

RETAIL NEWSAGENT

XMAS CRACKERS

21 ways to sell more festive confectionery

RN'S 7 PART GUIDE

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Change required
'Our customers wanted improvements and we delivered' Page 32 >>

NEWS • CONVENIENCE • PROFIT

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NFRN demands carriage formula



- Wholesalers called on to reveal 'ingredients' that make up modern carriage service charges.
- Federation expects two-thirds of members to face increase on Menzies' delivery fee. Page 5 >>



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£300m target for My Local

Mike Greene: 'We'll be the best convenience estate in UK'. Page 4 >>

CARRIER BAGS

Londis' bag tax PoS push

Group gives levy support to English stores. Page 6 >>



Times warp Hampshire retailer Jon Dudley is taking a trip down memory lane to celebrate his family business's 50th anniversary. Mr Dudley (pictured above back) is calling on former paper boys and girls (right) to join the celebration. He has already tracked down half a dozen, including Mary Freemantle (above, third left). Customers will also be able to buy items at 1960s prices.



DISPLAY BAN

Retailer promises gantry rules fight

Dan Cock challenges Imperial Tobacco letters on advertising and planogram non-compliance.

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Scotland has highest number of c-stores per head in UK, reveals latest ACS Local Shop Report. Page 14 >>

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LEADER



These retailers will create vital new revenue in the face of this month's carriage charge rises, new pensions responsibilities and the incoming National Living Wage



CHRIS ROLFE

Associate editor

@ChrisRolfeRN

Last week, I helped lead our fourth Come Shop With Me study tour, and as ever, the independent shops we visited were impressive.

At one, a local butcher had been invited to set up an in-store concession when costs made running his own store unsustainable, and the owners had taken on a post office when every other business nearby refused to.

Another had a supermarket-sized array of fridges and freezers packed with grocery essentials.

And completing the trio was a one-year-old store with locally-sourced cakes and a food to go counter, surrounded by an immaculate convenience range.

The fun part of the day is the teams' Come Dine With Me-style scoring on criteria including availability, layout and innovation.

But for me, the best part of these tours is retailers' enthusiasm as they quiz their peers about their ideas, contacts and stores and discover simple things to try out in their own businesses.

Vip Measuria – one of the judges and this week's retailer profile – says it will be wicker baskets to display his newly-expanded fresh range. For newsagent Kate Clark, it will be locally-sourced cakes and food to go. And for c-store owner Nicola Ransome, it will be serving freshly-cooked chickens.

It goes without saying that introducing new ideas into your business is essential. But by doing so, these retailers will create vital new revenue in the face of this month's carriage charge rises, new pensions responsibilities and the incoming National Living Wage.

We'll be revealing the winner of Come Shop With Me at the Local Shop Summit at Lord's Cricket Ground on 14 October, and plenty more ideas from the tour too. I hope to see you there.

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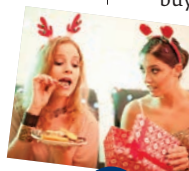
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CHRISTMAS CONTINUES

In part two of our guide we look at what to stock in fresh and chilled



PARTNERSHIP WOES

Following a damning report John Lewis gets advice from RN readers

THE RUGBY WORLD CUP WILL BE AS BIG AS RETAILERS MAKE IT

– HEINEKEN'S CRAIG CLARKSON URGES RETAILERS TO TAKE ADVANTAGE OF THE TOURNAMENT WHICH STARTS TODAY Page 30 >>

NEWS

Kick off for Match Attax cards

Independent retailers can look forward to a surge in collectables sales as a new series of Match Attax hits tote boxes next week.

The trading cards go on sale on 24 September, supported by a significant marketing campaign and nationwide sampling.

Louise Ramplin, entertainment marketing manager at Topps, said: "Match Attax celebrated its biggest year yet last year and has been a phenomenal success since its launch eight years ago.

"Clearly, there is a lot to be said for strong, evergreen products like this to underpin the ever-changing trends in this market."

For more on collectables turn to pages 42 and 44

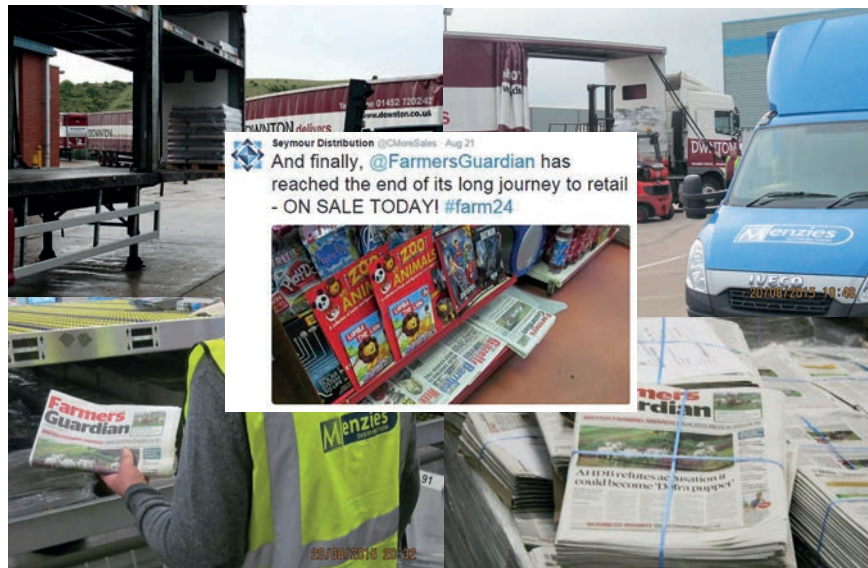


Sales surge for Good Homes mag

Media 10 has increased single copy sales of Good Homes magazine by more than half since buying it from Kelsey Media in November 2014.

Retail sales of the monthly had dropped to 17,132 in 2014, down from 32,290 the previous year, but are now back to 29,576, according to the Audit Bureau of Circulations results.

Publishing director Justin Levett said: "Good Homes is a great magazine that was suffering from a lack of investment in its content. We simply put the right stuff back in."



Seymour live-tweets supply chain for farms

Magazine distributor Seymour has supported a social media campaign launched by Farmers Guardian by live-tweeting pictures of the title as it moved through the supply chain. Independents account for 65-70% of Farmers Guardian sales. The campaign, #farm24, asked people who work in farming to post pictures to show the effort that goes into farming products.

Focus on fresh food and community ties for My Local No plans to close ex-Morrisons stores

Mike Greene says he will make My Local top dog

by Steven Lambert

Retail veteran Mike Greene has pledged to make his new My Local business "the best convenience estate in the country" by focusing on fresh food and creating stronger ties with local communities.

Mr Greene will head up the new group after securing 140 M Local convenience stores from Morrisons this month, as part of a £25m deal backed by investment firm Greybull Capital.

Speaking to RN, Mr Greene said he was cur-

rently visiting stores to prepare for the conversion of the entire estate to the new fascia on 25 October.

He is also looking to reopen 10 closed M Local stores, a move set to create 200 jobs, and is targeting initial sales of £215m for the group, growing to £300m during the next 18 months.

"We have a great bunch of stores and a great bunch of people," said Mr Greene, "and we want to make sure that everyone is secure. We have no plans to close stores."

He said My Local would

place a strong emphasis on fresh and chilled food, which will make up around 45% of a typical store's product range. This comes as the group agreed a five-year supply deal with Nisa this month worth £1bn.

However, he added that more space would be dedicated to core categories including alcohol, snacks and food to go.

"Dalton (Philips, former Morrisons chief executive) had good intentions to make M Local the biggest provider of fresh in convenience. But that led to some products being under-

spaced in stores. We're looking to keep fresh but get the space proportionate to sales."

In addition, Mr Greene said the group would look to build shopper loyalty by having all My Local businesses adopt a charity within a mile of their location, while 5% of each store's product range will come from goods sourced within a 15-mile radius.

He added: "I think with the team we have and the extra community focus, this will be the best convenience estate in this country."

Family test failure for trading rules

The government has failed to apply the prime minister's 'family test' to proposed changes to Sunday trading regulations, according to new research conducted for the Association of Convenience Stores.

The test, introduced in 2014, was launched as a guidance for departments

to use when introducing new policies with the intention to "introduce an explicit family perspective to the policy-making process".

The assessment, by independent think tank the Social Market Foundation, found that the proposals were likely

to increase the already high level of overtime and weekend working. It also cited the government's own study from 2006 which suggested the 'great convenience' of longer Sunday trading would save families just two minutes per week.

Emran Mian, direc-

tor of the Social Market Foundation, said: "Retail is a sector where staff are working atypical hours, and working for longer on Sundays will hurt families by stopping them from spending time together."

A consultation on the proposals closed on Wednesday (16 September).

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advice to help you grow your sales

Breakdown of service fees needed as increase anticipated 'What is going into the mix?'

NFRN 'transparency' plea over carriage charges

by Nicola Stewart

The NFRN is calling on wholesalers to be more open about the "ingredients" that make up their carriage service charges.

It comes as revised charges from Menzies Distribution are due to be announced, with the NFRN anticipating rises for two-thirds of its members, and after Smiths News announced it was offering customers the option to

freeze rates.

NFRN head of news Brian Murphy said falling fuel costs and the imminent introduction of a compulsory living wage meant it was essential wholesalers shared information on the factors that determine the charges.

"We need to know what is going into the mix, and how much each ingredient constitutes," he said. "If we can determine that, then we have the chance to say, for example, if fuel accounts

for 80% of the charge and is at a record low, then why are charges so high?"

He added that it was difficult to anticipate the effect the National Living Wage, coming into force in April 2016, would have on the supply chain without knowing how much staffing costs impacted charges.

"We are asking: 'What is the definition of a modern carriage service charge?' It should be much more transparent," he said.

Scottish retailer David Woodrow, of Woodrow's Newsagent in Renfrewshire, agreed: "It should be completely open and broken down into what we are actually paying for.

"If they call it a service charge, and not just a carriage charge, then there is obviously more than just the fuel element to it."

Menzies Distribution and Smiths News were both unavailable for comment at the time RN went to press.

Mirror to snap up Local World

Trinity Mirror has confirmed it is in talks to buy rival publisher Local World in a deal that could make it the dominant player in the UK regional press.

It has been suggested that the deal, which would see Trinity buy out the 80% of shares in Local World it does not already own, could be worth £200m.

Trinity already owns the main daily newspaper titles in Birmingham, Manchester, Liverpool, Cardiff, Coventry and Newcastle. Control of Local World would see it add Bristol, Nottingham, Leicester, Hull, Plymouth, Stoke, Derby and Swansea to the list.

Superheroes get stuck in at c-store

Wonder Woman, Bane and Superwoman got behind the counter at Spar in Pewsey, Wiltshire, to serve customers taking part in the village's annual three-legged race. Around 800 villagers taking part in the event, during which participants stop at various pitstops for a glass of wine, visited the store on Thursday last week as they made their way around the course. This Thursday, the store supported the annual wheelbarrow race, with a beer stop outside the store.



Lower charges on cards

NFRN Commercial is partnering with payment service provider NetPay to help members reduce the cost of taking card payments.

The offer will allow participating retailers to take advantage of the recent EU mandated charges to Visa Debit card charges.

It follows on from rulings made by the European Court last September, which brought an end to high interchange fees on lower value transactions.

NFRN chief executive Paul Baxter said: "The relationship with NetPay gives retailers increased access to the benefit of the recent changes to the Visa Debit interchange charges."

Retailer to battle Imperial Tobacco

An independent retailer has said he is ready to "do battle" with Imperial Tobacco over an ongoing dispute surrounding his tobacco display.

Dan Cock, of Premier Whitstone Village Stores in Devon, received a letter from the manufacturer this month claiming he was in breach of his contract by failing to follow plano-

grams and for displaying third party advertising on his gantry.

Mr Cock has been promoting non-tobacco products on his gantry doors since June, which he claims is "prime advertising space going to waste".

However, he dismissed claims of failing to follow planograms as "complete rubbish", adding: "I have

emailed Imperial's head of sales two times requesting a meeting and I'm still waiting to hear back. I'm fed up with the situation and I'm ready to do battle with Imperial over this."

Meanwhile, Imperial confirmed it has also sent similar letters to a number of independent retailers this month.

A statement from the

company read: "The majority of Imperial's customers are complying with the terms of the agreements.

"However, where conditions have been breached, Imperial has taken steps to remind retailers of their obligations. Imperial remains committed to working with the independent trade across the country."

Clarification

BAT operates in 28 countries affected by the EU's Tobacco Products Directive. We are happy to clarify this.

NEWS

BUSINESS

P&H hails profits

Palmer & Harvey has hailed a “strong” financial performance for the year with gross profits growing by 11% to £215m.

The wholesaler also saw total revenue rise 6% to £4,466m in the 52 weeks to 4 April, adding that it is “significantly” driving increased revenue and improved pricing for Cost-cutter retailers a year into its supply contract with the convenience group.

P&H said it had benefited from opening a national distribution centre in Leeds and a chilled and frozen site in Avonmouth, as well as renewing its contract with motorway service operator Moto.

Chief executive Chris Etherington said: “This has been a year of transformation for P&H. Our financial performance has been strong, and we have made significant strategic progress to support our long-term growth.”

Lidl set to challenge Waitrose

Lidl is looking to take on Waitrose by opening dozens of stores in affluent parts of London.

The discount chain is aiming to open 300 stores within the M25, including in high-end postcodes such as Mayfair, Chelsea and Notting Hill, according to the Evening Standard.

It is looking for stand-alone sites of between 10,000 and 28,000sq ft as it bids to take advantage of supermarket rivals’ store closures.

Lidl UK property manager Richard Taylor said: “We are looking forward to offering our fantastic products to more customers, as well as bringing new jobs across London.”



Rapid growth after Nisa store model switch

Sujit and Kay Desai are celebrating after seeing a 50% uplift in their sales since switching to Nisa’s Store of the Future 2 model in April. The move saw them grow floor space at their Nisa Tongham shop near Guildford from 1,600sq ft to 3,000sq ft, giving them room to add food to go and post office services. Mr Desai said: “We’re trying to keep up with the extra business we’ve been getting.”

PoS kit for retailers launched Campaigns aimed at football and rugby fans set for kick off

Londis helps stores gear up for carrier bag levy

by Steven Lambert

Londis has launched a PoS kit to help retailers and shoppers in England prepare for the introduction of a carrier bag levy in stores from next month.

New laws coming into force on 5 October will see the introduction of a minimum 5p charge for single-use plastic shopping bags, which will apply to retailers with more than 250 full-time employees.

Londis is helping eligible retailers, and those looking

to introduce their own voluntary carrier bag levy, by providing them with posters and shelf barkers informing customers of the changes.

The company will also launch materials for retailers that will detail which local good causes and charities will benefit from the money raised by the levy.

John Pattison, brand director at Londis, said: “This is an opportunity not only to reduce our environmental impact, but also to give local

charities a boost.

“Many shoppers already choose to invest in Londis’s reusable and jute bags, but the levy will encourage people to think twice about single-use carriers.”

Meanwhile, Londis has unveiled two campaigns designed to grow sales from sports fans.

The first will target Rugby by World Cup viewers with promotions running on beer, wine, soft drinks and sharing snacks from this month until 8 November.

Deals on the ‘Kick Off Au-

turnn with Winning Offers’ scheme include 12 packs of Corona for £10 and six packs of Walkers ‘Bring It Back’ crisps and 1.75l Coca-Cola at two for £2.50.

At the same time, Londis has teamed up with Carlsberg to give away pairs of Barclays Premier League tickets to three shoppers.

The competition, which runs from 28 September to 17 October, will be open to Londis customers who buy a case of 4x500ml Carlsberg and complete an online entry form.

Bestway to create ‘world food hubs’

Bestway is helping retailers take advantage of the £1.5bn world foods market by launching specialist departments across 12 of its depots.

The wholesaler said the hubs would offer the “widest range” of products from seven world regions – Europe, Caribbean, Mediterranean, Africa, Middle

East, Far East and South Asia – and would include brands from Akash and Laila among other suppliers.

