to those customers who have the clout to ignore them – that if retailers are not extremely careful when checking their sheets, and do so immediately, they end up paying for their wholesaler's mistakes. There are even tight time limits for retailers

to challenge an incorrect correction of the wholesaler's previous error or omission.

Some of the wholesalers' practices are ethically indefensible. Why should retailers incur re-charges for claimed copies? What other company, other than a monopoly supplier, could get away with enforcing payment, via the direct debit system, of unresolved disputed items?

A specialist weekly I have on order at my local newsagent was charged for on the day of sale but failed to arrive, so he claimed for it. The following day there was a re-charge, but still no copy, so he claimed again. The periodical finally arrived, with another re-charge.

★ What the figures don't show

✚ I see that the wholesalers still refer to their newspaper distribution as "the nightly miracle". I don't know who first coined the phrase, but if he knew what's happening these days he'd be spinning in his grave. In our village we think it's a miracle if the papers arrive on time and we can pick them up on our first visit to the shop. Publishers usually get the blame for lateness, but if the National Distribution Monitor is to be believed, this is not always the case. It's a pity it doesn't also report shambles in the packing department or shortages of drivers. I would also like to know who devised the "cheat device" software that generates statistics showing that 98% of deliveries are on time, with pack accuracy for newspapers of 99.9%.



Six weeks later, despite numerous telephone calls and appeals to the NFRN for help, the matter had still not been sorted out.

It may be that my newsagent is simply unlucky, but he is in despair over problems with credits. A couple of weeks ago he was refused credit for all the copies of two national daily titles he had returned the previous day on the grounds

that they were "too late for credit", even though they were in the same parcel and had the same date as all his other national daily returns, which were credited. "How can they make a mistake like that?" he asked. At the time of writing this matter also remains unresolved.

These things shouldn't happen in a market economy, and the wholesalers can only get away with them because their power over the majority of their retailers is effectively unlimited. Having been allowed their monopolies for the supply of newspapers, on grounds of "distribution efficiency", the wholesalers have used them to continuously tighten the screw on their retailer customers.

It's time the Competition and Markets Authority took a close look at what the wholesalers are doing. It could make a start by talking to some hard-working but despairing newsagents.

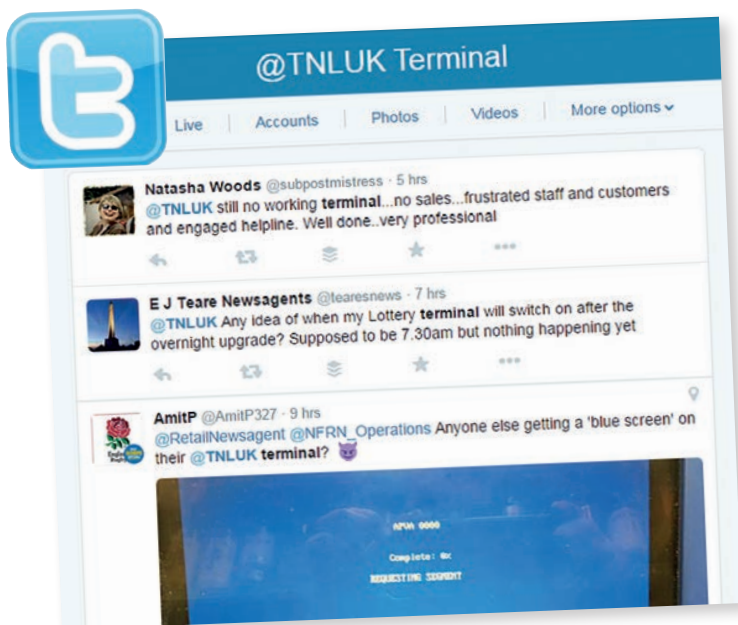
Neville Rhodes is a former retailer and freelance journalist

YOUR ISSUE

Gurpreet Samrai
 gurpreet.samrai@newtrade.co.uk
 020 7689 3386
 @GurpreetS_RN



SOFTWARE GLITCH HITS LOTTERY SALES



iPhone and iPad users flocked to Apple's forums last month after facing issues with its latest software upgrade. Many complained of not being able to get past the first stage of the upgrade due to a bug. It's not the first and it certainly won't be the last time that Apple and other big providers hit the headlines for technical glitches.

Last week, Camelot was in the firing line as National Lottery retailers faced issues with its terminals after the company upgraded its software overnight for the new-look Lotto game. On Thursday morning RN received calls from several worried retailers, and others took to social media, all voicing their concerns after arriving at their shops to find they couldn't use their machines.

Amit Patel, of Belvedere News,

Food & Wine in Kent, told RN he was unable to log on to his terminal until around 2pm and had to turn Lottery customers away.

"We tried to sign in in the morning, but were unable to. I went through the standard protocol that Camelot advises: switch off the machine, make sure all the plugs are connected, etc. I also tried to reboot the machine, but nothing happened," he says. "I tried to call Camelot and went through the automated process. It said I was in a queue and then all of a sudden I was cut off. I assumed there was such a high volume of calls going through to the call centre it couldn't cope."

He adds: "There were customers coming in for the Lottery. Some had won on the draw the night before, but we were unable to give them

ShopMate EPoS System only £699

when you sign up for Local Loyalty *



RRP
£2,999

Includes:
Toshiba A20 Till, Scanner,
Cash Drawer,
Receipt Printer
& A4 Printer

 The Retail Data
Partnership Ltd

What is Local Loyalty?

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



The ShopMate EPoS Suite also features:

- Hot Key Management** - arrange your till your way
- Intuitive Reports** - see in-depth category sales data
- Complete reliability** - first-fix support available

*Terms & Conditions apply. Prices ex-VAT.

Get your ShopMate till today

It's easy to set up your till, just give us a call or visit our website.





their money for the winning tickets. Customers were saying 'you're happy to take my money, but when it's time to pay out you don't want to'. I had to tell them it was nothing to do with me and it was Camelot not managing its software upgrade properly."

Likewise, Vas Vekaria, of Lever Edge Convenience Store in Bolton in Greater Manchester, was unable to log on to his terminal until 4.30pm.

"We were trying to log on every 20 to 30 minutes," he says. "I lost a lot of scratchcard sales. I was about £200 down because people couldn't spend their winnings. Normally, when they have a £5 win they buy five more scratchcards instead of taking the cash.

"I also only sold six National Lottery tickets that day."

A Camelot spokesman says upgrades always take place overnight, with terminals coming back online in the morning. He adds that due to the significant upgrade required for the new-look Lotto game, terminals came back online in stages on Thursday morning.

Last Thursday, the spokesman said: "We've been upgrading the software on all of our terminals this morning ahead of the launch of our new Lotto game, which will be making 25 guaranteed millionaires on Saturday.

"We're working hard to get all terminals up and running as quickly as possible. The overwhelming majority of them are now trading and we expect to have the remaining ones up and running in the next hour.

"For retailers who are still not trading, we ask that they just keep trying and thank them for their patience."

Meanwhile, the company faced another glitch last week with a number of direct debits not taken from retailers' accounts.

Suresh Patel, of Premier Upholland Village Store, Lancashire, said: "I've just banked the money and left

it there, but how long do you leave it? The money is there ready for them to take, but we're just left wondering when they are going to take it. I don't want it to affect other direct debits.

"I tried calling the hotline, but I'm reluctant to keep calling if there's going to be a charge so I've only had information from other retailers on Facebook."

The Camelot spokesman says there was "an isolated glitch" which meant some direct debits failed on Wednesday and would instead be taken on Monday (12 October). He adds that an automated message was put on the retailer hotline on Wednesday and a message was put out to all banks.

“

I lost a lot of scratchcard sales. I was about £200 down because people couldn't spend their winnings. Normally, when they have a £5 win they buy five more scratchcards instead of taking the cash

Vas Vekaria

Retailer, Bolton, Greater Manchester

Value, quality & profit perfectly balanced



AVAILABLE IN 10s & 17s

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

JTi

LETTERS

letters@newtrade.co.uk
020 7689 0600
@RetailNewsagent



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

Seven days of shambolic service

Yet again I find myself compelled to write in about the poor service being offered by Menzies, but after seven days of what can only be described as shambolic, I think it needs to be done.

Last Tuesday (6 October), the busiest day of the week for magazines, one of my tote boxes containing several popular titles including the TV Times was sent to a different county (not for the first time) in error.

Once they had traced it, I was assured it would be sent back to Ipswich and delivered on Wednesday morning.

This was done, but to my horror and disbelief, it was not only left at the depot, but another box for Wednesday's delivery was left with it.

I did finally get them, but then for the next three days got most of them again.

So, then came Saturday. Once we had unpacked our numerous bundles of inserts and supplements we had 25 Times and 35 Telegraph weekend supplements missing, not a small number that could be 'worked around'.

I put my claim in at 5.30am and prayed they would arrive in time for the remaining rounds, but I only got the Times supplements at 8.30am (three hours later) and never got the Telegraph ones at all.

This meant a great deal of disruption and disgruntled customers (publishers are you reading this?) turning our busiest morning of the week into a big pain in the backside.

There's more.

Astonishingly, today (Tuesday 13 October) I have yet another box of magazines not delivered and have been told they can't trace the missing box



WHY IS EXTRA TIME NEEDED WHEN A BIG SPORTS EVENT TAKES PLACE?

It is time someone started acting on behalf of newsagents and got tough with publishers.

We need to stop giving them unnecessary extensions when an international football/rugby match is being played.

On Saturday 10 October we received our papers over an hour late, at 6.08am. Why? The game itself finished at 9.30pm, so how come the powers that be feel it should take nearly nine hours for the pa-

pers to reach my shop?

Some days there are numerous cup games with extra time and papers still reach us in good time, usually around 5am. But when there is only one game to report on and, with the click of a button, photographs and a report can be transmitted, why do the publishers feel they need extra time – no pun intended.

I have more than 1,000 HND customers and four vans driving on

the roads trying to get to the readers. Getting held up for that hour in the morning adds nearly two hours due to extra traffic on the road.

So I have to pay extra wages and the phone is ringing all day with customers asking: 'Why are my papers late?' It is costing us extra expense on what is already a small profit margin.

Scott Saunders,
Newsklip,
Fakenham,
Norfolk

and I will have to claim for them, basically meaning I could get them tomorrow or the next day.

Again, this box contains several popular TV magazines that some customers will now buy down the road at Tesco. Thanks for that Menzies.

This is only the last seven days and I'm wondering whether it can actually get any worse, with both Maidstone and Ipswich appearing to be about as incompetent as each other.

With no local competitors, I guess Menzies can afford to be complacent, but like many independents around the country, I can't afford to lose business, particularly through the incompetence of others.

Stuart Swift,
SJS News,
Felixstowe,
Suffolk

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

Headline was bad news for Lottery sales

This is an open letter to Richard Desmond. I rolled my eyes when I read the headline on the Daily Express on Saturday (11 October). 'Backlash over Lottery rip-off'. Is this what you call front page news? Really?

