

10 WAYS TO SELL MORE CIGARS

RN's tips from our day with a sales rep

CATEGORY ADVICE

Page 34 >>



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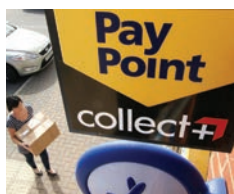


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Fears for Collect+ after Amazon loss



- Retailers say they will lose up to 50% of parcel customers after online giant withdraws pick-ups from c-stores.
- Collect+ promises new partnerships following concerns that more companies will pull services. Page 5 >>



CONVENIENCE

Artisan c-stores win M&S shoppers

Premium lines and local goods attracting affluent customers.

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CAMELOT

Call for clarity on terminal upgrade

Not enough info for auto opt-in, say retailers.

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CARRIAGE CHARGES

Smiths defends one-time rates deal

Variable terms could save retailers more than 0.2%, says wholesaler.

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Getting trollied Singh's Premier in Sheffield is gearing up for its latest shopper incentive - the chance to win a 60-second trolley dash around one of its stores on 15 September. More than 500 people have already put their name down to win the prize by responding to a social media campaign.

VAPING

'Don't let prescribed e-cigs take our trade'

Retailers fear lost sales and duty rises after health lobby proposes e-cigarettes on the NHS.

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Retailer to run vaping workshops to educate customers on emerging category.

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CHRIS GAMM

Editor

@ChrisGammRN

Amazon has been under the microscope this past week following an investigation by the New York Times that exposed unhappy workers, bruising working conditions and an oppressive culture.

It prompted founder Jeff Bezos to state it wasn't the Amazon he knew, calling on anyone who experienced such conditions to contact him directly.

This is in stark contrast to three examples of a great workplace culture in the convenience industry that I've come across this week.

In this week's issue, RN features editor Tom GK pays a visit to Batleys Bellevue depot in Edinburgh and sees first-hand the importance of staff to a business's success.

One employee, Chris Goldie, who looks after fruit and veg, has grown weekly sales to £16,000 after being given autonomy to set prices, control margins and choose suppliers.

Depot manager David Howe says the model works because of the expertise of the people working for him.

Similarly, Sukhi Sidhu from Simply Fresh in Kenilworth has hired the former chef from Kenilworth castle and utilises their skills by turning food waste into tasty and profitable meals.

Aberdeen retailer Leanne McGowan, meanwhile, wants to pay her staff the current living wage but has calculated it would cost her an extra £20,000 a year to raise wages by 30p. She can't do this yet, so instead she has invested in a creative perks package, which costs her £2,000 a year but makes her staff feel really valued.

Demonstrating what a great employer you are will attract brilliant people to your business. Developing, motivating and retaining them will play a significant part in its success.

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CRAFT MAGAZINES

Easy ways to get your customers buying more

CUSTOMERS SHOULD BE THE MOST IMPORTANT PART OF YOUR BUSINESS

- PAUL SOHAL EXPLAINS HIS TOP PRIORITY IN HIS DERBYSHIRE STORE Page 26 >>

NEWS

CWU call for Post Office inquiry

The Communication Worker's Union (CWU) has repeated calls for a full judicial inquiry into Post Office claims of false accounting by subpostmasters following a recent Panorama investigation.

In Panorama's Trouble at the Post Office programme, investigative journalist John Sweeney spoke to several subpostmasters who claim to have had difficulties with the Horizon computing accounting system.

They had been blamed, and in some cases prosecuted by the Post Office, for cash shortfalls.

The Post Office denies any problems with the system existed.

Assistant secretary Andy Furey said: "The government must now urgently intervene to ensure that the Post Office doesn't attempt to sweep these problems under the carpet."

CWU deputy general secretary Terry Pullinger added: "There must be a full judicial enquiry and the whole culture of the Post Office needs to change."

Menzies' profits 60% drop

John Menzies PLC has posted a 60% drop in pre-tax profits, from £14.2m to £5.8m for the first half of this year.

The news distribution and aviation business said the fall was due to the loss of a contract with Spanish airports.

Its aviation business unit operates in 147 airports across 30 countries.



Lessons learned as Budgens Eton opens its doors

Budgens is using lessons it has learned at its concept stores in its latest venture, Kavanagh's Budgens of Eton, which officially opened to the public last week. The store, owned by Noel Kavanagh (pictured) and the fifth Budgens to open as part of the Kavanagh Retailing UK group, features expanded local and artisan ranges from producers such as Bangers Galore and the Real Pie Company, as well as Cook premium frozen meals, fresh coffee and breakfast and lunch-to-go options.

Retailers concerned they could lose out 'We definitely need more clarity on this'

Fears NHS will push for prescription-only e-cigs

by Steven Lambert

Retailers have called for more clarity and caution over proposals by health lobbyists to start prescribing e-cigarettes on the NHS.

In a report published last week, Public Health England (PHE) claimed that vaping products are 95% less harmful than tobacco and have the potential to help people quit smoking.

PHE said it was also supportive of introducing licensed e-cigarette products to be used for medicinal purposes.

Dan Cock, owner of Premier Whitstone Village Stores in Devon, said the news could be "bittersweet" for retailers.

"On the one hand, it's good that health lobbyists are seeing e-cigarettes in a more positive light.

"But it would be terrible if these products were to become prescription-only, especially since independents have been leading the market. We definitely need more clarity on this."

Susan Connolly, owner of Connolly Spar in Wiltshire, said the move could pave

the way for duty to be added to e-cigarettes.

"I think prescribing e-cigarettes is a good idea but the government will probably realise they're missing a trick and put tax on them," she said.

Surrey retailer and NFRN national president Ralph Patel said the federation would be keeping a "close eye" on the issue, adding: "If this is approved there will be cost implications for the government and retailers who do sell e-cigarettes will lose out."

Responding to the report,

British American Tobacco (BAT) said the PHE's findings would help "debunk myths" around e-cigarettes and allow smokers to make more informed choices.

Chris Proctor, chief scientific officer at BAT, said: "We're confident that by making research on the relative safety of e-cigarettes available to consumers, and by ensuring proper product quality and safety, this important product category with the potential to have a positive impact on public health can prosper."

'Our deal could cut charges' says Smiths

Smiths News has defended its decision to offer a one-time carriage charge deal, saying retailers could see initial savings of more than 0.2% if they opt for its variable rate.

Sales director Simon Gage said, for example, that for a shop with a £500

weekly newsbill the variable model could mean a saving of 38p or 0.95%. This is based on the shop having Smiths' national mix of 33% magazine and 66% newspaper sales and a drop in sales revenue of 3.4%, based on the wholesaler's latest financial figures. For a shop

that maintains sales, the reduction is unlikely to exceed 0.2%. The wholesaler will write to all retailers by 8 September outlining charges for the next year. Retailers must then decide whether to stick with the variable model or fix at the current rate for the next 24 months.

Mr Gage said: "Many retailers would like certainty and that's part of why we produced the offer to fix rates over two years.

"However, if people want the reduction they can opt for the variable template and next year we would apply the template again."

Indies fear losses of up to 50% of Collect+ customers Departure may lead to 'weaker network'

Amazon withdrawal leaves Collect+ retailers worried

by Gurpreet Samrai

Collect+ retailers fear Amazon's decision to pull out of the firm's pick-up service could "weaken" the network and result in other companies making the same move.

The online retailer ceased deliveries to thousands of stores offering the Collect+ service on Monday. However, the network will continue to provide the company's returns service.

Retailers have told RN the move will result in them losing between 20% to 50% of their Collect+ customers and raised concerns

about the impact it will have on the network.

"Amazon has dropped a bomb," said Paul Cheema, of Malcolm's Nisa Store in Coventry, who says 30%-35% of his Collect+ customers pick up Amazon parcels. "I think it will have an impact on the network because although Collect+ has John Lewis and Very, Amazon is a big name and that's what people come for."

He said he has been contacted about installing Amazon lockers in his stores, but is still deciding whether he will go ahead with the offer.

Serge Notay, of Notay Convenience Store in Batley, west Yorkshire, said Amazon accounts for 50% of his Collect+ customers.

He said: "If Amazon has done this then other companies will be thinking about doing the same thing and I think it will weaken the whole network."

Mr Notay was one of several retailers who told RN they feel there has been a lack of communication about the move. He said: "People don't really know much about it, it's absolutely ridiculous.

"We are just treated as a number, not a valid mem-

ber of the network."

However, Collect+ chief executive Neil Ashworth said stores were informed through their PayPoint terminal broadcast notifications. He said retailers "can be confident that Collect+ remains the UK's largest independent store-based delivery and returns service".

He added that during the 2014-15 financial year there was a 17% growth in its client base and more partnerships will be announced in the coming months, including a "major client acquisition" later this week.

Costcutter app will mobilise business

Costcutter has launched a free mobile app giving its retailers instant access to products, promotions and invoice information while on the move.

The app, dubbed ActivMobile, is available on Apple and Android devices and will allow members to access the symbol group's ActivHub online portal.

Costcutter said the app will also allow users to scan and order products, gain access to planograms, and keep up-to-date with the latest company news.

OK for 99p takeover

The Competition and Markets Authority has provisionally cleared discount store Poundland's £55m takeover of rival 99p Stores, saying there are enough value chains vying for customers to allow the deal.

The decision follows a four-month review, with the competition watchdog concluding that customers would not be harmed by less choice because of the rise of other value retailers.

More RN readers

More independent news and convenience retailers are buying RN, after it recorded copy sales growth of 6.7% in July 2014 to June 2015 ABC (circulation) results.

RN editor Chris Gamm said: "This shows retailers are prepared to invest in quality content to help grow their sales and profits. Thanks to all those who have contributed to this growth."

Shoppers help mark One Stop's 100th

Shoppers and special guests were invited to a party to celebrate the official launch of One Stop's 100th franchise store in the Borrowash area of Derby last Saturday, and its £5m investment in franchising since 2013. The 1,800sq ft reconverted store, run by Vip and Jo Measuria, offered a bouncy castle and football games for children, as well as the chance for visitors to win a signed Derby County FC football shirt. The business was officially opened by mayor of the city of Derby, Paul Pegg, and Derby County's official mascot, Rammie.



Camelot in firing line over lack of info

Retailers have accused Lottery provider Camelot of not providing enough information in the run-up to an upgrade that could see up to 9,000 stores automatically opted-in to sell draw-based games.

The company announced last week that stores with standalone scratchcard ter-

minals will have the option to sell Lotto and Euromillions tickets from next year, for a monthly fee of £50.

However, retailers have expressed concern that stores are not being briefed properly ahead of the 23 October deadline to opt out of the automatic upgrade.

Premier retailer Val

Archer said: "Retailers have no information on which to base a decision on whether or not to opt out.

"Currently, validating a scratchcard on these terminals is extremely slow and it is a huge concern how long a full Lottery transaction will take. We have no information as to

how it will work."

However, a Camelot spokesman said that brochures had been sent to retailers and confirmed that the £50 monthly fee would not be charged to participating stores before retailers received training and had the required software activated on their terminals.

NEWS

BUSINESS

Greene eyes up M Local chain

Convenience retail veteran Mike Greene is understood to be leading the acquisition of Morrisons' M Local convenience chain.

Mr Greene, who has held senior positions at McColl's and Spar and is currently a board member at the Association of Convenience Stores, is looking to use the 160 stores to develop a new convenience group with investment firm Greybull Capital, according to several sources.

Morrisons' chief executive David Potts announced last week that the group would offload M Local and would invest more in its larger stores.

The move is predicted to leave the company with a £100m liability bill as a result of a parent company guarantee on the rental agreement for the M Local sites.

Hi-tech Filshill's profit rise

Investment in technology and improving efficiencies has helped JW Filshill increase pre-tax profits to £1.3m in its annual results.

The Glasgow-based wholesaler said the result, recorded for the year to 31 January 2015, was up from £0.8m the previous year, and predicted a return to sales growth within the next three years following a recent period of decline.

The owner of the Key-Store fascia delivered a gross profit of £10.1m and reduced operating costs by a further £400,000. However, turnover declined 4.4% to £151m, which it blamed on a 'highly challenging' retail environment and strong competition.



Today's Extra fascia for Dee Bee no. 3

Wholesaler Dee Bee has opened its third convenience store in Liverpool with the new site operating under the Today's Extra fascia. The business, which will be run by retailer Vigi Paskar, will offer a full range of grocery, alcohol and chilled goods along with services including a Tchibo coffee machine (inset). Dee Bee, part of the Grimsby-based Ramsden Group, now operates around 80 Today's stores.

Upmarket move is attracting the affluent 'We wanted to change the perception of c-stores'

Premium products tempt M&S and Waitrose shoppers

by Steven Lambert

Convenience stores say they are winning customers away from Marks & Spencer and Waitrose by stocking more premium lines and artisan products.

Retailers speaking to RN said they have also expanded their ranges of locally-sourced goods and fresh produce to target a boom in affluent shoppers visiting high-end high street stores.

Andrew Thornton, owner of Thornton's Budgens,

opened a new juice bar at his Belsize Park store last month serving up healthy fruit drinks alongside Fairtrade coffee, which he said is already proving a hit with customers.

He said: "We've been stocking artisan products for around nine years and are slowly building up a reputation as a supermarket which stocks local produce and products from local suppliers.