They will be stationed in 10 Bestway and two Batleys cash and carries and will be signposted with PoS material showing each products’ area of origin.

Umar Sheikh, category controller for world food at

Bestway, said: “World foods is a great category to get into for retailers. Firstly, it’s great for margins. Consumers are willing to pay a premium for authenticity and as a relatively new category there is no preconceived idea about price in the mind of the customer.

“Secondly, a good fixture will bring more customers

into your store who in turn will buy other products, increasing profitability.

“Thirdly, retailers don’t have to go to the ends of the earth wasting money searching out specialist wholesalers – products are available all under one roof from their local Bestway or Batleys when doing their usual shop.”

NEWS

NEWSTRade

News UK quality titles announce big plans for World Cup coverage 'One stop shop for news and information'

Times team signs rugby giants

by Nicola Stewart

The Times and Sunday Times have signed some of the biggest names in rugby to contribute to dedicated coverage of the 2015 Rugby World Cup.

Past winners of the World Cup, coaches and international greats of the game, including Lawrence Dallaglio, Sean Fitzpatrick, Francoise Pienaar and Michael Lynagh, are teaming up with sports journalists to provide reports, insight and analysis throughout the six-week tournament.

Tim Hallssey, head of sports for The Times, said the paper would be producing a special supplement called The Scrum every Friday and Saturday until the conclusion of the cup.

"It will be a one-stop shop of news, fixtures, team line-ups and comment pieces to ensure our readers enjoy the finest reporting throughout the tournament," he said.

In addition to print coverage, the titles have launched a dedicated website, featuring 26 videos called the



Rugby World Cup A to Z, where the experts share their insights from the locker room.

The site is part of a multi-channel marketing campaign promoting the Times and Sunday Times as destinations for tournament news.

Meanwhile, The Times continues to outperform other national titles, according to the latest Audit Bureau of Circulations report, growing sales of its Saturday edition 1.5% year on year in August.

Sales of its Monday to Friday editions fell by just 0.6% year on year, ahead of the average drop of 8.6%.

August Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	745,346	1.7%	-10.1%	£95.1	790,346
Daily Record	179,414	1.8%	-10.9%	£19.7	184,583
Daily Star	412,688	0.7%	-11.8%	£39.9	412,688
The Sun	1,733,026	0.0%	-13.0%	£160.8	1,745,062
Daily Express	403,749	0.5%	-9.7%	£53.7	403,749
Daily Mail	1,353,247	0.1%	-3.2%	£188.3	1,429,709
Daily Telegraph	437,111	-1.5%	-5.2%	£122.2	437,111
Financial Times	35,333	-7.3%	-6.0%	£17.6	56,490
Guardian	139,151	-1.8%	-7.2%	£53.4	139,151
i	211,748	-0.3%	-7.5%	£10.5	281,590
Independent	35,909	-2.4%	-9.4%	£11.1	51,877
Times	327,736	-0.3%	-0.6%	£92.4	350,024
TOTAL	6,014,458	0.1%	-8.6%	£865	6,282,380

August Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	942,067	-0.3%	-10.3%	£161.3	987,067
Daily Record	213,747	1.4%	-9.7%	£37.7	217,726
Daily Star	395,233	4.2%	-8.1%	£57.4	395,233
The Sun	2,189,452	-1.6%	-8.1%	£289.0	2,189,452
Daily Express	494,971	0.9%	-9.0%	£90.0	494,971
Daily Mail	2,134,326	-0.9%	-3.6%	£411.1	2,209,864
Daily Telegraph	616,921	-0.8%	-7.2%	£296.1	616,921
Financial Times	73,099	-5.5%	-3.3%	£49.6	92,906
Guardian	295,983	-1.9%	-6.6%	£160.7	295,983
i	183,041	0.6%	-5.0%	£18.3	248,817
Independent	66,038	0.4%	-8.9%	£28.1	81,084
Times	475,289	-0.5%	1.5%	£167.5	486,571
TOTAL	8,080,167	-0.6%	-6.6%	£1,767	8,316,595

August Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	206,243	2.1%	-12.7%	£69.3	210,077
Sunday Mirror	736,350	1.0%	-14.6%	£185.6	781,350
People	288,862	-0.7%	-19.1%	£72.8	288,862
Daily Star Sun.	255,327	-0.2%	-13.2%	£56.4	255,327
The Sun	1,485,319	-0.2%	-9.0%	£261.4	1,496,898
Sunday Express	369,229	0.3%	-10.3%	£109.6	369,229
Sunday Post	175,557	0.1%	-12.0%	£54.1	175,557
Mail on Sunday	1,282,703	0.3%	-6.1%	£404.1	1,353,584
Ind. on Sunday	46,050	2.1%	-9.6%	£25.3	97,966
Observer	187,143	-0.6%	-6.9%	£135.7	187,143
Sun. Telegraph	359,667	-0.4%	-8.4%	£163.6	359,667
Sunday Times	719,955	0.5%	-3.9%	£378.0	730,926
TOTAL	6,112,405	0.2%	-9.5%	£1,916	6,306,586

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

GNM reorganisation

Guardian News & Media (GNM) has reorganised its commercial operations, creating three separate business units for print, consumer marketing, and ad revenue.

The print unit, being led by new director of publishing Richard Furness, has been set up to "ensure print remains a crucial part of what the organisation does for years to come".

Mr Furness said: "This is an amazing opportunity to focus on driving the reach and influence of our newspapers and to ensure that print continues to be a core revenue stream." During his 16-year career at GNM, Mr Furness has overseen marketing initiatives including the 'Three Little Pigs' commercial, sponsorship of Glastonbury, and the 'Own the Weekend' campaign.



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NEWS

PRODUCTS

Tangerine aims for seasonal nostalgia

Tangerine Confectionery is targeting young and nostalgic shoppers with the launch of a Christmas gift tin containing its retro sweets.

The 500g Sweet Champions Tin (RRP £5) launches this month and includes Sherbet Fountains, Dip Dabs, Milk Bottles and other favourites.

In addition, Tangerine is introducing a £1 range of seasonal packs, including Wham and Fruit Salad tubes and York Fruits gift cartons.

Gillian Clarke, senior brand manager at Tangerine, said: "We're confident that each product will offer the ideal opportunity for retailers to drive sales during what is the busiest time of the year for the confectionery sector."

Two more ready for Wall's

Wall's is expanding its Ready Baked sausage range with the addition of two new products this month.

The new flavours, Pork & Onion and Cumberland (RRP £2.50), can be eaten straight from the pack or served hot from a microwave in one minute. The existing Ready Baked range will also undergo a packaging refresh with updated imagery and graphics.

Wall's claims Ready Baked is growing 22% in value terms and has become a £5.1m brand since its launch last autumn.



In harmony with Duet

Mars has enlisted the help of two aspiring singers to help promote its recently launched Galaxy Duet chocolate bars. The brand will appear in a new TV ad, which will include a rendition of Moon River performed by Chanele McGuinness and Bxnjamin.

Latest extension of 'Chilled Experts' scheme 'Compelling prices on range of products'

Kerry Foods pricemarks its way to an extra £6bn

by Steven Lambert

Kerry Foods has launched a wave of pricemarking on its chilled products in its next step to unlock an additional £6bn in category sales for retailers.

The activity forms part of the firm's ongoing 'Chilled Experts' category management scheme, which aims to help independent and convenience retailers improve store standards and profits on chilled food.

Brands receiving price

flashes from this month include Richmond sausages, with 213g and 454g packs priced at £1.49 and £2.29 respectively, while Cheesstrings single packs will also be priced at 39p.

Mattessons Fridge Raiders and cooked meats, Low-Low snack packs and Wall's bacon rashers will also receive pricemarks ranging from £1 to £1.99.

Clare Bocking, sales director for convenience at Kerry, said the company had worked hard to offer

a balance of "compelling prices" on products in growing categories such as 'meals for tonight', while also maintaining strong retailer margins. "Richmond, for example, has been quite highly priced in the convenience sector, and that can be detrimental on rate of sale and impact on shelf life," she said.

"By introducing these pricemarks, we are trying to offer a versatile set of prices that will help drive distribution and sales."

Ms Bocking said the company was also continuing to gather testimonials on growing chilled food sales from leading independents, and had recently provided updates on Chilled Experts to Booker and Bestway.

She added: "Customers are increasingly expecting a strong chilled proposition in convenience stores. If we can meet all of the shopper missions in this sector, there is a big opportunity to be had for retailers."

Ginsters' food to go festive five for Christmas

Ginsters has unveiled its five-strong range designed to help retailers attract incremental food to go sales over Christmas.

The company has unveiled two limited edition sandwiches, both featuring festive flavours, which will be available to retailers from 28 October.

Festive Edition Christ-

mas Cracker features a combination of turkey, Cumberland sausage, sweetcure smoke flavoured bacon, sage and onion stuffing, cranberry and red onion chutney on oatmeal bread (RRP £3.49).

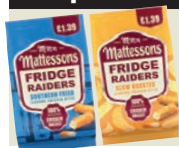
It will be joined by a Cranberry, Wensleydale and Bacon sandwich served on malted grain bread

(£2.99). In addition, Ginsters is bringing back two Christmas pastry lines – a Festive Pasty (£1.99) containing cranberries, turkey and West Country sauce, and a Stuffing & Cranberry Slice (£1.99) also containing turkey and cranberries, along with pork stuffing and mustard.

Completing the line-up is Ginsters Festive Bar (£1.69) featuring pork sausage meat, turkey, cranberry and an onion and herb sauce in breadcrumbs.

Ginsters will donate part of the sales from the range to the Royal Voluntary Fund to provide Christmas meals to older, vulnerable people.

Hot products for your shopping list



Mattessons Fridge Raiders are part of Kerry Foods' pricemarking campaign



Ginsters is offering five products to boost pre-Christmas food to go



Nostalgia is the key for Tangerine Confectionery's festive gift tins

WIN A JOYNORMOUS SURPRISE MADE JUST FOR YOU

20,000 CHANCES TO WIN*



Cadbury's first on pack promotion where the prizes are kept a secret and totally personalised to each winner

Mondelēz
International

On TV From October
STOCK. DISPLAY. SELL.



*See pack for full T&Cs. Summary T&Cs: UK/ROI residents 18+ only, chance to win 1 of 20,000 surprises instantly (100 prizes with a max. value of £10,000/€ equivalent; 19,900 prizes with a min. value of £500/€ equivalent. Not a cash prize) for entries received between 01/09/15–30/11/15. Entries received between 01/12/15–30/04/16 will be placed in a draw for a final one off surprise (Minimum value of £5000/€ equivalent. Not a cash prize). Purchase necessary (excluding NI) + Internet access required. See www.Cadbury.co.uk or www.Cadbury.ie for full T&Cs + no purchase route for NI.

NEWS

PRODUCTS

Strathmore Twist gets new look

AG Barr is updating packs of its Strathmore Twist drinks to bring them in line with the brand's still and sparkling range.

The designs will feature new colour schemes and images showing 'bursts of fruit', which the manufacturer said will help it take advantage of growing trends in the £232m flavoured water market.

Adrian Troy, head of marketing at AG Barr, said value sales of Strathmore were growing at 43%.

He added: "With our new design for Strathmore Twist unifying the brand, now is the time for retailers to stock up on all formats to make the most of this opportunity."



'Grab & go' bottles for Barefoot Wine

Barefoot Wine is launching a selection of single-serve bottles to target shoppers looking for more 'grab and go' options.

The 187ml bottles will be available in three varieties – Pinot Grigio, Merlot and Pink Moscato – with retailers advised to stock them with existing Barefoot Wine products.

Olga Senkina, marketing director at Barefoot, said: "Single-serve formats are a rapidly growing category within the UK market and we feel confident the new range will enable consumers to mix and match their favourite varietals."



Müller Dairy joins Team GB for Rio 2016

Müller Dairy is on track to grow sales of its yogurts and chilled desserts after being announced as an official partner of Team GB at the 2016 Olympics in Rio. The deal will allow Müller to add Team GB branding to its products, while the manufacturer will also offer Olympic-themed prizes in an on-pack promotion running on Müller Corner, Müller light and Müller Rice.

Multipacks to gain special design Partnership with MTV for 'trick or treat' promotion

Fanta treats customers to Halloween packaging

by Steven Lambert

Coca-Cola Enterprises (CCE) is aiming to scare up extra sales for Fanta with a Halloween redesign for the soft drinks range.

Launching this autumn, the brand will receive seasonal pack designs featuring jack-o'-lanterns to encourage impulse sales from young trick or treaters and parents.

The update will apply to Fanta Orange, Orange Zero and Fruit Twist flavours in 6x330ml and 8x330ml pack formats. In addition, Fanta has partnered with music and entertainment



network MTV to launch its #TrickorTreat competition, set to reach more than 1.5 million viewers.

The scheme will feature on the MTV channel and

its online and social media sites, and will encourage the public to enter a prize draw to see if they have won a 'terrific treat' or a 'terrifying trick'.

It comes more than six months since the last dedicated promotion on Fanta, which saw the launch of Apple and Sour Cherry flavours in February. The brand was also launched in 12x500ml cases along with other CCE soft drinks in May, which were targeted at independent stores.

Caroline Cater, operational marketing director at CCE, said Halloween was becoming "an increasingly prominent celebration" for shoppers and local businesses, and was worth an estimated £280m to retailers last year.

Pot Noodle charged-up for campaign

Unilever is launching its 'Be 100% All Day' Pot Noodle campaign next month, which will include an on-pack promotion running on its core 90g pot flavours.

Consumers who find special codes hidden under Pot Noodle lids will have

the chance to win one of 153,000 phone chargers, which can be redeemed from the Pot Noodle website.

Marketing manager Monique Rossi said: "Today's younger generation lead busy lifestyles so we're offering them a useful

gadget that will help keep them on the move all day."

The offer will run on Chicken & Mushroom, Beef & Tomato, Original Curry, Bombay Bad Boy and Sausage Casserole flavours, as well as selected £1.09 pricemarked packs. Promotional pots will also

feature limited edition packaging with a new lightning logo.

Unilever will back the scheme with marketing running across digital and social media platforms, which will form part of its £4.5m 'You Can Make It' campaign for Pot Noodle.

Cadbury Milk Tray

Celebrating 100 years



◆ NEW DESIGN to look even more giftworthy

◎ 3 NEW CHOCOLATES - Salted Caramel,
Truffle Heart and Apple Crunch

◆ ON TV throughout October

Get ready to make this October
special with Milk Tray

Mondelēz
International

NEWS

REGIONAL

Nuneaton title to be closed by Trinity

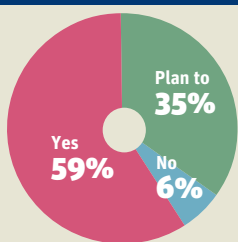
Long-standing regional newspaper the Nuneaton Tribune is set to be closed by publisher Trinity Mirror this month.

The final edition of the free weekly, which started out as a daily title, will be published on 24 September. The closure comes just over a year after the paper cut its circulation of nearly 35,000 to 15,000, with the title available for pick-up in 99 retail outlets across North Warwickshire, Leicestershire and the West Midlands.

The Nuneaton Tribune is the town's oldest surviving newspaper and competes with Local World's Nuneaton News. Warwickshire is one of the few areas where Local World and Trinity Mirror, which this week confirmed merger talks, publish titles with overlapping circulation areas.

Trinity Mirror said there would be "no impact" on staff.

RN READER POLL



Do you offer, or do you plan to introduce contactless payment in your store?

NEXT WEEK'S QUESTION
The ACS' Local Shop Report revealed that 20% of retailers haven't taken a holiday this year. Have you?

Have your vote now

Go to betterretailing.com/retail-newsagent



Kate's in the hot seat at expo Q&A

Worcestershire newsagent Kate Clark was invited to take part in one of several Q&A business sessions at Imperial Tobacco's first expo and Ignite awards in Birmingham last week. The expo included a mock-up of a shop with a display unit containing only standardised packs, while the awards for retailer rewards scheme Ignite crowned nine retailers for best practice in categories such as availability and staff training. Ms Clark won the Success Story of the Year award for her Sean's News store.

