

RETAIL NEWSAGENT

RETAIL SECRETS

21 ways to
grow your
snacks sales
CHRISTMAS GUIDE
Page 30 >>



On trend for decades
**'We've been doing food
to go since 1984'**

Page 26 >>

NEWS • CONVENIENCE • PROFIT

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Pass My Parcel up 35% every week



- Smiths News grows click and collect network by 2,600 stores in five months.
- Amazon's withdrawal from Collect+ means only we offer same and next-day delivery, says Jon Bunting. Page 5 >>



INVESTIGATION

Mistakes mar new PO Local branches

Citizens Advice
report finds staff
are making 'basic
errors'. Page 4 >>

LIVING WAGE

One in 10 shops at risk of closure

Survey highlights
potential impact of
new policy. Page 4 >>

NEWSSTAND

Men's mag PoS push

Frontline category
boost for 2,500
independent stores.

Page 7 >>

Vol 126 No 40
FOR TRADE USE ONLY



Lyon's share of loyalty West Midlands retailer Baljit Bargotta (third from left) celebrated the official launch of his new Lyonsess loyalty card scheme at his Snitterfield Village Store near Stratford-upon-Avon last Friday with support from local suppliers and local MP Nadhim Zahawi (fifth from left). Full story page 14 >>

NEWSPAPERS

'Automatic payments won't stop late papers'

PRDP chairman says
making complaints
is vital as restitution
alone would hide
real problems.

Pages 5 & 22 >>

SPECIAL REPORT:
RN investigates News
UK Direct credit errors
following reader
complaints.

Page 21 >>



DID YOU KNOW...
TREATING CATEGORIES GROW
+11% FASTER THAN THE REST
OF PETCARE AT CHRISTMAS



EVEN MORE REASONS TO STOCK
UP WITH THE BEST SELLERS FOR
CHRISTMAS 2015



LEADER



Will the move of an independent retail expert into multiple convenience be a huge threat or will it fuel further growth and better standards across the industry?



CHRIS GAMM

Editor

@ChrisGammRN

New My Local boss Mike Greene has been tweeting this week about the newly-acquired M Local stores he has been visiting, reporting on the staff he meets and the great things he sees.

Multiple competition has long been a pressure point for local shops. And while the initial reaction to My Local has been largely positive, it got me thinking about whether it's good news for independent retailers.

Mike Greene is not your typical multiple grocer chief executive. For a start he has intimate knowledge of what makes a c-store great and has done a lot to grow the convenience channel. As a two-time ACS chairman and board member for 19 years, he spent a great deal of time meeting, visiting and learning from some of the industry's best stores. He certainly commands their respect, judging from the congratulations he received on social media.

From running shopper marketing firm Him! he will have one of the best supplier contacts books in the industry. This shows in the "crack team" he's building at My Local, featuring former Nisa, Today's and Lifestyle Express symbol boss Raj Krishan. As a major Nisa customer he will also benefit from the group's infrastructure, ranging, own label and fresh offer.

His passion for independent retail comes across when he talks about combining the entrepreneurialism of independents with the discipline of multiples. Copying your best bits and capitalising on your weaknesses will be a major factor in hitting his ambitious 18-month £300m target. Will the move of an independent retail expert into multiple convenience be a huge threat or will it fuel further growth and better standards across the industry? Only time will tell, but it will certainly add some more colour over the coming months.

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Property guru Barry Frost visits a retailer in need of advice

WE ARE TOTALLY INDEPENDENT FROM THE PDF, IN FACT WE FALL OUT WITH IT QUITE OFTEN

- PDRP CHAIRMAN NEIL ROBINSON SAYS HIS PANEL IS FREE FROM INDUSTRY INFLUENCE Page 22 >>

NEWS

Christmas annuals update

Customers of Smiths News remain uncertain if or when orders for this season's Christmas annuals will arrive, but RN can confirm the wholesaler has agreed to take five DC Thomson titles.

The publisher said The Beano, The Broons, Oor Wullie, Friendship Book and The People's Friend annuals are to be distributed to Smiths' customers.

However, at the time RN went to press, it had not been decided whether the wholesaler would take The Dandy, My Weekly or Jacqueline Wilson annuals.

Smiths News declined to comment on the situation, but in a notice sent to the trade last week, it said: "We are still working with publishers regarding this year's Christmas annuals. Details on whether these will be available will be provided in due course. We apologise for any inconvenience caused."

DC Thomson said distribution from Menzies should continue as normal.

Scheme delayed

IT issues have led HMRC to delay the launch of the Alcohol Wholesaler Registration Scheme until January 2016.

The initiative, designed to hinder criminals trading in non-duty paid alcohol, was due to launch this month.

However, HMRC officials have called for more time to fix problems with the online application process.

James Bielby, chief executive of the Federation of Wholesale Distributors, described the news as "frustrating", but added: "The delay will give HMRC time to ensure that applications are recorded and processed correctly and help deliver an effective registration scheme."



Camelot to make more millionaires

Camelot will launch its new-look Lotto game on 10 October with a guaranteed 25 millionaires and a marketing campaign fronted by celebrities including Katie Price and Laurence Llewelyn-Bowen. Retailers will be supplied a full PoS kit containing posters, leaflets and other materials ahead of the draw, and will also have the chance to take part in six virtual Lotto draws, each offering a jackpot of £5,000, along with other prizes.

Mystery shopping probe finds basic errors are rife Citizens Advice calls for improvements

Post Office Locals in the firing line over mistakes

by Gurpreet Samrai

"Basic errors" need to be addressed at new Post Office Locals being rolled out across the UK, a watchdog has warned.

A mystery shopping investigation by Citizens Advice found that although 75% of shoppers were satisfied after their visit, there were problems with the consistency and reliability of services.

The report states that in only 39% of cases staff correctly recommended an item should be sent by second class, 4% of shoppers

found the store was closed when it should have been open and 25% of mystery shoppers felt counter staff had shown insufficient knowledge.

Citizens Advice is calling on the Post Office to commit to "necessary improvements" including an improved training programme.

Carol Sparks, of Bashley Post Office in New Milton, Hampshire, who last month won her three-year battle against becoming a Post Office Local, said: "I don't believe the model has been fully tested or the

areas into which it is being put have been looked into. For example, if we went Local there would be a huge area that would lose some of the services and that was one of things we were fighting."

Jay Aytain, of Linton Post Office and Spar store, South Derbyshire, said: "They have approached me, but I've not gone down that route yet. I'm trying to weigh everything up because there's another post office in the next village that converted and they lost a lot of business."

Mark Baker, CWU Post-

masters Branch national secretary, said the Post Office needs to "listen to the people who work in the network and know what it needs to make it right".

The report also highlights positives, including that in 97% of cases accessibility to post offices is good or has been recently improved, and in 60% of visits counter staff served shoppers immediately.

Post Office spokesman Mark Davies said it will "consider as a business what further steps we can take to improve service for customers".

Living Wage 'will close stores' govt told

Retail trade bodies have raised further concerns from their members over the National Living Wage (NLW) as new figures revealed the measure will cost the convenience sector an estimated £167m by 2016.

The NFRN, Association of Convenience Stores and Scottish Grocers' Federation have all submitted their

responses to the NLW consultation, with warnings to Westminster that it will lead to store closures.

A recent survey of NFRN members revealed 12% felt they would have to shut their business because of the NLW, which would see workers aged over 25 paid £7.20 per hour from April 2016.

NFRN national president Ralph Patel said: "The government needs to realise the burden the NLW will have on small independent businesses before it is too late."

In addition, the ACS has submitted evidence to the Low Pay Commission claiming the NLW would cost convenience retailers

in excess of £167m within a year.

ACS chief executive James Lowman said: "Our latest research shows that over the last three months, optimism and investment plans have taken a significant downturn, suggesting that retailers are already beginning to prepare for the impact of the Living Wage."

Smiths' service sees 35% week-on-week growth Amazon's Collect+ withdrawal may be helping

Pass My Parcel service delivers record growth

by Nicola Stewart

Smiths News' click and collect service Pass My Parcel has surpassed plans to be operational in 3,000 stores by October, expanding its network from 700 to 3,300 during the past five months.

The expansion has resulted in volume growth of 35% week-on-week, potentially helped by Amazon's withdrawal from Collect+, which is offered in about 5,800 stores.

Jon Bunting, managing

director of Smiths News, told RN the decision by the online retailer meant Pass My Parcel and the Post Office were now the only parcel services working with Amazon, with only Pass My Parcel offering same and next-day delivery.

He added that the service had no impact on stores' newspaper delivery service charges, with any cost built into the rate paid by parcel customers.

Pass My Parcel was launched in October last year, with a pilot running

in 79 stores, and its store base now covers 65% of the UK population. It has not been introduced in Scotland so far.

Cardiff retailer Mark Dudden has offered the service in his store since August and said momentum was slowly building each week.

"It is still early days in our area, but all the feedback I have had from people so far has been fantastic," he said.

He is handling five or six parcels a week and expects this to continue to build,

particularly in the lead up to Christmas.

"We have a sign on the street and in the window and flyers by the till and have had lots of customers asking about it," he said.

Manish Patel, of Best-one in Brighton, said the service had brought new customers into his store, with about half buying additional products when picking up their parcels.

"We do about 10 parcels a week and are hopeful it will continue to grow," he said.

'Tsunami of crime'

The NFRN has warned Labour MPs that independent retailers are facing a "tsunami of crime" and more powers must be given to authorities to tackle this.

Speaking at a fringe meeting at this week's Labour conference in Brighton, NFRN chief executive Paul Baxter said independent businesses suffer an average of 24 attacks every day in the UK.

He added that many local businesses close due to various crimes against them and called for more powers to be given to police to tackle social issues surrounding this.

IT's TPD guidance

Imperial Tobacco is launching a new initiative designed to provide guidance to retailers over the revised Tobacco Products Directive and plain packaging legislation.

The 'Partnering for Success' scheme will develop a range of communication tools to keep store owners updated with upcoming tobacco legislation.

Melvin Ruigrok, general manager at Imperial Tobacco, said: "Partnering for Success is all about helping our trade partners navigate any possible changes in the tobacco category."

NFRN chief meets new Labour chiefs

NFRN chief executive Paul Baxter and national president Ralph Patel met new Labour leader Jeremy Corbyn and shadow chancellor John McDonnell at the party's annual conference this week. In his first speech at the event since becoming leader, Mr Corbyn said his proposals for a National Investment Bank would "provide finance to small and medium-sized firms" who are currently being "starved" of money. Among the other policies put forward by the party were statutory maternity and paternity pay for the self-employed.



Restitution auto payment concerns

Automatic payment of restitution for late newspaper deliveries would likely damage supply chain service levels in the long run, according to the chairman of the Press Distribution Review Panel (PDRP).

Neil Robinson told RN that if wholesalers and publishers were to agree to automatic restitution, as

the NFRN has suggested in the past, it would create a "culture of compensation rather than correction".

"A complaint is obviously very important to the retailer, but it is just as important to the industry," he said.

"We need to be capturing these complaints. If we don't, then we are not

able to identify where the problems exist.

"I would like to think that wherever it is possible, we are trying to correct problems, rather than just awarding restitution, and I do feel correction would be totally ignored if we weren't collecting and publishing information from complaints."

Complaints made under the Press Distribution Charter are published every quarter, allowing the PDRP to "name and shame" wholesale depots causing problems and to pinpoint any trends thrown up by the stats, he said.

● See page 22 for a full interview with Mr Robinson.

No to soft drinks tax

The government has rejected proposals by celebrity chef Jamie Oliver to introduce a 7p tax on sugary soft drinks.

Mr Oliver campaigned to tax regular-sized cans of soft drinks containing added sugar to tackle child obesity, with a petition gaining more than 140,000 signatures.

NEWS

BUSINESS

Aldi set for online ordering

Aldi announced it will launch an online ordering service early next year, as the company recorded a 31% rise in sales to £6.9bn last year.

However, operating profits at the discounter fell from £271.4m to £260.3m in the 12 months to 31 December 2014, which it attributed to price-cutting at its stores.

Aldi chief executive Matthew Barnes said its online service will initially sell wine by the case, with non-food items being added in spring. It will also give customers the option of home delivery or collection from third-party locations.

Mr Barnes added: "At present, there are still 47% of households that don't shop with us. We're hugely excited about the enormous scope for growth."

Former Nisa man on board

Dee Bee Wholesaler has recruited former Nisa symbol director John Heagney as a consultant on future expansion plans.

Mr Heagney, who counts more than 40 years' experience in retail, will be responsible for identifying and selecting new Dee Bee sites and convenience stores to franchise to retailers.

Dee Bee managing director Nick Ramsden said: "By bringing John into the Dee Bee team we will be able to tap into a huge wealth of knowledge gathered during his career in the UK retail and especially food retail industry."

"His contribution will be key to our long-term expansion strategy."



Budgens celebrates the work of its retail experts

Budgens celebrated the hard work of its retailers at its annual conference and awards ceremony last week. Winners included David Knight (pictured centre), whose Knight's Budgens of Henfield store was crowned the Store of the Year and Best Large Store. Mr Knight was presented with his awards alongside (from left to right) Booker chief executive Charles Wilson, store manager Rikky Easter, Booker Retail Partners managing director Mark Aylwin and Budgens brand director Mike Baker. In addition, Budgens of Broadstairs picked up the Best Small Store award, while Warner's Budgens Broadway scooped the Best Medium Store and Community Store of the Year accolades.

Spar reveals deals as Londis launches pre-sell brochure 'Promotions will drive more footfall'

Festive deals unveiled as symbol groups gear up

by Steven Lambert

Symbol groups are gearing up for Christmas early with the launch of festive deals and updated pre-sell ordering lists.

Spar is offering shoppers promotions and savings every week through to winter under its new '12 Deals of Christmas' campaign.

The group said the scheme, which runs through to Christmas Eve, is expected to create a £12m sales opportunity for participating retailers.

It will include deals run-

ning on branded lines from PepsiCo, Britvic, AB InBev and more, along with offers on Christmas essentials and Spar's own label range.

Spar marketing manager Laura McNally said: "As retailers are fighting for extra footfall, promotions such as these will drive even more shoppers to Spar stores every week from early October until Christmas."

Spar will promote 12 Deals of Christmas with newspaper ads, in-store PoS, leafleting and through its website, radio station

and social media pages.

Meanwhile, Londis has launched its latest Christmas pre-sell brochure to prepare its retailers for the festive period.

The brochure will include a wealth of staple goods for parties, including meats, snacks and desserts, along with gift ideas such as flowers.

