

21.08.2015

# RETAIL NEWSAGENT

## MAGAZINE ABCs

Refine your  
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ANALYSIS

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**Retail's star baker**  
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Page 26 &gt;&gt;



**Retail's star baker**  
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# 'Do we need 9,000 new Lotto stores?'



- Retailers fear market will be flooded after Camelot offers draw-based games to scratchcard-only shops.
- Upgrade will cost £50 a month, but retailer questions how smaller stores will cover costs. Page 5 >>



MAGAZINES

## Frozen mag sales snowball in 2015

Egmont launch is star performer in latest ABC results.

Page 7 &gt;&gt;

LEGISLATION

## C-stores ignored in Sunday trade talks

Consultation criticised for lack of small business impact assessment.

Page 4 &gt;&gt;

MILK PRICES

## Indies rise to top in dairy debacle

Local stores win new customers after championing embattled farmers.

Page 12 &gt;&gt;

CORNERSHOP ONLINE

## Loyalty made easy with local shop app

No cards or EPoS data required to reward customers.

Page 6 &gt;&gt;



**Craft works** Retailers including Londis Finsbury Park owner Alpesh Patel (main picture) and Blean Village Londis owner Bintesh Amin (inset) have been reaping the rewards of a boom in craft beer sales, with a record 1,485 independently brewed tipples being trademarked last year.



Is Smiths News' offer of fixed carriage charges what it seems?

Page 18 &gt;&gt;



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## LEADER



**You've got to stay  
on your toes and  
embrace change  
so you don't  
get left behind**



CHRIS GAMM

Editor

@ChrisGammRN

On a parade of shops 100 metres from my front door sits a fairly non-descript unaffiliated convenience store. One thing makes it remarkable, though: its vast and varied range of beers from around the UK and the world.

I stopped in on Saturday to buy a selection for a friend's birthday and it was a difficult choice. I ended up getting six different beers from Loddon Brewery, a family business based a couple of miles away in a neighbouring village.

Rajan, the store owner, told me he travels all over the county visiting breweries and sourcing new and unusual lines.

He has plenty to choose from, as a recent report stated that there were 1,485 beer trademark registrations last year, up 12% on 2013, as producers rush to cash in on the craft beer boom.

Smart retailers are doing the same, and I asked my Twitter followers this week how they make the most of the category. I received some great advice.

Sunder Sandher from Leamington Spa attributes his growing sales to an eye-catching display and '3 for £5' offer across the whole range. RN columnist Bintesh Amin says his beer sales always do well and he picks from the national bestsellers as well as local breweries.

This week's profiled retailer Adam Hogwood, meanwhile, recently doubled the size of his range and added mini kegs and gift packs to create a point of difference and get customers browsing the category.

One thing is for certain, in such a fast moving category in which consumers are seeking the obscure over the mainstream, you've got to stay on your toes and embrace change so you don't get left behind.

## CONTENTS

## NEWS

- 4 INDUSTRY NEWS** Sunday trading consultation 'failings' slammed
- 6 BUSINESS NEWS** New loyalty scheme from Cornershop Online
- 7 NEWSTRADE** Children's titles dominate ABCs
- 8 PRODUCT NEWS** Ferrero spends £3.6m in run up to Christmas
- 12 REGIONAL NEWS** Indies support farmers in fair milk price campaign
- 14 NFRN DISTRICT COUNCIL** Mersey Dee DC report

## COMMENT &amp; ANALYSIS

- 15 LETTERS** No wonder sales are

falling when supplies are failing, says Gwent newsagent

- 16 YOUR STOCK, YOUR SAY** Is Smiths News' offer to freeze carriage charges for two years a good move?

- 17 YOUR ISSUE** Store owners fear roadworks will decimate their business

- 18 COLUMNIST** Does Smiths' rate freeze come with a sting in the tail?

- 19 INDUSTRY PROFILE** Giles Roca, right, director general of the Tobacco Manufacturers' Association

22



- 20 PRICEWATCH** Pre-mixed drinks prices around the UK

- 22 RETAILER PROFILE** Adam Hogwood is a great believer in using social media to give your store a strong 'identity'. We reveal his Twitter tips and Facebook facts

19



## FEATURES

- 24 SUNDAY TRADING** RN examines the three big questions that will be considered

32



in the government's consultation on changes to Sunday trading hours

- 26 MAGAZINES** Strong launches and increased circulations for children's titles put a positive spin on the latest ABC results

- 32 PREVIEW** Ginsters sponsors Channel 5 football show

- 34 TOBACCO ACCESSORIES** Smokers' must-haves

## THIS WEEK IN MAGAZINES

- 37 ROUND-UP** There's still money in magazines
- 39 FOR YOUR SHELVES** U2 special from Q magazines

26



## NEXT WEEK



## HOT DRINKS

Get up to speed with our coffee break quiz



## CIGARS

How to manage your range in the dark market

**OXFORD ECONOMICS HAS ESTIMATED THE COST OF RELAXING SUNDAY TRADING HOURS TO BE UP TO £169M**

- THE ACS'S JAMES LOWMAN ON THE POTENTIAL IMPACT OF EXTENDED OPENING HOURS ON SMALL STORES Page 24 >>

# NEWS

## Amazon to stop Collect+ deliveries

Amazon will cease delivery to stores offering the Collect+ service, it has announced.

The online retailer will withdraw the pick-up service from Monday – a move which could affect up to 6,000 retailers including Nisa, Spar, Costcutter and McColl's stores.

However, Amazon has not said whether its decision was influenced by recent negative publicity surrounding PayPoint, following a dispute over reductions made to its commission caps for retailers. Collect+ is jointly owned by PayPoint and delivery company Yodel.

In a statement, Amazon said: "Occasionally we need to make changes to our range of pick-up locations to ensure we can continue to provide customers with the greatest possible service, low prices and convenience."

## Craft beer sales cheer

Independent retailers are responding to the craft beer revival by stocking a greater selection of local beers to help drive sales.

A record 1,485 craft beers were trademarked last year. The number of breweries has also doubled with a 7% increase in production, according to the Society of Independent Brewers.

Among those reaping the rewards are Alpesh Patel, who runs a Londis convenience store in London's Finsbury Park. He said: "We've noticed an increase and we've responded by stocking a variety of locally sourced beers, ales and alcoholic drinks. There's no magic wand. It's trial and error, but every shopkeeper has to respond to their customers' needs."



## Bake Off mania heats up in stores

The Great British Bake Off isn't just capturing the attention of the nation, it's capturing the attention of the nation's shopkeepers too. Spar convenience store chain Lawrence Hunt saw an uplift in baking sales last year as the BBC One competition got under way and has put the icing on the cake this season with a prominent display in its Lancaster store, designed by assistant manager Sarah Jane Morris.

## NFRN calls for more tobacco education before legislation

The NFRN has criticised a new report from the Royal Society for Public Health (RSPH) which favours licensing of tobacco retailers over a campaign to educate the public about the dangers of smoking.

The RSPH's new research found there was ongoing confusion about nicotine, with more than 90% of people believing nicotine itself is carcinogenic rather than the harmful chemicals in cigarette smoke.

However, there was no mention of raising public awareness through education in the report – an issue the NFRN has long campaigned for. Instead, the report called for promotion of safer forms of nicotine through measures including licensing all cigarette sellers and the promotion of e-cigarettes.



NFRN national president Ralph Patel said: "The federation has long called for better education as the most effective means to raise awareness of the dangers of smoking."

"We feel this report has missed the mark and continues to focus on responsible retailers as opposed to the lack of information made available to those trying to quit."

**Consultation 'doesn't look at full impact of changes'** Campaigners lobby prime minister

# Government slammed for Sunday trading 'failings'

by Steven Lambert

Retailers have criticised the government for failing to carry out a robust impact assessment on proposed changes to Sunday trading laws, which they claim could be the "tipping point" towards local store closures.

The government opened a consultation this month asking businesses to answer three questions on Sunday trading, but the NFRN said it fails to fully investigate the effect it will have on small businesses.

The criticisms come as a new campaign against the plans was unveiled by the

Keep Sunday Special group, which has written to David Cameron highlighting its concerns over the prime minister's support of longer Sunday trading hours for large stores.

The letter, which contains responses from the NFRN, the Association of Convenience Stores and other retail groups, highlights how changes to the current laws would go against Mr Cameron's family-friendly policy agenda and would cause confusion with different councils setting up different local rules.

In addition, the group has set up a tool that retail-

ers can use to generate emails to highlight their concerns to their local MP.

Independents have also been showing their support for the campaign online, with a number of Twitter users sporting a Keep Sunday Special ribbon on their page.

This includes Premier Tara's News owner Raaj Chandarana, who said: "This is a political move and I think the government does need to carry out a full feasibility study on Sunday trading."

Londis Bracknell owner Arjan Mehr said he would be speaking to his MP about the proposals. He

added: "Just like with plain packaging, the government is not listening to retailers on this issue. I can see this being the tipping point for a lot of smaller retailers to close."

NFRN chief executive Paul Baxter also rejected claims that relaxing Sunday trading laws would "level the retail playing field".

He said: "If these changes are allowed to go ahead, they will have a devastating effect on independent businesses, leading to further decay of the high street."

● *Sunday trading consultation news analysis, see p24.*

**Camelot tells RN that move will complement existing trade** Fears for smaller stores voiced

# Extra games could 'dilute' trade say Lottery retailers

by Nicola Stewart

National Lottery retailers fear Camelot's offer to allow up to 9,000 additional stores to sell draw-based games could "dilute" an already competitive market.

The company announced last week that stores with standalone scratchcard terminals will have the option to sell Lotto and EuroMillions tickets from early next year, for a monthly fee of £50.

Stuart Jackson, of Jackson's News in Stockport, said his commission had

already dropped since the cost of playing increased to £2 and this could see it fall further.

"It is only going to dilute the market even more," he said.

He added that smaller stores could struggle to make enough commission to cover the £50 fee and still make a profit.

"You would have to sell 500 tickets a month to cover it," he said. "I'm making £60 to £80 commission a week and I would not want to give Camelot £12.50 of that."

Mike Brown, of Browns

Newsagents in North Yorkshire, said any increase in competition was a concern.

"Every time a Lottery outlet opens in town, it dilutes my sales by about 25%. It is taking it off in chunks."

But Camelot told RN that the expansion would be "complementary" to existing outlets, and that the majority of sales would be incremental.

"Our overarching objective is to maximise total sales across our whole estate. It therefore wouldn't make any commercial

sense for us to have come up with this initiative if we believed it was simply going to result in us spreading sales more thinly across our estate."

It added that total National Lottery sales had grown by £450m through its retail estate since the roll-out of 8,000 additional full terminals in 2012.

Stores that took up the offer would have a printer and new software installed on existing terminals, utilising technology that was, until a few years ago, cost prohibitive, it said.

## Better margins

Booker is offering retailers better margins on more products by adding an extra 200 lines to its ongoing Even Bigger POR campaign.

The latest additions include butters, spreads, general groceries and alcohol.

Examples include Absolut vodka offering margins of 31%, up from 20%, and £1.35 pricemarked Tetley tea bags growing margins from 15% to 40%. All prices are guaranteed until 3 November.

Steve Fox, sales director – retail at Booker, said the promotion had been very successful. "It is a straightforward, no-nonsense approach to help independent retailers make more profit," he said.

## Amazon groceries

Amazon appears to have moved a step closer to launching its grocery service in the UK, taking on the lease of a warehouse previously used as a Tesco distribution centre.

The US online retailer has signed a 10-year lease on the site in Weybridge, Surrey, which is positioned just inside the M25, making it ideal to deliver to London.

Amazon Fresh is already available in Seattle, California and New York.

## Asda in last place

Asda has recorded its worst ever quarterly sales figures to cement its position as the worst performing supermarket among the big four. The group's sales plummeted 4.7% in the three months to 30 June, following a 3.9% drop in the three months to 19 April.

Chief executive Andy Clarke insisted the slump was "short term" and vowed to press ahead with its five-year recovery plan.

## Londis on air to push hols trade

Londis is launching a radio campaign encouraging shoppers to visit its stores over the August bank holiday. The marketing investment will feature the convenience group's 'Summer Show Stoppers', a selection of deals on big name beer and wine brands.

These include Echo Falls wine at £5, 12-packs of Budweiser at £10 and Carlsberg four-pack cans at £4. Two different ads highlighting the offers will run from 27 August to 30 August.



### YouTube star DiscoBoy brings the party to Budgens

Budgens of Broadstairs was treated to an impromptu party courtesy of YouTube sensation DiscoBoy during its week-long folk festival. The DJ joker, Lee Marshall, from Canterbury, has been rising in notoriety by holding street and shop raves throughout east Kent, equipped with a microphone and a sound system. In July, Marshall was also found entertaining HGV drivers parked up during Operation Stack.

## Tax changes may prompt ATM charges

Independent stores which offer a free ATM service to customers may have to begin charging for withdrawals as a result of changes to the business rates system.

Due to changes in the way ATM machines are

taxed, cash machines that are built into the outside of a property and are operated by a third party are now seen as a separate business and taxed accordingly.

The Association of Convenience Stores (ACS) is calling on the govern-

ment to exempt ATMs from business rates, which could see shopkeepers facing a bill of up to £15,000 per machine, meaning they are forced to pass on the cost to customers.

The ACS has now written to the government calling

for urgent action.

In its letter, it said: "We believe that ATMs are a high street enabler providing shared benefits to a range of traders, allowing consumers to access cash and spend it in their local communities."

# NEWS

## BUSINESS

### Fixtures deal to continue

Parfett's has announced it will continue a joint promotion with supplier Shop-Equip offering free store equipment to retailers for the foreseeable future.

The scheme, launched in May, allows store owners buying from Parfett's depots to accumulate investment points to be used on refrigeration displays, shelving, point of sale counters and other equipment.

The offer was due to finish this week, but Parfett's joint managing director Greg Suszczenia said this will now be extended.

Meanwhile, Parfett's has announced a number of senior appointments this month.

Head of customer development Andy Whitworth joins the group's board of directors in a new position of operations director, while Parfett's Stockport general manager Pete Mulvan will take on the role of senior general manager.

In addition, marketing manager Guy Swindell will become head of customer development and marketing, with responsibilities over the Go Local Extra retail club and store development.

### JJ Food to double up

JJ Food Service is aiming to take advantage of trends towards fresh produce by doubling its range of fruit and veg.

The wholesaler has extended the range to include products such as melons, pineapples and spinach, along with a wider number of tomato varieties.

JJ Food Service said it had previously sourced fresh produce from a third supplier but would now order directly from 16 growers.



### Warrens' debut win in P&H's new award

Craig and Colin Warren (pictured left and right respectively) are celebrating after winning the inaugural Retailer of the Month award launched by wholesaler Palmer & Harvey. The owners of The Corner Stores in Mildenhall, Suffolk, were recognised for their commitment to improving their business, including adding wheelchair access for shoppers and introducing solar panels and LED lights to highlight their green credentials. The Warrens were rewarded with 90 outers of free products from the Independent own label range.

**Cornershop Online to change how indies reward** Love2Shop vouchers and consoles up for grabs

## E-commerce firm's loyalty scheme is 'revolutionary'

by Steven Lambert

E-commerce platform Cornershop Online is launching a new loyalty scheme that it claims will revolutionise the way independents offer rewards to customers.

The scheme will give shoppers downloading the free Cornershop Online app and checking into their local store the chance to be entered into monthly raffles to win prizes, which range from Love2Shop vouchers to tablets and games consoles.

Winners will be prompted to pick up their prizes in their chosen store, and those sharing the app via social media will receive additional entries into future draws.

Purdeep Haire, director of Cornershop Online, said the scheme will require no capital investment or additional workload from retailers.

Participating stores will contribute £10 a month to a rewards pot, which will be matched with donations from suppliers.

Mr Haire said he is in

talks with a number of major manufacturers over the scheme, and said it could have as much as £20,000 to spend on prizes by the end of this year.

"At the moment, systems in place require loyalty cards, which are old fashioned, or EPOS integration, which can be expensive and leave retailers at the mercy of suppliers," said Mr Haire.