"Over that time we've gone deeper and deeper into that market and our

target audience is M&S and Waitrose shoppers."

Andrew Mills, co-owner of Heath Stores in Horsmonden, Kent, said customer demand for his store's widened range of artisan products, including fresh bread, pies and quiches from his deli counter, and locally sourced products ranging from ice cream to wine, had increased this year.

"The artisan side of the business appeals to a typical M&S and Waitrose shopper," said Mr Mills. "We wanted to change the

perception of a convenience store by fusing it with a farm shop, and it is working well for us so far."

It follows on from Budgens reporting an increase in high-end shoppers to its concept store in Crouch End, London this month, after a campaign to introduce more fresh food, premium ready meals and local products to the business.

The firm said it introduced similar elements into its latest store, Kavanagh's Budgens of Eton, which opened last week.

O2 tie-in boosting footfall, says Budgens

Budgens claims more than half of shoppers redeeming its product offers through an O2 Priority Moments scheme are also making additional purchases in its stores.

The convenience group has been working with the mobile rewards platform since January as part of a

footfall-driving initiative.

The tie-in has seen O2 customers receive giveaways on their phone when they pass within five miles of a Budgens store, with deals on brands ranging from Walkers crisps to Galaxy ice cream.

A 10-week evaluation of the scheme found that 51%

of customers claiming O2 offers were also picking up extra items, with an average basket spend of £6.80.

Mike Baker, Budgens director, said: "Our figures show that these giveaways can drive significant additional retail sales.

"We'll continue to run and monitor the platform to

see how we can attract new customers to Budgens."

The company's latest Priority Moments deal, which runs to 30 August, gives shoppers the chance to receive a pack of either Quaker Oats Granola Raisins or Quaker Wholesome Crunch Goji and Blueberry cereal.

15
RUGBY
EDITION
BOTTLES



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NEWS

NEWSTRADE



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Mirror launches Sun offensive

The Daily Mirror has launched an attack on its main rival with its summer 'Sun Protection' campaign. Copies of the Mirror with a special cover were distributed in London. They can be folded to create a "sun protection" hat. Branded lip balms are also being given away carrying the words "Sun Protection. Read the Intelligent Tabloid".

Up to 90 jobs to be lost 'This is a sad day'

Belfast printer shuts presses

by Helena Drakakis

Up to 89 jobs could be lost in Northern Ireland as Independent News and Media (INM) announce it is closing its Belfast printing operation.

The company, whose titles include the Belfast Telegraph, the Sunday Life and the Sunday World, says the decision has been made in response to declining print sales and the ending of a third party contract with a UK publisher. However, the company has stressed that its key titles will not be affected.

INM chief executive Robert Pitt confirmed that the printing operation had become unviable. He said: "The staff at Royal Avenue have given years, and in some case gen-

erations, of service so this is a sad day for them and their families. This decision was not taken lightly, however the plant is no longer viable."

He added that discussions would now take place with remaining publishers to find alternative arrangements for the printing of INM's newspapers before the operation in Belfast is finally shut, which will be June 2016 at the latest.

As part of the plans, INM's publishing business will also move to new offices in Belfast.

Mr Pitt added: "The closure of the print operation reflects the wider global trend in declining newspaper circulation, and the rise of consumption via digital channels."

Scotland daily backs Corbyn

The Scottish Daily Record has nailed its colours firmly to the mast by pledging its support for Labour leader hopeful Jeremy Corbyn.

In a front page published last week, the newspaper's headline read "It's got to be Corbyn". The editorial continued by saying that Labour needed a leader who could "regain the trust of the country," and that Corbyn was the only candidate

returning to Labour's "core values".

The Glasgow-based publication is the second newspaper to come out in support of the left-winger with the Morning Star announcing its support early on in the campaign.

The Guardian has come out in favour of Yvette Cooper, while the Mirror is backing Andy Burnham. The winner of the leadership contest will be announced on 12 September.



@RetailNewsagent for expert advice to help you grow your sales

Independents key to mag's circulation drive 150-year-old title going strong

More Friends brings retailers cash bonus

by Helena Drakakis

Retailers could win £100 cash if they boost their sales of weekly magazine *The People's Friend*.

The title, which has been running for 150 years, is challenging sellers via a special promotion to sell 10% more copies of the magazine during September to be in with a chance of winning one of 10 cash prizes.

Launching the competition, editor-in-chief Angela Gilchrist said: "I'm delighted we're rewarding the efforts of independent retailers.

"A large proportion of our sales every week come from independents and I regularly receive letters from readers tell-



ing me that they make a point of buying their *People's Friend* from their local shop because it's important to them to support these vital community resources."

Retailers are encouraged to promote the magazine, which has a readership of around

400,000, by displaying a poster supplied by the publishers in a prominent place alongside a shelf-wobbler.

Suggestions also include displaying the title on counters, and encouraging customers who buy similar titles to *The People's Friend*.

Information will be available via an information pack which will be sent to all independent sellers of the magazine. The pack will arrive in a branded envelope and include an introduction letter as well as the poster and wobbler.

The promotion will run across all four issues of the magazine in September and winners will be notified by mid-November.

Dennis pumps millions into new free health magazine

Dennis Publishing is making a multi-million pound investment with the planned launch of a free, weekly health magazine called *Coach*.

The publisher, which is the company behind *Men's Fitness*, *Viz* and *The Week*, is investing in a raft of new ventures following the death of its founder, Felix Dennis, last year.

Coach, which is seen to be the company's biggest investment

gamble yet, will cover a range of subjects including technology, careers, fashion, modern living, as well as health and fitness.

The title hopes to capture a male market with content that is less specialised than its established fitness titles *Health & Fitness* and *Men's Fitness*.

It is understood that copies of the magazine will be made available at train stations, gyms, airports and hotels

from 14 October.

Peter Wagg, owner of *News on the Wharf*, said: "Free magazines are not a new phenomenon. There are many around, like *Time Out*. We don't necessarily like them, but it's the way of the world. Dennis are taking a gamble, but I can't see that this trend will spread to mass market, high volume titles because they need a far wider distribution."

Insurer sponsors sports award

Health and life insurer *Vitality* is to become the official partner of the *Sunday Times* and *Sky Sportswomen of the Year Awards*.

The partnership has been agreed for three years and the event will now be renamed *The Sunday Times and Sky Sportswoman of the Year Awards* in association with *Vitality*.

The competition, which has

been won in previous years by dressage champion Charlotte Dujardin and runner Jessica Ennis-Hill, will be broadcast live and simultaneously on *Sky 1* and *Sky Sports* on 6 November.

Neville Koopowitz, chief executive at *Vitality*, said: "We believe female athletes are powerful role models who help inspire women of all ages

to actively engage in sport and lead a healthy life, which is why we partner with leading sports figures, teams and events to share the *Vitality* message."

Alex Butler, *Sunday Times* sport's editor, said: "Together we look forward to celebrating the stunning achievements of our leading sportswomen from 2015."

HND HEROES

In association with

News UK

Q&A

Des Barr

Retailer, Sinclair Barr Newsagents



HOW MANY PAPERS DO YOU DELIVER ON A DAILY BASIS?

1
TOP TIP

I started with 300, but now I deliver around 1,600. I wouldn't have been able to do this if I didn't have EPOS, and I find it strange that so many HND retailers don't have EPOS or the internet and still use old HND books to manage their rounds these days.

HOW MUCH DO YOU CHARGE FOR DELIVERY?

2
TOP TIP

I charge £2.10 per week or 30p per day. Not all customers have their paper delivered every day so this keeps things consistent.

HOW MANY PEOPLE DO YOU HAVE DELIVERING YOUR PAPERS AND HOW MUCH DO YOU PAY THEM?

3
TOP TIP

Ours is a 90-man operation and the majority of our deliverers are children. We pay the kids £35 per week and the Sunday-only deliverers £10. We also pay the kids holiday pay - it's only fair. Other retailers may not do this, but in return I expect a great standard of work.

WHY HND?

4
TOP TIP

HND is a guaranteed sale every morning, which is great because my shop is now no longer big enough to be profitable as a modern convenience store. HND guarantees our livelihood every day, and without it we wouldn't survive, it's as simple as that. For this reason, we now shut the shop at 11am.



CONTACT NEWS UK FOR MORE INFORMATION

NEWS PRODUCTS

All aboard McCoy's team bus

KP Snacks is launching bespoke retail promotions and depot displays this month to support its recently launched McCoy's 'Win Your Club' campaign.

The firm is bringing its McCoy's 'team coach' display (pictured) to more than 80 Bestway and Dhamecha depots, as well as offering



independents two for £21 deals on cases of McCoy's.

The activity will be used to spread the

news of 'Win Your Club', which will offer football fans the chance to claim exclusive prizes such as meeting their favourite team.

Matt Collins, trading controller at KP Snacks, said: "Depot managers are optimistic this will increase awareness and provide an uplift in sales, just like similar McCoy's campaigns have in the past."

Only way is Oykos

Oykos has signed up Mark Wright of The Only Way is Essex to star in a new TV ad promoting the Greek yoghurt brand.

The humorous campaign, on air from 21 September, will show the celebrity as being one of 10 'hunky helpers' shoppers can win as part of a new on-pack promotion launching this month.

It will coincide with the launch of four-packs for Oykos Oh So Heavenly Vanilla and Devilishly Delicious Salted Caramel flavours (£2.39).



Walkers brings back memories

Hungry retailers had the chance to sample Walkers' 'Bring it Back' crisps at Bestway's Park Royal depot in London last Thursday, with 50 store owners also walking away with a free case from the range. Walkers brand owner PepsiCo is giving a further 10 retailers the chance to win free stock in a new Twitter competition which launched this month.

New pre-filled options and PoS will drive sales, says Mars Make the most of 'proven bestsellers'

Mars reveals additions to seasonal best-selling line

by Steven Lambert

Mars is championing its seasonal Maltesers Merryteaser Reindeer chocolates with new products being introduced to its latest Christmas confectionery range.

The manufacturer said it will support Merryteaser Reindeer with new pre-filled options and updated PoS material to drive sales for retailers, as well as

launching two products.

Mars will expand its Christmas selection with the launch of a Merryteaser Reindeer sharing bag (RRP £1.29), as well as adding a Mini Merryteaser Reindeer Gift Card (£3).

It follows on from Mars increasing production of the novelty line last Christmas after high demand led to stock shortages for retailers.

Trade communications

manager Bep Dhaliwal said: "Chocolate remains a staple in households across the country during the festive period. This is the perfect time to drive sales in the category by making the most of proven best-sellers in new formats."

Meanwhile, Mars is bringing back Galaxy Gift For You White to target early impulse sales ahead of the festive season.

It will also drive aware-

ness of its Celebrations range with a TV campaign launching in November, with Mars claiming that 74% of total Christmas confectionery sales last year came from boxed products.

In addition, Maltesers, Galaxy Minstrels, M&Ms and Milky Way tubes will return this year, as will Mars and Maltesers Merryteaser advent calendars.

Scrum'my snack from Mattessons

Kerry Foods is getting in on the Rugby World Cup action with the launch of a limited edition rugby-themed Mattessons Fridge Raiders product.

The new flavour, Scrum'my Chargrilled Chicken, will be available from 31 August as the tournament prepares to kick off, which Kerry said will give

additional sales opportunities to retailers.

It follows on from a similar move during last year's football World Cup, which saw Kerry launch a limited edition Fridge Raiders Brazilian Chargrilled flavour.

Fridge Raiders is the latest brand to show its support for the Rugby World Cup, with companies such

as Lucozade and Heineken also launching rugby-themed campaigns and predicting a big sales boost for retailers around the event.

Raquel Medina, assistant brand manager for Mattessons, said: "We know there is a huge opportunity for retailers to drive incremental sales during sporting events.

"Our new rugby-inspired packaging is designed to disrupt shoppers and build on the success of our limited edition flavour last summer."

Fridge Raiders Scrum'my Chargrilled Chicken will be available in single 60g packs (RRP £1.29) and multipacks of three 25g packs (£1.49).

Hot products for your shopping list



Mars unveils its new range of Maltesers Merryteaser Reindeer chocolates



Don't miss Mattessons Fridge Raiders limited edition rugby-themed snack



KP Snacks on-pack 'Win Your Club' promotion set to attract more sales

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NEWS

PRODUCTS

You're in the club with B&H

JTI is taking inspiration from British members clubs for its latest batch of limited edition packs for Benson & Hedges Gold.

The premium cigarettes have received three new designs this month, which



will be available for the next four weeks on King Size 20s packs. It follows on from the last set of Benson & Hedges Gold limited edition packs launched last October. JTI claims the brand has an 18% share of the premium cigarette sector and a 3.2% of the total cigarette market.

Social media guide to help grow sales Festive facelift for top brands

Christmas Twitter tips from Pernod

by Steven Lambert

Pernod Ricard is launching a social media guide to help independents sell more premium wine and spirits during the Christmas period.

The manufacturer is launching its Twitter Tips for Christmas 2015 campaign, with advice for retailers on how to effectively use tweets to promote their alcohol range.