John Pattison, Londis brand director, said: "The pre-sells are part of our



overall commitment to improve the choice, price, and service we provide to our retailers.

"Having a good range of products, combined with longer opening hours and the right locations, will ensure that the Christmas season is a big opportunity for retailers to achieve excellent sales."

One Stop follows Londis on bag levy

One Stop will introduce a 5p carrier bag levy in all of its English stores ahead of new legislation launching next week.

It becomes the second convenience group to announce its intention to charge for plastic bags in its stores, following on from Londis last month.

Stores employing more

than 250 employees must introduce a 5p bag charge as of next Monday under new laws being introduced by Westminster.

One Stop said while its stores were effectively exempt from the legislation, it added that it will introduce the levy to avoid causing confusion among customers.

Andrew King, One Stop franchise director, said: "We want to do everything we can to reduce our impact on the environment and to help our customers recycle and re-use their bags."

Mr King said stores and their local communities would decide which local causes will benefit from the money raised from

the bag charge.

He added that retailers would be supported with PoS kits containing community board notices and window posters explaining the changes.

It comes as Londis announced it is sending similar PoS kits to its retailers who are launching their own carrier bag charges.

NEWSTRADE

Distributor asks for support in 'great sales opportunity' Baywatch star returns to FHM cover

Frontline calls on indies to give men's mags push

by Nicola Stewart

Frontline is asking independent retailers to support a significant sales push on nine of its top-selling men's titles throughout October.

The distributor is increasing supply of FHM, Stuff, Zoo, Four Four Two, Kerrang!, BBC Top Gear, Autocar, Classic Car Weekly and F1 Racing into independent stores, as well as sending out 2,500 PoS packs.

Senior sales development manager Susan Hefferon said: "We have carefully selected independents where we believe there is a sales opportunity and I would strongly recommend that if they receive any of these nine titles, they display the magazine front of fixture to drive impulse sales.

"The front covers are a great sales tool and are designed by the publishers to attract customers' eyes."

The sport, men's lifestyle



and motoring sectors are worth £27.8m per year to the independent channel and retailers are encouraged to take advantage of any promotional material available, she said.

Frontline publishes more than 50 titles across these

sectors, as well as the music category, and October to December is a peak time for special issues offering added-value content.

The next issue of Stuff, for example, is the title's 200th, and with features looking back at the past 199

issues, it is expected to sell an additional 5% of copies compared to the previous issue. FHM, on sale 3 October, is also expected to benefit from additional sales this month, with Pamela Anderson returning to the cover.

Launch is delayed by blaze

Geckos & Co, a new toy collectable series from De Agostini, went on sale a week later than expected after a ship carrying them to the UK caught fire at a dock in Rotterdam.

The toys went on sale on Wednesday, supported by a multi-channel TV advertising campaign that runs for four weeks, along with social media marketing.

Orders from wholesale will be supplied in counter display units containing 20 packs, and retailers are asked to display them on the counter where possible.

Cumbria magazine new look

Country Publications is celebrating Cumbria magazine's 68th year of publication by relaunching the title with a fresh look and feel.

The monthly has undergone a complete redesign and the first new-look issue is on sale now with a cover price of £2.90.

Retailers who are allocated the title are asked to display it alongside similar titles such as Country Life, BBC Countryfile, Cumbria Life and Lancashire Life.

Sudoku's for free

The November issue of The Dolls' House Magazine comes with a free fairy-tale-themed Sudoku magazine.

The monthly title, priced at £4.99, is a premium quality title for dolls' house and miniatures enthusiasts and collectors.

This issue also features a miniature wizard's castle on the cover and looks at the history of fairy tales and projects including a woodland fairy dress.

Cycling mag takes relaunch seriously

Time Inc has relaunched monthly title Cycling Active in a bid to position it as a brand for "serious road cycling enthusiasts".

The new-look title, on sale now, has a redesigned logo, along with a fresh layout and increased use of photography and content.

Aimed at road cyclists

wanting to advance their skills and test their stamina by participating in serious events, the title now has a stronger focus on the best and most renowned sportswomen in the world.

Acting editor Garry Coward-Williams said: "Since introducing Cycling Active to the market six

years ago, our audience has transitioned from being either new or returning cyclists wanting to get back on their bike to being serious road cyclists investing more time and money into the sport.

"Cycling Active has relaunched to reflect how our audience has advanced

over the years, providing new training programmes for the tougher rides they are embarking on and more advanced equipment to match their skill."

Cycling Active has a cover price of £4.75 and should be displayed prominently alongside other cycling titles.

Glasgow photographer launches monthly

A press photographer has launched a new monthly photography magazine in Glasgow with an initial print run of 10,000.

Brian Anderson, who previously worked for News of

the World, is publishing the title called Glasgow Eyes, which will be sold through independent stores at an introductory price of £2. The first 32-page edition of the A5 sized title, on sale now,

features exclusive pictures of music icon Pete Doherty. Glasgow Eyes has already had a digital run of four successful editions.

Mr Anderson said: "Glasgow Eyes will be the

first picture magazine for the city and will feature news, reportage, street music and showbiz."

He plans to expand to supermarket chains in the future.

NEWS

PRODUCTS

Doritos added to Walkers flash mob

PepsiCo is following up a summer pricemarking campaign on its core Walkers crisp lines by adding 50p price flashes to its Doritos chips from this month.

The launch of the value-led packs will tie in with the manufacturer's latest 'Gameready' promotion giving away tickets to Champions League football matches on its crisps, snacks and soft drinks.

PepsiCo is supporting the pricemarks by producing a new three-case Doritos stacker for independent stores.

Field sales director Matt Goddard said: "By reviewing and extending our ranges on an ongoing basis we continue to demonstrate our support for independent retailers and the crisps, snacks and nuts category."

Making a (lemon) mint with Trebor

Lemon Mint is the latest flavour being added to Mondelez's Trebor range this month.

The new line (RRP 51p) will launch with updated pack designs introduced to existing Trebor products earlier this month, and will be supported with PoS material.

Mondelez claims Trebor is driving strong growth in the mints sector, with sales of the brand growing 5.7% in the past 12 weeks.

Heineken announces multimedia blitz Firm also unveils £2m Foster's Rocks campaign

Heineken pushes the boat out with Bond branding

by Steven Lambert

Heineken is raising the profile of its lager brands this month with the launch of two multimedia marketing campaigns.

The manufacturer has renewed its relationship with the James Bond film franchise with a TV campaign starring actor Daniel Craig in his 007 guise.

The ad sees the secret agent making a daring escape during a high speed boat chase, and will be used to grow awareness of upcoming Bond film, Spectre. Heineken will promote the activity further with a digital and social media campaign.

Meanwhile, Heineken is backing its recently launched Foster's Rocks flavoured beer with a £2m



marketing campaign called 'Rum Unleashed'.

The activity will see the brand featured on radio stations including Capital FM and Kerrang and on billboards and posters in major cities.

In addition, 300,000 samples of Foster's Rocks

will be distributed among shoppers in various city centres and at universities.

Foster's Rocks was launched by Heineken in two flavours, Spiced Rum and Classic Rum, in August in a bid to address an increase in young adults looking for spirit beers.

Ifeoma Dozie, brand director at Heineken, said: "The Rum Unleashed campaign will drive interest in the new product and the overall beer category, as well as the Foster's brand, through a variety of relevant media touch points."

Stock up on Kleenex – and win a new van

Independent retailers are in with a chance of winning a Citroen van in Kleenex's first ever cash and carry competition.

The tissue brand is offering rewards to convenience store owners who buy one or more Kleenex products for their store.

One lucky winner will receive a new Citroen Nemo Hdi 75 590 Enterprise van for their business, with eight Apple iWatches also up for grabs for runners up.

To register, store owners need to purchase one Kleenex Mansize Quad Pack, Kleenex Balsam Quad

Pack or Kleenex Balsam Hanks display tray from a participating wholesaler, and upload a photo of their receipt online.

The competition will run until 31 January and will be used to promote Kleenex products during the cold and flu season.

Karel VanderMandele, marketing director at manufacturer Kimberly Clark, said: "We want to reward our loyal cash and carry customers who regularly buy Kleenex. But to also encourage potential new customers to purchase our must-stock range."

New desserts are going to sell like Hot Cakes

Premier Foods has expanded its range of Cadbury cakes with the launch of Hot Cakes desserts.

The product (RRP £1.79) combines chocolate sponge

with either a chocolate or butterscotch filling, and can be eaten both hot and cold.

Premier said the new lines will be targeted at

existing Cadbury cake buyers, adding that it will broaden the appeal of the range among different age groups.

The manufacturer said

sales of Cadbury cakes were currently up 7.5% year on year compared to a 2% rise in sales for the total cake market.

Hot products for your shopping list



Hot Cakes desserts from Cadbury come in two variants



Doritos will be getting a 50p pricemark from this month



Kleenex is offering a new Citroen van as a prize in a cash and carry competition

CAMEL

RE-SHAPING AN ORIGINAL



**New look, same smooth tasting
American blend cigarette.**

NEWS

PRODUCTS

Weekend of rugby on offer

Drinkers of Bombardier beer will have the chance to win a weekend in Paris or thousands of rugby-themed prizes in the brand's latest promotion.

The offer will feature on 200,000 four-pack cans of Bombardier alongside 600,000 500ml bottles of Bombardier Burning Gold and Bombardier English until 31 December.

Every pack has a unique code which will give buyers the chance of winning an exclusive Bombardier rugby shirt or money-off voucher. One lucky fan will also win an all-expenses paid trip to Paris for a long weekend of rugby next season.

Emily Hudson, Charles Wells' English ales marketing manager, said: "We're rewarding Bombardier drinkers with a great prize to share with their mates."

Six from Aryzta

Aryzta Food Solutions is gearing up for Christmas with its festive range of sweet and savoury treats that includes six new offerings this year.

The in-store bakery range features four Christmas-themed muffins, a selection of mince pies, a gingerbread reindeer, a Christmas cornflake with holly decoration and a luxury mince shortcake.

Savoury products will include a festive sausage roll, and a light puff pastry slice.

The Christmas range is available with PoS material including shelf display units and posters.



Black cabs turn Blue

E-cigarette brand Blu is painting the town blue with a fleet of branded taxis to raise awareness and promote the company's sponsorship of the Reality TV Awards, which will feature stars such as Jamie Laing of Made in Chelsea fame (pictured). A total of 65 cabs will hit the road for 18 weeks wrapped in Blu branding with the tagline "flavours with oomph!".

Promotional packs to offer gift vouchers 'Aim to drive long-term growth of the category'

Carling Christmas code will unlock festive sales

by Steven Lambert

Molson Coors is getting into the Christmas spirit early with a Carling on-pack promotion giving away gift vouchers to shoppers.

The offer will give Carling buyers the chance to claim £10 off and free delivery on purchases of more than £40 from website Giftcave.com.

Consumers can redeem codes running on more than 10 million promotional packs, which includes 10, 12, 15 and 20 x 440ml can packs of Carling, 10, 12 and 15 x 440ml can packs of Carling British Cider and 12 x 330ml bottle packs of Carling Zest Citrus.

The campaign launches this month and runs through to December, with

vouchers redeemable until 30 April 2016.

In addition, smaller Carling packs will offer £5 Giftcave vouchers, which can be redeemed through Carling's iPint app.

Jim Shearer, brand director for Carling, said: "By creating promotions that deliver added value, we hope to drive long-term sustainable growth of the lager

category."

Meanwhile, Carling will be further supported during the festive season with a redesign on its lager multipacks.

The move will see 24 stereotypical Christmas characters featured on cases and cans, with examples including 'The Mistletoe Lurker' and 'The Knitwear Ambassador'.

Merchandising advice gets gums moving

Retailers have reported a jump in their chewing gum sales after taking on merchandising advice from Wrigley.

The manufacturer has been helping local stores in London by providing them with LED-lit gum displays

and reorganising ranges.

Amit Patel of News, Food & Wine in Sutton said his sales have increased by 30% to 40% since working with Wrigley. He added: "More customers are taking notice of the Wrigley stand because it's so bright, and

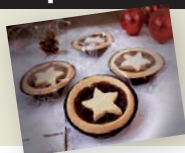
so our chewing gum sales have been better."

Ushma Amin of Londis London Road, Sutton, said: "We didn't used to do the chewing gum bottles but since we've put them on the new stand based on Wrigley's advice, they are selling

well even at full price."

Wrigley field sales representative Raj Jadeja said: "We encourage all retailers to work with their local Wrigley representative to find out how they can improve their gum offering and maximise profits."

Hot products for your shopping list



Aryzta's festive range includes six new offerings



Bombardier is offering a rugby-themed Paris trip as a competition prize



More than 10 million Carling packs will promote a giveaway offer



LOCAL SHOP SUMMIT

Display ban and beyond

Meeting the challenges that lie ahead

When you consider questions around compliance, changes in legislation and opportunities offered by new products, sharing knowledge and advice about the tobacco category has never been so important for convenience retailers.

That's why global tobacco manufacturer JTI will be leading a live session during the **Local Shop Summit, at Lord's Cricket Ground on Wednesday 14 October**. Alongside expert panellists and proactive retailers, JTI will be discussing the many ways businesses can adapt to the changing landscape of the tobacco category and how they can maximise sales.

"Through our award winning sales force and brand portfolio we continue to support retailers in maximising profits from tobacco and the rapidly developing e-cigarettes category," says **Jeremy Blackburn, head of communications, JTI**.

"Retailers need the support of suppliers across the industry to tackle the many challenges and opportunities in the sector. This is why JTI has partnered with the Local Shop Summit to share ideas and views about the world of convenience retailing."

What does the future hold? The tobacco market is constantly changing and, as such, offers many opportunities. One of the biggest trends to emerge within it recently is the growth of e-cigarettes – a category that is still relatively unknown for some retailers. JTI will be on hand to answer questions and help you understand how e-cigarettes can work in your business.

So whether you're looking for advice on supporting your staff, have experience to share on protecting your profits from the illegal trade in tobacco or are keen to discover emerging products, attending JTI's Local Shop Summit session is valuable for your business.

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NEWS

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@RetailNewsagent for expert advice to help you grow your sales

Hunt on for ATM ram-raid thieves

Thieves made off with a “five-figure sum” after using a stolen JCB to smash into an Essex newsagent and steal a cash machine.

Up to eight people are believed to have carried out the ram-raid at Martins newsagent in Prentice Place, Harlow.

The ATM was removed from an outside wall, causing “substantial damage”, then loaded on to a van, it has been reported.