"Secondly they all work on the assumption that convenience store shoppers want to build up points, balances and so on. But

convenience shoppers want instant gratification or the chance of winning a big prize and it needs to be quick. This is where our new system is unique."

At the same time, Mr Haire said he is in discussions with a symbol group and a major Scottish grocery chain to license the Cornershop loyalty app.

He added: "We will provide groups with a centrally manageable, yet customisable, digital promotional system, which will put them light years ahead of their competition."

## Morrisons to sell M Local business

Morrisons is understood to be selling off its M Local convenience store business to investment firm Greybull Capital.

The move is expected to be agreed within weeks and would see the supermarket group offload around 150 stores, according to a report by the

Sunday Telegraph.

It follows on from Morrisons announcing the closure of 23 M Local stores in March.

The move was orchestrated by new chief executive David Potts, who replaced former chief executive and M Local supporter Dalton Philips in

the same month.

At the same time, the company announced a pre-tax loss of £792m after writing down the value of its supermarkets by £1.3bn.

Responding to the news, Costcutter Bromsgrove owner Chaz Chahal said: "Morrisons got into the convenience market quite

late compared to Tesco and Sainsbury's, and I think they've treated it more as a project.

"Now it looks like they're prioritising and investing in their larger stores. But the new owners may decide to keep the M Local stores going under a different name."

## NEWSTRADE

**Third of top 100 sellers are children's titles** Disney Frozen is runaway launch success

# ABC success is kids' stuff as young 'uns dominate

by Nicola Stewart

Children's titles were the frontrunners in the latest Audit Bureau of Circulations magazine figures, outperforming other sectors to make up almost a third of the top 100 sellers.

Egmont's Disney Frozen, launched in December, shot straight to the top of the children's sector, posting debut results of 91,011. Immediate Media also had a trio of launches make the top 100, with Lego Ninjago,

Swashbuckle and Lego Friends posting results of 58,070, 51,007 and 36,074 respectively.

The publisher also saw significant increases on established titles CBeebies Magazine, up 25.4% year on year, Lego Legends of Chima, up 19.1% and Mega, up 42.9%.

Immediate chief executive Tom Bureau said: "Immediate is a real magazine media success story as we reap the benefits of a clear investment strategy de-

signed to grow our business across all platforms."

Other children's titles to grow circulation year on year included Toxic, Top of the Pops, Sparkle World, Ultimate Spider-Man, Teenage Mutant Ninja Turtles, Mike the Knight, Bob the Builder and Doctor Who Adventures.

Meanwhile, monthly fashion title Hello! Fashion Monthly (HFM), launched in October, posted first time results of 89,387.

The £1 title outperformed

longstanding rivals including Vogue and InStyle.

Hello! business director Kevin Petley said: "HFM's unique selling points have enabled us to establish the magazine on the newsstand as both a regular purchase, as well as an impulse buy.

"The readers of HFM are younger than those of its parent title Hello!, adding commercial strength and greater reach across our portfolio."

● Turn to page 26 for full coverage of the ABCs.

## Johnston considers merging

Johnston Press is considering merging with other local publishers as the industry continues to feel the pressures of falling newspaper and print advertising sales, says its chief executive.

It comes after the group, which publishes the Scotsman and the Yorkshire Post, announced a 4.6% fall in underlying first half revenues to £128.9m.

Chief executive Ashley Highfield told the Telegraph: "Our lawyers have looked at a number of different combinations as a desk exercise and you could get it done."


Analysts have suggested the publisher could be a "potential good fit" with Newsquest.

## Archant returns to profit

Cover price rises have contributed to local publisher Archant reporting its first revenue and profit growth in eight years.

The company announced it had a "modest" growth in overall revenue for the six months to June, though it has refused to reveal the percentage.

In January, the price of the Eastern Daily Press and East Anglian Daily Times rose 5p to 80p on weekdays, and 10p to £1.60 on Saturdays. The Ipswich Star and Norwich Evening News also rose from 60p to 65p.



**NEW!**  
**YOU'RE NEVER TOO GROWN UP TO COLOUR**  
£3.25 ISSUE 2

**More colour in your tote box**

The second issue of bi-monthly colouring in title You're Never Too Grown Up to Colour is due to arrive in tote boxes on 27 August. Featuring 48 designs, from simple patterns to intricate details, the title from Eye to Eye Puzzles has a cover price of £3.25. Retailers are advised to display it prominently alongside other colouring titles such as Zen Colouring, Relax with Art, Art Therapy and Colour.in.

**48 amazing pages of art therapy**

**THE MAGAZINE TO HELP YOU DE-STRESS, UNWIND & RELAX**

## Printing in Jersey

National newspapers for the Channel Islands are to be printed in Jersey from January.

A new digital printing operation on the island will print all of the national titles, except the Financial Times, for both Jersey and Guernsey, meaning they will no longer have to be flown into the islands. Guernsey's national newspapers will be shipped from Jersey early every morning.

## Soccer stickers

Panini is launching an official England football sticker collection on 3 September.

The launch is to be supported by a promotional campaign, including TV and press advertising, nationwide sampling, covermounting on related magazines and sampling at Wembley Stadium.

## Oh goody! Bags of fun boost sales

A Somerset retailer wants to work more closely with suppliers after a Vodafone promotion led to a 28% sales increase on his local paper.

Les Gilbert, of Chard News in Chard, had 100 Vodafone-sponsored goody bags dropped off by regional publisher Newsquest last

Wednesday to give away with copies of the Chard & Ilminster News.

"I put them quite prominently by the till with the paper," he said. "Normally, we sell about 140 copies on the first day on sale. On this particular occasion, we sold 180.

"It was a nice big uplift."

The goody bags, which had a drink, a pen and some sweets inside, generated a surprising amount of interest among customers, he said.

"It's a promotion I would be very happy to repeat. It created a lot of excitement

and got customers in that don't usually come to us.

"In terms of a mechanic to sell newspapers or magazines, it has really given us some ideas for the future. If I can find someone like Cadbury, that was willing to help us out with it, it's a cracking way to sell some papers."

# NEWS

## PRODUCTS

### Ice aims for bigger slice of market

Imperial Tobacco is expanding its L&B Blue range with the launch of Ice Capsule cigarettes this month.

The company said the new line will be available in King Size 10s (RRP £3.78) and 19s (£6.89) packs and will be positioned in the economy cigarette market.

The launch follows a packaging redesign for the L&B Blue range in June.

Madeleine Pearce, brand manager at Imperial, said: "Ice Capsule represents another important addition to the L&B Blue family, whose segment of the economy sector has grown to 21.5% since its launch last year."

### Bassetts Vitamins go modern

Mondelez has revamped its Bassetts Vitamins with a modernised look and the launch of its first liquid product this month.

The children's vitamin brand will feature updated packaging that will clearly segment the range by age, from 3-36 months up to adults.

Mondelez said the move comes as a result of research over shopper confusion at the medicine fixture, adding that the updates would make it easier to find the right product.

In addition, Bassetts Vitamins will receive a strawberry flavoured liquid multivitamin designed for infants.



### E-Lites stays ahead of the Curv with TV ads

E-Lites has revealed its first TV ads designed to grow awareness of its recently launched E-Lites Curv e-cigarettes. The campaign aired for the first time on Monday, with coverage on 25 channels including ITV, Channel 4 and Sky, and will also be available to view on video on demand channels for the next four weeks. It will be further backed with a six week promotion in the Metro newspaper and a digital and billboard campaign. Jeremy Blackburn, head of communications at JTI, said: "We are continuing to invest in an exciting and evolving market."

**Massive promotional drive to boost your festive finances** Media blitz announced

## Ferrero's pre-Christmas £3.6m spending spree

by Steven Lambert

New pack formats and shopper competitions have been unveiled by Ferrero to grow sales of its confectionery brands in the run up to Christmas.

The manufacturer is investing £3.6m in media support for its range of praline chocolates during the festive season.

This includes TV and digital activity for its Ferrero Rocher range starting from 9 November, while its Ferrero Collection boxes will receive separate press

ads from 5 October and TV ads from 7 December.

In addition, Ferrero's Raffaello range will be backed with video on demand and digital activity running from 23 November, press ads from 2 November and a sampling campaign from 9 November. The company has also added a larger, 240g pack of its Ferrero Grand Rocher to its premium gifting range (RRP £8.99).

Levi Boorer, customer development director at Ferrero, said the company grew at 24.5% last Christmas, adding £12.6m to the

confectionery category.

Meanwhile, Ferrero is bolstering its Kinder Christmas range with a Kinder Surprise winter pack, a display unit containing 48 Kinder Eggs, and a Kinder Chocolate Happy pack with 12 wrapped Kinder chocolates in seasonal shapes.

Kinder is also offering buyers of its Bueno bars the chance win one of 10 fashion items every day in a new on-pack promotion.

The scheme, which runs from next month through to Christmas, will offer the chance to claim shoes,

clothes, beauty products and other gifts from the Bueno Fashion website.

Meanwhile, Ferrero is investing £1.7m in a campaign that will allow shoppers to create their own personalised jars of Nutella.

Launching on 5 October, 'Your Nutella, Your Way' will see promotional codes featured on 5.8 million packs of Nutella. Shoppers can use them to order bespoke Nutella jar labels online.

The campaign is supported with TV ads, video on demand and digital campaign.

## McCoy's tickets and treats for football fans

KP Snacks is kicking off a second season as official crisp partner of the Football League with an on-pack promotion on McCoy's crisps.

The 'Win Your Club' activity will give football fans the chance to claim a

number of exclusive prizes, including the chance to meet their chosen team and gain behind the scenes access to clubs.

Other gifts, including thousands of free tickets to matches and branded merchandise such as football

scarves, will also be up for grabs during the initiative, which will run on selected handy packs and multi-packs.

KP Snacks said 'Win Your Club' will build on a similar promotion launched during last year's Football League

sponsorship, which it said attracted thousands of entries from McCoy's buyers.

Jeff Swan, marketing director at KP Snacks, said: "This activity is perfect for the brand to reach millions of consumers in a really engaging and credible way."

### Hot products for your shopping list



Bassetts Vitamins gets a new look and a new liquid product this month



Football League fans can win tickets and other prizes with McCoy's

A Kinder Bueno on-pack promotion is part of Ferrero's winter activity



## PRODUCTS

Burton's and Premier set for Halloween Promos expected

# Frighteningly good launches

by Steven Lambert

Burton's Biscuit Company and Premier Foods are helping retailers prepare for Halloween with a wealth of new seasonal snack lines.

The former is launching Cadbury Screme Egg biscuits, a selection of six biscuits topped with Cadbury milk chocolate and filled with white and green fondant (RRP £1.79).

The new line will be supported with an on-pack promotion to tie-in with the launch of animated film Hotel Transylvania 2.

The offer includes the chance to win a family holiday for four to Transylvania along with runner-up prizes of DVDs and Sony electronics. It will also run across the entire Burton's Halloween range, including Cadbury Mini Animals

Halloweenies, Cadbury Halloween Fingers and Cadbury Trick or Treat biscuit assortment.

David Costello, head of customer category management at Burton's, said: "With this on-pack promotion and the addition of Cadbury Screme Egg biscuits, the Halloween range is sure to drive sales for retailers during this key seasonal period."

Meanwhile, Premier is adding two new novelty products to its Cadbury Mini Rolls range – a Witch's Broom containing 10 Chocolate Mini Rolls and a Cauldron filled with 12 Chocolate Mini Rolls.

The company is also bringing back Blackcurrant Bite Mini Rolls and Cinder Toffee Cake Bars featuring updated packaging, and will expand its French Fancies range with the launch of Witches Hat Fancies.



## Blu reveals DJ Zara Martin as campaign star

Model and DJ Zara Martin has been unveiled as the face of Blu e-cigarettes this month, who will front a £1m campaign supporting the brand this summer. The investment will be used to grow awareness of the brand through outdoor advertising and sampling, and follows on from Blu promoting its products to more than 30,000 smokers at food festivals earlier this year.

## Nestlé unveils Christmas

Nestlé has unveiled its Christmas confectionery line-up with new products and revamped festive lines.

The company has unveiled a number of original pack formats for its Quality Street chocolates, including a 315g gift carton (RRP £3.99), a 240g mini tin (£3) and a

550g pouch bag (£4.99), which will be promoted with TV ads.

In addition, Nestlé will launch After Eights Straws (£3.49), a range of dark chocolate straws with a mint fondant centre, and will bring back kids' novelty lines Milkybar Snowy Owl and Smarties Robin (both £2.08).

ConvivialityRetail Plc

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**Bargain Booze**

# NEWS

## PRODUCTS

### Students get Boost to their studies

Boost Energy Drinks is hoping to attract thousands of new consumers to the brand with a sampling campaign aimed at students beginning their studies in September.

In an exclusive deal, the brand has partnered with helloU, which distributes welcome packs to freshers in more than 120 universities nationwide.

Around 290,000 students will receive a gift box, with a specially designed 250ml can of Boost alongside products and vouchers from Kellogg's, Boots, PlayStation and InBev among others.

The sampling campaign will be supported by social media activity as well as the chance to enter a competition to win £500 in cash.

### Rollover spices up its hot dog range

Rollover is spicing up its hot dog range with the launch of a limited edition Curry Sauce.

Available from 1 September, the manufacturer said the product has been made mild to suit most palates and will build on the popularity of curry sauce in the takeaway sector.

Rollover Curry Sauce will come in cases of six, which will also contain a merchandising display stand and PoS material including wobblers and posters.



### Mondelez splashes out £1.24m on big backing for Barny

Mondelez is ploughing £1.24m into a media campaign to promote its bear-shaped sponge snack, Barny. The product is being supported with a 20-second TV advert featuring the Barny bear mascot, along with sampling of more than 450,000 Barny biscuits at festivals and shopping centres across the UK.

**Social media campaign to 'bring back' old favourite flavours** PepsiCo giveaways galore

## Walkers goes retro and offers free stock prizes

by Steven Lambert

PepsiCo is giving independents the chance to win free stock from its Walkers 'Bring It Back' crisps range by taking part in a social media competition.

The manufacturer is offering a free case of either Barbecue, Toasted Cheese, Lamb & Mint, Cheese & Chive and Beef & Onion flavour crisps to 10 retailers

taking part in a Twitter prize draw.

The retro range was relaunched by PepsiCo this month as part of its wider Bring It Back campaign, with the public voting on which Walkers line to bring back permanently.

To enter the competition, retailers must vote for their favourite flavour and post an image of their chosen pack on Twitter. They must

also tag the PepsiCo Twitter handle and use the hashtag #WalkerBringItBack.

The activity followed on from an event that took place at the Bestway Park Royal depot this Thursday, which saw PepsiCo give away free cases to the first 50 retailers talking to its Walkers sales team.

Matt Goddard, field sales director at PepsiCo, said: "We know that our flavour

campaigns are popular with shoppers, therefore this new campaign will drive excitement for the category, while also helping retailers to boost sales."

PepsiCo is offering a grand prize of £100,000 and other weekly gifts to shoppers voting on Bring It Back, and is due to launch a TV campaign to promote the activity.

## Luxury holidays in Devon for lucky retailers

Burts Chips is offering retailers the chance to win a luxury break for two in Devon as part of a new marketing campaign running this autumn.

Independents will be tasked with creating eye-catching product displays featuring Burts Chips products and sending pictures

to the company. These will be judged on a weekly basis, with winning entrants receiving a two night holiday.

The competition will be used to support Burts' 'Do It Right' campaign, launched this month, which the company said will celebrate the talents of 'real men'.

Running for 10 weeks,

the campaign will ask the public to nominate the man in their life who 'does it right' in a competition running across Facebook, Twitter, Instagram and Burts' new website.

For every nomination, Burts will make a contribution to It's in the Bag – a testicular cancer fundrais-

ing organisation operating in south west England.

Simon Knight, Burts sales and marketing director, said: "We hope to strengthen awareness of the Burts offering and continue to drive the premium end of the snack market through taste and innovation."

