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TAKE A BITE OUT OF FOODSERVICE
How to make the most of this year's biggest trend

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UNIVERSITIES
Page 32 >>



Appetite for success
'Wings, pastries and rolls have helped boost sales by 20%' Page 22 >>

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Carriage freeze is 'just a distraction'



- Smiths News' offer to fix delivery charges for two years doesn't address fact rates must come down, say retailers.
- Wholesaler says offer is opportunity to safeguard businesses against future rises. Page 5 >>

OPENING HOURS

Symbol chiefs join Sunday trade fight

Retailers primed for battle with in-store posters and MP briefings. Page 5 >>

COMMISSION ROW

'Sales are up since PayPoint took my terminal'

Every transaction now profitable, says retailer. Page 4 >>



Simply Freshers The Cardiff and Vale College rugby academy team and its director Martin Fowler (pictured far left) were some of the first customers at the campus' new Simply Fresh store, which was opened by store manager Anthony Ruston (far right) and his team last week.



RECRUITMENT DRIVE

24-hour refit and no fees for a year

Bargain Booze's offer to first 100 franchise sign-ups.

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VAPING

Scottish e-cig ad ban 'step too far'

Manufacturers say proposal would limit consumer choice and category information.

Page 4 >>

Retailers offered crime prevention advice as part of Take No More campaign. Page 13 >>

NEW



Give your sales a lift with the light, crispy hoopy snack from the Hula Hoops family



Hula Hoops now back on TV!



Available now!



THE NO.1 FAMILY SNACK!*

Stock up today!

SNACKPARTNERS

*Nielsen 20.06.15, Kantar 21.06.15

LEADER



If the place they
buy lunch or
meet friends for a
coffee is also
where they buy
groceries, great



CHRIS GAMM

Editor

@ChrisGammRN

When the United Craft Brewers association launches next month, the first thing on its agenda is to decide what actually constitutes craft beer.

Is it about the size of the batch, its packaging or taste? And can it be sold in restaurant chains or distributed all over the world without becoming mainstream?

An equally hot trend, which leaves me – and seemingly the rest of the industry – scratching my head for a true definition is foodservice.

According to Dan McGlynn of CGA Strategy, there are more than 300,000 foodservice outlets – from cafes and B&Bs to football stadiums and hospitals – all getting a slice of the £85.6bn eating out market.

But the convenience industry is struggling to agree where food to go ends and foodservice begins, and there is plenty of evidence of it in this issue. One logical definition is where the goods are consumed. If you walk away with your purchase, it's food to go. If you sit in, it's foodservice.

But for those worrying about space for seating, these blurred lines mean food to go is often the gateway into foodservice.

For this week's special issue, we've looked at how different retailers have been influenced by the foodservice trend and the innovative ways they are taking advantage of it.

One size cannot fit all stores and your customers won't care what you call it. They just want you to follow the demand, and if the place they buy lunch or meet friends for a coffee is also where they buy groceries, great.

Whatever your approach, your competition can no longer just be considered other convenience stores and instead you must look to the likes of Pret A Manger and the rest of the high street for best practice and the standards you must meet to succeed.

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SUNDAY TRADING

The consultation document analysed



TOBACCO ACCESSORIES

How display ban laws have changed the category

YOU'LL HAVE A FOOD COUNTER AT THE FRONT OF THE STORE WHILE AT THE BACK OF THE STORE IT'S RETAIL

– FOODSERVICE EXPERT STEVE DIXON PREDICTS UK RETAILERS WILL FOLLOW THE IRISH MODEL Page 24 >>

NEWS

Should you register for booze?

Retailers who frequently sell alcohol in large quantities in single transactions are being warned they may have to register as a wholesaler under new laws coming into force next year.

The Alcohol Wholesaler Registration Scheme is being introduced to ensure only legitimate businesses trade in duty-paid alcohol and to stamp out fraudulent sales, which cost the taxpayer £1.3bn a year in lost revenue.

All wholesalers must apply for registration from October, after which they will be assessed and inspected to ensure they are a 'fit and proper' alcohol trader. However, licenced retailers who sell to other businesses or regularly sell large volumes to a single customer also have to apply. Anyone who has not applied between October and December faces possible penalties from 1 January 2016.

HMRC has produced a flowchart to help retailers work out if they need to apply to register.

Packaging probe date

A new probe into supermarkets has been launched by the Groceries Code Adjudicator amid fears they have been exploiting own label suppliers on packaging changes.

Christine Tacon is continuing to hear about the impact retailers' packaging and design requirements are having on suppliers' businesses, it was stated in the adjudicator's latest newsletter. She says she has heard allegations that some charges have been applied for photography and packaging designs that do not appear to be reasonable.

A workshop looking into the allegations is to be held in September.



George leads poppy display campaign

Newsagents are backing a campaign to bring the Tower of London poppy display to Stoke-on-Trent as part of a four-year tour being organised by 14-18 NOW. George Boden, owner of Boden's Newsagents in Hanley, is encouraging every customer to sign a petition. He says he is determined to see the Weeping Window installation brought to the city as half the poppies were produced there. The campaign was launched by regional newspaper The Sentinel after the city failed to make it onto an initial list announced in June.

Critics of legislation say proposals go too far 'Legitimate right to information' jeopardised

Scots e-cig ad ban could hinder choice and sales

by Steven Lambert

E-cigarette manufacturers have warned Scottish government proposals to ban advertising of vaping products will inhibit consumer choice and impact retailers' sales.

Suppliers and trade bodies have been submitting their evidence to a consultation on a new Health Bill (Tobacco, Nicotine etc. and Care) due to be introduced by Holyrood later this year.

Measures in the bill include the banning of e-cigarette sales to under-18s, making e-cigarette proxy purchasing an offence, and giving powers to ban e-cigarette advertising.

It comes in advance of the revised EU Tobacco Products Directive, which is also seeking to ban TV, radio and print ads for e-cigarettes.

While manufacturers agree that vaping products need to be promoted responsibly, they claim an advertising ban would limit their ability to communicate clear information about the category to shoppers.

Some have also called for special exemptions to be made to allow retailers to continue promoting e-cigarettes using PoS material.

Marc Michelsen, director of communications and

public affairs at Fontem Ventures, a subsidiary of Imperial Tobacco, said: "Advertising curbs that are too stringent could have a negative impact on sales of nicotine vapour products by curtailing manufacturers' ability to raise awareness of their products or to communicate information effectively."

Andrew Zaman, corporate affairs manager at Philip Morris, which owns Nicocigs, said the company "strongly supports" the proposals on age-restricted sales and proxy purchasing, but said the Scottish government must take a "pragmatic and proportionate approach" to advertising.

Ron Ridderbeekx, head of legal and external affairs at British American Tobacco, added: "We believe that the advertising proposals go too far in restricting adult consumers' legitimate right to access information."

Meanwhile, the Scottish Grocers Federation has strongly criticised the move.

Chief executive Pete Cheema said: "It makes no sense to impose a ban on advertising. There is already an advertising code of practice and we need to develop the potential of nicotine vapour products to help people move away from tobacco."

'No PayPoint didn't affect sales' says rebel

A retailer who had his PayPoint terminal permanently suspended for tearing down branded material in his store says it has had no impact on his sales.

Malcolm Dobson, of Skinnergate News in County Durham, said in the two weeks since his

terminal was switched off, his takings had actually increased on some days.

"Customers who are coming in now are buying things we actually make a decent profit on," he said.

Mr Dobson, who was a PayPoint agent for 17 years, said he was earning less

than £10 a week on PayPoint after bank charges.

This was despite cashing a weekly average of £10,000 for the payment service provider, which meant five trips to the Post Office a week. "I was lining up at the Post Office for half an hour almost every day for

less than £10 - how is that worth it?"

His comments came as members of the PayPoint Pay Fair Facebook group planned a third switch off in protest against commission cap cuts. Proposed dates for the switch off are 8 and 9 September.

Current charge 'unjustifiably high', says retailer Fixing will 'safeguard' business, says Smiths

Fixed rate carriage charge 'distracts' from real issue

by Nicola Stewart

Independents fear a move by Smiths News to offer a fixed rate on carriage charges will only serve as a distraction from the case against "unjustifiably high" delivery charges.

In a letter to customers, the wholesaler outlined changes to its annual review into service charges, including a one-off offer to freeze their rates for a 24-month period.

This comes as an alternative to variable charges,

which have increased by an average of 90p per week, per year, in the past five years.

But while the NFRN has welcomed the move, retailers told RN this week they were concerned it could stall the campaign for fairer charges.

Steve Archer, who owns three Premier stores in Staffordshire and Cheshire, said: "If you look at fuel prices, they are probably about 30% less than they were six months ago.

"Carriage charges are unjustifiably high, but because

it is such a complicated matrix wholesalers use to work them out, retailers end up just putting up with it."

AA figures for July show UK average prices for diesel were at their lowest for five years in 2015. Last month, the average price was 119.3p per litre compared to 136.1p in 2014 and 140.2p in 2013.

NFRN chief executive Paul Baxter said: "We have highlighted the recent reductions in fuel prices and pushed for these reductions to be passed onto independent retailers on a fair and

equitable basis."

Smiths News sales director Simon Gage said: "We have looked at how we charge for delivery, market volatility, the historical trend in increasing costs and ongoing uncertainty. "We believe offering this opportunity to fix will see customers opt to stay at their current rate as it will safeguard their business against an increase for a further two years."

● For more reaction see Letters, p17 and betterRetailing.com

Camelot adds to its games

Retailers with standalone scratchcard terminals are being offered the chance to include draw-based games to boost incremental sales.

For a monthly charge of £50, smaller retailers who wouldn't normally receive an Altura terminal because of factors including lower turnover and footfall can get the full range of National Lottery games.

A Camelot spokesman said: "We believe that this initiative will generate many more millions in incremental sales and returns to National Lottery projects in the years to come."

Retailer research

The government is launching a review to find out why people from disadvantaged backgrounds are no longer setting up local shops.

The review, led by Ultimo lingerie founder Michelle Mone, will also investigate ways of encouraging new entrepreneurs in working class areas.

Mrs Mone will present her findings to work and pensions secretary Iain Duncan Smith.

Views on tobacco

The Department of Health is consulting tobacco manufacturers on how to translate the revised EU Tobacco Products Directive (TPD2) into UK policy.

TPD2, adopted last April, includes minimum pack sizes of 20 cigarettes and 30g for rolling tobacco, and a ban on menthol cigarettes.

The government is calling for submissions on the new regulations, which will be adopted by 20 May 2016.

Bernard's on board to push bear necessities

A new member of staff has joined the E J Teare Newsagents team to promote the shop's latest offering. Bernard is an example of the personalised birthday teddies that can now be ordered at the Wellington shop, after it signed up for the deal through the NFRN's Shoplink. Joint owner Trish Lettley said: "There is no initial outlay, you don't have to stock up and you get £5 commission, so we thought it was a good idea because it's something a little different." Teddies are sold for £29.99 and retailers simply have to take details from customers and email them to My Birthday Teddy, which makes up the bears and posts them directly to customers.



Sunday trading opposition grows

Symbol and wholesale chiefs have added their voices to the fight against proposals to allow shops to open for longer on Sundays following the launch of a government consultation.

The Department for Business, Innovation & Skills and Department for Communities and Local Government published the 'Consultation on devolving

Sunday trading rules' last week.

Trade bodies including the Association of Convenience Stores (ACS), Rural Shops Alliance and NFRN have slammed the "done deal" tone of the consultation, branding figures and evidence cited as "out-of-date and misleading" and "really threadbare".

Nisa chief executive

Nick Read and Simply Fresh managing director Kash Khera said they will support the ACS as it challenges the proposals.

Simply Fresh has produced posters for its shops reinforcing the 'keep Sunday trade local' message, and Nisa has put forward retailers for MPs to visit so the government "can truly understand how indepen-

dent retailers work and the effect this will have on them".

Bestway Wholesale managing director Younus Sheikh said: "We see this proposed legislation as another nail in the coffin for small retailers as it will only allow the larger supermarkets to gain a greater share of the grocery market."

NEWS

BUSINESS

Wilson in switch to One Stop from Nisa

Independent retail group Wilson Retail Limited has announced it will be moving its eight-store estate from Nisa to the One Stop franchise.

The Scarborough-based firm, run by brothers Danny and Craig Wilson and their parents Nigel and Gillian, is also set to open a ninth store, which will operate under the One Stop fascia.

The new store, located in the village of South Cave near Hull, will officially open on 15 August.

In addition, two of Wilson Retail's stores will begin the transition to One Stop this week, with full refits expected to be carried out at the end of the year.

Andrew King, One Stop franchise director, said: "It's great to welcome the Wilsons to One Stop Franchise and it's a credit to our team that we've attracted such ambitious and successful retailers."

Landmark discount dozen

Landmark Wholesale is cutting prices on 12 of its own label lines as part of a value-driven campaign for retailers.

Products featured in the offer, which will take effect from the end of the month, include LSV energy drinks, Lifestyle Value granulated sugar and Vintners Collection Pinot Grigio.

Meanwhile, Landmark has launched its 7 Day Deals promotion at its member depots this week, which includes lower prices on four Landmark own brand lines.



Claudia & Fin are Budgens' natural choice

Budgens has teamed up with small supplier Claudia & Fin to offer a range of healthy frozen yogurt lollies in more than 60 stores, following a successful sampling campaign in its three concept businesses. Claudia & Fin was set up by mums Lucy Woodhouse (pictured centre left) and Meriel Kehoe (centre right) following their struggle to find naturally-flavoured ice lollies for their children Claudia (right) and Fin (left).

Eight-week direct mail campaign targets retailers Conviviality's grand expansion plans

Overnight refit offer for Bargain Booze recruits

by Steven Lambert

Conviviality Retail is offering new retailers signing up to its Bargain Booze franchise a free 24-hour refit as part of a major recruitment drive.

The scheme will see the first 100 sign-ups to the franchise receiving an overnight store refit complete with updated fascias, internal branding and new tills, as well as no franchise fees for a year.

Conviviality, which also owns Wine Rack and BB's Warehouse, said the incentive will be used to 'inject

pace and urgency' into growing its store numbers.