It is believed the thieves made their escape in the van and a red Audi car. The digger, which was damaged in the raid, was abandoned at the scene.

Police are investigating whether the incident is linked to a raid at a Roydon newsagent earlier this month.



Shopkeeper fights historic booze ban

Shopkeeper Kamal Sharma is fighting a historic ban stopping him from selling alcohol at his newsagent based in Birmingham village Bournville – which was built by the Cadbury family for their chocolate factory workers. Mr Sharma said Mary Vale News has suffered a 20% drop in sales in the past year and he needs to diversify to protect his business. He recently already added fruit and vegetables, but said that doing so has failed to boost sales. More than 400 customers have signed a petition backing his application to sell alcohol, but the request has also been met with strong opposition. Mr Sharma told RN he is aware of a number of venues in the village already selling alcohol, adding: “There shouldn’t be one rule for me and another for others.”

UK stores cut back by 35% in preparation for National Living Wage Fall ‘significant’, says ACS

Convenience investment falls as Living Wage bites

by Gurpreet Samrai

Investment in the convenience sector has fallen by 35% as retailers prepare for the introduction of the National Living Wage, the Association of Convenience Stores (ACS) has revealed.

Stores across the UK invested £116m in their businesses during the last three months compared to £177m in the previous quarter.

The south west remained the area with the highest level of investment while

London saw the least. Meanwhile, refrigeration remained the most popular form of investment, followed by shelving, store signage and in-store lighting.

The ACS also found the majority of retailers (68%) are using their own reserves to fund investment in their store, with just 5% of independent stores going to banks for funding.

James Lowman, ACS chief executive, said: “Convenience stores are still investing in their busi-

nesses, but this has fallen significantly over the last three months as retailers begin to make tough decisions about where to cut costs to prepare for the impact of the upcoming National Living Wage.

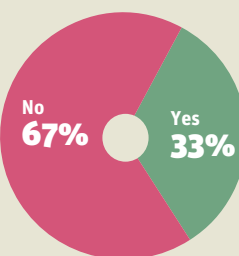
“We know from our research that retailers cut staff hours in their business when wages go up, and we expect this impact to be even greater when the sector is faced with £167m of extra wage costs next year.”

The ACS also found optimism in the convenience sector has fallen to its lowest level since August 2013.

Mr Lowman said: “Government policy since the election has been bad for local shops.”

He cited the introduction of the carrier bag levy which excludes small retailers, the National Living Wage and plans to devolve Sunday trading hours to local authorities as examples of policies that could “hurt small stores”.

RN READER POLL



Under Jeremy Corbyn, will the Labour Party offer policies which better serve the needs of small businesses?

NEXT WEEK'S QUESTION

Is preparing for the National Living Wage stopping you from investing in your store?



Have your vote now

Go to betterretailing.com/retail-newsagent

JTI launches cigarettes recycling scheme

Tobacco manufacturer JTI is launching a new recycling initiative across the UK for cigarette butts and associated waste.

Green-fingered retailers can sign up to be a collection point for the Cigarette

Waste Brigade – a partnership between JTI and TerraCycle, which develops solutions for hard-to-recycle materials.

Cigarette and cigar butts, ash, used and unused cigarette filters, rolling papers, inner

foil packaging and outer plastic packaging will all be accepted, with retailers asked to collect the items and send them to TerraCycle free of charge.

Charlie Cunningham Reid, head of corporate affairs and communica-

tions at JTI UK, said: “The Cigarette Waste Brigade is also a great opportunity for retailers to play a prominent role in their local communities by recycling cigarette waste that is being generated near their premises.”

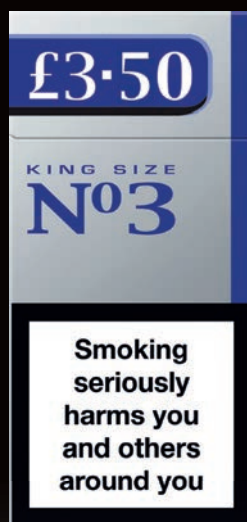
Nº3

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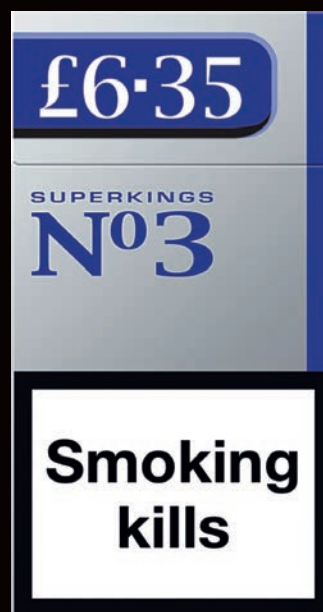
200/190 No3
King Size 19s



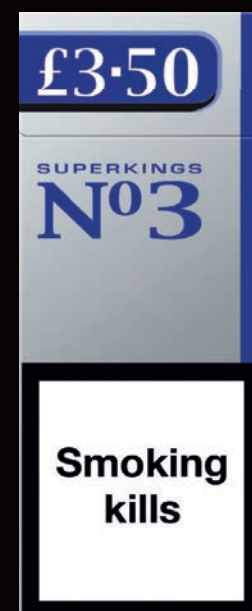
200 No3
King Size 10s



200/190 No3
Superkings 19s



200 No3
Superkings 10s



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The Star performer

The Sheffield Star was crowned Daily Newspaper of the Year at the O2 Media Awards for Yorkshire and the Humber last week.

The Star's sister title The Yorkshire Post was also highly commended in the daily category and was voted Team of the Year for its coverage of the Tour de France.

Meanwhile, the Scunthorpe Telegraph was named best weekly newspaper.

Nicola Green, director of communications and reputation at O2 UK, said: "With record numbers of entries this year the panel found it even harder to select the shortlists and eventual winners."

During the evening the regional media was also praised for its "complete professionalism" by the sister of a schoolteacher murdered as she taught a lesson at Corpus Christi College in Leeds.

'Alchemist' tributes

Colleagues of Joe Woods, who established Beverage Brands, have paid tribute to the "true drinks alchemist" who died last month.

Mr Woods established Beverage Brands in 1992, which grew into a multi-million pound business following the development of products including Caledonian Clear, Woody's and WKD, and became part of The SHS Group in 1994.

A statement made on behalf of The SHS Group said: "We should acknowledge his talents for creating innovative, memorable and iconic brands...he was a true drinks alchemist."

Correction

Mandeep Singh is the owner of Singh's Premier in Sheffield. We are happy to correct this.



Vip and Jo pitch in for charity

Vip and Jo Measuria joined the One Stop Franchise team on the pitch during half-time at a Derby County v Burnley game to present a cheque totalling £500 to the Derby County Community Trust. The funds were raised during a party at the couple's Prior Way store in Borrowash, Derby, which celebrated it becoming One Stop's 100th franchisee. Pictured are Paul Newman, Derby County's community manager (far left), receiving the cheque from Vip and Jo Measuria (holding cheque) and members of the One Stop Franchise team.

Cashback scheme pays dividends in village store More than 200 shoppers signed up since July

Lyonesse loyalty scheme is 'boosting my footfall'

by Steven Lambert

A West Midlands convenience store owner says he has increased the number of repeat shoppers at his business after signing up with an international loyalty scheme.

Baljit Bargotta, owner of Snitterfield Village Store near Stratford-upon-Avon, has been working with Lyonesse and its cashback card system to offer customers the chance to save

money on weekly grocery purchases.

The scheme offers users up to 5% cashback of the purchase value of their shopping at participating Lyonesse stores. When shoppers have accumulated £9 in cashback, the money is transferred directly into their bank accounts.

In addition, Lyonesse members receive 'shopping points' for every purchase, which can be saved up and redeemed on various

special offers at Lyonesse merchants.

Mr Bargotta said more than 200 shoppers have signed up to the scheme since introducing it to his business in July.

He said a further 30 shoppers have registered following an open day to promote the scheme, which took place last Friday.

"It's a good system for us as customers can save money whenever they use

it, so it keeps them coming back to the store," said Mr Bargotta.

"With Lyonesse, we're also now able to offer gift cards to people for places like Argos and Costa, which have also been popular."

Mr Bargotta's open day also included a coffee morning to raise money for Macmillan Cancer Support, while customers had the chance to speak to local MP Nadhim Zahawi.

Newsagents making the news

Newsagents are proving to be a valuable source of news and contacts as publisher Archant encourages everyone working for the group to turn reporter.

David Galletly, retail sales manager for Norfolk, and his colleague Ian Condron, who has the same role in Suffolk, told an

NFRN Eastern Counties district council meeting that the company's 550 staff in Norwich were all helping the business.

Mr Condron gave the example of a member of his staff who saw a lot of police activity, discovered it was a chase and tipped off the East Anglia Daily Times

newsdesk, which led to a front page story.

But NFRN members are also playing a role. Veteran member David Starling revealed that unusual black tomatoes he had grown were featured in the Eastern Daily Press and the North Norfolk News - together with photographs

he had taken.

Great Yarmouth member Ralph Childs added: "We discovered that an old wall was being restored and people asked to donate a stone - and pay £10 to charity."

"It was a great cause and when we heard about it we tipped off the local paper."



LOCAL SHOP SUMMIT

Fresh 'n' chilled vs hot food-to-go What's the occasion?

No matter who, what or where your shop is, fresh 'n' chilled and hot food-to-go are ideas that could work for you and must be considered. They are two key growth areas in convenience retail and are crucial if you are looking to take your shop to the next level.

Whether you're considering introducing a small selection of fresh fruit and veg, a coffee machine, a larger produce section which includes fresh meat, a shop within a shop or a fully-fledged café, this session led by Booker Wholesale at the **Local Shop Summit, held at Lord's Cricket Ground on Wednesday 14 October** will help you decide how to tailor your approach it.

Alongside expert panellists and proactive retailers, Booker Wholesale will be discussing how to get these key growth areas right. Whatever stage you are at in developing your strategy it's important to take time to do it well, analyse your customer base and customise your shop's offer to suit your shoppers.

"Fresh and chilled foods along with food-to-go are a massive profit opportunity. If retailers get this category right, it has a proven track record to drive footfall. Through this session, I am looking forward to discussing best practice and sharing advice to maximise both sales and profits for retailers," says **Martin Swadling, director of Premier for Booker Wholesale**.

Investigate your opportunity in fresh 'n' chilled and hot food-to-go, understand how they can work together to drive basket spend, and work out your next steps by attending Booker Wholesale's interactive Local Shop Summit session.

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YOUR REGION

NFRN DISTRICT AGM REPORT LONDON 15.09.2015



Tim Murray reports from the NFRN London district council meeting

London leads way in amalgamation

The amalgamation of branches and how best to encourage members to take a more active role in the federation was a key topic at the London district council meeting.

Many members suggested London was a shining example to other districts throughout the country. Hitchin member Pravin Shah said: "London district branches are performing fantastically well."

District president Devendra Patel added: "We in London want to show other districts and branches how to improve."

While some, such as Fulham branch, had not been entirely successful, the amalgamation of branches such as Oxford and Reading had boosted attendance.

"Restructuring doesn't mean throwing away branches that are successful," said Richmond and Kingston member Omkar Patel.

While most agreed that amalgamation was a last resort, the example of national president Ralph Patel's own branch, Croydon & Bromley, which he reinvigorated, was held

up. London South West member Tom Searle said: "Look at Ralph's branch - it only needed one person to be the catalyst."

Another plea to use helpline

Members were once again encouraged to call



Retailers are beginning to look at the new pension legislation

the helpline to report any problems with deliveries or credits.

Issues with late deliveries were touched upon, with Southend member Graham Cook noting: "We've had abysmal delivery times over the past few weeks."

Devendra Patel pledged to raise the issue with wholesalers, while Tom Searle reminded retailers: "Use the helpline, it's what it's there for."

Mr Searle was also promising to pursue news wholesalers about carriage charges, especially at a time when fuel prices were showing no signs of increasing.

"Nobody seems to know how Smiths cal-

culates the charge," he said. "I've asked our chief executive and anyone I can think of, no-one knows. It's something the district should be alarmed about."

Members told to make some noise

Retailers were reminded again to make their voices heard on other issues beyond late deliveries. They were urged to use the NFRN website and speak to their local MPs about issues such as Sunday trading.

London North member Mahendra Jadeja, said: "Members should write to their MPs about Sunday trading."

"My MP is David Burrowes and he's supporting our cause. We should make a bit of noise about this."

Get prepared for pension changes

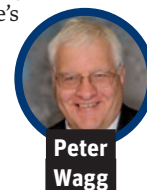
The looming pension legislation, where employers will have to set up schemes for their staff, was discussed at length, with NFRN-

approved Now Pensions outlining the ins and outs of the new requirements.

Peter Wagg said: "I got someone to organise it for me. There's

an awful lot of reading and an awful lot of form-filling. The vast

majority of retailers will not have a staging date until next year. But you need to start familiarising yourself with it."



Peter Wagg

Alternatives to PayPoint

Retailer-friendly schemes from companies such as Netpay and Payzone were outlined to members, with Peter Wagg running through some of the alternatives to PayPoint.

Mr Wagg said: "I've just switched to Netpay, saving me a considerable amount of money every month."

And while, as Pravin Shah noted, "cheques have more or less disappeared", debit card use had exploded. Mr Wagg said: "I have people come in and buy a newspaper with a credit card."

Retailers were urged to find out more through the NFRN website and Shoplink.

Awards alert

Members were urged to become more involved with the NFRN's national awards. While it was too late for this year, Devendra Patel said: "London being a prime district, we should be encouraging our members to get involved more vigorously than before for the awards."



We in London want to show other districts and branches how to improve

Davendra Patel

NFRN London district president

Your say

London is expected to benefit from a £197m windfall during the Rugby World Cup. What are you doing to promote extra sales in your store?



We're in the wrong place - we don't have a lot of

rugby fans. You get the odd mega fan, but we get more football types. It might make a difference when it actually starts though.

Keith Dight
The Paper Shop,
Ashford



The brief answer is - nothing. There is some interest,

but it's always football that wins. If England start doing well and there's lots of coverage, then there might be some interest.

Val Chung
Broomes,
Buckhurst Hill, Essex



We'll have all the magazines in store, ready for if England

do well. There are a few rugby clubs in Luton and I'm sure they'll be packed once it starts, but it's not huge for us.

Pravin Shah
7am-10pm,
Luton, Bedfordshire



Tom Searle

YOUR REGION

NFRN DISTRICT AGM REPORT N.IRELAND 15.09.2015



Kathryn Gaw reports from the NFRN Northern Ireland district council meeting

Stormont date with politicians

Delegates agreed to host an evening reception at Stormont as part of a plan to engage with politicians and raise public awareness.