### Hot products for your shopping list



Burts is offering luxury breaks to retailers in a display competition



Walkers is asking fans which flavour they want to see return

Curry Sauce will be added to Rollover's range from 1 September





# NFRN

The voice of the independent retailer

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NFRN Assist  
NFRN Credit Union

# NFRN LEGAL

## WHAT IS STATUTORY DEFENCE COVER?

### Why would I need it?

Independent retailers face challenges on a daily basis, but none greater than complying with the legislation surrounding the sale of Age Restricted Products such as tobacco or alcohol.

IF THIS HAPPENED IN YOUR BUSINESS:	THE CONSEQUENCES COULD BE:
<b>Failed Test Purchase</b>	Up to £5,000 (£2500 tobacco) fine Up to £20,000 fine/penalty for multiple failed test purchases for sale of alcohol
<b>Conviction of a criminal offence</b>	Personal License Holders/proprietor must report any conviction to their Local Licensing Authority (LLA) as soon as is reasonably practicable. The LLA will review both personal and premises licenses which could lead to the license being varied, suspended or revoked.

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- Free consultation with a solicitor
- Up to £50,000 in legal fees per case \*

**Don't leave it to chance, let the NFRN help.**  
**Join today by calling 0800-121-6376**

In September 2014 an NFRN member had his premises license revoked. He challenged a shoplifter and was prosecuted for assault which resulted in a criminal conviction.

\* Terms and conditions apply

# NEWS

## REGIONAL

### Premier mover's £80k refit

Spar's fresh food range has enticed a former Premier retailer who is investing £80,000 in a store expansion and refit.

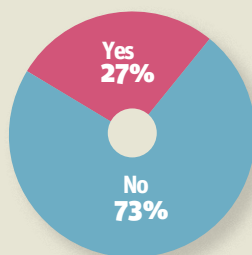
Next month, Sophie Towers will be relaunching Hillingdon Convenience Store in Burnley, under the Spar name.

The store, which opened 18 months ago following the conversion of half a derelict pub, will extend into the other half of the building and increase in size from 1,150sq ft to just under 3,000sq ft. New additions will include a dedicated area for wine and beer, more focus on groceries, fresh fruit and vegetables and a Post Office local.

A coffee machine will also be installed and a hot food stand to build on the more than 300 hundred pies from a local bakery sold every week.

Miss Towers says she is hoping for a 20% rise in turnover.

#### RN READER POLL



**Do you think you receive the right number of scratchcards from Camelot to fill your display?**

#### NEXT WEEK'S QUESTION

If you are taxed on your external ATM, will you charge customers to use it?



**Have your vote now**

Go to [betterretailing.com](http://betterretailing.com)



### More community fun days planned

Plans are afoot for a second community fun day following the success of Go Local Extra in North Wingfield's first event. The community rallied around to support owners Amardeep Sandhu and his sister Kiren, raising £1,200 for Cancer Relief UK. They were also supported by suppliers including Wiltshire Farm Foods, Country Choice, Warburtons, Mondelez and News UK. Customers enjoyed a range of activities, as well as the chance to win prizes including a Cadbury's World family ticket and a holiday.

**Local producers get store owners' backing** 'People will pay more for a better product'

## Indies support farmers in fair milk price battle

by Helena Drakakis

Independent retailers in the south west have given their support to local farmers who say falling milk prices are forcing them to abandon dairy farming while the industry is being pushed further into crisis.

Farmers' protests intensified this month with many taking part in Milk Trolley Challenges, which saw blockades at distribution centres, mass buying of milk in supermarkets and even cattle being brought into stores deemed to be paying

an unfair price for milk.

Among those supermarkets being targeted are Morrisons, Lidl, Aldi and the symbol group Londis which are paying farmers around 19p per litre. Last week Asda announced it would pay 28p per litre of milk, 1p above the amount it costs farmers to produce a litre of milk.

In response, independents are now using Twitter to champion milk sourced directly from local farmers. Long Ashton Post Office, in Bristol, for example, is promoting milk supplied direct by its local farmer, with the

tweet: "Our milk is fresh from the farm. James, our farmer, receives a fair price for the milk we sell."

Owner Andrew Crabb, who pays his farmer 74p per litre, said that the response from customers had been largely positive. "We've had one or two customers saying they can get their milk cheaper from supermarkets but our milk sales have actually gone up. People are open to paying a little bit more for a better product in the knowledge that it's helping the local economy. As a retailer, we believe in

paying a fair price. Everyone has the right to make some money in a way that's fair for us, suppliers and customers."

Emery Newsagents in Chard, Somerset, is also promoting nearby Yartley Valley dairies with the message, "Shop local and help farmers get real milk prices."

Other independents in the area also championing local farmers in the south west are EJ Teare in Wellington, Somerset and Charminster Post Office in Dorset.

## Tougher fireworks regulations brought in

Retailers must change the wording of their fireworks notices under new regulations that came into force this week.

Under the Pyrotechnic Articles (Safety) Regulations 2015, fireworks notices must feature the firework category as well as its age restriction at point of sale.

Additionally, firework labels must include the manufacturer's details, registration number and net explosive content alongside firework category and age restriction.

Store owners are also required to keep a record of where they source fireworks from for 10 years.

Russell Holborn, of Holborn's in Surrey, said he sees the change as a positive move that will help get rid of "dodgy" fireworks and improve safety.

But Tony Allen, managing director of Under Age Sales Ltd, said the regulations "place a significant

additional burden on the retailers of fireworks".

He added: "We are disappointed that the government has chosen to replace a clear notice for preventing the under-age sale of fireworks to one that is more legalistic and will not mean anything to the average consumer."

## REGIONAL

**Online petition calls for free-of-charge council-run car parks** More than 200 signatures so far

# Retailers join drive for free parking in town

by Helena Drakakis

Retailers have added their support to an overhaul of parking charges in a Somerset market town after a petition was launched urging the local council to help reinvigorate trade.

The petition, which was launched on the change.org website, has so far received more than 200 signatures and urges South Somerset District Council to provide free car parking for up to 72 hours in council-run car parks in Chard in a bid to

bring shoppers back to the town.

The Free Parking for Chard campaign has been launched by resident David Laughton who believes that free car parking would benefit local residents and “facilitate a vibrant increase of visitors to the town”.

The petition follows a call in April by Chard newsagent Les Gilbert for a “root and branch overhaul” of charges. As reported in RN, Mr Gilbert argued that charges had caused a steady decrease in car park usage, leaving

many half empty. He urged the council to create “true shoppers” car parks and suggested a combination of free and paid-for parking at different times of the day.

He said: “I’ve supported the petition. It will spark debate and hopefully move things on. Reforming car parking in Chard is part of the wider solution to reinvigorating the town, but this is a positive campaign that helps bring all the options to the table,” he said.

South Somerset District Council has responded by

saying it is committed to the economic wellbeing of Chard and is conducting a review into parking charges that will look at free parking periods to be considered in the autumn. A spokesperson said: “The council will always consider seriously any initiative, including a reduction in car park charges, that might stimulate trade, but it will always be evidence-based and the review will consider experience from other localities where such initiatives have been tried.”

## ‘Support local Irish business’

The NFRN in Ireland has urged the government to support local businesses ahead of its budget for 2016.

In a letter addressed to Irish minister of finance, Michael Noonan, it pleaded for careful consideration before increasing the minimum wage, the introduction of a rate relief scheme for smaller retailers, more effort to curtail the growth of illicit tobacco and the withdrawal of proposals to introduce a sugar tax.

## Asian title launched

The Lancashire Telegraph has launched a new weekly edition of its daily newspaper specifically aimed at the Asian community. The first Asian Image edition went to press earlier this month with 2,000 free copies posted to homes throughout Blackburn.

It will be published weekly and be available from selected outlets. It features exclusive content from writers of Asian Image – a free monthly newspaper also published by Newsquest.

## NFRN mini-trade show

Around 100 people attended an NFRN mini-trade show which took place in Birmingham last week.

The show, held alongside a district council meeting in Smethwick, gave federation members the opportunity to meet suppliers including e-cigarette company One Lite, Rollover Hot Dogs and a SIM card retailer GK Telecom.

West Midlands district president Ramesh Sahota said: “It was a great success. We met far more of our members and had the time to talk to suppliers.”



### Sunder's rustic display sees sales of bread rising

Sunder Sandher's One Stop in Leamington Spa enjoyed a 23% uplift in bread sales in four days following the unveiling of a rustic display. The free-standing display is positioned at customers' hip height, near the till, and is illuminated by spotlights. It was inspired by Mr Sandher's study trips to similar retailers' stores. “It's essential retailers get out and about and discover better ways of doing things,” he said.

# Calais blockade affects tobacco sales

Retailers in Kent are attributing a fluctuation in tobacco sales to changes in the amount arriving into the UK during the Calais ferry port blockade.

Channel ferry services were disrupted throughout July due to a French workers' strike following the loss of jobs from the

now defunct company MyFerryLink.

The strike caused weeks of traffic chaos with Operation Stack, where the M20 is closed and used as a lorry park, implemented five times in four weeks.

Some retailers reported an increase in tobacco

sales. Sandeep Bains, of Simply Fresh in Faversham, said his sales increase reached £500 per week, with customers buying mainly 25g and 50g bags of tobacco.

He said: “We had a rush. There was less duty-free coming in and the blockade stemmed the tide of

contraband. Since it's been lifted, sales are dipping back to average levels.”

However, Rushik Parmar, of Kenwins in Herne Bay, said he noticed no significant increase. “When people buy duty-free they tend to buy in bulk, so we saw no major shift in sales,” he said.

## Charity not appreciated

A homeless man who attempted to rob a shopkeeper while brandishing a baseball bat minutes after she had given him food has been jailed for two years.

Shopkeeper Linda Bacon found Michael Cash outside her Premier Store in Middlesbrough at 5am. She made a food parcel for him and offered to ring a homeless charity.

However, soon after she opened her shop, he threatened her and demanded money.

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT MERSEY DEE 11.08.2014



**Simon King** reports from the NFRN Mersey Dee district council meeting

### Members urged to contact MPs

District president David Thomas encouraged members to contact their MPs and, in the case of Welsh members, their assembly members (AMs).

"It would be good for members to discuss with their local representatives subjects including business rates, parking charges and the tobacco retailers register in advance of our reception at the Senedd in Cardiff on 27 January," he said. "Contacting your MPs and AMs will raise the profile of your business and the NFRN."

### Crackdown brings results

Chris Appleton, membership services manager, told members that a three-day operation to crack down on illegal sales in north Wales recovered more than 1.6 million cigarettes and 3,000 litres of alcohol.

Mr Appleton said: "The operation saw officers visit 55 retail premises, private addresses and self-storage units. HMRC led the operation with 40 officers and said that tobacco and alcohol were seized at 15 locations."

Seized goods included 1,646,000 cigarettes, with a potential £545,700 duty and VAT evaded, 700 kilos of hand-rolling tobacco, with a potential £170,800 duty and VAT evaded and 3,000 litres of alcohol, with a potential £38,600 duty and VAT evaded.

### Challenges ahead says president

National president Ralph



**Ralph Patel (left) was warmly welcomed and spoke of issues and challenges members face**

Patel was welcomed at the meeting and his speech addressed a number of key issues and challenges facing members.

Mr Patel began by talking about the news supply chain, which he described as "a total mess", and he updated members on the recent newspaper summit.

He said: "Our view is that if newspapers can be sent out 15 minutes earlier, it would save an awful lot of problems."

On PayPoint, Mr Patel said some members made money offering the service, while others did not.

"It's probably not a lucrative part of a



**If newspapers can be sent out 15 minutes earlier, it would save an awful lot of problems**

**Ralph Patel**

NFRN national president

member's business, but PayPoint is an added part of the service that we can offer our customers," he said.

"The free-phone line is too little, too late. There will come a time when a store has to make a business decision whether to continue with PayPoint - that's the harsh reality."

Mr Patel also encouraged members to join the federation's credit union, which he described as being one of the best NFRN member benefits.

"The credit union helps members that would find it hard to borrow otherwise - it's a superb facility. There are people out there in dire straits and we've been able to help them out."

### Booker policy change upset

David Thomas said that a change in policy from Booker could see him change to a new supplier.

Mr Thomas's Holyhead business has its stock

delivered from CTM Wholesale in Wrexham.

He said: "We currently have deliveries on Mondays and Thursdays, but have been told that we may have to have cages dropped off, which would coincide with the Thursday delivery."

"That would mean that we would have to store cages for a week and we haven't got the room. There's also talk that we may have to spend up to £1,000 on non-tobacco products to get a delivery."

Mr Thomas said that a £1,000 non-tobacco order could be placed fortnightly, but that would mean his business may have to house up to four cages for two weeks.

Hawarden member Kevin Jones said: "This doesn't sound consistent as I have never had a conversation about minimum order values for delivery - and my shop is also too small to store cages."

### 'Double running costs me money'

Liverpool member Jill Frost said that regular double running of the Liverpool Echo was costing her business, in terms of both time and money.

"Smiths News says its hands are tied, yet this is costing me money - it's a nightmare and the Liverpool Echo is now being printed in Birmingham, which is embarrassing," she said.

"I'm not asking for any form of favouritism, I just want my copies of the Liverpool Echo arriving on time."



**Jill Frost**

### Your say

Will you be running any special promotions in your store to tie in with the forthcoming Rugby World Cup?



For Welsh rugby fans, Brains is the official beer of the Welsh Rugby Union, but we don't sell it. We don't plan to run any promotions around the Rugby World Cup.

**David Thomas**  
Robert's Newsagents,  
Holyhead



In my area, rugby is not particularly popular - customers are fans of football and cricket. So we won't be looking at running Rugby World Cup promotions.

**Hemalata Patel**  
K & L Newsagents,  
Winsford



The Rugby World Cup will be a good time to promote beer, lager and wine in-store. We will try and get behind sponsor Heineken, if we are offered good prices.

**John Parkinson**  
Broadway Premier,  
Penrhyn Bay

# LETTERS

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



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

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

## Getting credits from Smiths News can be a real lottery

In August 2014, I felt it necessary to complain about the service from Smiths News at the Swindon and Reading depots.

One year on, and I have received no credits for vouchers received at Reading on Tuesday 4 August or for tote credits returned on Friday 7 August.

Despite assurances from Smiths News, this is still an ongoing problem and it has become a "lottery" whether you get your entitlements.

We had a discrepancy on Financial Times and Guardian numbers on 7 August, which was a day off for me to celebrate my 68th birthday.

My manager was told that she reported the discrepancy too late. However, the next day they charged us for the extra Financial Times but gave no credit for the Guardian shortage. Double standards or what?

Once your enquiry gets to the call centre it seems to get lost in the system with nobody taking responsibility to resolve the problems.

As stated last year, any help from the NFRN only gives a short-lived improvement in the service. This is still the worst service I have ever experienced.

**Dave Holborow**  
Uffington Stores,  
Oxfordshire

**A Smiths News spokesman said:** "We have spoken to Mr Holborow about the issues raised and they have been resolved to his satisfaction."

## Let us have more copies and we will sell more

I read with interest about the Independent working to grow sales (RN, 14

## NO WONDER SALES ARE FALLING WHEN SUPPLIES ARE FAILING



**This morning, I was sold out of the Daily Mirror and the Daily Express by 9am. I only had 77 copies of the Mirror when I need about 85 or 90.**

It is recurring all the time, particularly with the Mirror.

I'm in a village of 1,000 houses and there are three newsagents. I'm by far the biggest of them and the only one that does home delivery.

I deliver 54 Mirrors Monday to Friday, and more on a Saturday.

In an ideal world, I would like to send one back of every title I receive every day. That way I would know I hadn't missed a single sale. I understand that you can't expect that, but to be sold out at 9am is not good enough.

In the past few months I would say the number of times this has happened would be in the double figures. I phoned Smiths Newport to ask about it and the girl I spoke to said there was nothing she could do. I also rang the Mirror six or seven weeks ago. It might have helped a bit at the time, but it soon got back to the same situation.