It follows the company's latest full-year results, which revealed it had grown its retail estate by 29 stores to 624 in the 52 weeks to 26 April. It added that 35 new franchisees had joined the group

during the same period.

Conviviality will promote its refit offer with a direct mail campaign targeted at independent retailers, which will run for eight weeks.

The company said the activity will also highlight

the benefits of joining Bargain Booze, such as being able to choose from more than 4,000 grocery and fresh food lines and product prices that are on average 12% lower than the supermarkets.

In addition, Conviviality is investing in ads on London radio station Sunrise Radio and will also update its own franchisee recruitment page.

● Retailers interested in taking up Conviviality's offer can call the Bargain Booze development team on 01270 614 721.

Londis gives new signings £15k 'golden hello'

Retailers signing up to Londis will have the chance to claim £15,000 to help launch their new stores.

The fund is being offered to the first five retailers who join Londis this month and next. It comes as Londis claims more than a quarter of its retailers have

signed up to its new 2020 brand vision plan three months after its launch. The convenience group said 400 Londis stores are now operating under the new terms, a target it was expecting to hit at the end of the year.

Londis2020 was launched in May to offer a

more flexible and simplified business model to retailers.

Those signing up were promised personalised product deals and quarterly rebates of up to 2.5%, among other benefits, in return for improving store performance and hitting sales targets.

John Pattison, Londis director, said the group is now aiming to recruit the remaining businesses in its 1,600-store estate to the scheme by the end of 2017.

He added: "We want consumers to recognise the great convenience stores our partners operate."

Chesterfield

THE BEST VALUE BRAND IN THE UK[†]

8%^{*}POR



19 STICKS
PER PACK

NEW LOWER PRICE

[†]Price per stick based on published recommended retail prices July 2015. ^{*}POR = Profit on Return. Based on £6.10 retail price and margin is calculated on this price. Available until December 2015. Non-price marked packs are also available. All on-shelf retail prices are selected by the retailer alone and therefore margin may be affected by the retailer's chosen selling price. This communication is for the use of tobacco retailers only.

Smoking kills

NEWS

NEWSTRade

Independent displays its sales growth intentions Free copies provided to indies to help promote HND businesses

Publisher pushes for better sales with i voucher and close support

by Nicola Stewart

The Independent is working closely with independent stores and home news delivery agents to help boost sales of newspapers.

The publisher is supporting stores on an individual basis, as well as running a free voucher promotion on the i in selected stores in the south west.

Sales and marketing manager Rob Stacey said staff were visiting eight to 10 stores a week in seasonal areas, handing out seven days' worth of vouchers to customers.

The publisher is also helping retailers to build their HND businesses, providing them with free copies to deliver alongside promo-

tional flyers.

"If a retailer is trying to pick up HND business, rather than just put a flyer through the letterbox, they can put through a free paper, with the flyer attached, and that generally gets it read," he said.

Jon Powell, of The Newsagent in Newport, delivered 500 free copies of the i, along with flyers promoting his new HND service, last week.

Mr Stacey said his team was willing to work with any independent retailer who wanted to be proactive in growing sales.

The i was one of the strongest performing Saturday nationals in July, according to the latest Audit Bureau of Circulations results.

The daily fell by just 2% year on year on a Saturday, ahead of an overall decline of 6.3%, while its Monday to Friday single copy

sales fell by 7.2%.

The Times continues to benefit from the Waitrose promotion, growing by 1.9% on a Saturday, and falling by

just 0.9% on weekdays.

Sunday newspapers continue to decline, falling by an average 9.1% year on year.

July Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	733,168	-0.4%	-10.5%	£93.6	778,168
Daily Record	176,317	-2.2%	-11.5%	£19.4	181,486
Daily Star	409,634	-1.7%	-11.7%	£39.7	409,634
The Sun	1,732,272	2.0%	-10.5%	£160.8	1,732,272
Daily Express	401,587	0.1%	-10.6%	£53.5	401,587
Daily Mail	1,351,875	0.4%	-2.9%	£188.2	1,427,912
Daily Telegraph	443,911	0.0%	-4.4%	£124.1	443,911
Financial Times	38,111	-0.8%	-7.3%	£19.1	60,322
Guardian	141,698	-0.5%	-7.1%	£54.4	141,698
i	212,327	0.7%	-7.2%	£10.6	281,668
Independent	36,808	1.1%	-8.6%	£11.4	52,953
Times	328,780	1.1%	-0.9%	£92.7	351,794
TOTAL	6,006,488	0.5%	-7.9%	£867	6,263,405

July Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	944,804	-0.7%	-13.5%	£161.8	989,804
Daily Record	210,784	-1.4%	-9.4%	£37.2	214,763
Daily Star	379,295	1.6%	-9.8%	£55.1	379,295
The Sun	2,224,770	2.4%	-6.5%	£293.7	2,224,770
Daily Express	490,771	-1.4%	-9.1%	£89.3	490,771
Daily Mail	2,154,753	0.6%	-3.1%	£415.0	2,229,646
Daily Telegraph	622,104	-1.3%	-6.3%	£298.6	622,104
Financial Times	77,359	-1.3%	2.1%	£52.4	97,491
Guardian	301,719	-2.5%	-7.1%	£163.8	301,719
i	182,294	0.6%	-2.0%	£18.2	248,482
Independent	65,782	-0.8%	-6.0%	£27.9	80,854
Times	477,659	1.3%	1.9%	£168.4	489,150
TOTAL	8,132,094	0.5%	-6.3%	£1,781	8,368,849

July Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	201,932	-0.9%	-11.1%	£67.8	205,766
Sunday Mirror	728,786	-2.4%	-14.0%	£183.7	773,786
People	290,804	-2.1%	-18.8%	£73.3	290,804
Daily Star Sun.	255,897	1.7%	-10.6%	£56.6	255,897
The Sun	1,488,407	4.3%	-8.5%	£262.0	1,501,956
Sunday Express	368,042	1.3%	-10.1%	£109.2	368,042
Sunday Post	175,424	-0.3%	-11.7%	£54.0	175,424
Mail on Sunday	1,278,492	-0.3%	-6.6%	£402.7	1,348,104
Ind. on Sunday	45,091	1.0%	-7.0%	£24.8	97,657
Observer	188,312	-0.5%	-6.5%	£136.5	188,312
Sun. Telegraph	361,179	-0.9%	-7.4%	£164.3	361,179
Sunday Times	716,631	-0.4%	-3.8%	£376.2	727,995
TOTAL	6,098,997	0.6%	-9.1%	£1,911	6,294,922

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

Exclusively independent

Eaglemoss is backing independent retailers with exclusive launch packs to promote two new partworks on sale next week.

The publisher is launching the DC Comics Graphic Novel Collection and Build a Precision Mechanical Solar System on 19 August.

Both collections will be supported by major television campaigns and a limited number of launch packs, including promotional material to create in-store or window displays, which are available from wholesale.

Retailers are encouraged to display early copies as prominently as possible to capitalise on interest generated by advertising.

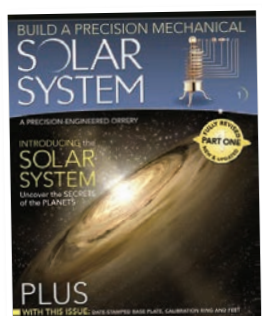
The DC collection is a



fortnightly series of hardback books that feature some of the most iconic art and stories from DC Comics. Issue one will retail at £2.99, issue two at £6.99, and regular issues at £9.99.

Build a Precision Mechanical Solar

System is a weekly title that allows readers to build a museum-quality solar system model, with working brass parts. Issue one will retail at 99p, issue two at £3.99, and regular issues at £6.99.



Chesterfield

THE BEST VALUE BRAND IN THE UK[†]

NEW LOWER
PRICE

£6.10



**19 STICKS
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Smoking kills

NEWS

PRODUCTS

Butterkist seasonal specials

Butterkist is targeting seasonal sales with the launch of two limited edition flavoured popcorn lines this month.

Butterkist Grim Green Sweet is a 150g bag filled with green coloured popcorn to tie in with Halloween (RRP £1.49). Packs will feature a bright green pumpkin face to help it stand out on retailers' shelves.

Butterkist is also launching a Gingerbread flavour, also in 150g packs, targeted at occasions such as Bonfire Night and Christmas (£1.49).

Anjna Mistry, senior brand manager at Butterkist, said: "Our limited editions offer a fantastic opportunity for retailers to drive sales as we head into a time of year when consumers are looking to spend a little bit more on snacking and treating."

Both products will be available from next month.

Tobacco roll out

Ritmeester is launching Bentley rolling tobacco exclusively through Booker cash and carry depots this month.

The new line uses high quality Virginia rolling tobacco and offers competitive prices of £4.19 for a 12.5g pouch and £7.99 for a 25g pouch, according to the manufacturer.

Ritmeester said Bentley will be added to its growing range of value-led tobacco lines, including its Royal Dutch Miniatures mini cigars.



Eric's Channel swim – with a difference

Former footballer turned actor Eric Cantona has kept his promise to the people of Britain by swimming the English Channel – although not in the way you would expect. The Gallic star is seen here in the latest humorous TV and social media ad for Kronenbourg, under the beer brand's 'Le Big Swim' campaign.

'Big opportunity' for traditional retailers, says Morris Better performance and value

Nicocigs' £3.5m spend on 'next generation' e-vaping

by Steven Lambert

Nicocigs is investing £3.5m in its next generation of e-liquid vaping products with plans to drive more category sales for independent stores.

The firm has unveiled its new e-liquid capsule vaping system, which includes features such as an updated atomiser with a larger coil to provide more vapour.

Nicocigs, which was acquired by Philip Morris International last year, said the range will offer

retailers margins of around 40% and would address a shift in e-cigarette smokers' buying habits, with more switching from 'cig-a-like' products to e-liquids.

Markus Essing, general manager of Nicocigs, said: "70% of e-cig users now use e-liquids, but these products only represent 30% of retailers' turnover from vaping products."

"Also, 50% of retailers' e-cigarette sales come from starter kits, but the vast majority of refill sales come from online. We are looking

at ways of capturing more of this market for traditional retailers, as this is a big opportunity for them."

Nikhil Nathwani, managing director of Nicocigs, said: "We wanted to bring a product to market that offers better performance while keeping value for money, and would also drive loyalty to independent retailers."

Starter kits for the range retail at £19.99, while existing Vivid users can trade up to the new system provided they have an existing Vivid

battery and a conversion kit which costs £6.50.

A total of 10 e-liquid flavours will be available at launch, each with two different strengths, with packs containing 4 x 2.5ml capsules retailing at £4.99.

The firm's sales team is set to visit 12,000 stores to promote the new products, while PoS material will be available for retailers.

Nicocigs will further support the range with sampling at festivals and events and a TV campaign planned for later this year.

Retailers offered bespoke tobacco price lists

Imperial Tobacco is helping independents remain compliant under tobacco display ban laws with a new website enabling them to print out their own tobacco price lists.

The company said the site, MyTobaccoPriceList.co.uk, will launch this

month and will be free for retailers.

Users will be able to browse through a list of cigarettes, rolling tobacco, pipe tobacco and cigars from various manufacturers, and create and print their own personalised text and picture price lists.

The site also allows store owners to save and amend price lists and add further information if they want to.

Sophie Hogg, head of cluster sales and marketing operations at Imperial Tobacco, said MyTobaccoPriceList.co.uk would

provide retailers with an "easy to use" resource to ensure they comply with recent tobacco legislation.

"It also ensures retailers and customers have the latest product and pricing information for all tobacco brands, not just those of Imperial Tobacco," she said.

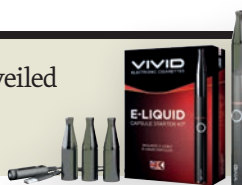
Hot products for your shopping list



Butterkist is launching two limited edition seasonal popcorns



Nicocigs has unveiled its new e-liquid vaping system



Bentley rolling tobacco will only be available from Booker depots



NEWS

PRODUCTS



Bottle-ing at the races

Racegoers attending last month's King George VI Weekend at Ascot Racecourse got the chance to view its latest attraction, a fountain made entirely out of 1,000 Appletiser bottles. The structure was officially unveiled by fashion model and new Appletiser brand ambassador, Jodie Kidd, and will be used to promote Appletiser's position as the official soft drink of Ascot.

£4m campaign to add fizz to sales 'Great reaction from consumers'

Orangina's aiming to a-peel to young adults

by Steven Lambert

Lucozade Ribena Suntory is continuing its revival of Orangina with a £4m marketing campaign promoting the soft drink to young adults.

The investment will see the launch of outdoor and digital ads this month under the brand's new 'Life is Flat Unless You Shake It' promotion.

Orangina will also be backed with cinema ads running during blockbusters throughout the summer under the tagline 'Orangina, C'est Shook'.

The campaign will be used to promote both 250ml glass bottles and 420ml bottle packs, with the latter unveiled in May as part of a total relaunch for Orangina.

Jamie Nascimento, Orangina marketing manager at Lucozade Ribena Suntory, said the marketing will be used to reposition the brand as a premium drink targeted at 'millennials'.

He added: "We have had a great reaction from consumers to the news that Orangina is back and this campaign will ensure we are continuing to spread the word and drive footfall."

In addition, Orangina will feature at a pop-up venture running in Stratford, London, from 27 August. The event will invite shoppers to take part in games, listen to live music and watch films.

At the same time, Lucozade Ribena Suntory also launched its latest TV ad for Ribena last Friday, which will air for the next two months.

The activity will promote the soft drink's new tagline, 'You can't get any more Ribenary', and forms part of a total £6m marketing spend on the brand this year.

Bigger Dairy Milk Oreo added to range

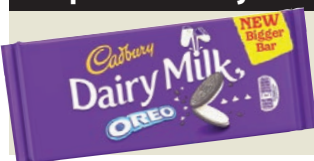
Mondelez is expanding its range of Cadbury chocolate tablet bars with the addition of a larger Dairy Milk Oreo block this month.

The 185g bar (RRP £2.49) will join the existing 120g Dairy Milk

Oreo variant, which Mondelez claims is now worth more than £19m. In addition, the manufacturer is also redesigning its Dairy Milk Oreo 41g bar to bring it in line with the rest of its chocolate countlines.