NFRN public affairs executive Charley Parsons asked council members to put forward their concerns and ideas on how to raise the federation's profile in Northern Ireland.

Key issues included carriage charges, tobacco legislation, rising city centre rates and rents, and the new National Living Wage and auto-enrolment pension scheme.

Ms Parsons said all members should work on engaging with their MPs and MLAs, however she acknowledged this could be difficult given the uncertain state of Northern Irish politics.

It was agreed that once Stormont was back in operation again, members would start to contact MPs and MLAs and to plan the reception.

North & East Antrim member John McDowell suggested there should be a regional spokesperson who was available to comment on any issue affecting Northern Irish members.

District president Judith Mercer agreed, adding that a raised profile would help to inspire the district's members, and get them more involved.

Test purchases information call

Test purchases have been carried out in Northern



A reception is to be held at Stormont in a bid to raise awareness and engage with politicians

Ireland to ensure newsagents are in compliance with new tobacco laws.

Delegates said they would like to see a list of all the areas where tests took place. They pointed out that £17,000 worth of illegal cigarettes was recently discovered in Strabane, and there have been many more unreported instances of tobacco products being sold illegally.

Judith Mercer said one of her stores failed the test, and she now has to go to court. She said the test took place when a part-time member of staff served two girls, who appeared to be over 18. The staff member asked for ID and the girls

said they didn't have it with them, but reassured her they were over 18. The staff member then opened the doors to the cigarette counter, and sold the girls a packet of cigarettes, meaning that two laws were technically broken.

Tentative talks over merger plan

In the absence of an NFRN representative for the South Down area, Judith Mercer asked members how they felt about a merger between South Down and North Down. She added that South Down would still have a dedicated representative.

Ken Chapman said he would not want to go ahead with a merger if it meant Northern Ireland would lose a delegate at the next annual conference.

Broadband cost hits revenue

Ballynahinch newsa-

gent Donal McKay was invited to the September meeting to discuss his ongoing concerns about Payzone.

He told the meeting he was making little profit from his Payzone terminal, and has now been asked to install a broadband line before he can receive a new model.

"I am concerned the ongoing cost of a broadband connection would not be matched by revenue from the new terminal."

Judith Mercer updated Mr McKay on the ongoing talks between the NFRN and PayPoint, adding that while PayPoint is not likely to overturn its charges, "there seems to be more movement with Payzone".

Belfast West member Pauline Schiefer said she had also received a call from Payzone asking that she set up a broadband connection for her new terminal.

Parcel service 'valuable'

Parcel collection services, such as myHermes, Collect+ and Pass My Parcel, had become a valuable source of income for independent newsagents, Judith Mercer said.

She told the meeting her stores had been handling myHermes packages on behalf of customers, with the courier firm paying 35p for every package.

Mrs Mercer said stores simply needed to have a secure place to store packages overnight, and that the transaction process is simple and fast.



I'm concerned the cost of a broadband connection would not be matched by revenue

Donald McKay

Retailer, Ballynahinch



Ken Chapman

Your say

As we enter one of the peak times for collectable sales, how do you plan to promote them in your store?



They come with an A4 poster so I put that in

the window, and I have them on the counter. Match Attax sold well last year, but it's a bit late this year. Youngsters have been asking about them.

Donal McKay,
McKays, Ballynahinch



We have them in around six different

places and we use the posters that they send us. It's all down to placement - we want our customers to practically trip over them.

Judith Mercer,
Hamilton News, Belfast



We put all the posters up and display two full

faces of the starter pack in the window. We usually give a couple out free to a few of the kids who go to the school across the road, just to get interest up.

Ken Chapman,
Ken's News, Belfast

YOUR REGION

NFRN DISTRICT COUNCIL REPORT EASTERN COUNTIES 22.09.2015



Richard Goss reports from the NFRN Eastern Counties district council meeting

React to news, publishers told

Newsagents in East Anglia want publishers to react faster when a big story breaks in their area. Often, retailers found it difficult to get extra copies of newspapers when there was a major local story, members reported.

Localised billboards helped to boost newspaper sales, but Great Yarmouth member Ralph Childs said the system could be improved. "We have big stories on our patch, but although there have been times I could have sold another two dozen copies, I couldn't get them in time."



Ralph Childs

'Challenging' pension changes

Changes to pension rules are proving challenging for many retailers, according to national president Ralph Patel.

He said the scheme would cost employers between 35p and £1.50 per employee per week. Mr Patel said one problem being experienced by members was the reluctance of major scheme providers to get involved in small schemes. He endorsed Now Pensions, which is willing to offer schemes to smaller stores.



Ralph Patel

Paper's fortunes follow football

Sales of one of East Anglia's leading daily papers were revealed, with an Archant sales executive



When Ipswich Town play well, sales of the Ipswich Star follow, members were told

sharing latest figures.

Ian Condron said the East Anglian Daily Times is selling around 12,500 copies a day of its east edition around Ipswich, 3,500 of the west edition centred on Bury St Edmunds and 2,000 in Essex. Mr Condron said sales of the Ipswich Star reflected the progress of the local football club – when it was doing well sales increased – which prompted Ralph Childs to joke that perhaps the sales team should give pep talks to the football team instead of its staff.

Minimum spend for cashback?

The increasing use of cashback facilities by



We have big stories but although there are times I could have sold another two dozen copies, I couldn't get them in time

Ralph Childs

Retailer, Great Yarmouth

shoppers prompted district president Owen Church to support a minimum-spend condition.

Many stores insist on a minimum spend of £5 before handing over cash, but retailers were encouraged to regard it as an efficient and cost-effective way of banking, because it costs no more than physically taking money to a bank.

Mr Church added that the calculations did not take into account the staff time required to bank in the traditional way.



Owen Church

Pressure piles on for Menzies cut

The tumbling price of fuel is putting Menzies Distribution under pressure to reduce its carriage service charges.

The meeting heard that the company was quick to increase charges when fuel prices started to rise a couple of years ago, but had not reduced them in the light of

much cheaper fuel in 2015. Owen Church said the arrangement was inequitable and that Menzies had a moral, if not legal, duty to consider its charges.

The meeting heard that Smith News had introduced a two-year freeze option on delivery charges – and members were urged to consider this option where it was available.

Strong objection

Current campaigns against street-drinking in an increasing number of towns and cities revolved around an agreement by shopkeepers not to stock or sell super-strength alcohol.

But Owen Church said many members would be reluctant to comply with the drive.

He said: "It is totally legal to sell stronger alcoholic drinks and there is no reason why any shopkeeper shouldn't sell them."

Officers sought

The Eastern Counties district council is to make one last effort to find members willing to take on roles in the local branch in Ipswich – before officially declaring it un-officered.

Ipswich member Alwyn Basford told the meeting that two scheduled AGMs had failed to attract a single member and, without officers, the branch faced administrative problems with things like funds.

It was decided to ask a wholesaler to put up £50 – a sum to be matched by the branch – to offer a £100 draw to members of the Ipswich branch going to the next meeting.

Your say

How will proposed changes to laws around Sunday Trading affect your store?



The Sunday Trading plan is a mess. It's a mish-mash of plans and you may get one situation where one local authority allows extended hours and one doesn't. As usual it's a proposal that's been designed on the back of a cigarette packet.

Owen Church,
Post Office Stores,
Great Yarmouth



As a retired newsagent, I am watching as to how the proposed Sunday Trading laws may affect shopkeepers. The independents are already struggling to make a profit and this would make trading more split than ever and, in my view, a free for all.

Alwyn Basford,
Suffolk



We have a meeting lined up with our local MP Brendan Lewis and Sunday trading will be on the agenda. I'm personally against a change in the law, not just for my shops but for all shops and staff in the area.

Debbie Turner,
Your Ideal Shop,
Great Yarmouth

LETTERS

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MENZIES MALICE OR INCOMPETENCE?

There is an old adage that you should never ascribe to malice that which can be explained by incompetence. Sadly, in the case of Menzies I can no longer believe this to be true.

We recently changed our magazine shelving around and so decided to take advantage of the NFRN's NewsPro scheme to review and modify our range. We spent a few hours going through the data with our RDM, submitted all the data to Menzies and requested we be put on full constraint. That was over three weeks ago and

Menzies still hasn't applied the changes. We also have outstanding restitution claims from July and August, which are yet to be paid. Someone from the call centre said our branch would ring us to explain what was happening and when we would be paid out. We are still waiting.

Then there is the issue of partworks. Or rather the lack of partworks. This morning we should have got the car title Classic American. Instead we got part 131 of Marvel Fact Files. I presume somewhere

another newsagent is wondering why his Marvel partwork order hasn't arrived. Rather like we were yesterday when trying to explain to customers why we haven't got The Art of Crochet or My Zoo Animals collections.

As I said – is it malice or is it incompetence? I'm struggling to decide which.

Chris Blakey
The Paper Shop,
Halifax, West Yorkshire

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

Menzies needs to get it sorted at Wakefield

We have two accounts with Menzies, one out of Leeds and the other out of York.

We have received notification from York that our carriage service charge will increase this week from £36.27 including VAT to £39.23 (the letter doesn't state whether or not VAT is included in the new charge). This is an increase of £2.96 or 8.16%.

Meanwhile our Leeds amount will go up by even more – from £34.29 to £37.81 or an increase of 10.26%.

I'm not one to bemoan Menzies, but please get Wakefield sorted. We are lucky enough to be five minutes from the depot and can get there when there are re-runs etc., but many of your customers can't.

Martyn and Kate Brown
News-2-You,
Leeds

Menzies did not respond to

RN's request for a reply to this letter.

Wakefield move has resulted in ongoing shambles for my store

Once again we are expected to pay more for an ever decreasing level of service from Menzies.

I keep a log of my fuel cost/mileage and can say definitively that my mileage has increased by 15% in the last 12 months, while my costs have fallen by 5% in the same period.

So my falling sales must be catastrophic to outweigh those figures. Well, maybe they are.

Since Menzies moved magazine distribution to Wakefield the results are an ongoing shambles.

Here is a list of items I have not received in the last 10 days: Grazia, Inside Soap, Total TV Guide, Chat, Fun to Learn Peppa Pig, Pick me Up, Real People, Take a Break, That's Life, Tattoo Ideas, Beano, Build a Mallard,

Marvel's Mightiest Heroes, New Art of Crochet, Marvel Chess Collection and Mr Men Little Miss. These are bread and butter titles.

When I contact Sheffield I am told "magazines are nothing to do with us". Who are they to do with? Is anyone taking ownership of this problem?

I understand that when the tote boxes arrive it is a 'free for all' among the drivers, and track and trace is simply ignored.

Which might explain why I am being pursued for £12 for a tote box that has never been near my shop.

Tote box 00892033 is not on my premises. Maybe it has all my missing women's titles from last Thursday in it? Wherever it is.

Steve Maxwell & Sue Shutt
Smith's News,
Doncaster

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

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

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Diary of a Retailer

Kelly Phillips

S & K Phillips
News, Ystrad



Kelly has been visited by her News UK

rep Ken Mitchell and has been discussing the benefits that offering a good home news delivery service bring to her store.

When asked how she makes her HND service successful, Kelly says that advertising and delivering on time are the two main things that help to drive her business. She puts posters advertising HND around her store and in key high footfall areas to attract new customers. She also ensures her deliveries are made on time seven days a week by having a good working relationship with her paper deliverers, one of whom has been working with her for nine years.

HND is a really important part of Kelly's business because her long-term delivery customers visit the store two to three times a week to buy other products as well as coming in weekly to pay their news bills. Kelly's tip for other retailers who are looking to expand their HND service is simply to offer a reliable service seven days a week. Doing so, she says, will help you to gain loyal customers, who, once they have started receiving home delivery, will continue to use the service. Kelly says she still delivers to customers who started their news deliveries when she opened the store. Kelly also offers promotions such as the 12 weeks free home delivery offer from The Sun and The Times to all her casual news customers to encourage them to buy papers from her store more regularly.



CONTACT NEWS UK FOR MORE INFORMATION

OPINION

Do you want to see your views in RN?

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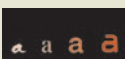
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YOUR SAY Do you have confidence that the new Enterprise Bill will help your business?

Adrian Rodda

AR News,
Harrogate

When it comes to the Enterprise Bill I'll believe it when I see it. And when it comes to David Cameron I don't trust anyone who allegedly puts their privates in a pig. The red tape around small business is ridiculous. If they can cut red tape around insurance, I'd be very happy, but as I said, I'll believe it when I see it.

Raaj Chandarana

Premier Tara's News,
High Wycombe

The Enterprise Bill is one of those things that I'll only have faith in when I see it making a difference on the ground. Sometimes I think these plans are designed to get votes and I question whether the cost and time incurred in getting a bill through parliament filters down to the grassroots and whether we really see practical benefits.



Retailers are sceptical David Cameron can deliver the Enterprise Bill's promises

Chaz Chahal

Costcutter,
Bromsgrove

I'm a bit sceptical about government. When they're in a new term they always say they're going to help small business, but I

don't think we see it on the shop floor. In fact, there are more examples of them increasing red tape than reducing it, with the Living Wage and tax on tobacco. It feels like a never-ending struggle against the big boys.

YOUR STOCK OTC medicines are already launching products and campaigns ahead of the cold and flu season. How are you stocking up for the winter?

Sunita Kanji

Family Shopper,
Bolton

We definitely sell more branded products like Lemsip, Vicks, Nurofen, Tixylix and Calpol, but we sell all of those in the summer too. I think people do presume that when they pay for a brand they are going to get

better quicker. I keep my stock very visible behind the till, and at this time of year I usually put a call out on Facebook to remind customers we stock medicines.

Les Gilbert

Better Buy Local,
Chard, Somerset

Because I'm primarily a newsa-

gent, I have a small offering and tend to stock Booker own brand medicines or branded names on special offer to keep a reasonable price point. I'm not sure these products only sell in the winter, but I think consumers are becoming wiser to branded labels not always being better - it's something that the discounters have introduced and it's filtering down.

Terry Caton

Londis,
Chesterfield

As soon as the weather gets colder, the medicine category is one we start thinking about. I've got a selection of own brand and branded products and both do well. Customers are increasingly price-conscious though. I keep a small selection of medicines behind the till but I also keep some cold and flu remedies on open sale.