In its latest research, Pernod Ricard claims one in three food and drink purchases during the festive period will be influenced by

digital interactions, with wines priced at more than £6.50 accounting for half of all wine sales last Christmas. However, it adds that only one in five retailers are making the most of social media to grow awareness of their ranges.

Chris Shead, off trade channel director at Pernod Ricard, said: "Social and digital interactions are having an impact on 40% of convenience store sales in some shape or form, and on 35% of all food and drink sales.

"There is a great opportunity for those retailers prepared to add social media

into their marketing mix."

The guide is available to download from the Pernod Ricard website.

At the same time, Pernod Ricard has unveiled new Christmas pack designs for brands including Jameson and Chivas Regal, along with gift boxes for its Mumm Cordon Rouge and Perrier Jouet champagne.

In addition, shoppers will be able to claim free retro posters with purchases of Kahlúa, while special Malibu packs will feature cocktail recipe neck collars, a free mug and Christmas jumper cosies.

Cadbury makes it personal

Mondelez is giving shoppers the chance to win personalised gifts worth up to £10,000 in a new on-pack promotion running on its Cadbury countlines.

Launching next month, the 'Joynormous' scheme will see codes placed inside packs of Twirl, Double Decker, Boost, Wispa, Wispa Gold, Dairy Milk, Crunchie and Starbar.

Shoppers can use these codes to play an online scratchcard game, where unveiling five icons will win one of 100 prizes worth up to £10,000. More than 19,000 runner-up prizes, each with a value of up to £500, will also be available.

The campaign has a £3m marketing investment.



CHOOSE YOUR TREBOR





@RetailNewsagent for expert advice to help you grow your sales

PRODUCTS



Good fit for Jess

Glaceau Smartwater is teaming up with musician Jess Glynne (pictured) and fitness studio 1Rebel to encourage people in London to keep fit. The brand has created its own 'Smart Rebel' work-out session available to try throughout September, which will be promoted with a digital campaign.

Manufacturer reacts to Tesco action Pineapple and kiwi combination

Lucozade Energy with half sugar

by Steven Lambert

Lucozade Ribena Suntory has unveiled its latest Lucozade Energy flavour, which it claims contains half the sugar of standard Lucozade Energy lines.

The move comes in the wake of the manufacturer having pouches and cartons of its Ribena drinks removed by Tesco as part of a proposed anti-child obesity push by the super-market.

The new line, Lucozade Energy Reduced Sugar Tropical Fusion, features a combination of pineapple

and kiwi fruit flavours.

It follows on from the launch of Lucozade Energy Grafrutti in January, which Lucozade Ribena Suntory said has since generated £6m in sales for retailers.

The firm said the launch forms part of its ongoing involvement with the government's Responsibility Deal, which aims to get food and drink manufacturers to launch healthier products.

Lucozade Ribena Suntory also claimed that reduced-sugar soft drinks are growing at 1% year on

year and have a 23% share of the total market.

Leslie Stonier, marketing manager for Lucozade Energy, said: "We know consumers are looking for a lower sugar offerings and it is important we continue to offer a wide choice of products.

"This includes increasing the choice of reduced sugar, lower calorie and no added sugar drinks."

Lucozade Energy Reduced Sugar Tropical Fusion is available in 380ml and one litre bottles and multipacks of six.



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NEWS

REGIONAL

Irn-Bru to scrap returns

AG Barr is to scrap its Irn-Bru glass bottle return scheme from the end of the year.

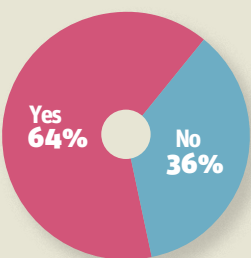
The move comes as the company invests £5m in facilities to fill bottles more quickly at its Cumbernauld plant, while it decommissions washing equipment.

The company said there had been a significant reduction in the number of bottles being returned in recent years, with 90% of bottles returned in the early 1990s compared to around 50% today.

From the beginning of October, information on the change will be printed on bottle labels and AG Barr will work with retailers to display PoS in their stores to ensure consumers are fully aware.

AG Barr will continue to accept bottles until 31 December, but from 1 January 2016 consumers will be encouraged to recycle bottles through household recycling or public facilities.

RN READER POLL



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

NEXT WEEK'S QUESTION

If you are a scratchcard-only store, will you opt out of paying £50 a month for the full Lottery service?

Have your vote now
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Vietnamese winners

A unique new range is drawing shoppers' attention at Winning Post Service Station. The ornaments, which are all handmade in Vietnam from reclaimed oil drums, are priced from £69-£199. 'Roger the Rooster' was the first to be sold last Thursday, a day after going on display. Manager Jason McCullough said: "It was a £600 minimum order so it was quite a gamble. We have had a really good reaction. They are so unique and have real character."

Retailers seek e-cigarette loyalty 'E-cigs will be worth more to the trade than cigarettes'

'Vaping workshops' on cards in e-cig sales push

by Mark Hibbert-Foy

Retailers have been dreaming up innovative ways to tap into the massive growth of e-cigarettes, amid rising public confidence in the devices.

Some shopkeepers told RN they believe sales of e-cigarettes will overtake cigarette sales in the not-too-distant future, after health experts last week said the devices were 95% less harmful than tobacco.

Retailers are realising the benefits of building

loyalty among e-cigarette customers, with one store owner planning to run workshops to allow users to try new products.

Dan Cock, of Premier Whitstone Village Stores, Devon, himself a user of e-cigarettes, said: "I have an idea about starting vaping workshops in my shop. People can come in and have a look at the products and try them."

He hopes to run the question-and-answer sessions alongside e-cigarette supplier Vapouriz, adver-

tising the meetings on Facebook. "I am not trying to encourage people to start smoking," he added. "But if people are already vaping, we want to make sure they get the best equipment."

"I gave up smoking and I vape, so that enables me to build a relationship with customers."

Paul Cheema, of Malcolm's Nisa Store, Coventry, has installed a purpose-built one metre-long gantry for e-cigarettes to ensure his store will be viewed as a

specialist vaping outlet.

"Eventually, e-cigarettes will be worth more to the trade than cigarettes. They are a massive market," he said. "In our shop, we have got all the liquids. They are permanently in stock and customers know they are here."

Last week, Public Health England said e-cigarettes could be a "game changer" in getting people to stop smoking and even suggested that they could be prescribed on the NHS.

Shoppers 'want parking charges reduced'

Customers see reducing parking charges as a priority but there is "a disconnect between their needs and the wants of councillors", new research has revealed.

The Community Barometer 2015 report by the Association of Convenience Stores (ACS) shows 46% of consumers believe reducing

parking charges should be a priority in their area, compared to 28% of councillors. Consumers also felt their councils were doing the worst job on transport and parking policies compared to other areas.

James Lowman, ACS chief executive, said: "The public are calling out for

their high streets to be more accessible through lower parking charges and investment in public transport, while councillors seem keen to increase their powers through control over technical things instead of putting much-needed investment into their centres."

Meanwhile, a reduc-

tion in business rates was viewed as a policy which should be a priority by 64% of retailers, 52% of councillors and 40% of consumers.

The research also showed convenience stores and post offices were seen to be services which had the most positive impact on their local communities.



IMPORTANT ANNOUNCEMENT

The Sales and Distribution agreement between Philip Morris Limited (PML) and Imperial Tobacco (ITL) for PML factory-made cigarette (FMC) brands will cease on 18th October 2015.

The transition process will see PML assume responsibility for all activities in the Independent and Symbol trade channels for all of its brands from 1st September 2015, with the exception of any retailers that currently buy PML FMC products directly from ITL.

In order to ensure a smooth transition of the business from ITL to PML, representatives from both PML and ITL will be in contact with their business partners shortly. If you have any specific questions or queries, or do not have a PML representative, please contact our dedicated Customer Services Centre on 0207 076 6100 or pmuk.customerservices@pmi.com, or the PML Communications Manager, Kate Campbell at kate.campbell@pmi.com



Smoking kills

NEWS

REGIONAL

Hebrides free paper to move online

A monthly free newspaper in circulation in the north-west islands of Scotland is to cease print publication and move online.

The Island News & Advertiser, based on Benbecula in the Outer Hebrides, is making the move in a bid to attract more advertisers.

The newspaper has been run by Susy MacCaulay for three and a half years. At its height, it had a print run of 10,000 and it was read across the Hebrides, Orkneys and Shetlands as well as by islanders who had migrated on to the mainland.

Ms MacCaulay said: "Digital revenues have now tipped the balance against print. When I talk to businesses about advertising online, they're much more up for it."

Spar Viva promo's prize pile

Shoppers could be in with a chance of winning a Vauxhall Viva car plus thousands of other prizes as the Shop & Win promotion returns to Spar stores.

More than 100,000 prizes including luxury hotel breaks, fashion vouchers, £100 cash rewards, and mobile vouchers will be up for grabs during September. Shoppers can also earn Spar Digital Stamps to claim additional rewards.

The first Shop & Win took place last August and again for a second six-week phase in January 2015.

The forthcoming campaign will be backed by PoS materials, as well as digital and social media support.



Scottish store is the cream of Collect+

Aberdeenshire's G&A's Corner Shop in Inverurie has been named the UK's best Collect+ store in the company's quarterly awards. The shop, which was one of the first to join the Collect+ network, beat 11 other regional winners, achieving the best overall performance for customer satisfaction. Husband and wife team Graham and Amanda Brimmer were presented with their award by Neil Ashworth, chief executive of Collect+. He said: "G&A's Corner Shop sets an outstanding example among our nationwide network of 5,800 stores."

New system for licences will be a big time-saver 'We've been calling for this for a long time'

One-stop portal cuts red tape for Irish retailers

by Gurpreet Samrai

A new online licensing portal will help reduce the burden of red tape for thousands of Irish retailers.

The one-stop portal, established by the government in conjunction with An Post and its technology partner Escher Group, will allow retailers to register and apply for the licences they are obliged to have for trading purposes in one location.

It comes after a review of the various licences required by the business sector. Initially, the system will be delivered for retailers, with store owners able to apply for licences including wine retailers, beers and spirits retailers and food business operators.

Martin Mulligan, of Mulligan's Londis in Athlone, said: "We have been calling for this for a long time and it seems the government is finally listening to our

pleas. We are all over the place at the moment and have to go to lots of different places for different sections, so a portal would be ideal. There is a lot of red tape and I think it would cut that."

The portal will be available for retailers by December, with applications for 29 core licences across 40 public sector authorities. There are plans to then extend it to other sectors.

Welcoming the announcement, minister for

jobs enterprise and innovation Richard Bruton said: "I am very conscious of the time businesses spend on the various licence applications required by government and agencies and this initiative is in response to business demands."

"Streamlining this system goes some way towards our goal of making Ireland the best small country in the world in which to do business."

Cut-off times extended for Rugby World Cup

National newspaper cut-off times have been extended to allow for coverage of the Rugby World Cup.

To enable full coverage, the cut-off periods agreed with the News Media Association have been limited to 45 minutes instead of the usual hour.

The results for England matches taking place on Saturday 19 September, Sunday 27 September and Sunday 4 October, all of which kick off at 8pm, are expected by 10pm.

There is also delayed cut-off for coverage of the England football team's

European qualifier on Saturday 10 October, which kicks off at 7.45pm, with the result expected by 9.45pm. But some HND retailers say the level of disruption will far outweigh sales gains.

David Woodrow, of Woodrows newsagents in Renfrewshire, said: "In this

day and age we shouldn't be changing cut-off times. What is to be gained? People see results on digital and the best way to keep newspapers in people's hands is through HND. The cost of double-running is not made up by selling a few extra copies."

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YOUR SAY Do you think 9,000 extra Lotto terminals in the market will dilute your ticket sales?

Stephen Ansell

Shillington Village Store, Bedfordshire

It is just one further thing that will dull down Lottery ticket sales, which will not be good for us. Where will it stop, if you can buy Lottery tickets absolutely anywhere? Sales of Lotto tickets have been declining for a long while because there is more competition. We will still have our loyal customers, but there are now lots of shops selling Lottery tickets.



David Lewis

Crescent Stores Spar, Minster Lovell, Oxfordshire

However many more outlets you have, they will take sales from somebody. I'm in a small village and there is only one other shop here that could sell them, but it would affect us if they did. People being able to enter

the Lottery online has had an impact on our sales.

Umesh Bathia

U&S News, Farnham, Surrey

This does affect us. We've had this situation before – two Co-ops in our area started selling Lottery tickets and our sales

are 20% down. Keeping Lottery customers is difficult, as tickets are obviously the same price wherever people buy them. Our advantage is maybe that they don't have to queue up here like they do somewhere else. Some shops will lose sales, but other shops will pick them up. Camelot is still going to get its money though.

YOUR STOCK What impact would the NHS prescribing e-cigarettes have on your business?

Ravi Kaushal

Nisa Local, Chiswick, West London

E-cigarette sales are not really rocketing in my store. I think the only people who are benefiting from them are online retailers. What I want to know is where will people get their e-cigarettes from – the chemist

or from us? And if e-cigarettes are prescribed, why would you go to the newsagent to pay for something when you can get it for free? One problem with e-cigarettes is they are not interchangeable. It would be better if everyone got together and created one e-cigarette system which people then put their flavour in.

