25.09.2015 **STICK OR TWIST?**

What to change for a successful winter of ice cream sales **CATEGORY GUIDE** Page 40 >>



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NEWS • CONVENIENCE • PROFIT

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Retailer fury over 1.5% carriage hike



ETAIL

Stores challenge Menzies to justify 1.5% average charge increase, as Smiths News bills and fuel prices fall. 60% of NFRN members expected to pay more, while one store reports 4.79% rise. Page 5 >>>

MAGAZINES Indies 'No.1' in glossy promotion

PoS and prizes for 4,000 Scots stores.

Page 7 >

CONVENIENCE Heritage lines up by £2.7m

Chilled and frozen grows 5% in a year. Page 6 >





Singh low, sweet chariot Yorkshire Carnegie rugby star Ryan Burrows (second from left) helped Singh's Premier kick off the Rugby World Cup 2015 by signing 10 balls which were won by social media supporters of the Sheffield retail estate. The Singhs estimate innovative Facebook and Twitter activity has grown their sales by 20%, in particular around major sporting events.



DANCZUK INTERVIEW 'Shadow chancellor won't win store votes'

Labour MP outlines plan for how party can attract small businesses.

Page 4 እ

LOTTERY

Syndicate deal for Payzone stores

Double commission for Lotto and EuroMillions ticket sales to 1.2m Lotto Social players.

Page 4 እ

Menzies Wakefield move sparks retailer delivery complaints. Page 14 ≽



LEADER



The success that these stores have achieved shows that any store can find ways to grow, be better and sell more too



CHRIS GAMM Editor © @ChrisGammRN

A few hours into last week's Independent Achievers Academy awards judging, my group was debating which retailer to give the fourth and last finalist spot in the Service to the Community category to. There were two we couldn't decide between and we were weighing up the evidence.

Richard Finch from Elevate described the process the mystery shoppers went through when giving both shops full points, so we could be confident both were fantastic shops.

Simply Fresh boss Kash Khera shared the logistics and work that each would have put into running their various community events and sponsorships. Craig Clarkson from Heineken, meanwhile, looked at how well their ranges best served their communities' needs. In the end we went for the one we felt lived and breathed their role in the community every day.

It was one of the moments I enjoyed most from the day as it showed what a unique proposition the IAA is. The Academy sits at the heart of Newtrade's business. This is because the 12 IAA categories can be found within virtually every story or feature we write, every event we run and every bit of advice we give.

As Newtrade managing director Nick Shanagher told the judges in his opening remarks, retailers take part in the IAA to become a better shop and good shops sell more.

What was consistent among the 61 retailers from which we chose our 31 finalists was their willingness to learn, invest their time in reading, talk to their peers, work with suppliers and implement new ideas to give their customers a better experience every day.

The success that these stores have achieved shows that any store can find ways to grow, be better and sell more too.



A LOT OF RETAILERS ARE INCREASING THEIR CHILLED RANGES WHILE DECREASING THEIR AMBIENT STOCK - COTSWOLD FAYRE MANAGING DIRECTOR PAUL HARGREAVES ON THE LOGIC BEHIND HIS FIRM'S MOVE INTO CHILLED DELIVERY Page 26

NEWS

New Bill 'will cut red tape'

The government has published an Enterprise Bill that aims to 'drive growth, create jobs and ensure economic security for all'.

Minister Anna Soubry said the Bill, published last week, has three major focus areas, including the creation of a small business commissioner who will help small businesses with late payment problems.

The government also aims to cut red tape and reduce the burden on businesses by £10bn in the next five years.

It will also target the creation of three million more apprenticeships.

Business secretary Sajid Javid said: "The government is committed to making sure the UK continues to be the best place in Europe to do business."

Smiths annuals anger

Smiths News will not supply DC Thomson annuals to retailers this year, RN readers have reported.

Val Wilkins of WD Wilkins in Dolgellau said: "All year we've had Beano and Dandy on our standing order, coming out in September, but Smiths have now told me they're not handling them this year. We're looking at a loss in sales because of this."

Mark Ansell, Liskeard News, added: "It would have been nice if Smiths had actually told their retailers that they weren't taking on DC Thomson titles this year. We will have no People's Friend, Friendship or Far Side, all three of which are really good sellers."

Smiths News said it would contact retailers directly to resolve the issue.



Newport traders draw the crowds

Newport newsagent Jon Powell was one of hundreds of local retailers who took part in Try a Trader Day in Newport city centre last weekend. The event saw independents running stalls, holding charity fundraisers and handing out giveaways. "Sales-wise I had my best day of the summer," said Mr Powell, who runs The Newsagent and is a champion of local retailers.

Eagle and Esterson good for companies Labour MP wants to see back of business rates

McDonnell is a risk for small business: Danczuk

by Tom Gockelen-Kozlowski

A senior Labour MP has cast doubt on the ability of his party's new shadow chancellor to win RN readers' votes at the next election.

Writing a column in this issue, Simon Danczuk MP - chair of the All Party Parliamentary Group for Small Shops - condemns the appointment of John McDonnell who, in his entry of Who's Who, stated he was "generally fomenting the overthrow of capitalism" among his hobbies.

Mr Danczuk writes: "His role is one of the most important in British politics and there are some really serious issues such as stimulating the economy and supporting businesses so they create jobs. I don't think there's much room for joking about these issues and I'm not sure this was a wise appointment."

The elevation of John Mc-Donnell from backbencher to leading member of the opposition was Labour leader Jeremy Corbyn's most controversial appointment as he formed his shadow cabinet last week.

Other appointments were greeted more warmly by Mr Danczuk. "The new secretary of state for business, innovation and skills, Angela Eagle, is a smart woman who will be very good on her brief," he said.

Bill Esterson, the new shadow minister for small business was described by Mr Danczuk as someone with "a business background" with whom "businesses will be able to talk".

Elsewhere in his column, Mr Danczuk recommends relieving all small companies of business rates as a way to make additional costs such as the National Living Wage viable. The APPG for Small Shops, meanwhile, has been continuing its Everyday Entrepreneurs Inquiry and sat for a second evidence-hearing session last week with independent retailers such as Kishor Patel providing first-hand accounts of the benefits their businesses bring to communities.

Mr Danczuk said: "We'll highlight how we can do more to support small businesses, encourage young people to be dynamic entrepreneurs and stimulate start-ups." • Danczuk on Labour, p28

More Payzone commission on cards

Payzone is finalising a deal to allow users of lottery syndicate Lotto Social to enter Lotto and EuroMillions draws using its terminals.

The Lotto Social, founded in 2007, is one of the UK's largest lottery syndicates with more than 1.2 million customers. The scheme allows people to share their lottery lines with other players, creating more chances to win.

In a business briefing document seen by RN, Payzone said Lotto Social users would soon be able to enter draws by purchasing vouchers through Payzone stores, which could be redeemed in a similar way to mobile top-up vouchers.

Payzone said merchants offering the service would receive 10% commission on all ticket sales, double that offered by Camelot, while incentives would also be offered to shoppers making repeat purchases from the same Payzone store.

Premier retailer Steve

Archer, who has Payzone in his stores, said: "This will go down well with Payzone retailers, especially with the extra commission. And if this is launched ahead of Camelot upgrading its scratchcard-only stores to full services, this could convince some retailers to move over."





Federation 'shocked' over average 1.5% rise Action is 'inconceivable' says chief executive

NFRN demands answers on Menzies charges hike

by Helena Drakakis

Retailers have demanded an explanation as to why Menzies has increased its carriage charges, following confirmation of an average price hike of 1.5%.

The NFRN said it was "shocked" by Menzies' decision, while some retailers have reported an increase of more than triple the estimated average.