Don't you realise that most newsagents that sell your newspapers also sell the Lotto?

I don't want my customers reading and believing this type of ridiculous sensationalism and therefore not purchasing Lotto products. Your paper lost its full facing on my counter that day, and got 'buried' beneath other titles, much like the Daily Star has been since the price was halved.

My average commission per week on Lotto products

is almost four times the profit I make combined on selling the Express and Star titles and the Health Lottery, so which am I more likely to support and promote? We used to sell an average of 13 copies of the Daily Star on a weekday. Lack of full facing has cut that to eight copies (all HND), while we seamlessly move our customers over to The Sun instead.

Trish Lettley,
EJ Teare Newsagents,
Wellington,
Somerset

Someone needs to check their calculator...

The Sunday Express 2-for-1 promo reads 'two great papers for only £1.50, save 90p'. The Express is £1.40 and the Star is 50p.

Total of £1.90 minus £1.50 is 40p. Basic sums. Which balloon-head at

Northern & Shell got 90p?
Graham Doubleday,
Newsklip,
Mossley,
Ashton under Lyne

Northern & Shell did not respond to RN's request for a reply to this letter.



With no local competitors, Menzies can afford to be complacent, but like many independents I can't afford to lose business

Stuart Swift

Retailer, Felixstowe, Suffolk

#TOP TWEETS

Who's saying what in the retailing world?

@RobertNewsagent

Daily Star bosses need to think again about cutting our profits. Would they work for 50% less?

@GeoffNewsagent

Papers 45 mins late every day last week out of Smiths Newcastle due to publisher failings #NewsComplaints

@

Chard_News

Free box of @DorsetCereals with the Chard & Ilminster News continues this week – plenty in stock!

@sf_sukhis

It's no yolk. It's #BritishEgg Week #buysmart #buyLocal. Our eggs come from #StratforduponAvon. We're eggstatic about them.

@BridgewaterMace

@NewsUK_Retail bringing us 6 new HND Customers last week. #ThankYou. Get your Sun delivered Free for 12 weeks at @BridgewaterMace

@Charley_NFRN

@NFRN_Online national president met with his local MP @crispinbluntmp, discussed Sunday Trading, NLW & retail crime.

@jackiesnews

Of the 25 Star we deliver, three of six Star readers converted to The Sun via delivermysun.co.uk. Others already read both & 12 are sub-supply.

@jackonews

One week on sales of Star down 50% and Sun up 20% so still offering service but you have to look hard to find a Star.

Value, quality & profit perfectly balanced



Boost your profit & sales with Sovereign



AVAILABLE IN 17s

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



INDUSTRY PROFILE

 **Tom Gockelen-Kozlowski**
 tom.gk@newtrade.co.uk
 020 7689 3357
 @tomGK_RN

Cashmaster International

Counting cash is a time-consuming exercise for any retailer but for an independent with fewer staff the process can have a much bigger impact. Cashmaster International's Gordon McKie talks to RN about counting by weight machines and the added efficiency and accuracy they can bring



RETAIL NEWSAGENT Tell us about Cashmaster cash management systems.

GORDON MCKIE Our business specialises in count by weight (CBW) devices. Our machines automate the counting of cash by weighing, for example, notes, coins, coupons and vouchers.

They can also be integrated with a printer and be fully connected to our clients' EPOS or back office systems.

The alternative to CBW is a 'friction' device, which is frequently less reliable and requires a lot of maintenance, which is costly.

RN What is the major benefit of using cash counters in business and what other functions do your systems have?

GM Our devices fit neatly next to a till, are lightweight, portable and are highly accurate too.

This makes them critical for accounting, auditing and loss prevention.

Retailers know that every minute spent counting cash is time wasted that could be employed to develop relationships with customers and generate more sales.

This is particularly true for independent retailers, where it is often the manager who spends their time counting and reconciling cash.

RN What's the benefit of using a counting device over other methods?

GM Our weight-based cash counting products help businesses work more efficiently and are proven to prevent cash loss or shrinkage, which can be a major issue for independent retailers.

Our systems are considerably faster, easier and more accurate than counting by hand and our products can instantly reconcile takings for on-the-spot audit checks. The savings can therefore be significant.

RN In an age of contactless payments, what's the value of cash to the industry?

GM Cash continues to be the most popular payment method with as much as £60bn of coins and notes circulating in the UK today, so there's still a very relevant reason for retailers to handle cash in store.

RN New polymer notes are due to start circulating next year. Will they present any challenges to retailers?

GM It will take a bit of time for retailers, store employees and the public to become familiar with this new currency, as they will be smaller and different.



Retailers know that every minute spent counting cash is time wasted

So, there may be some requirements for staff training to ensure the transition is as easy as possible.

Polymer notes also weigh slightly less than current paper ones so, for those who have cash counting systems, existing kits won't be able to count both, which is why we've worked closely with the banks to develop a system that has dual functionality and is fully compliant with the new notes.

RN What support will you provide to retailers with older systems?

GM For those with Cashmaster systems we've designed a Be Polymer Ready upgrade pack to allow retailers to be ready to manage polymer notes in just a few minutes.

It has the dual functionality of counting paper and polymer notes and is a quick and easy process that involves uploading new software.

RN Why is the UK introducing them, what is the benefit of polymer over paper?

GM The Bank of England sees considerable benefits in printing its next banknotes on polymer, rather than paper.

Polymer has enhanced security features making counterfeiting more difficult and Bank of England research shows that polymer notes are more durable and stay cleaner, thereby improving the quality of notes in circulation.

** Company CV **

Company Cashmaster International
Chief executive Gordon McKie

Profile Cashmaster International has almost 40 years' experience in providing innovative cash-handling solutions for a wide range of customers, including convenience stores, banks and restaurants.

Latest news Currently helping retailers prepare for the introduction of polymer notes in the most of the UK next year. Along with its Be Polymer Ready software upgrade pack for existing customers, the company has created a guidance page on its website.

**

**

NEW PACK COMING SOON



Richard Lloyd & Sons.

Price marked packs may vary.

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

JTI

PRICEWATCH CHOCOLATE CONFECTIONERY

CHOCOLATE CONFECTIONERY PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Bounty Milk 57g	66p	59p	63p	69p	69p	75p	75p
Fry's Turkish Delight 50g	74p	69p	-	75p	75p	75p	72p
Smarties 38g	59p	55p	55p	65p	60p	65p	72p
Kit Kat Mocha 45g	62p	60p	60p	65p	-	70p	75p (2 for 80p)
Kit Kat 4 Finger 45g	64p	58p	60p	65p	69p	70p	76p
Kinder Bueno Milk Hazelnut 43g	74p	73p	55p (PM)	69p	75p	75p	87p
Milky Way Magic Stars 33g	63p	59p	55p	65p	65p	65p	75p
Twix 58g	65p	63p	63p	69p	69p	70p	75p
Mars 51g	65p	63p	63p	69p	69p	70p	75p
Snickers 58g	65p	59p	63p	69p	69p	70p	75p
Twirl 43g	58p	65p	50p (PM)	69p	50p (PM)	75p	69p
Wispa 40g	68p	65p	65p	65p	50p (PM)	70p	72p

Pricing strategies

RETAILER

1



NAME HELEN DREW

STORE Wright News

LOCATION Wem, Shropshire

SIZE 450sq ft

TYPE high street

We normally stick to the RRP's on our invoice unless it's an awkward price, in which case we round to the nearest 5p or 0p. Palmer & Harvey's RRP for Jelly Tots, is 51p, for example, whereas Booker's is 50p, and they sell much faster at this round price. The exceptions are Mars products, which seem to sell well at 63p. Dark chocolate Bounty bars are very popular and people will come to us specially to buy them because very few retailers nearby sell them anymore. Twirls are also popular, even when they don't have a 50p pricemark.

RETAILER

2



NAME MARK DUDDEN

STORE Albany News

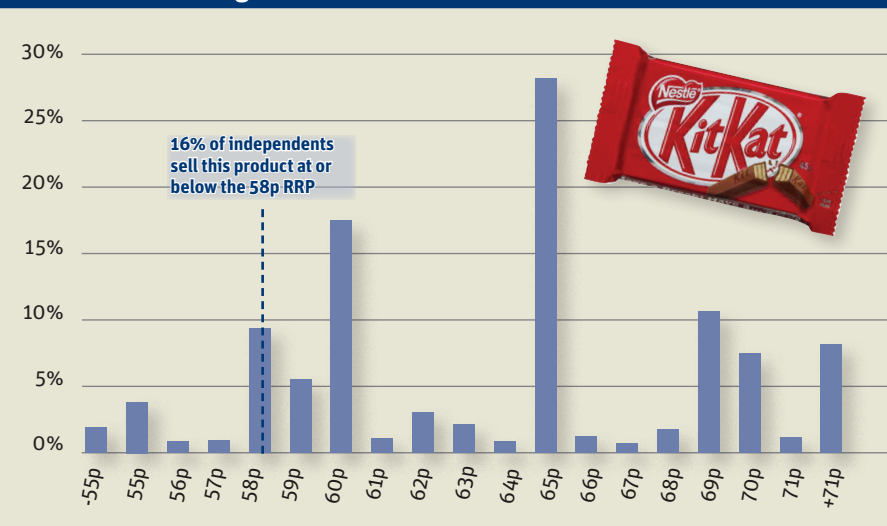
LOCATION Cardiff, Wales

SIZE 1,000 sq ft

TYPE high street




We're on a high street and although we charge slightly above RRP we make sure we price our chocolate a couple of pence below what the nearby Sainsbury's Local charges so we remain competitive. Generally, we don't need to do promotions in this category, but pricemarked packs sell slightly better when we get them in. We get a lot of passing trade and I find that most customers who buy chocolate do so on impulse because they have a £20 note to spend and grab whatever's at the till. Mars Bar is our bestseller.

KIT KAT 4 FINGER 45g Price distribution %



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

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

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

RETAILER**3**

NAME MIKE BROWN
STORE Browns Newsagents
LOCATION Stokesley, Middlesbrough
SIZE 250sq ft
TYPE just off high street

I try to get pricemarked packs where possible, although I avoid the ones which give really poor margins. I saw some pricemarked chocolate in Batleys cash and carry the other day, for example, which offered a 17% margin. That is too low. Aside from pricemarked packs and promotions, we set our prices to give us a 25% margin. Booker's Euro Shopper chocolate is very popular, but I've stopped stocking Kit Kat Chunky bars as they sold very slowly. We had a very dry spell in chocolate sales earlier this year, and it's only just recently that they've started picking up again.