Nick Southern

Southern News, Maidstone, Kent

The government has got to do something about smoking. But I don't think prescribing e-cigarettes would make much of a difference for us. Heavy 'smokers' of e-cigarettes have bought all the kit already. There are also people who have tried it, gone back to smoking and kept using e-cigarettes too. I think there is growing confidence in the e-cigarette market.

Dan Cock

Premier Whitstone Village Stores, Devon

There would be a big difference if e-cigarettes were a prescription-only product. But I think it would be a bit like when you go to the doctor – they might prescribe you ibuprofen but you can just go and buy that over the counter anyway. There is a huge amount of growth and potential around vaping and e-cigarettes.



LETTERS

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RETAIL
NEWSAGENT

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

Wholesaler's carriage charge logic 'difficult to accept'

An open letter to Rob Drummond, manager of Smiths News Nottingham

Thank you for your information on delivery service charges dated 7 August. I submit my appeal for review of my delivery service charge base amount of £46.82.

The charge has been a perennial and contentious issue since its inception. It is difficult to accept the wholesaler's logic behind it.

The issue is further compounded by the fact that we retailers are locked-in customers in a supposedly free market.

My grounds for appeal are:

- The industry is on a downward spiral to extinction.
- After 27 years, I downsized my news and magazines display from 3.6 metres to 2.3 metres, i.e. by a third, in June. The vertical news display shelves were bought via Smiths News.

● Of late, the cost of fuel has stayed steady, if not gone down.

I do hope my appeal will receive fair consideration.

Subhash Varambhia
Snutch Newsagents,
Leicester

A Smiths News spokesman said: "We are very sorry that Mr Varambhia does not agree with the delivery service charge approach we've elected to give.

"Overall, we have had a positive reaction from our customers in terms of giving them a choice so they can work out what is best for their business.

"Fixing will give customers the certainty that variable does not, albeit no one in practice knows at the outset how the market economics may actually play out.

"We are planning to write



RETURNS CREDIT ISSUE WITH NEWS UK HAS BEEN A WASTE OF TIME AND MONEY

I wrote to RN a few months ago about an issue I'm having with News UK processing my returns credits correctly and I am afraid to say the issue is still ongoing.

News UK persistently says it has received one or two copies fewer than I have sent back.

When I phone to complain, the person doesn't want to hear and says that because the credit has been rejected, there is nothing they can do. They won't let me speak to a manager either.

I started taking pictures of my

returns each night to prove that I am right, but I don't get a response when I email them.

One mistake I could understand. But I have been in this trade for 20 years and I haven't lost my brains yet. And I don't have this problem with Menzies, which is quickly able to sort out problems and credits.

News UK wants me to prove I'm right, but I want News UK to prove I'm wrong as I'm sick of wasting my time and money phoning all the time.

If I ignore one copy, and hundreds of other retailers did the same, imagine how much we would be losing collectively.

Manish Mehta
Williams Newsagent,
Streatham

A News UK spokesperson said: "We have spoken to Mr Mehta and both parties are now happy that this issue has been resolved.

"We continue to work with all our retailers to ensure that we deliver the best customer service."

to our customers no later than 8 September to inform them of their actual delivery service charge and advise them of what they need to do to make their choice."

Mirror copies unfit for sale

Can I be so bold as to send

a really big thank you, and heartfelt congratulations, to the Mirror, and especially the print plant in Oldham?

Two bundles of your Saturday edition (15 August) looked like they had been attacked by Chucky.

Every copy had to be carefully rearranged and made to look as

though it was worth 90p, which was no mean feat.

If you can't send a product out that is fit for purpose, would you consider paying me for the time it takes to reassemble them?

Graham Doubleday
Newmarket,
Mossley,
Ashton under Lyne

John Howard, newspaper sales director at Trinity Mirror, said:

"The last thing we need is to send out shabby copies to the market. The game is hard enough as it is. We will be taking this up with our colleagues in production and thank Mr Doubleday for bringing this to our attention."



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YOUR ISSUE



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FEARS OVER AMAZON'S COLLECT+ WITHDRAWAL

The BBC's announcement earlier this week that it is to end its contract with the Met Office next October heralds the end of a 94-year relationship between two big institutions.

Both companies are old enough and well established enough to be able to weather this storm without suffering significant damage, but what if the Met Office was a newer company, enjoying growth, but benefiting from and to some extent reliant on its links to a major name?

This is the situation facing Collect+ (the parcel service owned jointly by PayPoint and delivery company Yodel) and the independent retailers who offer it now that Amazon has withdrawn its pick-up service from Collect+ stores.

The biggest problems, several retailers have told RN in the past week, are the threat to trade from the loss of such a major company and a severe lack of communication from the firms involved.

Serge Notay, of Notay Convenience Store in Batley, West Yorkshire, says he was unaware of the change to the Collect+ service prior to being contacted by RN. He now fears Amazon's decision could cut the number of people using the service in his shop in half.

Likewise, John Vine, of Newsworld in Church Stretton, Shropshire, says he was first made aware of the situation by customers and RN and is concerned about the impact it will have on his shop.

"Some of my customers are under the impression it is my decision to stop the service," he says. "I phoned PayPoint because I thought they had suspended the service because I had upset them. But they couldn't give me much information. I spoke to my Yodel driver and he had no idea whatsoever about it either."

Mr Vine adds: "I don't know what is happening. Customers are coming in and asking if they can leave their parcels here."

He fears the move will result in him losing footfall and he is



John Vine, left, and Serge Notay, above, fear Amazon's split with Collect+ will affect footfall

worried that "without such a big name people may lose trust in the system".

He adds: "Amazon is a big part of Collect+ and accounts for at least 50% of our parcels. Never a day goes by when we don't have Amazon parcels to process and it has brought people into my shop who would not otherwise have come here."

Mr Vine says the loss of a successful and well known company like Amazon is not the only issue he has faced with Collect+. He has also had problems with lost parcels which he fears may have contributed to Amazon's decision. He says delivery drivers' scanners have not been working, meaning that parcels had to be scanned in later at a depot in Wrexham, instead of at his store. To prove how many parcels have been taken away, he says he has started to ask drivers to sign for them.

"I would say they are losing a lot of parcels," he says. "Two customers have come in this week and asked whether their parcels got picked up."

In a statement, issued in response to RN's questions regarding communication with retailers and consumers about the loss of the Amazon contract, Collect+ said: "We are working closely with all parties to ensure that existing orders are fulfilled and that customers continue to experience the high level of service they expect from Collect+."

"We will continue to provide Amazon's Returns service through our network of more than 5,800 stores and our Click and Collect services for all other retailers remain unaffected."

The question retailers will be asking over the next few weeks is whether this is enough to protect this lucrative service.



Never a day goes by when we don't have Amazon parcels to process – it has brought people into my shop who would not otherwise have come here

John Vine

Newsworld, Church Stretton, Shropshire

JACKIE'S NEWS

GUEST
COLUMNIST:
GUY DAY

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HND customers provide you with invaluable guaranteed income. But how much more profitable could providing this service be if HND retailers could receive priority copy early in the morning, asks Jackie's News joint owner Guy Day

HND works better together

Let's agree on one thing: a home news delivery customer is the best customer for publishers, wholesalers and every retailer who delivers newspapers.

The frequency of their purchases aligned with the high take-up of subscription deals is a winner for everyone in the newstrade, and I believe the industry could take much better advantage of this by giving retailers earlier access to HND copies.

My own experience shows this is a simple solution that can have a big impact on newspaper sales. When we bought Jackie's News in 2007, its owner had already closed her shop and was delivering to 1,200 HND customers. Eight years on, my business partner Neill Cox and I have increased this to 3,800, through acquisition, doorstep canvassing and customer retention.

Over many months, we made the case to publishers that if we received early - or HND - copy it would result in increased sales. We were granted permission for this in September 2013 and immediately canvassed for two months, adding 191 customers.

While this demonstrated to publishers what receiving HND copy can help achieve, an even better example came in October 2014 when 16 miles away, a retailer suddenly stopped delivering to 170 HND customers one Sunday.

One of those customers contacted us and we restarted their deliveries the following week. There is no doubt that no other retailer would have done this, and we were only able to deliver within a sensible timescale because we receive HND copy.

For this reason, we were also able to get many more customers and begin deliveries to areas that would have been regarded as black holes by the industry.

But there must be examples of HND customers being lost all over the country when rural shops close and no one carries on deliveries. And while there might be retailers able to offer HND, with newspapers being delivered at



5.30-6am they simply cannot offer a quality service in a sensible timescale.

This situation should be a massive alarm call to the industry. HND alone cannot stop declining newspaper sales, but nurturing the best HND retailers might slow this decline.

The simplest way to do this is to begin delivery of HND copy to these retailers. Not everyone will want papers at 3am (4.30am might be early enough for some) but with careful logistical planning it could be done.

Who is going to pay for it, cry publishers and wholesalers. In the long-run, it won't cost a thing.

Efficiencies could be found in local routes if HND copy "wholesale hubs" were established in strategic sites. These would send lorries direct to HND retailers, continue to the local depot to pick up normal copy and return to base, delivering to awkward drops en route.



Efficiencies could be found in local routes if HND copy "wholesale hubs" were established in strategic sites

Some funding could come from higher carriage charges for top HND retailers, but we believe a percentage of this money should be used to create lower carriage charges for micro-retailers to stop the proliferation of sub-supply.

Retailers who get HND copy should agree to not take on new sub-supply, refer any approaches to wholesale, and only take it on if they decline to provide the service.

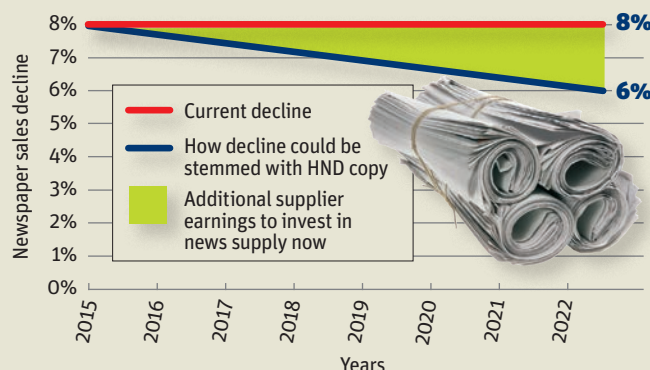
The rest could be found in publishers' and wholesalers' future earnings. If sales were set to decline at 8% over the next seven years, but establishing this HND network could slow this to 6%, how much would that 2% be worth? Would it be worth investing some of that money now?

If we can get the Mail, Telegraph, Times, Sun and Mirror to agree who they believe the best retailers are in terms of HND volumes and proactivity, then get Menzies and Smiths to look at the logistics, we could begin to see progress.

In our business, we have an industry-driven ethos because any slowdown in the sales decline will help us in the long run.





We would welcome a meeting with all the parties mentioned to discuss the way forward.

HND copy: What better distribution could achieve



Jackie's News (@jackiesnews) is an HND business based in Kent that delivers to 3,800 customers

INDUSTRY PROFILE

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 @NicolaStewartRN

Hello!

The success of Hello's new monthly fashion title shows the strength of the brand and the effect investment can have in the magazine sector. Business director Kevin Petley says it's an opportunity all retailers can benefit from

RETAIL NEWSAGENT Hello! Fashion Monthly (HFM) has had a significant impact on the women's monthly sector. Why has it been so successful?

KEVIN PETLEY HFM fills a gap in the market. It is designed to meet the needs of time-poor readers, it features a good mix of high street and high-end editorial content and champions up-and-coming models and style icons.

A shorter deadline of just 10 days before print allows HFM's content to be more up-to-date than traditional fashion monthlies. And the £1 price point allows it to offer value to readers.

RN Is HFM taking away sales from higher priced titles such as Vogue, or value out of the sector?

KP Since its launch last October, HFM has made a huge contribution to the women's lifestyle and fashion sector, with 61% of its sales coming from consumers who are new to the market. It appeals to a new audience – potentially one that had stopped buying magazines.

In its first ABC this month, HFM achieved a 100% actively purchased sales figure of 90,892, and 6.7% market share. On the newsstand, it is ahead of long-established brands including Vogue, InStyle, Tatler and Vanity Fair.

RN Why should independent retailers support new titles like HFM?

KP Magazines are one of the biggest drivers of footfall for independents so it is vital the category keeps innovating to remain relevant, which is obviously helped by launches.

HFM brings a new style to

the monthly category and, more importantly, attracts new younger readers. Our data shows that HFM is often bought on impulse, so retailers should ensure it is displayed well.

RN What percentage of Hello! and HFM's copies are sold through the independent channel?

KP Nearly 20% of Hello! sales come from independent retailers. We are still building HFM, so the share is lower, but we are keen to work with any retailer who has strong sales of fashion and beauty magazines. We can do our part in promoting it, but it is vital for retailers to stock and display it.

RN How is Hello! supporting sales through independent stores?

KP Our role in supporting retailers is to produce consistently strong and relevant magazines that attract consumers. In addition, we have created a range of PoS material to help independent retailers



We have exciting activities in the pipeline

improve visibility of Hello! and HFM, which is already leading to higher sales.

RN What plans are there for HFM and Hello! in the next six months?

KP Our titles constantly evolve to reflect the fashion, lifestyle and human interest stories of the world's royalty and celebrities.