The cold and flu season will soon be upon us

YOUR ISSUE

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RN SPOTLIGHT ON NEWS UK'S RETURNS PROCESS

In the past couple of months, at least six RN readers have contacted us after experiencing problems with missing newspaper credits from News UK Direct.

It has been the same story in almost every case. Retailers tell us they are returning a certain number of copies, and then are credited for a lesser amount. Claims to recover the missing credits are then rejected because the number of copies returned allegedly does not match the number of copies the retailer is claiming for.

In most instances, it comes down to the retailer's word against the publisher's records, and it seems to be the records that determine the outcome.

London retailer Navin Bhuptani, of Goswell News in Islington, became so frustrated at persistently missing credits on The Sun, that he invited us to his store to see his returns process.

Mr Bhuptani told us he not only had regular inconsistencies on his returns, but had also missed out on a £152 credit because an envelope of vouchers had somehow failed to be processed. (Fortunately, News UK eventually agreed to pay for these vouchers as a gesture of goodwill.)

RN spent three evenings at Mr Bhuptani's shop to see for ourselves if there was anything at his end that could be contributing to the discrepancies.

Each night, his unsold Suns, Times and Wall Street Journals were carefully counted and tied together securely by string, with his correctly filled-in returns note sellotaped to the bundle (pictured inset). This was then locked in his security box to be picked up the



NFRN London district president Devendra Patel, centre, using the TWI scanner at News UK's logistics support centre

following morning. It seemed fail proof.

So, our attention turned to the publisher. Richard Johnstone, head of wholesale and logistics services at News UK, invited RN, along with NFRN representatives, to the logistics support centre in Broxbourne to see its returns process first-hand.

Situated on a junction off the M25, it is the base for 43,000 direct to retail deliveries made into London each week. Drivers are equipped with Motorola 'scan guns' that feedback real-time updates on delivery progress, proof of delivery by barcode scanning at stores and alerts for failed deliveries. Collection of returns is also fed directly back into the master system.

The hub processes an estimated 520,000 unsold newspapers per week, using state-of-the-art TWI scanning equipment that was introduced six months ago. Operations at the site are constantly

evaluated, with dedicated staff responsible for 'continuous improvement'.

The team responsible for returns cannot understand how mistakes can be happening and after seeing the scanners in action, it is hard to disagree.

Each bundle that comes in has its returns note scanned, and then each paper is scanned one by one.

If a copy fails to scan, the conveyor belt freezes, a barrier comes up to stop the newspaper going down the line, and the operator has to scan it correctly before he can continue. It appears there is little to no room for error.

So, how is it that retailers are consistently losing out on credits for papers they are certain they are returning? It is still difficult to say, but Mr Johnstone does have some recommendations to minimise any margin for error.

Retailers are asked to make sure returns notes are correctly filled in and clearly attached to the cor-

rect bundle. They are also asked to ensure they are only returning titles distributed by News UK and to not roll multiple copies, as it can cause problems.

It is recommended vouchers be treated as cash, and if a retailer is sending back a significant amount, it is advised they send it by recorded delivery.

Lastly, they request that if a retailer does have a problem, that they call the contact centre in the first instance and allow time for the problem to be resolved. If retailers also seek help from the NFRN helpline, it can slow the process down as the case may be entered more than once.

It is understandably frustrating for retailers having to deal with cases of missing credits, and if it continues, please let us know, but after spending a morning in the depot, it does seem like this publisher is genuinely doing all it can to make sure its process is accurate and efficient as possible.

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INDUSTRY PROFILE

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Press Distribution Review Panel

When problems occur in the newstrade supply chain, retailers should make their complaints known to the PDRP, says its chairman Neil Robinson. Otherwise, he warns, issues may go unidentified and solutions will not be found

RETAIL NEWSAGENT Can you tell us what the Press Distribution Review Panel (PDRP) does?

NEIL ROBINSON The PDRP is there to oversee the supply chain's self-regulatory system.

It is not a particularly strong system, but it is based on the Press Distribution Charter and our job is to make sure the dispute resolution part of it is properly run and administered.

We also try to pinpoint issues within the supply chain, suggest ways to improve compliance to the Press Distribution Forum (PDF) and can name and shame publishers or wholesalers who fail to comply.

RN You are currently carrying out a survey asking retailers to review the complaints process. Why?

NR It's essential that the PDRP monitors itself and the quality of the job it does.

We need to know the complaints process is working on a daily basis, so anybody who has gone through the process, or anybody who has a constructive contribution, is welcome to respond.

Hopefully we will identify any areas of concern and be able to put them right.

RN Is the complaints process working?

NR I think so. We've seen the number of complaints increase and we perceive that as a good thing.

It means we are building up a reputation for doing the job we were entrusted with.

It also works in getting things done within the industry. We were

the first ones to identify problems with voucher processing which led to discussions about what was going wrong at PDF level.

The number of complaints has since plummeted.

RN Is there a reason that restitution payments for late deliveries could not be made automatically?

NR From my point of view, it is about due process.

If a situation arises, it is necessary to establish the facts and exactly whose fault it was.

A complaint is very important to the retailer, but also to the industry.

If we don't receive complaints, then we are not able to identify where problems exist.

RN Is the PDRP satisfied the industry is doing all it can to improve on the late delivery of newspapers?

NR Yes, although you could argue the success rate is not particularly brilliant. I do believe that,



If we don't receive complaints, then we are not able to identify where problems exist

individually, the publishers are trying fairly hard. Everybody within the industry must recognise that late deliveries are in nobody's best interest – all parties want to sell as much as possible.

You have to remember though that you're dealing with 50,000 outlets and what must be with the retailer by 7 o'clock leaves the press at midnight.

Lateness will occur and often the problem isn't with the supply chain, it's with editorial.

If Arsenal are playing Tottenham at 8 o'clock and there's extra time because it's a cup match and it then goes to penalties, it's going to be a stretch to get it out on time.

RN What do you wish retailers knew about the PDRP?

NR We are totally independent from the PDF, in fact we fall out with them quite often.

The job we face is exceedingly difficult because we are trying to regulate the way wholesalers, publishers and distributors behave and they complain that any regulations or standards we impose are excessive burdens or costs.

Retailers, meanwhile, think they are really hard done by and inadequately protected.

We are running along a tightrope and what we desperately need is more usage by retailers.

**** Company CV ****

Company Press Distribution Review Panel (PDRP)

Chairman Neil Robinson

Profile The PDRP is a self-regulatory body made up of newspaper, magazine, wholesale and retail representatives, responsible for overseeing the handling of retailer complaints made under the Press Distribution Charter, as well as the collation and publishing of industry data.

Latest news The PDRP is carrying out a survey asking retailers to share their feedback on the complaints process.

JOHN EASTWOOD

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Autumn has well and truly arrived and as temperatures stumble, cold and flu rates soar. John Eastwood looks at the sales data for over-the-counter medicines to discover where the biggest opportunities lie

Warm up your 'colds' sales

With an Indian summer looking increasingly unlikely, there's no better time for us to take a look at sales the OTC medicines sector.

For the past six months the major opportunity for independent stores has been allergy relief and hayfever remedies, such as Piriteze, which have a sales peak in spring and summer. In 2014, these sales totalled £1.3m, a very high level compared with the two previous years.

But if last year was a bumper year for itchy eyes and sneezing, the 2015 hayfever season, usually at its height during Wimbledon fortnight, was far less severe than previous years. The result was a 20% fall in sales value compared with 2014.

Now, however, with the weather cooling, sales shift as the number of cold and flu cases start to climb.

Cold and flu treatments have grown by 3% so far this year. There were reports that the NHS flu jab was largely ineffective, working in only about 3% of those treated rather than 50% normally. This could have driven sales to some extent. Cough treatments are similarly showing growth this year at 2%.

Which other products see the benefit? I have included medicated confectionery from both mainstream confectionery suppliers and pharmaceutical companies in my definition of OTC medicines and they remain a sizeable chunk of the total market. This year to mid-September they accounted for 29% of OTC sales, but the sector is in slight long-term decline, down from 31% in 2012. The value of medicated confectionery in 2014 was £19.4m.

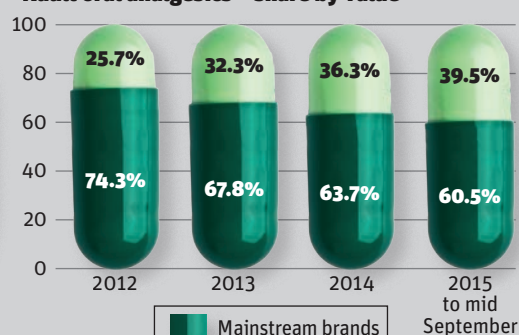
Just behind medicated confectionery, the next largest category is adult oral analgesics, or painkillers, which had a market value of £19.2m in 2014. Sales values in this sector are also down this year on 2014, by 6.8%. The volume decline is somewhat less at 4%. These painkillers are an area

OTC medicine sales in independent stores

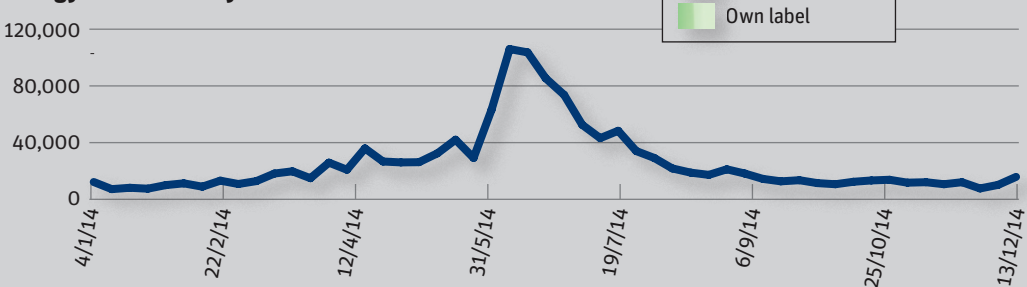
OTC medicines – annual market value



Adult oral analgesics – share by value



Allergy relief – weekly sales value 2014



Major brands have come up against considerable competition from own label brands

where the major brands have come up against considerable competition from own label brands such as Happy Shopper. These sell at much lower prices and now command a share of 39.5% of the market value.

To understand the true extent to which the seasons can dictate the ailments we suffer, you need only take a look at the sales data for Christmas. Weekly sales of indigestion remedies, for example, are almost 50% higher than the rest of the year. Indigestion treatments sold £5.1m in 2014 and have shown a slight decline this year to mid-September. Rennie's is the dominant brand with a 61% share, with Gaviscon, its major competitor, at 31%. The Christmas period predictably shows higher than normal sales of painkillers but this is not as marked as might be expected.

In addition, an area of major growth has been in children's analgesics. A sales value increase of

8% this year means that baby and children's remedies now represent over 7% of the OTC market in the convenience sector.

Once the festivities are done with it's time for customers' New Year's resolutions. Giving up smoking is the most common and probably the least successful of these.

It will be interesting to see the impact of e-cigarettes on the smoking cessation sector – brands such as Nicorettes and Niquitin are in very low distribution in the convenience sector, although traditionally prominent in pharmacies. It highlights one more opportunity in this market.

But by the time that New Year's resolutions are either completed or broken it will likely be time to start thinking about getting your range of allergy relief and hay fever remedies perfected for the start of spring. ●

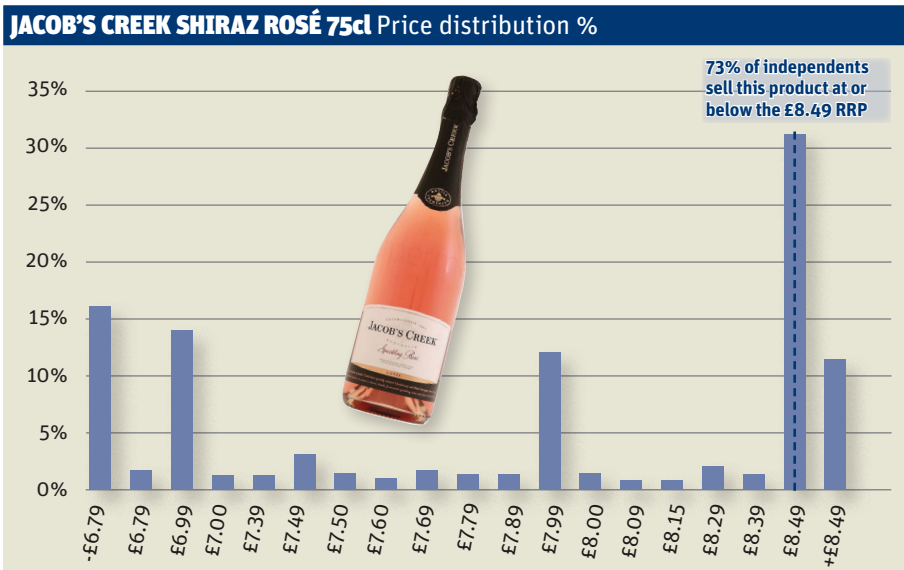
John Eastwood is a data analyst for EDFM

PRICEWATCH

ROSÉ WINE

ROSÉ WINE PRICES AROUND THE UK							
PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Jacob's Creek Shiraz Rosé 75cl	£7.74	£8.49	£7.69	£5.99 (Offer)	£6.99	–	£8.49
Echo Falls Rosé Wine 75cl	£4.94	£6.49	£5.50	£5.49	£5.99 (2 for £10)	£5.49* (Offer)	£7.45* (Offer)
Isla Negra Seashore Merlot Rosé 2003 75cl	£6.79	£5.00 (PM)	£5.00 (PM)	–	£4.99 (Offer)	£4.99 (Offer)	–
Yellow Tail Rosé 75cl	£6.88	£4.99 (P&H offer)	£6.99	£6.99	£7.99	£4.99 (Offer)	–
JP Chenet Merlot Rosé 75cl	£6.69	£6.99	£6.99 (Offer)	£6.79	£5.99 (2 for £10)	£4.99 (Offer)	–
Blossom Hill Rosé 75cl	£5.09	£6.49	£6.50	–	£5.99	–	£7.89
Hardys Bin 161 Rosé 75cl	£5.05	£5.00 (PM)	£5.00 (PM)	£5.00 (PM)	–	–	–
Seven Tenths Rosé 75cl	£5.03	£5.00	£5.00	£4.50	£5.50	–	–
Kumala Rosé 2003 75cl	£6.74	£6.99	£6.50	–	–	–	£5.99 (Zenith)
Casillero Del Diablo Shiraz Rosé 75cl	£6.73	£6.29 (Bestway)	£5.99 (Offer)	–	–	£5.99	£8.99
Three Mills Rosé 75cl	£3.72	£2.99	–	–	£5.00 (3 for £10)	£3.99 (Offer)	–
I Heart Zinfandel Rosé 75cl	£5.79	£4.99 (P&H offer)	–	–	–	£4.99	£5.00

* = White Zinfandel



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

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

Pricing strategies

RETAILER 1

NAME MO RAZZAQ
STORE Premier Mo's Convenience
LOCATION Blantyre, Glasgow
SIZE 1,000sq ft
TYPE neighbourhood

Rosé is our best-selling type of wine and we mark up our prices by 20%, which seems to work well. The most popular wine used to be white, but our customers' tastes seem to have changed, and this segment is even more popular during the summer when the weather's good. Our top three best-selling wines are Distant Vines, Seven Tenths and Echo Falls. Own brands seem to work quite well in wine, as people like trying something that's not immediately a recognisable and mainstream product.