Brian David of Ruscoe & Co in Llandudno calculated his charge will increase by 4.79%.

He said: "Menzies is

Coca-Cola's rugby wins

Coca-Cola Enterprises has teamed up with symbol groups to give away prizes in a rugby-themed competition.

The 'Try to Win' promotion, running at Nisa, Costcutter, Spar and other convenience stores, will give shoppers buying 500ml Coca-Cola variants the chance to claim LCD TVs and limited edition rugby balls. It follows a similar promotion running at 100 universities this month, which gave away rugby balls in a scratchcard game. claiming that volatile fuel prices and a decline in sales are the reason behind this increase. But inflation is zero, fuel prices remain low and poor service is running newspapers and magazines into the ground."

Peter Wagg, owner of News on the Wharf in London said: "Retailers need to know why, when there's a reduction in delivery and transport costs, carriage charges are increasing. It's hard to understand how Menzies can justify this."

NFRN chief executive Paul Baxter said: "More than 3,000 out of 5,000 federation members will have to pay more for their news supplies from the end of this month. Such action is inconceivable and prompts me to ask if Menzies is looking to profiteer or could it have made a mistake with its figures? Either way I would ask it to review its plans immediately."

The Menzies increase follows Smiths News' decision to offer its retailers the option to freeze delivery rates for two years or stick to a variable rate, with a decrease expected next year. NFRN head of news and magazines Brian Murphy said: "We want to know how one wholesaler can raise prices and not the other. Smiths appears to have taken a longer-term view that could be more supportive of retailers."

Smiths News' managing director Jon Bunting said its carriage rates were based on a fixed external formula.

"Our overall strategy, with putting Jack Beans and Pass My Parcel into independents, is we've got to be fair and balanced with them," he said.



Vicky's charity tenth anniversary celebration time

Retailer Vicky Onions celebrated her Bromsgrove convenience store's tenth anniversary with a gala day in aid of local cancer charity Primrose Hospice. Coffee and cake was on offer alongside a raffle, ale tasting and a drawing competition for children, which raised £721. To show his support, local MP and business secretary Saiid lavid dropped by last Friday. "I'm ecstatic with the success of the day and also feel like I have got myself involved more with our local community," she said.

Sunday hours changes will 'ruin small stores'

Proposals that could pave the way to larger stores opening on a Sunday will lead to the closure of many independent retailers, a submission to the government's consultation on Sunday trading has claimed.

The Federation of Wholesale Distributors (FWD) argues that the proposal to extend hours for supermarkets would "deprive communities of the unique, family-run shops that give their neighbourhoods character". The FWD also highlighted the knock-on effect for wholesalers who supply 400,000 retail and foodservice business.

The Department for Business, Innovation and Skills launched the consultation back in August, asking whether decision-making on extended Sunday trading for larger shops should be devolved to local areas.

The FWD's sentiments have been echoed by the NFRN and the Association of Convenience Stores (ACS) which have also both submitted their consultation responses. NFRN chief executive Paul Baxter said: "If these plans are allowed to go ahead they will result in the ruin of small shops across the country."

Meanwhile ACS chairman James Lowman said the plans were "complicated, ineffective and would threaten the livelihoods of convenience store owners".

World Cup delays

Extended cut-off times for the Rugby World Cup last weekend resulted in late deliveries for retailers.

Torrington retailer Roy Crawford said: "On Sunday, The Times, The Telegraph and The Sun missed their wholesale deadline and therefore arrived at my store at 8am. All my delivery rounds were gone, so we lost £147.72 in profit."

Last week, Smiths News' managing director Jon Bunting told RN: "We are coming up to the critical time in September and October when there is a big sporting event, mid-week Champions League games and collaboration of deliveries into us. If someone has a print problem, there is an impact." But he also reported that publishers' adherence to delivery schedules had improved this year compared to last year.

PayPoint SGF forum

The Scottish Grocers' Federation (SGF) has created a retailer forum to help its members "open up a dialogue" with PayPoint over key issues including commission rates and bank charges.

The Scottish Retailers Forum will take place twice a year from the beginning of 2016, with meetings taking place in both Glasgow and Edinburgh.

At a meeting at SGF headquarters this month, the organisation's chief executive Pete Cheema said the meetings would allow store owners to hold more "constructive" talks with PayPoint.

He added: "The forum will be a big step forward in improving relations and ensuring that both sides understand the issues and challenges they face. It will also be a big step towards finding workable solutions to these challenges."

NEWS BUSINESS

Budgens offers Now TV passes

Budgens is bolstering its latest 'Big Night In' promotion by giving its customers entertainment passes for Now TV.

Shoppers spending more than £15 in participating Budgens stores between 10 and 30 September can claim a free, one-month Now TV pass giving them access to Sky channels.

Mike Baker, Budgens Director said the activity was targeted at growing basket spend and footfall for its retailers during autumn.

He said: "It fits in perfectly with our top-up and impulse missions for shoppers who like to pop in to Budgens for extra treats, ready meals and drinks when there's something good on TV."

All Budgens stores will receive a stack of Now TV cards during the campaign, and the offer will be supported with a full PoS package including posters, barkers and aisle fins.

Poundland given OK for 99p Stores

The Competition and Markets Authority (CMA) has cleared Poundland's upcoming acquisition of 99p Stores, finding that the merger will not have a detrimental effect on competition in the value market.

The CMA has found there will still be significant competition in the market from companies such as B&M and Wilko.

The investigation has come to a close more than six months after the merger was announced. Poundland will acquire as many as 250 new stores in the merger, which it plans to complete by the end of the month.

Five-year, £1bn deal to supply My Local agreed Sales of chill and freeze range up by 5.3% Nisa hails sharp rise in value of Heritage sales

by Steven Lambert

Nisa has announced a £2.7m increase in value sales for its Heritage ownlabel chilled and frozen products over the past year.

The result comes as the group agreed to supply goods to new convenience chain My Local and its 140 stores, in a five-year deal set to be worth £1bn.

Nisa said sales of its chill and freeze range increased by 5.3% from August 2014 to this August. This included 'significant' sales increases for its continental cheeses, including Heritage French Brie and Heritage Feta, which grew 41% and 114% respectively.

The group also reported a 36% increase in its ready meal sales, with Heritage Chicken Tikka & Rice the top performer, while sausages, cooked meats, poultry and eggs also saw 'substantial growth'.

It follows on from the relaunch of Heritage last year, which saw the range



grow to more than 1,000 lines and saw it split into three tiers – Heritage Pantry, Heritage and Heritage Gourmet.

Erin May, Heritage brand manager, said: "We are overwhelmed with the strong performance of Heritage and we will continue to drive it forward so the brand is at the forefront of consumers' minds." Nisa's product sales look set to increase further following the My Local agreement, with both groups revealing that fresh food will make up 45% of the mix of lines being supplied to stores.

Meanwhile, Nisa has agreed to renew its contract with food export company Ramsden International in a move set to be worth £250m over the next five years.

The deal will see Nisa continue to supply its grocery brands to the Grimsby-based exporter, which sends more than 23,000 British food products to more than 130 countries.

One Stop launches £5 frozen deal

One Stop has launched a frozen meal deal following the success of its lunch and evening meal deals.

The 'Any 4 for £5' offer will allow shoppers to select a main dish, a side dish, a dessert from a selection of more than 50 frozen lines, as well as a 1.25l soft drink.

It will be available until November, and follows on from the launch of One Stop's '3 for £3' lunchtime deal and an evening meal deal offering 'Any 3 items for £6'.

Vip Measuria, owner of One Stop Prior Way in Derby, said: "We've never had an offer like this on frozen food before. Our customers are saving around £3 to £4 with this, so we expect it to go down well."