We'll continue to look at value-added initiatives and promotions which will help retailers to sell more copies, and we have some exciting activities in the pipeline that we will announce in the coming months.

RN What advice do you have for independent stores?

KP My main advice is to make your shop work harder and smarter for you. With regular customers, the danger is that people get complacent and things get missed.

It is important to remind customers what you sell, so move things around to ensure products get their own share of prime or promotional space. When a magazine launches or a strong issue arrives, feature it, even if only for a few days. This will encourage more sales and could make you a destination outlet too.

** Company CV **

Company Hello Ltd

Business director Kevin Petley

Profile Hello! discovered a gap in the UK market in 1988 and has provided weekly coverage of royals and celebrities ever since. New fashion title Hello! Fashion Monthly joined the brand last October.

Latest news Hello! Fashion Monthly shot into the Audit Bureau of Circulations' magazines charts this month with a debut newsstand circulation figure of 89,387. Hello! maintained stable circulation, with copy sales falling just 1.4% in the volatile women's weeklies sector.

**

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PRICEWATCH MINTS AND GUMS

MINTS AND GUMS PRICES AROUND THE UK							
PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Wrigley's Extra Sugarfree Peppermint 10s	51p	40p	55p	55p	54p	55p	55p
Wrigley's Extra Sugarfree Cool Breeze 10s	51p	40p	55p	55p	54p	55p	57p
Polo Mints 37g	55p	50p	65p	55p	58p	50p	52p
Tic Tac Mint 18g	62p	58p	65p	65p	-	45p	55p
Wrigley's Extra Ice White 10s	54p	37p	55p	55p	54p	55p	50p
Trebor Extra Strong Mints 45g	59p	51p	65p	56p	50p	57p	58p
Wrigley's Extra Sugarfree Peppermint Handy Box 25s	£1.03	99p	79p	£1.15	-	£1.00	£1.00
Trebor Extra Strong Peppermints	50p	51p	-	56p	50p	57p	58p
Trebor Softmints Spearmint 45g	59p	51p	65p	56p	50p (PM)	57p	58p
Wrigley's Airwaves Cherry Menthol 10s	53p	45p	55p	50p	54p	52p	48p
Wrigley's Airwaves Sugarfree Black Mint 10s	53p	45p	-	50p	54p	52p	48p
Trebor Softmints 44g	50p	51p	65p	56p	50p (PM)	57p	58p

Pricing strategies

RETAILER

1



NAME ANDREW NEWTON

STORE Nisa Local

LOCATION Dudley, West Midlands

SIZE 900sq ft

TYPE high street

Across most categories, including mints and gum, we look at our competitors' prices and set ours somewhere near. We go above RRP where we can in this category because customers are not that price-sensitive on such small items. We merchandise all mints and gums underneath the counter in front of the tills. Extra spearmint and peppermint flavours are our bestsellers. Although they don't sell as fast as small packets, tubs of chewing gum provide decent margins, and are bought mostly by people on long car journeys.

RETAILER

2



NAME DAVE HISCUTT

STORE Londis Westham Road

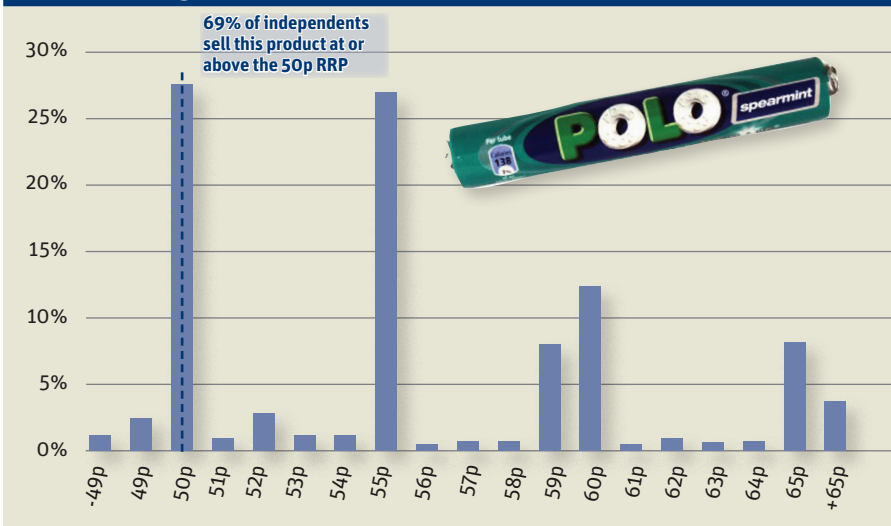
LOCATION Weymouth, Dorset

SIZE 2,000sq ft

TYPE town centre

We set prices by looking at a combination of factors, including margin, Nisa's RRP's and our rate of sale. We can charge more and enjoy better margins for certain products, and for gum we aim for a minimum of 40%. This is quite easy to achieve as this is a highly impulsive category, especially since we're in a town centre. We put all mints and gums on counter-top units made by Wrigley by the tills. Our bestseller is Extra Peppermint Sugarfree, although most Wrigley brands sell well.

POLO MINTS 37g Price distribution %



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

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



➔ **Nadia Alexandrou**
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 ☎ 020 7689 3350

RETAILER

3

CULLEN
CORNER
SHOP**NAME** CHRISTINA DOUGALL**STORE** Cullen Corner Shop**LOCATION** Cullen, Buckie**SIZE** 1,000sq ft**TYPE** village

I only recently took over this shop from its previous owners, and I stuck to their mints and gum prices. They are slightly above RRP but still sell quite well. We've recently brought in pricemarked Trebor mints, which have proved very popular and sell faster than the non-pricemarked equivalents. We put all mints and gums underneath the till. I've worked in retail before, but this is the first time I've actual run a retail business; it's been a lot of work, but is starting to pay off as sales are picking up.

RETAILER

4

**NAME** MANDEEP SINGH**STORE** Singh's Premier**LOCATION** Sheffield, South Yorkshire**SIZE** 1,700sq ft**TYPE** council estate

The prices we set depend on how fast products sell – if they're popular we'll raise prices slightly. We get most of our products from Booker and display mints and gums on the counter on units given to us by Wrigley. There's no seasonal peak for gum and sales are fairly steady all year round. If anything, sales have gone up since Wrigley rebranded Extra and changed its recipe. These trends are the same across all three of my shops. Given that mints and gums are merchandised next to the tills, this is probably one of the most impulsive categories in store.

RETAILER

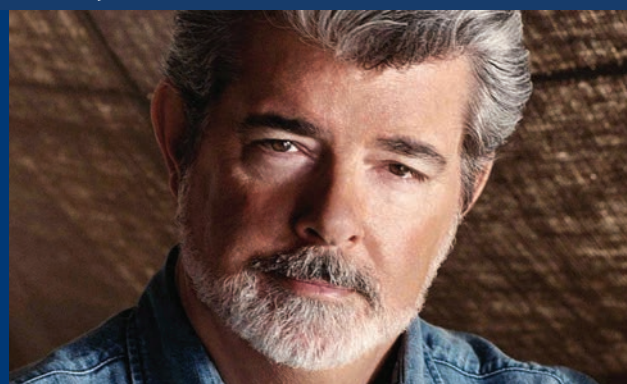
5

**NAME** NIGEL KENDAL**STORE** Meadow Stores**LOCATION** North Wootton, King's Lynn**SIZE** 600sq ft**TYPE** village

We look at the RRP and the prices set by the Tesco Express down the road. It's quite easy to keep tabs on what it is doing because my wife works there. I keep mints with the rest of the confectionery, which stretches along an eight-foot shelf. We put gum at the front of the checkout on a Wrigley's stand. Trebor Softmints are our best-selling mint and for gum it's always Extra.

THE
ENTREPRENEURS

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



GEORGE LUCAS

George Walton Lucas is best known as the creator of the Star Wars and Indiana Jones franchises. After graduating from the University of South California with a degree in fine arts of film, he began his career by making science fiction films and mock documentaries.

When negotiating with 20th Century Fox in 1975 for his new film, Star Wars, Lucas cut his directing fee by \$500,000 in exchange for ownership of the film's merchandising and all sequel rights. Following the success of the first Star Wars film, Lucas produced and co-wrote the rest of the trilogy.

He went on to produce a variety of films, including the three Indiana Jones

movies, for which he earned well over \$100m. Lucas then poured his fortune into digital experiments that would transform the film industry and returned to directing in the early 2000s, when he produced the Star Wars prequel trilogy.

Key achievements

- Producing Phantom Menace, which broke all box office records, taking an estimated \$42m on its opening day.
- Changing the way Hollywood makes films by setting the standard for modern commercial movies.
- Launching the company Industrial Light & Magic, which improved the ability to film in motion for the Star Wars trilogy.

Lessons for your store

- 1 Know how to cut a deal in your favour – Lucas was clever about how he involved commercial investment.
- 2 Invest in resources that will make your life easier – as with Lucas' Industrial Light & Magic.
- 3 Don't lose your creative spark – Lucas' lively imagination inspired both his stories and business career.



RETAILER PROFILE



It's all growing Nisa-ly

There was no looking back for Paul Sohal when he decided to leave the London rat race behind. Now, reports Steven Lambert, his Derbyshire Nisa store is turning over more than £1m a year

After leaving the daily grind of London to run his dad's post office, Paul Sohal decided to take the plunge and open his own store in the village of Crich in Derbyshire in 2003.

Since then, the retailer has turned a tired-looking grocer taking just £3,500 a week into a polished convenience store, which is now turning over more than £1m a year.

And since moving to Nisa in June last year, Paul says sales have continued to grow as he has worked with the company to focus on shopper missions, food to go and offering more value-for-money items.

"People have been telling us the store is looking better since the switch," he says.

"When we moved in June, we looked at every aspect of it and took a look at the whole range to see what was and wasn't working."

Working with Nisa regional manager Andrew Mackenzie and his team, Paul says he has introduced new services and moved popular products to high footfall areas to maximise sales.

"Andrew is absolutely brilliant," he says. "He's encouraged us to take on things like wicker baskets for the fruit and veg and to use clear plastic boxes for crisps, which have improved the look of the shop."

"He also said we should move soft drinks and sandwiches near the front of the store, and more customers seem to be picking these up on impulse."

The introduction of three pieces of equipment – a coffee machine, Rustlers microwave and a Snowshock slush machine – have also been vital in attracting further business to the store.

"We have two schools nearby so the slush machine and coffee machine have been very popular. On an average week we'll sell more than 300 slushes and coffees. We've now introduced a loyalty scheme on slushes where if you buy seven, you get the eighth one free, which the kids love."

"The microwave is also getting used more, and we've introduced things like microwaveable porridge next to it and the coffee machine, and we've had a lot of builders picking these up."

With a wealth of mid- to high-income earners located nearby, Paul says he has the ability to offer a number of premium lines in the business.

"In wines, for example, we have bottles of Chateaufeuf-du-Pape and Sancerre at around the £30 mark, which aren't quick sellers, but we do have demand for them."

"We often have people buying these and taking them to the non-licensed Indian restaurant we own nearby."

But he adds that even more affluent shoppers aren't beyond picking up a bargain, which has led him to increase his range of Heritage own label products and £1 lines.

"We must stock more than 1,000 Heritage lines. We have offers such as two for

“I read RN from cover to cover. I enjoy reading about other retailers and what they’ve been getting up to in the profiles, as well as learning about any new products coming out.”

PAUL SOHAL



Paul Sohal's Nisa store thrives with a great range of local produce, keen prices and popular slush and coffee machines



“You’ve really got to know your customers. They should be treated as the most important part of your business, from the minute they walk in the door to the minute they walk out again”

£5 on Heritage pizzas and ready meals and, since they’ve been given a more premium look, more people are picking them up.

“We’re also working with companies to introduce more £1 lines. For example, we’re just about to get some £1 pricemarked loaves in from Warburtons.”

Paul says he tries to stay on first name terms with all the suppliers he deals with, whether they be local or national, something he feels give him an edge over larger competition. “I can go directly to someone like David, who supplies us with bread from the local Luke Evans Bakery, if we have any issues or if we need to get more products in quickly.

“It also helps us when we want to get specific products in for customers. We had one customer who wanted red bush tea, for example, which we don’t normally stock, but we managed to get some for her from Nisa as a special deal, and she’s still shopping with us.”

It’s this example that sums up Paul’s approach to retailing and has helped him to continue growing his business over the past 12 years.

As he says: “You’ve really got to know your customers. They should be treated as the most important part of your business, from the minute they walk in the door to the minute they walk out again.” ●

VISIT MY SHOP

Nisa Local

Market Place,
Crich,
Matlock
DE4 5DD



Want to see more of Paul's store?
Go to betterretailing.com/paul-sohal

WHOLESALE

Earlier this month, RN spent 48 hours seeing first hand how an award-winning wholesale depot works. **Tom Gockelen-Kozlowski** picks out some of the lessons that retailers can learn

The three S's of success

Ten minutes' walk from the Royal Mile, the epicentre of the Edinburgh Festival, is Bellevue Cash & Carry, operated by Batleys. For a month each year, nearby restaurants, shops and takeaways work tirelessly to take advantage of the world's biggest arts festival on their doorstep. With nearly two million tickets sold for the tens of thousands of performances that comprise the event, the opportunities for these businesses are considerable and many rely on a daily basis on being able to replenish stocks at the relatively-tiny 40,000sq ft wholesale depot. RN spent two days during the festival at the site and saw how three things – service, space and staff – help the team working there to meet their retail and foodservice customers' needs. As becomes clear, there's much for retailers to learn from their experience.