Minister urged to recognise value of local community businesses Fears of tobacco tax increase

'Put c-stores at top of list' plea to Irish finance chief

by Gurpreet Samrai

Ireland's finance minister is being called on to put independent newsagents and convenience stores at the forefront of the 2016 Budget to ensure their survival.

Michael Noonan is being urged to address key issues facing retailers such as the national minimum wage, commercial rates and the growing illicit tobacco trade.

Peter Steemers, NFRN Ireland district president, said: "By taking decisions

without considering the implications on businesses many small independent retailers will have no choice but to take drastic action, including making redundancies and in some cases closing their shops altogether.

"Therefore, we advocate the government to put small shops at the forefront of the Budget to ensure their continued survival as important local community businesses."

The NFRN has submitted a proposal ahead of the Budget, which also

advises the government not to introduce a tax on sugar "as an easy solution". It also recommends the government looks at the reasons behind increased consumption of these products and tackles the issue through better education and awareness.

The call came days before it was reported that Mr Noonan indicated a further hike in tobacco prices was one of a range of tax increases "being considered".

Joe Sweeney, of News Centre in Dublin, said:

"We're against this increase because it's widening the gap between our legitimate trade and the illegal trade. That's our biggest concern about these suggested price increases at the moment. When they take more action to deal with the illegal tobacco trade only then can we accept large price increases on tobacco."

He added the Budget needs to include incentives for shop traders to help them with their businesses, such as reduced taxes.

'Social responsibility' tax back on the agenda

Reports that the Scottish government is considering resurrecting its "social responsibility" tax on alcohol retailers have been criticised by the Scottish Grocers' Federation (SGF), which has warned it could "put businesses at risk".

Provisions to allow the introduction of the levy were approved in 2010, but

its implementation was put on hold temporarily with the introduction of the public health supplement, a short-term tax on large shops selling alcohol and tobacco which ended in 2014.

It was reported last week that now the subsidy has concluded, the government will "in due course" consider if there is a case to

apply the levy.

John Lee, the SGR's head of public affairs, said: "This type of tax will do nothing to help ensure alcohol is sold more responsibly. It could just put businesses at risk. What the government should be doing is trying to encourage the development of local projects like com-

munity alcohol partnerships if they really want to tackle Scotland's alcohol problems."

The SGF has also slammed the Scottish parliament's proposed ban on all forms of e-cigarette advertising as part of the new Health Bill on the control of e-cigarettes, branding it "behind the curve".

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NEWS

REGIONAL

Sharp fall in carrier bag use in Wales

New figures that reveal carrier bag usage has fallen by 71% in Wales since the introduction of a 5p charge have sparked a fresh call for small businesses to be included in England's upcoming levy.

A report released by the Welsh government also revealed that since the introduction of the charge in 2011, 87% of retailers said it had either had a neutral or positive impact on their business and 74% of consumers were supportive of the charge.

James Lowman, chief executive of the Association of Convenience Stores (ACS), said: "The ACS believes that charging for carrier bags is most effective when applied to businesses of all sizes, which is supported by these positive results from Wales. The scheme proposed in England will simply cause confusion for consumers over which stores will and won't charge for carrier bags."

Budgens' bid to help refugees

Thornton's Budgens has launched a two-week campaign to raise funds for the Syrian refugee crisis.

Collection buckets were placed by tills on Monday and promotional material put up around the store.

Owner Andrew Thornton said: "This has come from the community. Customers were asking what can we do help."

"We usually only support local charities, but this is something special to help local residents raise as much money as we can to ease the suffering for at least some refugees."



Hospice bowled over by Clun Valley Foods

Shropshire retailer Rob Davis, owner of Clun Valley Foods Ltd, presented a cheque totalling £400 to Sarah Johnson, regional organiser for Hope House Children's Hospice, after organising a knock-out bowls tournament with employee Bill Meek. During the tournament, the SparClun Valley Foods Pairs shield was presented to two winners. Included in the donation was a £150 match fund from the Blakemore Foundation.

One shop per 946 people north of the border Store owners among most hard-working in UK

Scotland has most shops per head in UK, says ACS

by Gurpreet Samrai

Scotland has more shops per head than any other part of the UK, according to the latest figures released by the Association of Convenience Stores (ACS).

The Local Shop Report 2015 states there are 5,602 shops in the country, equating to one shop per 946 people. The south east has the lowest number of shops per head with one shop per 1,387 people.

Meanwhile, shop owners were revealed to be some of

the hardest working people in the UK with 25% working more than 70 hours per week on average and 20% not taking a holiday at any time during the year.

Retailers were also found to be continuing to embrace new technology, with growth in contactless payment, click and collect services and store loyalty cards.

James Lowman, ACS chief executive, said: "The report demonstrates that the convenience sector is continuing to adapt to meet

the needs of customers. By diversifying their offering in-store and the services they provide, they have firmly established themselves at the heart of their communities."

The report also revealed that there has been a 1% increase in the sale of alcohol from convenience stores in the past year, from 12.8% to 13.8%, whereas tobacco sales have suffered a 1.2% decline from 20% to 18.8%.

There was also an increase in the sale of chilled

foods from 13.2% to 13.4% and in bread and bakery from 4.5% to 5.3%.

There are now 51,524 convenience stores in mainland UK, up from 50,747 last year, with the sector now worth £37.7bn, up 5% on 2014.

Mr Lowman added that reports and individual constituency cards are being sent to every MP in the UK to ensure they know "the value of the convenience sector and the importance of people who run stores in their area".

Bridge delay threat to Dorset store

A Dorset retailer is facing a struggle to stay afloat because of delays in finishing the construction of a new bridge leading to her store.

Lindy Christopher, owner of Charminster Stores & Post Office, told RN the shop's turnover has suffered a £3,000 blow and

the post office has been "a lot quieter" during the 18 weeks the village has been split in half by the closure of its main road.

Work to rebuild the listed bridge was due to be completed by 3 October. However, Dorset County Council has said it "may run over by four weeks",

following the latest assessment by engineers on the site.

"It's a two-mile detour one way, so it's a four-mile round trip," Mrs Christopher said. "But that detour takes them past other shops. So our problem is that people aren't coming through the village, but

are stopping at the shops they go past instead."

The store has been offering free deliveries, but Mrs Christopher says not many customers have taken up the offer.

She added: "If it goes on any longer I think it's going to have serious consequences."

NEW PACK COMING SOON



Richard Lloyd & Sons.

Price marked packs may vary.

NATIONAL COUNCIL

NFRN NATIONAL COUNCIL
LONDON

8-9.09.2015



Neville Rhodes reports from the NFRN national council meeting

NFRN president's year in office

The weeks leading up to the first NFRN national council of his presidential year had been a tremendous experience, said Ralph Patel. He had the chance to deal with a range of issues affecting members and to hear about them first hand during his visits to districts.

Long-standing problems, such as late deliveries, showed that nothing had changed in the newstrade, but the NFRN's news team was working hard to bring about improvement.

Crime was the bane of many members' lives, and it was a major concern for the NFRN that the police did not seem to take shop crime seriously, he told the meeting.

The formation of an all-party parliamentary group on retail crime, set up in response to an NFRN initiative, was a significant and welcome step and he hoped it would bring this issue to greater public attention.

Mr Patel added that he was concerned members were being harassed by local authorities into signing up for high-strength alcohol bans.

"It is totally unacceptable for independent retailers to be forced to not sell products that are freely available in supermarkets," he said.

Carriage charges set to rise again

With the announcement of an increase in Menzies Distribution's carriage charges imminent, NFRN chief executive Paul Bax-



Ralph Patel told national council that he was concerned shop crime was not being taken seriously enough by the police

ter said the level of charges must now be "very close" to fully covering the cost of deliveries, a position that would provide possible grounds for challenging them.

Previously the wholesalers have claimed, both to the federation and in their submissions to the competition authorities, that carriage charges do not cover all their delivery costs.

Responding to a comment by South Wales member Peter Robinson that the challenge for the NFRN was to prove what the actual cost of deliveries was, Brian Murphy, head of news, said the NFRN would be asking the wholesalers to accept an independent audit of the fixed and variable components of the costs which are covered by their carriage charges.

Scottish member Abdul Qadar said it was disgraceful that Menzies could introduce an emergency additional carriage charge two years ago when fuel prices were rocketing, and were now increasing their charges again when prices were falling.



It is totally unacceptable for independent retailers to be forced to not sell products that are freely available in supermarkets

Ralph Patel

On his concerns that members are being harassed by local authorities to sign up for high-strength alcohol bans

National trustee Tom Searle said it was disappointing the federation did not know the proportion that fuel costs contributed to the total charge. He wanted to see much more being done to fight the charges.

Mr Murphy believed the tide on carriage charges may be turning, with the wholesalers showing "some appeasement", such as the Smiths News option of a two-year freeze.

Northern Irish member John McDowell reminded council that with two wholesalers in Northern Ireland – a situation that was not going to change – some members there were paying carriage charges of more than £100 a week.

Too busy doing the day job...

Most NFRN members don't want to go to branch meetings, because they are too busy looking after their businesses, Yorkshire member Stuart Reddish told council.

He urged the committee considering the future of branches and districts, which is due to report by February next year, to look very carefully at whether the NFRN still needs to hold branch meetings.

"Members don't want to attend meetings, they need the federation when they have a problem," Mr Reddish said.

Branch mergers have been taking place for years, and the committee considering the future structure of the NFRN now has to consider whether to continue "just tinkering at the edges" or opt for a radical reform, council was told.

National executive committee member Mike Mitchelson said it would be up to council to decide how far they wanted the restructuring to go.

Kent member Christine Southern said holding branch meetings in pubs had attracted more members, because the atmosphere was more informal.

Other suggestions included putting the entire focus of member participation on to district activities, and encouraging branches to hold social events rather than business meetings.

In a related move, council approved a proposal from the NEC that in order to protect members' funds, copies of all branch voluntary fund annual accounts should be submitted to head office.

Failure to do so would mean a block on the release of members' subscriptions to the branch.



Stuart Reddish



Ralph Patel



Abdul Qadar



Christine Southern

NATIONAL COUNCIL

NFRN NATIONAL COUNCIL
LONDON

8-9.09.2015



Neville Rhodes reports from the NFRN national council meeting

Credits crisis is riling retailers

Other than carriage charges, credits from wholesalers continue to present the biggest problem for news retailers, NFRN head of news Brian Murphy told council.

Lack of communication was at the heart of the problem, and wholesalers needed to provide clear reasons where credits were refused or only partially allowed so that retailers could challenge the decision, he said.

The federation was continually pressing wholesalers to deal more openly with retailers' claims for credit, he added.

Late deliveries were another ongoing problem, although there had been some improvements during the spring and early summer, Mr Murphy reported.

The NFRN held its second news summit in July to tackle this issue, and regional publishers and wholesalers had been invited, along with the national newspapers. Measures discussed included early reporting of exceptional lateness, changes to the National Distribution Monitor, and the need for greater transparency of required delivery times.

Consolidation of wholesale branches and increasing distances between members and their depots, meant that the NFRN needed to change the way the federation represented members at wholesale level, said Mr Murphy.

"We have to get the right people to meetings," he said, citing a forthcoming NFRN meeting with Men-



Illegal selling of magazines on market stalls is having a 'devastating' effect on bona fide newsagents

zies Maidstone at which members from Kent, London, Southern and Eastern Counties would all be represented by officers from their own districts.

Illegal mag sales still taking place

The illegal selling of magazines on market stalls was raised by Yorkshire member Stuart Reddish, who said sales of near-current titles at heavily discounted prices were having a devastating effect on newsagents in his area and elsewhere. He complained that there had been no communication about how far an investigation, launched following a unanimous call at the NFRN annual conference,



We have to get the right people to meetings

Brian Murphy

NFRN head of news on the importance of forthcoming meetings with Menzies, Maidstone



Peter Wagg

had proceeded.

NEC member Peter Wagg said a supplier to market stalls in Essex had been tracked down, but there was a multitude of possible sources, and finding out where his supplies were coming from was proving difficult. However, he assured members that the investigation was continuing.

'Catastrophic' Menzies hub

Operations at the Menzies Wakefield magazine hub were described as "a catastrophe" by Stuart Reddish, who likened the wholesaler's Sheffield newspaper distribution to "a zoo".

He told council that his magazines supplies had been sent to York instead of Sheffield, and that Menzies had failed to correct the

error the following day, as promised. He believed the incident was typical of the sort of problems experienced by retailers following the consolidation of magazine packing depots.

Mr Reddish also reported

on two major errors with his newspaper supplies on successive days. First, he said he was sent 650 copies of the Daily Star instead of 30. They were left on the street because they could not fit in his box, and later the driver said he had to room to take them back.

The following day he reported receiving 700 copies of the Sunday Express, with similar results. Eventually the huge load of returns were picked up by the driver, but the copies were charged for, and credit was initially refused on the grounds that the returns were too late.

Mersey Dee member David Thomas said retailers in his area were suffering significant problems caused by distance. Newspaper deliveries to his shop in Holyhead, Anglesey come from Rhyl 59 miles away, and his magazines come from Wakefield, 164 miles away.

Southern member Pradip Amin suggested members invoice wholesalers for errors that caused profits to be lost, while Peter Wagg urged retailers to highlight major errors on Twitter using the #NewsComplaints tag. "This is the most powerful weapon we have, because all the publishers look at it," he said.



Pradip Amin



David Thomas

NATIONAL COUNCIL

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LONDON

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Neville Rhodes reports from the NFRN national council meeting

Get political, members urged

With elections scheduled during 2016 for the Scottish parliament, the Welsh assembly, the Republic of Ireland parliament, and police and crime commissioners in England and Wales, NFRN members have been urged to provide the best possible support for the federation's campaigns by stepping up their engagement with politicians and public bodies.

Adrian Roper, NFRN head of public affairs, said a big turnout by members was needed at each of the federation's parliamentary receptions to promote its Agenda 2016 policy document.



Adrian Roper

A survey of members to identify key issues for the document will be launched shortly. Members will be asked to rank issues in order of importance, and to provide information about their shops, what they sell and the services they provide.

The survey will be carried out principally online, although paper copies will also be available.

Mr Roper also announced an imminent rollout of the federation's new website. All users will be directed automatically to the new site, but members will have to re-register.

NFRN Commercial business boost

A big increase in business since the Shoplink exhibition at annual conference has been reported by NFRN Commercial.

With more than 1,100 stores placing orders at an



Elections for the Scottish parliament are due to take place next year

average purchase value of £259, turnover for the first eight months of the year was £256,000, generating operating profits of £39,000.

Head of trading Carolyn Kirkland said NFRN Commercial's current priorities included arranging must-stock Christmas promotions, developing partnerships with suppliers, and finding more cost-saving deals.

One of the sales opportunities NFRN Commercial is offering members is SnowShock, the slush mix and machine provider.

In a presentation to council, SnowShock's founder and managing director Peter Campbell said it was a high turnover, high margin impulse product that was generating profits for retailers of around £7m a year on sales of £10m – an average margin of over 65%.

His claims were backed up by Durham newsagent Jason Birks, who said his SnowShock machine was delivering profits of more than £200 a week in peak demand periods.

The company also markets Frappino iced drinks machines and a soft ice cream dispenser.



Accepting card payments can be less expensive than banking cash

Carl Churchill

Managing director, Netpay

Netpay could be the way ahead

The policy of NFRN Commercial on the provision of payment and banking service was to not offer exclusivity to any partner, but to offer members different solutions to help them make the right choice, said Carolyn Kirkland.

One option was Netpay, she said, introducing Carl Churchill, the company's managing director.

Mr Churchill said Netpay aimed to make it easier and better value for businesses to accept card payments, adding that currently only around a third of UK businesses do so.