With the way that newspaper sales are declining, I just can't fathom this kind of thing.

**Royston Davies**  
Davies Newsbox  
Cwm, Ebbw Vale,  
Gwent, Wales

### Trinity Mirror newspaper sales director – nationals John Howard responds:

"Mr Davies is a massive agent for us, trading in what we consider to be a core Mirror sales area. We trust Smiths News, through their allocation processes, to get things right and forecast accurately based on sales history. If there has been a disconnect for such a large Mirror agent, then we, along with Smiths, will sort it. Can I take this opportunity to thank Mr Davies for the alert."

### A Smiths News spokesman responds:

"Thank you for bringing this to our attention. Having looked into the matters raised by Mr Davies, we can see he has over 90% availability of the titles, but there has been a small number of occasions when the Mirror and the Express has sold out in the last month. Therefore, we are working with Mr Davies to improve our service to him."



today I have received one copy short of my HND/shop saves requirements.

Maybe if we didn't keep getting cut supplies so much on all papers, we might actually be able to supply more.

I further laughed with interest at the response by

Camelot regarding supplies of scratchcards.

"We have no record of any calls to the hotline." Did they check with my rep Sarah to ask her? Have they checked their emails? Obviously not.

Also, they stated I received an order of cards on the Wednesday. Yes I did, but none were in the pack of the ones I was out of.

We have had our 20-window display now for 10 days and still no planogram. Why aren't these issued when it is delivered?

Finally, just for reference, out of 20 windows currently two are displaying the same scratchcard. I have since requested a visit from a senior person at Camelot.

Keep up the good campaigning for us RN.

**Steve Barker**  
S & J News,  
Rochester

## Seven days of late deliveries from Menzies

Last week, all seven of my deliveries from Menzies were late. So far this week, three out of four have been late.

When I speak to Menzies, it blames publishers trying to save a few quid by bundling everything into the least number of vehicles it can get away with. The Mail used to arrive in Rhyl at 3.30am. Now it waits for the Mirror

and arrives closer to 4am.

As a result, the depot is hit with two lorries at the same time and has to unload around 40 pallets.

But because of staff cut-backs, Menzies can't cope and it means deliveries are late getting out to shops.

I used to be able to do my hotel deliveries before getting back to the shop at 6.15am to get the paper rounds ready.

Now I race around like an idiot and get back at 6.45am and the kids are already waiting to do their rounds.

I'm losing money hand over fist as my early morning customers are either going elsewhere or not bothering at all, particularly on Saturdays.

It has got to the stage now where it is beyond a joke. I don't get charged anything for deliveries by Booker, but Menzies charges me £53 a week.

It is champagne money for lemonade service.

I don't know what to do or which way to turn. Surely Menzies has some clout with the publishers to do something about late deliveries.

**Brian David**  
Rusco Newsagents,  
Llandudno

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



**Menzies charges me £53 a week. It is champagne money for lemonade service**

**Brian David**

Retailer, Llandudno

# OPINION

**Do you want to see your views in RN?**

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## YOUR SAY Smiths News has offered its customers the option to freeze their carriage charge rates for two years. Do you think this is a positive step?

### Amit Patel

Premier Town Street,  
Sandiacre,  
Nottinghamshire

It's not really a positive step because their service is so poor. It just means locking us in for another two years. They have too much of a monopoly and I'd expect another company to come in and compete with them soon. I don't see sales going up, I see them going down. I'd have preferred it if they'd gone to each store and talked about how they can improve magazine and newspaper sales and then made changes to my carriage charge.

### Carl Pickering

Top Shop Newsagents,  
Preston,  
Lancashire

It's positive because carriage charges always go up, they never go down. Anything like that helps you know exactly what



**Is Smiths News' offer to fix carriage charge rates for two years a good thing?**

you're paying out and you can budget for that. You could argue there should be a reduction, but I can't see that happening. They tend to go up as fuel prices do, but they never seem to come down when fuel prices fall.

### Nainesh Shah

Mayhew Newsagents,  
London

It's not positive because carriage charges are at such a high level. The newstrade has been declining. The volume of trade is a lot lower than a year ago, but fuel has gone down so charges should as well. We pay a lot more than we should. They need to review the rate and then freeze it because at the current level it's not giving any advantage.

## YOUR STOCK Have you noticed any new trends in the magazine category this year?

### Kate Clark

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

Frozen has been my biggest magazine this year. The kids just go mad for anything with Frozen on it. When the magazine first came out I couldn't get hold of enough copies. I thought I'd get five or six, but I could have sold six times as many. Colouring books and

partworks have also been doing well and the add-ons that go with these have taken off. FlyPast has done really well and we only started that about a year ago.

### Joe Sweeney

News Centre,  
Donaghmede,  
Dublin

I have found magazine sales are still declining this year. General

weekly and women's magazines have been hit quite badly by the differentials between the euro and sterling which has made them more expensive and has pushed the price of them up by about 30%. However, specialist magazines, puzzles and children's magazines are doing well. We have a lot of young families in the area so find the children's magazine category is holding itself the best.

### Mark Dudden

Albany News,  
Roath,  
Cardiff

I'm selling absolutely piles of colouring titles – I can't keep up. We have a whole section of them now. I have invented a category called London Look myself and it's high-end fashion really. The customers love it and keep coming back because it's different. You'd find them in London, but you don't really see them in little old Cardiff.



**Children's, puzzles and colouring in titles continue to register good sales on the newsstand**



# YOUR ISSUE

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## 'BRIDGE TOO FAR WILL DEVASTATE OUR BUSINESS'

You can't travel too far these days without coming across roadworks of some sort. But while they are a bug-bear for motorists and pedestrians, the turmoil they cause often stretches beyond the road. In Jane Welsh and Alex Robinson's case, roadworks are threatening to put their livelihood in jeopardy.

The owners of Finchingfield Post Office and Stores in north west Essex say the closure of Finchingfield bridge for four months for reconstruction and strengthening works will cut their community in two and stop all through-traffic, with the potential to cut their trade by more than 50%.

"Rural businesses are marginal at best. We simply could not survive this for months on end," Ms Welsh says. "When the road outside the Post Office was resurfaced earlier this year, even though it was not actually closed during the day, we saw a 70% drop in custom."

"That was for a week. The bridge works will take months. We don't believe we can survive this."

The pair took over the post office and store four years ago. It was, they say, a "dying shop" which they have turned around from a loss-making to a profit-making business, but that would be "drastically reduced to nothing" with the bridge works.

They say they now have more than 1,000 customers a week who



Alex Robinson and Jane Welsh in happier times... they fear a bridge closure could be fatal for their store

**Closure of the bridge would mean more than half of our customers would be cut off and all passing trade would cease**

**Jane Welsh**

Finchingfield Post Office and Stores

have supported their call for a temporary bridge.

"The closure would be disastrous for the life of the village," says Ms Welsh. "We provide an essential service and because we are in a rural village, we are the only shop for about 10 miles all round for various things."

"We rely on local customers to sustain our business, but we also rely on passing trade. Closure of the bridge would mean more than half of our customers, including all residents in our sister parish of Cornish Hall End, would be cut off and all passing trade would simply cease."

The diversion being proposed for the closure next year will add around an extra 30 miles to journeys, Ms Welsh says, which

means the store's deliveries could also be suspended or incur "unsustainable" surcharges.

She adds that the extra mileage would make it "physically impossible" to continue around half of the shop's home news delivery service, and she would have to lose four members of staff as a result.

"With the prolonged closure of the bridge, everything that we have built with the support of the community in Finchingfield will potentially be undone," she says.

The pair have secured the support of their local MP and are joining forces with residents and other businesses in the area, who they say will also suffer, to fight for a temporary bridge.

The option was thrown out by Essex County Council because it said a temporary bridge would "severely disfigure the green" and be "more expensive and slower to complete".

Eddie Johnson, Essex County Council cabinet member for highways maintenance and small schemes, said: "Essex County Council is committed to working with local residents and businesses to minimise the effect of essential bridge maintenance work in Finchingfield."

The work is not due to start until next July and we will be looking to continue a dialogue with local residents and MPs in the coming months to ensure all views are listened to and concerns are addressed."

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## Rates freeze with a 'sting in the tail'

**It would be rude to describe Smiths News' fixed-rate carriage charge freeze as a con, says Neville Rhodes, but it is not as straightforward as it seems. And with no choice of wholesaler and no regulator to turn to, it is difficult for any retailer to know what to do**



**A** few weeks ago I called for negotiations over carriage charges and suggested that as a starting point, retailers should ask for a reduction equivalent to two thirds of the increases imposed since 2010, adding that a standstill on rates would not be good enough, and that any increase would be an outrage.

What has emerged from Smiths News, following discussions with the NFRN, are two options: either a possible reduction averaging 0.2% for the rest of this year to the variable part of the charges or a freeze on charges, fixed for two years, at retailers' current levels.

It would be rude to describe this as a con, but it is certainly not as straightforward as it may appear.

First, the freeze has a sting in the tail. The majority of retailers who opt for it will almost certainly find that their fixed carriage charges account for an increasing proportion of their overall newsbill. Why? Because newspaper and magazine sales revenues are falling.

Smiths News's latest financial figures show a 3.3% drop in newspaper and magazine revenues on a like-for-like basis, and the wholesaler is forecasting further

declines of between 3% and 5% a year for the medium term. This must be reflected in its customers' newsbills. Who wants to be locked into a freeze that's burning a hole in their bottom line?

The alternative, a possible 0.2% reduction in the variable charges, is not as generous as it looks. For retailers currently paying the maximum charge of £51.18, it would mean a reduction of around 4p a week. The saving on a £500 newsbill would be less than 2p a week.

The reason these potential savings are so derisory is that the

variable charges make up only part of the overall carriage charge. The main part is the "standing charge" – over £30 for 7-day supplies – and there is no mention of this in Smiths News's letter to customers. A 0.2% reduction in this charge would save retailers a further 6p a week – but the standing charge could, of course, go up.

What is on offer to retailers is at best a standstill on charges, and it's not good enough. The case for a reduction has never been stronger. Fuel prices are lower than they were five years ago, and according to the AA's figures for July had

fallen by 20p a litre since 2013 – and they are even lower in August.

Wage rates for drivers of transit-type goods vehicles have not risen significantly for several years, and the average number of copies of both newspapers and magazines supplied to retailers has been falling steadily, allowing the wholesalers to increase the productivity of their delivery operations.

Yet despite these downward trends in delivery costs, Smiths' carriage charges have increased by an average of £4.49 a week since 2010 – a cumulative additional revenue to the wholesaler of around £7m.

Where is the justification for this? Telling retailers it is arrived at by applying the "calculated indexation factor" is meaningless, because nobody has the faintest idea what costs are included in the index.

With no choice of wholesaler to keep carriage charges down, and no regulator to ensure they properly reflect delivery costs, retailers' leaders must demand proper negotiations each time these charges come up for review.

*Neville Rhodes is a former retailer and freelance journalist*

### ★ Speak up on Sunday trading

**+** The government's proposal to leave decisions about Sunday shopping hours to local authorities, or in some places elected mayors, could end up causing not only a loss of valuable trade for some small retailers, but also considerable confusion for consumers. Imagine what will happen if neighbouring councils decide on different regulations, with large shops in area A allowed to stay open until, say, 7pm, while those in area B have to close at 4pm. There will be huge protests from retailers in area B who find that their usual customers are dashing off in the late afternoon to do their shopping in area A because they know the shops will be open there, but aren't sure what the situation is in area C. Let's hope the proposal is shredded following the consultation period, but retailers' voices need to be raised urgently against it.

# INDUSTRY PROFILE

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 @tomgk\_RN

## Tobacco Manufacturers' Association

A new poll of 12,000 smokers released last week showed the shocking prevalence of illegal tobacco purchasing. The Tobacco Manufacturers' Association's director general Giles Roca says it's a wake-up call for the whole industry

**RETAIL NEWSAGENT** What was the TMA's rationale behind running this poll of smokers?

**GILES ROCA** We wanted to get a better understanding of the nature of the UK tobacco market, particularly in respect to the impact that the government's high taxation policy and the illicit trade is having on consumer behaviour.

**RN** What did you learn from the responses?

**GR** Just under a third of smokers are now buying tobacco products from 'non-shop sources' due to the excessive costs in the UK. This has caused the Treasury to lose an estimated £2.1bn of tax revenue every year because of the shift to non-UK duty paid products.

A further £500m is lost to cross-border shopping each year. Collectively, this is the second largest loss to the Treasury after VAT avoidance.

**RN** Does this show that there's been a shift in consumer behaviour in recent years?

**GR** Views and habits on tobacco have actually remained unchanged – people will seek out the best deal driven by price including, for a minority, sourcing tobacco from the illicit market or from bringing it back from overseas.

People continue to see buying non-UK duty paid tobacco as okay which should be a worry to retailers who,

in many cases, will be dependent on tobacco for 30% of their turnover.

**RN** What is it that makes illicit or illegal tobacco so compelling for consumers?

**GR** Over the past five years, taxes on tobacco products have risen 40% and tax now accounts for 80% of the price of a packet of cigarettes.

This is the highest amount of taxation on tobacco in the whole of the EU.

**RN** How can retailers ensure they're working as part of this fight against illegal tobacco?

**GR** The problem of illicit tobacco is widespread, impacting every part of the UK, and it's a problem that's not going away.



People continue to see buying non-UK duty paid tobacco as okay which should be a worry to retailers

Retailers have a crucial role to play in tackling the issue, in providing evidence to law enforcement of those that are either selling or buying from illicit sources.

Reporting works too. HMRC recently targeted a number of illicit tobacco hotspots, sending a clear message that illegal trading will not be tolerated.

It is therefore in retailers' interests to report illegal activity, allowing HMRC, Trading Standards and the police to act upon it.

**RN** How do you think the Tobacco Products Directive (TPD) and plain packaging are going to further affect retailers?

**GR** Plain packaging and the TPD are likely to make the problem of illicit tobacco worse rather than better. The impact in Australia of plain packaging is well documented – the country has seen a growth in the illicit share of the market.

Meanwhile the TPD, in taking out smaller pack sizes, will simply act to push people to seek out more affordable tobacco which generally will come from illicit sources.

**RN** What are the TMA's plans for the rest of the year?

**GR** We will continue highlighting to government the non-legislative steps and measures that it can take to regulate tobacco in contrast to the excessive, non-evidence based, dogmatic policies we have seen enacted over the last parliament, such as the display ban and plain packaging.

### \*\* Company CV \*\*

**Company** Tobacco Manufacturers' Association

**Director general** Giles Roca

**Profile** A membership and lobbying organisation for tobacco manufacturers, the TMA counts Imperial, JTI and British American Tobacco among its members.

**Latest news** A poll of 12,000 smokers commissioned by the TMA showed that 29% of UK smokers are buying tobacco from non-duty paying sources.