RETAILER**4**

NAME ADRIAN RODDA
STORE AR News
LOCATION Harrogate, Yorkshire
SIZE 400sq ft
TYPE town centre

We are based in a town centre right next to a theatre and therefore significantly mark up our prices. People will often come to us just before they go to a show to stock up on goodies. We get our confectionery from Filshill Wholesale and merchandise chocolate by the till. Twirl is one of our bestsellers, especially when it's on promotion. We're not stocking chocolate for Christmas yet - I wait until half term because more children visit my store then and this helps kick-start sales.

RETAILER**5**

NAME DAVID LEWIS
STORE Spar Crescent Stores
LOCATION Witney, Oxon
SIZE 1,200sq ft
TYPE village

We stick to Blakemore's RRP's, unless there's a particularly slow-selling chocolate bar we need sell through, in which case we'll put it on promotion or just drop the price. The new mocha-flavoured Kit Kats selling at two for 80p are flying out, but only once they're off promotion and the novelty has worn off will I be able to tell whether customers actually like them. I merchandise chocolate on hods by the till and in the confectionery aisle. I'm happy with this layout and will continue with it, despite the fact some supermarkets are moving theirs away from the till.

 **INDEPENDENT**
Achievers Academy

POST
OFFICE

ACADEMY IN ACTION




Follow up



Retail Innovation

In May, the Post Office's David Gold and Paul Simmonds visited Alpesh Patel's Londis store in London to share ideas on retail innovation and put together an action plan. Five months on, what benefits has Alpesh seen?

Alpesh's action plan

-  Create an engaging wine display that draws customers in
-  Introduce a notice board to tell customers when suggestions have been acted upon
-  Investigate free Wi-Fi and emphasise the coffee and croissant deal

Alpesh says

"It was a very fruitful visit for us and a lot of things have been done since. We have completely redone our wine display, implementing those things we talked about with Paul and David, including introducing wooden baskets and reviewing our range. Our wine sales are gradually picking up and we have had a great response from customers. We are also using Twitter more to share with our customers when suggestions are acted upon, and have applied to have Wi-Fi installed."

Your action plan

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

RETAILER PROFILE

THIS WEEK IN MAGAZINES
Pages 45-49



Diversity delivers loyalty

After three decades' trading, Putney retailer Ash Patel met his greatest challenge: the arrival of Sainsbury's Local. He tells **Nadia Alexandrou** how diversifying his ranges and working more closely with his symbol group has given his customers lots of good reasons to stay loyal

Five years ago Londis retailer Ash Patel lost a significant part of his trade when a Sainsbury's Local store opened down the road from his shop, Gerhold Fine Food & News. Against a backdrop of already-growing competition from coffee shops and delicatessens, Ash saw his £18,000 weekly turnover almost halve.

"After 30 years in the trade, I knew it was time for change, but rather than compete with them, I wanted to base my business around something different," he says. To give himself a strong footing, Ash's first step was to refurbish his shop before deciding how to diversify.

Working with Londis on a £90,000 refit, Ash dispensed with his old fridges and replaced them with more modern chiller units. He installed new shelves and lighting and worked with the group on a layout that better suited his store's shape. "My shop is narrow but very long, so we put fast-selling, less-profitable lines such as milk right at the back of the store to direct customers in," he says.

It only took a few visits to the new Sainsbury's store to decide on his ranges, looking at what wasn't being offered in each category and adding them to customers' requests. "The biggest opportunity was chilled alcohol and soft drinks. I already stocked everything from large bottles of mixers such as tonic water, Coca-Cola, and orange juice to the full

range of pre-mixed drinks and wines, and stored them in the chiller," says Ash.

Indeed, across his shop, where Sainsbury's had only three or four best-selling lines of a product, Ash would stock the full range. His dairy chiller, for example, includes five soya Alpro lines, a variety of organic milks and four different types of cream. Ash adds: "I'm the only retailer in Putney that does the full range of Ben & Jerry's and Häagen Dazs, which is incredibly popular and gives us a 50% margin."

For products that he couldn't compete with on price, Ash offered upmarket alternatives and reduced the rest of his range. "I reduced beer multipacks to the 15 bestsellers, which I put near the back of my store - there's no point in investing in something Sainsbury's is known for selling cheaply," he says.

With these larger formats scaled back, Ash had more space to stock premium craft beers and ciders, a sub-sector of the market which quickly became a focus for the business. "When my two sons came back from university to help me after finishing their degrees last year, they told me I was doing my beer and cider range wrong," says Ash.

At this time Putney was filling up fast with young graduates and professionals, so Ash agreed to let his sons remerchandise his range based on their own taste and experience. "We started out with 20 new



I visit other shops, like Waitrose, to compare stock and prices. I also read the trade press and listen to my customers' feedback."

ASH PATEL



Hard work, symbol group support and family help has been the recipe for Ash Patel's recent success



"I'm the only retailer in Putney that does the full range of Ben & Jerry's and Häagen Dazs, which is incredibly popular and gives us a 50% margin"

VISIT MY SHOP

**Gerhold
Fine Food
& News**

295 Upper
Richmond
Road,
London
SW15 6SP



bottles, and put them in the chillers near the entrance and by the window. They told me to focus on London-brewed pale ales and anything that looked quirky and rustic," he says.

Since then Ash has expanded his selection, making weekly trips to alcohol specialist Hothi Cash & Carry. He also scouts for new craft brands to stock by chatting to staff. "It's the easiest way to build a craft range – they know what's new and what's popular," he says.

Near to his beer range Ash offers 125 mostly-premium priced chilled prosecco, white and rosé wines – another point of difference against Sainsbury's Local, where most bottles cost closer to £5. "If customers want a cheap basic wine, they will go there," he says. "They come to me for everything else."

With this new focus, Ash has raised his weekly turnover to £14,000, having seen a 25% lift in alcohol sales alone. "I've worked hard with my family and with Londis to get the store back to where it needs to be. It's now about maintaining our standards and making sure customers choose our niche ranges over the Sainsbury's Local every time." ●



Want to see more of Ash's store?
Go to [betterretailing.com/
ash-patel](http://betterretailing.com/ash-patel)

COME SHOP WITH ME



Seven fantastic retailers toured three exceptional stores to discover what makes these businesses tick. Over the course of just one day literally hundreds of ideas that could transform your store were shared, Tom Gockelen-Kozlowski reports

Open the door to brilliant retailing

THE STORES

STORE 1
Spar
 Owners Margaret and David Ingham
 Location Leamington Spa



STORE 2
Sukhi's Simply Fresh
 Owners Sid and Sukhi Sidhu
 Location Kenilworth



STORE 3
Nisa Westmede Centre
 Owner Bharat Amin
 Location Coventry



Would you open your store up to the scrutiny of other retailers? To have them judge the way you use the cornerstones of good retailing – layout, ranging and innovation – to boost your profits and satisfy your customers?

Retailers continually tell us that they love to learn from each other, share ideas, supplier contacts or experiences from their own businesses while finding out first-hand how other store owners operate.

To put this to the test, RN, in association with the Local Shop Summit and Cereal Partners UK, convinced three store owners to open their doors to a judging panel made up of brilliant retailers who each have a

proven track record in running their own successful convenience stores.

Over the course of one day last month, the panel visited Spar in Leamington Spa, Sukhi's Simply Fresh in Kenilworth and Nisa Westmede in Coventry – three very different stores with different customer bases who nonetheless lie within a few miles of each other.

Our panel was tasked, in groups, with analysing and investigating how every store uses ranging, layout and innovation and then agreed a score out of 10 for each category. By the end of the day the scores were totted up and a winner was announced... but not before a wealth of advice and ideas had been uncovered.

Read on to learn all about it.

OUR JUDGING PANEL

Touring the three stores, commenting on them and coming up with the scores is our panel of retailer judges. All experienced business people with an eye for detail and exacting standards, they won't be easy to please.



Jack Patel

Westholme Stores, Reading

A rural retailer who wants his customers to trade up. Promotions and formats are key to his success.

Vip Measuria

One Stop The Prior Way, Burrowash



Recently reopened his store as a One Stop franchise. A committed retailer for whom facing up products is almost a religion.



Nicola Ransome

Welton's Tearoom & Shop, Market Harborough

Owner of an award-winning shop, post office, cafe and delicatessen in the heart of the Leicestershire village of Great Bowden.

Suresh Patel

Premier Upholland, Wigan



Specialist in community retailing with free deliveries to elderly customers and a local school.



Kate Clark

Sean's News, Upton-upon-Severn

Owns and runs a busy newsagents with food to go, local produce and an extensive news and mags range.

Kamal Sisodia

Belvoir News Loco, Coalville



Located in a large shopping centre, his store stocks over 900 magazines alongside heavily-promoted beers and wines.



Paul Cheema

Malcolm's Store Nisa, Coventry

Runs a multi-award-winning family business with his brother Pinda. Malcolm's Store is one of four stores the team now runs.





THE SUPPORT OF THE NISA TEAM IS WORLD CLASS.

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

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

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

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

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

Zolii Boyd

CRACKNELL’S THURSTON

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

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

Nisa
Just what you need

COME SHOP WITH ME

Store 1

SPAR LEAMINGTON

Our first stop is in Royal Leamington Spa where Margaret and David Ingham welcome the judges and the competing store owners into their business



The judges were impressed with the fresh baked goods on display

The lowdown

Owners Margaret and David Ingham

Location 32 Bath Street, Royal Leamington Spa, Warwickshire, CV31 3AE

Store size 3,000sq ft

Run the store since 2011

Customers Students, the elderly, passing trade and a growing Asian and Afro-Caribbean community.

Key categories and services Specialises in fresh fruit, veg and meats, herbs and spices and locally-sourced cakes. Offers an in-store ATM and a post office.

Key achievements Introducing a post office when the local branch closed and inviting a local butcher to set up a concession in store, increasing sales of fruit and veg from £250 per week to £2,500.

Main competition On a busy high street with many supermarkets and convenience stores nearby.

Innovation

Lead judge

Vip Measuria



Post office Bringing the local Post Office branch into the store when it closed locally was a great idea to drive footfall into the business and make their store an essential part of the community.

Huge ethnic foods range There are products that this store stocks which I would usually only expect to see in a specialist Indian foods shop. It shows they know their market.

Butchery It's a massive plus to have a butchery counter in your business and the fact they only need to prepare the food a customer asks for means that it should help cut down wastage too.

OUR SCORE

7

Ranging

Lead judge

Jack Patel



International foods Margaret and David have realised that they've got a large Asian community in the area and have built a great range that will meet these customers' needs.

Own brand and brands Right across the store there are branded and own label products which give customers a choice and show value.

Fresh meats Having the option of really good quality fresh meat, in their case from a local butcher on site, is a really great way to encourage shoppers to do their whole shop with you.

OUR SCORE

9

How David and Margaret will improve their store

"Today was a wake-up call because you get to go out and see how other businesses work. We'd been making excuses for not doing things – dealing with staffing or not having the right equipment – but it was refreshing to meet people with the same issues and opportunities. In the aftermath of the visit we've taken out 18 shelves to improve the flow of the store."