RETAILER 2

NAME IAN HANDLEY
STORE Handley's Newsagents
LOCATION Northwich, Cheshire
SIZE 900sq ft
TYPE village

We sell a lot more pricemarked bottles of wine now and those with £5 pricemarks sell particularly fast. This seems to be our customers' ideal price for an average bottle and is why the Isla Negra and Hardys wine are our bestsellers at the moment. I block rosés vertically in the chiller and put them next to whites. I organise them on three tiers, with the lowest price on the bottom shelf and the highest on the top. This encourages people to trade up to a more premium wine.

Nadia Alexandrou
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 020 7689 3350

RETAILER

3

NAME PARESH VYAS**STORE** Vyas Food Store**LOCATION** Manchester**SIZE** 1,500sq ft**TYPE** urban

I'm sandwiched between a Morrisons and a Tesco, both of which I visit frequently to make sure I'm offering my customers better deals. Right now I've got a sign at the till telling people about a 30% discount on rosés, directing them to 'see the manager' below. When customers ask me, I then give them extra freebies, which change depending on who they are. If it's someone with children, for example, I'll give them sweets, and if it's someone preparing for a party I'll give multipacks of crisps. When Wimbledon was on I offered an extra free bottle of rosé when people bought one case of six.



RETAILER

4

NAME JOHN VINE**STORE** Newsworld**LOCATION** Church Stretton, Shropshire**SIZE** 1,000sq ft**TYPE** high Street

I only buy wine if it's on promotion, as my customers are extremely price-sensitive in this area and will only buy wines at a discount. The only exception is a few white and red premium brands, but rosés are the least popular wines in my store and will only sell on promotion. I source all my wines from Palmer & Harvey, as I'm operating as a Super Shop under a Costcutter fascia. I merchandise all my rosés in the chiller, next to white wine. This category picks up noticeably in summer, but has now slowed down.



RETAILER

5

NAME ADAM HOGWOOD**STORE** Budgens of Broadstairs**LOCATION** Broadstairs, Kent**SIZE** 2,300sq ft**TYPE** main road

I stick to the RRP set by Budgens, which normally avoids pricemarked bottles but runs quite a few promotions instead. The ones on offer, including I Heart Zinfandel and Isla Negra, are selling very fast. In general, however, most of my customers are not that price-sensitive and go for more premium brands, so I make sure I have a good selection. All my wines are merchandised in a chiller near the till that stretches over a corner of my shop. This allows me to merchandise some promoted wines in the middle, which customers are more likely to see.



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ACADEMY IN ACTION

Follow up



Staff Development

In May, P&G's head of emerging channels John Drake visited Kamlesh Patel's Londis store in Manor Park, east London, to discuss staff development. Six months on, what benefits has Kamlesh seen?



Kamlesh's action plan

- Create a formal way to show staff how you are acting upon their feedback
- Introduce active selling at the till. Staff could use their knowledge to sell one additional line a week
- Set targets that challenge staff more and encourage their growth to become leaders

Kamlesh says

"There's always something new to learn and John's visit showed me that. I've introduced active selling at the till so, for example, my staff will tell customers about a Londis promotion on baby wipes if they are buying nappies. I set targets for the staff and tie these in with their knowledge. We were missing some health and beauty lines before, but now we have more and the staff are educated on these to enable them to sell more. I have regular feedback meetings with the staff to assess their performance and I'm seeing more leadership qualities coming through."



Your action plan

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

RETAILER PROFILE



History in the making

Jacqui Bailey is currently in charge of a business that began in 1840. But, as Steven Lambert discovers, the next few chapters in its story promise to be the most exciting yet

Taking over a business with a history dating back to 1840, Jacqui Bailey has sought to combine the heritage of her London Road Bakery store in Lincolnshire with all the elements of a modern convenience store.

The result is a shop where customers can pick up freshly-prepared baked goods made with local ingredients alongside a wide range of fresh and chilled produce, alcohol and grocery essentials.

Jacqui says: "My parents bought the store in 1980 and, after going to university and working as a trainee manager at WH Smith, I came back to the shop in 1993.

"I also took some time off to work as a business manager at Boots. Working for larger companies, you get to see their strengths and weaknesses, and I think that's helped me make improvements at our store."

One of these improvements was growing floor space from just over 600sq ft to 1,000sq ft and introducing more grocery categories to the business.

Jacqui says: "We joined Spar about three years ago and they agreed to help us out with costs for a refit.

"I owned a business next door to the shop at the time, so we knocked into that and increased the shop size by a third."

The move led to the introduction of fruit and veg, new promotional displays and an increase in chiller space from one metre to more than three metres.

Jacqui says: "In the early days the shop used to be shut for two half days. Now we're open from 4.30am to 10pm seven days a week."

Convenience categories have grown dramatically at the store over the last year, with fruit and veg sales up 43% and alcohol sales up 10%.

Jacqui says: "The fact that we can now chill all our beer and wine has really helped. We also take advantage of Spar's 'Fresh for Less' scheme, where we put fruit and veg priced at less than £1 on a promotional display near the front of the shop. We've also used wicker baskets to improve the look of the display."

Jacqui adds that the store's long-standing bakery continues to be a big draw for customers, with sales from this section up 15% over the past year. "We've been doing food to go since 1984," she says. "We're surrounded by industrial estates so we have quite a male-dominated customer base, which is part of the reason why we prepare 600 pre-filled rolls a day.

"We also make jam donuts and egg custard tarts from scratch, and our sausage rolls are made using meat from a local supplier.

"It's still a strong part of the business because it's well known by locals and more shoppers are looking for food provenance."

Jacqui says she now wants to improve her bakery section further by adding a selection of hot ready meals. "It's something



We keep our magazine range tight, so we are constantly looking at the magazines section in RN for the bestsellers and the latest titles”

JACQUI BAILEY



“I’ve found that Facebook is a really good way of recruiting new workers. We’ve had a few people join us after I advertised on there.”

I’m looking into. We get a bit of a lull after lunchtime so this could help us to pick up some extra sales in the evening.”

In addition, Jacqui says she places a big emphasis on staff training to offer excellent customer service to shoppers. “We have 20 full and part-time members of staff and all of them will take part in Spar’s training courses, which range from health and safety procedures to customer service.

“We also have three members of staff who are training to become supervisors, and I’ve found that Facebook is a really good way of recruiting new workers. We’ve had a few people join us after I advertised on there. It only cost me £3 to promote an ad as well, so it’s saved me money.”

With average basket spend growing from £4 to just under £5 and weekly turnover up by a quarter since the changes, Jacqui says she is now looking at ways of creating more space for other sales-driving initiatives.

“We always struggle with space but I’m looking to take down a few walls and introduce more promotional displays.

“I’m also a member of the Spar Guild and I’m hoping to get some new ideas from other retailers.

“At the end of the day, I love what I do and I think that’s the most important part about being an independent retailer.” ●

VISIT MY SHOP

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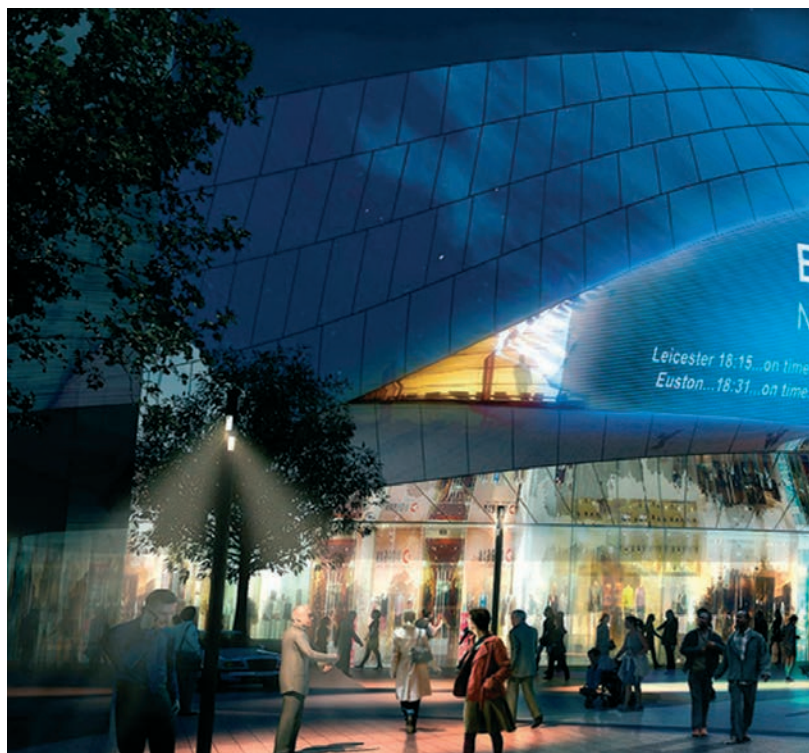


Want to see more of Jacqui’s store? Go to betterretailing.com/jacqui-bailey

NEWS ANALYSIS

With the UK economy still in need of good news – particularly outside London – the buzz in England's second city is something to celebrate. As Tom Gockelen-Kozlowski argues: if they'd asked independent retailers, the secret might have been out long ago

Retail's worst kept secret



It appears that the country's media has discovered a new place, just a few hours north of London. It's called Birmingham, it's situated in an area known as the midlands and it is "enjoying an economic revival" according to one national newspaper.

The excitement has been triggered by the opening of the new £750m Birmingham New Street station, with a new shopping centre – Grand Central – built above it.

Yet, beyond what is obviously an example of huge capital investment in England's second city, there is growing evidence that the midlands as a whole is one of the most economically dynamic regions in the country.

By 2018, HSBC's headquarters will have been relocated to Birmingham while Jaguar Land Rover now employs 36,000 people thanks to £11bn of investment by the company since the closure of Lehman Brothers and the beginning of the recession in 2008.

The good news keeps coming. A Chinese manufacturer – Changan Automobile – last month announced the opening of a 24,000sq ft UK hub in Solihull which will bring with it hundreds of jobs.

Other areas to benefit include Telford – where a Digital Delivery Centre for HMRC will bring 200 much-coveted high-skilled jobs to the town – and the east midlands, where Nottingham and Derby are pushing for government funding



**Sajid Javid
MP is a key
advocate**



**Not enough
people have
heard about
the Midlands
Engine**

(and an extended rail line) to create a joint enterprise zone that could create 10,000 jobs.

In many ways this is an example of the "sustainable private sector growth" which George Osborne had promised as early as his first Budget in 2010. The 83,000 public sector jobs lost in the west midlands over the past five years appear to confirm the rebalancing of the region's economy towards entrepreneurship and private enterprise. It also emphasises the difficulties and pain that have come with the transformation.

A major champion for the midlands' business community is Sajid Javid, appointed business secretary after the Conservatives' surprise



A lot of businesses will look to relocate, I believe

FOUR SIGNS THE MIDLANDS IS BOOMING

Investment The £750m rebuild of Birmingham New Street and the opening of the biggest shopping centre to be built in Europe this year is one of a number of major injections of funds which are creating wealth.

International attention Chinese car manufacturer Changan Automobile

is the latest firm to bolster the growing reputation of the area in the eyes of big businesses worldwide.

Value According to the Office of National Statistics, the "gross value added" – the economic production of an area divided by its population – shows the midlands (on 3.8%) significantly

ahead of London (2.6%) and the south east (2%).

Achievement The announcement in September of the IAA's top 100 stores confirmed the strength of the midlands as a place to operate a fantastic convenience store. Twenty-one of the stores named in the list were located in the midlands.



gent readers, Mr Javid – whose family owned a local shop when he was growing up – knows an economically vibrant midlands is nothing new.

When it comes to independent retail, the area is a colossus. As just one example, more than a fifth of the Independent Achievers Academy's top 100 stores this year lie in the region. Rav Garcha and Paul Cheema, meanwhile, are two of the most recognisable retailers in country and among the Academy's most decorated award winners – in both cases they've spent their retail careers in the midlands.

Multi-site retailer Rav Garcha says that operating in the area – his stores stretch across the region – isn't always easy. "There's so much competition and it can be hard to maintain your position in the community," he says. But the success that he and retailers elsewhere in the area have had suggests this atmosphere is one that pushes them to improve their stores whenever possible.

This theory is supported by one of the most exciting brands to come out of the midlands in recent years: Simply Fresh. The upmarket symbol group has a glut of stores in and around the midlands, from Wil-

liam Henry's store in the Shropshire village of Cleobury Mortimer to the suburban Sukhi's Simply Fresh in Kenilworth, near Coventry.

"Retailers love to meet each other and in this area it's easy for our new store owners to go round and meet other business locally," says Sukhjit Khera, financial director at the symbol group.

The company has, he said, purposefully built up its stores in the midlands and with awards coming thick and fast it's a base from which he thinks they can grow further – particularly with the help that the larger investment from government and international companies.

"With HS2 coming to Birmingham we will only be one hour from London in Birmingham and a lot of businesses will look to relocate, I believe," Mr Khera says.

There will be a pleasing irony if this does occur. With the rest of the world taking so long to see the great business achievement of a region in the heart of England, it would only be right that its attention, when it does come, rewards the legions of small businesses and entrepreneurs that have made the midlands a great place to open a shop for decades. ●

election victory in May.

MP for Bromsgrove, he made his passion for the area immediately clear, telling the Birmingham Post: "A lot of people have heard about the Northern Powerhouse and what the government, particularly the chancellor, means by that but not enough people have heard about the Midlands Engine. I am going to change all that.

"Everyone knows I'm business secretary. They know I'm the member of Parliament for Bromsgrove. But the one thing I want to work on is being known as the biggest advocate of the Midlands Engine inside government."