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# PRICEWATCH

## PRE-MIXED DRINKS

### PRE-MIXED DRINKS PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
<b>WKD Blue</b> 700ml	£3.52	£3.59	£2.99	£2.99 (PM)	£2.99	£2.99 (PM)	£2.99
<b>Jack Daniel's &amp; Cola</b> 330ml	£2.68	£2.85	–	£2.29	£2.49	£2.49	£2.59
<b>Vodka Sorted Iron Brew</b> 700cl	£2.06	£2.09	–	£2.49	£1.99 (3 for £3.50)	–	–
<b>WKD Blue</b> 275ml	£1.51	£1.59	–	–	£1.20	–	£1.59
<b>Smirnoff Ice</b> 700ml	£3.69	£3.75	£3.29	£3.49	£3.49	£3.99 (2 for £5)	£3.29
<b>Vodka Sorted Blue</b> 700ml	£2.10	£2.09	–	£2.49	£1.99 (3 for £3.50)	–	–
<b>WKD Blue 4-pack</b> 275ml	£4.96	£4.99	£4.99	£4.99	£4.99 (PM)	£4.00 (Offer)	£3.99 (Offer)
<b>Crabbie's Ginger Beer</b> 50cl	£2.35	£2.49	£2.29	–	£1.99	–	£1.99
<b>WKD Red</b> 700ml	£3.56	£3.59	£2.99	£2.99 (PM)	£2.99	£2.99 (PM)	£2.99
<b>Vodka Sorted Red</b> 750ml	£2.10	£2.09	–	£2.49	£1.99 (700ml – 3 for £3.50)	–	–
<b>Caribbean Twist Mixed Up Mango</b> 70cl	£2.79	£2.49	–	–	£2.99	–	£2.99
<b>Vodka Sorted Apple &amp; Kiwi</b> 70cl	£2.15	£2.09	£2.50	£2.49	£1.99 (3 for £3.50)	–	–

## Pricing strategies

### RETAILER

# 1



**NAME** HARRY SINGH

**STORE** Londis

**LOCATION** Lanark, South Lanarkshire

**SIZE** 550sq ft

**TYPE** village

I get pre-mixed drinks from cash and carries as I find most delivered wholesalers' RRP's are too expensive. The popular drinks here are completely different compared to down south. Dragon Soop, for example, which we sell pricemarked at £2.99, is by far our best-selling line but most customers from England have not heard of it. The WKD Iron Brew flavour doesn't sell, however, because anything that's flavoured to taste like Irn-Bru but doesn't really taste like it is highly unpopular.

### RETAILER

# 2



**NAME** JAYESH PAREKH

**STORE** Jay's Costcutter

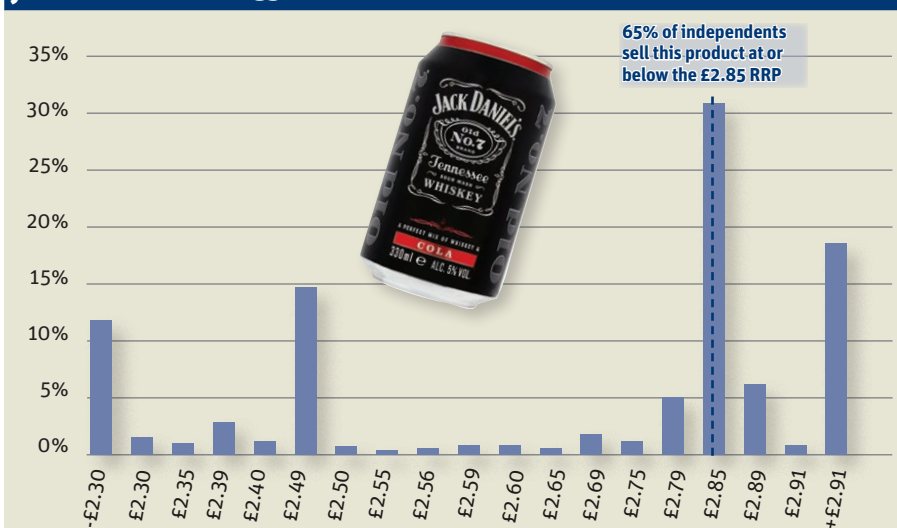
**LOCATION** Manchester

**SIZE** 1,800sq ft

**TYPE** neighbourhood



We set prices according to how much discount we get from wholesalers and cash and carries. We always try to buy pre-mixed drinks when they're on promotion so we can still get a decent margin on the selling price. We have to sell it lower than the local market rate as competition is very fierce in our area. For this reason pricemarked packs and multibuy promotions are particularly effective in driving impulse purchases. This category is a very slow seller, so I'll probably buy one case of 12 every six months. Jack Daniel's & Cola is quite popular.

### JACK DANIEL'S & COLA 330ml Price distribution %



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

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

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

## RETAILER

3

**NAME** BAY BASHIR**STORE** Belle Vue Convenience Lifestyle Express**LOCATION** Middlesbrough, Cleveland**SIZE** 800sq ft**TYPE** neighbourhood

We set RRP to get margins of between 20% and 25%. If we put the price above RRP, we will often introduce a multibuy promotion to give more price-sensitive customers better value. For example, rounding the price up of the VS Vodka Sorted range from £1.79 to £1.99, then running a three for £3.50 promotion. Unsurprisingly, these drinks are the most popular at the moment, in both volume and sales. This promotion works well because we also benefit from the people who want just one can and are in a hurry, and go for the singles.



## RETAILER

4

**NAME** PAUL KEYS**STORE** Key News & Stores**LOCATION** Sheffield, South Yorkshire**SIZE** 500sq ft**TYPE** secondary road

I see pre-mixed drinks as a market for young adults, and as our main customer base is older, they aren't very popular. The only reason I still buy them is because Go Local Extra always runs good promotions on them. When we first got our licence five years ago we said we wouldn't do alcopops – which is what they used to be called. I think because we didn't establish this market from the beginning, it's not that popular now – people don't exactly see us as the go-to store for pre-mixed drinks. I focus my attention on segments which are popular among my older customers.



## RETAILER

5

**NAME** SIVAH KANDIAH**STORE** Clarence Convenience Store**LOCATION** Lower Clapton, London**SIZE** 1,000sq ft**TYPE** residential

We have quite a lot of competition around us, including a Sainsbury's and several other independents, so it's important we use prices to remain competitive. We try to get pricemarked cans where we can – Bestway is our main wholesaler – and then stick to RRP or below for the rest. We put all of these cans in a fridge separate to other chilled products. Pre-mixed drinks always sell better when the weather's good, as people will take them to the park or a barbecue. Jack Daniel's & Cola is probably our best-selling line.



 **INDEPENDENT**  
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**Mondelez**  
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## ACADEMY IN ACTION

Follow up






### In-store display

In March, Mondelez's Susan Nash paid a visit to Vip Panchmatia's recently opened Wharf Convenience Store to help him boost his sales with engaging displays. Here's how he got on with the changes

#### Vip's action plan



-  Create a dedicated snacking display, bringing together different types of single serve snacks
-  Introduce a meal deal display, particularly for evening meal deals
-  Arrange hot drinks by good / better / best

#### Vip says

"I took Susan's ideas on board and installed a Cuisine de France bakery at the front of the store that complements our ice cream parlour, which is now making £2,500 a month. We completed our snacking area last week and we've already seen a sales increase of 8%. We find every week we're baking more and more too.

"In May we rearranged our hot drinks by positioning the premium coffee on the top shelf and we've seen a 10% increase in sales."

#### Your action plan



Visit [betterRetailing.com/IAA](http://betterRetailing.com/IAA) to find out more about Vip's visit from the IAA, to develop your own action plan and see similar results in your store

# RETAILER PROFILE



## Recipe for retail success

Retailer Adam Hogwood seems to have hit upon the perfect recipe for a c-store. And Great British Bake Off host Paul Hollywood and former contestant Chetna seem to agree, both popping in to the Kent store for their own ingredients.

**Steven Lambert reports**

**I**f you're a fan of the Great British Bake Off, you may want to consider paying a trip to Adam Hogwood's Morrison's Budgens of Broadstairs store in Kent.

Not only does the business count a former contestant as one of its regular shoppers, but the big man himself, Paul Hollywood, has also been spied browsing the home baking section for ingredients.

"Chetna from the last Bake Off series is one of our regular shoppers," says Adam. "I got talking to her over Twitter and we managed to set up a Q&A session between her and our customers."

While this represented a great way for Adam to gain some celebrity backing, it is just one of the many ways he uses social media to grow awareness and footfall at his 2,300sq ft forecourt store.

Facebook and Twitter have become powerful tools for the retailer to open discussions with consumers, gain their insight and build loyalty.

"We don't use social media just to put a few deals up," says Adam. "We use it to show our personality, to have natural conversations with customers and to ask them open-ended questions about the business."

Adam posts daily messages and images on the store's dedicated Facebook and Twitter pages, which cover everything

from local folk festivals to pictures of staff working. He says this helps to present the store as friendly and inviting.

"These sites are also great meeting places and you get so many good ideas from great retailers," says Adam.

On the advice of Ramesh Shingadia of Londis Southwater, for example, Adam says he asked a work experience student working at the store to map a customer's journey around the business, using CCTV to see which items they picked up.

Adam says doing so has allowed him to find the best positions for dump bins and other promotional displays. He adds: "We're now discussing a small relay of the store to suit a more natural customer flow."

This attention to detail extends all around the shop. For example, Adam says reducing his range of slower-selling red wines from three metres down to two and increasing his real ale selection from one metre to two has helped him grow overall alcohol sales.

He adds: "We also bulk-stack our best alcohol deals near where people queue, which helps give us a few extra impulse sales."

The store also offers a robust selection of fresh and chilled products, a bake-off and food to go area, a coffee machine and a wide selection of local products.



**I always look out for the latest product launches in RN and I also enjoy reading the profiles to find new ideas from other retailers”**

**ADAM HOGWOOD**



**Kent retailer Adam Hogwood says fresh food, food to go and the addition of a Subway franchise are driving footfall in his store**



**“We don’t use social media just to put a few deals up. We use it to show our personality, to have natural conversations with customers and to ask them open-ended questions about the business”**

#### **VISIT MY SHOP**

**Morrison's  
Budgens of  
Broad-  
stairs**

The Broadway,  
Broadstairs,  
Kent CT10 2AY



Weekly shop sales, minus services and fuel, stand at £45,000, which has been maintained despite the opening of a Co-op store nearby around 18 months ago.

Adam says: “About the time the Co-op opened we had to shut the pumps for maintenance for a whole day.

“I was worried we would be hit pretty hard but we were only £1,000 down, which seemed to show we have a good number of pure shop customers.”

Looking ahead, Adam says pension auto-enrolment and the National Living Wage will be the next big challenges for him, and he is already looking at ways to condense staff roles.

But he adds that new opportunities, such as the installation of a Subway franchise, will bring long-term benefits to the business.

“Our sales are slightly down year on year, but our data is skewed as one year ago the Subway counter went in, and we had to reduce our range to fit it in.

“But since we installed it, we’ve never seen so many different faces coming into the shop, from students through to workers, so we expect we will pick this back up soon.” ●



**Want to see more of Adam's store?**  
Go to [betterretailing.com/adam-hogwood](http://betterretailing.com/adam-hogwood)

# SUNDAY TRADING

As the government's consultation on Sunday trading opens, and groups such as the NFRN and the Association of Convenience Stores prepare to submit their evidence, **Tom Gockelen-Kozłowski** looks at the three key questions being asked and the arguments that are likely to be heard

## Questions that need answers

### Question 1

**Should local areas have the power to extend trading hours on Sundays?**

- ☐ Yes  
☐ No  
☐ Not sure

**This is the big** question. The plans, which were laid out by George Osborne in July's Budget, lay the groundwork for the end of Sunday trading restrictions as we know them. Although the government says, in the consultation, that it wants to support "high streets in the internet age" and thinks longer opening hours could help achieve this aim, the reaction from a number of quarters has been furious – and not just on behalf of retailers.

Church groups have traditionally been fiercely protective of Sundays. Writing in the Daily Telegraph, Michael Nazir Ali, Bishop of Rochester, described the plans as a 'nightmare'.

"It is important for the cohesion and flourishing of the family that its members should have a common day off so that they can spend time together and so the home doesn't just become a dormitory where people come and go at different times with-

out much opportunity for genuine meeting," he wrote. "The notion of individual workers with their own atomistic work timetables and little time for family and friends is an Orwellian nightmare that should frighten us."

Trade unions have been similarly unimpressed. John Hannett, general secretary of the shopworkers' union USDAW, said it would create "chaos in the retail sector, trying up business in red tape. He describes the current laws as a "great British compromise".

"Retailers can trade, customers can shop, staff can work – while Sunday remains a special day and shopworkers can spend some time with their families."

Add to this the arguments of retailers and their representative organisations, and it becomes clear why this is such a hotly-disputed question.



George Osborne's plans could end current Sunday trading restrictions



**All that these plans will achieve is the decay of the high street**

### Question 2

**If power is devolved, who do you think should be given the power to change Sunday trading rules?**

- ☐ It should be devolved to e.g. metro mayors as part of 'devolution deals'  
☐ It should be devolved to all local authorities  
☐ Not sure



The government has launched its consultation on Sunday trading, but will it heed warnings about the danger of extended opening hours?

**On the one hand**, we have metro mayors. This is George Osborne's latest attempt to encourage cities across the UK to accept American-style political leaders, such as those already in place in London, Doncaster and Bristol.

The latter city was the only one to vote 'yes' in a series of 10 referendums among English cities in 2012, but Mr Osborne believes elected mayors give cities "a powerful voice and bring practical improvements for local people".

Giving away power on a major regulation such as this is exactly what he needs to do to show his idea still has legs.

The other choice participants in the consultation have on this question is for power to be devolved to "all local authorities". These, you may remember, are the same regional power bases that the government and its coalition predecessor has hit with swingeing cuts of up to 40% since 2010.

So, in which direction is the government likely to fall, if rules are relaxed?

The figureheads championed by the chancellor or the much-maligned local government groups? You don't need to be a soothsayer to predict this one.

In the event, however, the Association of Convenience Store's chief executive James Lowman does not believe giving the power to one of these groups is particularly preferable from an independent retailer's perspective.

"Whichever local decision-making process the government aims to put in place, they will both lead to significant confusion for consumers and retailers," he says.

Mr Lowman does, however, add that there is already evidence that local authorities don't always champion small business as much as they could.

"We know from experience with the planning system that local authorities are easily pressured into favouring out-of-town stores over high streets and have significant concerns that this could be the same with zoned Sunday trading changes," he says.



**Local authorities are easily pressured into favouring out-of-town stores over high streets**

### Question 3

## How would local changes to Sunday trading impact on you?

- ☐ Positively
- ☐ Negatively
- ☐ No difference

**The arguments that** changes could have a positive effect on independent retailers do, whatever the apparent consensus suggests, have nuance. Why should a retailer across the road from a large shopping mall and office blocks (but away from residential areas) be anything other than excited by the idea of their vital footfall-driving neighbours being open longer on Sundays?

Yet, for the majority of retailers for whom a rival supermarket (rather than the clothes shop-filled shopping centre) is the nearest fellow business, relaxed rules around Sunday trading mean more than just a headache. This is why representative groups have been quick to lambast the move and provide evidence in favour of their case.

James Lowman, for example, cites economists' reports that counteract the government's claim that extending Sunday trading could bring an extra £1.4bn to the economy. "In terms of the impact on small shops, Oxford Economics has estimated the cost of relaxing Sunday trading hours to be up to £169m," he says.

Additionally, he says a ComRes poll from February showing that 76% of consumers favour the current restrictions highlights a lack of appetite for a major change.

The NFRN's national president Ralph Patel looks at the two-week experiment with relaxation of the laws during the 2012 Olympics as evidence of the negative effects this move can have.

"All that these plans will achieve is the decay of the high street, as consumers shift from small shops to large out-of-town retailers, as was seen during the London Olympics," he says. ●



For more on this story, go to [betterretailing.com](http://betterretailing.com)



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## HELLO!

## HELLO! fashion MONTHLY

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stand copy sales year on year. Good Homes, relaunched by Media 10 in October, made it into the top 100 on its first audit, selling 29,576 copies, while its sister title Grand Designs also crossed the 9,000 copies threshold.

Despite reports in the national press of a poor performance by Empire (based on combined digital and print numbers), RN found that the film monthly only dropped 91 sales per issue through the trade, and actually increased its RSV by £500,000.

TV listings struggled to maintain copy sales, with Total TV Guide the only one to escape a circulation fall, but bumped-up cover prices meant most titles managed to increase annual sales revenue. For instance, the Radio Times, which increased its price from £1.80 to £2 in December, grew estimated annual RSV by £1.1m, despite losing 59,253 copy sales per issue.

Zoo's boost after the closure of its rival Nuts appears to have been short-lived, as the title fell by 11.9% to less than 25,000 copies. Likewise, FHM experienced one of the sharpest declines of 30.4%.