Matthew Williams, marketing director at Mondelez, said: "We believe the range will appeal to new shoppers and occasions and will continue to provide retailers the opportunity to unlock incremental chocolate sales."

Hot products for your shopping list



A larger Dairy Milk Oreo block has been added to the range



Outdoor and digital ads will promote Orangina to young adults

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E-CIGS



NEWS

REGIONAL

Imperial targets car boot sale illicit trade

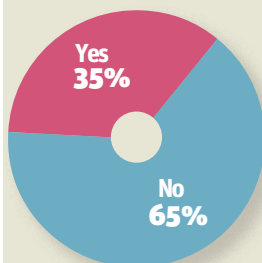
Car boot sales are being targeted in Imperial Tobacco's anti-illicit trade clampdown.

A new poster depicting a 'dodgy deal' at the "popular location" for illegal tobacco sales is the latest instalment in the Suspect it? Report it! campaign.

The tobacco manufacturer said buyers may not be aware the contents of illicit tobacco are unregulated, and that investigations had found dust and dead flies in illegal products.

Peter Nelson, Imperial Tobacco anti-illicit trade manager, said: "Adult smokers who buy illegal tobacco from their local car boot sale may well think they're getting a great deal. In fact, their tobacco blend could include dangerous 'ingredients' like asbestos and even rat droppings. Illicit tobacco must be stamped out."

RN READER POLL



Do you expect Tesco's ban on certain sugary drinks to bring extra customers into your store?

NEXT WEEK'S QUESTION

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



Have your vote now

Go to betterretailing.com



Coca-Cola's drive for the right shaped ball

Rugby legends Mike Tindall, Thom Evans, Emily Scarratt and Natasha Hunt encouraged Londoners to hand in their footballs, basketballs, tennis and golf balls as they gave away hundreds of free rugby balls in exchange. The giveaway marked the launch of Coca-Cola's latest on-pack promotion, which gives consumers the chance to win an exclusive Coca-Cola Gilbert replica rugby ball and is part of the firm's activity as an official Rugby World Cup 2015 sponsor. The exchanged balls will be donated to StreetGames, Coca-Cola's charity partner.

Survey shows 'excessive taxation' driving illicit trade Tax accounts for 80% of pack price

One third of smokers avoid 'high price' shop tobacco

by Gurpreet Samrai

Almost one third of smokers are buying tobacco from 'non-shop sources' costing the Treasury more than £2.6bn in revenue.

A survey of more than 12,000 smokers found the primary reason they bought from other sources, including abroad, online, in pubs, at car boot sales and 'fag houses', was high prices in the UK.

During 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 – the highest amount of taxation on tobacco in the

whole of the EU.

Giles Roca, director general of the Tobacco Manufacturers' Association, said: "This survey shows that excessive taxation on tobacco products is forcing up prices and driving consumers away from legitimate sources.

"This is clear proof that the government's high-tax tobacco policy is not working."

Mr Roca has called on the new cross-departmental ministerial group set up to oversee a strategy to combat illicit tobacco to review the "failed policy of high taxation on tobacco products which has benefited no one

other than criminals and terrorists who run the black market".

The poll, by Mitchla Marketing/Survey Sampling International, revealed that nearly one in five (17%) of roll your own tobacco smokers and more than one in 10 (13%) of cigarette smokers had bought illegal cigarettes in the UK.

Nearly nine in 10 (87%) of those buying from 'non-shop' sources pay under £5, the survey revealed, compared to more than £9 paid by UK smokers buying a premium brand of 20 cigarettes from a newsagent or other sources which sell tobacco products paying

Planning to bring tobacco into the UK? Don't sell it on, it's illegal.



duty to the Treasury.

The tobacco industry has launched an advertising campaign at airports, which will run until next month, to remind passengers that bringing tobacco products into the UK and selling them on is a criminal offence.

Water sales soar as shoppers avoid taps

Worried shoppers have been clearing shop shelves of bottled water after a vomiting and diarrhoea bug was discovered in tap water supplies in north-west England.

United Utilities warned hundreds of thousands

of residents in parts of Lancashire not to drink tap water or even brush their teeth with it, unless it was boiled, at the end of last week after traces of the parasite cryptosporidium were discovered in the water supply.

Many supermarkets and shops in the affected areas were stormed by customers panic-buying bottled water, leaving shelves empty, it has been reported.

Carl Pickering of Top Shop News in Preston, said: "Even though we are just

outside the affected area we have seen an increase in our water sales. People do get scared.

"Over the weekend we had a 40% increase in water sales.

"I know some stores have been wiped out."

REGIONAL

Time to 'Take No More' says victims' charity Insufficient security in 75% of premises

Campaign will call a halt to £25m crime epidemic

by Gurpreet Samrai

Crime prevention advice is being offered to retailers as part of a new campaign launched after figures revealed crime is costing small and medium-sized business owners up to £25m.

The 'Take No More' campaign has been launched by independent charity Victim Support and security firm ADT to help tackle burglary.

It comes after a study of 500 small to medium-sized business owners found more than 50% have been

the target of crime. Each crime cost an estimated £2,625 and caused businesses to lose up to 151 days of trading during their lifespans.

Judy Mercer, co-owner of Hamilton News, which has three newsagent shops in Belfast, said burglars tried to break into one of her shops by attempting to prise open the door with a crowbar. They failed to gain entry, but caused more than £1,000 of damage to the door and frame.

Ms Mercer said: "It is the amount of money that is in-

involved in putting everything back together again which is the biggest problem because insurance doesn't cover everything. It is a hassle and takes weeks to recover from." Her shops have also been constantly targeted by shoplifters, she said.

Of those businesses surveyed, 19% had suffered from vandalism and 75% did not have the necessary security precautions in place until after they had been a victim of crime.

Free crime prevention schemes for business owners will be run as part of the

initiative to increase awareness of support services for burglary victims, as well as campaigning to ensure victims get justice in court.

Rachel Bridge, an expert on small businesses, said: "The cost of the crime is long-lasting. Many small businesses on the high street are run by people for people, and they are an integral part of the way our society and economy works.

"The good news is there are clear actions businesses can take to help themselves."

Legal high newsagent shut down

A newsagent caught selling legal highs to a minor has been closed.

Clayton News in Newcastle city centre has been ordered to remain shut for eight weeks after powders called K2, Db and Rainbow were seized following a test purchase operation during which a 16-year-old was able to buy mind-altering substances.

Leaseholder Kasib Mohammed offered to introduce a raft of measures to ensure there were no more issues with the shop, it was reported.

These included more CCTV, better co-operation with Northumbria Police and a pledge to stop selling legal highs.

However, magistrates closed the shop for two months and ordered Mohammed to pay £250 in costs.

The closure comes after a police and council crackdown on the sale of legal highs in Newcastle. Three shops were also served with Community Protection Notice warning letters, banning them from selling the substances.

£40,000 is raised for charity

One Stop customers and staff raised £40,000 for Action Medical Research in a month.

Around 770 stores across the country placed Paddington-themed collection boxes on their counters for the fourth year running, and Tony Reed, chief executive, took part in the 12th Barking Badgers Tour organised by the children's charity. One Stop has raised more than £140,000 for the charity since 2012.



Marvellous makeover for Kamal's Walkers display

Edgware retailer Kamal Thaker is hoping to see an increase in his snacks sales after winning a crisps, snacks and nuts fixture makeover courtesy of Walkers. One hundred customers at Stop Shop News were also treated to a free lunch as part of the prize for the competition, launched to celebrate the brand's recent on-pack lunch promotion. Mr Thaker said: "My fixture looks great and I now have even more confidence to sell my snacks lines."

NFRN welcomes free parking call

The Welsh Conservatives' call for councils to introduce free parking schemes to revive high streets has been welcomed by the NFRN.

The party reaffirmed its commitment to more flexible parking last week and called for all councils to publish annual reports

showing how much they make from parking charges following reports that Welsh councils made £9m last year.

William Graham AM, Welsh Conservative shadow minister for regeneration, said: "Free parking is the key to high street revival. The evidence clearly

shows that when parking is easy, footfall soars."

The NFRN said it will raise the issue in its forthcoming Welsh Agenda document.

Matthew Clark, NFRN South Wales district president, said: "Consumers have been tempted away to out-of-town developments

with their abundance of free parking and hassle-free shopping.

"It is vital that we correct this imbalance and that councils do more to support the recovery of our high streets, restoring them to desirable destinations that shoppers are drawn back to."

Beer toast for 125th

Regional daily the Yorkshire Evening Post has teamed up with Leeds Brewery to create a special beer to make its 125th anniversary.

The title has launched a countdown to its anniversary on 1 September, before which it will publish a series of features telling the paper's story during the last 125 years and looking to its future.

A competition has been launched to pick five readers to help brew the beer. There will also be a free pint offer for readers.

YOUR REGION

NFRN DISTRICT COUNCIL REPORT SOUTHERN 28.07.2015



Tim Murray reports from the NFRN Southern district council meeting

National Living Wage worries

The introduction of a compulsory National Living Wage – businesses will have to pay staff over the age of 25 £7.20 an hour from April – was raised, with most members warning of the implications.

Eastbourne member Mike Garner said: “It’s quite frightening, we’ve been told we’ve got to pay it to our staff whether we like it or not. The government should understand that small businesses can’t afford that wage.”

Crawley, Horsham and East Grinstead member Bhavesh Patel said: “By 2020 it will be a lot of money for us. We’re already struggling with our margins shrinking.”

Portsmouth and Chichester member Linda Sood added: “We’re talking to the Low Pay Commission and we should also be going to our own MPs, telling them it’s a case of survival.”



Linda Sood

Sugar tax will leave bitter taste

Other potential legislation is also beginning to worry retailers, with the threat of a sugar tax starting to loom on the horizon. “How are we prepared for that?” asked Bhavesh Patel.

Portsmouth and Chichester member Nigel Swan said he was already looking at healthier product lines. “I’ve started stocking apples and oranges,” he said. “All individually priced, good quality product, and



they’re flying.”

Government intervention was the main issue for some. “It’s the government poking its nose into our business again,” said Mike Garner. “A sugar tax is absolutely absurd.” Salisbury member Derek Tarrant added: “We should sell what the public want, good or bad. It’s not in our jurisdiction. It’s up to the government to do the education, we should concentrate on what we do.”

Getting political to get heard

Members were urged to

Government should understand that small businesses can’t afford that wage

Mike Garner

Eastbourne retailer and Southern member

lobby not only MPs, but also local councillors if they don’t want supermarkets and other bigger rivals opening for longer hours on Sundays.

Derek Tarrant said: “You need to see your local councillors, they will make the decisions about Sunday trading. They are the ones to influence.”

All the latest...

Members were reminded to always report late deliveries to the NFRN helpline, as this is the only way data can be amassed to present to wholesalers and publishers.

Bournemouth and Poole member Dennis Killen said: “Something’s got to happen with wholesalers being able to cope with late papers so we can get them on time. Publishers need to kick the wholesalers into order.”

Linda Sood said she had seen some improvement recently, although another member from the Portsmouth area, Pradip Amin, said it

sometimes felt like “fighting a losing battle”. He had a case where almost half of a delivery of free Mail on Sunday puzzle magazines had not turned up.

Brighton and Hove member Navin Patel, said wholesalers needed to have back-up plans in place, recalling an incident where a flat tyre caused papers to arrive three hours late.

He added: “Oil prices have fallen sharply, but we haven’t seen any reduction in charges. Wholesalers said they’d spend the savings on improving service, but we haven’t seen that.”

Membership services manager Nigel Smith reminded retailers they could also report problems on Twitter.

Rep visits fall

The declining number of reps visiting stores in the south of England, particularly in areas such as the Isle of Wight, was discussed.

Nigel Swan reminded members that some deals they previously would have got from reps were available from companies such as Booker.

Others discussed reps and suppliers calling at busy times asking for stock details.

“It’s a nuisance call,” said Pradip Amin. “They’re getting me to provide all their data.”

Southampton member Colin Fletcher added: “If the phone rings between 3pm and 4pm, we just don’t answer it. Other times, I’ll just tell them I’m busy.”



Nigel Swan

Your say

How are you making food to go work in your store?



We have a supermarket next door, so it’s hard for us to be able to compete with them. We’re a fairly small shop too, so customers will always go there for a larger selection. We need to look at specialising more, looking at the luxury market.

Mike Garner,
Garner’s News,
Eastbourne



We’re offering meal deals, working with Coca-Cola and Walkers. They’ve helped set it up and price it all for us. We offer a Coke, a sandwich and crisps and it’s really worked. There might be a bit less margin, but it does help.

Pradip Amin,
Birds Supermarket,
Portsmouth



We sell a lot of sausage rolls and a lot of sandwiches. We have them supplied by a local bakery. You have to carefully manage the stock you sell because you don’t want to be left with it at 8pm.

Derek Tarrant,
Knap Stores,
Swangage

YOUR ISSUE

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WE WANT MORE – RETAILERS' PLEA TO CAMELOT

Our footfall special last month revealed the value of Camelot scratchcards to retailers. The analysis, conducted by EDFM for RN, showed 70.67% of scratchcard transactions involved other products with the average additional basket spend for these transactions at £5.07.

It's a footfall driver many retailers capitalise on in their stores; but some say they feel restricted due to the size of the order they receive from Camelot.

Regular readers of Your Issue may recall Isle of Wight retailer Maldwyn Morgan telling RN that while his scratchcard sales were increasing steadily, he felt he could have done a lot more with his display if Camelot had not kept undersupplying him since making changes to its ordering system (RN, 1 May).

The issue came to a head when Mr Morgan posted a pic of his scratchcard terminal on Twitter, which showed he was only supplied five of a possible 12 games, meaning he had to double up on his available stock to fill up the space on the display.

Following a call from RN, Camelot looked into Mr Morgan's case and found its records mistakenly showed he had a much smaller scratchcard display to the one he actually has in his shop, Glyn Morgan Newsagents.

In recent weeks, RN has received calls from other retailers who have raised concerns about their scratchcard orders.

Steve Barker, of S & J News in Rochester, says since Camelot changed its system a few years ago and started to do the allocation itself he regularly has empty windows on his display.

"Camelot needs to do something about allocation. It's a problem that comes up every few months," he says.

"I'd say it's the main problem we have from Camelot.

"The system it uses is all automated and you can't order stuff.