Lizzie Reynolds, customer director at One Stop, said: "This is a great deal which helps customers to save money on their daily shop."

Lidl will increase pay to meet Living Wage

Lidl will become the first supermarket to offer its staff the Living Wage from 1 October, raising its hourly wage to £8.20 and to £9.35 within London.

The figure is above the minimum of £7.85 (£9.15 within London) recommended by the Living Wage Foundation. Lidl currently pays its workers a minimum of £7.30 an hour (£8.03 in London). Ronny Gottschlich, Lidl UK CEO said: "It's only right that we show

only right that we show our commitment, in the same way that the team commits to the business and our customers each and every day, by ensuring a wage that supports the cost of living."

NEWSTRADE





Exclusive PoS and cash prizes for best displays Retailers get behind newly-acquired title

Scots indies are No.1 in publisher's glossy push

by Joseph Lee

DC Thompson is launching a promotional campaign for its newly-acquired publication, No.1, focused exclusively on independent stores.

The promotion features on the 160th issue of the title, which goes on sale on 25 September, and will go out to 4,000 independent stores. These include 337 retailers who are new sellers of the magazine, which is the only women's glossy title in Scotland.

The campaign will feature exclusive PoS, including posters and shelf wobblers, and retailers will be given the chance to win one of five £100 cash prizes by submitting photos of their unique displays promoting the title.

David Woodrow, of Woodrow's Bishopton, said: "We'll definitely give the promotion a go and put a couple of extra copies out. At the moment, No.1 is at the end of our magazine rack, on its own, so it does well. With the last issue we sold 16 copies and sent five back. That's good, compared with Hello! and OK!."

Retailers were yet to receive PoS as RN went to press, but other store owners said they expected the promotion would help sales.

Andrew Howell of Loch Lomond News said: "I haven't seen anything about the No.1 promotion yet but we do display it and sell about three or four copies per fortnight. It performs on par with the likes of Grazia, Hello! and OK!."

DC Thompson head of circulation Iain McKenzie said: "We are carrying out a major push through the independent sector in Scotland. We have increased supplies and widened handling levels to target retailers who currently don't stock No.1, but are good sellers of other women's interest titles."

Shooting mag right on target

Archant has launched new monthly magazine Rifle Shooter.

The company said the launch would allow it to cover every area of the shooting market.

The £4.25 title features tests of the latest rifles, optics and gear and covers topics from deer management to thermal imaging.

Editor Dom Holland said: "Rifle ownership is at its highest level since records started, buoyed in part by the fact we have the highest deer population in the UK since the ice age."



Florence right on Q for special issue

The November issue of Q magazine will come with an exclusive poster featuring The Smiths and Joy Division. The issue will be on sale from 29 September to 27 October with an increased cover price of £4.50 (up from £4.20) which publisher Bauer Media said is intended to create a 21.3% increase in revenue. The cover features Florence and the Machine and will include a CD. Q holds an 18% share of sales of the monthly music magazines market.



Two Christmas titles hit newsstands

JAMES BAY BLUR SPRINGSTEEN DAN

Retailers are being encouraged to turn their attention to Christmas as two seasonal magazines hit newsstands.

Good Homes has launched its Christmas special, Good Homes Ultimate Christmas magazine, which has a cover price of £3.99 and is available until Christmas.

COLOPI

It promises 975 ideas for Christmas recipes, colour schemes and table settings, as well as gifts to buy or make.

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The special issue is a new entrant from Good Homes, which has increased circulation by 56% to 49,370 print copies since it was bought by Media 10 last year. It will compete with established bestseller The Christmas Magazine, which is also on sale from the end of this month, priced £4.99.

This tenth anniversary edition will feature a new look and bumper pack, with ideas for decorating, festive flowers, present buying and wrapping as well as recipes and menus for the entire festive period. Last year's edition sold 113,422 copies.

Mark Dudden of Albany News said: "Christmas magazines do well, so it pays to place them in a special section and to put some in the window."

Bigger is better for Gazette

The Eastbourne Gazette is looking to reverse the tide of shrinking newspapers by relaunching as a broadsheet.

The Johnston Pressowned title had previously been redesigned as a compact paper in 2012. But in response to reader feedback, it is converting back to large-format and restoring its traditional gothic-lettered masthead, which had been changed to a red-top.

"We are relaunching the Gazette as a premier, quality weekly broadsheet title – packed with even more news, features and information," said Gary Shipton, the editor-in-chief in a letter to readers.

The move comes as Johnston Press and rival publisher Newsquest square up to battle for readers in the region.

Johnston Press acquired free weekly Brighton & Hove Independent two months ago, which competes with Newsquest's daily title The Argus.

Newsquest is believed to be hitting back with the launch of a free weekly newspaper in Eastbourne. A website has been set up for the Eastbourne Independent.

Nat Geog's new owner

National Geographic magazine has a new owner after Rupert Murdoch's 21st Century Fox bought a 73% stake for \$725m (£463m).

"We now have the scale and reach to continue to fulfil our mission long into the future," said Declan Moore, the new chief executive of the magazine, which has a UK circulation of 219,000. The National Geographic Society, the non-profit organisation which has published the magazine for 127 years, will keep a minority shareholding.



Redesign for Golden Virginia

Imperial Tobacco has announced a redesign of its Golden Virginia rolling tobacco, the first since 2013, to create a more impactful look for the brand.

The updated look will feature on the entire range, including 12.5g (RRP £5.05), 25g (RRP £9.56) and 50g (RRP £18.91) pouches along with pricemarked packs.

Imperial Tobacco reports Golden Virginia holds a 19% share of the RYO market.

Camel's new look

JTI will launch a redesign for the Camel Blue range from 1 October to buttress the brand's position in the premium market.

Jeremy Blackburn, head of communications at JTI, said: "The premium segment remains significant for retailers and this house modernisation across the 10s and 20s pack sizes will strengthen retailer opportunity for good margins."

Nature Valley in the field

Nature Valley has launched its own field sales team to help independents increase food to go sales.

The team is set to offer merchandising, PoS support and category advice to thousands of local stores from this month.

Retailers receiving store visits will also be offered special deals.



Cadbury's marvellous moves

Cadbury Dairy Milk's Marvellous Creations feature in a new TV campaign launching on 7 September. A 30-second advert will air on primetime TV slots, and features a CGI-enhanced dance routine in a hairdresser's salon. Cadbury owner Mondelez claims the Marvellous range is now worth nearly £50m

8% retail margins on brand will remain to New Year New look will promote brand's heritage

Chesterfield revamp to target 'superlow' smokers

by Steven Lambert

Philip Morris Limited (PML) has unveiled a new look for its Chesterfield cigarettes and has vowed to maintain 8% retail margins on the brand until the end of the year.

The manufacturer said the update, which launched this month, looks to grow Chesterfield's share of the total tobacco sector and will enable local stores to target growing numbers of smokers looking for 'superlow' cigarette brands.

The modernised packs will feature a new 'duality' crown logo and updated text promoting Chesterfield's heritage. PML said Chesterfield would maintain its 19 stick count and its £6.10 pricepoint, keeping its position as 'the best value cigarette line based on price per stick'.

James Robinson, marketing manager at PML, confirmed that Chesterfield would continue to offer 8% profit on return to retailers until 31 December, adding that this could be extended into the new year.

"This is part of long-term plans for us on retailer margins," said Mr Robinson.

"We will be emphasising our value position with the new packs, while also showing smokers we have not compromised on stick count or quality of the product."

Fresh to Store launches regional food range

New Kerryfresh owner Fresh to Store has unveiled its first regional food range with the launch of 40 products from Scotland.