Accepting card payments "takes the psychology out of counting cash" and could be less expensive than banking cash, he said.

Netpay's rates for NFRN members are 0.4% for debit cards, and 0.99% for credit cards. Terminal rental is from £11.99 a month with no annual service charge, and there is a one-off set-up fee of £39.99. The deal also includes free access to the Revolution transactions report website.

London newsagent Peter Wagg, who has recently switched to Netpay, said the deal offered him "a fantastic saving".

Council also had a presentation on the new Payzone Club, which costs only £1.79 a week for NFRN members. Benefits include a low-cost business account by APS, a till replacement service and an EPOS system incorporating Newsround software.

The APS bank account, called Cashplus, offers free deposits at post offices and a Mastercard bankcard with no annual fee and no transaction fees on purchases.

However, several council members queried whether the £5,000 per transaction limit for free deposits of cash quoted by APS would be available at all post offices, many of which have a £1,000 limit.



Mike Mitchelson

Successful year for Newtrade

Newtrade has enjoyed a successful year with increased circulation for Retail Newsagent, more retailers registering with betterretailing.com and greater participation in the Independent Achievers Academy programme, chairman Mike Mitchelson reported.

Managing director Nick Shanagher told the meeting the company was gearing up for the Local Shop Summit, an invitation-only event limited to 124 participants, to be held in London on 14 October. For more information, email events@newtrade.co.uk.

LETTERS

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The opinions on this page do not necessarily represent those of the editor
Letters may be altered by the editor for reasons of clarity or of length

Trauma of a retail crime has cost us a good worker

Three weeks ago, the young lady opening our Porthill store was met by police as the shop had been broken into overnight.

They gave her a crime number and arranged for forensics to attend.

A scenes of crime officer attended later that morning and removed physical and fingerprint evidence. We looked at our CCTV and watched two idiots with a distinctive white dog kick the door in at about 4am.

The alarm went off, neighbours called the police, and the robbers made off with two multipacks of lager and a bottle of Lambrini worth less than £30.

The repair bill runs into several hundred pounds.

Neither our staff member nor ourselves have



Retailer Steve Archer is critical of the police response to a burglary at his store

been contacted by Staffordshire Police since the incident.

But, here is the real cost of crime: another member of our staff has resigned and leaves this week.

She has been completely unsettled by the burglary and is too nervous to work there anymore. Once again we, the retailers, are the victims of crime.

We lose an excellent staff member, but much worse, in human terms, the real cost is how she has been traumatised.

Steve Archer
Archer's Premier Stores,
Cheshire and Staffordshire

My supplements get soggy and my papers are way too late...

I would like to put two requests to Menzies.

Firstly, please can you stop leaving supplements on my doorstep, because they are often taken and dumped in someone's garden or they get soaking wet if it's raining.

For the past six or seven years they used to get delivered to my house and put straight into my van, which worked perfectly.

Secondly, please can you tell the driver who delivers to my store to keep to the route you have given him to follow?

I'm the only person in this area who offers HND on The Guardian, but because he refuses to follow his route, he gets caught in the school run and my papers are late.

They arrived at 8.30am today (7 September), which is no good to me.

Tony Rook
Buckleys Newsagents,
Lossiemouth

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

#TOP TWEETS Who's saying what?

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Don't forget to download your @SmallBizSatUK poster and window sticker (available in English & Welsh) by visiting smallbusiness.saturdayuk.com
@NFRN_Online

We at #Thorntons Budgens will be campaigning to raise as much money as we can to support the refugees fleeing Syria.
@BelsizeBudgens

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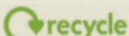
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"When you have finished with this magazine please recycle it."

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YOUR SAY Do you think HMRC should impose stricter sanctions on retailers caught selling illicit tobacco?

Sandeep Bains

Simply Fresh,
Faversham,
Kent

Absolutely. HMRC needs to have zero tolerance because there's no confusion between duty paid and non-duty paid. If you've done it, you know full well what the consequences are.

There is an impact on society – smokers can't be sure if they're safe to smoke, other retailers are being damaged and the

government misses out on the duty paid.

It has an impact on everyone so if you are doing it the sanctions need to be very severe.

David Lewis

Crescent Store Spar,
Minster Lovell,
Oxfordshire

Definitely. Anybody selling tobacco unlicensed should be dealt with. They should have their supplies withdrawn and

be dealt with by the law.

There's too much of it going on and it's going to increase.

It's everywhere now, and it's being brought in from everywhere and anywhere.

Adam Hogwood

Budgens of Broadstairs,
Kent

We are very lucky where we are as there's not a huge black market.

Three miles down the road there's an area which is pretty rife with black market tobacco.

It's actually where I live so from a custom point of view I see it an awful lot and I know retailers who have been there for years and years whose trade is dying off because of such trading.

I have seen the damage it can do so any stronger ruling for it can't be a bad thing.



YOUR STOCK Do you think Cosmopolitan's new £1 cover price will help boost sales?

Kate Clark

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

It's not a bestseller for us so I haven't noticed any growth in sales since they've put it at £1.

Other magazines have tried that and there hasn't been a huge uplift. However, people are more price-conscious at the moment so any drop in price is good news because it means you have a better chance of selling it.

Anything anybody can do to help motivate sales is fabulous. It might sell really well somewhere else because it's £1.

Matthew Clark

Penylan News,
Cardiff

Of course it will. If you put £1 on anything it will sell. I will place it more prominently on the magazine stand and hopefully it will sell.

People do browse and will pick it up as an impulse, they might not necessarily be loyal

readers of Cosmo, but they'll see it for £1 and may pick it up as an additional sale to their regular magazine which would be good.

Susan Connolly

Connolly Spar,
Wiltshire

Yes definitely. It's a great time to dedicate two facings of the title

or put it at the till so people grab it on impulse.

Generally, I don't stock Cosmo, but I've actually got it this month because it's £1.

We have moved it to our counter because everyone likes a round pound grab.

It's the perfect opportunity to upsell the magazine, but also get those incremental sales.



YOUR ISSUE

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WHY WON'T CAMELOT LET ME HAVE THE LOTTERY?

Last week, the Association of Convenience Store's 2015 Local Shop Report revealed that 77% of the convenience sector offers the National Lottery in their stores – the second highest ranking service only behind mobile phone top-up at 80%.

The figures come only weeks after Camelot told RN total National Lottery sales had grown by £450m through its retail estate since the roll-out of 8,000 additional full terminals in 2012.

Recently, the company also announced that stores with standalone scratchcard terminals will have the option to sell Lotto and EuroMillion tickets from early next year, for a monthly fee of £50, with the offer open to up to 9,000 stores.

But despite the positive figures and news, Hemal Kuhadiya, owner of Harton Convenience Store in South Shields, has been struggling to grow the Lottery offering in his store. He says he has been unable to move from a standalone scratchcard terminal to also offering draw-based games despite his best attempts.

"There was a shop a few doors down that had a full National Lottery terminal, but when I took over this shop about a month and a half ago it had closed and now there's no other full Lottery shop in the area," he says.

"I explained that to Camelot and they said I can't get the full service at the moment because I haven't been with them for long enough and they need to measure my potential."

Mr Kuhadiya says he has argued that there is a demand for the service in his area and since the



Hemal Kuhadiya sells another scratchcard. He has been frustrated in his efforts to run a full Lottery service

closure of the neighbouring newsagent the closest shop offering draw-based games is tucked away in a village about one mile away.

"I personally, and local people too, believe we should have it," he says. "Scratchcards are doing really well in my shop, I'm taking £200 or more a week, and almost every customer who buys them asks for the full terminal games."

"We have many elderly people in the area who ask for these and say if I had them it would save them from walking to the other side of the area, which is about a mile away."

"I feel that when the shop three doors down closed, if Camelot wanted to keep a terminal and their own business alive in the area, they should have transferred it over here straight away."

Mr Kuhadiya told RN that shortly after taking over the shop he received a letter offering him the full Lottery service on the basis he pays a security deposit,

but when he followed it up he was told the letter was sent to him by mistake. He adds he is also aware of shop owners who have started offering the full National Lottery shortly after taking over a shop "due to the potential of the area".

"I think my shop has that potential," he says.

"The only thing missing in my store is the full National Lottery, otherwise I do everything. I have a cash machine, PayPoint, scratchcards and we sell and deliver newspapers. The shop down the road was a newsagent whereas my shop is a full-fledged convenience store so everything is under one roof."

Camelot said it would be contacting Mr Kuhadiya to "discuss his individual circumstances".

A Camelot spokesman said: "With only a finite number of full Altura Lottery terminals available, it's crucial that we get the best return from each one. We don't operate a 'waiting list'. When an

Altura terminal becomes available, we make a decision where to site it using our fair and rational selection policy.

"This takes into account over 40 separate criteria – such as population of an area, current and projected sales, footfall, store size, access, potential demand, and the attitude and enthusiasm of staff – as well as wider market trends and changes in the retail landscape. If a retailer already has a standalone scratchcard terminal, the length of time they have had it has no bearing on whether they might be offered an Altura in future."

"We are, however, currently giving scratchcard retailers the opportunity to sell tickets for National Lottery draw-based games (such as Lotto and EuroMillions) through their existing terminals from early next year – and it is up to each individual retailer to decide whether this is right for them."

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Conviviality Retail

With a new focus on the convenience market the past 18 months have been transformative for Conviviality Retail. Chief operating officer Amanda Jones and commercial director Kenton Burchell tell RN why it means there's never been a better time to become a franchisee

RETAIL NEWSAGENT It has been a busy time at Conviviality – what has the effect been on your retail base?

AMANDA JONES It's been a fantastic year, which we can see with retailers making more money and being more engaged. We've also developed a franchisee share scheme so that they are part of our success. We've always said that our success is their success.

RN What effect has this engagement had on retailers' overall performance and compliance?

AJ Over the past few years we've seen an improvement in store standards, but during this last year we have seen over 50% of our stores achieve our highest 'gold' standard. We're now working to help even more stores get to that level. Our retailers are making on average around 10% more profit than they were two years ago.

RN Looking to the future, then, why should a retailer sign up with you today?

KENTON BURCHILL We've got a lot of flexibility with the brands we offer. We've got the Wine Rack fascia which suits a higher demographic, we've got a traditional off-licence offer with Bargain Booze but also, if you've got a 3,000sq ft store, we've got Bargain Booze Select Convenience. This choice allows retailers to have the right store for their demographic and the size unit they're operating in.

AJ We also offer a point of difference. If you look at some of the big symbol group fascias, they're all much of a muchness. We're an off licence-

led convenience operator and this helps new franchisees stand out. The fact that our beers, wines and spirits range is on average 10% to 12% cheaper than the big four multiples should make us highly attractive to new retailers. Added to this, we've recently been offering 24-hour refits to new joiners, so retailers don't need to shut their doors while they change.

RN With that off-licence background, how are you managing to move into the convenience sector?

KB We've now got more grocery and impulse lines than alcohol. So, while we are an absolute authority on alcohol, the development of our grocery offering in the past 18 months has been huge. Even in the last few months we've added 500 products to our range and we now have a food-to-go offer.



“

The growth of our grocery offering in the past 18 months has been huge

RN There is a lot of talk about reducing binge drinking and with the government considering minimum unit pricing, is the Bargain Booze brand at risk of becoming a liability?

KB I don't see any risk of that. People understand that discount retailing is here to stay. Aldi, Lidl, Wilkinson and Greggs have all made consumers far savvier. Our brand lends itself more to this trend than some of the more negative stories you might read. We are a very responsible company which never promotes high-strength lager and have actually shrunk our range of those products over the past 18 months or so. Our message is that we want people to reappraise the brand.

RN Do you have evidence that this reappraisal is happening?

KB The fact that we've grown wine sales 10% in 18 months is a sign more customers are shopping with us more broadly than in the past.

RN What benefits will the proposed acquisition of Matthew Clark have on your retail base?

KB We've just created a major drinks wholesaler with a combined turnover of £1.1bn. That will give us more scale and access to more exclusive products for our retailers. Our relationships with suppliers can only get stronger after this deal.

** Company CV **

Company Conviviality
Chief operating officer Amanda Jones

Commercial director Kenton Burchill

Profile Owner of retail brands including Bargain Booze and Wine Rack, the company has moved further into convenience in recent years with the launch of the Bargain Booze Select Convenience Brand.

Latest activity As part of its From Who to Wow campaign, Conviviality has been refitting stores in just 24 hours to ensure businesses coming aboard need not shut their doors to do so.

**

**

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Peter Saleem, Premier,
Blyth.



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IAA TOP 100

The stars of UK convenience retail

Each September, the Independent Achievers Academy selects the Top 100 local news and convenience stores in the UK.

These independently-run stores are judged to consistently deliver best practice across 12 key retail categories from the quality of their layout and the tailoring of their range to local shoppers and good

availability to the magic of the welcome they give customers.

"Being in the Top 100 is brilliant. It gives me the motivation to continue improving and to aim even higher next year," says Umesh Bathia, of Premier More for Less in Farnham.

The Top 100 stores were selected following a rigorous evaluation process, including an independent

mystery shopper assessment.

"Standards this year have been higher than ever and our assessors found it very difficult to agree this list of great shops," says Newtrade managing director Nick Shanagher.

"The great thing about the map of the Top 100 is that brilliance is located all around the country and it is easy for you to visit the shops, talk to the owners and find out for

yourself what the future stars of retail look like."

The next step in this year's IAA is the selection of the finalists, which will be announced at the Local Shop Summit at Lord's Cricket Ground in London on 14 October.

If you would like a chance to take part, please call Stella Emseis on 020 7689 3351 or email events@newtrade.co.uk.

Almondsbury Community Shop	Almondsbury	Londis Ferme Park Road	Stroud Green, London	Premier Scotfresh	Armadale
Arcade News	Ammanford	Londis Isle of Sheppey	Minster on Sea	Premier Singh's	Sheffield
Bargain Booze	Basildon	Londis Sunninghill	Ascot	Premier SNA Supermarket	Midanbury
Bargain Booze	Plymouth	Londis Westham Road	Weymouth	Premier Supersave Mini Market	Burnley
Best-one Byram Park Stores	Knottingley	Mace Convenience Store & Post Office 	Andover	Premier Tara's News 	High Wycombe
Best-one Sunbury	Sunbury-on-Thames	Mace Whissendine	Oakham	Premier Townhill Stores 	Cockett
Best-one Woodingdean	Brighton	Mayhew Newsagents	Belgrave, London	Premier Upholland Village Store	Upholland
Biltong Direct	Chelmsford	Nisa Local Dunstable Road	Toddington	Premier Wharfedale	Hull
Blean Village Londis 	Canterbury	Nisa Local Market Street	Whitworth	Premier Woodcross Convenience Store	Coseley
Broadfield Newsagents & Post Office 	Crawley	Nisa Local Victory Avenue	Whittlesey	Sean's News	Upton-Upon-Severn
Budgens of Broadstairs	Broadstairs	Nisa Malcolm's Stores	Coventry	Select & Save Belgrave Stores	Coventry
Costcutter Swanage 	Swanage	Nisa Malcolm's Stores Retail	Coventry	Sherston Sub Post Office & Stores 	Sherston
Day-Today Ashiqs	Prestonpans	One Stop Main Street	Etwall	Shingadia's Londis Southwater & Post Office 	Horsham
Eskbank Post Office 	Dalkeith	One Stop The Prior Way	Borrowash	Simply Fresh Alcester	Alcester
Eurospar Pwllheli	Pwllheli	One Stop Working With Royals	Leamington Spa	Simply Fresh Faversham	Faversham
Family Shopper Blantyre	Blantyre	Pike's Newsagents	Porthmadog	Simply Local Newton-Le-Willows	Newton-Le-Willows
Family Shopper Collingwood Road 	Wolverhampton	Poole's SuperValu Dromore	Dromore	Spar BP Calver Service Station 	Hope Valley
Family Shopper Draycott	Draycott	Poole's Supervalu Moira 	Moira	Spar BP Parkfoot Garage	West Malling
Family Shopper Little Hulton	Little Hulton	Premier Arbroath Party Time	Arbroath	Spar Browndeg Road	Preston
Gill News 	Ashington	Premier Broadway Convenience Store	Edinburgh	Spar Kings Stores	Clarborough
Ginger & Dobbs	Shoreham-by-Sea	Premier Carnellis Stores	St Ives	Spar Minster Lovell	Witney
Gothenburg Convenience Store	Bathgate	Premier Castle Stores	Pembroke	Spar Pwllheli	Pwllheli
Gravelles Budgens 	Cambridge	Premier Churchills Convenience Store	Glasgow	Spar Strathdon 	Strathdon
Howells Newsagents	Porth	Premier Eldred Drive Stores	Orpington	Stratford Post Office 	Stratford
Jay's Budgens of Crofton Park	Brockley, London	Premier Express Handley's News & Convenience	Sandiway	Sukhi's Simply Fresh 	Kenilworth
Jay's Costcutter	Manchester	Premier Express Wilson's Convenience Store 	Sunderland	Taylor-Green Spar 	Lindford
JR Green News Shop 	Sawtry	Premier Fountain Shop & Bakery	Merthyr Tydfil	The Market Square Food & Wine Company	East Grinstead
Lambs Larder	Bells Yew Green	Premier Gibson's News, Food & Wine	Preston	Today's C J Stores	Stokenchurch
Lifestyle Express Beechwood Convenience	Middlesbrough	Premier Jan Stores 	Cranhill	Today's Extra Donaghmore	Donaghmore
Lifestyle Express Belle Vue Convenience Store	Middlesbrough	Premier Jules Convenience Store	Telford	Today's Extra Gloucester Avenue 	Northampton
Lifestyle Express Kinraig Stores 	Kingussie	Premier More For Less	Farnham	Top Shop News	Preston
Lifestyle Express Southwick Superstore	Southwick	Premier Mo's Convenience Store	Blantyre	Wharf Convenience Store	Stroud
Londis Church Road	Manor Park, London	Premier Neyland Supermarket	Neyland	Wimborne Mace	Wimborne
		Premier Poplar Stores	Huddersfield	Woosnam & Davies News	Llanidloes

MEET THE 2015 UK & IRELAND TOP 100 INDEPENDENT RETAILERS



Across the UK, great shops are putting in the hard work needed to consistently deliver brilliant local retailing.