The post office provided a steady amount of footfall which impressed the retailers



How many stores can boast an in-store butchery counter?



at Spar Leamington

Students and older people make up the majority of Spar Leamington's customer base with the town acting as a dormitory for the nearby Warwick University campus. Healthier and more traditional cereals therefore dominate the store's sales. Customers are also price-conscious and, as an example, Oat So Simple was recently delisted as it was considered too expensive by customers.

Supplier comment Priya Badhan

Category insights manager



Put own brands next to branded equivalents

The fact that Margaret has placed own brand products next to branded versions means customers are able to compare prices more easily, which highlights the value on offer.

Stock new formats

Pots are designed for busy customers who don't have much time and want to eat on the go. With a lot of students nearby and children coming in after school this range gives them a great choice.

Utilise footfall

Margaret and David have recently moved their breakfast cereals into their busiest aisle. This means busy shoppers will be tempted to pick up their favourite product on their way around the store.

Layout

Lead judge
Kamal Sisodia



Fresh from the start Margaret and David have put fruit and vegetables right at the entrance of the store which gives it a really great feel and lets customers know that they've got an abundant range.

Thought-through flow From the fruit and vegetables you then go to the coffee machine but the store also pulls you round to the butchery area too so that customers are encouraged to do a full basket shop.

Missed opportunity with non-food The store's got a post office counter which acts as a great footfall driver, but we felt as a group that the stationery area, for example, could be better merchandised and located to encourage customers to add an extra purchase to their basket.



The ethnic foods range was of the standard one retailer sees in specialist stores

Advice

Group by type

By grouping cereals by type - such as family cereals like Cheerios and Shredded Wheat, sweeter cereals such as chocolate and honey variants and then specific health and more natural products - Margaret and David will make their customers' lives easier because, in general, customers tend to shop the fixture by one of these segments.



Grouping cereals by type will increase this fixture's clarity

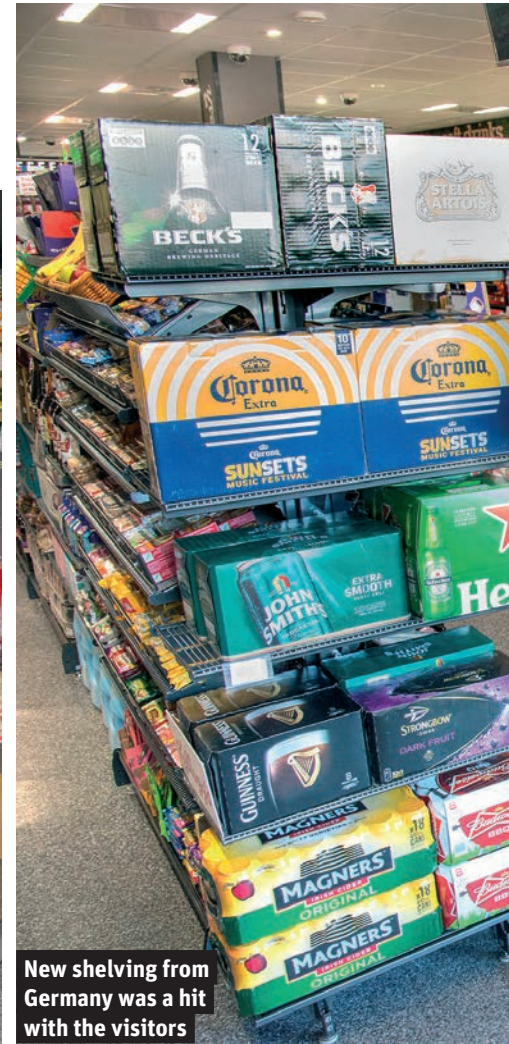


COME SHOP WITH ME

Store 2

SUKHI'S SIMPLY FRESH

The next stop is to a store that was reopened 12 months ago after a complete rebuild. Will the hard work pay off?



The lowdown

Owners Sid and Sukhi Sidhu
Location 57 Roseland Road, Kenilworth, Warwickshire
Store size 2,000sq ft
Run the store since (in current set-up) October 2014
Customers Local residents and pupils from nearby schools. The store is located in a relatively-affluent area.
Key categories/services Invests heavily in fresh food, particularly fruit and vegetables. Food to go, and ensuring there are always options to trade up to, are also major priorities.
Key achievements Keeping the store open while undergoing the complete rebuilding of the site, creating their current purpose-built store.
Main competition There are supermarkets close by, but in terms of convenience stores there is little competition.

Innovation

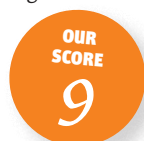
Lead judge Vip Measuria



Shelving I've never seen shelving units like this before. Sid and Sukhi have obviously done a lot of research to get the right supplier in Germany and to have it all made bespoke for their store.

Bakery stand I think we were all impressed by the way the store's bakery stand - opposite the food to go counter - really made the local cakes range stand out. It showed how effective good presentation can be.

Premium alcohol The store has all the value spirit brands and the mainstream ones too but there were lots of premium products that you don't see elsewhere. They obviously know their customers and these products give customers an option for a gift or a weekend treat.



Ranging

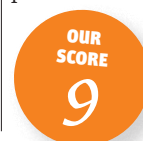
Lead judge Kate Clark



Food to go Sid and Sukhi have got lots of products - like their Bombay Potato Bombs and freshly made sandwiches - that customers wouldn't be able to get anywhere else. The fact they're so fresh makes them really tempting.

Opportunities to trade up There's so many opportunities for customers to trade up if they want to, whether it's with local cakes or organic fruits and nuts. There's a lot of choice for such a small store.

Value in place Even though they know their customers will be willing to pay more for the right product, they've got lots of pricemarked products at great prices to show they offer value too.



How Sid and Sukhi will improve their store

"We're going to work with the same butcher as the Spar - Becks. The company is originally from Kenilworth and was on the high street for 132 years until the rent was doubled and they have to leave. Having them supply us with fresh meat will be very popular because customers know and trust the name and will be glad to have them back in our community."



at Sukhi's Simply Fresh

Sid and Sukhi's range of breakfast cereals provides further evidence of the premium nature of the store. Taking an idea from American grocer chain Trader Joe's, jams, syrups, sugar and honey are all second-sited within the fixture. Despite this, price still matters and the couple use pricemarking as well as range (a granola costing more than £5 was recently delisted) to ensure customers feel like they're getting a good deal.

Supplier comment

Priya Badhan

Category insights manager



Position cereal toppers in the fixture

One of the great things here is how products such as banana flakes and dried fruit are next to the cereal. This gives customers inspiration to add an extra purchase to their basket.

Locate cereals near to milk

It's good that Sid put his cereal near his milk because our research shows that these products are often bought together and customers will often make an extra purchase if the two are placed nearby.

Stock new products

Although they are still relatively new to retail Sid and Sukhi clearly understand the value of new products to the cereal category and have adjusted their range accordingly. This helps to keep their fixture fresh and interesting.

Layout

Lead judge Suresh Patel



Great flow All the categories are well positioned and you can see that customers are taken on a journey throughout the store.

Food to go The counter is right next to the till which isn't something you see in many stores. They're trying it out and I know Sid says he will look at the layout of this area to see if it could be improved.

Magazines Another thing I haven't really seen before, but might try, is the way that they've spread out magazines so that children's titles are near to confectionery and TV guides are in with grocery, where more elderly customers are likely to go.



The judges spent time looking around every part of the store

Advice Use supplier bestseller lists

Cereals is a dynamic market and retailers need to ensure they've got the range that their customers expect. Regularly checking a supplier's best-seller list is a great way to do this and can highlight extra opportunities to improve profits.



Are there further opportunities to profit from their range?



COME SHOP WITH ME

Store 3

NISA WESTMEDE CENTRE

The final store is the largest of the lot. Having had lunch on the journey to the shop the judges are ready to look around the business



The extensive range of non-food products impressed some retailers

The lowdown

Owner Bharat Amin
Location Westmede Centre, Winsford Avenue, Coventry
Store size 4,000sq ft
Run the store since 2010
Customers A suburban area with lots of families, many of whom are relatively wealthy.
Key categories/services Extensive chilled and frozen range
Key achievements One of the first independent retailers to have an acquisition passed by the Monopolies and Mergers Commission.
Main competition A Co-op and a One Stop are both within walking distance of the business.

Innovation

Lead judge
Jack Patel



Non-foods The store had a great range of non-food products such as hardware items which is possible to build if you've got a larger store.

Recent launches hard to find The store obviously focuses on bringing new products in, but when we tried to find one of these we couldn't see it. We had to ask a member of staff, who didn't know either.

Missing a trick with premium This store is a lot bigger than the others we've visited, yet they don't seem to have found the space to include premium products that would sell well here.

OUR SCORE

7

Ranging

Lead judge
Kamal Sisodia



Great value offers There were a lot of price-marked products around the store and brands on promotion too. It doesn't matter where your store is - this kind of value range is really important these days.

Premium missing Bharat told us that his customers were mainly middle earners and if this is the case, it was strange not to see more free-from, organic and premium products around the store.

Alcohol solely mainstream Again, there were lots of great deals on best-selling beers, wines and ciders, but from what Bharat says about his store's demographic, there is quite possibly an opportunity to stock more craft and niche products - like Brooklyn Lager - which are now becoming quite widely available.

OUR SCORE

6

How Bharat will improve his store

"We're now working with Nisa to bring to life the store-within-a-store concept, with products grouped for meals for tonight which will encourage customers to buy their whole dinner or lunch at our store. One thing we had not done before was put ambient products in the chiller next to a related product, which we will be doing."



at Nisa Westmede Centre

Bharat and his store manager Dean delegate the cereals section to Jayashree, a member of staff who ensures that the availability and upkeep of the section is maintained. The range is filled with children's brands which highlight the fact that there are many families that live locally. Like the other stores visited the use of own label and pricemarks to communicate value were seen as very important.

Supplier comment Priya Badhan

Category insights manager



Use the space available

What's great with this store is that there's a huge amount of room for lots of different products which means customers can have a lot of choice.

Face up your range

The team here keep the fixture looking tidy and faced up which makes it easier for customers to navigate. One improvement would be to bring together brands and own labels to highlight the value available.

Make the most of pricemarking

In a shop this size, the bigger stores of Tesco and Sainsbury's will be direct competitors so stocking the range of pricemarked products they do will help show customers the value on offer.

Layout

Lead judge
Paul Cheema



Top-up The way the store flows really encourages customers to pick up extra purchases and to come in to top-up locally.

Size Because this is such a large store there's an opportunity to switch from this more convenience-led layout to a supermarket-style design, which could increase Bharat's sales.

Accessibility The wide aisles make it really easy to walk around and I think that's important for older customers and parents with pushchairs or prams.



Great beers and wines prices but where's the premium choice?