The chilled delivery service will now offer a selection of goods from Scottish producers, including meats from Glasgow firm Calder Millerfield, cheeses from Rowan Glen, pies and pastries from Pars Foods and cakes from Kerrs Bakery in Motherwell.

Traditional Scottish favourites, including neeps & tatties and haggis, will also be available from supplier McIntosh, while the range will include fresh seasonal produce from Scotty Brand.

Retailers will be able to order the range by phone, online, or by smartphone or tablet using the Fresh to Store Go Kart app. Sue Cronin-Jones, trading director at Fresh to Store, said the range would generate "great chilled sales with attractive margins" and that the firm was now looking to source more regional lines from other parts of the UK.

Hot products for your shopping list



Fresh to Store's first regional range features 40 Scottish favourites



Golden Virginia comes in redesigned packaging



JTI hopes Camel's new look will cement the brand in the premium market



Big-taste to bring big sales. -Keep it tea.

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- From PG tips, the UK's No.1 tea brand^{*}
- 1.2 million shoppers buying the range after one year
- Appealing to younger shoppers
- Stock up now!

*Total Value Sales MAT, Nielsen Data, July 2015

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PRODUCTS

New bottle and name for Black Grouse

Maxxium UK has unveiled a new name and look for its premium whisky The Black Grouse.

The brand will now be known as The Famous Grouse Smoky Black and will come in a reshaped bottle finished with tinted glass. The pack design will also feature a new drawing of the black grouse bird with a metallic finish. along with an updated black and red bottle top.

The changes will come into force this month. with The Famous Grouse Smoky Black available to retailers in a 700ml bottle with an RRP of £20.07.

Bubbly and Pink Fizz Christmas relaunch

SHS Drinks is relaunching its Shloer Celebration Pink Fizz and White Bubbly lines with an updated look in time for Christmas.

The adult soft drinks will come in new bottles that take inspiration from prosecco sparkling wine, while the products will also feature a modernised design to target festive partygoers looking for non-alcoholic alternatives.

The new-look bottles will be backed with press activity and a social media campaign called 'Say it with Shloer', which will also give shoppers the chance to win bottles of Shloer Red, White, Rosé or Celebration in luxury gift bags.



Rugby stars aid MaxiNutrition conversion

GlaxoSmithKline is aiming to covert more sport and fitness enthusiasts to its MaxiNutrition range with a £1.2m marketing campaign featuring England rugby stars Chris Robshaw, Antony Watson and Courtney Lawes. The TV and digital scheme will promote the brand's range of sports nutrition products during the Rugby World Cup kicking off this month.

Winter medicine launches to help battle colds and flu £4m backing for new Nurofen range

Shoppers set to stock up as cold front approaches

by Steven Lambert

Medicine manufacturers are gearing up for the cold and flu season with a wealth of launches to help shoppers battle winter bugs.

Reckitt Benckiser (RB) has unveiled a £4m marketing campaign to back its new Nurofen Sinus range, which launches next month.

It will consist of two products - Nurofen Sinus & Blocked Nose (RRP £5.49 for 16 tablets) and Nurofen Sinus Pain Relief (£5.49 for 16 tablets).

Craig Shaw, marketing director at RB, said: "This is a significant development for the sinus pain market. We know that there is huge brand loyalty with 66% of shoppers looking for wellknown brands that they can trust to be efficacious when they buy their winter medicines."

At the same time, RB is redesigning its Lemsip Max All in 1 range with a new premium look and is also adding a cherry flavour to its Strepsils lozenges.

Meanwhile, Fisherman's Friend has launched a Honey & Lemon variant of its throat lozenges.

Martin Stimson, area business manager for the brand, said: "The newest addition to our lozenges retains the strength butalso taps into the popularity of a traditional flavour combination for the winter season to broaden our appeal for customers and catch the eye of new and lapsed buyers."

The brand will also be promoted with a £300,000 marketing campaign, including TV ads running on the Discovery Network from this month to March.

Comedy TV sponsorship will big up Pick Up

Bahlsen is launching a seven-month sponsorship of Comedy on Sky1 from this month to encourage sales of its Pick Up biscuits.

The deal will see the brand promoted alongside shows including Mount Pleasant, Trollied, After

Hours and Stella, with five and 15 second TV spots expected to reach eight million viewers via Sky1, Sky2 and Sky On Demand.

Jonathan Duffin, Bahlsen general manager, said the campaign will target Pick Up's core audience of housewives and children. He added: "We are serious about our biscuits and I believe this partnership demonstrates that.'

The sponsorship will form part of Bahlsen's £4m marketing campaign, which includes social

media, and is forecast to reach over 10 million consumers across the UK. It follows the extension of the Pick Up product range to include Pick Up Dark (RRP £1.35) and Pick Up Choco & Caramel (RRP £1.35), which

The Black Grouse whisky has been renamed The Famous Grouse Smoky Black

Hot products for your shopping list

Shloer Celebration Pink Fizz and White Bubbly are to get a festive relaunch



launched earlier this year.

Fisherman's Friend lozenges are now available in Honey & Lemon



Plus FREE Franchise Fees for one year.

So be guick, there really is no better time to join the UK's award winning Off-licence led convenience retailer.

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- **†** Full chilled and fresh range from NISA delivered up to 3 times per week
- ★ Participate in group success with our share scheme
- ★ FREE Franchise Fees for one year







Call 01270 614 721 today or email development@bargainbooze.co.uk



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MAXIMISE YOUR SPIRITS OPPORTUNITY WITH ADVICE FROM DIAGEO

DIAGEO MYSTOREMATTERS

More and more customers are prepared to buy spirits on impulse when they enter convenience stores, making it important to consider how products can stand out. Maximise profits in your store using these essential tips from the Diageo's My Store Matters category initiative, with even more to be found at **www.mystorematters.co.uk**.

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PREMIUMISATION

Learning How to Upsell

- With customer confidence at a nine year high in the UK, shoppers now spend more per trip¹
- 43% of customers agree that they would pay more for high quality and premium spirits²
- 18% of spirits shoppers in convenience say that 'premium options' are the most important to them when selecting a product in store³

Top Tips

- Ensure you are stocking a full range of premium spirits
- Make sure premium products are clearly visible for customers to capitalise on impulse purchasing



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PRICE MARKED PACKS

Instilling Trust in Your Customers

- 70% of shoppers view PMPs as promotions and with customers increasingly looking for good value they can help drive impulse sales⁴
- 20% of spirits shoppers are making impulse purchases in convenience stores³
- PMPs sell three times the volume of standard bottles⁵

Top Tip

- Shoppers are more likely to trust PMPs,⁶ so ensure you make the most of this by stocking a full range that are clearly visible to the customer





FRACTIONALS

Making the Most of all Occasions

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- Fractionals are seeing growth across all spirits categories and contribute 36% of total spirits sales⁵
- 22% of convenience spirits shoppers say that smaller pack format options are the most important factor to them when selecting products in store³
- The popularity of 20cl bottles has seen significant growth over the past year⁵

Top Tip

- Take all occasions into consideration – for example, sales of fractionals are higher at Halloween than during the Christmas period⁵



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ADDING VALUE

Tailoring Your Offering

- Shoppers are now demanding a more personal experience from their local convenience store, with 39% of shoppers stating that 'friendly and helpful'³ staff drive them to a specific store
- 25% of convenience store customers visit the same store every day³, so by offering the right service there is a significant opportunity to drive repeat custom

Top Tips

- Ensure you have a good knowledge of the products you're selling in store advising customers on spirit serves can encourage them to buy additional mixers and garnishes
- 18% of spirits shoppers also purchase smaller sized bottles of soft drinks³, so by grouping these together with spirits you can appeal to customers shopping occasions such as Big Night In
- Keep your range fresh and exciting by introducing new products for your regular customers, particularly during key seasonal events



£7.89

SMIRNOF

for the facts drinkaware.co.uk

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1. Q4, 2014 Global Consumer Confidence based on 60 countries in the online survey. 2. Nielsen Global Consumer Confidence Survey and Nielsen SOTN 2015. 3. Him! CTP 2015. 4. IGD Shopper Track, 2011. 5. Nielsen Scantrack WE 20.06.2015. 6. Him! CTP 2014.