"We have no control over it whatsoever. If Camelot's system can't keep up with demand, it



should sort it out."

Up until last week Mr Barker had a 16-window display which has now been replaced with a new 20-window dispenser. He fears this will now leave him with even more empty or



doubled-up windows.

"I must have complained in the past few years at least half a dozen times to my rep," he says. "I know this is a national problem because when you speak to people at NFRN meetings it's the prob-

Camelot needs to do something about allocation. It's a problem that comes up every few months

Steve Barker

S&J News, Rochester

lem everyone talks about."

Meanwhile, **Val Archer** has contacted RN on more than one occasion about issues with the scratchcard allocation at her High Town Convenience Store in Congleton, Cheshire.

She says despite having an eight-window display she only receives four different games for the store and frequently has to double up, whereas her shop in Porthill, Staffordshire, which also has an eight-window dispenser, receives the full eight.

"We've been told we are able to have eight in that shop because sales are higher. Obviously sales are a lot lower in the other shop," she says.

"If we can't get another four to sell we're never going to see those sales."

In response to Mr Barker's case, a Camelot spokeswoman said it is confident "his order sizes are absolutely in line with his rate of sale" and Mr Barker received a fresh scratchcard delivery last Wednesday as part of its regular replenishment process.

In regards to Mrs Archer, she said: "The system bases order sizes on the number of windows the retailer has in their dispenser and their rate of sale.

"Unfortunately, the rate of sale in Mrs Archer's store does not warrant larger order sizes than the ones she is currently receiving.

"Mrs Archer should be double-facing the games in the dispenser – which I think she is already doing – to provide the best possible sales opportunity."

The Camelot spokeswoman said the company's retailer hotline records do not show any calls from Mr Barker and none from Mrs Archer since January.

She advised retailers who might have concerns about their scratchcard stock to call the line to discuss their individual circumstances.

She added: "We are confident that our automated replenishment system is working effectively across our estate."

OPINION

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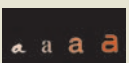
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YOUR SAY What technology are you using in your store to promote deals?

Trudy Davies

Woosnam & Davies News,
Llanidloes,
Powys

Facebook is a big thing for us. We post deals on our own page, plus a community page and business forum and it's tremendous. We can put a deal on there and within a couple of hours it's selling because we are a small community and everyone is connected. We also put deals on our website, but it's Facebook that mainly brings in more people.

Sandeep Bains

Simply Fresh,
Faversham,
Kent

We are still quite old school in that sense and do a lot of leafletting as well as quite a bit on social media. We use Facebook to target our local customers and always promote our deals and



Sandeep Bains uses Facebook to target his local customers

any competitions we are running in-store. It tends to work pretty well. We want to do a loyalty scheme, but we haven't found the right technology yet.

Jay Patel

Jay's Budgens,
Crofton Park,
London

We have a digital screen by the

door which is touchscreen so people can look through the deals. We also have a digital display screen by the counter which has deals on it. They are very effective. We used to have small screens on shelves with products and prices, but they weren't very effective and kept getting damaged so we only have a few now.

YOUR STOCK Kellogg's is visiting thousands of independent stores to promote its single-serve cereal and snacks. Do you think there is a demand for these products in your store?

Bal Ghuman

A K Convenience,
Shrewsbury,
Shropshire

There is a demand for them, but it's a niche market. These are more novelty foods and people do seem to like the originality of them. When I have them they do sell through.

It's not housewives buying them, but single people and people who are eating on the go.

Serge Khunkhun

Premier Woodcross Convenience Store,
Wolverhampton
We have tried them, but haven't had much success. From our

experience the cereal bar format works better for people wanting breakfast on the go. I don't think it's worked that well because it's very close to being a bowl with milk splashing around and you still need a spoon to eat it, so it kind of defeats the convenience of the bar format for breakfast on the go.

Jack Patel

Westholme Stores,
Goring,
Reading

We have tried them and they don't tend to sell. People just tend to buy the bigger packs because they are better value for money. I think the reason they haven't been very successful is you have to stop and put milk in. People don't have time, they just want something quick on the go. However, cereal bars are quite popular in the morning and people tend to pick them up on their way to work.



LETTERS

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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

Do publishers want us to deliver their papers or not?

I would love to know some facts and figures from the Press Distribution Review Panel on when the last time a publisher was made to pay a restitution payment for late newspapers.

It is all well and good for them to say, 'we are increasing the rate from 40p to 55p', but it isn't going to make any difference if they never actually pay out anyway. They could put it up to £1 and it wouldn't matter.

I want to know from publishers, do they want newsagents to deliver their late newspapers or not? They cannot expect us in this day and age to be double-running their papers for free.

I pay my paper lad to do the papers and if he misses them because they are late, I'm still going to pay him because it's not his fault.

So why do publishers expect us to go out and deliver them for nothing?

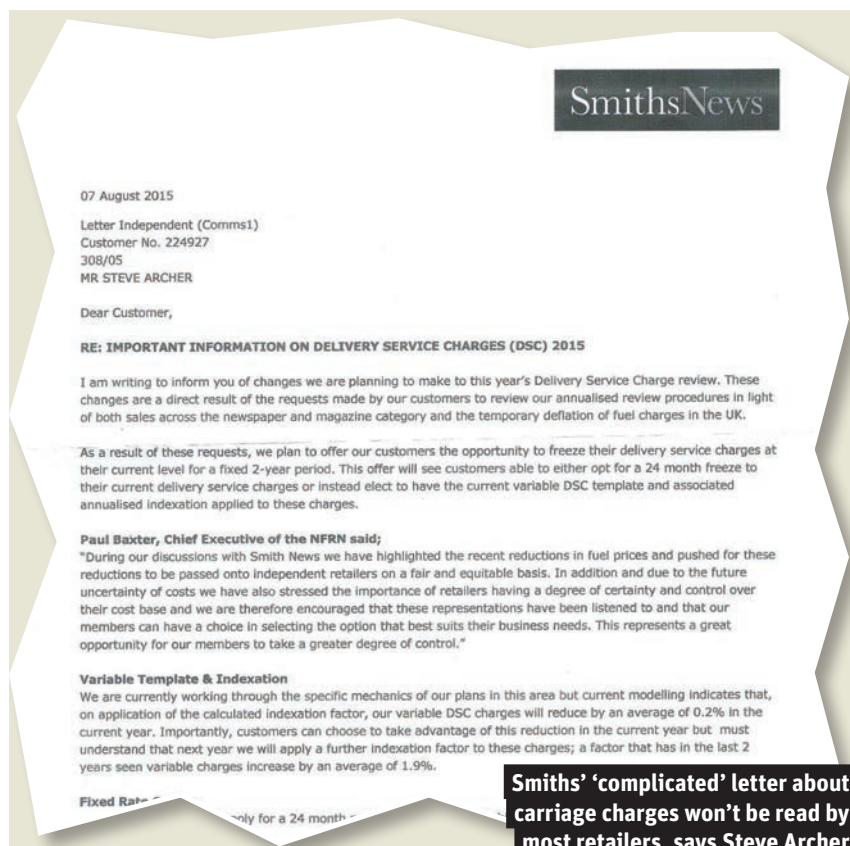
Publishers hide behind these criteria of 'serious or persistent' lateness. So if they are late one day in a week, they get away with it. It is very rare that you get a publisher that is late two days in a week.

I am delivering to villages, so if I have to rerun papers, I have to get in my car and drive to these villages that are four or five miles away.

If it is a paper like The Independent that we only have two or three customers on, we aren't going to double run. I would love to go out and deliver it, because I am trying to provide a service and our customers are paying for that service, but it isn't worth it.

The Mail has been a problem lately - I sometimes drive 17 miles to York to pick them up so I can get them back on time.

I have 85 customers who



SMITHS CONTINUES 'OBSCENE, ANTIQUATED WAY OF WORKING'

I don't think it is even worth wasting time reading the letter Smiths News has sent out about carriage charges.

It is Smiths News posturing. Carriage charges are a very emotive subject and it is trying to make itself look good, while doing absolutely nothing for us.

On the variable option, they are only offering a 0.2% saving. I pay about £51 a week in one of my shops, and the variable part is less than £10 of that. So any savings would be tiny.

On the other hand, the letter doesn't say what will happen at the end of the two years for retailers who take the fixed rate. Smiths could jack up charges over the two years and then suddenly ask us to back-pay.

I don't think a lot of retailers will even read the letter properly. It is so complicated, there are a lot of figures and it isn't made clear.

Smiths could be doing a lot more to help retailers. If we are paying £51 a week, that means we have to sell £200

of newspapers (assuming we are earning a 25% margin, which is more likely an average of 22.5% these days) before I even cover what it's cost me to have them delivered.

It is an obscene, antiquated way of working and it's huge for Smiths in terms of income.

Steve Archer
Archer's Premier Stores,
Staffordshire/Cheshire

A Smiths News spokesman responds:

"We recognise this is a different approach to what we have previously done and we've worked hard to try and make our communication with customers as simple as possible. We have sent out a letter informing them of the options available and are planning to follow this up with a letter, which details their actual delivery service charge and exactly what they need to do to make their choice, by no later than 8 September. We will honour the fixed period for two years. We won't be asking retailers to back-pay as mentioned in Mr Archer's letter."

get the Mail delivered and now, if it's late, I will give them the Express & Star instead. If the publisher isn't going to pay me to double run, I'm not going

to do it.

They have got to get this delivery system right because they are losing money hand over fist.

James Wilkinson

Pybus Newsagents,
Boroughbridge,
York

The PDRP had not responded to this letter at the time RN went to press.

#TOP TWEETS

Who's saying what in the retailing world?

Great offer in the Scottish edition of @thetimes. 2-4-1 tickets for the @edfringe. Get a copy from your local retailer.
@RedgarRELNUK

Our milk comes direct from the farm on which it is produced. Meaning James, our farmer, gets a fair price for the milk he supplies.
#shoplocal
@LongAshtonPO

Once again sold out of Times, Telegraph. Publishers, how many times do we need to sell out b4 you take notice?
@AminPradip

All retailers and suppliers please follow @KSundayS and keep Sundays special. Let's group together as an industry and tackle this head on.
@RetailSusan

1 in 4 cider and beer shoppers are looking to consume their purchase now - so make sure your chiller is stocked!
@StarRetailer

Get free delivery of The Sun for 12 weeks - you only have to pay for the paper!
@tearesnews

TERRY LARKIN

GUEST COLUMNIST

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



Foodservice is a big opportunity for retailers – if they can match the high quality and standards customers expect when eating out. JJ Food Service's general manager Terry Larkin explains how to tap into this growth trend

Catering for quality

The lines between retail and foodservice have well and truly blurred, with a number of independent convenience retailers now offering high quality food and drink via Subway and Costa outlets, fresh bakeries and hot food counters.

This increasing interest in foodservice is no surprise. This is a growth market and it's a great time to be in it. According to digital hospitality resource BigHospitality.com, restaurant spend in May was up 17% year on year while the pub sector enjoyed a 14% boost in sales – the highest in the past 13 months.

Moreover, research consultancy Horizon has forecast value growth of more than £10bn for the foodservice sector by the end of 2019.

At the recent Federation of Wholesale Distributors' conference there was a strong focus on the out-of-home sector, which was a good indicator of the opportunity foodservice presents for independent retailers and wholesalers who get it right.

So how do you get started in foodservice or expand your current offer?

Firstly, it's important to understand that whether your shoppers are having a coffee and a croissant at your store or at their local café, they will expect the same high-quality catering standards.

The best way to learn what great foodservice looks like is to visit places that are doing well yourself. Look at what makes a great experience for you, at the menu, service and atmosphere, then apply what you learn in your own business.

I recently visited a customer at a restaurant called Skewd Kitchen in Cockfosters, for example. Initially, I was hugely impressed with the quirky décor and loved the theatre of the open kitchen and fiery grill, but when the food arrived it was off the scale, with perfectly cooked and wonderfully presented fresh ingredients.

Secondly, you need to offer quality products at competitive prices.



Morning goods and bakery products, for example, cater to customers who are on the move, and the smell of fresh baking will whet appetites and help generate impulse sales. Who can resist the scent of a pain au chocolat, a freshly-made baguette, a toasted panini or a warm butter croissant?

Another option for convenience stores to explore is quality coffee. Take-away coffee is a massive business which can generate footfall, and bean-to-cup machines make perfect sense. Here, it's important for you to work with suppliers who can offer training. We distribute Lavazza Coffee, for example, and our team has attended Lavazza Coffee School for full training that we can pass on.

Thirdly, many of the trends in the convenience sector are relevant in



The best way to learn what great foodservice looks like is to visit places that are doing well yourself

foodservice too. You may have introduced a gluten-free range, for example. We've seen a huge increase in demand for gluten-free products in our depots too and I believe this is a trend that's not going to go away. We sell cakes and desserts, while impulse snacks that are suitable for consumers with allergies – like gluten-free and vegetarian-friendly Eat Natural bars – may also tick this box. Popcorn and fruit-based sparkling drinks are also popular at the moment. You might have tried brands such as Propercorn and Cawston Press. These are worth considering for your foodservice range too.

Finally, it's vital to consider provenance. Consumers are increasingly interested in where their food has come from and whether products are free range, sustainably sourced, animal welfare-approved and so on.

Foodservice is a market that is only set to grow and the opportunity for retailers who choose to move into it is significant. And with many independent stores positioned at the heart of their communities, offering shoppers the chance to grab lunch on the go while picking up groceries opens up a whole new level of convenience.

Terry Larkin is the general manager of JJ Food Service

★ Access new ways of shopping

+ One of the most exciting things for retailers stepping into this sector is having access to different ways of shopping and we've introduced several options for retailers to use. We have a food ordering system which allows consumers to order for collection or delivery and touchscreen monitors in all our branches where orders can be placed. We've also launched a smart ordering app that predicts what our customers are going to order, suggests stock to buy and allows them to order in seconds. It's estimated that 76% of online shoppers – including retailers – will be using click and collect by 2017 and we're confident there's nothing else quite like this app in our sector.

● Turn to p24 for more advice on getting into foodservice

INDUSTRY PROFILE

RBA Collectables

Independent retailers can hold on to partwork customers better than any multiple, securing ongoing profit for both themselves and the supply chain. RBA general manager James Franks tells RN how the publisher is supporting stores during its next launch

RETAIL NEWSAGENT Can you share some background information on RBA?