Our TOP 100 list recognises these independents and shares their stories, helping convenience businesses around the nation to further develop, to compete to serve their communities and to continue improving standards across the channel.



“The IAA encourages constant progression, higher standards and sharing best practice between like-minded retailers throughout the year. Learning from other IAA retailers has given us great results.”

ADAM HOGWOOD, BUDGENS OF BROADSTAIRS

Learn more about this year's **TOP 100** & access the free tools you need to take your store to the next level at betterRetailing.com/IAA

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Why delay the radical overhaul?

Publishers and distributors need to look beyond the elephant in the room – the potential loss of revenue from carriage charges – and put their weight behind re-shaping the distribution system to improve it for all involved

Whenever carriage charges are in the news I am reminded of an incident at a newstrade event years ago when the then managing director of one of the major wholesalers rubbished my claim that terms cuts by publishers led to increases in carriage charges, creating a double whammy for most retailers.

"You're talking nonsense," he snarled, but as most of the other people in the room probably realised, I wasn't.

I was also critical of the format of the templates introduced by the wholesalers in 2002, which Smiths News still uses, on the grounds that it would almost certainly mean that carriage charges would absorb an ever-increasing proportion of the publishers' retail margins. I was right about that, too.

Back in 2002, a retailer with a £250 weekly newsbill would pay around 29% of the publishers' margins in carriage charges. Today, the charges on a newsbill of similar value take around 46%. In five years' time, if a £250 newsbill shrinks by 4% a year, and carriage charges go up by 2% a year, around 63% of the retail margin will go.

The system is unsustainable. Although the widespread exit of small retailers from the news market predicted by some commentators, me included, has not yet occurred, the high level of carriage charges, coupled with declining service levels, has been one of the main contributors to the growing indifference within the retail trade to the news categories.

News UK and Frontline, among others, are making commendable efforts to counteract this trend, but I fear their investment and commitment will be wasted if the



news industry as a whole doesn't come up with an alternative to the existing wholesale distribution model.

I don't expect the publishers to pay for deliveries to over 50,000 retailers, and believe the idea of incorporating delivery charges in cover prices is unworkable.

But forcing news retailers to pay around £6 a day on average just for delivery of their newspaper and magazine supplies – often with damaged copies, sometimes late – looks more and more like an abuse of market power. The wholesalers even claim their carriage charges do not cover all their delivery costs, but I doubt if anybody believes them.

Whether their claims are true or not, their system for delivering to retailers now looks seriously inefficient. Average distances between the wholesalers' depots

and their retailers continue to increase, yet most outlets are in the same place as they were 20 years ago.

The big difference is that the majority of drops are only about half the size they were then. Does it make sense for the wholesalers to continue making individual deliveries to all of them, particularly in areas where there may be a dozen or more customers within a short distance of each other? In such areas, wouldn't it be more efficient to have a single drop-off point – an HND agent's shop or warehouse, for example – where retailers could collect their supplies?

Changes such as these could have significant implications for wholesalers' carriage charge revenues, and this has become the elephant in the room for the publishers and distributors. But they shouldn't let their reluctance to intervene over carriage charges deter them from putting their weight behind a re-shaping of the distribution system to make it not only more profitable for retailers, but also leaner, fitter and more responsive to their own requirements.

The offer of a token reduction in charges or a short-term freeze will only delay the radical overhaul of a system that is no longer fit for purpose.

How carriage charges impact on news profits

Newsbill	Publishers' retail margin	Carriage charge	Carriage charge as % of retail margin
£250	£74	£34.60	46.80%
£500	£148	£39.25	26.50%
£1,000	£296	£48.10	16.25%
£1,500	£444	£51.18	11.50%

Figures based on Smiths News 2014 scale of charges, with newsbill apportioned 67% newspapers, 33% magazines

Neville Rhodes is a former retailer and freelance journalist

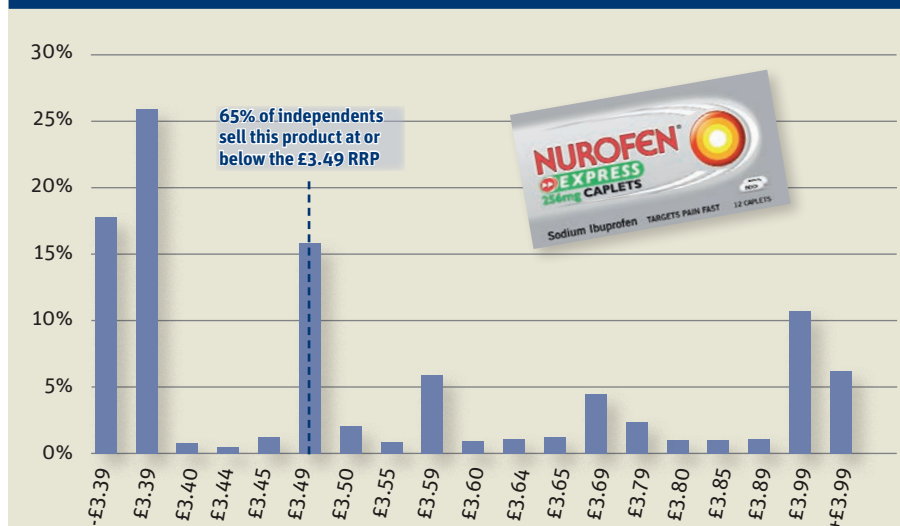
PRICEWATCH

OTC MEDICINES

OTC MEDICINES PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Nurofen Tablets 12s	£2.49	£2.39	£2.39	–	£2.63 (16s)	£2.30	–
Calpol Sugar Free Suspension Liquid 100ml	£3.67	£3.59	£3.59	£3.99 (£2.93)	£2.69	£3.49	£3.66
Nurofen Express Caplets 12s	£3.56	£3.49	£3.39	–	–	£3.59	–
Imodium Capsules 6s	£3.53	£3.29	£3.39	–	£3.13	£4.49	£3.39
Rennie Peppermint 12s	£1.94	£1.85	£1.85	£2.99 (£2.19)	£1.98	£1.99	–
Gaviscon Aniseed Liquid 150ml	£4.17	£4.09	£4.29	£5.00 (£3.67)	£4.75	£4.29	£4.25
Calpol Six Plus Bottle 80ml	£3.68	£3.59	£3.59	£3.99 (£2.93)	£2.69	£3.49	–
Pro Plus Tablets 24s	£2.58	£2.40	£2.40	–	–	£2.69	£2.70
Gaviscon Peppermint Tablets 8s	£1.89	£1.65	£3.19 (Strawberry)	£4.59 (£3.37)	– (Offer)	£3.60 (£3.25)	£3.25 (Strawberry)
Lemsip Cold & Flu Original Hot Lemon Powders 5s	£2.65	£2.49	–	£3.99 (£2.95)	– (Offer)	£2.99	£4.25
Rennie Peppermint 24s	£2.29	£2.19	–	–	£2.00	–	£2.65
Happy Shopper Ibuprofen Tablets 16s	87p	75p	99p	–	–	–	–

NUROFEN EXPRESS CAPLETS 12s Price distribution %



Pricing strategies

RETAILER

1



NAME SURESH PATEL

STORE Premier Upholland

LOCATION Skelmersdale, Lancashire

SIZE 1,000sq ft

TYPE village

We stick to Booker's RRP's for the majority of our products, but we price higher where we know we can. We do this mainly on cold and flu lines, which customers will buy when the nearby chemist is closed. The busiest time for OTC medicines is around October, when cold and flu breaks out and all of a sudden everyone is sniffing. Paracetamol and ibuprofen are our bestsellers, as they're products customers know and trust. We put all OTC medicines behind the counter.

RETAILER

2



NAME MICHAEL MCDERMOTT

STORE Londis

LOCATION Clonmel, Co Tipperary

SIZE 4,000sq ft

TYPE just off high street

The sale of OTC medicines is strictly regulated here and we're not allowed to sell anything containing ibuprofen. We can sell Anadin, paracetamol and Panadol, but this is limited to two packets per customer. Panadol Extra is our bestseller. We merchandise all OTC medicines right next to our counters as this gives customers the freedom to browse and select exactly what they want. This section tends to do far better during winter.

📞 **Nadia Alexandrou**
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RETAILER**3****NAME STEVE CUTHBERT****STORE** Spar**LOCATION** Nantwich, Cheshire and Smallthorne, Staffordshire**SIZE** 2,500sq ft**TYPE** neighbourhood

We stick to Blakemore's RRP's and put on whichever promotions they run, as well as some of our own. If we feel like something isn't selling or the price is not quite right for our customers, we have the freedom to adjust our prices. We merchandise OTC medicines behind the counter on a metre-long display spread over five shelves. I prefer to keep them out of the direct reach of customers to take away any temptation to steal. Margins vary considerably between products. For example, Gaviscon selling at £4.75 gives us a 32% profit, whereas Calprofen 100ml gives us 23%.

**RETAILER****4****NAME LINDA SHEPPARD****STORE** Rampton Service Station**LOCATION** Rampton, Nottinghamshire**SIZE** 500sq ft**TYPE** village

I use the RRP's set by Today's cash and carry chain Dee Bee. Where possible, I'll shift my prices slightly above RRP so I can benefit from the fact that most customers who buy OTC medicines are in a hurry and want a quick fix. Calpol is our bestseller, then Lemsip Max. Our OTC medicines sales are consistent all year round – there's always something going round. We merchandise our whole range behind the counter, as this is a category where people are more likely to be tempted to shoplift.

**RETAILER****5****NAME YOGI TATLA****STORE** Crown Wood Londis**LOCATION** Bracknell, Berkshire**SIZE** 1,500sq ft**TYPE** secondary road

We put around 5p on top of the RRP's set by Londis on most products, including OTC medicines. However, we also take into account the prices set by our competition and how fast the products sell, and aim to get margins ranging between 20-30%, which is quite easy to achieve in this category because medicines are typically an emergency purchase. Londis' own brand paracetamol is by far our bestseller, mainly because our customers see it as good value for money. We put all OTC medicines behind the counter, with the whole range stretched over four shelves in a one metre-wide display.



 **INDEPENDENT**
Achievers Academy

JTI

ACADEMY IN ACTION

Follow up



Responsible Retailing

JTI's Melanie Mills visited Hitesh Patel's store in Hertford in May to discuss responsible retailing. We catch up with Hitesh to see how it went.



Hitesh's action plan

- Make full use of manufacturers' trade websites to keep on top of legal requirements
- Work with local schools and the community to raise your profile as a responsible retailer
- Regularly talk to staff members about the importance of being a safe place to work and shop in

Hitesh says

"I've been consulting JTI's Advance website to update myself on tobacco legislation, particularly with the upcoming law on plain packaging. I pass any updates or tips onto my staff because it's important for them to feel confident about what's going on, and to be fully aware of their responsibilities, especially when asking for ID. I didn't manage to contact many community groups during the summer holidays to show I'm taking the lead in dealing with underage sales, but I'm planning on getting in touch now they're over."



Your action plan

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

RUGBY WORLD CUP

With England's festival of scrums, tackles and tries starting today, RN's Steven Lambert and Tom Gockelen-Kozlowski run you through all the essential information you need to know

Make sure it's a cup of plenty



Get your sales leaping over the next six weeks

KEY FACTS

COUNTRIES INVOLVED

Namibia, Tonga, Fiji, France, Australia, New Zealand, Ireland, England, Scotland, Wales, Georgia, Italy, South African, USA, Canada, Argentina, Uruguay, Samoa, Japan, Romania

WHERE IT'S HAPPENING

Newcastle St James' Park
Capacity 52,409

Manchester Etihad Stadium
Capacity 47,800

Birmingham Villa Park
Capacity 42,785

Gloucester Kingsholm Stadium
Capacity 16,115

Cardiff Millennium Stadium
Capacity 74,154

Exeter Sandy Park
Capacity 12,300

Leeds Elland Road
Capacity 37,914

Leicester King Power Stadium
Capacity 32,312

Milton Keynes Stadium mk
Capacity 30,717

London Twickenham Stadium
Capacity 81,605

Wembley Stadium
Capacity 90,256

Olympic Stadium
Capacity 54,000

Brighton Brighton Community Stadium
Capacity 30,750

KEY DATES

First game 18 September

Final 31 October

Ones to watch

26 September – England v Wales (group A)

3 October – South Africa v Scotland (group B)

20 September – New Zealand v Argentina (group C)

11 October – France v Ireland (group D)



There will be a core of rugby fans who will definitely be watching, as well as general sports fans



Supplier viewpoint

Craig Clarkson

Category and trade marketing director, Heineken



RN How big will the Rugby World Cup be for independent retailers in terms of sales opportunities?

CRAIG CLARKSON I genuinely believe that the Rugby World Cup will be as big as retailers make it. I don't think it will be like the football World Cup, where absolutely everyone will be looking out for it, so retailers will have to work harder to gain extra sales.

There will be a core of rugby fans who will definitely be watching, as well as general sports fans. If we can get retailers to let these sports fans know what days the games are on, what time they take place, and have decent offers where people can pick up their beer and snacks, it will be a big incremental sales opportunity.

RN What is Heineken doing to specifically support independent retailers during the tournament?

CC We've launched a number of initiatives. We have brought the Webb Ellis trophy to several businesses, including convenience stores, where customers have been able to take pictures with the cup and take part in games, which has generated a lot of interest around the tournament.

We also have a wide range of

rugby-themed point-of-sale material available to retailers, which ties in with our 'Coin Toss' and 'Golden Bottle' on-pack promotions giving away prizes on Heineken packs. And for stores involved with our Star Retailer scheme, we have provided rugby scarves to give away to shoppers when they buy a four-pack.