Visit WWW.MYSTOREMATTERS.CO.UK for simple steps to grow your spirits sales





ATM raid damaged building

A gang who ram-raided an Essex newsagent and made off with its ATM machine have left the building structurally unsound.

The four-strong gang, who repeatedly smashed the shopfront at McColl's Newsagent, Roydon High Street, with a forklift truck, began the attack at around 1.45am on 16 September. Neighbours described it as sounding like a "demolition".

Following the raid, people were evacuated from the flats above because the building was so badly damaged. Police are appealing for witnesses.

Meanwhile, in Edinburgh, a city centre newsagent was subjected to a terrifying attack during a raid by two masked men. One of the men held Tahil Ahmed by the throat, while the other took £200 from the till in the early morning robbery.

RN READER POLL



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

NEXT WEEK'S QUESTION Under Jeremy Corbyn, will the Labour Party offer policies which better serve the needs of small businesses?

Go to betterretailing. com/retail-newsagent



A rum-do in Kent raises cash, savvy?

Cries of "shiver me timbers!" were heard as staff manned the decks at Heath Stores in Horsmonden, Kent, to raise money for Prostate Cancer UK. The village convenience store celebrated International Talk Like a Pirate Day (yes, there is one) by dressing as swashbuckling sea dogs and holding a children's treasure hunt on the village green. Around £125 was raised.

Magazine delivery problems after depot switch Stores report supermarkets get first deliveries

Wakefield move causes distribution glitch rises

by Helena Drakakis

Retailers have reported a marked increase in problems with magazine allocation and deliveries since Menzies Distribution moved its magazines operations to Wakefield.

Menzies closed its Leeds depot on 21 June with magazine packaging and distribution transferred to a new hub in Wakefield the following day. Other newspaper and magazine hubs in Sheffield, Preston, Chester and York have ceased handling magazines, and these operations have also moved to Wakefield.

However, since the consolidation of services, retailers have been increasingly unhappy with delivery times and have reported magazines missing from their allocation. Some store owners have also told RN they believe supermarkets are getting priority over smaller businesses.

Keith Boyman, who owns Newsplus in Pwllheli, said: "Since the move to Wakefield, we've consistently been getting our deliveries up to 45 minutes late and sometimes even later than that.

"Just recently, we had What's on TV missing from our deliveries, which Menzies said would arrive the following day, but it never did. On the same day, one of my customers came in holding a copy of What's on TV that they'd bought from Asda just 400 metres from my shop."

Mr Boyman added that his business had been struggling to cope and questioned whether Menzies had taken on too much work with the move to Wakefield.

Similarly, David Davies,

owner of Newsday in Criccieth, also had a problem with his What's on TV which arrived four days late. He said: "I found the magazine in Tesco and Asda on Wednesday but I did not get my delivery until Friday. If supermarkets are getting their magazines first and we are not, I don't think that's acceptable."

Menzies did not reply to RN's request for a comment, however, NFRN representatives plan to meet with staff at the Menzies Wakefield depot in early October to discuss the situation.

Budgens fascia offers bright future

A family-run newsagent in Horsham will be outlining its journey from newsagent to Budgens convenience store at this year's Local Shop Summit.

Shelley's News, on Coltsfoot Drive, is to merge with a Spar store next door and reopen later this year under the new Budgens fascia. Manager Chris Shelley will speak about the move, which has taken four years to plan, during the event, at which he is a keynote speaker. He said the change was a response to his shoppers' declining interest in newsagents and increased demand for convenience. Shelley's will retain its post office but will now offer postal services seven days a week. There are also plans to develop the store's locally sourced range.

Building work at the Spar, which is now closed, will begin on 1 October, to allow the shop to reopen in time for Christmas. Shelley's News will remain partially open during the work.

The Local Shop Summit will take place at Lord's Cricket Ground on 14 October. Other keynote speakers at the event include blogger Chris Brown and independent retailers Peter Lamb and Vrinder Singh.





NFRN Legal NFRN Legal Plus NFRN Mutual

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NFRN Assist NFRN Credit Union

Would your store benefit from a small makeover? Don't know where to begin?

NFRN Assist 500 can help you.



"I knew what my business needed in terms of improving its imagery but I needed help to execute it, without paying thousands of pounds. With NFRN Assist 500, I was in control of what I wanted, as well as my budget. I changed my original thoughts on a few areas after being guided professionally.

I found the NFRN Assist 500 experience effortless from start to finish and my family enjoyed getting involved My store is more pleasant to work in, my customers have a nicer experience and my profits have improved – all for less than £5,000."

Stephen Hunter, Yorkshire

If you are able to invest up to £5,000 in your store, NFRN Assist 500 will consider applications for a grant of up to £1,000 to assist with the project.*

Let the NFRN Assist 500 team help improve your customers' experience.

Call the NFRN Helpline on 0800-121-6376 for further details.

* Terms and Conditions apply and each store will be assessed on its own merits.

THE **EXAMPLE** TIMES THE SUNDAY TIMES

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12 WEEKS DELIVERY



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Mum's the word for gluten-free range of curries

Customers tested a range of gluten-free curries last weekend at Simply Fresh Boldmere in Birmingham. The curries, created by Leicester company Mum's, are the latest addition by owner Rav Garcha, who began stocking more gluten-free products to meet customer demand. "We've got bread, cereals, biscuits and sauces. The curries went down really well," he said.



Local rugby player supports Sheffield store Special deals on Heineken and Foster's in Kent

Retailers convert Rugby World Cup opportunities

by Helena Drakakis

Retailers have been cashing in on the start of the Rugby World Cup with a host of inventive in-store and social media promotions.

The competition, being held in both England and Wales for the first time in 16 years, has got newsagents and convenience store owners pulling out all the stops to convert tries into sales.

Mandeep Singh, of Singh's Go Local Extra in Sheffield, had his very own rugby star in-store signing rugby balls. Former Yorkshire Carnegie captain Ryan Burrows put his name on 10 rugby balls, as well as signing a shirt that he had played in.

"On the first day, we ran a social media campaign that got hundreds of hits," said Mr Singh. "If you liked, shared, or favourited our Ryan Burrows picture you got placed in a draw to win one of the signed balls. We're always thinking about how to do things differently and this got loads of interest."

Mr Singh said social media engagement has

driven his sales by 20%. In Kent, Belvedere News, Food & Wine owner Amit Patel is donning an England strip every time his home team plays. He has also decorated his store in England bunting and imagery from Heineken, the competition's official drink sponsor. He is offering a 24-pack of Heineken for £25 alongside a 24-pack of Foster's for £20.

"Sporting events like this help our sales go up between 15% and 20%, especially on alcohol," he said. "Customers can get good deals at the supermarkets, but they choose us because we chill our drinks and they can pick them up at the last minute, just in time for matches."

Spar owner Julian Taylor-Green in Lindford, Hampshire, has been matching his products in store with the array of nations playing to create eye-catching displays. "It's easy to do this with wine and meals, and the rugby may have a broader appeal than both the Olympics or the football for us," he said.