JAMES FRANKS RBA Coleccionables is Spain's leading publisher of magazines and partworks, publishing in 49 countries.

In the UK, RBA Collectables has been publishing for some years, but since my appointment as general manager here, and investment in launches in the partwork sector, RBA has increased its market share from 6% to around 20%.

RN You have a partwork launching on 19 August. Tell us about it.

JF My Zoo Animals is aimed at children under five years old, and each issue is a 24-page hardback book, with two toy animals or buildings to collect.

The series has enormous visual appeal, the figurines are specially designed for pre-school children, and the books have beautiful colour illustrations.

RN What type of research goes into a launch like this?

JF Firstly, there is research into the product elements, such as conformity to toy safety regulations, as well as finding authors and artists who excel for this age group. We then test the books with potential customers to see what is or isn't working.

Finally, we test different price points to help us set the regular price. In this case £5.99 per issue was seen as a great price and, importantly for retailers, provides monthly revenue of nearly £24 per customer.

RN How will you be supporting this launch in independent stores?

JF As a start, RBA is sending out copies of issue one in a specially-designed counter unit to all Profit Partwork Club members.

Retailers don't need to ask for them, they will come ready-packed



Nicola Stewart

nicola.stewart@newtrade.co.uk

020 7689 3358

@NicolaStewartRN



A customer may visit every week to pick up their partwork and make other purchases

with copies to help get that all important store display presence for the launch.

RN How important is the independent channel in making a collection successful?

JF The independent sector is still our strongest channel. Customers stay with a collection a lot longer through an independent retailer than through a multiple.

Each RBA title is weekly and lasts around 18 months, which means a customer will potentially visit your store every week to pick up their partwork, plus make other purchases. The single most important thing to make this happen is to sell the first issue. We spend £1m on TV advertising, however customers still need reminding when they are actually in the shop.

RN What are the best independents doing to grow sales of partworks?

JF The key message is to not prejudge them. Sometimes a retailer may feel the subject is not suitable for their customers, but there is only one way to find out. Our distributor and the wholesalers spend a lot of time analysing past sales of both partworks and magazines to ensure each store gets the right quantity.

If they send a store six copies it is because they truly believe it can sell five or six. The targeting systems these days are very sophisticated, but still rely on shops displaying the copies prominently.

** Company CV **

Company RBA Collectables General manager

James Franks

Profile With its headquarters in Barcelona, RBA Coleccionables is a leading magazine and partworks publisher in Spain.

In the past 12 months, the company has launched Real Life Bugs & Insects, Precious Rocks, Gems & Minerals and Amazing Dinosaur Discovery in the UK.

Latest news RBA recently joined the PPA and is working with the Profit Partwork Club to promote the launch of My Zoo Animals on 19 August.



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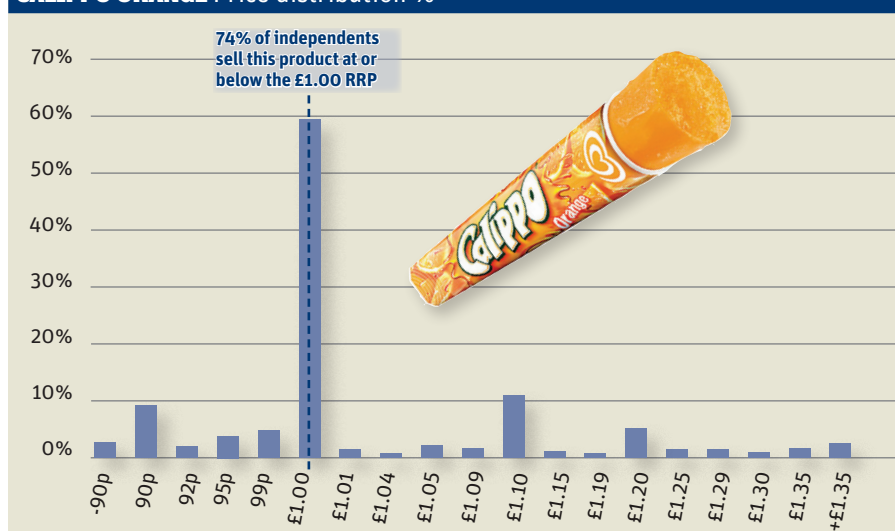
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PRICEWATCH ICE CREAM

BEST-SELLING ICE CREAM PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Magnum Classic 120ml	£1.79	£1.80	£1.79	£1.80	£1.80	£1.45	£1.80
Magnum White 120ml	£1.80	£1.80	£1.79	£1.80	£1.80	£1.45	£1.80
Cadbury Flake Cone 125ml	£1.64	£1.69	£1.30	£1.64	£1.65	£1.65	–
Twister 80ml	£1.03	£1.00	£1.05	£1.10	£1.00	90p	90p
Wall's Feast 92ml	£1.06	£1.00	99p	£1.10	£1.00	90p	£1.00
Magnum Infinity 100ml	£1.89	£1.90	£1.99	£1.90	£1.80	£1.75	£1.80
Calippo Orange 105ml	£1.02	£1.00	99p	£1.20	£1.00	83p	£1.00
Magnum Mint 120ml	£1.80	£1.80	£1.79	£1.80	£1.80	£1.45	£1.80
Magnum Double Caramel 100ml	£1.80	£1.80	£1.89	£1.80	£1.80	£1.55	£1.80
Haribo Push Up Ice Lolly 85ml	£1.36	£1.35 (Bestway)	£1.35	£1.50	£1.25	£1.39	£1.35
Snickers 65g	£1.50	£1.49 (Bestway)	£1.25	£1.60	£1.50	£1.30	£1.25
Solero Exotic 90ml	£1.31	£1.25	£1.25	£1.40	£1.25	£1.19	£1.25

CALIPPO ORANGE 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.

Pricing strategies

RETAILER

1



NAME VANESSA GRIFFITHS

STORE Henllan Village Stores

LOCATION Henllan, Wales

SIZE 500sq ft

TYPE village

We normally stick to RRP, although for cheaper ice creams we might push the price up a few pence. This summer has not been too bad, mainly because we've had a lot of workmen in the village. Sales overall are worse than last year because of the bad weather. Even children on their holidays are not really buying ice cream – they're playing outside less this summer. We keep our Wall's impulse freezer out all year round, although we'll reduce our range and use the space for other frozen goods. Magnum is our best-selling brand.

RETAILER

2



NAME DAVE LEWIS

STORE Spar Crescent Stores

LOCATION Witney, Oxon

SIZE 1,200sq ft

TYPE village

We tend to stick to the RRP set by Blakemore, although we'll round up where we can. Sales have been a bit slower because of the weather this summer, although right now my freezer is nearly empty thanks to a music festival nearby at the weekend. Our soft scoop ice cream sold very fast too – it is particularly popular with parents who come in with their children. During the winter, we'll replace the impulse freezer with something else – it changes every year – although we do leave a couple of the best-selling impulse lines in our big chest freezers.

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

RETAILER**3****NAME** ARIF AHMED**STORE** Ahmed Newsagents**LOCATION** Coventry, Warwickshire**SIZE** 450sq ft**TYPE** main road

We're having a lot of problems selling ice cream because of the bad weather, although I've just been given three boxes on promotion. I'm getting calls from sales reps from big ice cream suppliers because they're trying to get rid of stock before the end of summer, but I know that just means I'll end up with a lot of wastage. I source most ice cream from the buying group Vikas in Bromley. They're really good because they search out the best deals for me and get a better discount because they can bulk buy.

RETAILER**4****NAME** VINEET PATEL**STORE** Wady & Brett**LOCATION** Charing, Kent**SIZE** 960sq ft**TYPE** village high street

I either stick to or go slightly below the RRP's set by Londis. The main reason for this is that the majority of my customers are village residents, not passing trade, and if I want to keep their regular custom I have to keep my prices reasonable. We also have a forecourt store 600 yards away and another shop just down the road, so our prices need to be more competitive than theirs. We tend to put our impulse freezer away from October until January, and replace it with a bay of seasonal products.

RETAILER**5****NAME** HITESH PANDYA**STORE** Toni's News**LOCATION** Ramsgate, Kent**SIZE** 700sq ft**TYPE** high street

We tend to stick to the RRP's set by Wall's, because we use the freezer and PoS the company provides. We have a tiered stand-up freezer and use the first three shelves for high-value products that adults tend to prefer and place cheaper children's products lower down. This means customers' preferred products are at their eye levels. We don't sell any of Booker's own brands and only stock pricemarked packs when a line has become slow and needs a boost. We move our impulse freezer to a prime location near the till during the summer.

THE ENTREPRENEURS

The world's best business brains and what you can learn from them



JAMES DAVID POWER

Founder of global marketing information services firm J.D. Power, James Power built a business selling auto companies something they initially didn't want: their customers' opinions. After graduating with an MBA in marketing, he started at Ford before taking a job at the research arm of advertising agency McCann Erickson. Power was then offered a job by lawn mower and tractor manufacturer McCulloch Corp as director of corporate planning. He gave up this job to start J.D. Power and Associates with three friends. Using the money McCulloch Corp was continuing to pay him (for

two years he received his full salary in exchange for working five days a month), Power continued to use his flair for spotting trends in data and built a business on accurate market research – mainly on consumer opinions – across a variety of industries.

Key achievements

- J.D. Power was the first company to do independent research studies on the auto industry
- Selling subscriptions to reports that, by the 1990s, every car manufacturer had to subscribe to
- Developed J.D. Power Awards

Lessons for your store

- 1** Be accessible to employees – Mr Power would talk to anyone working later than 5pm to find out why, and what he could do to help.
- 2** Hold internal focus groups – Power held frequent employee meetings, with a mixture of people from all levels, where anyone had the freedom to voice their opinions.
- 3** Hire problem solvers – whatever the job was, Power didn't just want experts, but people with intellectual curiosity who wanted to solve problems.



RETAILER PROFILE



Food to go? Way to go

With a new store under their collective belt, the Shingadia family are well on the way to creating another successful business. And by focusing on food to go and foodservice, Ramesh Shingadia is confident of a strong future. **Steven Lambert** reports

Two years after the last refit at their Londis Southwater store, Ramesh, Alpesh and Nim Shingadia are now looking for the next “big adventure” on their retailing journey.

Not content with seeing sales leap by 20%, the family has since bought a second business in the nearby town of Horsham and is excited about the potential prospects this will bring.

Ramesh says: “We bought the property in May and we’ve tried to apply the same principles there as we have in our Southwater store.

“From a low base we have grown sales by 40% in three months and we’re looking to give the store a complete refurbishment in the coming weeks.”

To ensure the new store has a strong future, Ramesh says he will look to adopt the same four “pillars” in it that have proven so successful in his Southwater business.

The first concerns food to go and foodservice, something that has proven a big draw at the family’s flagship store over the past two years.

The Southwater business counts a combined Tchibo coffee machine, bake-off and hot food area strategically placed near the front of the store, with passing customers tempted in by the sight and smell of sausage rolls, chicken wings, freshly baked pastries and other treats.

These are all prominently displayed next to a chalkboard promoting various meal deals, such as a hot drink and sausage or bacon bap for £3.29.

This is complemented with a selection of hot loaves and artisan bread, which is presented on a bespoke, wooden display unit alongside fresh flowers.

“We offer breakfast, midday and lunchtime options, which has helped us to attract business throughout the whole day,” says Ramesh.

He is now looking to take this foodservice one step further at the Horsham store by setting up seating and tables outside the business.

“We’re hoping to have the same kind of hot food at the new store, where we also have a bit more space out the front. It overlooks a nice duck pond, so I think it would suit a more café-style environment.

“Also, we did some research with customers at the Horsham store and found 20% of the demographic is elderly, so it would be ideal for them.”

The second pillar concerns fresh and chilled produce, something that the Shingadias have been keen to exploit at Southwater.

Wicker baskets for loose fruit and veg and small open chillers filled with lunchtime snacks located at the front of the store have helped to boost impulse trade. The family has also been keen to promote products from



We read RN all the time and we're big supporters of the Independent Achievers Academy. We follow its advice. It's a real gem."

RAMESH SHINGADIA



Ramesh Shingadia, right, with wife Nim and their son Alpesh are foodservice fans



"We offer breakfast, midday and lunchtime options, which has helped us to attract business through-out the whole day"

local suppliers such as the Real Pie Company in Crawley.

Ramesh adds: "Our chilled and fresh sales are in double-digit growth. We've also worked hard on reducing our wastage, and only 4% to 5% of our fresh and chilled produce is now wasted."

The third pillar regards the post office, something that Ramesh is now considering for the Horsham store after growing loyalty and repeat business through his post office counter at Southwater.

He says: "We're now training all staff to work at the post office and encouraging them to upsell post office products and bring great service to customers."

The fourth and final pillar concerns the remaining categories in the business, ranging from beers, wine and spirits through to ambient products. Ramesh says this remains a work in progress at Horsham but adds he is continuing to gather shoppers' opinions to help him with this.

He says: "While it's just four miles up the road from Southwater, Horsham has a completely different demographic. We have to make sure the space allocation is right and ensure we are getting the right returns on all the categories." ●

VISIT MY SHOP

Shingadia's Londis and Post Office

Worthing Road,
Southwater,
West Sussex
RH13 9HE



Want to see more of the Shingadias' store? Go to betterretailing.com/shingadia

FOODSERVICE

Can you handle your customers' hunger? Offer them a hot drink on a cold morning? Britons increasingly expect their local shops to meet these needs. Tom Gockelen-Kozlowski speaks to seven retailers taking full advantage

Satisfy their hunger

It looks as though convenience is merging into foodservice," Steve Dixon, a former buyer for Nisa-Today's, who has experience of both channels, says.

He's not alone. From Spar boss Debbie Robinson telling RN that the company's Daily Deli was its "answer to foodservice" to Landmark's retail controller Stuart Johnson highlighting food to go and fresh as areas he wants his business to focus more closely in the coming months, everyone's thinking the same thing.

And it's not surprising.

Britons are predicted to spend £85.6bn on eating out during 2015, according to a report by Allegra Foodservice. From Costa to Starbucks, Subway to Pret a Manger convenient providers of hot and fresh foods and drinks are becoming stalwarts of almost every high street in the UK.