Print sales are declining – there is no escaping that fact – but the continued success of many titles, as outlined in this report, shows there is still plenty of profit to be made on the newsstand. ●



**The continued success of many titles shows there is still plenty of profit to be made on the newsstand**

## NEWSSTAND TOP PERFORMERS

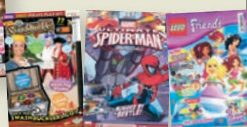
### BEST CHILDREN'S LAUNCH Disney Frozen

Based on one of the most successful films of all time, this primary girl's monthly from Egmont, launched in December, shot straight to the top of the children's sector, with copy sales of 91,011.



Swashbuckle – feature in the top 100 bestsellers within their first 12 months on sale.

### SECTOR OF THE YEAR Children's



Children's magazines account for 31 of the top 100 titles. Seven new titles charted and 11 titles increased sales year on year.

### BEST ADULT'S LAUNCH Hello! Fashion Monthly (HFM)

Launched in October, HFM is already outselling long-standing lifestyle and fashion titles Vogue and InStyle, with a newsstand circulation of 89,387.



### BEST YEAR-ON-YEAR CIRCULATION RISE Mega

For circulation by a massive 42.9% year on year and picking up an additional 10,353 copy sales per issue.



### BEST ANNUAL RSV RISE TV Choice

For increasing estimated annual sales revenue by £3.9m, despite copy sales falling by 26,966. What's On TV and Radio Times also enjoyed a rise in RSV.



circulation, Private Eye has increased copy sales by 5.7% and gained £0.9m in estimated annual RSV.

### HEALTH MAGAZINE OF THE YEAR Women's Health

While men's health and fitness titles have shown steep declines, Women's Health has grown its newsstand circulation by 9.5%, injecting an extra £0.4m into the sector.



### FILM & MUSIC MAGAZINE OF THE YEAR Empire

In a sector that is struggling to maintain circulation, Empire only lost 91 copy sales per issue, with circulation dropping by just 0.1%, and RSV increasing by £500,000.



### COOKERY TITLE OF THE YEAR Jamie

For growing its newsstand circulation by 16.5% to 11,704 copies and doubling its estimated annual RSV to £600,000.



### MOST IMPROVED TITLE CBeebies Magazine

For the biggest rise in number of copies sold through the news-trade – up an average of 14,085 copies per issue.



### PUBLISHER OF THE YEAR IMMEDIATE MEDIA CO



### Immediate Media

For having three launches – Lego Ninjago, Lego Friends and

### NEWS & CURRENT AFFAIRS TITLE OF THE YEAR Private Eye

In a sector that has seen a huge crossover to digital





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# MAGAZINES

The latest ABC figures reveal strong performances for a number of launches, as well as the most up-to-date ranking of best-selling titles. Why not check your range against our new data tables to update yourself on this footfall-driving category

## Get your range in great shape

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
<b>CHILDREN &amp; TEEN</b>				
Disney Frozen	91,011	–	£5.1	■
Fun to Learn - Peppa Pig	80,317	-8.6%	£4.2	■
CBeebies Magazine	69,466	25.4%	£3.5	■
Peppa Pig Bag-o-Fun	62,597	-10.4%	£3.0	■
Lego Ninjago	58,070	–	£1.5	■
Toxic	54,398	9.9%	£2.6	■
Lego Legends of Chima	54,370	19.1%	£1.4	■
CBeebies Art	53,378	-8.4%	£1.9	■
Swashbuckle	51,007	–	£0.6	■
CBeebies Special	49,354	-6.2%	£2.2	■
Disney's Princess	46,495	-22.4%	£3.3	■
Fun to Learn - Friends	43,945	-21.1%	£3.2	■
Something Special	43,309	-1.4%	£1.6	■
Top of the Pops	42,739	-7.2%	£2.0	■
Thomas & Friends	41,996	4.3%	£1.8	■
Sparkle World	40,781	1.5%	£2.6	■
Disney Stars	39,999	-11.8%	£1.9	■
Go Girl	38,346	-4.9%	£1.6	■
Octonauts	37,977	-11.1%	£1.3	■
We Love Pop	37,256	-7.4%	£1.8	■
Lego Friends	36,074	–	£1.4	■
In The Night Garden	35,667	-14.3%	£1.4	■
Doc McStuffins	35,491	-14.8%	£1.3	■
Barbie	34,830	-24.0%	£1.9	■
Mega	34,495	42.9%	£1.2	■
Sofia the First	32,680	-25.3%	£1.6	■
Ultimate Spider-man	31,933	8.4%	£1.7	■
Teenage Mutant Ninja Turtles	30,691	13.2%	£1.3	■
Fun to Learn - Favourites	30,330	-12.1%	£1.3	■
Girl Talk	29,946	-1.4%	£2.1	■
Ben 10	29,877	-29.3%	£1.1	■
Fireman Sam	29,028	-6.4%	£1.0	■
Girl Talk Art	28,263	-6.5%	£1.2	■
Disney and Me	28,141	3.9%	£1.2	■
Peter Rabbit	28,069	-23.1%	£0.9	■
Thomas Express	27,972	-9.1%	£1.3	■
Mike the Knight	27,504	6.4%	£0.6	■
Bob the Builder	26,758	6.1%	£0.6	■
Horrible Histories	25,790	-21.0%	£0.9	■
Toybox	25,029	-3.2%	£1.2	■
Skylanders Universe	23,981	–	£0.9	■
Mister Maker	21,454	–	£1.0	■
Mr Men & Little Miss	20,404	-18.1%	£0.8	■
Hello Kitty	20,016	-34.1%	£0.7	■

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Disney Fairies Tinkerbell	20,002	-21.6%	£0.7	■
Monster High	19,979	-33.2%	£0.8	■
Doctor Who Adventures	19,833	0.3%	£0.9	■
Dreamworks Magazine	18,750	–	£0.6	■
Doctor Who Magazine	12,997	-23.6%	£0.9	■

<b>HEALTH, FITNESS &amp; PARENTING</b>				
Slimming World Magazine	496,308	15.0%	£6.1 *	■
Prima	137,912	-1.2%	£5.1	■
Women's Health	83,398	9.5%	£3.3	■
Top Santé Health & Beauty	27,580	-2.8%	£1.1	■
Women's Fitness	11,615	-7.8%	£0.5	■
Health & Fitness	11,400	-15.6%	£0.5	■
Gurgle	10,811	-18.7%	£0.4	■

<b>HOME INTEREST</b>				
Ideal Home	113,540	-14.1%	£5.0	■
Your Home	104,386	-4.0%	£2.5	■
Style at Home	81,395	-12.6%	£1.9	■
BBC Gardeners' World	70,942	-5.0%	£3.6	■
HomeStyle	70,659	–	£2.3 *	■
Country Living	70,068	-6.3%	£3.4	■
BBC Good Food	69,220	-9.4%	£3.9	■
House Beautiful	63,220	4.2%	£2.8	■
25 Beautiful Homes	53,864	-19.5%	£2.7	■
Country Homes & Interiors	47,661	-9.9%	£2.3	■
Homes & Gardens	45,386	-16.5%	£1.8 *	■
Living etc	43,688	-13.1%	£2.1	■
Good Homes	29,576	–	£1.1	■
House & Garden	29,201	-10.8%	£1.5	■
Delicious	26,807	-1.1%	£1.3	■
Elle Decoration	26,553	-2.5%	£1.4	■
Garden News	24,617	9.6%	£2.5	■
BBC Easy Cook	20,704	-13.4%	£0.9	■
BBC Home Cooking Series	18,972	-7.2%	£0.4	■
Eat In	16,381	11.1%	£0.5	■
Olive	12,851	-10.9%	£0.8	■
Garden Answers	12,570	15.4%	£0.7	■
Jamie Magazine	11,704	16.5%	£0.6	■
World of Interiors	10,433	-0.6%	£0.6	■
Grand Designs	9,743	–	£0.5	■

<b>MEN'S LIFESTYLE</b>				
Men's Health	87,912	-13.5%	£3.5	■
Forever Sports	53,911	-1.0%	£1.3	■

## If you have...

...a core range  
of bestsellers

Benchmark your range  
against the titles in purple.  
These are the top 100  
sellers on the newsstand.

...a more  
extensive range

Check you have the titles  
in beige in addition to the  
top 100. Titles in khaki  
were major launches in the  
past year, so make sure you  
have them in stock.

## KEY

- Top 100 titles
- Launch in top 100 titles
- Newsstand circulations of 8,000 copies or over
- Launch

\* adjusted to reflect significant use of  
multipacking/price promotions

Source ABC January-June 2015 circulation figures.

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
GQ	49,275	-2.1%	£2.4	<input type="checkbox"/>
FHM	25,945	-30.4%	£1.2	<input type="checkbox"/>
Zoo	24,001	-11.8%	£2.5	<input type="checkbox"/>
Men's Fitness	21,507	-16.9%	£1.1	<input type="checkbox"/>
Esquire	13,891	-0.7%	£0.7	<input type="checkbox"/>
Wired	9,913	-1.7%	£0.5	<input type="checkbox"/>

## MISCELLANEOUS

The People's Friend	165,269	-8.6%	£8.7	<input type="checkbox"/>
Private Eye	90,290	5.7%	£4.2	<input type="checkbox"/>
Weekly News	21,353	-17.8%	£1.3	<input type="checkbox"/>
National Geographic	19,783	-10.0%	£1.3	<input type="checkbox"/>
The Economist	15,143	-0.9%	£3.9	<input type="checkbox"/>
Jewish Chronicle	12,134	-12.8%	£1.2	<input type="checkbox"/>
Monocle	10,351	3.7%	£0.7	<input type="checkbox"/>

## MOTORING

BBC Top Gear	45,811	-14.5%	£2.9	<input type="checkbox"/>
Auto Express	19,539	-1.8%	£2.8	<input type="checkbox"/>
Evo	12,639	-13.2%	£0.8	<input type="checkbox"/>
Land Rover Monthly	11,609	-1.0%	£0.7	<input type="checkbox"/>
Octane	11,223	13.5%	£0.7	<input type="checkbox"/>

## MUSIC &amp; FILM

Empire	67,612	-0.1%	£3.7	<input type="checkbox"/>
Mojo	24,271	-1.3%	£1.5	<input type="checkbox"/>
Kerrang!	19,773	-17.7%	£2.2	<input type="checkbox"/>
Q	17,640	-13.0%	£0.9	<input type="checkbox"/>
Uncut	17,395	-6.4%	£1.0	<input type="checkbox"/>

## SPORT &amp; LEISURE

The Sunday Times Travel Mag	19,317	-5.3%	£0.9	<input type="checkbox"/>
Condé Nast Traveller	10,895	-5.2%	£0.5	<input type="checkbox"/>
Lonely Planet Traveller	10,218	-19.3%	£0.5	<input type="checkbox"/>

## TV LISTINGS

TV Choice	1,276,045	-2.1%	£33.2	<input type="checkbox"/>
What's on TV	1,010,798	-2.2%	£30.5	<input type="checkbox"/>
Radio Times	454,330	-11.5%	£47.3	<input type="checkbox"/>
TV Times	196,346	-7.0%	£14.3	<input type="checkbox"/>
Inside Soap	119,521	-8.2%	£10.3	<input type="checkbox"/>
TV & Satellite Week	106,809	-8.4%	£8.9	<input type="checkbox"/>
Total TV Guide	102,882	1.1%	£5.9	<input type="checkbox"/>

Soaplife	49,616	-17.2%	£2.3	<input type="checkbox"/>
All About Soap	42,598	-23.3%	£2.0	<input type="checkbox"/>

## WOMEN'S MONTHLIES

Glamour	285,194	-4.9%	£5.2 *	<input type="checkbox"/>
Yours	192,296	-0.6%	£7.4	<input type="checkbox"/>
Woman & Home	182,148	-8.7%	£9.0	<input type="checkbox"/>
Good Housekeeping	181,094	0.7%	£8.9	<input type="checkbox"/>
Cosmopolitan	155,006	-17.6%	£5.6 *	<input type="checkbox"/>
Marie Claire	112,016	-13.0%	£4.2 *	<input type="checkbox"/>
Red	108,012	-2.2%	£5.2	<input type="checkbox"/>
Elle	96,702	3.3%	£3.9 *	<input type="checkbox"/>
Hello! Fashion Monthly	89,387	-	£0.9	<input type="checkbox"/>
Vogue	88,032	-2.2%	£3.6 *	<input type="checkbox"/>
InStyle	77,626	0.3%	£3.1 *	<input type="checkbox"/>
Essentials	63,549	-15.8%	£2.3	<input type="checkbox"/>
Psychologies	39,279	-6.8%	£1.8	<input type="checkbox"/>
Spirit & Destiny	30,349	-13.8%	£1.3	<input type="checkbox"/>
Harper's Bazaar	27,715	-11.2%	£1.3 *	<input type="checkbox"/>
Tatler	26,053	3.2%	£1.4	<input type="checkbox"/>
Vanity Fair	21,866	-6.6%	£1.2	<input type="checkbox"/>

## WOMEN'S WEEKLIES

Take a Break	602,674	-7.4%	£27.1	<input type="checkbox"/>
Closer	274,148	-9.6%	£21.4	<input type="checkbox"/>
Chat	263,394	-10.8%	£12.3	<input type="checkbox"/>
Woman's Weekly	257,471	-3.1%	£12.1	<input type="checkbox"/>
New!	245,366	-23.4%	£12.9	<input type="checkbox"/>
Woman	241,226	-3.0%	£10.9 *	<input type="checkbox"/>
That's Life	239,691	-4.5%	£8.9	<input type="checkbox"/>
Woman's Own	201,557	-7.4%	£9.3 *	<input type="checkbox"/>
Hello!	190,533	-1.4%	£19.8	<input type="checkbox"/>
Bella	185,850	-4.1%	£8.9	<input type="checkbox"/>
OK!	172,696	-29.3%	£13.0 *	<input type="checkbox"/>
Best	164,539	-17.1%	£8.0 *	<input type="checkbox"/>
Heat	157,561	-18.3%	£10.7 *	<input type="checkbox"/>
Real People	152,612	-7.4%	£5.4 *	<input type="checkbox"/>
Star	145,845	-30.2%	£6.5 *	<input type="checkbox"/>
Pick Me Up	138,984	-11.2%	£4.9	<input type="checkbox"/>
Now	133,629	-22.9%	£8.2 *	<input type="checkbox"/>
Reveal	130,781	-20.0%	£6.0 *	<input type="checkbox"/>
Look	112,481	-24.4%	£8.7 *	<input type="checkbox"/>
Grazia	102,488	-8.1%	£9.3 *	<input type="checkbox"/>
My Weekly	93,037	-3.7%	£4.8	<input type="checkbox"/>
OMG	52,609	-	£1.3	<input type="checkbox"/>

# PREVIEW



## Kick off with Ginsters

Ginsters is sponsoring the Football League Tonight show on Channel 5 from this month.

**RRP** various

**Outers** various

**Contact** 01579 386 200



## Blackthorn turns Gold

C&C Brands is rebranding Blackthorn cider as Blackthorn Gold, with 21 bottles being renamed as Blackthorn Reserve.

**RRP** £2.79

**Outers** not given

**Contact** 0845 601 5959



## More from Bodyform

Bodyform has expanded its range of feminine hygiene products with the launch of Ultra String Towels.

**RRP** £1.79

**Outers** not given

**Contact** 01582 677400



## Duo Pots addition

Heinz is adding Duo Pots to its Banz and Pasta range available in five varieties.

**RRP** £1.29

**Outers** not given

**Contact** 020 8573 7757



## Lights, camera, Orangina

Lucozade Ribena Suntory is promoting Orangina with a £4m cinema and outdoor campaign.

**RRP** £1.20

**Outers** 12

**Contact** 0800 096 3666



## Amoy curry sauces

Amoy has launched a range of Asian cooking sauces, including Thai Green Curry, Malaysian Laksa and Thai Mussaman Curry.

**RRP** £1.49

**Outers** not given

**Contact** 020 8573 7757



### LowLow revamped

Kerry Foods has revamped recipes and introduced new packaging to its LowLow cheese products.

**RRP** not given

**Outers** not given

**Contact** 01784 430 777



### Sol's prize promo

Consumers will have the chance to win handmade prizes in an on-pack offer running on Sol.