Yet, just like many Retail Newsa-



It's easy for our new stores to go round and meet other business locally

CHRISTMAS GUIDE



With Christmas approaching, part three of our seven-part Christmas guide focuses on seasonal snacks. With a panel of great retailers to provide advice and all the essential product news, **Nadia Alexandrou** brings you everything you need to profit from the festivities today

How to make sales go nuts

Pratish Kataria

North Leventon Village Stores, North Leventon, Nottinghamshire



Rural retailer

Use own brand snacks as a value option Offering own brand alternatives for my customers' favourite traditional snacks such as mince pies gives a low-cost option for more price sensitive customers.

Focus on fruit and nut snacks Festive fruits and nuts – such as clementines, walnuts or chestnuts – hit their sales peak at Christmas, so it's important to have a good range and

consistent availability at all times during this period.

Offer snacks that customers can share Stocking a range of snacks for people to share with friends and family during social gatherings always goes down well, especially festive favourites such as yule logs.

Nimish Ashar

Newsmarket, Rainham, Kent



Traditional newsagent

Highlight your 'eat now' range As a newsagent in a shopping centre, my



My customers want snacks they can eat during a Christmas shopping spree



Recently joined Spar

THE SPECIALIST

Sophie Towers

Spar Hillingdon Convenience Store, Burnley, Lancashire

Award-winning retailer Sophie Towers is currently in transition, converting her store to a new symbol group and is increasingly valuing the knowledge that she's built up on core categories such as snacks.

So, this Christmas, despite the changes going on around her business, she is eager to continue with some of the proven strategies and ranges she's used previously – regardless of her symbol group affiliation.

"I get a lot of parents shopping for their children in my store, and over time my relationship with them has led to a good understanding of the type of

snacks they look for," she says.

That being said, Sophie sees opportunities to improve both her range and her sales and will be upgrading her chillers as part of a full refit that coincides with her change of fascia.

Her snacks range, she says, will soon include more premium options for celebrating regulars to treat themselves with, exactly the kind of range she did not have space for previously.

Offer guilt-free treats for parents to give their children

Many parents are wary of giving their children processed foods so organic Christmas gingerbread and shortbread, made locally,

are popular with parents and children alike.

Bring the festive season into kids' lunchboxes These freshly baked treats come in single portions and have a low price of 89p. Parents buy them on impulse for their children's lunchbox as a nice surprise.

Show off Christmas deals at the till Christmas snacks on promotion go on a stand-alone display by the till to drive impulse purchases. I've seen big sales increases on Chocolate Orange, MatchMakers, Mini Cheddars and Twiglets doing this.



customers want snacks they can eat during a Christmas shopping spree. I ensure my range stands out by putting single portion snacks such as Mr Kipling Angel slices by the till.

Look to high street retailers for inspiration Wilkinson and John Lewis – both nearby – give me a lot of inspiration, especially with the way they use premium-style PoS and layout to boost sales of impulse items such as snacks.

Know your customer demographic

Most of my customers are over 40 and affluent so they're willing to spend a little extra and I therefore ensure I stock up on seasonal versions of brands such as Sensations and Tyrell's Poshcorn.

Paul Sohal

Nisa Local, Crich, Derbyshire



Owner of eight stores

Stock snacks from your local baker

We stock specially decorated snacks from Luke Evans Bakery, a baker based five miles away. Our customers love the fact they are freshly baked and sourced locally.

Give them something extravagant

I sell elaborately decorated cakes, which are used by many customers at Christmas as centrepieces for



Do you have a range of snacks to tempt every customer?

their dinner table to impress friends and families.

Remind customers to buy for New Year's Eve

I also stock a range of party food perfect for New Year's Eve parties – for example cocktail sausages and Twiglets – which our customers will often buy together with their Christmas shopping.

Jazz Goraya

Nisa Local,
North Fleet, Kent



Father and son-run convenience store

Increase your premium assortment box range

Many customers want to trade up at Christmas, and the assortment of nice-looking cheese and salt and pepper-flavoured crackers we stock are particularly popular.

Hang up clipstrips of coated snacks

Snacks such as salt or honey-roasted peanuts are always popular at this time, so hanging them up around high footfall areas on clipstrips will help them sell even faster.

Offer freshly-baked Christmas snacks

As well as our Christmas range from Country Choice, we have our own pastries filled with sausage stuffing and gammon and mustard, and the smell alone tempts many customers into treating themselves.



The smell alone tempts many customers into treating themselves

PRODUCT NEWS

Tangerine Confectionery

has launched a limited edition gingerbread flavour Butterkist – the first gingerbread popcorn in the market. The 150g packs have been available since September with an RRP of £1.49.



Burton's Biscuits

has launched a gift-boxed biscuit,

Cadbury Delights (RRP £1.79), in time for Christmas alongside Cadbury Milk Fingers Twin Pack (RRP £3.78) and a Cadbury Dairy Milk Cracker (RRP £5).



Pom-Bear Snowmen (both RRP £2.19) are also available.

United Biscuits is bringing McVitie's Digestive Slices to market in two flavours this autumn: Chocolate & Orange

and Chocolate & Mint. Limited edition launches for Christmas include McVitie's Orange & Cranberry Jaffa Cake bars, Penguin Yule Logs and Galaxy Mistletoe Kisses.



Kettle Chips is adding three variants to its winter range including a Soy, Ginger Chilli & Honey flavour. Two limited winter editions – Beef, Red Wine & Shallot and White Stilton & Cranberry Relish – will also be available in 150g sharing bags.

KP Nuts XL Coated

Sweet Chilli with a twist of Lemon (RRP £4.29)

will bring a seasonal taste to KP Snack's range this year. Salt & Vinegar Reindeer Bites (£3.29), Hula Hoops Stars and



Adam Hogwood

Budgens of Broadstairs -
Broadstairs, Kent



Forecourt retailer

Display your best-selling snack in several places

We sell hundreds of Budgens mince pies at Christmas, which I site in four really effective positions: the till, the cake section and in two high footfall areas on ladder racks.

Stock new and exotic flavours

Customers are more open to trying new flavours so I make sure I stock Christmas launches such as Kettle Chips new Beef, Red Wine and Shallot crisps.

Try out American brand's Christmas editions

With the popularity of American foods growing, I've ordered in some Christmas-themed products such as Reese's gingerbread biscuits. They help add a novelty factor to our snacks range.

David Charman

Spar Parkfoot
Garages Ltd, Kent



Forecourt retailer with deli counter

Stock more indulgent snacks

From chocolate yule logs and shortbread to sausage rolls and pork pies, at Christmas my customers tend to treat themselves to snacks they wouldn't normally allow themselves.

Boost sales of treats with multi-buy deals

I take advantage of this spirit of indulgence and encourage customers to spend more with a "two-for" type deal. If it's a premium product, this helps customers feel they're getting value for money.

Stock specialist cheeses Local cheeses are really popular in my store and customers buy them at Christmas for parties and entertaining. Stocking a good range and sales of crackers and biscuits rise too. ●

WINTER REMEDIES

With the end of summer comes a host of reasons for customers to succumb to illness. As **Nadia Alexandrou** discovers, they'll be expecting to find relief from their symptoms fast in your store

Their medicine, your profit

Cold and flu

With new strands of the influenza virus appearing annually, flu rates can vary dramatically. Data from SHS Marketing, distributor of Johnson & Johnson brands, for example, shows a 16% uplift in year-on-year flu cases in 2014. "This meant even more shoppers were heading to their local stores seeking relief for their symptoms this winter," says Andrew Freestone, commercial director at SHS Sales & Marketing.

With cases of colds, aches and fever increasing from the start of

September and peaking in mid-December, Mr Freestone suggests retailers adjust their fixtures early to make sure they're seen as a great place to pick up remedies. "One growing trend is consumers' preference for products that treat specific symptoms, such as cough medicine," says Mr Freestone. Supplementary treatments, such as decongestants which can be taken alongside other treatments, are also in growth, with sales up by 17% last year to £2.7m.

IN THE MARKET

● Cough medicine is growing by 13% in the convenience sector, driven by market leader Benylin. The brand, which commands just under half of sales in the market, will be featured in a TV campaign between November and January as part of a £2.5m investment.

● A popular supplement to traditional cough medicine, lozenge brand Fisherman's Friend has brought its Honey & Lemon variant to the convenience sector following its success in pharmacies.

● While symptom-specific remedies are growing, Reckitt Benckiser (RB) recommends retailers stock a good range of versatile, multi-symptom medicines, including Lemsip Max All in One and Nurofen Cold & Flu Relief.

● Meeting the increased demand for decongestants, RB has developed the Nurofen Sinus Range, comprising Nurofen Sinus & Blocked Nose (RRP £5.49) and Nurofen Sinus Pain Relief this September. The range will also be supported by a £4m campaign running from this month until January.



Upset stomach

Too much rich food, alcohol and stress can leave many with a range of stomach problems at Christmas. At a time when people are trying to juggle the many social and work commitments that come with the festive season, finding a fast fix in the local store will be much appreciated.

According to the National Obesity Forum, we eat up to four times our usual amount during Christmas, and wash it down with a lot more alcohol than usual, so it's no surprise that cases of heartburn, indigestion and food poisoning all spike at Christmas. "With an increase in dining out and parties during winter, retailers can benefit from stocking anti-diarrhoea and heart-burn relief products for those shoppers who want to access quick relief," Andrew Freestone says.

Cold and flu rates increase significantly from September



Last year, flu rates were at their highest level for **three** years, according to Public Health England

Winter brings a range of illnesses to make your customers under the weather

Children's illness

Children catch colds far more often than adults, who usually have two to four colds a year according to NHS advice. This makes customers with children more likely to be frequent shoppers of this sector, and when it comes to parents choosing a medicine for their child's cold, suitability is an extremely important factor, according to RB.

"Our consumer research shows that 91% of mums rank the ability to identify the appropriate products as quickly and easily as possible as crucial in terms of sales," says Craig Shaw, category marketing director at RB. For this reason, Mr Shaw recommends retailers display OTC products as clearly as possible – particularly if they are behind the counter – and choose products that prominently display the symptoms they are designed to relieve.

Parents will do anything to help their children feel better



Children's medicine is a dynamic market



Children can catch as many as 8 to 12 colds a year

IN THE MARKET

● With a design that clearly communicates its target symptoms and audience, RB says its Nurofen for Children Cold, Pain and Fever, Strawberry Flavour (100mg) meets the needs of worried parents.

● Calpol delivers over 88% of infant pain relief sales value within the convenience channel, and Calpol Sugar Free Suspension Liquid 100ml came first in What to Stock's best-selling OTC Medicines.

● Infant pain relief has experienced a 6% sales hike in the convenience market, according to Johnson & Johnson, driven by well-known brands such as Calpol and Nurofen for Children.

IN THE MARKET

● Johnson & Johnson recommends stocking market leading anti-diarrhoea brand Imodium, with its Instants 6's as a product the supplier says shoppers trust.

● As a product that tackles the symptoms of both heartburn and indigestion, and is suitable for use during pregnancy, RB recommends retailers stock Gaviscon Double Action during winter.

● Rennie Peppermints 12s and Imodium Instants Capsules 6s featured in RN's top ten best-selling OTC Medicines in this year's What to Stock.

● Rennie Spearmint 24s appeared as a new entry as one of the 25 best-selling medicines in What to Stock.



Almost two-thirds of people will suffer from stomach problems at Christmas.

The right range can offer instant relief after festive over-indulgence

Almost 1 in 5 of the population suffer from household allergies



Does your range offer products to ease allergy sufferers' discomfort?

Allergies

While colder weather brings an end to hay fever, the number of people suffering from indoor allergies increases, according to Johnson & Johnson. "This is because people tend to stay indoors, and as a consequence are more exposed to allergens such as dust, pets and mites" says Mr Freestone. What's more, the 9.5% total market growth is coming outside of the spring and summer hay fever season.

Allergies are particularly inconvenient at Christmastime with much-loved traditions such as Christmas trees and lit fireplaces acting as prime triggers. Consequently, focusing on a core range of medicines that treat indoor-related allergies can help customers get through the holidays without too much suffering.



People are more exposed to allergens such as dust and mites

IN THE MARKET



● Allergy relief brand Benadryl will be supported with poster and press advertising this winter to help raise awareness of how to treat symptoms with a household cause.

● Piriteze launched a targeted campaign this summer using Sky Adsmart. Ads for the allergy treatment were only activated for households with hay fever sufferers in areas with the highest pollen counts.

● Johnson & Johnson uses industry forecasts that half the population will suffer from an allergy by 2020 and expects shoppers to be increasingly looking for treatments to ease their symptoms. ●

PREVIEW



New look Chesterfield

Philip Morris Limited has unveiled updated pack designs for its Chesterfield cigarettes featuring a new crown logo.

RRP £6.10

Outers various

Contact 020 7076 6000



Great value Nestlé

Nestlé is rolling out '2 for £1' price-marks on Yorkie, Toffee Crisp, Rolo and Drifter countlines this month.

RRP 2 for £1

Outers various

Contact 01904 604 604



Sparkling Shloer

SHS Drinks has updated the look of its Shloer Celebration Pink Fizz and White Bubbly drinks in time for Christmas.

RRP not given

Outers not given

Contact 01452 378500



Grouse rebranded

Maxxium UK has rebranded its The Black Grouse whisky as The Famous Grouse Smoky Black and introduced new pack designs.

RRP £20.07

Outers not given

Contact 01786 430 500



Comedy Pick Up

Bahlsen's Pick Up biscuits will sponsor Comedy on Sky1 shows for the next seven months.

RRP £1.35 - £1.69

Outers not given

Contact 01923 728500



All change for Camel

JTI has introduced a new look to its Camel King Size 10s and 20s packs.

RRP not given

Outers not given

Contact 0800 163503



Designs on Virginia

Imperial Tobacco has updated pack designs across its entire Golden Virginia rolling tobacco range.

RRP £4.77 - £18.91

Outers 5 - 10

Contact 01179 636636



Try to Win with CCE

Coca-Cola Enterprises is offering rugby balls and TVs to symbol group shoppers through its 'Try to Win' campaign.

RRP various

Outers various

Contact 08457 227222



Irn Bru gets festive

AG Barr is bringing back Snowman pack designs to its Irn Bru drinks for Christmas.