RN How will you keep retailers and shoppers engaged during the tournament?

CC We have taken a multichannel approach to this, and we'll be working closely with wholesalers and cash and carries to set up World Cup 'stadiums' in depots, where retailers will be reminded when games are taking place. We'll also have reminders of when matches are on, when retailers should make online orders to ensure they stay stocked up and don't miss out on incremental sales.

We're also identifying convenience stores located near to stadiums where matches are taking place, and we will launch Heineken 'fan zones' close to these stores to drive extra business for retailers.

RN What tips would you give to retailers to maximise sales around the Rugby World Cup?

CC Make sure you know when games are taking place and keep well stocked up on alcohol and snacks. Our research shows that 92% of rugby fans will be watching the matches from home and 47% of these will be consuming beer, so making sure you have great availability on beer and keeping a number of products chilled will be key to driving sales.

RUGBY-LOVING BRANDS



Guinness

Two filmed profiles of former Wales player **Gareth Thomas** and South Africa winger **Ashwin Willemse** form the centre piece of **Diageo's** rugby celebrations. This will be accompanied by the brand's 'biggest physical availability drive' within stores nationwide and a promotion to giveaway 300,000 glassware **Guinness** packs.

Mattessons

The **Kerry Foods**

brand's new rugby-inspired packaging has been designed to "disrupt" shoppers and bring the excitement of the tournament. The new limited edition flavour, aptly named **Scrum'my Chargrilled Chicken**, will be available in two-pack formats, a single 60g pack (RRP: £1.29) and a multipack of three 25g packs (RRP: £1.49).



Richmond

Kerry Food's second Rugby-inspired activity comes from its sausage brand which brings three limited edition packs to market including **Scrum Cumberland**, **Line-Out Lincolnshire**, and **Penalty Pork & Leek**.



Heineken

The beer and cider supplier



launched its Rugby World Cup 2015 campaign at London's Somerset House with bands such as **Everything Everything** and former rugby players such as **Jonah Lomu**,

Will Carling, **John Smit**, **Matt Dawson** and **Scott Quinnell** all present.

Coca-Cola

After the brand's '**Win A Ball**' activity over the summer, **Coca-Cola's** ball exchange event by the Thames saw a giveaway of hundreds of rugby balls. The company is trying to get Britons to convert their favourite sport to rugby leading up to the World Cup.



Glaceau Smartwater

Coca-Cola is again using the conversion theme for its main water brand and will be telling consumers to 'try' the product (notice the rugby pun?) during the six-week tournament ●



RETAILER PROFILE

THIS WEEK IN
MAGAZINES
Pages
49-52



Changing booms for Vip

Customer feedback heralded a change for Derby retailer Vip Measuria. And, after becoming One Stop's 100th franchisee, he says the sky's the limit.
Steven Lambert reports

With a successful and award-winning convenience store under his belt and a positive relationship with his symbol group operator, many would question why Vip Measuria would ever want to change a winning formula.

But the Derbyshire-based retailer said results from a customer survey were enough to convince him that he needed to take his Prior Way business in Borrowwash in a different direction.

He says: "Two instances stand out for me. We had a grandmother who had come into the store wanting a meal for herself but couldn't decide what to buy. When we asked what she was looking for, she asked if we stocked anything a bit more upmarket like Thai green curry, which we couldn't provide her with.

"Then we had another customer who was browsing the freezers and, when we asked him the same question, he told us our range could be a lot better.

"People were driving out of town to do their shopping because their tastes were changing. We needed to change with them."

With this in mind, Vip felt the right course of action was to find a group that could better suit these new trends. This led him to sign up to One Stop, becoming the 100th retailer to convert his business to the franchise model.

"We weren't told that we were the 100th store until very late, so it was a nice surprise when we reopened in August.

"We had a big open day giving shoppers the chance to meet Derby County's football mascot Rammie, along with face painting, and we helped to raise money for the Derby County Community Trust."

Vip says the changes are having an almost immediate effect, with overall sales up by around 10% and average basket spend growing from £4 to £5 in just under a month.

"Our sales on essentials such as milk and bread are also up by around 30% because we're able to offer them at £1, whereas before I'd have something like a loaf of Warburtons at £1.45."

Addressing his customers' feedback, Vip says his chilled and frozen offering has also improved, which has been well received by families and residents living in the nearby estate.

"We now have a good selection of ready meals as well as chilled desserts such as chocolate eclairs and strawberry tarts, which we've never had before, and we're able to offer these within a three-for-£6 meal deal.

"We've also extended our frozen range and have added an extra freezer. We're just about to put on a frozen meal deal that includes a main, a side dish, dessert and a drink all for £5, which is unheard of when it comes to offers on frozen products."



Invest in your business early on. When I wanted to refit my store after just a few years, business experts told me to do it later. But I pressed ahead and it paid off

VIP MEASURIA



Vip and Jo Measuria (below) say they are meeting shopper needs better since joining One Stop



“We’re just about to put on a frozen meal deal that includes a main, a side dish, dessert and a drink all for £5, which is unheard of when it comes to offers on frozen products”

While Vip must now adhere to 95% product compliance under One Stop, he says the group has been flexible in letting him maintain popular locally-sourced products.

“We’re still selling bread supplied by Hunts Bakery in Nottingham and we have a one metre bay dedicated to pet products from a company called Ho-Jay, who are also in Nottingham,” he says.

“One Stop is helping us add new lines that we had never even considered before. For instance, we have never had Nespresso coffee refills in before, but now they’re a regular seller.”

While it is still “early doors”, Vip says the change in customer attitudes about his business since the switch has been “amazing” and predicts more sales success on the horizon.

“People are telling me they can now find more of the things they’re looking for and don’t need to drive to Co-op or Asda.

“One Stop have also been really helpful in training our staff to use their system, and doing regular stock and gap-checks using the automated ordering system has helped us become more disciplined.

“It’s been the start of a fantastic relationship and long may it continue.” ●

VISIT MY SHOP

One Stop

71 Priorway
Avenue,
Borrowash,
Derby
DE72 3HX



Want to see more of Vip’s store?
Go to betterretailing.com/vip-measuria

THE BEST MONEY MAKING IDEAS FOR CHRISTMAS

In association with
FERRERO

DRIVE GOLDEN SALES THIS CHRISTMAS WITH IN-STORE DISPLAYS



Christmas is a vitally important season and by exploring new ways to merchandise products, retailers will see stronger sales before and during this key period



FERRERO FREE-STANDING UNIT Use bespoke PoS to create in-store theatre and draw attention to impulse products at tills.



FERRERO HOOKOVER UNIT With secondary sites, ensure bestsellers are featured – 85% of confectionery sales come from core ranges.

Q&A

What Christmas activity from Ferrero should RN readers be most excited about?

To ensure Ferrero Rocher, Ferrero Collection and Raffaello are unmissable in the lead up to Christmas, we're launching three multi-platform campaigns for them.

What size opportunity will this offer?

As a result of advertising last year, Ferrero Rocher, Ferrero Collection and Raffaello all experienced significant growth, of 2%, 24% and 17% respectively.

How can retailers take advantage of it?

Stock the right range and merchandise it as effectively as possible – by dual siting with wine or magazines or by using our gold standard PoS by the till.

What one tip do you have for sales growth at Christmas?

PoS throughout the store is proven to deliver sales uplifts of up to 190%. Use Ferrero shelf strips, hookover units and 'hot gold' displays near the till. Ensure shelves are kept full and well organised.

Retailer viewpoint

Bina Mistry

Mick & Jenny's Store,
Sheffield



Last year I won a £3,000 store makeover from Ferrero to help me drive seasonal confectionery sales. I won it by registering for a free PoS kit then building a display of Easter confectionery. I made full use of my stock and the PoS I was given and achieved a 40% uplift in confectionery sales during Easter as a result. ●

Want more advice? Please visit the Ferrero trade website, www.ferrero-trade.co.uk, where you can also order your free PoS.

THE BEST MONEY MAKING IDEAS FOR CHRISTMAS

In association with



DRIVE EXTRA SALES WITH THE BEST-SELLING CHRISTMAS BISCUITS



Shoppers plan Christmas shopping early and retailers can cash in by stocking the best-selling lines and building highly visible displays



CHRISTMAS TREATS Encourage impulse sales with great displays of best-selling brands – customers will spend more at Christmas



EXTEND THE SEASON Seasonal sales don't stop at Christmas. Keep stocked up with treats for New Year's Eve parties too

Q&A

What Christmas activity from UB should RN readers be most excited about?

Our range this year includes new brands such as McVitie's Victoria Sapphire and bestsellers such as McVitie's Victoria, McVitie's Family Circle, Jacob's Biscuits for Cheese, McVitie's Jaffa Cakes Pole and Jacob's Twiglets Antlers.

What size opportunity does this offer?

Retailers have a huge opportunity at Christmas to benefit from incremental biscuit sales because shoppers are more impulsive, want to buy sharing gifts and are willing to spend more.

How can retailers take advantage of this?

Make seasonal biscuits unmissable with eye-catching displays, stock up on popular products, run cross-category deals and theme displays with PoS or decorations. Also, stock novelty products and cash in on the countdown to Christmas with early-bird offers.

How else can retailers grow Christmas sales?

Keep displays fully stocked at all times. Empty shelves result in customers going elsewhere.

Retailer viewpoint

Sandeep Bains

Simply Fresh,
Faversham, Kent



Christmas is a key time to sell larger biscuit assortments like family biscuits and cracker selections for incremental sales. I like to go all out on Christmas, stock up well and offer strong promotions to remain competitive. I use promotional stacks around the store, attractive PoS and keep my stock levels up until after Christmas so I can cater for New Year parties too. ●

Want more advice?

Visit www.betterbiscuits.com, email betterbiscuits@unitedbiscuits.com or phone us on 0208 234 5010 to find out how to grow sales

CHRISTMAS GUIDE

PART
1
CONFECTIONERY



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

Let's get the party started

Pratish Kataria

North Leverton Village Stores, North Leverton, Nottinghamshire

Stock multipack gifts for children

These boxes which contain kids' favourites such as Curly Wurly, Fudge and Chomp bars are popular with parents looking for Christmas gifts or treats for their children.



Have at least one premium seasonal brand Positioning a premium brand such as Thorntons, which has a wide range of seasonal products, above our standard chocolate encourages customers to trade up, treat themselves and to buy them as gifts once December arrives.

Use promotions and price-marking to shift novelty sweets early

I usually have a multibuy deal such as five or six novelty bars for £2, to encourage early impulse purchases and to start signalling my Christmas range to customers for later in the season.

Multipack gifts make a popular treat



The positioning of premium brands encourages customers to trade up

MEET THE PANEL

Each of these seven retailers know how to take advantage of the opportunities that the run up to Christmas brings. Every week they'll give you three great tips you can use to boost seasonal sales in your store



Pratish Kataria

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

David Charman



A forecourt owner like no other, his regulars can get freshly butchered meat with their petrol.



Paul Sohal

Runs a convenience store that's got a great news and magazines range, and uses every inch of his store efficiently at this time of year.

Jazz Goraya



Heir to father Harry's retail legacy, this is a young retailer who has lived and breathed retail since birth.



Adam Hogwood

This Budgens retailer knows his customers demand the best at Christmas and doesn't deliver anything less.

Sophie Towers



Having only been in the trade for a few years, she's already an award winner and has just joined symbol group Spar.



Nimish Ashar

Toys, cards and confectionery – by offering what his customers want, his is a range that's perfectly adapted for Christmas.



Galaxy®

Gift for You

Stock
up early

- GALAXY® White chocolate is only available at Christmas!
- GALAXY® is the **No.1** Mars Chocolate UK brand*
- GALAXY® will be supported by heavy investment in 2015 with 44 weeks on air!



CHRISTMAS GUIDE



David Charman

Spar Parkfoot Garages Ltd,
Kent



Collaborate directly with manufacturers This is a good way of getting something that no one else has. For the past few years I've worked with Ferrero. They will give me special display units for seasonal products including their new oversized Grand Rocher.

Don't get sucked into supermarket price wars If you can't compete with their promotions, focus on products your local supermarket doesn't offer. We've stopped stocking chocolate tins because the margin we now get from them has dropped to below 5%.

Be theatrical Bringing the Christmas spirit into your store creates a festive atmosphere and encourages customers to make their purchases with you. Again, Ferrero has helped out, providing giant Rocher pyramid units which brought our confectionery display to life.

Paul Sohal

Nisa Local, Crich,
Derbyshire



Take advantage of your wholesaler's terms We get rewarded with discounts on display units for confectionery brands for ordering from our wholesaler's pre-sell catalogue. We also get extended credit, which means we often don't end up paying for our order until we've actually sold it.

Condense standard ranges to make space for novelty products

You can't have room for everything so we remove the double facings of our standard range of selection boxes on the top shelf to make space for limited edition Christmas products.

Display novelty confectionery in several places throughout the store

Spreading out Christmas confectionery encourages customers to go round the whole store, making it more likely that they will pick something else up. We have a Christmas bay at the front of the store full of seasonal items to attract passers-by too.



A great display can add theatre to your store



Anything that features film characters gets bought up very fast

Jazz Goraya

Nisa Local, North
Fleet, Kent



Stock tins that customers can reuse

Any seasonal product with a tin or basket that customers can reuse proves particularly popular – one year we had a Big Ben-shaped box of After Eights which became one of our bestsellers over Christmas.

Offer and highlight items exclusive to your store

Every year Nisa bring out three to five items exclusive to Nisa retailers, and this year this will include a bus-shaped tin filled with a continental biscuit assortment which we will highlight in-store with PoS material.

Position similar lines together

If we sell at least six different varieties of the same product, we'll block them together and put them by similarly large ranges so customers can see how much choice we're offering during the festive period.

Adam Hogwood

Budgens of Broadstairs,
Broadstairs, Kent



Offer a clear range with simple promotions

We've kept things really simple this year to avoid confusing customers with all the different deals suppliers put on. We've put the most popular lines on a two for £1 deal, and cut out the rest.

Christmas starts at the same time as Halloween I've already started putting out a few novelty impulse

items for Christmas, at the same time as my Halloween range. I've been told that people will buy these products early to enable them to spread the cost of Christmas.

Write out a shop plan for staff to follow

I've had enough experience now to draw up a plan which tells staff exactly how I need them to lay out our Christmas displays. This frees me up to spend more time on other areas of preparation.

Sophie Towers

Spar Hillingdon
Convenience Store,
Burnley, Lancashire



Price advent calendars at £1 These are very popular with children, especially as most of them come to my shop with about a £1 to spend. Around Christmas, advent calendars are the most likely thing they'll buy on impulse.

Stock any confectionery featuring recent children's films

Based on my experience with previous films such as Frozen and Minions, anything that features film characters gets bought up incredibly fast. This year, for example, I'm ordering Inside Out advent calendars.

Put eye-catching but affordable products by the till

This is a particularly effective and easy way to get people to buy on impulse, which is why this is one of the first places I will put Christmas confectionery when I get my stock out after Halloween. >>>



Make their Christmas special with great displays and exciting ranges

EXCLUSIVE TO HANCOCKS

Kingsway 'Let it Snow' Christmas Range



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

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



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



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18 x £1.00 Netts to
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CHRISTMAS GUIDE

PART
1
CONFECTIONERY

The specialist

Nimish Ashar

Newsmarket, Rainham, Kent



It's just a few weeks since Nimish launched his Christmas toy catalogue and already he has well over £1,500 of presents ordered. Along with his specialist confectionery range, it's the points of difference that Nimish has cultivated for his store that help him to compete locally.

"We've got a Tesco store 20ft from our front door, an Iceland next door and a Wilkinsons round the corner," Nimish says. "They all sell the major brands' selection boxes at a discount so it's important to offer something a bit different."

His relationships with wholesalers are vital for cultivating his range. Recently, a branch of confectionery-specialist wholesaler Hancocks arrived nearby, which has made it easier for him to experiment with his range and spend time looking for that 'something different'.