Bharat discusses the systems in place which have helped his business grow



The size of the store allows for a huge range

Advice

Bring together different variants

The store here has separated different variants of the same products such as Kellogg's Coco Pops. This means that customers can't easily find them and, by bringing them together, the team should find they make their customers' lives that bit easier.



COME SHOP WITH ME

CONCLUSION

Three great stores, tonnes of fantastic ideas, but there could be only one winner. It's time to tot up the scores!



THE FINAL TALLY

Spar	
Ranging	9
Innovation	7
Layout	7

Sukhi's Simply Fresh	
Ranging	9
Innovation	9
Layout	10

Nisa Westmede Centre	
Ranging	6
Innovation	7
Layout	7

And the winner is... Sukhi's Simply Fresh



Sid and Sukhi will keep looking to improve their store

With a stunning 28 out of 30 points, Sid and Sukhi are our winners. As Sid tells RN, it's an award that means a lot to them and to the whole business.

"There's no higher praise for a retailer than when it comes from inside the industry, shopkeepers from across the country.

"It's a recognition of all the hard work that my wife Sukhi and I have put in and all the work that our staff have done too.

"From the moment we opened the new store this time last year we've tried to operate and make decisions through the eyes of customers. This has meant laying out the store based on shopping missions, but also arranging areas to suit them, like our 'kids area' where magazines, sweets and healthier snacks are placed where they can see them. This kind of attention to detail has been a big focus.

"We've always tried to have a

point of difference in every part of the store, whether that's stocking locally-baked cakes or employing a chef in the morning to create brilliant fresh food to go meals.

"The store is by no means finished and we are already planning to make changes to our layout and our range, including working with the local butcher at Spar Leamington. This award has given us another reason to keep trying to improve our business."

HOW WE WILL IMPROVE OUR STORES

Suresh Patel

Premier Upholland, Upholland, Lancashire

I was impressed that one store displayed children's magazines with sweets and TV magazines with groceries to drive linked sales. I think that would work in my store.

Jack Patel

Westholme Stores, Reading, Berkshire

One store we visited had a big range of alcohol and put lighting behind shelving to highlight products like spirits. It is really effective. I specialise in alcohol so I'd like to try that.

Vip Measuria

One Stop The Prior Way, Borrowwash, Derbyshire

Two of the stores put fresh products in wicker baskets, which really made them stand out. I'm focusing on fresh more at the moment, so this could really help.

Kamal Sisodia

Belvoir News Loco, Coalville, Leicestershire

After seeing the range of homemade cakes in two of the stores, and also the cross-merchandising between categories, I think I could do more of this in my shop.

Kate Clark

Sean's News, Upton-upon-Severn

My store is a newsagent, but I think a bigger range of food to go, baskets for displays and homemade cakes could work there. I'll be going back to my store with fresh eyes, to look at my pricing and how I group products.

Nicola Ransome

Welton's, Market Harborough, Leicestershire

I love how one of the stores makes curry sandwiches from curry spreads. I could do this, and I also think I could sell cooked chickens to expand my fresh range.

Paul Cheema

Malcolm's Store Nisa, Coventry

Bharat's a multi-site operator and I was really impressed with the effective and efficient procedures he had in place to ensure that things like stock levels were well maintained. ●

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

Alan Waterson,
J Walsh Newsagents
High Wycombe

Make more money from magazines.

The most in-depth and extensive newstrade coverage in the channel.

More than six pages dedicated to growing your news and magazine sales in every issue.

Order RN from your news wholesaler today, or order online at www.newtrade.co.uk



@retailnewsagent
www.newtrade.co.uk



CHRISTMAS GUIDE



December is just around the corner and, in part five of our seven-part Christmas guide, RN focuses on seasonal alcohol. With a panel of great retailers to provide advice and all the essential product news, Nadia Alexandrou shows you how to start planning and profiting from the festivities today

Raise a festive glass

Sophie Towers

Spar Hillingdon Convenience Store, Burnley, Lancashire



Recently joined Spar

Promote hot cocktails Any drink that should be served warm, such as hot toddies, mulled wine and Irish coffee, sell incredibly fast at Christmas. I put the ingredients for each recipe together on promotion, often with a serving suggestion.

Multipacks can be better Larger formats of beer, particularly 15-packs, are really popular when people start to entertain more. They don't take up valuable chiller space and give good margins.

Group Christmas favourites together Grouping drinks such as mulled wine, advocaat, Buck's Fizz and Jack Daniel's Winter Spice together is a great way to draw customers in and get them excited about Christmas.

Paul Sohal

Nisa Local, Crich, Derbyshire



Owner of eight stores

Put snack food near your best-selling alcohol I put salted nuts and sharing bags of crisps near my best-selling wines and beers at Christmas using clip strips, hanging wire baskets and standalone displays.

Stay competitive with low-cost options I stock value versions of whichever products are being heavily promoted by the local supermarket. I offer Irish Meadow Cream Liqueur at £5.99, compared to Baileys on promotion at £9.99 in Tesco, for example.

Help customers keep traditions going I always merchandise and

promote a champagne and an orange juice together for customers who have the tradition of drinking Bucks Fizz on Christmas morning.

Adam Hogwood

Budgens of Broadstairs - Broadstairs, Kent



Forecourt retailer

Explore beyond mulled wine This year for the first time I'm stocking mead. You don't find it in most stores and I'm hoping people will pick it up to try.

Expand your craft range Shoppers love to buy a craft brand if they want to trade up. This year I'm trying out Monk's Delight Strong Spiced Cider from Kent-based Biddenden Vineyards.

Check your chillers A faulty or broken chiller is inconvenient at the best of times, so during the busy Christmas period this is the last thing you want. I've booked someone to check my chiller now to save me trouble later.

David Charman

Spar Parkfoot Garages Ltd, Kent



Forecourt retailer with deli counter

Champagne has lost its fizz I find that my customers are moving away from champagne as they realise that prosecco tastes as good and costs less. I'm giving prosecco a lot more space this Christmas.

Make room for gifts Brands that customers normally buy as a gift or on special occasions, such as magnum-sized bottles, are always worth making room for - they also give very good margins.

Stock premium red wine Rioja and >>



This year for the first time I'm stocking mead





NOW available

70cl and 35cl PMP

Blended whisky PMP packs
are *growing* +83%
year-on-year*

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

Discover 5 generations of
whisky making.



*AC Nielsen, MAT value sales to 03.01.2015

**Toluna Question, posted May 2014, 2,700 respondents & CTP 2014

PATIENTLY CRAFTED FOR YOU TO ENJOY RESPONSIBLY.

drinkaware.co.uk

CHRISTMAS GUIDE



Malbec and other premium red wine varieties always sell faster at Christmas, as shoppers want to treat themselves and their friends.

Pratish Kataria

North Leverton Village Stores, Leverton, Nottinghamshire



Rural retailer

Stock up on mulled wine Out of all the alcohol, it's mulled wine that is the most popular at Christmas, as it gets customers excited about the season. Good availability is really important.

Promote Christmas favourites I always promote popular Christmas drinks, whether its mulled wine or Disaronno. To boost impulse sales I highlight them on promotional bays.

Decorate your shelving One of the first things I decorate in my store is our shelves. It means that customers know from very early on that I do good deals on alcohol, and will come to us at Christmas.

Nimish Ashar

Newsmarket, Rainham, Kent



Traditional newsagent

Keep customers in mind when ordering I always imagine what alcohol my customers would buy at

THE SPECIALIST

Jazz Goraya

Nisa Local, North Fleet, Kent



Father and son-run convenience store

Using alcohol as his store's point of difference means that Jazz goes the extra mile at Christmas to distinguish himself from his competition. His wine range plays a key role in achieving this.

With the help of Treasury Wine Estates, Jazz has expanded his premium range and is working on shelf strips and fins fixtures to split his wine into four categories - 'full red', 'fruity red', 'smooth white' and 'fresh, crisp and fruity white'. "This will make it much easier for customers to select a wine to their taste, and help

drive sales at Christmas when customers tend to buy a lot more wine," he says.

Premium spirits are another focus during Christmas, and in the run up to the season Jazz's father, Harry, will make a trip to their supplier to scout out unusual gift boxes and up-market brands. "We highlight them in our premium spirits cabinet with Christmas PoS to attract customers when they come to do their Christmas shop," he says.

Spend time on your wine layout The



number of customers browsing our wine section sky-rockets at Christmas, so it's important the layout is really easy to navigate.

Have a good range of gift boxes Gift boxes always sell well at Christmas thanks to last-minute shoppers, and this year we're trying out a new Polish cherry-flavoured

vodka that comes with a flask.

Give premium wine a prominent position

This is the first year we've started giving more space to wine priced over £10, and it's selling a lot faster than I expected. For Christmas I'm planning to put them on stand alone displays to encourage purchases.

Are you stocking the right brands for your customer base?



Christmas, and since most are over 40, I skip brands like Sourz and go for Tia Maria, Amaretto and - for beer - John Smith's instead.

Keep range and promotions in check with competition I'm in a busy shopping centre with very little competition in terms of 'on the go' alcohol. For this reason

I focus my chilled range on single formats and promotions elsewhere during Christmas.

Reduce the number of fractionals

My location means I do exceptionally well on fractional spirits for most of the year. At Christmas, however, I reduce my range to make space for 1l and 70cl bottles.

PRODUCT NEWS



This Christmas **SHS Drinks** will be promoting 'Mulled Merrydown' as an alternative to mulled wine with a digital campaign, competitions and festive prizes.

Rekorderlig Cider is bringing back its **Winter Cider** drink, which will be sup-



ported by a multi-media campaign and themed PoS.



Carling has announced the launch of its Christmas on-pack promotion, offering consumers £10 off and free delivery (worth £4.95) at **Giftcave.com** with every transaction over £40.

William Grant & Sons will encourage customers to mix Christmas-themed cocktails using products from the company's portfolio including

Warninks Advocaat, Three Barrels and O.V.D rum.



Pernod Ricard With spirits brands including **Jamesons, Chivas Regal, Martell** and **Glenlivet**

in its stable, the company is bring to market a range of new gift bottle designs for customers in need of a last-minute present.



Diageo's Baileys Chocolate Luxe gives more choice to Baileys' fans than ever before. A new counter-top unit for its 20cl formats has been developed to boost impulse sale in stores this Christmas.



Johnny Walker, meanwhile, is being supported with a global marketing campaign spanning 50 countries after seeing 91.5% growth in convenience last year.



Wine brand **Concha y Toro** is launching its 'Hallowine' campaign which includes sponsorship of horror films on Sky Movies.

Heineken advises retailers to stock up on its recent launches including **Desperados Red, Foster's Rocks, John Smith's Golden Ale** and **Old Mout Strawberry & Pomegranate**.