Exotic flavours, new brands and trends such as street food are all responsible for this robust performance, with the humble burger alone driving the growth



It looks as though convenience is merging into food-service



Spar's Daily Deli shows the investment symbol groups are making in foodservice



Can you sate your customers' hunger?



The Byron burger chain has quickly become a national chain

SERVING UP SOME NUMBERS

Why are retailers looking to move into these markets? These stats help to show why

£3bn

Starbucks sales since it opened in 1998

£85.6bn

The amount Britons are predicted to spend on eating out in 2015

£519m

The predicted value of gluten free to the UK market

37,843

The number of takeaway and fast food operators in the UK

280%

The increase in sales of microwave snacks possible if you allow customers to heat their snack up in store



of the likes of Byron, Five Guys and a host of smaller cult eateries.

With convenience worth a relatively modest £37bn per year it's little wonder that more and more store owners are looking to offer hot food, freshly-made sandwiches and even full meals for customers to eat in their premises.

Luckily for independent retailers this is an opportunity that their business models and locations are well placed to serve. "People's lifestyles are changing," says John Armstrong, marketing director at Kepak, manufacturer of microwaveable snacks brand Rustlers. "The traditional three meals a day has been replaced by snacks and smaller meals throughout the day. This provides a major profit opportunity for retailers to boost their food to go sales," he says.

And some retailers are taking this a step even further. Retailers, including Kate Clarke, Bhavesh Parekh and Peter Lamb (all included in the following pages) are providing a place to sit inside their stores so that customers who buy their papers and their shopping, and can sit down and have a coffee and snack too. To their customer's there's increasingly little difference between these stores and a coffee or sandwich shop.

So should retailers stop sending Christmas cards to their local café and, instead, see them as their direct competition? "Absolutely," says Steve Dixon.

"In Ireland for a long time you've had ten stores on a street offering breakfast and in the convenience store you'll have a food counter at the front of the store, while at the back of the store it's retail," he says. "I think that's something we'll increasingly see in this country too." ➤➤



Can you sate your customers' hunger?



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FOODSERVICE

Vip Panchmatia



Vip owns two Mace stores in Andover, Hampshire, and Stroud, Gloucestershire

£6,000
food to go turn-over per week

My range

I work with Cuisine de France in one of my stores and Country Choice in the other, but much of my range is similar in both. We have steak and kidney and chicken pies, sausage rolls, potato dogs, steak bakes – all available hot – plus hot drinks available from a Tchibo machine too. One of the really big customer groups for this is local workmen and they will come in for a breakfast roll and then later for a hot slice. In the Andover store we also make fresh sandwiches which are available alongside Palmer & Harvey's Independent range. We sell 30 to 40 of these sandwiches per day and, alongside the rest of our hot food, it's one of our biggest categories.



The big challenge for me is having the space to do this in



My next steps

We have done some catering within the local area and this is a part of the business I'd like to grow more. I'd like to offer a larger range of choices to my customers and be able to offer them the same standards of food and hot drinks as they would find in Starbucks. The big challenge for me is having the space to do this in, however.

Lessons from Vip

Invest in staff training There are two members of staff who can make sandwiches, who know the hygiene standards Vip (and the local authorities) demand and can make them look delicious.

Use good quality ingredients Vip uses Warburtons loaves for his store-made sandwiches, which he says are a cut above those used by other firms.

Run promotions

Vip is running a meal deal on his Independent-brand-ed sandwiches that

gives customers free crisps when they buy a sandwich (£1.49 to £2.99) and a drink (usually £1). He is waiting for PoS to promote the deal and is confident it will be successful once this has arrived.

Keep it simple All his freshly-made sandwiches are priced at £2.99, whether it's cheese and salad or tuna mayonnaise. This, Vip says, gives clarity and confidence to customers.

Kate Clark



Kate Clark owns and runs Sean's News in Upton-upon-Severn, Worcestershire

£4,000
food to go turn-over per week

My range

I offer a wide range of hot and fresh food, from sandwiches to sausage rolls and hot dogs, which are all really popular with my regular customers. The thing that is really important to me is quality so I make sure everything we sell tastes great. Our coffee is £1.45 per cup and we sell hot dogs for £1.69 so my range isn't expensive either, and though I know I could be getting bigger margins for these products, having a really competitive price means we can attract customers who would otherwise pay £3 for a coffee at a chain and guarantee ourselves repeat custom.

My next steps

Diversifying as I have done keeps news-



agents like mine alive. I'm getting margins of 35% on average, which makes up for the margins I get on news and tobacco. Customers regularly tell me what they want so the next thing we offer will probably come from a suggestion I get. This is what happened with Rollover hotdogs and they're a really popular part of my store now.



A customer suggestion led to Kate stocking hot dogs

Lessons from Kate

Rethink your competition

Kate views Gregg's, her local bakery and even the coffee shops in larger shopping areas a few miles away as her competition.

Use local companies Sean's News serves hot drinks from Martin Cawardine, a Dorset coffee supplier, while her sausage rolls and other baked goods come from another small local supplier. They offer "fantastic quality" according to Kate, as well as a point of difference.

Offer a loyalty card When customers have bought nine hot dogs their next one is free, and Kate offers a similar deal with her coffee.

Provide seating Although Kate's store is smaller than many newsagents she has given over the front of it to a seated area. Customers, she says, use it throughout the day to drink their coffee and read their newspapers.







RUSTLERS

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worth £5.2bn
in Convenience*

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FOODSERVICE

Bhavesh Parekh



Bhavesh owns and runs a Family Shopper store in Bolton, Lancashire

£4,000
food to go turn-over per week

My range

We started talking to Subway – and the local company they work through – in late 2013. We had been at risk of a Tesco Metro and Tesco Express moving in not too far away and I knew we needed something new to keep footfall up. Being able to offer a major brand like Subway, which is trusted and known for its quality, is a huge benefit. We'd tried other companies before with a more traditional food to go offer and they hadn't worked.

My next steps

Once you've proved yourself with one Subway franchise there is the option to become a multi-unit operator and take on other sites. This means I could open stand-alone Subway franchises or include them within another store.

Lessons from Bhavesh

Get your business up to speed

When first negotiating with the Subway team, Bhavesh needed to show that his business was stable and profitable. Companies like these need to know that they're working with serious retailers.

Embrace training When Bhavesh signed up to Subway he had to go on a compulsory two week training course. He says that a major challenge is maintaining consistency, not just within his store but in every Subway nationally. Training is key to achieving it.

Invest in staff numbers

Bhavesh's earlier attempts at offering food to go were made more difficult by the additional jobs existing staff had to take on. For his Subway, dedicated staff are employed to run it.

Offer coffee and cookies too A group of local pensioners, who don't want a meatball-filled sub sandwich, now use the seating area in Bhavesh's store to meet regularly. Subway's range of coffees and cookies have helped him to become their preferred destination.



Bhavesh's Subway caters to customers of all ages

Avtar Sidhu



Avtar and his wife Sukhi run Sukhi's Simply Fresh in Kenilworth, Warwickshire

£2,000
food to go turn-over per week

My range

When we started selling hot food, roast chickens and joints were among the first things we offered customers. Everyone is busier now and even on Sundays, customers appreciate it if they don't have to spend all day cooking. Now we also offer a range of Cuisine de France products, as well as samosas, spring onions and our home-made Bombay potato "bomb" pastries – all of which can be served hot. We've also employed a local chef who makes our fresh sandwiches every day and uses wastage from our fresh foods to make anything from ready meals to banana bread and carrot cake.

My next steps

Our store has a deli counter, food



A wide range means there's something for everyone

preparation area, bakery and hot food stand and we're now looking to integrate all of these things together. We're about to undergo a refit and making more of our fresh and hot food is central to these plans.



We're busier now even on Sundays

Bringing new life to ripening fruit cuts wastage



Lessons from Avtar

Don't give up on fresh produce

One way Avtar manages to invest in so much fresh produce in his store is by using fresh and hot food areas of his business as a place where products nearing the end of their life can be used in meals, sandwiches and snacks.

Find an expert Avtar employs a former chef from nearby Kenilworth Castle who also has experience catering for staff at a local Sainsbury's. Her experience means she spots opportunities to use potential wastage in ways that Avtar would not have seen.

Go to suppliers direct Fresh sandwiches at Sukhi's Simply Fresh cost £1.99 each but still give Avtar a gross margin of 60%. He says working directly with suppliers instead of through a wholesaler helps bring prices right down.

Embrace technology Regulars have long been able to order specially-made sandwiches to collect at lunch time or the next day but a new text service means customers can put in their orders with even more convenience.



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FOODSERVICE

Rajwinder Kaur



Rajwinder owns Newhouse Mini-Market in the small town of Kilbirnie, North Ayrshire

£1,000
food to go turn-over per week

My range

Every morning, from 6am until 11am, two of my staff make cold sandwiches, salad and fruit boxes and prepare our hot food. We serve bacon and sausage rolls in the mornings to school children and workmen and they will also pick up sandwiches for lunch later in the day. I find that elderly customers also like to come in to pick up a lunch so that they don't need to worry about cooking until tea time. A few years ago, in the winter, we started serving soup to customers and it's so popular we sell it all year round now.



Rajwinder's customers use her hot food throughout the day

My next steps

We're changing our post office as part of a store refit and if we can bring more customers into the rest of the shop by bringing Post Office services to the till, that will give us even more opportunity to sell fresh and hot foods to these customers too.

Lessons from Rajwinder

Let customers choose From baguettes to salad boxes, Rajwinder offers customers many ways to customise their lunches, meaning each one is tailored to them.

Get everyone involved While two members of staff prepare the store's fresh food to go, Rajwinder ensures her staff are all trained in this area of the business to deal with customers throughout the day.

Offer healthier options By offering fruit and salad boxes to customers, Rajwinder ensures that those who want to eat more healthily do not feel they need to go elsewhere.

Coffee need not be expensive to run Rajwinder offers coffee and tea to her customers but, made with a kettle, it's easy to manage and low on overheads.

Keith Fernie



Keith runs David's Kitchen, a convenience store in Glenrothes, Scotland

Foodservice worth
18%
of turnover
per week

My range

Fresh food and food to go is a huge part of our business. We offer chicken curries, macaroni cheese and a range of soups that customers can buy cold to take home or have hot at lunch-times or later in the day. We also have a strong breakfast trade that includes sausage rolls, haggis rolls and black pudding too. On one side of our business is a housing estate and on the other is an industrial estate and we find that the food to go is more popular with office workers, as well as with police from a station about one mile away, while people on the housing estate use us more as a traditional convenience store.

My next steps

Customers always want something new to try so we're always on the lookout for the next big thing.



Keith's staff are always on the lookout for new products to refresh their range

Having already grown our range I'm sure that there'll be a lot of opportunities to do this. Having staff who are happy, as well as fast, means that expanding what we do is a lot easier.

Lessons from Keith

Offer products both hot and cold By giving customers this flexibility Keith is able to ensure that whether they need to eat now or want to eat a meal that's fresh but ready to heat at home, his store is where they will find what they need.

Follow what works Keith has gradually expanded his range as the success of products has given him and his staff greater confidence in their range.

Be competitive While Keith says that the quality of his food is far more important than the price, the store's hot food is still priced competitively. Sandwiches range in price from £2.29 to £2.49 while ready-to-eat macaroni cheese is £2.99.

Let staff be creative One of the most recent things the store has offered is burritos. This came from a staff suggestion, which Keith encourages, and proved to be a great success.



Peter Lamb



Peter Lamb owns and runs Lamb's Larder in Bells Yew Green, East Sussex

£250 to £400
turnover per day

My range

We wanted to become the destination for local products so everything from our sausage rolls, sandwiches and flapjacks comes from local producers, which customers appreciate when they're picking up breakfast or lunch. Working with local producers means we only make small orders and all our products are fresh daily. We've got a seating area but wanted to have a point of difference so we have chess boards that people can play on. My nine-year-old son is a county champion at chess, which is where I got the idea from, and it brings children and adults into the store to sit and have a coffee and a snack or sandwich.

My next steps

The margins in hot food are so much better than the rest of my store so I'm really planning to focus on this area. We've got new signage which will face a road. Around 7,000 cars come past the store every week and that will show passing trade that we offer hot snacks inside. Our plans for 'booking' the chess boards will also help bring customers back to the shop regularly. ●

Lessons from Peter

Work with local suppliers

The local suppliers who deliver to Peter's store guarantee freshness and increase customer loyalty.

Attract a range of customers

By offering a wider range of products Peter ensures that businessmen, workmen, older people and school children are all able to enjoy something he offers.

Organise your customers

Peter is going to put up a board from which customers will be able to 'book in' their time on one of the chess sets. It will guarantee customer visits and, with it, footfall.

Use family for inspiration

Peter's son's passion and success in chess has helped Peter to find a unique way to make customers come in and sit down.

Chess games help Lamb's Larder stand out from the crowd



Are you ready to take your business to the next step?



CHECKLIST FOR BEGINNERS

For retailers who are thinking about expanding their business into a fully-blown foodservice operation, it is important to ensure you meet the legal requirements of serving hot, fresh food

- | | | |
|--|--|---|
| ■ Have you registered your premises with the local authority? | with food or any food ingredients? | ■ Are you keeping records of all your business income and expenses? |
| ■ Do the design and construction of your premises meet legal requirements? | ■ Have you put food safety management procedures in place? Do you keep up-to-date records? | ■ Do you describe food and drink accurately? |
| ■ Are you aware of the main general food law requirements? | ■ Do you and your staff understand the principles of good food hygiene? | ■ Do you need to apply for a licence to sell alcohol, for entertainment, for selling hot food and drink late at night, or selling food on the street? |
| ■ Do you keep written records of all the suppliers that provide you | ■ Have you considered health and safety and fire safety arrangements? | |

Source: Food Standards Authority



Make your elderly customers comfortable with a drink and a seat



To download and print this checklist go to betterretailing.com/foodservice-checklist

FRESHERS' WEEK

1 Which of the following recently-launched alcohol products is not aimed at young adults?

- a) Desperados Red
- b) Bulmers Blood Orange Cider
- c) John Smith's Golden Ale

Answer c) Desperados Red and Bulmers Blood Orange – both launched by Heineken in March – are specifically targeted at younger adults. “Now more than ever, young consumers expect exciting flavours from a brand they love and trust,” says Martin Porter, managing director for Heineken's off trade. More recently, the arrival of a Golden Ale for another major Heineken brand, John Smith's, is targeted at the slightly older demographic of 25 to 49 year olds.