Nimish also uses local wholesaler ES Shaw & Sons and this year he's stocking boxes of Turkish Delight from them which sell for anywhere from £5 to £8 and offer a margin of above 35%.

The secret to Nimish's success in this category is that, where possible, he always brings new products in on sale or return, so the risk of stocking a product disappears. "A supplier or wholesaler who really believes in their product should have no problem in offering sale or return," he says.

Create your own confectionery hamper Last year I offered hampers with customers' favourite sweets inside, priced at £9.99. This year I'm giving customers the chance to personalise their own hampers and put in their favourite sweets, which they can give as gifts.

Bring customers' childhood memories flooding back People get nostalgic at Christmas, which is why I make sure I've got a great range of Parma Violets, Love Hearts, Refresher bars, Ginger Snaps, sugared almonds and authentic Turkish Delight.

Highlight your strongest confectionery lines with creative PoS I put most of my hampers and popular traditional sweets by the window, and design my own PoS or mix and match other units I've collected from previous years to create unique displays. ●



A supplier or wholesaler who really believes in their product should have no problem in offering sale or return

Sale or return allows retailers to expand their ranges without risks



PRODUCT NEWS

Mars' novelty miniatures rank among independents' seasonal bestsellers every Christmas and Easter, so this year the firm has extended this range with the launch of **Maltesers Merryteaser Mini Reindeers** sharing bags and gift cards (RRP £1.29 and £3). Returning best-sellers include **Galaxy Gift For You White**.

Mondelez has also produced new novelty products, including **Cadbury Dairy Milk Oreo** and **Snow Bites** baubles (RRP £4.99), and **Mini Hollow Santas** (£2.99). The firm has also chosen to extend its range of gift packs, with **Freddo Faves** and **Marvellous Creations** (both RRP £3.99) joining this year's line-up.

Ferrero's Christmas launches come in a range of sizes, and to cash in on the popularity of novelty, sharing and premium products in independent stores, it recommends retailers to stock its **Kinder Surprise Winter Pack** (RRP 86p), **Kinder Chocolate Happy sharing bag** (RRP £2) and super-sized **Ferrero Grand Rocher** (£8.99).

To help retailers benefit from consumers' willingness to trade up to larger pack sizes

at Christmas, **Storck** is adding a 250g pack to its **Toffifee** seasonal range. It joins existing 100g novelty packs and 400g large packs, and all three products feature a Christmas design and a craft game inside.

Hancocks' extensive Christmas range includes 28 new **King-sway Let it Snow** novelty products, including everything from giant coins and candy canes to stars and reindeers. Plus, to offer independents a point of difference and the chance to cash in on a current trend, it also includes **American**

Christmas confectionery and a 1kg **Lindt Santa**.



Cadbury



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**...with the No. 1
Christmas Confectionery
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*Source ACN Total Coverage Confectionery w/e 01.09.14 – 31.12.2014

COLLECTABLES



Panini enjoyed a record-breaking World Cup last year and has just launched its England 2016 collection

With the autumn term now under way, children everywhere are looking to swap and collect cards and stickers for their favourite sports, shows and films. Nicola Stewart looks at how you can take advantage

Play your cards right

Collectables come and go almost as swiftly as playground trends, and it's for this reason that they offer such incredible value to the independent sector.

Whether it's the latest in football, films or Frozen, collectable publishers can be counted on to be on top of the latest crazes, driving not only footfall, but customer loyalty, repeat purchases and impulse spend.

Magazine specialist Mark Ansell, of Liskeard News in Liskeard, Cornwall, says once children and parents know they can rely on a store to stock a collection, sales come rolling in.

"It definitely ties in loyalty," he says. "It seems a lot of parents use them as a rewards system for their children, so if they have been behaving well, they will come in and buy two packets of stickers for them, for example."

"You have to market them to parents as well as children, because ultimately, that is where the money is coming from."

Displaying both starter packs and stickers, cards and toys next to the till or behind the counter helps to keep collections fresh in customers' minds, he says.

Like many retailers, Mark has experienced frustration over securing

“

You have to market them to parents too – that's where the money's from

enough supply from wholesale. He now tries to order as much stock as possible early on.

"I am always thinking ahead and often order more stock than we need to make sure we don't run out," he says. "I also try to keep stock until it sells out, rather than returning it, especially if I know people are still collecting something."

For Mark, ensuring customers come to him by stocking the latest in collectables is a sure-fire way to keep tills ringing.

So this week, RN takes a look at the newest wave of products set to drive sales in this thriving category this autumn. »



COLLECTABLES



ENGLAND

OFFICIAL STICKER COLLECTION 2016

ON SALE NOW!

**STARTER
PACK
£2.99^{RRP}**

**STICKER
PACKET
50p^{RRP}**



[@OfficialPanini](#) [@England](#) [@FA](#) [#GOTGOTNEED](#)

ON SALE SEPTEMBER!



www.paninigroup.com

COLLECTABLES



Do you stock kids' favourite brands?

Topps

Match Attax trading cards continue to dominate the collectables sector, outselling all other collectables launched in 2015, and the 2015/16 series is tipped to be the biggest launch of the season. Topps is also benefiting from the huge popularity of Minions, with its licenced Minions trading cards and stickers, along with several Lego collections. Other major brands including Star Wars and Shopkins are helping to drive sales, supported by sampling activity and the annual Topps Festival, touring five locations across the UK and promoting collections by engaging directly with fans.

Coming soon

Scottish retailers can look forward to a new Scottish Premier League Match Attax collection this month, while the brand is also to be tied to the UEFA Champions League for the first time later this year. In October, Topps will launch its first UEFA sticker collection, while its Merlin Premier League stickers are set to return in December. It will also add two more instalments to its Star Wars portfolio, with Star Wars Force Attax and a Star Wars sticker collection launching on 18 December. Additionally, the WWE Slam Attax Then, Now, Forever trading card game will launch in October, ahead of the WWE Live Tour in November.

Top tip



Topps entertainment marketing manager Louise Ramplin says: "Product placement plays a key role in great sales, so always make sure starter packs and packets are visible. Parents buy packets as treats so stores should make the most of it and get to know their customers."



Match Attax 2015/16

On sale 24 September
Price starter £3.99, cards £1
Distributor Topps

Lego Ninjago

On sale now
Price starter £2.99, stickers 50p
Distributor Topps

Shopkins

On sale now
Price starter £2.99, stickers 50p
Distributor Topps

Journey To Star Wars: The Force Awakens

On sale now
Price starter £4.99, cards £1
Distributor Topps



Magiki Kittens

On sale 23 September
Price £2.50
Distributor Comag

Geckos & Co

On sale 23 September
Price £1.99
Distributor Comag

Panini

On the back of its record-breaking World Cup collection, Panini is continuing to invest strongly in football collectables. Its official England 2016 sticker collection went on sale this month, supported by significant marketing activity, including a TV campaign, as well as sample sticker albums sent out to 1,000 independent stores. Free-standing display units are also available and independents can contact Panini directly to order one. The publisher's latest entertainment brands include Frozen, Peppa Pig, Doc McStuffins and Descendants.

Coming soon

Panini has won FA rights to all England collectables and has plans for more trading card and Official Euro collections, as well as an international football trading card collection that will feature a number of teams and players from around the world, launching later this month. It also has more Disney Frozen launches on the cards and has hinted at a new licenced 3D figurine collectable, to arrive in stores in November.

Top tip



Panini head of circulation Rebecca Smith says: "Descendants is a huge new property from Disney, launched to fill the gap in the 'tween' market that has been missing since the days of High School Musical. It has a huge marketing campaign behind it and has already successfully launched in the US market on the Disney Channel."



De Agostini

A relative newcomer to the UK collectables market, De Agostini is building on the success of its Magiki Kittens collection with the launch of Magiki Kittens. It is also introducing its first '& Co' collection, an established brand in Europe, to UK newsstands, with the launch of Geckos & Co.

De Agostini has been quick to make a splash in the sector

England 2016

On sale now
Price starter £2.99, stickers 50p
Distributor Marketforce

My Sister My Hero

On sale now
Price starter £2.99, stickers 50p
Distributor Marketforce

Descendants

On sale now
Price starter £2.99, stickers 50p
Distributor Marketforce

Doc McStuffins

On sale 24 September
Price starter £2.99, stickers 50p

Magic Box

With the first three series selling millions of units in the UK, Zomlings is back for a fourth series. Zomlings was the most advertised toy on TV between January and March, and this investment will continue in September to support the latest launch.

Zomlings Series 4

On sale now
Price starter £2.99, toys 50p
Distributor Seymour

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ATTAX!**

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24TH
SEPTEMBER!**

topps MATCH ATTAX TRADING CARD GAME



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2015/16

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topps

FOR MORE INFORMATION ON THIS EXCITING NEW
LAUNCH, CONTACT: CIRCULATION@TOPPS.CO.UK

PREVIEW



Ben & Jerry's in a swirl

Ben & Jerry's is launching its Save Our Swirled ice cream next month as part of a campaign raising awareness of global climate change.

RRP £4.99

Outers 8

Contact 01293 648 000



Popcorn with kick

Empire Bespoke Foods has teamed up with the Tabasco Pepper sauce brand to launch two savoury popcorns in Sweet Chilli Cheese and Sweet Chilli BBQ flavours.

RRP £1.59

Outers not given

Contact 020 8537 4081



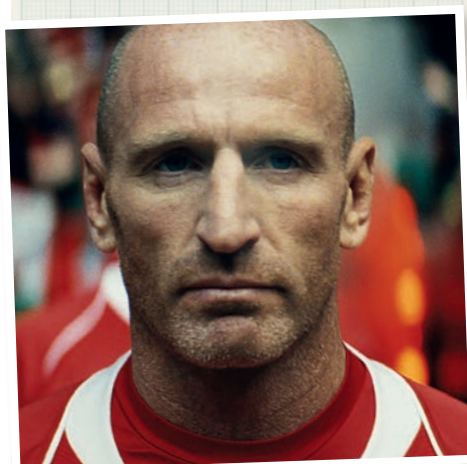
Heinz gets heroic

Heinz products will feature Batman, Superman and other Warner Bros animated characters under the brand's 'After School Heroes' campaign.

RRP £2.49 - £3.99

Outers not given

Contact 020 8573 7757



Guinness and rugby

Guinness has launched TV ads featuring rugby stars and has included rugby-themed glassware on 300,000 multipacks.

RRP various

Outers various

Contact 0845 7515 101



Meat snack addition

Mattessons is targeting adult shoppers with its new premium meat snack line, Savagers.

RRP 79p-£1.69

Outers not given

Contact 01784 430 777



Lucozade's on the ball

Lucozade Sport has launched a humorous Rugby World Cup TV campaign featuring Home Nation players including Leigh Halfpenny and Chris Robshaw.

RRP various

Outers various

Contact 0800 096 3666



UB's seasonal biscuits

Victoria Sapphire biscuit tins and McVitie's Chocolate Digestive Christmas Slices are some of the new products in United Biscuits' Christmas range.

RRP various

Outers various

Contact 0800 138 0813



J2O all set for winter

Britvic has unveiled its latest limited edition J2O flavour for winter, Midnight Forest.

RRP £4.39 - £9.90

Outers not given

Contact 0845 755 0345



Smart sponsorship

Coca-Cola Enterprises has launched a media campaign promoting Glaceau Smartwater as an official sponsor of the Rugby World Cup.

RRP various

Outers various

Contact 08457 227222



Mr Kipling plus three

Premier Foods is adding three premium lines to its Mr Kipling range including Raspberry and White Chocolate Cake.

RRP £1.69 - £4.99

Outers not given



Ribena's spicy addition

Lucozade Ribena Suntory has launched limited edition Ribena Spice, designed to be consumed hot.

RRP £1.69 - £2.49

Outers not given

Contact 0800 096 3666



Butterkist campaign

Butterkist popcorn is back on TV this autumn as part of a £2m marketing campaign.

RRP various

Outers various

Contact 01253 603 613

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Glyn Taylor,
newsagent,
Co Durham

Shahid Razzaq,
convenience
store owner,
Glasgow

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THIS WEEK IN MAGAZINES

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@NicolaStewartRN



Immediate launch

A CRAFTY WAY TO ADD TO YOUR MAGAZINE SALES

Love Patchwork & Quilting is the best-selling patchwork title sold through indies – now there's something new to tempt craft fans

IMMEDIATE MEDIA is growing its craft portfolio with the launch of a second quilting title, *Today's Quilter*. The monthly is aimed at intermediate to experienced quilters, featuring projects by the industry's most well-known and talented designers. It will complement the publisher's existing title *Love Patchwork & Quilting*, which launched two years ago and is the best-selling patchwork title sold through independent stores. Each issue of *Today's Quilter* will include expert technical features and inspiration, the latest news as well as an exclusive free gift. Retailers can support the launch by displaying the first issue full-facing at the front of fixture.



TODAY'S QUILTER
On sale 17 September
Frequency monthly
Price £5.99
Distributor Frontline
Display with *Love Patchwork & Quilting*,
Popular Patchwork

Round up



NICOLA STEWART
Magazines
reporter

BRINGING OUT THE BIG GUNS

The Premier League is back, children have returned from holidays and excitement is starting to build around end-of-year film releases. It's a peak time for collectable sales and retailers can look forward to some major launches.

Topps brings out its latest Match Attax collection on 24 September, along with a Match Attax Collector Guide magazine, which is being distributed by Seymour and is expected to earn £125,000 in sales revenue.

The one shot has four different covers, with each featuring five clubs, and stores will be allocated a mixture of covers. It also comes with a 16-page mini magazine, a 10-page pull-out poster section and a packet of cards, including one limited edition card. It is the type of special likely to attract impulse buys, and with Topps actively promoting it to collectors, retailers should display any copies they are sent as prominently as possible – in the window, near the till, in secondary displays or at the front of fixture.

Other collections to look out for from Topps include Shopkins, Merlin's Premier League, UEFA Premier League, WWE Slam Attax Then, Now, Forever, and two Star War collections launching the same day as the Force Awakens is released.

Panini also has a raft of launches coming, including Official Euro and international football collections, Descendants, Doc McStuffins, more Frozen, and a 3D figurine collection.

There are also several new toy collections out, including a fourth Zomlings series from Magic Box and two launches from De Agostini.

For more on collectables turn to our feature on pages 42 and 44.



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STICKER PACKET: 50P^{rrp}

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PANINI



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www.peppapig.com

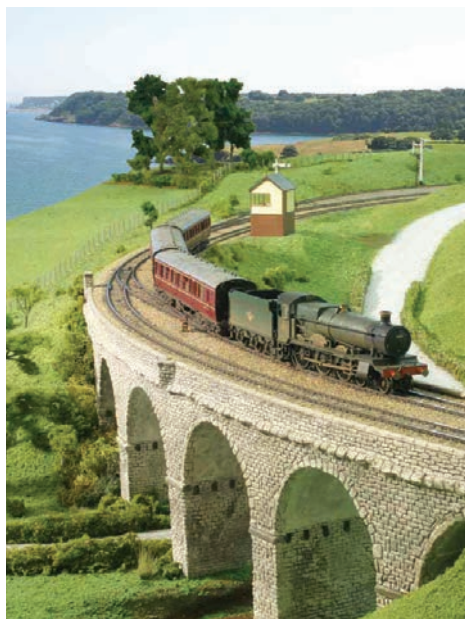


Official Peppa Pig



www.paninigroup.com

THIS WEEK IN MAGAZINES



Bestsellers Modelling

Title	On sale date	In stock
1 Railway Modeller	08.10	<input type="checkbox"/>
2 Hornby	08.10	<input type="checkbox"/>
3 Model Rail	24.09	<input type="checkbox"/>
4 British Railway Modelling	08.10	<input type="checkbox"/>
5 Radio Control Models & Electronics	09.10	<input type="checkbox"/>
6 Model Engineer	18.09	<input type="checkbox"/>
7 Airfix Model World	01.10	<input type="checkbox"/>
8 Model Boats	02.10	<input type="checkbox"/>
9 Model Engineer Workshop	09.10	<input type="checkbox"/>
10 Radio Control Model World	15.10	<input type="checkbox"/>
11 Scale Aircraft Modelling	23.09	<input type="checkbox"/>
12 Scale Aviation Modeller	24.09	<input type="checkbox"/>
13 Garden Rail	15.10	<input type="checkbox"/>
14 Model Railway Journal	08.10	<input type="checkbox"/>
15 Military Modelling	18.09	<input type="checkbox"/>
16 Marine Modelling	24.09	<input type="checkbox"/>
17 Continental Modeller	15.10	<input type="checkbox"/>
18 Model Railroader	02.10	<input type="checkbox"/>
19 Quiet & Electric Flight Intl	25.09	<input type="checkbox"/>
20 Engineering in Miniature	15.10	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews

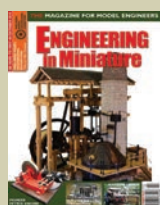


LOUDER THAN WAR

Launched in 2010, louderthanwar.com is a popular independent music site with more than 135,000 users each month. Based on its success, the team behind Vive Le Rock and Big Cheese magazines are launching Louder than War as a quarterly print title. Covering the most influential and iconic independent music acts of all time, including Oasis, Blur, The White Stripes and Joy Division, the title is aimed at music fans of all ages and genres.