**RRP** various

**Outers** various

**Contact** 0845 301 0330



### Use your loaves

Hovis has launched a range of loaves featuring high levels of omega 3, wheatgerm and fibre.

**RRP** £1.45

**Outers** not given

**Contact** 08707 288888



### DermaSpa investment

Unilever is supporting its new Dove DermaSpa skincare range with a £5m marketing campaign.

**RRP** £5.99 - £9.99

**Outers** various

**Contact** 01293 648 000



### Challenging times

Maoam has enlisted the help of YouTube celebrities to promote its products under its Maoam Summer Challenge scheme.

**RRP** various

**Outers** various

**Contact** 01977 600266



### Convenient marinades

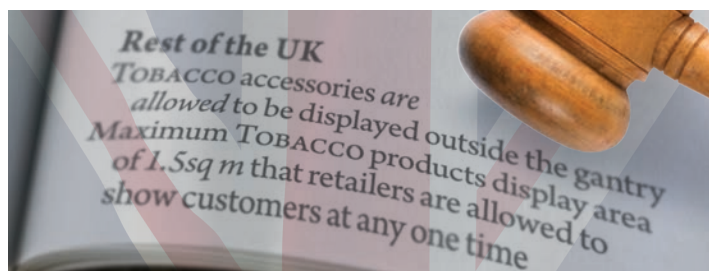
Encona is bringing its range of Encona Marinades to the convenience sector.

**RRP** £1.39 - £2.19

**Outers** 6

**Contact** 01707 326 555

# TOBACCO ACCESSORIES



## Show or not to show

In one part of the UK – Scotland – filters, papers and other smoking paraphernalia are included in the display ban. Elsewhere they're not. Nadia Alexandrou speaks to retailers on both sides and investigates the effect this has had on their sales

### ENGLAND Sunita Kanji



Last year, Sunita and her husband Suresh in Bolton moved across the road from their council-owned shop to a larger 2,000sq ft Family Shopper. This move has given Sunita the freedom to manage her gantry afresh, as well as expand her tobacco accessories.

#### How has the display ban affected sales of your tobacco accessories?

It hasn't really. I'm in a council area and most people smoke value tobacco. For this reason rolling tobacco and accessories have always been a big part of my sales.

#### How large is your range of tobacco accessories?

As well as the standard value and branded lighters, I also stock two types of refillables, five-pack lighters, and even flameless electric ones. I have a wide variety of cigarette papers and filter tips, including multipacks and flavours. On top of that, I offer a range of rolling machines from Rizla and a Booker-branded cigarette maker.

#### How do you merchandise your products?

Much like the rest of my shop – I group all products by brand and then organise them from lower to higher value. I'll put cheaper Zig Zag cigarette papers, for example, to the left of the Rizlas.

#### What would you advise retailers who struggle in this category?

If you can, allocate a space in plain sight of your customers to display your accessories to clearly signpost your tobacco availability. Many shops I visit put them all over the place – either under the counter or on random shelves, which I think looks unprofessional and untidy.



**Allocate a space in plain sight to display your accessories**



Clear displays signpost good availability of key brands

### SCOTLAND Leanne McGowan



In the process of opening her third store in Aberdeen, the effect the display ban has had on Leanne's tobacco sales has come as something of a surprise given her location and customer demand.

#### How has the display ban affected sales of your tobacco accessories?

My total tobacco sales have gone down by £244 a week since the display ban to £8,643 in my store in the Aberdeen suburb of Torry. Staff say it's the decline in the popularity of rolling tobacco – including filters and papers – that has caused this.

#### What's causing this decline?

I don't know. I find it particularly strange since this a poor area of council housing. I think it might be down to the fact that we can't display the accessories, which used to act as a reminder to people to top up.

#### Is there another way you try to signal availability to customers?

We stock recognisable brands so that when we do open the flap, the products catch people's attention. We stock Rizlas, Zig Zags, Swan filters, menthol filters, matches, own brand lighters and Clipper lighters. Out of all the accessory brands, it's Clipper that stands out and sells well, and customers are willing to pay a bit more for these products.

#### Does every Scottish retailers put tobacco accessories behind letterbox-style flaps as you do?

Most do, and it normally stores all tobacco-related products, as the law dictates you're only allowed to show 1,000sq cm at a time to customers. Although I did go into one shop recently that had only a see-through curtain covering their gantry – I'm not sure how they were getting away with that. ➤



**My total tobacco sales have gone down by £244 a week since the display ban**



In a display ban big brands remain influential

# Light up sales now gantries are dark

**2014  
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Industry  
AWARDS**

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'Product Launch of the Year'



WINNER E-Cigarette  
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\* POR is based on full RRP only. \*\*Counter unit price excludes VAT.  
© Fontem UK Limited 2015. This product may be hazardous to health and is intended for use by adult smokers and adult users of other nicotine products. Keep out of reach of children.  
This product contains nicotine which is a highly addictive substance. 18+ only. Pro Kit, Starter Kit and Premium Kit Winner E-Cigarette & E-Liquid Category. Survey of 10,175 people by TNS.

**blu**  
E-Cigarettes  
& E-Liquids

# TOBACCO ACCESSORIES

## Suleman Khonat



Across Lancashire in Blackburn, independent retailer (and national spokesperson for the Tobacco Retailer's Alliance) Suleman has, in contrast, found that the display ban has changed shopping behaviour towards tobacco accessories.

### How have your tobacco products been affected by the display ban?

In terms of the time transactions take, I've noticed that I'm getting longer queues during rush hours – up to six or seven people now. Before I'd get a maximum of two. Sales have slowed a bit, and I believe it's down to a mixture between the ban and anti-smoking campaigns.

### Has this affected sales of your tobacco accessories?

Not really. My rolling tobacco – and consequently rolling accessories – have always been much slower than traditional cigarettes. I have, however, noticed a difference in those customers' shopping habits. More of them are now just buying papers and filters without the tobacco and I assume they have found non-duty tobacco.

### Has the ability to display tobacco-related products helped you in any way?

Yes, in the sense that it signposts to customers that you sell tobacco. Although my customers are clearly not happy with the fact they can't see directly what they're buying until they're on the counter.

### Is there anything else you do to drive sales of your tobacco accessories?

I try and keep the variety my customers want – even if it's just one customer who buys liquorice-flavoured papers, it's important to stock these variants to keep them coming back.

**Stock the products your customers want to drive accessories sales**



**I've noticed that I'm getting longer queues during rush hours**



## Mo Razzaq



In contrast to Leanne's experience, Mo, who is NFRN Scottish district president and owner of Premier Mo's and Family Shopper store in Glasgow, has found his tobacco accessories are thriving in the dark market.

### Where do you place tobacco accessories?

Scottish retailers don't have a lot of choice in this respect – you either put it in one of the letterbox-style flaps, or underneath the counter. I've put mine in a letterbox.

### How have sales been affected since the display ban?

Overall sales have stayed the same, although premium sales are being replaced by RYO and the accessories that go with it. Sales of rolling tobacco products have gone up by about 60 to 80%

### Do you know what's driving this?

I believe part of it is down to the rising price of tobacco, and as I'm in a not-so-affluent area, people feel the changes more keenly. I also believe that more people are buying from the black market, and since they can't get it all the time, they'll top up with me.

### What are your best-selling tobacco accessories?

The few well-known brands that dominate the market, including the green Rizla papers and Swan Extra-Slim Filter Tips. The fact that these sell so well is a big advantage for us – rolling tobacco products give margins of about 10% – much higher than traditional cigarettes.



**Sales of rolling tobacco products have gone up by about 60 to 80%**



**Rolling tobacco products provide higher margins in a challenging market**

## THE OTHER SIGNPOST

While papers, filters and lights let English customers know that a store stocks tobacco, e-cigarettes can be visible in stores on both sides of the border. Jennifer Roberts, category and shopper marketing controller at Blu e-cigarettes explains why this is such an advantage.



The e-cigarette category is young but the tobacco display ban offers an opportunity to highlight this increasingly popular product to adult smokers seeking an alternative. Displays on the counter-top near tobacco, where smokers will be looking, will enable shoppers to interact with products and drive footfall for stores. Understanding of the market and the products is

still low and people need help choosing the right product or finding a retailer who sells their preferred brand. Blu is educating retailers and consumers on e-cigarettes and provides a range of PoS material, display stands plus training material and guides for stores. ●



**This young category still has much growth potential**

# THIS WEEK IN MAGAZINES

nicola.stewart@newtrade.co.uk  
020 7689 3358  
@NicolaStewartRN

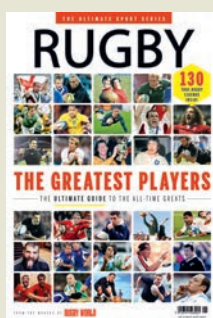


## Sport special

# RUGBY GREATS LINE UP FOR ULTIMATE GUIDE

**The Rugby World Cup kicks off at Twickenham on 18 September and the latest in the Ultimate Sport Series is bound to be popular**

**LAUNCHING IN** advance of the Rugby World Cup, this edition of the Ultimate Sport Series has a focus on rugby union. Over its 148 pages, the issue reveals the greatest players of all time. Put together by the team behind Rugby World, it features 130 profiles of true legends of the game, including 10 female players. It also has a special picture showcase, featuring Rugby World's all-time 'dream team', picked from the players profiled. Launched by Time Inc's Golf Monthly, World Soccer and Rugby World magazines, The Ultimate Sport Series is a collection of premium quality publications that focus on a different subject in each issue.



**THE ULTIMATE SPORT SERIES – RUGBY**  
**On sale 22 August**  
**Frequency 10 per year**  
**Price £9.99**  
**Distributor Marketforce**  
**Display with Rugby World**

## Round up



**NICOLA STEWART**  
Magazines  
reporter

# STILL MONEY IN MAGAZINES

It is that time again – the latest Audit Bureau of Circulations figures are out, along with the all too familiar articles questioning whether 'this marks the end of print'.

Certainly, the majority of titles featured in RN this week – titles that post single copy sales of 9,000 or more – are in some state of decline, but this in no way means they aren't worth stocking or paying attention to.

If you take the top five TV listings alone, you are looking at a combined newsstand circulation of more than three million copies, plus an estimated annual sales revenue of £135.6m.

Imagine if a brand new category appeared today that could promise those kinds of sales volumes, on a sale or return basis, at a 25% margin. It sounds pretty ideal to me.

The August ABC report admittedly only accounts for a small fraction of the magazine market, but it does provide a snapshot of the state of the industry and points out titles that are performing strongly, and ones that could benefit from more support.

If you are interested in a more in-depth look at the market, our bestsellers list (p38) features 20 top titles from a different sector or sub-sector each week.

Starting in this issue, the data used to assemble the lists is based exclusively on sales through the independent channel (though, in some cases, symbol stores are excluded).

Updated on a month-by-month basis, the data is supplied by Smiths News and should give retailers a solid idea of which titles are selling strongly in independent stores.

Football stickers are coming home.



**ENGLAND**  
OFFICIAL STICKER COLLECTION 2016



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IN ALL GOOD NEWSAGENTS

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#GOTGOTNEED

# THIS WEEK IN MAGAZINES



## Bestsellers Motoring

Title	On sale date	In stock
1 Motor Cycle News	26.08	<input type="checkbox"/>
2 Autocar	26.08	<input type="checkbox"/>
3 Classic Car Weekly	26.08	<input type="checkbox"/>
4 Speedway Star	27.08	<input type="checkbox"/>
5 Autosport	27.08	<input type="checkbox"/>
6 Motorsport News	26.08	<input type="checkbox"/>
7 Auto Express	26.08	<input type="checkbox"/>
8 BBC Top Gear	09.09	<input type="checkbox"/>
9 What Car?	17.09	<input type="checkbox"/>
10 TMX News	27.08	<input type="checkbox"/>
11 Classic & Sports Car	03.09	<input type="checkbox"/>
12 Classic Bike	26.08	<input type="checkbox"/>
13 Practical Classics	02.09	<input type="checkbox"/>
14 Commercial Motor	27.08	<input type="checkbox"/>
15 Classic Cars	26.08	<input type="checkbox"/>
16 Land Rover Owner	02.09	<input type="checkbox"/>
17 Car	16.09	<input type="checkbox"/>
18 Truck & Driver	15.09	<input type="checkbox"/>
19 Practical Sports Bikes	16.09	<input type="checkbox"/>
20 Classic Motorcycle Mechanics	16.09	<input type="checkbox"/>

Data supplied by Smiths News



## Q

The October issue of Q features a world exclusive interview with Irish rockers and cover stars U2. It also comes with a 21-page special on the return of English rock band New Order and interviews with Arcade Fire, Stereophonics, Ellie Goulding and Josh Homme. The issue should be displayed full facing to make the most of the strong cover.



**On sale** 25 August  
**Frequency** monthly  
**Price** £4.20  
**Distributor** Frontline  
**Display with** Mojo, Classic Rock, Kerrang!



## MOJO

This issue of music monthly Mojo comes cover-mounted with an exclusive album that includes a Beatles cover track by Pink Floyd guitarist and singer David Gilmour. Singer songwriter Patti Smith features on the cover and is interviewed inside, along with Shirley Collins, John Mayall and the Cocteau Twins. Retailers are asked to display the issue at the front of fixture to highlight the additional value.



**On sale** 25 August  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Frontline  
**Display with** Q, Classic Rock, Kerrang!



## FREE-FROM HEAVEN

The next issue of Free-From Heaven, the title dedicated to gluten-, sugar- and dairy-free recipes, comes with a free supplement that focuses on raw food recipes and ideas. The issue also has its usual 101 recipes, along with a feature on joining the street food revolution. Premium-priced at £5.99, up from the usual £4.99, the issue offers added revenue potential for retailers.



**On sale** 27 August  
**Frequency** monthly  
**Price** £5.99  
**Distributor** Marketforce  
**Display with** Healthy Food Guide, Jamie, Delicious



## PERIOD LIVING

The October issue of Period Living offers added value with a free kitchen ideas supplement filled with six case studies, a comprehensive gallery of the latest kitchen designs, from traditional to classic and contemporary styles, plus practical advice and kitchen solutions from the experts. The issue also has a round-up of some of the newest wallpapers designed for period homes, some of which will be launched at design show Decorex in September.



**On sale** 28 August  
**Frequency** monthly  
**Price** £3.99  
**Distributor** Marketforce  
**Display with** Ideal Home, Homes & Antiques, 25 Beautiful Homes



## COMMERCIAL MOTOR

The next issue of Commercial Motor is a bumper summer special that is expected to be one of the title's best-selling issues of 2015. Content-wise, the issue includes features on P&O's Captain Barrett and the Dover to Calais journey, the UK's top 10 most expensive toll roads, and a stand-off between a Texan Lonestar wrecker and a European truck. The issue should be displayed prominently alongside other trucking titles.



**On sale** 27 August  
**Frequency** weekly  
**Price** £2.90  
**Distributor** Marketforce  
**Display with** Truck & Driver, Trucking

Take a Break's  
**Take a  
Crossword**

**Britain's best  
crossword title**  
**ISSUE 9 ON SALE  
27 AUGUST**





## THE ART OF CROCHET

This new partwork from Hachette features simple step-by-step instructions, tips and techniques to help collectors learn to crochet. Each issue comes with everything needed to make a throw blanket, square by square. The launch is being supported by a major television advertising campaign and retailers are asked to display the early issues as prominently as possible to encourage customers to start collecting.



**On sale 26 August**  
**Frequency weekly**  
**Price** issue one 99p, issue two £1.99, issue three onwards £2.99  
**Distributor Marketforce**  
**Display with Simply Crochet, Crochet Made Simple, other partworks**



## PARK HOMES & HOLIDAY CARAVAN

This issue of Park Homes & Holiday Caravan comes bagged with a free copy of the Residential Parks Guide – a comprehensive directory featuring 1,350 parks, their locations, amenities and the types of homes they offer. Retailers are advised to highlight the added value by displaying the issue prominently alongside similar titles such as Practical Caravan.