5% of adult Scots use e-cigarettes

One in 20 Scottish adults use e-cigarettes, according to the recently published Scottish Health Survey for 2014.

The annual survey reported that 5% of adults in Scotland use e-cigarettes and 15% have tried them. Half of all smokers were reported to have used them, but 1% of non-smokers also said they had tried e-cigarettes.

Research director for ScotCen Social Research, Diarmid Campbell-Jack, said: "These findings confirm that e-cigarettes are being used by a small but not insignificant proportion of people in Scotland."

Jempson's Sussex boot fair boost

Bank holiday car boot sales held at an East Sussex store this year have raised more than £1,800 for local charities and causes.

Jempson's Peasmarsh superstore began holding boot fairs in April and ran them on every bank holiday until the end of August.

Money raised from the sale of pitches and collections made on the day were split between four charities: Rye's Bonfire Society, Rye Community Transport, Rye Day Centre and the Rother Responders.

NFRN talks pensions

The NFRN's South Wales district is inviting retailers who are unsure about their responsibilities regarding workplace pensions to attend a training session on 5 October at the Towers Hotel and Spa in Swansea Bay. The event will include a presentation from Now: Pensions.

'High tobacco tax boosts illicit sales'

The Tobacco Manufacturers' Association (TMA) has called on the government to cut tobacco taxation following the release of a report which revealed that one third of smokers are buying their cigarettes from "non-shop" sources.

A survey of more than 12,000 adult smokers found that half brought back as many cigarettes as possible from holidays abroad.

They also buy online, from family and friends, in pubs, on the street, at car boot sales and from various other sources.

A packet of 20 premiumbrand cigarettes now costs around £9 from retailers, whereas consumers pay around £5 for non-shop tobacco.

Tobacco tax has risen 40% in the last five years, but according to the TMA, the Treasury loses £2.6bn a year in illicit and crossborder sales.

Giles Rocca, chief

executive of the TMA said: "This survey shows that excessive taxation on tobacco products is forcing up prices and is driving consumers from legitimate sources.

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

E-CIGS

Light up your e-cigarette sales with the award-winning taste of blu

Electronic opportunity

With 18% of UK smokers already opting to vape¹ and around three million vapers currently in the UK², the e-cigarette category presents a lucrative opportunity for retailers.

As one of the fastest growing FMCG sectors, up 13%³, the total e-cigarette market is now worth over £400m⁴ and the trend for tobacco smoke, ash, smell and stain-free products is set to continue.

blu Disposable blu Disposables are perfect for new e-cigarette users and are available in Classic Tobacco and Menthol flavour

Which e-cigarette products should you stock?

Even though almost 50% of convenience stores now stock e-cigarettes , both shoppers and retail staff are still confused by the category and the different vaping products available.

As well as providing a number of product formats in sleek and stylish designs, blu has a knowledgeable shopper marketing team with a strong understanding of the market and consumers.

The blu team is experienced in offering e-cigarette and e-liquid advice and education material for retailers to help them ask the right questions and guide their shoppers to the right product solution for their vaping needs.

blu's full range of e-cigarettes offers a modern alternative to smoking, with a variety of disposable, rechargeable and e-liquid formats to meet every requirement.



blu Pro Kit The blu Pro Kit is for experienced vapers seeking a longer, deeper vape, with a number of award-winning flavoured e-liquids, including Classic Tobacco, Menthol, bluBerry and Cherry

New users

Shoppers trying e-cigarettes for the first time may go for ready-to-use disposable or rechargeable starter kits.

Disposable e-cigarettes like blu disposables are perfect for social smokers trying e-cigarettes for the first time. You don't have to charge batteries or top up liquids, you can just enjoy them (for the equivalent of up to 30 cigarettes) and discard them when you're done.

The rechargeable kits such as blu Starter Kits are easy to use, with cartridges available in a variety of awardwinning flavours including menthol and cherry. Simply twist on and go.

Experienced vapours

Regular and more experienced vapers usually favour a refillable, rechargeable vaporizer such as the blu Pro Kit which provides a satisfying throat hit and long battery life.

Refillable and e-liquid formats are the fastest growing due to the value savings, greater flavour range and increased product performance they offer.

blu's e-liquid vaporizer comes in a variety of award-winning flavours, including classic tobacco and menthol, plus bluBerry, strawberry mint and cherry for vapers with sweeter or fruitier tastes.

E-cigarette terminology

Disposables - perfect for trying out e-cigarettes for the first time or those on a night out. There's no need to charge or refill, just enjoy until empty then dispose.

Rechargeables -

e-cigarettes that customers charge by USB and twist on cartridge refill flavours to enjoy again and again. Just like the blu Starter Kit Cartridge Refills - come in a range of flavours and nicotine strengths to use with rechargeable e-cigarettes. Each cartridge lasts around 300 puffs or 1.5 packs of cigarettes. blu offers a range of flavours in 12 and 18mg nicotine strength. **Vaporizers -** made up of two parts (a battery and clearomiser), vaporizers like the blu Pro Kit offer a more satisfying throat hit than e-cigarettes.

Clearomisers - the clear tank bit of the vaporizer that customers fill up with e-liquid. With blu's Smooth Flow Technology, customers enjoy a superior, smooth vape every time. One fill of a blu clearomiser lasts around 300 puffs E-liquids - available in a choice of flavours and nicotine strengths, this is the liquid that customers fill their vaporizers with. Each bottle offers around 1,500 puffs. blu makes 5 flavours in 18mg strength.

blu Starter Kits The blu Starter Kit has a variety of cartridge flavours available including Classic Tobacco, Menthol and Cherry for new users seeking different tastes

Top tips for growing your e-cigarette sales

1. Stock the right brands to drive sales

blu is the third biggest and one of the fastest growing top five e-cigarette brands, which together, represent 73% of the market.

Almost 30% of consumers said they would choose to shop elsewhere if their first choice e-cigarette brand was not available in-store . So make sure you're stocking two or three of the top five brands in the convenience channel, which are blu, E-Lites, Nicolites, Vivid and MV.

2. **Stock a variety of products** to cover all vaping needs

Both disposable and rechargeable

e-cigarettes for new users, such as the blu Starter and Premium Kits with a choice of cartridges.

Vaporizers for experienced vapers such as blu's Pro Kit and award-winning e-liquids.

3.Merchandise e-cigarettes next to the tobacco gantry to ensure visibility

Three out of five vapers are dual users1, using both e-cigarettes and traditional cigarettes, and prefer to see e-cigarettes placed near tobacco products.

4. **Use a free**standing unit at the till to create stand out

If you have space, a freestanding unit placed near to the till will grab customers' attention The blu units offer attractive margins, with up to 70% PoR, including free stock.

5. Know your e-cigarette products

Talk to your shoppers and guide them through your product offering to find the best vaping solution for them. Your shoppers will come back and buy again and again. blu has a knowledgeable shopper marketing team, able to offer e-cigarette and e-liquid advice for retailers.

Why blu?

blu won e-cigarette and e-liquid Product of the Year 2015 for our high quality products.

We offer nationwide support for retailers; having already dispatched over 14,000 PoS display kits, freestanding units for till points and staff and consumer education material.

The range of PoS, which highlights the award-winning taste of blu e-cigarettes, has been designed to promote the entire product range and flavours including Classic Tobacco, Menthol and bluBerry.

This year, blu has invested in a multimillion pound marketing campaign to drive consumer awareness and footfall in store with bigger and more exciting plans set to be unveiled soon.

To find out more about stocking blu electronic cigarettes – or for e-cigarette category advice – contact your Imperial Tobacco Rep or our in-house experts on 0800 014 93 55.