The Royal Mile is the centre of the Edinburgh Festival



Jack says new staff need 'protecting'

Service

Jack manages the depot's tills, a job that means knowing how to offer the right tone of customer service to the retailers and restaurateurs coming through. "The customers are pretty cheeky," he says. "There's no harm or malice in it but if there's a queue they will tell us to hurry up, shout 'come on!' and we laugh it off."

For this reason he says 'protecting' new staff is really important. "I make sure that new people are paired off to start off with and can just stand back and watch the reactions – only on the second day will they put through very small transactions."

The added benefit of acclimatising recruits in this way is that early errors can be caught before they cause a problem. "Retailers don't expect mistakes so it's a lot easier if there's someone else there to catch them," he says.

General manager David Howe says that a good rapport with the depot's customers has helped its expansion too. "Since I've been here we've more than doubled the amount of lines we stock and a lot of this has come from stocking products we've been asked for. Fingers crossed we can be a one-stop shop for our customers."

Lessons for your store

- 1 Tailor your service to customers – if they're cheeky, you can be too.
- 2 Give new members of staff the support to understand this.
- 3 Use your customers' recommendations to drive the expansion of your range.

Space

Most modern depots are just under the 100,000sq ft mark but, situated so centrally, Bellevue has just 40,000sq ft to operate in. Despite this, at the peak of the festival the site turns over up to £1m per week.

At the deliveries entrance, the challenges that this can cause are clear. Getting a palette out from the storage area can take 45 minutes of work by staff with forklift trucks and when more products arrive they have to be carefully positioned in order to maximise the available space.

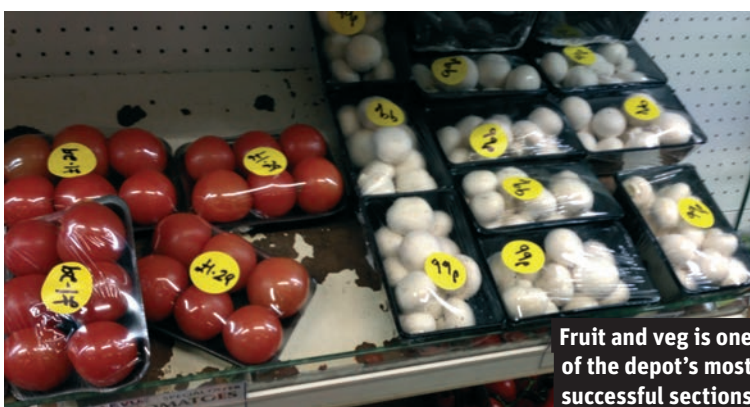
As we discuss a new scanning system the depot is trialling, designed to keep an accurate account of the stock available, a lorry driver comes in asking for advice on where to position his lorry in the car park. "At other depots you've got separate areas for deliveries," a member of the Batleys team explains.

Despite this, each and every member of staff helps to make the space work – from James, who ensures that the catering aisles are always stocked and keeps his section clear at all times, to the checkout team who all work to get customers out as quickly as possible.

One section, fruit and vegetables, highlights how successful this is. Despite its small size, great pricing, a convenient location and great service mean the depot turns over £16,000 of produce per week (1,400 boxes of mushroom alone) making up to a fifth of the entire company's turnover in this category.



Deliveries must be dealt with to ensure space



Fruit and veg is one of the depot's most successful sections

Staff

The checkout team all work for each other and there's two good reasons why. "All of the staff on duty now share a flat so everyone gets on," Jack tells me. Additionally, many of the team are season ticket-holding Hibernian fans. "When there's an early Saturday game we take it in turns to go as we can't all be there at the same time." Late night games on Thursdays and Mondays can be equally difficult and

everyone organises their work to ensure everyone gets to see as many games as possible.

This team spirit permeates the depot, even where colleagues don't share a flat or a football club. "It's rare that someone will come in and not know anyone here," Jack says.

One area that optimises this is butchery, a two-man section that can turn over £30,000 every

week. "We know our jobs but when we get new customers we'll find out what they need and do it for them," says Fraser, one of this team.

Both butchery and fruit and vegetables highlight one curious aspect of this strong team spirit: autonomy.

Dealing with their own suppliers and calculating prices and (to an extent margins) gives the fruit and vegetables team the individual freedom that spurs them on to work well after the depot shuts, taking orders up until 10pm from Edinburgh's retailers, restaurants and takeaways.

Going the extra mile is a trait that extends right up the hierarchy at Batleys. Jack says that David Howe, general manager, is often seen by those on the depot floor in a suit for a meeting one minute and on the floor in a polo shirt clearing up shelving units the next. ●

The two man butchery team can turn over £30,000 per week

Lessons for your store

- 1 Space need not be a barrier to sales – if you organise it well.
- 2 Organisation takes every member of a team – who all need to know their roles.
- 3 The right location with the right range will bring footfall.



Retailers don't expect mistakes so it's a lot easier if there's someone else there to catch them

Lessons for your store

- 1 Get your team working for each other, swapping shifts where necessary.
- 2 Give staff space to have control over their own section: decisions they make give will give a sense of ownership.
- 3 Lead from the front – staff respect seeing their boss getting their hands dirty too.



COFFEE BREAK QUIZ

While instant coffee and traditional tea remain firm favourites among Britons, the growth of speciality teas, hot chocolate and coffee suggests that we're increasingly discerning and adventurous. Find out how you can take advantage of this with **Nadia Alexandrou's** coffee break-style quiz



Do you know what customers want?

Put the kettle on

1 Codeword 1

While overall sales are flat, changes in consumer demand have propelled some parts of the tea market into growth. To reveal which areas are doing best, find the numbers by cracking the code (Hint: A = 1 and B = 2)

- A** 7 18 E 5 14
(In 21% growth)
- B** 6 18 U 9 T
(In 7% growth)
- C** 8 E R 2 A 12
(In 2% growth)
- D** S 16 E 3 I 1 L 9 T 25
(In 7% growth)

2 Codeword 2

In our second codeword, see if you can figure out the top five brands to stock according to RN's 2015 edition of What to Stock?

- A** 14 5 S 3 A 6 E 15 R 9 7 I 14 A 12
- B** N 5 19 C 1 F 5 7 15 L 4 2 12 E 14 4
- C** 16 G 20 I 16 S
- D** 20 E 20 12 E 25
- E** 11 E 3 11 15 R 5 1 L 12 25 19 13 15 O 20 H



3 Link it up 1

According to Taylors of Harrogate, knowing the right size to stock is as important as getting the right brand names or format. Match up the right sizes to these 10 best-selling hot drinks from our What to Stock charts.

- | | | |
|-------------------------------------|---|-----------------|
| 1 Nescafé Original | → | A 50g |
| 2 Nescafé Gold Blend | → | B 40s |
| 3 PG Tips | → | C 100g |
| 4 Nescafé Original | → | D 100g |
| 5 Tetley | → | E 100g |
| 6 Tetley | → | F 100g |
| 7 PG Tips | → | G 80s |
| 8 Kenco Really Smooth | → | H 40s |
| 9 Own label instant coffee granules | → | I 100g |
| 10 Kenco Really Rich | → | J 80s ➤➤ |

The perfect brew for rising sales



-  The UK's third biggest standard tea brand*
-  Continuing to grow with 700,000 new homes buying Yorkshire Tea in the last 12 months*
-  Our range of price-marked packs are ideal for retailers to drive sales and profits
-  Check out our unbiased hot drinks category website for more ways to boost your sales www.brewview.co.uk



For more information call **0800 515 988**
or visit www.yorkshiretea.co.uk

*(Source: AC Nielsen 12 w/e 21.06.14)



COFFEE BREAK QUIZ

4 Odd one out

Knowing how to best manage hot drinks through merchandising and display can help lift your sales from good to exceptional. Hannah Barnes, category manager for hot drinks manufacturer Taylors of Harrogate has given four tips below to help you achieve this. Can you spot the odd one out?

- 1 Merchandise hot drinks within a good/better/best system
- 2 Display bold PoS and cross-category promotions to increase customers' spend
- 3 Ensure the hot drinks aisle is within eye shot when entering the store
- 4 Prioritise dual facings over stocking the full core range
- 5 Alternate promotions weekly to keep customers interested



5 Link it up 2

Can you match the statements to the right statistic?

- 90% The rate at which the total hot drinks market is growing
- 2% The percentage share black tea has of the tea market
- 68% The percentage of hot drinks purchases made on a top-up mission
- 0.4% The rate at which black tea is declining



The hot chocolate and malted drinks market is worth over £100m in the UK and customers are looking for more variety

6 Mad about chocolate

The hot chocolate and malted drinks market is worth over £100m in the UK and, according to Mondelez, customers are looking for more variety. Hidden in the crossword are seven popular flavours. Can you find them and match the flavour to the right brand?



Horlicks	LIGHT	CHOCOLATE
Cadbury		
Maltesers		
Options		
Highlights		
Whittards		

Q	E	N	R	X	N	X	X	F	N	L	F	O	S	D	E	Y
A	T	M	E	Z	I	E	U	S	B	M	X	W	A	S	W	F
Z	A	L	W	P	J	D	V	D	V	O	R	H	P	A	Q	C
W	L	K	Q	O	G	Z	B	R	C	N	D	I	M	X	P	T
S	O	J	L	E	M	A	R	A	C	D	E	T	L	A	S	W
X	C	H	Z	U	A	M	T	Z	E	E	E	U	P	R	I	
E	O	G	S	E	H	Q	L	T	P	L	S	C	Y	S	O	S
D	H	F	G	T	L	M	K	I	O	E	Z	H	T	C	K	P
C	C	D	N	R	V	E	J	H	I	Z	W	O	R	X	N	A
R	N	S	I	E	Y	K	D	W	U	U	A	C	E	Z	I	G
F	A	A	N	W	F	M	G	N	Y	H	Q	O	W	P	J	O
V	I	L	I	G	H	T	C	H	O	C	O	L	A	T	E	L
T	G	O	W	P	T	K	D	F	R	M	I	A	L	I	B	D
G	L	I	T	L	F	O	S	D	P	Y	K	T	K	U	U	A
B	E	U	B	M	X	L	A	D	W	F	M	E	J	Y	H	Q
Y	B	Y	V	O	R	P	T	A	Q	C	I	F	G	T	G	G
E	N	I	L	K	H	T	I	M	S	O	X	A	L	G	V	Y

Whittards - SALTED CARAMEL	Black tea makes up 68% of the total tea market	8e, 9f, 10i	1 Nescafe Original
Highlights - FUDGE	Black tea is declining at 0.4%	1c, 2d, 3g, 4a, 5b, 6j, 7h,	2 Codeword 2
Options - BELGIAN CHOCOLATE	90% of hot drinks purchases are made on a top-up mission	3 Link it up 1	d Speciality tea (+7%)
Maltesers - WHITE CHOCOLATE	The total hot drinks market is growing at 2%	4 PG Tips	c Herbal (+2%)
Cadbury - WISPA GOLD		5 Link it up 2	b Fruit (+7%)
Horlicks - LIGHT CHOCOLATE		6 Mad about chocolate	a Green Tea (+21%)
			8 Nescafe Gold Blend
			9 Kenco Really Smooth
			d Tetley
			4 Odd one out 4

TOBACCO

Suppliers and retailers are both aware of the challenges that the tobacco display ban has caused. **Nadia Alexandrou** spent the day with Ritmeester rep Tom Lyles to see how collaboration is helping protect sales

RN out on the road



Despite offering the best margins and customer brand loyalty in tobacco, cigars are probably some of the easiest products to drop off retailers' radars - and gantries - especially since the market has gone dark," says Tony Lyles, a cigar sales rep for Ritmeester.

To show just how easy it can be to take advantage of the category, he invited RN to spend the day in the seaside town of Brighton, where we would visit four stores over six hours and discover how teams of reps are helping stores to boost their sales.

Tony says his priority now is getting retailers to understand that despite being a niche and narrow market, demand for cigars can always be found. "I recently visited three independent shops on a high street which didn't sell cigars, as the retailers said there was no demand for them. I then went to a fourth shop on the same street that did very well with cigars," he says.

Tony says this is a prime example of how retailers' attitudes can determine this category's success. "It's not that the retailers who succeed have more resources or funds to invest in this segment, but they simply have a better understanding of their local market and adopt a proactive ap-

proach to organising and merchandising," he says.

During a single day on the road RN discovered some of the major lessons that every retailer who wants to profit from cigars needs to learn.

What RN learned

1
All you need is one customer to make stocking cigars worth your while

John Hannah, owner of tobacco specialists Smokemart in Brighton's city centre, explains that it takes only one customer to buy a particular brand to make stocking it worthwhile. "Even if they're slow selling, cigars give an average margin of 18%, whereas cigarettes provide only 4%," he says.