On sale 17 September
Frequency quarterly
Price £4.99
Distributor Comag
Display with Vive Le Rock, Mojo, Q, Classic Rock



ENGINEERING IN MINIATURE

The latest issue of Engineering in Miniature, the magazine for model engineers, comes with the usual mix of technical articles and drawings. One of the top modelling titles sold through independent stores, the magazine looks at the construction of scale model locomotives, steam road vehicles, stationary, marine, petrol and hot air engines, clocks and other model engineer projects, tools and machinery.



On sale 17 September
Frequency monthly
Price £3.50
Distributor Comag
Display with Model Engineer, Model Engineer Workshop, Railway Modeller



GECKOS & CO

The first 'Co' collection to be released in the UK, Gecko & Co is aimed at boys aged four to 11. There are 20 geckos and lizards to collect and each toy comes with an information leaflet on the species. Sold in a blind-seal foil bag, the packs are supplied in counter display units containing 20 toys. The launch is supported by a four-week TV campaign.



On sale 23 September
Frequency ongoing
Price £1.99
Distributor Comag
Display with other collectables



MAGIKI KITTENS

Following the launch of Magiki Puppies, which sold more than 400,000 packs in the UK, De Agostini is now introducing Magiki Kittens. Sold in a blind-sealed foil bag, there are 12 kittens to collect. Each pack comes with a kitten toy, a ring and a guide to the full collection. The launch is supported by a multi-channel TV campaign, along with cover-mounting on Sparkle World.



On sale 23 September
Frequency ongoing
Price £2.50
Distributor Comag
Display with other collectables



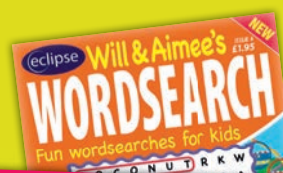
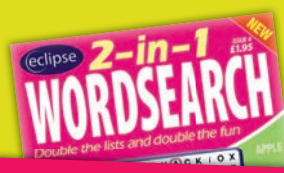
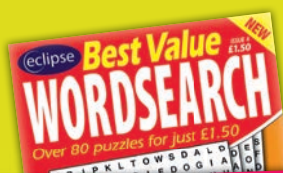
MAGIKI KITTENS STICKER FUN BOOK

The Magiki Kittens Sticker Fun Book features a selection of different backgrounds on shiny paper, along with sheets of 'peel and play' stickers to fix onto the pages. Based on the characters from the Magiki Kittens collection, children can create their own stories by placing the stickers in different positions. Retailers are advised to display alongside the collection.

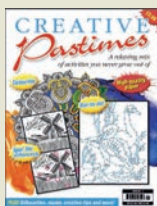


On sale 23 September
Frequency one shot
Price £2.50
Distributor Comag
Display with other collectables

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CREATIVE PASTIMES

Creative Pastimes brings together the adult colouring in craze with other popular pencil-and-paper activities traditionally reserved for children, such as dot-to-dots, mazes and spot-the-difference. The title is aimed at adults looking for a simple creative outlet. Retailers can support the launch by displaying the magazine prominently alongside other colouring titles.



On sale 17 September
Frequency monthly
Price £2.99
Distributor Marketforce
Display with Creative Colour, Art Therapy, Relax with Art



DESCENDANTS

Descendants, a new live action film from Disney that aims to cater to 'twens', has already aired successfully on the Disney Channel in the US and is coming to the UK on 25 September. It features the children of fairy tale characters and villains and is tipped to be the next High School Musical. This sticker collection from Panini is perfectly timed, and Panini is sampling albums on its Disney Presents magazine.



On sale 17 September
Frequency ongoing
Price starter £2.99, stickers 50p
Distributor Marketforce
Display with other collectables



OLD GLORY

The October issue of Old Glory, the best-selling title for steam and vintage machinery enthusiasts, comes with four free limited edition postcards. The postcards will each feature an example of restored or maintained machinery from the heyday of British commercial vehicle manufacturing. Laid on an A4 template, the postcards can be cut into four, or kept as one design. Retailers can highlight the added value by displaying prominently.



On sale 17 September
Frequency monthly
Price £4.20
Distributor Comag
Display with Classic Tractor, Vintage Spirit



STARBURST

Starburst's upcoming issue will be a special edition dedicated to James Bond, in advance of the release of the latest Bond film, Spectre. Starburst has built a reputation for unique special editions, and this issue has a distinctive, illustrated cover that should attract attention on the shelf. Retailers are advised to display it prominently alongside other film and science fiction titles.



On sale 19 September
Frequency monthly
Price £4.50
Distributor Marketforce
Display with Total Film, SFX, Little White Lies, Sci-Fi Now



DOC MCSTUFFINS

This sticker collection from Panini is based on the hit Disney Junior show Doc McStuffins. Aimed at pre-school children, Doc McStuffins focuses on a six-year-old girl who cares for stuffed animals and toys. Panini already publishes a monthly Doc McStuffins magazine and this collection should also be popular with children and their parents.



On sale 24 September
Frequency ongoing
Price starter £2.99, stickers 50p
Distributor Marketforce
Display with other collectables

Industry viewpoint

John Read

Circulation manager,
De Agostini



Children's collectables are a huge revenue earner for independent retailers and an area De Agostini is keen to expand on.

In January of this year, we launched Magiki Puppies, the first in a new line of collectable products developed and published in Europe by De Agostini.

The collection sold more than 390,000 units in the UK, generating over £970,000 in sales revenue.

Following on from this very successful debut, we are now launching two new products – Magiki Kittens, which is aimed at girls, and a boy's product, Geckos & Co. Geckos & Co launched in Germany in January and has sold in excess of 600,000 units.

Both collections launch on 23 September, supported by a huge TV advertising campaign, over a four week period.

An important part of the Magiki Puppies success was the sales pattern.

While the TV campaign created initial demand, the "playground effect" – where children play and swap products with each other – saw the rate of sales increase throughout the on sale period.

Unfortunately, many independent retailers returned the product early and were therefore unable to capitalise on this success as demand grew.

We would therefore encourage retailers to give these new products the chance to reach their full potential by displaying them throughout the on sale period. Both products are fully sale or return so represent no financial risk to the retailer.

Top tip

Don't early return – sales of collectables grow over time. Display the products prominently and give them a chance to grow – the rewards are worth it.



COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

LOCAL SHOP SUMMIT PANELLIST DAVID RAMSEY ON HIS RETAILING SUCCESS

Plus, how you can continue a successful summer of ice cream sales through the winter and Topp's Rod Pearson talks collectables



THIS WEEK IN MAGAZINES

Partworks




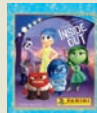


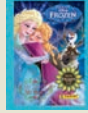



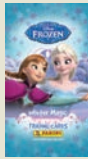




Title	No	Pts	£
Amercom			
Great British Locomotives	42	48	8.99
Amermedia			
Military Vehicles	46	48	5.99
DeAgostini			
Build the Millennium Falcon	37	100	8.99
Cake Decorating	183	210	2.99
Cake Decorating Relaunch	132	165	2.99
Dinosaurs & Friends	30	60	5.99
Official Star Wars Factfile	86	120	2.99
Something Sweet	88	90	2.99
Zippo Collection	1	60	£4.99
Eaglemoss			
3D Create & Print	35	90	6.99
Batman Automobilia	71	80	10.99
Build A Solar System	4	104	6.99
DC Chess Collection	96	96	8.99
DC Comics Graphic Novel	3	60	9.99
Disney Cakes & Sweets	106	120	4.50
Doctor Who	54	70	7.99
Knit & Stitch	140	176	5.00
Marvel Chess Collection	46	64	8.99
Marvel Fact Files	131	150	3.50
Military Watches	42	80	9.99
Star Trek Off. Starships Coll.	55	70	9.99
Hachette			
Art of Crochet	3	120	2.99
Art of Knitting	34	90	2.99
Art Therapy	26	100	2.99
Black Pearl	88	120	5.99
Build the Mallard	55	130	7.99
Build the U96	55	150	5.99
Classic Pocketwatches	80	80	8.99
Dr Who Complete History	1	80	1.99
Judge Dredd Mega Collection	18	80	9.99
Marvel's Mightiest Heroes	45	60	9.99
My 3D Globe	37	100	5.99
Your Model Railway Village	95	120	8.99
RBA Collectables			
Amazing Dinosaur Discovery	29	80	5.99
My Zoo Animals	3	60	5.99
Precious Rocks, Gems & Minerals	34	100	5.99
Real Life Bugs & Insects	52	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
	Journey to Star Wars: The Force Awakens Starter £4.99 Stickers £1.00		Rugby Attax Starter £4.99 Cards £1.00
	Lego Friends Starter £2.99 Stickers £0.50		Shopkins Starter £2.99 Cards £0.50
	Lego Ninjago Starter £2.99 Stickers £0.50		Skylanders Trap Team Starter £4.99 Cards £1.00
	Match Attax 2014/2015 Starter £3.99 Cards £1.00		World of Warriors Starter £4.99 Cards £1.00
	Match Attax Extra Starter £3.99 Cards £1.00		WWE Slam Attax Rivals Starter £4.99 Cards £1.00
	Match Attax SPL 2014/15 Starter £4.99 Cards £1.00		

Panini

	Avengers 2: Age of Ultron Starter £2.99 Stickers £0.50		Jurassic World Starter £2.99 Stickers £0.50
	Descendants Starter £2.99 Stickers 50p		Inside Out Starter £2.99 Stickers £0.50
	Disney Cinderella Starter £2.99 Stickers £0.50		Peppa Pig Starter £2.99 Stickers £0.50
	Disney Frozen My Sister, My Hero Starter £2.99 Cards £0.50		Road to UEFA Euro 2016 Starter £4.99 Stickers £1.00
	Disney Frozen Photocards Starter £3.99 Cards £1.50		Sofia the First 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
	England Official Sticker Collection Starter £2.99 Stickers £0.50		



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Freehold £259,000 Ref: G31473VWell established, corner position
Large 3 bed family accommodation
ANP for a working couple of £30,009pa
Average weekly takings £4,427**Devon****01404 813762****Staffs****01782 711022****News, Con, Off-lic, Lotto Flintshire**
Freehold £295,000 Ref: G31985NWUnopposed coastal village location
Impressive plot, garden, large garage
Retirement sale, 30 years same hands
T/over £5,600pw plus Lotto, huge scope**News, Con Northamptonshire**
Freehold £385,000 Ref: T30295SMTown centre shop, good location
Rent £12K p.a., 2-bedroom s-c flat
News bill £600 p.w. counter news
Tkg £10,500 p.w. plus Lottery £2300 p.w.**Northwest****01704 211900****Northants****01564 771770****www.emfgroup.com**

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Back in the day

101

YEARS AGO

19 September 1914

Tit-Bits is announcing a big football competition with £500 as first prize, to start in next week's issue. Last year's huge success will be quite sufficient to give agents an idea as to how many extra copies they may need.



50

YEARS AGO

18 September 1965

The first print run of the Reading Evening Post was 20,000 copies short due to an electrical fault. Assistant managing director Ian Park said: "The computer worked immaculately. The trouble occurred in the fairly standard part."



25

YEARS AGO

22 September 1990

The Financial Times failed to gain a High Court interim injunction preventing the Evening Standard in London from printing its business section on pink paper. The matter is to be discussed shortly in a court hearing.



At the top of his game

Retailers understand that it's important to adapt their range based on their store's location – even if their business is located 1,000 feet up the side of a mountain.

This is the daily challenge facing Philippine shopkeeper Dirimiss Nikoo, who may lay claim to owning the world's highest convenience store, situated on Mount Siburan.

The elderly villager, a former contract worker, has been running the shop since 2004 and shares many of the same issues a typical independent store owner in the UK would face, according to the Borneo Post.

For one, he is conscious of not overcharging for his goods, especially since he caters to a close-knit community

of just 100 people and passing trade from hikers.

And if you think your margins were bad, spare a thought for Dirimiss, who makes just over RM3 (45p) a day and takes only a few pence himself.

But, much like retailers here, he says he is proud to be providing a service to his local community.

"I'm alone and don't have anyone to take care of," says Dirimiss. "I'm not married – no family. So if I have enough for myself, then it's OK for the remainder of my days."



A spicy Twitter backlash

Food 'flavour combinations' may be all well and good on cooking shows like Masterchef, but Sainsbury's latest marketing campaign offering unusual recipe suggestions has left shoppers with a bad taste in their mouths.

The supermarket has raised eyebrows with its 'Little Twist' scheme, which encourages customers to add various ingredients to spice up bland meals.

While some sound plausible enough – horseradish with macaroni cheese and chorizo with lasagne – the suggestion to 'add instant coffee to your spaghetti bolognese' has opened the floodgates for

ridicule on social media.

Responding to Sainsbury's #LittleTwists hashtag on Twitter, one wag made their own suggestion of adding "tomato sauce to crème brûlée", while another wrote: "I put an entire jar of your instant coffee in my spag bol and I haven't slept for 6 days. Did I put too much in?"

However, some shoppers seemed more receptive to the idea of putting Maxwell House in their Italian meal.

Tweeter Anthony Dhanendran said: "I don't understand why everyone's having such a problem with this campaign. Both coffee and chocolate add richness."

VIEW FROM THE COUNTER with Mike Brown



On Saturday 29 August I made the pilgrimage to the 'new' Wembley to support my team, Leeds Rhinos, who were playing Hull Kingston Rovers in the rugby league Challenge Cup final.

It was a memorable day and we managed to retain the trophy for a second year. Leeds are on target to win the domestic treble this year – the League and Challenge Cup and the Grand Final in October.

I doubt if readers of RN in the city of Hull will cancel their order when they learn I am a Leeds Rhinos season ticket holder because we all love the game and belong to the same rugby league family. There is no segregation in the ground and you can drink alcohol on the terraces, which amazes my football fan friends.

The family of the NFRN and rugby league share the same values – community, passion, endeavour and commitment. But don't take my word for it, ask some of our members and staff who support and follow the game – Martyn Brown, former national president (Wakefield Trinity Wild Cats), Bernie Ridgwell, MSN, (Wigan Warriors) and Parminder S Aujla, RDM (Huddersfield Giants).

Any changes to the Sunday trading law would be detrimental to my business. When the supermarkets open at 10am our trade dies off. But I sub-retail news to the Londis garage opposite my shop and we do very well with that category when the local Co-op closes at 4pm. I know from speaking to members at the cash and carry that they also fear losing trade between 4pm and closing time at 9pm or 10pm.

Now that the summer holidays are over and the kids are back at school, the shop is very busy. I feel like the England Rugby Union team – work, eat, sleep, repeat, work, eat, sleep, repeat. Roll on Christmas.



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