$\mathbf{Y}(\mathbf{0})$ REGION NFRN DISTRICT COUNCIL REPORT NORTH WEST 15.09.2015

Glyn Bellis reports from the NFRN North West district council meeting

PayPoint demand sparks dispute

NFRN officials have become involved in a battle between PayPoint and a newsagent over a rival

Muntazir Dipoti, of Todmorden in West



store for more Dipoti than a decade with no loss to either competitor.

United Utilities and council payments are among those processed through Payzone but not PayPoint.

But Mr Dipoti said Pay-Point has refused to renew a contract with his store because of the Payzone terminal. The company has demanded exclusivity in his shop.

Mr Dipoti, a national councillor, said: "If Pay-Point can provide all the services then I haven't got a problem.

"PayPoint says it understands the situation but it can't have one rule for one store and one for another. It says it's always been in its contract not to have a competitor's terminal in store and they are enforcing it now."

However, Mr Dipoti added: "I want to keep my customers happy. PayPoint is not losing any business by me having both terminals. All I am doing is providing an extra service for customers so they don't go anywhere else."

PayPoint has insisted it is confident of its legal position and it hasn't broken competition law. But Mr Dipoti said: "You can't have rival chocolate



Mil Bro Muntazir Dipoti's customers have been paying their United Utilities bills through Payzone

bar makers saying you mustn't have Cadbury products."

Highlighting the issue at the district council meeting, he urged other members to report any problems to NFRN head office

At the same meeting, delegates received a presentation about new business services from Payzone. Nadia Owens, national account manager for the company, outlined broadband and banking offers available to retailers.

Complete your 'refusals log'

Retailers were urged to fill in refusals logs, which could help their defence if they came under investigation for

Your sav

Would you consider introducing a carrier bag charge in your store?

Muntazir Dipoti

Retailer, West Yorkshire

I am against it - customers would go elsewhere.

Aldi and Lidl charge and people come in with their bags. The environment isn't a matter for retailers. People should be encouraged to be more responsible in disposing of bags.



Aleef News, Preston



Hanif Belim

I have always been in favour of a 'green tax'.

However, we will have shoppers complaining if we start charging without a new law requiring it for everyone. I think people would be prepared to pay up to 20p for a bag.

Gordon's Newsagents, Salford

an underage sale. A district activity report warned that many members visited by NFRN field staff were still not displaying an A3 statutory tobacco poster - a fine of up to £1,000 being the penalty if caught - and shopkeepers failed to use refusals registers.

had been visited by trading standards and didn't have the log.

a presentation from John Cassin, senior compliance adviser for Under Age Sales, which specialises in providing support for small independent businesses.

Mr Cassin

was Nigel Catlow, retail marketing manager with Citizencard, which is behind the "No ID, No Sale" campaign.

meeting the company's retail toolkit tells shopkeepers it "might just save your livelihood".

A Blackpool member

The meeting received

said there were more than 250 age-restricted products on sale.

The next guest speaker

John

Cassin

Mr Catlow told the

I would

charge two

One of the

obvious reasons is the

environmental issue.

People are becoming

more environmentally-

friendly. We tend to pro-

vide used carrier bags

but still give out about

6,000 new bags a year.

Jimmy Joshi

Hari Market News,

Ashton, Manchester

to five pence.

The publicity material says: "The refusals register is proof of due diligence. "In some cases the existence of a wellmaintained Nige register has prevented staff

Catlow

from being prosecuted," he said.

Smuggling gangs well organised

Well-organised criminals, rather than 'Del Boy' rogues, are behind the growth in smuggling and illicit sales of cigarettes, members were warned.

Peter Nelson, antiillicit trade manager with Imperial Tobacco, highlighted figures which suggested a "white van man" could make £65.000 profit from an illegal load, while a lorry container filled with cigarettes could earn smugglers £1.1m profit.

Mr Nelson told the meeting one out of every five cigarette packets sold in the North West was tax-free because it came from the illicit trade. Globally, the activity was bigger than legal sales by JTI or Imperial.

The average convenience store lost more than £40,000 a year to the illicit trade, he said. It was vital that the public and businesses didn't turn a blind eye, he added.

Report problems

Just five complaints two about Smiths News Stockport and three for Menzies Preston - were received in a week by the NFRN helpline from 1,278 district members.

Newsagents were once again urged to report all wholesaler problems to the helpline.







NFRN DISTRICT COUNCIL REPORT EAST MIDLANDS 15.09.2015

Tony Collins reports from the NFRN East Midlands district council meeting

Delays fear over busy print centre

Members expressed concern that a leading print centre in the region could be running "over-capacity", which they fear could lead to late deliveries.

Hinckley member Mike Hopkins said his branch called on the district coun-



tions Committee over "possible overcommitment on production"

at Trinity Mirror's regional centre at The Fort in Birmingham.

As well as its national newspaper titles, the publisher also produces regional dailies such as the Birmingham Mail and Coventry Telegraph, plus numerous weeklies.

Mr Hopkins said: "Trinity Mirror is an exceptional publisher, but it has got into a hell of a mess at The Fort.

"It moved the printing of weeklies to The Fort and then got brave and shut down the presses in Colmore Circus, Birmingham, and Corporation Street in Coventry.

"Mondays and Tuesdays aren't a problem because they nationals are small, but by the time they come to Thursday, everyone's got a bit of advertising for the weekend so it's one of the heaviest print days.

"Thursday is also when the weeklies, including half a dozen in Warwickshire and the Hinckley Times, come out.

"The centre is at absolute capacity, so are we going to get into the situation where Trinity Mirror tries to push too much through this place, with the result that we get late deliveries?"

Members were told that the Nottingham Post and



Derby Telegraph were also printed at The Fort.

Big push for development

District president John Green called for a concerted effort from members to develop their businesses.

Mr Green referred to a Sunday Times article saying that by 2019, the

turnover of convenience stores would go up from £38bn to £44bn.

John

Green

He said: "There is a lesson there for retailers to diversify and move with the times and accommodate what our

Your sav

I am a member of the Booker Shop Locally club and it

has promotions on all Halloween products which I put up in my shop window - usually for products like sweets.

Jack Patel IRS News. Nottingham Trinity **Mirror has** got into a hell of a mess at The Fort

Mike Hopkins

Retailer, Hinckley

move forward and, as a district, we should also bear that in mind, so when you have branch meetings, look at how we can all develop our businesses." Mike Hopkins added: "We

know our businesses and our people well enough that with the right support, the time for the small business couldn't be better."

shoppers want.

"As a federation, we

advising our members to

should be helping and

Survey reveals dissatisfaction

A satisfaction survey among retailers across both the East and West Midlands

Halloween presents one of the biggest sales opportunities of the year. What plans do you have to grow sales this year?

I haven't

stocked anv-

thing major

around Hal-



promotes Halloween. It

prices – £5 for a complete witch's outfit - I just can't match it. **Glenn Gurney**

loween for five years, apart

from a few sweets. If you

look at the major retailers'

Woburn Sands Convenience Store, Buckinghamshire



loween items things like masks, plastic pumpkins, sweets and little toys such as fangs. We tried it for the first time last year and had a bit of success, so will be doing it again this year.

We bring in a

section for Hal-

Pankaj Popat East Leake Post Office, Leicestershire

districts has revealed the extent of members' dissatisfaction with the service they receive from wholesalers. The satisfaction survey focused on 50 retailers across the two districts.

It revealed that 41 of the 50 contacted their wholesaler with a "service failing" issue" at least once a week.

But when it came to their experience of contacting the wholesaler, 30% were "dissatisfied" and a further 14% were "very dissatisfied" with the service provided. In contrast, only 6% were "very satisfied" and 34% merely "satisfied".