2
Keep your cigars all together in the same place

Although every shop we visit has a designated place for additional stock

3

Retailers who succeed simply have a better understanding of their local market

of cigars, Tony says he's seen staff members unable to serve customers their requested cigars because they were scattered in hard-to-find places around the store.

3
If possible, merchandise to the top left or right side of the gantry

When retailers open their gantry, it is far easier to spot cigar ranges organised neatly on the top left or right hand corner of the fixture, Tony says: "Not only does this make it easier for staff to locate them, but it signals to cigar customers that your range is broad and your availability is good, making them more likely to return."

4
Be clear to staff about your tobacco requirements

In one shop, the retailer was absent and staff were unsure whether they should order new stock, despite having run out of a few of their best-selling products. Tony explains that since the display ban staff have



SUPPLIER VIEWPOINT

Andy Swain

Head of communications,
Ritmeester



Our strategy since before the display ban has been to offer quality products at a value price. This is something we're seeing across the market with the success of stores such as Aldi offering great products without the brand names. Royal Dutch offers a taste as good as Café Crème but at a cheaper price and our new product, Bentley, will be more than £1 cheaper than Golden Virginia but it offers the same great quality.

Our biggest challenge is to get our products into retailers' hands as we're obviously not able to advertise to them



directly. That's why retailers, particularly independents, who will know their customers so well, are vital to Ritmeester. With a category like cigars there might only be a couple of customers who buy them and you can ensure they remain loyal by

offering a great quality product at a significantly cheaper price. Yet if you don't have the products they want then these are the kinds of customers who will go elsewhere and you may never get them back. This is why availability, like product development, is really important in the market.

become more nervous about talking to tobacco sales reps, and advises retailers to communicate clearly to staff the value of accepting advice and support.

5 Stock pricemarked cigars

Since Ritmeester introduced pricemarked cigars 18 months ago, Tony explains that he has had only positive feedback from the retailers he supplies to, as well as experiencing a huge increase in demand for them. John Hanna at Smokemart agrees. "I got a good response from customers when I first started stocking the pricemarked Royal Dutch miniatures, finding that whoever tried them stuck to them permanently," he says.

6 Be absolutely transparent on pricing and forward face all cigars

Having clear pricing is essential in the dark market, a point overlooked by a surprising number of retailers, according to Tony. He says he still sees out-of-date prices below

Ritmeester products. "I recently saw a cigar pricemarked at £3.95 above a price of £5.10 – this can be very misleading for customers and damaging for business," he says.

7 Use sale or return to experiment with different lines

One reason that John sells so many cigars, Tony explains, is his willingness to trial products. "I recently gave him several cases of five-pack Panatellas and, when I returned, he told me they had sold well until his two Panatella-smoking customers moved away, meaning couldn't shift the last two cases. So I took them back and gave him another product he is now doing well with," he says.

8 Keep your gantry fully stocked

Despite years of trade advice, Tony still regularly sees gaps and even empty cigar shelves on retailers' gantries. Tony will often keep a record of a retailer he's sold to in a cash &



Cigars will be the cheapest product on the gantry in many cases

carry and call on them a few months later, only to find that they haven't even taken stock out of its boxes. "Availability is absolutely crucial to keeping sales going," he says.

9 Use summer to propel your sales

Summer is the peak time for cigar purchases, as people are more inclined to smoke them at leisure outside in good weather. Making a small effort to maintain availability and range at this time will drive sales, Tony says.

10 The future is promising

Although not guaranteed, the future of the tobacco market is forecast to work in favour of cigars. Not only does this sector's niche nature exempt it from the growing problems of illicit tobacco, it will also be unaffected by future legislation that will prevent sales of packets of less than 20 cigarettes. "This will mean that we'll be the cheapest product on the gantry in many cases," Tony says. ●

PREVIEW



Time to stock up

Premier Foods is adding three new Stock Pots – Rich Beef with Onion & Rosemary, Succulent Chicken with Garlic & Thyme and Garden Vegetables with Parsley & Bay.

RRP £1.45 - £2.40

Outers not given

Contact 01727 815850



With added vanilla

Dr Oetker is adding Madagascar Vanilla Bean Paste to its selection of cake and biscuit decorating products.

RRP £3.29

Outers not given

Contact 0113 8231400



Black Label grows

Heinz is adding two flavours to its Black Label soup range – Cream of Chicken Soup with Delicate Korma Spices and Tuscan Bean Soup with Roasted Garlic and Tomatoes.

RRP £1.19

Outers not given

Contact 020 8573 7757



Tena range extended

Tena Lady is extending its range with the launch of Maxi Night Duo packs this month.

RRP £4.75

Outers 12

Contact 01582 677400



Fox's goes retro

Fox's is adding retro products to its Fox's Glacier range, including cream soda and dandelion & burdock-flavoured sweets.

RRP £1

Outers not given

Contact 0800 591886



Today's baby care range

Today's Group has introduced a baby-care range to its Today's Select own label range, including nappies and fragrance-free wipes.

RRP 89p - £2.99

Outers various

Contact 01302 249909



Vitamins reinvigorated

Bassetts has updated packs of its Vitamins range and added a strawberry-flavoured liquid multivitamin.

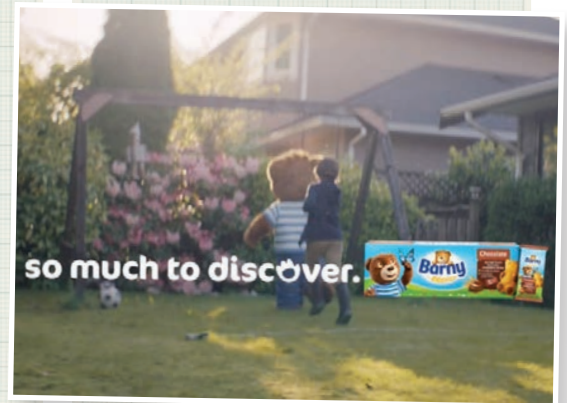
RRP £3.66 - £5.86
Outers various
Contact 0870 1917343



Curry sauce unveiled

Rollover is launching limited edition Curry Sauce next month to be used with its hot dogs.

RRP not given
Outers not given
Contact 01753 575558



Barny's on the box

Mondelez's snack brand Barny features in a new TV ad under a £1.24m marketing investment.

RRP not given
Outers not given
Contact 0870 191 7343



Beck's 24-hour party

Beck's Vier is celebrating 24-hour London tube travel with a poster campaign featuring works from artist Michael Bosnako.

RRP various
Outers various
Contact 01582 391166



Who's Devon bound?

Burts Chips is offering retailers a trip for two to Devon as part of its Do It Right marketing campaign.

RRP various
Outers various
Contact 08450 852220



Ice Capsule addition

Imperial Tobacco is expanding its L&B Blue cigarette range with the launch of Ice Capsule in King Size 10s and 19s packs.

RRP £3.78 - £6.89
Outers not given
Contact 01179 636636

THIS WEEK IN MAGAZINES

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



England collection unveiled

LET PANINI KICK OFF YOUR SALES CAMPAIGN

Official England sticker collection tipped to be one of the biggest launches of the year with advertising set to make sales soar

Panini is looking to spur fresh calls of 'got, got, need' as it launches the official 2016 sticker collection for the England football team. With 324 stickers to collect, including 48 special shiny stickers, the collection profiles all of the star players, takes a look at Wembley and St George's stadiums, and follows the team's Euro 2016 qualifying campaign. The collection is one of the biggest launches of 2015 for Panini and it will be backed by advertising on TV and in national papers, a full digital campaign, nationwide sampling, including at Wembley, and at shops and through covermounting on a range of magazines.



ENGLAND STICKER COLLECTION
On sale 3 September
Frequency ongoing
Price starter £2.99, stickers 50p
Distributor Marketforce
Display with other collectables

Round up



HELENA DRAKAKIS
Magazines reporter

BETTER SALES? EASY AS ABC

If you want some guidance on how to position your magazines in-store, the Audit Bureau of Circulations' magazines sales data is a good place to start.

Analysis for the first half of this year makes for interesting reading. Last week, we reported on the performance of the top titles overall, but it's worth drilling down into the figures again and looking at which news and current affairs magazines achieved an uplift.

Granted, 2015 was an election year so Private Eye secured a 5.7% sales increase on the newsstand – its biggest since 1986 – taking it to a circulation of 90,290 copies per issue.

News round-up magazine The Week also increased sales, by 1.7% year on year, which its publisher says is its 34th consecutive increase. Likewise, The Spectator grew print sales by 2.6% and The Oldie by 1.6%.

One other standout success story is children's magazine First News, aimed at seven to 14-year-olds, which saw a circulation rise of 12.4% to 79,431. We wrote about the rise in sales of children's magazines recently, and this is further vindication that in a digital age, kids still want to get their hands on printed magazines.

Whether this spree will continue into the second half of the year remains to be seen, but it just goes to show that major events, whether they are political, sporting, economic or otherwise, have an impact on the reading habits of the nation.

Whichever current affairs titles you decide to stock, positioning is everything, so when building your displays it's also worth keeping track of and responding to what's in the headlines.

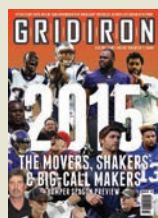
MINI SIZE MAXI PROFITS

JUST GONE UP IN COVER PRICE



THE ONLY POCKET-SIZE TITLES IN GROWTH

THIS WEEK IN MAGAZINES



GRIDIRON

Following a break over the summer, Gridiron magazine is celebrating a relaunch just in time for the start of the new NFL season. The UK-based title features exclusive interviews with players and coaches, as well as the latest news from one of America's most popular sports. This issue profiles the NFL's 20 most influential figures and reviews Jim Harbaugh's new role as head coach of the University of Michigan.



On sale 4 September
Frequency monthly
Price £5
Distributor Marketforce
Display with Lindy's Pro Football



DISNEY PRINCESS

This bumper issue of Disney Princess is a back to school special, featuring a free school year calendar and reward chart to cut out and make. It also comes with a stationery set that includes a crown-shaped pencil case, notepad, stencil ruler, pencil and eraser. The issue also contains the usual mix of puzzles, stories, colouring in and crafts. Retailers can highlight the added value by displaying it at the front of fixture.



On sale 26 August
Frequency fortnightly
Price £3.99
Distributor Seymour
Display with Frozen, Tinkerbell



BARBIE

This special bumper issue of Barbie magazine comes covermounted with a free fashion design stationery set that includes three pens, sparkly stickers, notelets, two stencils and an eraser. It also features a special story pull-out based on the latest Barbie DVD release, Rock 'n' Royals. The issue should be displayed prominently alongside other primary girls' titles to highlight the free gift.



On sale 26 August
Frequency monthly
Price £3.99
Distributor Seymour
Display with Monster High, Animals & You



MARIE CLAIRE

The October issue of Marie Claire comes cover-mounted with a choice of three Balance Me products - Restore and Replenish Cream Cleanser, Super Moisturising Hand Cream or Restore and Replenish Face Cream - each worth £12. The issue itself includes a 10-page glossy in-section dedicated to shoes, with exclusive discounts and a giveaway worth £15,000. It also features an interview with cover star Rita Ora and 178 beauty tips from around the world.



On sale 3 September
Frequency monthly
Price £3.99
Distributor Marketforce
Display with InStyle, Glamour, Red



BBC GOOD FOOD

This issue of BBC Good Food has a focus on the 'Best of British' with features and recipes based on classic British dishes. It also includes fresh ideas for lunchboxes in advance of the new school year, along with a special focus on the Rugby World Cup. Good Food is the best-selling cookery and kitchen title through independent stores and should be displayed at the front of the section and full facing where possible.



On sale 28 August
Frequency monthly
Price £3.99
Distributor Frontline
Display with Jamie, Delicious



Bestsellers Primary girls

Title	On sale date	In stock
1 Frozen	23.09	<input type="checkbox"/>
2 Pink	16.09	<input type="checkbox"/>
3 Disney Princess	09.09	<input type="checkbox"/>
4 Palace Pets	23.09	<input type="checkbox"/>
5 Barbie	23.09	<input type="checkbox"/>
6 Hello Kitty	23.09	<input type="checkbox"/>
7 Girl Talk	09.09	<input type="checkbox"/>
8 Girl Talk Art	16.09	<input type="checkbox"/>
9 Shopkins	10.09	<input type="checkbox"/>
10 My Little Pony	11.09	<input type="checkbox"/>
11 Tinkerbell	09.09	<input type="checkbox"/>
12 Cute	09.09	<input type="checkbox"/>
13 Lego Friends	16.09	<input type="checkbox"/>
14 Angelina	23.09	<input type="checkbox"/>
15 Disney Presents	17.09	<input type="checkbox"/>
16 Love From	17.09	<input type="checkbox"/>
17 Littlest Pet Shop	16.10	<input type="checkbox"/>
18 Favourite Friends	11.09	<input type="checkbox"/>
19 Fairy Princess	18.09	<input type="checkbox"/>
20 Sparkle World	03.09	<input type="checkbox"/>

Data supplied by **SmithsNews**

Football stickers are coming home.

ENGLAND

OFFICIAL STICKER COLLECTION 2016

STARTER PACK:
£2.99 RSP

STICKER PACKET:
SOP RSP

ON SALE SOON!