Casillero del Diablo

A PROUD SPONSOR OF

ICONIC HORROR ON

skyMOVIES

ON TV
ACROSS
OCTOBER

HALLOWEEN

THE
NO.1
SELLING
CABERNET SAUVIGNON

IN THE UK*

Centuries ago, Don Melchor de Concha y Toro spread word that the Devil watched over his cellar. The rumour grew to become the Wine Legend and no thief dared come near his precious wines again, giving the name – Casillero del Diablo – the Devil's cellar.

In 2015 Halloween is Saturday 31st October.

*Source: IRI Value Sales 52w Jan 2015

drinkaware.co.uk for the facts

PREVIEW



Baby dry for longer

Pampers baby-dry pants are new on the market and are designed for up to 12 hours of dryness with an easy-to-change format.

RRP From £5
Outers not given
Contact 0800 597 3388



Cheese with ethics

Wyke Farms cheese in mature, extra mature and vintage has brand new packaging highlighting the brand's ethical credentials.

RRP £2.50
Outers not given
Contact 01749 812424



Mars' Fairtrade move

Following the launch of Fairtrade Maltesers, Mars has introduced the first Fairtrade Mars Bar made with ethically sourced chocolate.

RRP 63p
Outers not given
Contact 01753 550055



Absolut commitment

Absolut has rebranded its iconic vodka bottles with a new script, logo and bottle shape.

RRP £18.55
Outers 6
Contact 0208 538 4484



Pricemarked McCoy's

KP Snacks has launched price-marked McCoy's at £1. The offer is available on 70g sharing bags.

RRP £1
Outers not given
Contact 01207 291910



Hovis extends range

Hovis has extended its range of sandwich alternatives that include Omega 3. Sandwich Thins are part of the company's Good Inside brand.

RRP £1.29
Outers not given
Contact 08707 288888



Fingers on the pulse

Snack company Dilly & Wolf has launched three flavours of savoury pulse-based pots including Soy and Ginger Roasted Peas, Beans and Seeds.

RRP £1.50
Outers 12
Contact 01782 567100



Still Holborn, but Yellow

From mid-October Holborn Smooth Taste tobacco has a new name and pack design. It's now called Holborn Yellow and will come in a yellow pack.

RRP £3.05 - £12.96 (£2.99/£6.32 PM)
Outers 5-10
Contact 0800 163 503



Lessons in kitten care

Whiskas cat food has brought a campaign, Kitten Kollege, to YouTube that provides advice on how to care for your kitten.

RRP not applicable
Outers not applicable
Contact 01664 411 111

THIS WEEK IN MAGAZINES

✉ nicola.stewart@newtrade.co.uk
☎ 020 7689 3358
🐦 @NicolaStewartRN



Boys' toys

GETTING TO GRIPS WITH THE LATEST GADGET

The hi-tech world never stops and this new, visually stunning monthly promises new insights into the state-of-the-art

GADGET IS a new 'mass-market' gadget magazine that goes beyond purchasing decisions to explain how gadgets work and how to use them. Aimed at 'geek dads' aged 25 to 45, as well as boys aged 10 to 16, it features practical advice, tech teardowns and all the latest gadgets, including cutting-edge items such as drones, 3D printers, wearables, fitness tech, smart homes and virtual reality. It also features original, never-before-seen graphics inspired by Imagine Publishing's established title *How It Works*. To support this launch, retailers are asked to display any allocated copy prominently alongside other technology titles and *How It Works*.



GADGET
On sale 22 October
Frequency monthly
Price £5
Distributor
Marketforce
Display with T3, Wired,
Stuff, How It Works

Round up



NICOLA STEWART
Magazines
reporter

PREMIUM PEAK TIME

October to December is a peak time for selling premium titles as Christmas shoppers search for affordable, high quality gifts.

Special publications, such as the *Relax with Art Yearbook*, *Diary and Calendar* on sale next week (see page 46), have higher production values than the average magazine, and higher profit potential for retailers as well.

The opportunity for impulse purchases is high, so it is worth displaying these titles in secondary displays, near the till, or as prominently on the newsstand as possible.

Gadget and technology titles also pick up on sales as Christmas approaches, with customers looking not only for advice on what to buy, but also on how to use their new gadgets. Our top launch this week, *Gadget* (left), is a new entry into this market and publisher Imagine is looking for support from independents as it arrives in tote boxes.

It is offering retailers who stock at least two copies of the first three issues, and don't early return, the chance to win one of 10 £100 Amazon and M&S vouchers. (Stores that are allocated the title have been chosen based on sales history of other technology titles.)

It is also sending out free shelf talkers to help promote the launch in store. Imagine titles have traditionally sold mostly through multiple stores, so it is encouraging to see the publisher being proactive in trying to build sales through the independent channel.

I mentioned it last week as well, but launches consistently bring money into the trade, so it is worth supporting them.

Disney PRINCESS
Fabulous Talents

BRAND NEW!

Sticker Collection
ON SALE NOW!

Sticker Packet 50p RRP
Starter Pack £2.99 RRP

© Disney 2015
www.panini.com

THIS WEEK IN MAGAZINES



Bestsellers Primary boys

Title	On sale date	In stock
1 Beano	17.10	<input type="checkbox"/>
2 Disney Pixar Cars	28.10	<input type="checkbox"/>
3 Lego Legends of Chima	02.12	<input type="checkbox"/>
4 Star Wars Rebels	04.11	<input type="checkbox"/>
5 Mega	04.11	<input type="checkbox"/>
6 Lego Ninjago	04.11	<input type="checkbox"/>
7 Ultimate Spider-Man	22.10	<input type="checkbox"/>
8 Ben 10	04.11	<input type="checkbox"/>
9 Skylanders Universe	11.11	<input type="checkbox"/>
10 Dinosaur Action	23.10	<input type="checkbox"/>
11 Horrible Histories	28.10	<input type="checkbox"/>
12 Teenage Mutant Ninja Turtles	12.11	<input type="checkbox"/>
13 Doctor Who Adventures	05.11	<input type="checkbox"/>
14 WWE Kids	11.11	<input type="checkbox"/>
15 Action GTX	23.10	<input type="checkbox"/>
16 Get Busy	21.10	<input type="checkbox"/>
17 Dreamworks	04.11	<input type="checkbox"/>
18 Scooby Doo	22.10	<input type="checkbox"/>
19 110% Gaming	11.11	<input type="checkbox"/>
20 Dennis the Menace & Gnasher	11.11	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



CARTOON NETWORK

Panini already publishes some of the top selling primary boys' titles, including Ultimate Spider-Man and Teenage Mutant Ninja Turtles, and this addition brings a whole range of Cartoon Network characters to magazine stands. Featuring shows such as Gumball, Regular Show, Adventure Time, Ben 10 and Steven Universe, and polybagged with free gifts, the launch issue should be displayed as prominently as possible.



On sale 15 October
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Lego Legends of Chima, Star Wars Rebels

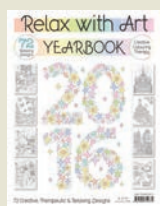


TRANSFORMERS

Based on the new animated series airing on Cartoon Network, Transformers: Robots in Disguise is the latest title from Signature Publishing. Each issue will come with a branded Transformers toy, posters, a 20-page comic strip and exclusive links to content on the Transformers app. The launch issue comes with a Bumblebee disc-shooter and additional comic and retailers can support it by displaying it at the front of fixture.



On sale 16 October
Frequency monthly
Price £3.49
Distributor Seymour
Display with Lego Legends of Chima, Star Wars Rebels



RELAX WITH ART YEARBOOK

Relax with Art Yearbook is a premium publication that features more than 70 original patterns to colour in. Priced at £7.99, the special will feature high production values in order to deliver maximum value as a Christmas gift. In common with other Relax with Art brands, all patterns will be printed single sided to prevent show-through. Independents are asked to display the one shot prominently and to not return allocated copies early.



On sale 20 October
Frequency one shot
Price £7.99
Distributor Marketforce
Display with Relax with Art, Zen Colouring

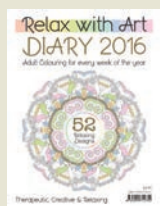


RELAX WITH ART CALENDAR

Relax with Art Calendar is a high-quality A4 publication that features exclusive patterns from Bromleigh House's own dedicated design team. Each spread consists of an original design pattern on the right hand page, with the facing page containing a typical calendar format. Priced at £3.99, the calendar is aimed at Christmas shoppers looking for stocking fillers, following the adult colouring craze.



On sale 21 October
Frequency one shot
Price £3.99
Distributor Marketforce
Display with Relax with Art, Zen Colouring



RELAX WITH ART DIARY

Relax with Art Diary is produced in a typical diary size (153x220mm) with 128 pages in total and exclusive patterns from the Bromleigh House design team. Each spread consists of one page featuring an original design to colour in, with the facing page in customary diary format. As well as a foil-blocked cover, the remaining pages contain all the usual diary information such as key holidays and weights and measures.



On sale 22 October
Frequency one shot
Price £4.99
Distributor Marketforce
Display with Relax with Art, Zen Colouring

Presenting 164 pages of festive puzzling fun!

It's Xmas!

OUR HUGE-SELLING CHRISTMAS COLLECTION

ON SALE 23 OCTOBER

Presenting 164 pages of festive puzzling fun!

PLEASE STOCK & DISPLAY PROMINENTLY



CLASSIC MOTORCYCLE MECHANICS

The November issue of Classic Motorcycle Mechanics comes polybagged with a free copy of Old Bike Mart, giving readers an additional 64 pages of classic motorcycle news, features and classifieds. Retailers are advised to display this issue fully faced to highlight the added value.



On sale 21 October
Frequency monthly
Price £4.20
Distributor Comag
Display with Classic Motorcycle, Classic Bike



SOMETHING ABOUT MAGAZINE

Based on the philosophy of supporting, nurturing and mentoring young talent, Something About Magazine is a new title promoting the work of young creatives. Featuring the work of fashion designers, photographers, stylists, models, fashion journalists and more, the title is a 'springboard for emerging talent'. Something About Magazine already has an established readership online and its first print edition is an autumn/winter issue.



On sale 22 October
Frequency quarterly
Price £5
Distributor Comag
Display with LOVE, Dazed & Confused, Vogue



BUILD A SOLAR SYSTEM

The first standalone issue of the Build a Precision Mechanical Solar System collection will have alternative planets for the collection's orrery. Priced at £24.99, the special will come with 11 semi-precious gemstones instead of the usual metal orbs. Presented in a display box, each gemstone has been carefully selected to represent its corresponding planet, moon or significant body in the Solar System.



On sale 15 October
Frequency one shot
Price £24.99
Distributor Comag
Display with regular Build a Precision Mechanical Solar System collection



FREE-FROM HEAVEN

The next issue of Free-From Heaven is a Christmas special that comes polybagged with a free 2016 calendar. Featuring 101 seasonal recipes, the issue is premium priced at £5.99, an additional £1. Free-From Heaven specialises in gluten-free, sugar-free, dairy-free and vegan recipes. This issue should be displayed fully faced at the front of the cookery section to highlight its added value.