RRP various

Outers various

Contact 01236 852400

THIS WEEK IN MAGAZINES

nicola.stewart@newtrade.co.uk
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@NicolaStewartRN



Soccer stars

BEST IN THE WORLD FOR FIFA 365 COLLECTION

The top national and club teams and players are featured in this new and exciting trading card collection, to be launched next week

PANINI'S newest trading card collection features players and teams from all six of the FIFA continental zones for the first time ever. FIFA 365 Adrenalyn XL features cards from the best clubs and most important national teams worldwide. Game formations can be created by selecting players from 24 teams, including Bayern Munich, Real Madrid, Boca Juniors, Manchester United and Flamengo. There are 328 cards in the collection, with 21 different types of cards, and starter packs come with a collector's album, game board, 18 trader cards and a limited edition card. The launch is supported by significant marketing activity and sampling.



FIFA 365 ADRENALYN XL
On sale 8 October
Frequency ongoing
Price starter £4.99,
cards £1
Distributor
Marketforce
Display with other
collectables

Round up



NICOLA STEWART
Magazines
reporter

MAKING TOP CONTENT PAY

In the past week or so, I have been handed a free magazine almost every time I have stepped foot outside a tube station. Time Out, Stylist, ShortList, and most recently NME, which is this week distributing its third free edition, are just some of the titles awaiting commuters almost every morning and evening.

That isn't to mention the hundreds of free online magazines and news websites, free newspapers and free magazines distributed elsewhere. There is an abundance of free content out there, and plenty of it is rising in quality as competition for advertising increases.

This week's issue of Time Out, for instance, comes in at a bumper 102 pages and features some strong editorial content, including interviews with Meryl Streep and Carey Mulligan.

NME, meanwhile has so far featured exclusive interviews with Rhianna and Robert Pattinson on its covers, with the launch issue of NME bringing in the most advertising revenue it has had in 15 years.

It has to be a concern for both retailers and publishers, particularly when you consider that flagship titles such as Cosmopolitan are now using similar routes to market, alongside sales through traditional outlets.

It is more important than ever for independent retailers to work with publishers on supporting sales of paid-for and premium titles. Publishers and distributors continue to invest in marketing, competitions, free gifts and relaunches, and retailers can back this by promoting added value content to customers.

STICKER COLLECTION

ON SALE NOW!

STARTER PACK: £2.99
STICKER PACKET: 50P

©Disney

PANINI

www.paninigroup.com

THIS WEEK IN MAGAZINES



Bestsellers Woman's monthlies

Title	On sale date	In stock
1 Take a Break Series	22.10	<input type="checkbox"/>
2 Good Housekeeping	20.10	<input type="checkbox"/>
3 Woman & Home	29.10	<input type="checkbox"/>
4 Glamour	5.10	<input type="checkbox"/>
5 TAB Fate & Fortune	29.10	<input type="checkbox"/>
6 Prima	30.10	<input type="checkbox"/>
7 Vogue	8.10	<input type="checkbox"/>
8 People's Friend Special Series	7.10	<input type="checkbox"/>
9 Chat Passion Series	8.10	<input type="checkbox"/>
10 Cosmopolitan	3.11	<input type="checkbox"/>
11 Red	3.11	<input type="checkbox"/>
12 Marie Claire	5.11	<input type="checkbox"/>
13 Elle	29.10	<input type="checkbox"/>
14 Chat It's Fate Series	6.10	<input type="checkbox"/>
15 Spirit & Destiny	29.10	<input type="checkbox"/>
16 Pick Me Up Special Series	8.10	<input type="checkbox"/>
17 InStyle	5.11	<input type="checkbox"/>
18 Slimming World	22.10	<input type="checkbox"/>
19 Psychologies	30.10	<input type="checkbox"/>
20 Essentials	5.11	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



THE CLASSIC MOTORCYCLE

The November issue of The Classic Motorcycle comes bagged with a free 32-page supplement that focuses on Coventry's rich history of motorcycling. Some 116 manufacturers have operated in the city at one time or another and a selection of the key players and pioneers are featured, along with a profile of the Coventry Transport Museum. Retailers can highlight the added value by displaying the issue prominently.



On sale 2 October
Frequency monthly
Price £4.20
Distributor Comag
Display with Classic Bike, Motorcycling Classics



MOTORCYCLE SPORT & LEISURE

This issue of Motorcycle Sport & Leisure includes two free bike newspapers, Old Bike Mart and Motor Cycle Monthly. The title has had a run of editions bagged with the papers, and has seen a rise in sales as a result. This issue offers even more value, as Motor Cycle Monthly also includes a 16-page Classic Motorcycle Mechanics show supplement.



On sale 2 October
Frequency monthly
Price £4.20
Distributor Comag
Display with MCN, MCN Sport



FARM MACHINERY LOCATOR

Launched in August 2013 to fill a gap in the market after the closure of Farmers' Trader, Farm Machinery Locator specialises in classified advertising, focusing on agricultural equipment and vehicles. The title has now been given a fresh new look, with distinct sections, a clearer layout and higher quality paper. Its price has also increased by 20p to £2.50.



On sale 9 October
Frequency fortnightly
Price £2.50
Distributor Comag
Display with Tractor & Machinery, Classic Tractor



TRUCK & PLANT LOCATOR

Aimed at buyers of commercial vehicles, plant and machinery, Truck & Plant Locator is a full colour title packed with classified advertising. From this issue, the magazine has been completely redesigned, with a cleaner look and feel and higher quality paper stock. It is also raising its price by 20p to £2.50.



On sale 1 October
Frequency weekly
Price £2.50
Distributor Comag
Display with Commercial Motor, Truck & Driver



WARGAMES ILLUSTRATED

The October issue of Wargames Illustrated, the best-selling title for wargame enthusiasts, has a WWII in the Pacific theme, featuring a collection of articles on the theatre of conflict during the Second World War. The issue introduces a new range of military miniatures produced by Wargames Illustrated, with each figure linked to the themed content of the magazine. It also has a roundup of other military miniatures related to the Pacific.



On sale 30 September
Frequency monthly
Price £4.50
Distributor Comag
Display with Military Illustrated Modeller, Miniature Wargames

The collections: designed to display together...

**PLEASE
STOCK &
DISPLAY**



...to sell more copies



STUFF

Stuff, the best-selling gadget magazine in independent stores, celebrates its 200th issue this month. In the first of a run of strong issues in the lead up to Christmas, it looks back at the best bits of the past 199 issues, as well what comes next. It also comes with the latest tech news and reviews, including the launch of Apple's new iPhones and iPad Pro. Stuff delivers more than £100m in RSV per year.



On sale 2 October
Frequency monthly
Price £4.99
Distributor Frontline
Display with T3, Wired



CHRISTMAS CRAFTING

In addition to its best-selling title The Christmas Magazine, Kelsey Publishing is launching Christmas Crafting, a magazine dedicated to craft ideas for the festive season. Projects range from a simple snow globe to light designs, cards and decorations, sewing, knitting, crocheting, cooking and baking. October is a peak month for craft titles and retailers are advised to display this title prominently alongside other craft magazines.



On sale 1 October
Frequency one shot
Price £1.99
Distributor Seymour
Display with Mollie Makes, Craft Beautiful



ZEN COLOURING

This issue of Zen Colouring ties into the upcoming festive season with a special Winter Wonderland theme. The quality colouring in title features plenty of designs to colour in, from snowflakes to baubles and Christmas trees. This issue also has an increased cover price of £6.99, up from the usual £5.99. Retailers are advised to display it prominently alongside other colouring in titles.



On sale 6 October
Frequency bimonthly
Price £6.99
Distributor Seymour
Display with Zentangle Studio, Art Therapy



ZENTANGLE STUDIO

The art therapy craze doesn't only apply to colouring in and 'zentangles' are another new trend used as an alternative relaxation method. After the success of the Zentangle Art Therapy one shot released in April, GMC Publications is launching Zentangle Studio, another title edited by expert Anya Lothrop. The issue includes a brief introduction to the art form and 50 new patterns with tips to help people create their own designs.



On sale 6 October
Frequency one shot
Price £5.99
Distributor Seymour
Display with Zen Colouring, Art Therapy



DECANTER

Decanter, the leading fine wine magazine, celebrates its 40th anniversary with this commemorative issue. Special features include a detailed look at the history, characters and landmark dates from the title's early days, a section dedicated to highlights from the past 40 years, and a one-off feature where 40 of Decanter's wine experts pick their favourite wine from the past 12 months.



On sale 7 October
Frequency monthly
Price £4.40
Distributor Marketforce
Display with Wine Spectator

Industry viewpoint

Matthew Pellett

Editor,
 Official PlayStation
 Magazine



SHOUT LOUD ABOUT AN ANNIVERSARY

There's no excuse not to go big with anniversaries. The great thing about birthday issues – such as Of-

icial PlayStation Magazine's recent 20th anniversary special – is that they're never a surprise. In an industry where we have to react to breaking news on a daily basis, regular events are the keystone around which you can plan content months in advance.

This year we've really made an effort to create event issues, and for us nothing was bigger than Sony celebrating two decades of PlayStation gaming. We began planning for our birthday as early as spring 2014 and, because of that, pulling together what became the largest magazine in our history was actually surprisingly painless.

Non-time-sensitive features celebrating our history can be written at any point, and so our 32-page year-by-year breakdown of PlayStation was actually penned in 2014 and designed months ago.

Another huge part of the magazine is a large collection of developer quotes and anecdotes, but with an 18-month lead time we were able to naturally collect all this information from trade shows without last-minute panic.

Readers love huge event issues packed with retrospective pieces, and as they often have double the page count of a typical issue, they offer excellent value for money to customers and typically extra revenue for retailers.

If only there were anniversaries every year. Oh, wait...

Top tip

The icing on an anniversary issue cake has to be competitions. Promote exclusive, hard-to-obtain prizes by highlighting anniversary issues in-store.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



TRISH AND LORRAINE LETTLEY ON THEIR INDEPENDENT POST OFFICE BUSINESS

Plus, in the fourth part of our Christmas guide our retail panel gives advice on the soft drinks market, and five breakfast ingredients you must stock to succeed



PROPERTY



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



Newsagents Teignmouth
Leasehold £69,500 Ref: T32141N

Rent just over £150 pw for property
 Spacious retail area, s/c 3 bed accom
 Flat can rent for £900 pw in summer
 Sales £182,212 ex Vat, minimal overheads



Newsagents Newcastle Under Lyme
Leasehold £120,000 Ref: T32209V

Busiest and best known in Newcastle
 Potential to add off licence & groceries
 ANP for a working owner of £49,666pa
 Sales £14,831pw inc shop, lotto & Payzone

Devon 01404 813762

Staffs 01782 711022



Newsagents Formby Merseyside
Leasehold £79,950 Ref: T30227NW

Upmarket location, quality business
 High margins, huge scope to increase
 Smart well fitted G/F, 1st floor office
 T/o £9500pw + £6000 Lotto, Paypoint



Retail News, Con, Tob Watford
Leasehold £49,950 Ref: T31753B

Busy road in residential area
 Lock up, rent £10,000 pa, new 15 yr lease
 Accom also available by separate neg
 T/o £4,500 pw, high levels commission

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Back in the day

101

YEARS AGO

3 October 1914

Philip Harris, a street hawker of Blackfriars, was charged with selling and exposing for sale pirated copies of 'The Last Will and Testament of the Kaiser'. The defendant pleaded that he only bought 250 copies and had not purchased any more after his name had been taken by a police officer.



50

YEARS AGO

2 October 1965

The first issue of London Life will include a unique service to newsagents. An illustration of a hand incorporating an order form is bound into the magazine. It may be cut out by the reader and placed in his letter box for the newsboy to collect.



25

YEARS AGO

6 October 1990

Trade magazine Comics International has launched a survey into the display and availability of comics in newsagents. The survey is in the form of a multi-choice questionnaire, which asks readers to assess the child and adult comics stocked at three local newsagents, including at least one independent agent.



Posh and Becks in 'shopping in a normal shop' shocker...



We've reported a number of sightings of celebrities in convenience stores on this page, but this next one may just take the cake.

K'n'G Convenience in Nailsworth hit the headlines last week after David and Victoria Beckham popped in for a few supplies while on holiday.

Eagle-eyed fans spotted the famous couple stopping off to pick up ice cream for their children at the store, and convinced the pair to have their picture taken with them.

Local make-up artist Kate

Cornell was able to get a snap of Posh and Becks with her daughter Erin and her friends.

She told the Gloucestershire Echo: "She (Victoria) was asking the girl in the newsagents what ice creams they had."

"He (David) was in a Land Rover Defender and he did not look very happy to be honest but I asked for a picture and he said 'of course'."

Extra Extra! is now seeking the owner of the business to find out which ice creams the Beckhams bought. Our money's on Feast.

What kind of hungry are you?

How would describe your mood at this very moment? Cranky? Spacey? Sleepy?

If you're feeling any of the above, then Snickers chocolate bars have got you covered with new wrappers listing a number of less-than-flattering emotional states.

The updated packs, currently available in the US, replace the Snickers brand name with a selection of 21 'hunger symptoms', highlighting how people feel when they've gone for too long

without eating.

These emotions range from the tame (Confused) to the slightly offensive (Whiny) to the more bizarre (Drama Mama).

While the messages are negative, the response from shoppers has been far more positive with many flocking to social media to rave about the new packs.

And after another particularly busy press day, we at RN are now looking to import a few of the bars to the office...

VIEW FROM THE COUNTER with Mike Brown



After 24 years in the trade my wife and I have finally decided we are no longer prepared to save partworks for our customers.

Over the years we have tried all kinds of systems - deposits, paying for one copy in advance, sending back the recalled copy so only the current issue is left to pick up, and so on.

No matter what system we adopt, the public seems to find a way around it and we are left out of pocket. Now the onus is on the customer and it seems to be working.

To make sure of their copy, the committed collector picks up a copy from the shelf on the issue day.

Our margins continue to be squeezed in the face of new pension responsibilities, the incoming National Living Wage and carriage charge rises. Mine has gone up to an eye-watering £56.44 per week (£8 a day).

At least newspaper sales appear to be stabilising after the dramatic freefall of the last few years. I feel support from both regional and national publishers in the area of HND is helping to slow the decline.

A final word on news - I have noticed in my shop an increase in sales of well-produced, high priced magazines.

Rather than abandoning print to go online, publishers are investing in high quality products with a high cover price. For example, Side-track (an adventure magazine); Garage (fashion) and Bricks Culture (a Lego mag for adults) are all priced between £6 and £10 - maybe this is our new niche market.

Stokesley agricultural show on 19 September saw a record breaking 25,000 crowd turn up. I think most of them passed through our door - it was a brilliant day.

Farming talk centred on the fact that despite being the second wettest harvest for 50 years, the yields were tremendous.

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