**On sale 21 August**  
**Frequency monthly**  
**Price £2.95**  
**Distributor Seymour**  
**Display with Practical Motorhome, Practical Caravan, Caravan Magazine**



## GQ USA

Comedy 'it girl' Amy Schumer appears on the cover of American GQ's August comedy issue, declaring her the 'funniest women in the galaxy'. The issue made headlines around the world after Lucas Films shared its disapproval of the actress appearing in a Star Wars-themed pictorial, including photos of her naked in bed with some of the film's most iconic characters. US magazines carry premium cover prices that offer high revenue potential to retailers.



**On sale 21 August**  
**Frequency monthly**  
**Price £6.95**  
**Distributor Comag**  
**Display with GQ, Esquire**



## VOGUE USA

The August issue of Vogue USA features Australian actress and Hollywood star Nicole Kidman on the cover, along with an exclusive interview inside. Other features include a fashion special, where four Vogue editors pick different autumn looks, an interview with the wife of a secret agent and an article on American fashion designer and philanthropist Tory Burch. Retailers are asked to display the issue prominently alongside other fashion titles.



**On sale 21 August**  
**Frequency monthly**  
**Price £7.95**  
**Distributor Comag**  
**Display with Vogue, Harper's Bazaar**



## MARVEL FACT FILES

The latest standalone issue of Marvel Fact Files comes with a highly detailed, hand-painted model of Ant-Man, in the costume worn by both the original Ant-Man and successor Scott Lang. The issue includes a 20-page magazine about the diminutive hero and his more than 50-year history in print, and will be promoted in the regular collection.



**On sale 27 August**  
**Frequency one shot**  
**Price £15.99**  
**Distributor Comag**  
**Display with regular Marvel Fact Files collection**

## Industry viewpoint

**Ben Smith**

Head of publishing, Rebellion/2000 AD



## WE'RE NUMBER ONE ON NEWSSTANDS

**B**ritish landmark weekly comic 2000 AD sells more copies through small independent newsagents than any other channel and we are the UK's best-selling teenage newsstand comic.

Take a moment to digest that.

We are number one, and the reason is because of retailers like you.

If your first thought is: 'But we haven't carried 2000 AD in years' or, even worse, 'What's 2000 AD?' then it's very likely you have somehow missed all the national publicity we've been getting recently.

Of the five stories we run in every issue, the lead strip is Judge Dredd.

He's had a major movie in the past two years, not to mention three weeks of TV ads back in January for a tie-in part-work from Hachette and multiple national news mentions in one form or another.

A favourite of excitement-seeking young readers and nostalgic parents alike, Dredd is regularly featured blasting out of our high-octane covers.

Retailers always tell us what they crave is continuity. To stock something and have it sell every week.

Some trends come and go, but we've been keeping the quality high for 38 years and counting.

We're building up to our next anniversary with regular 'jumping-on' issues for new readers.

Take a look.

## Top tip

Not all comics go with SpongeBob. Match a comic with similar magazines, don't automatically put it in the children's section.

# minions

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# THIS WEEK IN MAGAZINES

## Partworks







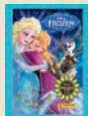



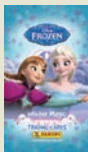




Title	No	Pts	£
<b>Amercom</b>			
Great British Locomotives	40	48	8.99
<b>Amermedia</b>			
Military Vehicles	43	48	5.99
<b>DeAgostini</b>			
Build the Millennium Falcon	33	100	8.99
Cake Decorating	179	180	2.99
Cake Decorating Relaunch	128	165	2.99
Dinosaurs & Friends	26	60	5.99
Official Star Wars Factfile	82	120	2.99
Something Sweet	84	90	2.99
<b>Eaglemoss</b>			
3D Create & Print	31	90	6.99
Batman Automobilia	69	80	10.99
Build A Solar System	1	104	0.99
DC Chess Collection	94	96	8.99
DC Comics Graphic Novel	1	60	2.99
Disney Cakes & Sweets	102	120	4.50
Doctor Who	52	70	7.99
Knit & Stitch	136	176	5.00
Marvel Chess Collection	44	64	8.99
Marvel Fact Files	127	150	3.50
Military Watches	40	80	9.99
Star Trek Off. Starships Coll.	53	70	9.99
<b>Hachette</b>			
Art of Knitting	30	90	2.99
Art Therapy	22	100	2.99
Black Pearl	84	120	5.99
Build the Mallard	51	130	7.99
Build the U96	51	150	5.99
Classic Pocketwatches	78	80	8.99
Judge Dredd Mega Collection	16	80	9.99
Marvel's Mightiest Heroes	43	60	9.99
My 3D Globe	33	100	5.99
Your Model Railway Village	91	120	8.99
<b>RBA Collectables</b>			
Amazing Dinosaur Discovery	25	80	5.99
My Zoo Animals	1	60	1.99
Precious Rocks, Gems & Minerals	30	100	5.99
Real Life Bugs & Insects	48	85	5.99

## Collectables

### Topps

	<b>Disney Frozen Activity Cards</b> Starter £4.99 Cards £1.00		<b>Merlin's Official Premier League 2015</b> Starter £2.00 Cards £0.50
	<b>Disney Frozen Fashion Pack</b> Packets £1.00		<b>Minions</b> Starter £2.99 Stickers £0.50
	<b>Hero Attax Marvel Avengers</b> Starter £4.99 Cards £1.00		<b>Minions</b> Starter £4.99 Cards £1.00
	<b>Lego Friends</b> Starter £2.99 Stickers £0.50		<b>Rugby Attax</b> Starter £4.99 Cards £1.00
	<b>Match Attax 2014/2015</b> Starter £3.99 Cards £1.00		<b>Skylanders Trap Team</b> Starter £4.99 Cards £1.00
	<b>Match Attax Extra</b> Starter £3.99 Cards £1.00		<b>World of Warriors</b> Starter £4.99 Cards £1.00
	<b>Match Attax SPL 2014/15</b> Starter £4.99 Cards £1.00		<b>WWE Slam Attax Rivals</b> Starter £4.99 Cards £1.00

### Panini

	<b>Avengers 2: Age of Ultron</b> Starter £2.99 Stickers £0.50		<b>Inside Out</b> Starter £2.99 Stickers 50p
	<b>Big Hero 6</b> Starter £2.99 Stickers £0.50		<b>Road to UEFA Euro 2016</b> Starter £4.99 Stickers £1.00
	<b>Disney Cinderella</b> Starter £2.99 Stickers £0.50		<b>Sofia the First</b> Starter £2.99 Stickers £0.50
	<b>Disney Frozen My Sister, My Hero</b> Starter £2.99 Cards £0.50		<b>UEFA Champions League Adrenalyn XL</b> Starter £4.99 Cards £1.00
	<b>Disney Frozen Photocards</b> Starter £3.99 Cards £1.50		<b>UEFA Champions League</b> Starter £2.99 Stickers £0.50
	<b>Disney Frozen Winter Magic</b> Starter £4.99 Cards £0.75		<b>2015 FIFA Women's World Cup</b> Album £1.50 Stickers £0.50
	<b>Dragons</b> Starter £2.99 Cards £0.50		<b>Ultimate Spider-Man</b> Album £2.99 Stickers £0.50
	<b>Jurassic World</b> Starter £2.99 Stickers 50p		



## COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

# PAUL SOHAL ON HOW BECOMING A NISA RETAILER HAS IMPROVED HIS BUSINESS

Plus, HND specialist Jackie's News on how changing the way newspapers are supplied could benefit the whole newstrade, and Hello! discusses its ABC newsstand success



Newspaper terms

Daily newspapers Margins/pence

Sun	40p	9.28p
Mirror	60p	13.92p
Mirror (Scotland)	65p	15.08p
Daily Record	60p	13.20p
Daily Star	40p	9.68p
Daily Mail	60p	13.92p
Express	55p	13.31p
Express (Scotland)	50p	12.10p
Telegraph	£1.40	32.62p
Times	£1.20	28.20p
FT	£2.50	50p
Guardian	£1.80	41.40p
i	40p	10p
Independent	£1.40	31.08p
Racing Post	£2.20	53.35p
Herald	£1.30	29.90p
Scotsman	£1.30	29.25p

Daily newspapers Margins/percentage

Sun	40p	23.20%
Mirror	60p	23.20%
Mirror (Scotland)	65p	23.20%
Daily Record	60p	22.00%
Daily Star	40p	24.20%
Daily Mail	60p	23.20%
Express	55p	24.20%
Express (Scotland)	50p	24.20%
Telegraph	£1.40	23.30%
Times	£1.20	23.50%
FT	£2.50	20.00%
Guardian	£1.80	23.00%
i	40p	25.00%
Independent	£1.40	22.20%
Racing Post	£2.20	24.25%
Herald	£1.30	23.00%
Scotsman	£1.30	22.50%

Saturday newspapers Margins/pence

Sun	70p	14.98p
Mirror	90p	19.26p
Mirror (Scotland)	90p	19.26p
Daily Record	85p	18.70p
Daily Star	60p	14.52p
Daily Mail	90p	19.26p
Express	85p	18.19p
Express (Scotland)	80p	18p
Telegraph	£2.00	48.00p
Times	£1.50	35.25p
FT	£3.00	67.80p
Guardian	£2.70	62.10p
i Saturday	50p	12.5p
Independent	£1.80	42.48p
Racing Post	£2.50	58.125p
Herald	£1.70	39.10p
Scotsman	£1.70	38.25p

Saturday newspapers Margins/percentage

Sun	70p	21.40%
Mirror	90p	21.40%
Mirror (Scotland)	90p	21.40%
Daily Record	85p	22.00%
Daily Star	60p	24.20%
Daily Mail	90p	21.40%
Express	85p	21.40%
Express (Scotland)	80p	22.50%
Telegraph	£2.00	24.00%
Times	£1.50	23.50%
FT	£3.00	22.60%
Guardian	£2.70	23.00%
i Saturday	50p	25.00%
Independent	£1.20	23.60%
Racing Post	£2.50	23.25%
Herald	£1.70	23%
Scotsman	£1.70	22.50%

Sunday newspapers Margins/pence

Sun	£1.00	21p
Sunday Mirror	£1.30	27.30p
People	£1.30	27.30p
Star Sunday	£1.00	22.10p
Sunday Sport	£1.00	24p
Mail On Sunday	£1.60	33.60p
Sunday Mail	£1.60	33.60p
Sunday Mail (Scotland)	£1.60	33.60p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£2.90	72.50p
Independent on Sunday	£2.20	55p
Scotland on Sunday	£2.10	49.90p
Racing Post	£2.50	60.625p
Sunday Herald	£1.50	34.50p
Sunday Express	£1.40	29.68p
Sunday Post	£1.50	33.00p

Sunday newspapers Margins/percentage

Sun	£1.00	21.00%
Sunday Mirror	£1.30	21.00%
People	£1.30	21.00%
Star Sunday	£1.00	22.10%
Sunday Sport	£1.00	24.00%
Mail On Sunday	£1.60	21.00%
Sunday Mail	£1.60	21.00%
Sunday Mail (Scotland)	£1.60	21.00%
Sunday Telegraph	£2.00	22.75%
Sunday Times	£2.50	21.00%
Observer	£2.90	25.00%
Independent on Sunday	£2.20	25.00%
Scotland on Sunday	£2.10	23.00%
Racing Post	£2.50	24.25%
Sunday Herald	£1.50	23.00%
Sunday Express	£1.40	21.20%
Sunday Post	£1.50	22.00%

Newspapers

Scale of third-party advertising insert payments

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

\* By negotiation

Weight Watchers 15-16 August

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,195g	860g	90g	3	55g
Sunday Times	965g	560g	60g	2	45g
mail on Sunday	705g	290g	80g	4	45g
Guardian	655g	230g	45g	1	45g
Sunday Telegraph	645g	375g	0g	0	0g
Times	640g	385g	15g	3	5g
Mail	505g	215g	0g	0	0g
Observer	500g	90g	5g	1	5g

Insertion payment guide

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



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**11.5p**  
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\*T&Cs Apply



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## Back in the day

101

YEARS AGO

22 August 1914

The publishing by purely German firms in this country of "patriotic" postcards has called forth a protest from British postcard publishers. The trade and the profit from their publication will pass into the hands of the enemies of this country.



50

YEARS AGO

21 August 1965

"High sales in all areas" reports Seymour Press at the halfway stage of National Playboy Month. A spokesman said this week that the Playboy display everywhere is excellent and big increases have been shown.

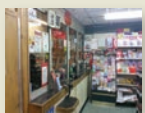


25

YEARS AGO

25 August 1990

Newsagents with sub post offices fear a further dilution of their business following the decision of Post Office Counters to open franchise offices in high street stores and supermarkets. The first in-store post office opened this week in a Sainsbury's Savacentre in Merton, south London.



## Morrisons goes mad at Mike's madcap Minions moment

Unless you've been living under a rock this past year, it's been hard to avoid the invasion of animated film stars the Minions.

The popular yellow pill-shaped characters have been plastered on everything from Tic Tacs to sweetcorn and have gone down a storm with young and old moviegoers alike.

However, it seems Morrisons is not a big fan of the franchise, after rudely asking a man dressed up as a Minion to leave one of its stores.

Speaking to the Mirror, the man, who only gave his name as Mike, described how he had replicated the characters' look to support his mates doing a sponsored 22-mile walk in Deepdale,

Preston. After hitting upon the idea to buy some bananas (a Minion's favourite food) to provide some much needed energy to the walkers, he decided to get some from a nearby Morrisons supermarket - while still in full costume.

But he was soon back out on the street after being asked to leave by a store manager. Mike said: "I told him in no way was I collecting or raising funds, I had no bucket or anything. I just wanted bananas. He told me to leave and not come back."

Not a smooth move, Morrisons, in fact, it sounds more like the deplorable actions of 'Despicable Me' protagonist and Minions boss, Felonius Gru.



## Houston, we have a potato...

Have you ever wanted customers to tell you your fruit and veg tastes "out of this world"? Then NASA may have you covered.

The space programme has revealed that astronauts aboard the International Space Station have grown fresh vegetables outside of Earth for the first time.

The small harvest of 'Outredgeous' red romaine lettuces were grown as part of NASA's 'Veg-01' plant experiment.

Spacemen and women on

the station will only eat half of the crops and can only clean the lettuce by using sanitising wipes. The remaining half will be sent back to Earth for scientific tests.

NASA said the scheme forms part of wider plans to provide sustainable food on future missions.

But Extra Extra can also see intergalactic produce proving to be a big hit with more adventurous shoppers in independent stores. Space 'rocket', anyone?

## VIEW FROM THE COUNTER with Mike Brown



I recently applied for a grant through the NFRN Carl Bridgewater Fund for one of my papergirls who is doing the Duke of Edinburgh Gold award. The fund was set up in memory of Carl who sadly lost his life, aged 13, when he disturbed burglars while carrying out his news deliveries in 1978.

This is a fantastic new initiative from our benefits committee and gives youngsters employed by retailers the opportunity to develop their skills and take part in activities that may otherwise be financially prohibitive for their families.

A traditional highlight of the summer calendar in the north Yorkshire moors is the local agricultural show. There are 10 shows in August and I try to attend at least a couple.

This year I am going to make an effort to attend Bilsdale show on Saturday 29 August. They have a young committee and have virtually resurrected the show during the last few years. I put some fliers out for them last year and put a poster on our community notice board. This year I have offered to do the same.

Our show, Stokesley, is one of the last shows of the season and takes place on Saturday 19 September. Around 20,000 people descend on the show field next to my shop. I am already planning for the event and looking at my notes in the diary to see what we ran out of last year. It is always a glorious day so drinks, ice cream, slush, etc. fly out - it is the best day of the year!

Talking of calendars Menzies has already delivered my Yorkshire calendars for 2016 and I have them on display in the window. This year there is no cover price on the calendar and they have gone up by £1.

Only time will tell whether this will affect sales. I generally sell about 300 and, being on deferred payment, I will not be forking out for them until January.

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