On sale 22 October
Frequency monthly
Price £5.99
Distributor Marketforce
Display with BBC Good Food, Delicious, Jamie



DISNEY PRINCESS

Disney Princess is consistently among the top few titles for primary girls and this bumper issue is on sale just in time for half term. With the usual mix of puzzles, colouring in, stories and crafts, the issue also comes with a special eight-page Cinderella pull-out, a toy guitar with sound and a Panini sticker album. Retailers are advised to display it fully faced at the front of fixture.



On sale 21 October
Frequency fortnightly
Price £3.99
Distributor Seymour
Display with Frozen, Tinkerbell



Industry viewpoint Jonathan Bolton

Publisher,
Bromleigh House

MORE COLOUR FOR YOUR MAGS RANGE

In a sluggish magazine market, where sales have been flatlining at best, the emergence of the adult colouring sector has been a welcome breath of fresh air for publishers and retailers alike. We are particularly delighted with the success of our Relax with Art brand.

With the market-leading monthly, currently the best-selling bimonthly and now the unique Pocket Collection, Relax with Art holds an unrivalled position in this exciting new area.

As is so often the case for Bromleigh House titles, independent newsagents have provided the bedrock on which this success has been built and we thank you as always for your invaluable support.

With Christmas approaching, there will be major opportunities for new sales over the festive period. For our part we will be publishing a Relax with Art calendar (on sale 21 October), a diary (on sale 22 October), and a Relax with Art Yearbook (on sale 20 October), all of which we expect to attract Christmas present buyers as well as our regular purchasers.

At the same time, we will be packing our existing titles with a variety of Christmas supplements and other added-value extras to drive sales.

No doubt our fellow publishers will be thinking the same.

Please give the maximum support possible to this vibrant new sector in the build up to Christmas.



COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

CHRISTMAS CONTINUES: ANOTHER 21 GREAT TIPS FROM OUR RETAILER PANEL

Plus, read advice, tips and case studies from the Local Shop Summit with dozens of ideas you can implement in your business to boost your profits


















THIS WEEK IN MAGAZINES

Partworks



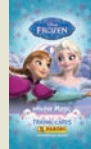
Title	No	Pts	£
Amermedia			
Military Vehicles	47	48	5.99
DeAgostini			
Build the Millennium Falcon	41	100	8.99
Cake Decorating	187	210	2.99
Cake Decorating Relaunch	136	165	2.99
Dinosaurs & Friends	34	60	5.99
Official Star Wars Factfile	90	120	2.99
Zippo Collection	3	60	9.99
Eaglemoss			
3D Create & Print	39	90	6.99
Batman Automobilia	73	80	10.99
Build A Solar System	8	104	6.99
DC Comics Graphic Novel	5	60	9.99
Disney Cakes & Sweets	110	120	4.50
Doctor Who Figurines	56	70	7.99
Knit & Stitch	144	176	5.00
Marvel Chess Collection	48	64	8.99
Marvel Fact Files	135	150	3.50
Military Watches	44	80	9.99
Star Trek Off. Starships Coll.	57	70	10.99
Hachette			
Art of Crochet	6	120	2.99
Art of Knitting	38	90	2.99
Art Therapy	30	100	2.99
Black Pearl	92	120	5.99
Build the Mallard	59	130	7.99
Build the U96	59	150	5.99
Classic Pocketwatches	82	80	8.99
Dr Who Complete History	3	80	6.99
Judge Dredd Mega Collection	20	80	9.99
Marvel's Mightiest Heroes	47	60	9.99
My 3D Globe	41	100	5.99
Your Model Railway Village	99	120	8.99
RBA Collectables			
Amazing Dinosaur Discovery	33	80	5.99
My Zoo Animals	6	60	5.99
Precious Rocks, Gems & Minerals	38	100	5.99
Real Life Bugs & Insects	56	85	5.99

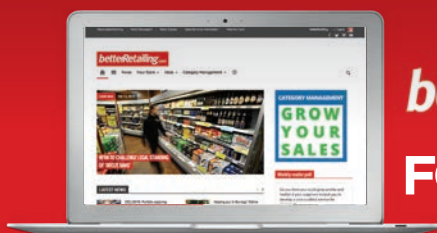
Collectables

Topps

	Disney Frozen Activity Cards Starter £4.99 Cards £1.00		Minions Starter £2.99 Stickers £0.50
	Disney Frozen Fashion Pack Packets £1.00		Minions Starter £4.99 Cards £1.00
	Hero Attax Marvel Avengers Starter £4.99 Cards £1.00		Rugby Attax Starter £4.99 Cards £1.00
	Journey to Star Wars: The Force Awakens Starter £4.99 Stickers £1.00		Shopkins Starter £2.99 Cards £0.50
	Lego Friends Starter £2.99 Stickers £0.50		Skylanders Trap Team Starter £4.99 Cards £1.00
	Lego Ninjago Starter £2.99 Stickers £0.50		World of Warriors Starter £4.99 Cards £1.00
	Match Attax 2015/16 Starter £3.99 Cards £1.00		WWE Slam Attax Rivals Starter £4.99 Cards £1.00
	Merlin's Official Premier League 2015 Starter £2.00 Cards £0.50		

Panini

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



betterRetailing.com

FOCUSED ON INDEPENDENT RETAILING

Newspaper terms

Daily newspapers Margins/pence

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

Daily newspapers Margins/percentage

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

Saturday newspapers Margins/pence

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

Saturday newspapers Margins/percentage

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

Sunday newspapers Margins/pence

Sun	£1.00	21p
Sunday Mirror	£1.30	27.30p
People	£1.30	27.30p
Star Sunday	50p	11.05p
Sunday Sport	£1.00	24p
Mail On Sunday	£1.60	33.60p
Sunday Mail	£1.60	33.60p
Sunday Mail (Scotland)	£1.60	33.60p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£2.90	72.50p
Independent on Sunday	£2.20	55p
Scotland on Sunday	£2.15	49.45p
Racing Post	£2.50	60.625p
Sunday Herald	£1.50	34.50p
Sunday Express	£1.40	29.68p
Sunday Post	£1.50	33.00p

Sunday newspapers Margins/percentage

Sun	£1.00	21.00%
Sunday Mirror	£1.30	21.00%
People	£1.30	21.00%
Star Sunday	£1.00	22.10%
Sunday Sport	£1.00	24.00%
Mail On Sunday	£1.60	21.00%
Sunday Mail	£1.60	21.00%
Sunday Mail (Scotland)	£1.60	21.00%
Sunday Telegraph	£2.00	22.75%
Sunday Times	£2.50	21.00%
Observer	£2.90	25.00%
Independent on Sunday	£2.20	25.00%
Scotland on Sunday	£2.15	23.00%
Racing Post	£2.50	24.25%
Sunday Herald	£1.50	23.00%
Sunday Express	£1.40	21.20%
Sunday Post	£1.50	22.00%

Newspapers

Scale of third-party advertising insert payments

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

* By negotiation

Weight Watchers 10-11 October

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	1,270g	750g	90g	5	45g
Telegraph	1,195g	910g	5g	1	5g
Sunday Telegraph	930g	520g	175g	7	80g
Guardian	925g	330g	175g	7	55g
Mail on Sunday	865g	380g	130g	2	100g
Times	780g	480g	30g	4	10g
Mail	630g	235g	85g	4	45g
Observer	630g	115g	0g	0	0g

Insertion payment guide

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

STOCKTAKING

STOCKTAKING

Special low prices

Your first call for all your stocktaking needs.

COUNTABILITY UK
NATIONAL HOTLINE 01707 333665

or 07775 60 60 60

A name you can trust and rely upon for a professional and accurate stocktaking service at unbeatable prices!

www.stocktaker.com

e-mail: info@countabilityuk.co.uk

"A service that counts so you don't have to!"

Professional Stocktaking Services!!

Stocktakers To Independent:

- Retailers/Wholesalers
- Specialists In C.T.N.
- Grocery Stores
- Off Licence
- DIY Stores
- Forecourts

Nikhar Limited

For Competitive Rates And Professional Service Call Now On ...

020 8360 2491

Fax: 020 8360 6348

nikharstocktaking.com Email: ajit.nikhar@gmail.com

H/O: 13 Green Moor Link, London N21 2NN

STOCKTAKING

*** VERY LOW FEES GUARANTEED ***

HENDERSONS ARE THE ONLY STOCKTAKING COMPANY RECOMMENDED BY THE NFRN
EXTRA 15% DISCOUNT TO ALL NFRN MEMBERS

Trusted & Used by NFRN members throughout the UK

Telephone Now for unbeatable services at unbeatable fees
FREEPHONE 0800 298 7544



"I know how vital it is to have regular professional stocktakers, even though I have had EPOS in my shops for several years. Henderson's have proved their expertise over the past 20 years that they have been our stocktakers." (Peter Wagg)

www.stocktakers.com
information@hendersons.co.uk

PHOTOCOPIERS

NEW COMMISSION ONLY

Black & White Photocopier



• Ezeecopy pay for **everything** - the copier, paper, toner & service

• You earn a **generous commission** each month

• Simple & Ezee

PLUS... **FREE** Point of sale signage included!



Increase your profits!

I'm interested! What do I do next?

Ring **01744 766 976**, or e-mail us at **admin@ezeecopy.co.uk**

EXCLUSIVE supplier to:



And many independent stores

PROPERTY

YOUR EDGE IN PAYMENT MANAGEMENT



As a 3R Telecom customer you can:

- Take advantage of competitive rates
- Make use of integrated mobile top up and international calling cards
- Secure payments giving you peace of mind
- Utilise round-the-clock UK based support
- Have quick access to payment terminals and online payment services
- Benefit from colour screens and seamless contactless payments for even quicker transaction times
- Appreciate the lightweight, heavy-duty, versatile design



Earn up to **5%** on mobile top-up*



Contactless



Chip & Pin



Swipe Card



Colour Screen



Secure



Robust

1.12%
Per credit card transaction*

11.5p
Per debit card transaction*

Commercial Card*: From 1.85% Weekly Fee: From £1.25



*T&Cs Apply

For more information speak to our dedicated team on: 01992 574 650

FINANCE

Get £1,000-£50,000 in 2-3 days!



Looking to grow your business?

Need immediate access to working capital?

- ✓ Minimal paperwork required
- ✓ No asset based collateral
- ✓ No personal guarantee
- ✓ No brokers, no fine print

Apply for free and get a quote in just a few hours!