2 Which famous food and drink franchise is focusing on universities and convenience stores as part of an expansion away from traditional high street locations?

- a) Costa Coffee

- b) Subway
- c) Jack's Beans

Answer b) Subway says it is now present in over 500 ‘non-traditional’ locations and wants to go further, with convenience stores and universities as two of its prime targets. As one of the biggest sandwich brands in the UK, the company says it wants to be at the heart of further category growth. “It is vital for the Subway brand to lead the way in the convenience retail sector,” says Subway's national account manager Alice Chalmers.

3 Which energy drinks brand is telling millions of students that “Bad Things Happen When You're Tired” as part of its biggest ever nationwide sampling activity?

- a) Boost
- b) Red Bull
- c) Lucozade Energy

Answer a) Running throughout 2015, the “Bad Things Happen When You're Tired” campaign is yet more evidence of Boost's ‘Champion of the Independents’ initiative at work. Its



High protein drinks are a good addition to every students' diet



products are exclusively available to independents and marketing campaigns and PoS material further supports its sales in the independent sector. The sampling activity is in conjunction with news-sharing social media site helloU.

4 What reason does Nyree Chambers, head of marketing for Grace Foods, give for why the Nurishment range is a ‘must stock’ for stores that have a large student customer base?

- a) Nurishment is a high-protein, nutritionally-enriched milk drink which fits into students' busy lifestyles.
- b) Nurishment is scientifically proven to ensure students achieve at least a 2:1 in their degrees.
- c) With as much as 20g of protein per pack plus vitamins, minerals and calcium, Nurishment supplies students with much of the day-to-day goodness they need.

Answer a) & c) According to Ms Chambers, Nurishment is perfect for students, and she suggests stocking Nurishment Active, particularly for the growing number of students who are looking to refuel after sports and exercise. »

Secure their loyalty

Freshers' Week is fast becoming a profitable date in the calendar for retailers nationwide, and can help secure regular custom from students term after term. Nadia Alexandrou helps you win over first-time students during these crucial seven days with RN's latest quiz

Students can be a profitable and loyal group of customers



YOUR WAY TO BREAKTHROUGH PROFITS*

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CACHAÇA**



- DESPERADOS REPRESENTS 82% OF THE SPIRIT BEER SEGMENT & 86% OF ITS DRINKERS WOULDN'T CHOOSE ANOTHER SPIRIT BEER!¹
- ATTRACTING NEW DRINKERS INTO THE BEER CATEGORY WITH ITS UNIQUE TASTE²
- NEW DESPERADOS RED – 5.9% DESPERADOS BEER WITH THE INVIGORATING INTENSITY OF GUARANA AND CACHAÇA FLAVOURS

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for the facts
drinkaware.co.uk

*Based on following Heineken UK sales guidance
Source: 1. MAT Vol Nielsen Feb 15 & Kantar Nov 14 2. Kantar Nov 14

WAY OF THE DESPERADOS



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October 14, 2015

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FRESHERS' WEEK

5 Snack brand **Ginsters** has conducted research into the items new students expect from their local shop. Which of the following didn't make the list?

- a) Meal deal promotions
- b) Sandwiches and savoury pasties
- c) Loom bands
- d) Top-selling brands students know and trust

Answer c) The much-discussed dumbing down in higher education isn't quite so bad that loom bands are a must-stock. According to Ginsters, students are price conscious but not price driven, meaning well-known brands on promotion provide them with a perfect offer. The company also says it experiences an uplift in sales of its sandwiches and savoury pasty items when students return to their studies in September.

6 Which of Heineken's brands is trying to make students laugh with a new comedy series and a 'Why the hell not?' campaign?

- a) Foster's
- b) Bulmers
- c) John Smith's

Answer a) Foster's and Channel 4 have commissioned Helluva Tour, to be aired on Channel 4 and E4 later this year. Meanwhile, the 'Why the hell not?' campaign heralds the end of Foster's Australian characters Brad and Dan's 'no worries' adverts.

Read freshers' week expert
Paul Stone's retailer profile at betterretailing.com/paul-stone



Sandwiches and savoury pasties are among the products students expect



Now more than ever, young consumers expect exciting flavours from a brand they love and trust

RETAILER QUIZ

Khuram Pervez

Family Shopper, Newcastle upon Tyne, Tyne & Wear



Located near Northumbria and Newcastle University, over half of Khuram's total sales come from students. For the Family Shopper retailer, Freshers' Week provides an opportunity to build a relationship with students that will last for the duration of their course. We put his top tips in a quiz to inspire your own Freshers' Week preparations. Take this quiz to find out how he gets it right.

1 How much time does Khuram allocate to Freshers' Week each year?

- a) Three weeks – the week before, during and after
- b) Just Freshers' week itself
- c) Four weeks – two weeks before to one after Freshers' Week

Answer c) Starting to prepare for Freshers' Week two weeks before not only saves Khuram from last-minute stress, but also caters to the students who often come earlier than Freshers' Week to settle in.

2 Where won't you see adverts for Khuram's store during Freshers' Week?

- a) In the student newspaper
- b) On leaflets
- c) On the radio

Answer c) Khuram advertises his Freshers' Week promotions

in the free student newspapers, as well as leaflets that are distributed throughout dormitories and student houses. So far, his store hasn't hit the airwaves.

3 What is the Family Shopper store trying out during Freshers' Week for the first time this year?

- a) Loyalty card
- b) Vouchers
- c) Free shots of spirits in store

Answer b) With the help of Booker, the store will be offering vouchers which give students £1 off every £5 spent. They will be circulated with the leaflets and flyers distributed as well as in the newspaper ads.

4 What is the key category Khuram runs Freshers' Week promotions in?

- a) Alcohol
- b) Fresh and chilled
- c) Confectionery

Answer a) There's no denying that alcohol plays a big part in Freshers' Week, which is why Khuram focuses promotions on beer multipacks, as well as a few spirits to encourage students to think of the store as great value for money, and consequently keep them coming back throughout the rest of the year.

5 What freebies does Khuram give out to students on Freshers' week?

- a) Fruit baskets
- b) Flavoured condoms
- c) Goody bags

Answer c) Though the first two maybe the sensible choice for the average loved-up and undernourished student, Khuram makes up goody bags filled with sweets and energy drinks that his staff give out to grateful Freshers' Week students. ●

Want to make pots more cash out of Pot Snacks?
Find out how here:



partnersforgrowth.unilever.com



[@P4G_advice](https://twitter.com/P4G_advice)

PREVIEW



Passion for Rugby

Lucozade Sport is investing £5m in an on-pack promotion and marketing tied-in with the Rugby World Cup.

RRP various

Outers various

Contact 0800 096 3666



New-look Trebor

Trebor mints have been given a packaging refresh featuring new designs and bolder colours.

RRP various

Outers various

Contact 0870 1917343



Wolf Blass lineout

Treasury Wine Estates is launching a rugby-themed campaign on Wolf Blass giving shoppers the chance to win cases of wine.

RRP various

Outers various

Contact 0208 843 8411



Merry Pet-mass

Mars Petcare has unveiled its Christmas range of cat and dog treats, including turkey-flavoured Jumbone.

RRP £1 - £3.99

Outers various

Contact 01664 411 111



Wonderfill Oreo promo

Mondelez is supporting the launch of Golden Oreo and Peanut Butter Oreo with its 'Wonderfilled' TV campaign.

RRP £1.08

Outers not given

Contact 0870 191 7343



PG Tips plus three

PG Tips has added Earl Grey, Assam and English Breakfast to its range of speciality teas.

RRP £1.99 - £3.49

Outers not given

Contact 01293 648000



Mentos on the team

Mentos has been announced as an official sponsor of the BT Sport Rugby Aid 2015 charity match between players and celebrities.

RRP not given

Outers not given

Contact 01753 422100



Independent sarnies

Costcutter has expanded its Independent own label range with the launch of 17 pre-filled sandwiches.

RRP not given

Outers not given

Contact 01904 488663



Talking Fish 'n' Chips

Burton's Biscuit Company is promoting Fish 'n' Chips snacks on TalkSport radio in a six month campaign.

RRP 59p

Outers 20

Contact 01727 899700



Red 'n' Blacks are back

Mondelez is bringing back its Maynards Wine Gums Red 'n' Blacks sweets for a limited period.

RRP £1.52

Outers 12

Contact 0870 191 7343



Striking a Balance

Heinz's new Heinz Balance soup range promises 25% less salt compared to standard Heinz soups.

RRP 95p

Outers not given

Contact 0208 573 7757



Break for Mocha

Nestlé is launching limited edition KitKat 4 Finger Mocha bars this autumn.

RRP 58p

Outers not given

Contact 01904 604 604

THIS WEEK IN MAGAZINES

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

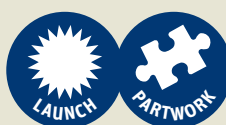


Pre-school playset

ANIMAL INSTINCTS ADD BITE TO NEW ZOO TITLE

Children of all ages love a trip to the zoo, and this new partwork from RBA Collectables is educational – and great fun, too

SPECIFICALLY DESIGNED for pre-school children and their parents, My Zoo Animals is a weekly series of hardback books and toys that build up into a zoo playset. Each issue comes with a 24-page book focused on a particular zoo animal, as well as two toy animals or buildings. The first issue is on sale for four weeks at the introductory price of £1.99. The launch is to be supported by a £1m television advertising campaign, along with ongoing email, online and social media promotions. There will also be PoS material available through the Profit Partwork Club. Retailers can support the launch by displaying the early issues as prominently as possible.



MY ZOO ANIMALS
On sale 19 August
Frequency weekly
Price issue one £1.99,
issue two onward
£5.99
Distributor Comag
Display with other
partworks, Fun to
Learn Friends, BBC
Toybox

Round up



NICOLA STEWART
Magazines
reporter

GETTING THE PRICE RIGHT

Setting the cover price of a magazine can be a delicate task for publishers – it needs to be high enough to generate strong revenue but also affordable enough to offer customers value for money.

Cover price rises are common across all sectors, and industry figures do suggest that they can be an effective way to compensate for falling copy sales. Frontline managing director Frank Straetmans attributed price increases to strong performances by the children's, puzzles, news and current affairs and home interest sectors this year, with the first three in slight growth (between 0.5% and 0.95%) from an RSV perspective and the third sitting just below level year on year.

Increases seem to be more accepted by magazine customers than newspaper customers, but publishers do need to be careful not to price themselves too high.

I spoke to the general manager of RBA Collectables, the publisher of our top launch this week, about the importance of price in holding on to customer loyalty, and he talked me through some of the factors that go into establishing RRP.

Partworks in particular often have a promotional price on the first one or two issues to encourage customers to try them. The regular price is then set based on comprehensive research, including testing of different price points. Price testing helps publishers achieve the optimum price/value balance.

Retailers can help sell price increases by highlighting any investment made by publishers such as redesigns, free gifts and competitions.

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YOU STOCK
THE No.1s...**



The UK's
bestselling
prize-puzzle
magazine



The UK's
bestselling
arrowword
magazine

**TO MAXIMISE
YOUR LATE
SUMMER
SALES**

THIS WEEK IN MAGAZINES



RUGBY ATTAX

Building on the success of the Attax brand, Topps is celebrating a home Rugby World Cup with the launch of Rugby Attax. On sale in England, Wales, Scotland, Northern Ireland and Ireland, the collection will celebrate all the nations competing in the tournament, which kicks off next month. Packs come with nine trading cards, and starter packs and multipacks are also available.



On sale 13 August
Frequency ongoing
Price starter £4.99, cards £1
Distributor Topps
Display with other collectables



US NAVY & MARINE CORPS AIR POWER YEARBOOK

Produced by the team behind Combat Aircraft, the US Navy and Marine Corps Air Power Yearbook is the ultimate guide to the two powerful air arms. The special includes features on the latest aircraft capabilities, famous squadrons and the personnel that fly and maintain the various types, plus a detailed unit and aircraft air power review.



On sale 13 August
Frequency one shot
Price £5.99
Distributor Seymour
Display with Combat Aircraft, FlyPast



SHOPKINS

This bumper summer issue of Shopkins comes covermounted with a free toy from the third series of Shopkins, plus posters, two lip balms and an exclusive Top Trumps card. With a print run of 50,000, the issue has an extra 50p on its cover price, and Marketforce is increasing supply into the independent channel. Shopkins is one of the best-selling toy brands in the UK, with more than 20 million hits on its dedicated YouTube channel.



On sale 13 August
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Hello Kitty, Animals & You, My Little Pony



MY LITTLE PONY

My Little Pony has seen double-digit growth year on year and this issue is expected to be a strong seller, with a free exclusive Princess Celestia figure and sticker sheet. This is the 10th issue to come with a figurine, with past issues selling strongly. Retailers are advised to display the issue prominently, particularly as children's sales are at a peak during the school holidays.



On sale 14 August
Frequency monthly
Price £3.49
Distributor Seymour
Display with Hello Kitty, Shopkins, Frozen



MAKING JEWELLERY

The September issue of Making Jewellery is a special fashion issue with 50 catwalk inspired projects, along with a free bead bar necklace kit. Projects include a geometric cork creation, asymmetric bracelets and an Aztec-style necklace. Making Jewellery is the best-selling jewellery magazine in the UK, offering an innovating approach with instructions on a range of techniques.