IN ALL GOOD NEWSAGENTS

@OfficialPanini @England @FA #GOTGOTNEED

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THIS WEEK IN MAGAZINES



ROYAL LIFE

The upcoming issue of Royal Life is a collector's special that celebrates Queen Elizabeth II becoming the longest reigning monarch in Britain's history. Starting with her coronation on 2 June 1953, the issue takes an in-depth look back at her time on the throne. Royal Life is an alternate monthly title that focuses solely on the British royal family, featuring up-to-date pictures and articles.



On sale 31 August
Frequency six per year
Price starter £3.80
Distributor Comag
Display with Royalty Magazine



PUZZLER COLLECTION

This late August edition of Puzzler Collection is an ideal holiday companion. The issue contains over 120 puzzles for all abilities, £2,525 in cash prizes and a bonus competition to win a Surface 3 Tablet. Puzzler Collection is the biggest-selling magazine in the UK puzzle category, achieving 67% more revenue than its nearest competitor, and retailers are recommended to display it prominently.



On sale 27 August
Frequency monthly
Price £2.85
Distributor Marketforce
Display with Take a Break's Puzzle Selection, The Puzzler



SUDOKU PUZZLES COLLECTION

This issue contains a huge collection of Sudoku puzzles, at three difficulty levels, in a pocket-sized format designed to look like a paperback. There are over 270 puzzles and a £1,000 cash prize is on offer in every issue. As 2015 is the 10-year-anniversary of Sudoku becoming a worldwide phenomenon, Puzzler is offering its readers free downloadable puzzles inside all its Sudoku titles.



On sale 2 September
Frequency monthly
Price £2.99
Distributor Marketforce
Display with Puzzle Sudoku, Take a Break's Sudoku, Sudoku Puzzles



THAT'S LIFE CRIME SCENE

Next month, That's Life will add to its successful special series with That's Life! Crime Scene. Building on the popularity of the weekly Crime Scene feature, this new magazine brings readers real crime stories, personality tests, puzzles and £4,000 of prizes, at a retail price of just £1.50. The first issue carries an interview with Tom Hardy who plays both Kray twins in the upcoming film Legend.



On sale 3 September
Frequency monthly
Price £1.50
Distributor Frontline
Display with Take a Break, that's life, Chat



RUGBY WORLD CUP 2015 – OFFICIAL PREVIEW

This one shot is being published ahead of the Rugby World Cup which kicks off next month. Perfect-bound and with 132 pages, it will look at all 20 teams and highlights the 101 players to watch out for. It also contains an exclusive interview with Jonny Wilkinson, plus a giant A2 wallchart for readers to fill in.



On sale 2 September
Frequency one shot
Price £5.99
Distributor Comag
Display with Rugby World, one shots for Rugby World Cup



Industry viewpoint
Rosie Fletcher
 Editor, Crime Scene

CASE OF THE MISSING CRIME MAG – SOLVED!

At Future Publishing, as Lieutenant Columbo might have said, something was bothering us. As one of the leading publishers of entertainment brands including Total Film and SFX, there wasn't a single magazine in our large portfolio which could put Sherlock on the cover.

Crime drama is one of the largest genres on television, while sales of crime fiction novels in the UK neared £200m last year, overtaking celebrity biography, romance and food.

As with sci-fi and film, its fans are part of a community. There are crime conventions around the country and throughout the year. Online bloggers and fans share reviews and tips.

Crime Scene is a magazine for those fans. A high-end, glossy quarterly, we'll celebrate this fascinating genre from water-cooler TV like Sherlock, The Bridge and True Detective to the best crime writers around, with news, reviews and features.

We'll also publish contributions from named writers – Anthony Horowitz, Diana Bretherick and Kate Mosse have all written exclusively for the first issue.

A print product should be impossible to resist. A quarterly should engage and stimulate, should be something to keep and share and it should be something readers feel proud to own.

Crime Scene fills a gap in the market and serves readers addicted to this huge genre – it seems, as Sherlock might have said, elementary.



betterRetailing.com
FOCUSED ON INDEPENDENT RETAILING

Partworks

Title	No	Pts	£
Amercom			
Great British Locomotives	40	48	8.99

Amermedia			
Military Vehicles	44	48	5.99

DeAgostini			
Build the Millennium Falcon	34	100	8.99
Cake Decorating	180	180	2.99
Cake Decorating Relaunch	129	165	2.99
Dinosaurs & Friends	27	60	5.99
Official Star Wars Factfile	83	120	2.99
Something Sweet	85	90	2.99

Eagle Moss			
3D Create & Print	32	90	6.99
Batman Automobilia	70	80	10.99
Build A Solar System	1	104	0.99
DC Chess Collection	94	96	8.99
DC Comics Graphic Novel	1	60	2.99
Disney Cakes & Sweets	103	120	4.50
Doctor Who	53	70	7.99
Knit & Stitch	137	176	5.00
Marvel Chess Collection	45	64	8.99
Marvel Fact Files	128	150	3.50
Military Watches	40	80	9.99
Star Trek Off. Starships Coll.	53	70	9.99

Hachette			
Art of Crochet	1	120	0.99
Art of Knitting	31	90	2.99
Art Therapy	23	100	2.99
Black Pearl	85	120	5.99
Build the Mallard	52	130	7.99
Build the U96	52	150	5.99
Classic Pocketwatches	79	80	8.99
Judge Dredd Mega Collection	16	80	9.99
Marvel's Mightiest Heroes	44	60	9.99
My 3D Globe	34	100	5.99
Your Model Railway Village	92	120	8.99

RBA Collectables			
Amazing Dinosaur Discovery	26	80	5.99
My Zoo Animals	1	60	1.99
Precious Rocks, Gems & Minerals	31	100	5.99
Real Life Bugs & Insects	49	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

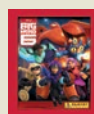
Panini



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



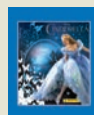
Inside Out
Starter £2.99
Stickers 50p



Big Hero 6
Starter £2.99
Stickers £0.50



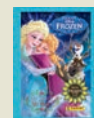
Road to UEFA Euro 2016
Starter £4.99
Stickers £1.00



Disney Cinderella
Starter £2.99
Stickers £0.50



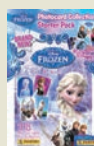
Sofia the First
Starter £2.99
Stickers £0.50



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

BARGAIN BOOZE RETAILER JIMMY TUN ON HOW HE'S TAKING ON THE COMPETITION

Plus, six months after one of the biggest regulatory changes to the tobacco market, we assess the impact the display ban has had on the independent sector



THIS WEEK IN MAGAZINES

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

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

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

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/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/percentage

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

Newspapers

Scale of third-party advertising insert payments

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

* By negotiation

Weight Watchers 22-23 August

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,260g	810g	210g	6	80g
Times	895g	395g	250g	2	170g
Sunday Times	850g	560g	65g	3	40g
Mail on Sunday	775g	285g	165g	4	80g
Guardian	720g	245g	45g	1	45g
Observer	700g	225g	85g	2	75g
Mail	615g	215g	110g	4	10g
Sunday Telegraph	615g	385g	5g	1	5g

Insertion payment guide

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

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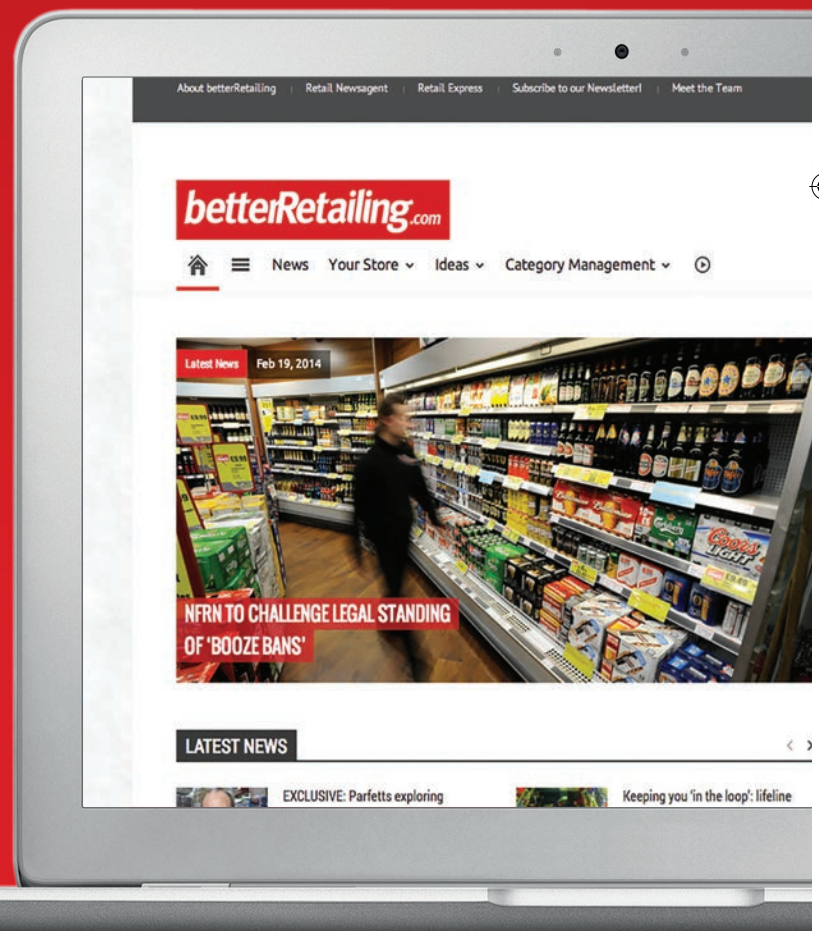
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IN ASSOCIATION WITH



Back in the day

101

YEARS AGO
 29 August 1914



No admirer of Sherlock Holmes will miss Conan Doyle's latest serial 'The Valley of Fear', which commences in the September number of the Strand Magazine, and promises to be every bit as thrilling and exciting as any previous story dealing with the exploits of the famous detective.

50

YEARS AGO
 28 August 1965



A new humorous bi-monthly called Grump is to be distributed by Transworld. Grump, an American illustrated colour magazine, is described in a handout as "a unique and humorous publication for people who are against all the dumb things that are going on".

25

YEARS AGO
 1 September 1990



Today's youngsters would prefer to settle down with a copy of the Sun rather than a traditional children's comic like the Beano, according to Youth Track, a new survey of the attitudes and lifestyles of eight- to 18-year-olds.

Signs of the times

As you may have guessed, we here at Extra Extra are big fans of a bit of witty banter.

And in the retail world, it doesn't get much wittier than the hilarious messages being posted up outside Bay View Stores in Solva, Pembrokeshire.

The business has become an internet sensation after using a sign board to show off its funny side, featuring quips such as "Accepting children's pocket money since 1974" and "Free home delivery over £500, three mile radius".

However, its most popular message came following England's hammering of Australia in the recent Ashes Test, which led to owner Gwyn Price writing "For sale: Australian cricket bats, hardly used."



The dig was posted on social media and has been picked up by the likes of cricket stars Michael Vaughan and Kevin Pietersen, while the sign has also featured on Channel 4 show The Last Leg.

Gwyn said: "It all started six years ago. It was going to snow so I put a sign outside

saying 'Snow forecast: panic buy here!', and it just sort of materialised from there."

Using help from his brother

Eirian, Gwyn now has a Facebook account to share his humour with the world.

And he has some tips for any retailers trying to do something similar to tickle their customers' funny bones.

"They always need to be topical and in the news - oh and I do try not to offend anyone!"

No plain packs here then

While Westminster is busy trying to remove branding from tobacco products, one man in China is planning to open a museum dedicated to his collection of 30,000 cigarette packs.

Yue Guosheng has accumulated the impressive assortment over the past 30 years and has been dubbed the 'King of cigarette packs'.

Yue began collecting the packs in 1985 during a tour

of China's 20 provinces, collecting an initial 7,000 in the process.

He also counts 100 foreign packs in his collection, which he is now looking to display in his home town of Nanchong.

Still, we can't help but feel that the UK section of the museum will be left looking a little bit bare in the future, what with new legislation on the horizon.

AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



I totally agree with Steve Archer about the letter that Smiths News sent out - anyone trying to understand it needed an A Level in 'rubbish'. In fact, after the first paragraph I simply filed it under B for bin and all I can think is the person who compiled it has got a university degree in gobbledegook.

On Wednesday morning my little car decided to stamp its feet and demand some attention.

Fortunately, I was at Mr Rogers' house at the time - they live at a rather large place called Wincote Grange and have a very large courtyard, so when the man from the RAC arrived it was easy for him to work on the car because there was no other traffic to worry about.

He diagnosed the problem as being a shaft sensor. I was lucky because he had the one that fitted my car in his van, so in no time at all I was able to carry on with the round after saying a very big thank you for a service that was second to none.

I think autumn has arrived a little bit early. The mornings are cold and dark, the evenings have got a decidedly chilly feel to them. Last Friday we had not just a downpour but a deluge of rain - David Thomas from Forton has a rain gauge and he said that two and a half inches fell on Friday morning.

This led to a number of floods around the lanes but, by changing my route, I only missed one delivery. I did eventually get round but I was a nervous wreck by the time I finished. It was quite frightening at times.



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