Call 0800 368 9696

www.gotcapital.co.uk



REFRIGERATION



0845 6075153

Local Call Rate Applies

£ Financing Available Apply Now



BEST SELLING UK / EUROPEAN CABINET



£3,950.00 + VAT

- ◆ ECA APPROVED Cabinets & Condensing Units
- ◆ LOW NOISE Cabinets & Condensing Units

AVAILABLE WITH

- ◆ Hinged / Sliding Doors
- ◆ With or Without Doors
- ◆ Various Heights / Depths
- ◆ Remote Verticle Freezers

- ◆ Hinged / Sliding Doors
- ◆ Eliwell Digital Controller
- ◆ Danfoss Expansion Valve
- ◆ EPOS price strips
- ◆ Double bar for under shelf strength
- ◆ Support max 120 kg weight
- ◆ Panoramic or Mirrored End wall
- ◆ Canopy / Doors Internal Lighting
- ◆ Available Colours White, Grey & Black
- ◆ Energy Saving Lights & Fans
- ◆ Base + 5 adjustable shelf with product stopper

COMMERCIAL REFRIGERATION RANGE



BACK BAR COUNTER FRIDGES
DESIGNED TO SAVE ENERGY | FREE DELIVERY IN UK MAINLAND | BUY WITH CONFIDENCE

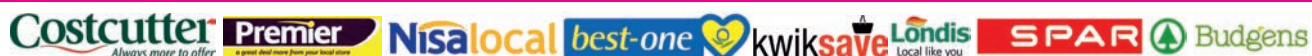


Design, Manage & Refit

We carry out Complete Project Management & provide Turnkey Solutions based on Time & Budgets

- ◆ CEILING LIGHTING
- ◆ ELECTRIC FLOORING
- ◆ BESPOKE WOODWORK & JOINERY
- ◆ COUNTER SHELVEING
- ◆ SHOPFRONT DESIGN
- ◆ CCTV SYSTEM

◆ Service Centres England, Scotland & Wales



01204 389 465

215 Derby Street, Cambrian Business Park, Bolton, BL3 6JF
info@koolmaxgroup.com, www.koolmaxgroup.com

STOCKTAKING

STOCKTAKING

Special low prices

Your first call for all your stocktaking needs.

COUNTABILITY UK
NATIONAL HOTLINE 01707 333665
 or 07775 60 60 60

A name you can trust and rely upon for a professional and accurate stocktaking service at unbeatable prices!

www.stocktaker.com

e-mail: info@countabilityuk.co.uk
 "A service that counts so you don't have to!"

Professional Stocktaking Services!!

Stocktakers To Independent:

- Retailers/Wholesalers
- Grocery Stores
- DIY Stores
- Specialists In C.T.N.
- Off Licence
- Forecourts

Nikhar Limited

For Competitive Rates And Professional Service Call Now On ...

020 8360 2491
 Fax: 020 8360 6348
 nikharstocktaking.com Email: ajit.nikhar@gmail.com
 H/O: 13 Green Moor Link, London N21 2NN

STOCKTAKING

*** **VERY LOW FEES GUARANTEED** ***

HENDERSONS ARE THE ONLY STOCKTAKING COMPANY RECOMMENDED BY THE NFRN EXTRA 15% DISCOUNT TO ALL NFRN MEMBERS

Trusted & Used by NFRN members throughout the UK

Telephone Now for unbeatable services at unbeatable fees
FREEPHONE 0800 298 7544

"I know how vital it is to have regular professional stocktakers, even though I have had EPOS in my shops for several years. Henderson's have proved their expertise over the past 20 years that they have been our stocktakers." (Peter Wagg)

www.stocktakers.com
 information@hendersonrs.co.uk

PHOTOCOPIERS

NEW COMMISSION ONLY

Black & White Photocopier *EZEE COPY*



- Ezeecopy pay for **everything** - the copier, paper, toner & service
- You earn a **generous commission** each month
- Simple & Ezee

PLUS... **FREE Point of sale signage included!**

Increase your profits!

I'm interested! What do I do next?

Ring **01744 766 976**, or e-mail us at **admin@ezeecopy.co.uk**

EXCLUSIVE supplier to:

SPAR **M*Coll's** **And many independent stores**

PROPERTY

YOUR EDGE IN PAYMENT MANAGEMENT



As a **3R Telecom** customer you can:

- Take advantage of competitive rates
- Make use of integrated mobile top up and international calling cards
- Secure payments giving you peace of mind
- Utilise round-the-clock UK based support
- Have quick access to payment terminals and online payment services
- Benefit from colour screens and seamless contactless payments for even quicker transaction times
- Appreciate the lightweight, heavy-duty, versatile design




Contactless


Chip & Pin


Swipe Card


Colour Screen


Secure


Robust

Earn up to 5% on mobile top-up*

1.12% Per credit card transaction*

11.5p Per debit card transaction*

Commercial Card*: From 1.85% Weekly Fee: From £1.25

*T&Cs Apply

For more information speak to our dedicated team on: 01992 574 650

FINANCE

fresh cooling

**Retail Refrigeration Specialists
New & Refurbished
Call Now: 01793 297004**



**Refurbished Remote Systems
3.75M/12ft Cabinets
2.5M/8ft Cabinets
2.0M/6ft Cabinets
With full install & warranty**



**4ft, 6ft & 8ft Integral
Cabinets Refurbished
from £500 +VAT**



**We also supply retrofit chiller
doors, energy saving
upgrades, led lighting**

**PLUS the best advice on
buying new & used
refrigeration systems**

PROPERTY



Selling or buying a business?
...That's our business!



**Newsagents
Leasehold £69,500**

Rent just over £150 p.w for property
Spacious retail area, s/c 3 bed accom
Flat rents for up to £900 p.w in summer
Sales £182,212 ex Vat, minimal overheads

Devon 01404 813762



**News with Lotto
Freehold £265,000**

Prime town centre location
Refurbished 4 bedroom accommodation
Retirement sale after many years
Managed t/o £8000pw gross+£6200 Lotto

Northwest 01704 211900



**News, Con, Lotto
Freehold £205,000**

'Lifestyle' business on Lancashire coast
Superbly appointed 3 bed accom
Large well-kept garden, garage
T/over £6500pw + Lotto £4000pw

Northwest 01704 211900



**Convenience Store
Freehold £345,000**

Modern branded convenience store
Lovely location nr Abergavenny
Spacious, s/c 4 bed home, large gardens
Sales £9,000+pw plus lottery & paypoint

S&W Wales 01633 868609

www.emfgroup.com

Head Office: 01404 813952

**"WHEN I'M BUYING
LOCAL STORES, I NEED
AN EXPERT WHO
CAN DELIVER
THE ESSENTIALS"**

Karen, business owner,
Peterborough



**Every deal is individual.
We treat it that way.**

Want to buy or
sell a business?
Visit christie.com

Christie+Co
insight | EIGHTY YEARS OF BUSINESS INTELLIGENCE

EXTRA! EXTRA!

 Steven Lambert
 steven.lambert@newtrade.co.uk
 020 7689 3357
 @StevenLambertRN

Vol 126 No 42
FOR TRADE USE ONLY



IN ASSOCIATION WITH

betterRetailing.com

Back in the day

101 

YEARS AGO

17 October 1914

A series of "Red, White and Blue" patriotic postcards went on sale published by the Photocrom Company Ltd in Tunbridge Wells. The postcards, which also come in eight other designs and are described as "British throughout", are "all well calculated to the fancy of the British Public".

50

YEARS AGO

16 October 1965

Condé Nast announced the publication of the first Vogue for men. Called Men in Vogue, it had 130 pages. The publisher warned the issue would be completely sold out on the day of sale "due to the print order being exhausted by exceptional demand from the trade".

25

YEARS AGO

20 October 1990

The big fight between James "Buster" Douglas and Evander Holyfield on 25 October caused publisher Seymour to bring forward the on-sale date of December's edition of Boxing Illustrated to 20 October. The boxing match was billed as "The Moment of Truth" and was watched by millions. Holyfield won the contest.

Koreans show us how to do Black Friday the easy way



Last year in London, Black Friday caused scenes of chaos with shoppers, desperate for a bargain, fighting it out over cheap TVs.

The phenomenon, first seen in the US, sees thousands of goods sold at cut price in high-street stores. But it's caused concern among retailers, and then there's the poor security guards who are tasked with holding back feral shoppers. However, in South Korea, they appear to do things in a more orderly fashion. In an effort to boost consumer

spending, 27,000 shops across the country have been enrolled by the government into a two-week national discount extravaganza. All the country's biggest retail groups have slashed their prices by as much as 80%. Yet, there's been no injury or arrest.

The Korean Times even reported that stores were drawing the same number of visitors as every other weekday.

"Everything seems quite normal," said one shopper. A tiger economy? Clearly not as wild as the UK's...

Basket case goes to the wire

Imagine the scene: you're at the supermarket, your basket is on the conveyor belt when suddenly you realise you've forgotten your reusable bag.

Under law, you now have to pay 5p for a carrier bag, but do you capitulate and fork out? No way! A far simpler solution would be to pile your shopping back into your basket and take that home instead.

Sound incredulous? It might be... but apparently stores are bracing themselves for a mass theft of wire baskets as a result of the tax.

According to reports, one manufacturer received an order for 60,000 from "one of Britain's largest grocery retailers" in anticipation of the fallout from the 5p charge.

And if Scotland and Wales are anything to go by, basket theft "soared" following similar legislation which came into effect last year.

Surely it's only a matter of time before the thefts stop being just a bag habit and the basket is elevated to the status of must-have fashion accessory.

VIEW FROM THE COUNTER with Mike Brown



My wife is very unhappy at the moment. For the past three Sundays I have had to get her out of bed to help me with the papers. A 45-minute extension to the cut-off time because of the Rugby World Cup has meant the papers were late. As a one-off some years ago, the idea of an extended cut-off for an exceptional event may have seemed reasonable, but as usual the publishers abuse their position and regard every significant occasion sporting or otherwise justifies an extension. In this digital age we all know this is complete nonsense and needs to stop.

After the "Save Our Stokesley" campaign successfully stopped the building of an out-of-town supermarket the town council promised to be more proactive in revitalising the high street. So far it has kept to that promise and organised Stokesley's first food week, showcasing local producers, restaurants, cafés and pubs. The week kicked off with events at our award-winning farmers market. We joined in with our offer of a bottle of water, packet of crisps and 50g of weigh-out sweets for £1 which proved very popular.

My middle daughter, Mary, is visiting universities on their open days. She wants to be a primary school teacher specialising in special educational needs. Because we work every day, my wife and I are taking turns to accompany her. So far she has visited York and Cumbria with her mum while I went to Liverpool Hope with her last week. Having been a primary teacher myself for 17 years this was familiar territory for me and I thoroughly enjoyed the day. Having got up at 4am to do the papers I needed a stiff black coffee at Wetherby services on the way back.

No sooner had I got home when I was whisked off to a family barbecue at Lythe near Whitby. Most of the village seemed to be there and it was a really good do. I got to bed at 12.30am and yes, you've guessed it - I was up at 4am to do the Sunday papers. Not bad, eh?

betterRetailing.com



Got something to say? Want to gain business insight? Join our online community today