On sale 20 August
Frequency monthly
Price £4.99
Distributor Seymour
Display with Crafts Beautiful, Craftseller



Bestsellers Preschool

Title	On sale date	In stock
1 Fun to Learn Peppa Pig	20.08	<input type="checkbox"/>
2 Peppa Pig Bag-o-Fun	09.09	<input type="checkbox"/>
3 Disney Princess	26.08	<input type="checkbox"/>
4 CBeebies	26.08	<input type="checkbox"/>
5 Fun to Learn Friends	26.08	<input type="checkbox"/>
6 Fun to Learn Bag-o-Fun	01.10	<input type="checkbox"/>
7 Disney Stars	26.08	<input type="checkbox"/>
8 Pink	26.08	<input type="checkbox"/>
9 Thomas & Friends	19.08	<input type="checkbox"/>
10 CBeebies Special Gift	09.09	<input type="checkbox"/>
11 In the Night Garden	19.08	<input type="checkbox"/>
12 CBeebies Art	09.09	<input type="checkbox"/>
13 Sofia the First	27.08	<input type="checkbox"/>
14 Something Special	02.09	<input type="checkbox"/>
15 Doc McStuffins	03.09	<input type="checkbox"/>
16 Disney & Me	19.08	<input type="checkbox"/>
17 Fun to Learn Favourites	19.08	<input type="checkbox"/>
18 BBC Toy Box	02.09	<input type="checkbox"/>
19 Thomas Express	09.09	<input type="checkbox"/>
20 Fireman Sam	26.08	<input type="checkbox"/>

Data supplied by **Menzies** DISTRIBUTION

Football stickers are coming home.



ENGLAND
OFFICIAL STICKER COLLECTION 2016



STARTER PACK:
£2.99 RRP

STICKER PACKET:
50p RRP

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IN ALL GOOD NEWSAGENTS

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#GOTGOTNEED

THIS WEEK IN MAGAZINES



DC COMICS GRAPHIC NOVEL COLLECTION

Based on some of the most iconic stories from DC Comics, this series of hardback books builds into the ultimate DC collection. Each volume presents a different story from the DC archives, featuring the publisher's most famous superheroes, including Batman, Superman and Wonder Woman. The collection is supported by significant advertising and PoS.



On sale 19 August
Frequency fortnightly
Price issue one £2.99, issue two £6.99, issue three onwards £9.99
Distributor Comag
Display with DC Chess Collection, Marvel Graphic Novel Collection



BUILD A PRECISION MECHANICAL SOLAR SYSTEM

Fully revised and updated, weekly partwork Build a Precision Mechanical Solar System is returning. The collection builds up into a museum-quality solar system model, made with working brass parts that reproduce the movements of the planets. The collection is supported by a major television campaign and PoS.



On sale 19 August
Frequency weekly
Price issue one 99p, issue two £3.99, issue three onwards £6.99
Distributor Comag
Display with other partworks



DINOSAUR ACTION

This issue of Dinosaur Action comes in a summer bumper pack with an exclusive Giromax DinoSaurus sticker album and sticker pack. The stickers include animations, sound effects and augmented reality, so when readers scan the images, the dinosaurs literally pop out of the page. The stickers will build into a full collection over the next five issues. The pack also comes with a triceratops ice mould, a micro dinosaur model and a dinosaur glider.



On sale 14 August
Frequency monthly
Price £4.99
Distributor Seymour
Display with Toxic, Mega



QUEEN ELIZABETH II

Passing the record held by her great-great-grandmother Queen Victoria, Queen Elizabeth II will become the longest-reigning British monarch on 9 September, ruling for 23,226 days. To commemorate the occasion, the Mirror has put together this 84-page souvenir special that will look back over the years since her coronation on 6 February 1952.



On sale 20 August
Frequency one shot
Price £5.99
Distributor Comag
Display with other one shots



GOLF INTERNATIONAL

Following its return to the newsstand earlier this year, Golf International is back in full swing, with all the latest news from the golfing world. The next issue features a special report on Tiger Woods, along with an interview with Dame Laura Davies. It also has a session with Lydia Ko's swing coach David Leadbetter, who provides a step-by-step guide to his killer new theory.



On sale 20 August
Frequency eight per year
Price £4.95
Distributor Marketforce
Display with Golf Monthly, Golf World, Today's Golfer

Industry viewpoint

Anne Hogarth

Head of retail sales,
PPA



PICK UP PROFIT WITH PARTWORKS

The Professional Publishers Association's members include publishers of magazines of all shapes and sizes, business and consumer, and one of the most active areas at the moment is the partworks sector, which spawned the hugely successful adult colouring genre with Art Therapy from Hachette earlier in the year.

Partworks are often overlooked because they are seen as difficult to handle, but it is well worth taking a little time and effort with these titles as they can be highly profitable for independent retailers.

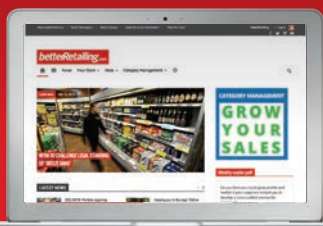
There is even a special retail club, PROFIT (Partwork Retailer Opportunities For Increased Profit) that provides practical support for retailers in the form of PoS material, guaranteed allocation and sales support.

Magazines are seen as a treat by readers, and interestingly, recent PPA research found that 43% of shoppers buy magazines on impulse compared to 25% for confectionery and 10% for drinks and snacks. Partworks often tap into the latest consumer trends and cater to children and adults across a wide range of subjects, so keeping the latest partworks titles on display is likely to generate extra impulse sales, and to keep those customers coming back for more.

There will be a flurry of launch activity in the partworks sector this autumn, accompanied by a raft of promotional support, and there's bound to be titles that will appeal to your customers. There's nothing to lose.

Top tip

Join the PROFIT club for additional support on PoS and allocation with an aim to increase your sales



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Partworks

Title	No	Pts	£
Amercom			
Great British Locomotives	39	48	8.99

Amermedia

Military Vehicles	43	48	5.99
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DeAgostini

Build the Millennium Falcon	32	100	8.99
Cake Decorating	178	180	2.99
Cake Decorating Relaunch	127	165	2.99
Dinosaurs & Friends	25	60	5.99
Official Star Wars Factfile	81	120	2.99
Something Sweet	83	90	2.99

Eaglemoss

3D Create & Print	30	90	6.99
Batman Automobilia	69	80	10.99
DC Chess Collection	93	96	8.99
Disney Cakes & Sweets	101	120	4.50
Doctor Who	52	70	7.99
Knit & Stitch	135	176	5.00
Marvel Chess Collection	44	64	8.99
Marvel Fact Files	126	150	3.50
Military Watches	39	80	9.99
Star Trek Off. Starships Coll.	52	70	9.99

Hachette

Art of Knitting	29	90	2.99
Art Therapy	21	100	2.99
Black Pearl	83	120	5.99
Build the Mallard	50	130	7.99
Build the U96	50	150	5.99
Classic Pocketwatches	78	80	8.99
Judge Dredd Mega Collection	15	80	9.99
Marvel's Mightiest Heroes	43	60	9.99
My 3D Globe	32	100	5.99
Your Model Railway Village	90	120	8.99

RBA Collectables

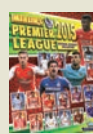
Amazing Dinosaur Discovery	24	80	5.99
Precious Rocks, Gems & Minerals	29	100	5.99
Real Life Bugs & Insects	47	85	5.99

Collectables

Topps



Disney Frozen Activity Cards
Starter £4.99
Cards £1.00



Merlin's Official Premier League 2015
Starter £2.00
Cards £0.50



Disney Frozen Fashion Pack
Packets £1.00



Minions
Starter £2.99
Stickers £0.50



Hero Attax Marvel Avengers
Starter £4.99
Cards £1.00



Minions
Starter £4.99
Cards £1.00



Lego Friends
Starter £2.99
Stickers £0.50



Rugby Attax
Starter £4.99
Cards £1.00



Match Attax 2014/2015
Starter £3.99
Cards £1.00



Skylanders Trap Team
Starter £4.99
Cards £1.00



Match Attax Extra
Starter £3.99
Cards £1.00



World of Warriors
Starter £4.99
Cards £1.00

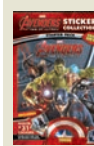


Match Attax SPL 2014/15
Starter £4.99
Cards £1.00



WWE Slam Attax Rivals
Starter £4.99
Cards £1.00

Panini



Avengers 2: Age of Ultron
Starter £2.99
Stickers £0.50



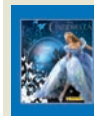
Inside Out
Starter £2.99
Stickers 50p



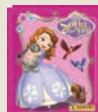
Big Hero 6
Starter £2.99
Stickers £0.50



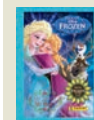
Road to UEFA Euro 2016
Starter £4.99
Stickers £1.00



Disney Cinderella
Starter £2.99
Stickers £0.50



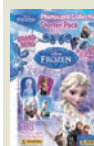
Sofia the First
Starter £2.99
Stickers £0.50



Disney Frozen My Sister, My Hero
Starter £2.99
Cards £0.50



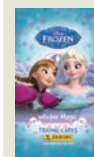
UEFA Champions League Adrenalyn XL
Starter £4.99
Cards £1.00



Disney Frozen Photocards
Starter £3.99
Cards £1.50



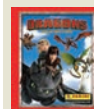
UEFA Champions League
Starter £2.99
Stickers £0.50



Disney Frozen Winter Magic
Starter £4.99
Cards £0.75



2015 FIFA Women's World Cup
Album £1.50
Stickers £0.50



Dragons
Starter £2.99
Cards £0.50



Ultimate Spider-Man
Album £2.99
Stickers £0.50



Jurassic World
Starter £2.99
Stickers 50p



COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

KENT RETAILER ADAM HOGWOOD ON HOW SOCIAL MEDIA IS DRIVING HIS BUSINESS

Plus, exclusive coverage of the latest ABC figures with market-leading analysis of what it means for your store, and the display ban's effect on sales of tobacco accessories



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								

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

Weight Watchers 8-9 August

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,020g	685g	55g	3	45g
Sunday Times	900g	565g	0g	0	0g
Guardian	735g	210g	45g	1	45g
Mail on Sunday	690g	280g	75g	5	45g
Times	675g	395g	0g	0	0g
Sunday Telegraph	655g	310g	75g	5	40g
Mail	555g	210g	35g	4	15g
Observer	500g	100g	0g	0	0g

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24 July 2015 Retail Newsagent

PROPERTY



PROFITABLE CONVENIENCE STORE IN MID-WALES Freehold £315,000 + SAV

The Premier Express store is situated in a thriving village and is the only shop within a 4 mile radius.

Abermule consists of two pubs, a primary school, corner park (artistic & tannery) & is on the main bus route to surrounding towns and schools.

The turnover at present is £7000 per week with huge potential. The accommodation consists of 3 double bedrooms, two living rooms, dining room, large bathroom with walk in shower, bespoke fitted kitchen, utility room and downstairs toilet.

The property has been renovated to a very high standard, with a well stocked garden and off road parking.

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Back in the day

101
YEARS AGO

15 August 1914

With public interest in the Great All-Europe War at fever pitch, there could not be a better time for the production of two such striking publications as *The Great War* and *The War Illustrated*, both of which appear for the first time next week.



50
YEARS AGO

14 August 1965

A new gift-coupon cigarette, Sterling, is to be launched on 13 September. The new filter tip will be sold under the Benson & Hedges name at 4s. 7d. for 20 and aims at Embassy's 16% share of all cigarette sales. There will introductory incentives for retailers.



25
YEARS AGO

18 August 1990

Yet another singing star from the hit Australian soap *Neighbours* receives the one shot treatment with the publication of Craig McLachlan – the Official Book. Craig, who plays Henry Ramsey in the series and has a top 10 hit with his single *Mona*, is currently enjoying teenage heartthrob status in the UK.



Scottish farmers storm stores to buy back milk

Scottish dairy farmers fed up with the price they get paid for their milk by supermarkets are now taking drastic measures – by going into stores and buying their produce back.

Video footage has emerged online of groups of disgruntled farmers storming a number of supermarkets in Ayr and

Kilmarnock. They are seen vacating the shops with trolleys completely filled with milk, leaving whole chillers bare, before handing the goods to passers-by outside the premises.



It follows on from a similar protest by English dairy workers, who bought all the milk from Morrisons stores in Bideford, Devon and Bude, Cornwall, and from an Asda in Telford.

The movement comes as farmers claim they are losing £200 a day due to the low prices multiples are paying them.

One of the protestors, Bryce Cunningham, told BBC Radio Scotland: "At the moment we're being paid 15p a litre for every litre of milk that we produce. It's costing me 24p to produce this milk."

Students' Tesco protest

Tesco's controversial decision to raise the minimum spend on online orders from £25 to £40 has caused a mass boycott among some of its biggest users – cash-strapped students.

University-goers are furious over the changes, with many without cars complaining that they can't get to their nearest branch located miles away.

Erin Smith, a second year student at Stirling University, told *The Tab*: "I am surprised that Tesco have done this, especially as the majority of people I know who use the

service are students.

"This means I would have had to either walk or get on the bus, which is not ideal with lots of bags."

Alexander Bergstrom, a second year marketing student, added: "No doubt Tesco are shooting themselves in the foot with this in some ways."

Well, Alexander and Erin, if you are reading this publication, may we point you in the direction of some of the fine local independent stores close to you? We're sure they'll be more than happy to help.

AROUND WITH THE ROUNDSDMAN with Blanche Fairbrother



Just lately we have had a few late deliveries.

On Sunday 26 July, the *Sunday People* was so late arriving in Stafford that I had to go on my round without it and sent all my copies back as returns.

On Monday 3 August, the same thing happened with the *i* and again on Tuesday 4 August when the *Daily Express* and the *Daily Star* didn't arrive in Stafford until around 7.30am.

I have now come to the conclusion that if the publishers can't be bothered to get them here on time, why should I be bothered about delivering them?

I just tell the customers that their particular paper hasn't arrived and they are fine about it, so 'hey-ho' publishers.

There was a huge fire last Wednesday at Four Lane Ends farm. Hundreds of tons of hay burst into flames as it had got too hot after being carried out of the field too soon.

It was such a bad fire that, at its height, seven fire engines were in operation and firemen were in attendance for three days after it was brought under control.

It was smoldering for days and some people living over three miles away said their houses smelt dreadful, with every room smelling of burning hay.

I am feeling rather pleased with myself because the full length Adbaston Lane had over a dozen very large potholes which were becoming dangerous.

Last Monday I was in conversation with one of the highways inspection teams and asked if they would do something about it.

They must have been concerned when they went to check it out because, on Tuesday, the maintenance lorry was sent out with a load of tarmac and all the very large holes are now filled up and the lane is a safer place.

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