The survey listed the main problems they experienced as orders being amended, short supplies, returns, late supplies, and missing credits, with 42% describing the speed at which the issue was resolved as "poor" or "very poor".

A number of issues were raised with Smiths News during a recent meeting in Birmingham.

One of the district councillors who attended, Northampton member Glenn Gurney, has now called for more frequent meetings rather than at six-monthly intervals. He said: "We need to pin down someone who is dealing with the issues. I raised about 10 questions, some of which they answered but some they didn't. So I intend to ask about what happened with the points I raised."

Well done, John

Congratulations were given to John Green after it was announced that he was one of the top 100 independent retailers in the UK as judged by the Independent Achievers Academy. He was notified of the achievement after his store in Peterborough was assessed across 12 retail categories.

GION NFRN DISTRICT COUNCIL REPORT **NORTHERN** 15.09.2015 RE

John Dean reports from the NFRN Northern district council meeting

Reassurance from president

National president Ralph Patel, who was visiting the district, told members that the federation was addressing some of the key issues facing retailers.

He said late newspaper deliveries and delayed credit vouchers remained



all subject to the same time pressures." The NFRN staged a news-

paper summit with national publishers and wholesalers earlier this year to bring the problems to their attention and Mr Patel said they would continue to maintain the pressure.

Another issue was the possible impact of budget cuts on police responses to retail crime, he said.

"So many of our members suffer from retail crime."

The NFRN was a key mover in the establishment of an all-party parliamentary group to debate the issue, he said. "We hope to move retail crime higher up the political agenda."

He was also concerned that some retailers did not understand their pension scheme responsibilities under the new auto-enrolment rules.

Pressure felt on strong alcohol

Members expressed concern at the way some licensing authorities are exerting pressure on small retailers not to sell highstrength lagers and ciders.

Teesside member Richard Blakeley said that, given there was not a law prohibiting the sale of such drinks, members should be prepared to challenge



such suggestions when they were presented to them.

Fellow branch member Martin Ward said that some retailers might feel intimidated when

confronted by such suggestions from licensing authorities. particularly if

they did not fully understand the law. Durham member Glyn

Taylor said there was an anomaly in that, at the same time that retailers were being urged to restrict the sales, it was still seen as acceptable to sell wine, which is stronger.

Your sav



est step in policing downgrades. We have particular concerns with alcohol sales and newsagents being subjected to abuse. If this goes ahead it would be really sad.



We hope to move retail crime higher up the political agenda

Ralph Patel NFRN national president

Ralph Patel told members that the NFRN had signed a deal with the Islington licensing authority which he hoped would bring about a more consistent interpretation of the law.

Under the scheme, a trading standards department or licensing authority wishing to take action against a retailer signed up to it, would have to consult Islington first.

But some members expressed concerns that Islington's interpretation might be different to other authorities.

'Use social media for complaints'

District president Malcolm Dobson urged members to post complaints about publishers and Malcolm wholesalers on

Dobson social media. He said that he had posted a recent problem with a wholesaler on Facebook and it was resolved. "They do not like bad publicity, they can't not see it," he said.

His comments were

All small

shops are

vulnerable to

Police forces have warned they may have to ignore low-level crimes such as shoplifting and burglary if planned budget cuts go ahead. Is retail crime a concern in your area?

Durham Police have been

very good but obviously

there are concerns that if

they are hit by budget cuts

their performance will be

affected.

Moscis.

Jason Birks

County Durham

Retail crime is

a concern and

there are wor-

ries it is being



Glyn Taylor Durham

crime. I feel we are already regarded as low priority and at the back of the queue when it comes to police responses. It is worrying that, if budget cuts go ahead, we will be sitting ducks.

Dorothy Scott North Northumberland echoed by vice president Mike Mitchelson, but Durham member Gary Quinn said that most retailers were too busy running their own businesses to write posts or ring the NFRN helpline.

He disputed the effectiveness of working this way because he had "been hearing the same thing for years with little sign of improvement".

Mr Quinn said the NFRN needed to seek out fresh ideas to tackle such long-running problems.

Auto-enrolment explained

Gavin Collinson, regional partnership manager for Now: pensions, gave a presentation on the importance of addressing the new auto-enrolment procedures.

He told members: "Leaving it to the last minute will create big problems for employers and pension providers."

Well represented at conference

Malcolm Dobson, giving his opening address. told members that the district's members had represented themselves well at annual conference. Members also praised the quality of work on the NFRN's new-look Durham office.

Living Wage will cost extra 5%

Northumberland member John Gardiner said concerns had been expressed at a branch meeting that the demands of the National Living Wage and auto-enrolment into pensions could mean retailers would have to find up to 5% extra revenue.







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

PAPER'S DEMISE IS A SAD LOSS FOR NUNEATON

I was very sad to read in RN last week that long-standing regional newspaper the Nuneaton Tribune is going to be no more.

Many, many, moons ago, being a paper girl in Nuneaton, I used to deliver it, and having started out with this job, then buying my store in Hackney, London, in 1978, newspapers have always been in my blood.

Selling them has been a big challenge for us, because there were never paper rounds in this area before we had our store and we have had to work to persuade the local community to come in and buy or save their daily papers.

But things like the Sun fascia have helped the shop become recognised as an established newsagent in the area and we are still going strong today.

Ranjan Patel Marsh Hill News, Hackney, East London



How much are the wholesale monopolies making from us?

I am in receipt of a letter detailing yet another carriage charge increase from Menzies. The last



Menzies and Smiths have made considerable savings by rationalisation, to their benefit, certainly not to mine John Parkinson

Retailer, North Wales

year has seen petrol and diesel prices decrease quite dramatically and both Menzies and Smiths have made considerable savings by virtue of rationalisation, to their benefit, certainly not to mine.

But our papers are being delivered anything up to 45 minutes later on average than they were one year ago. This has also had the downside of putting our costs up.

Not only that, last week we didn't receive What's on Wales, a TV listings magazine. The supermarkets did though. Problems like this were symptomatic of the wholesalers more than 20 years ago.

Along with the various 'rationalisations' by publishers, we now have a 'service' that has produced economies that should have decreased our charges substantially. How much profit are the wholesale house monopolies making out of our carriage charges? I suspect more than they are making out of magazine and paper sales. John Parkinson Penrhyn Bay, North Wales

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

My treatment on partworks is making me disheartened

I have always actively promoted partworks but I am getting really disheartened at the way independent newsagents are being treated.

With the latest Zippo Collection, we have already sold about 60 and had an additional 70 copies come in. But one of my regular customers bought a copy and asked me to shop-save it, then returned after a couple of hours and asked me to cancel the order because he was going to subscribe and get free gifts instead.

I want to know why independents are used as launch pads, then our orders are lured away. I would like an equal playing field. Why can we not offer these free gifts?

Linda Sood Falcon News, Portsmouth, Hampshire

Indies will lose out in new-look Sunday trading

The government needs to consider seriously the effect that relaxing Sunday trading laws would have on local businesses, because this move will create a lot of major issues.

Has it considered, for example, a situation where there are two shops on either side of the road, in different boroughs, with two different policies?

Or has it thought about what was proven during the Olympics - that when the law was relaxed most of the trade went from small independent shops to major retailers, rather than increasing overall spend?

The current situation is a reasonable compromise for everyone and it works, but I believe relaxing Sunday trading laws would only work in favour of large companies.

The most negative and likely outcome is that a lot of small independents will disappear. The situation is bad enough now – around 300 members left the NFRN last year and most of these were through shop closures.

Has the government considered how this situation would worsen if retailers have to contend with relaxed Sunday trading laws plus the introduction of the National Living Wage? A lot of our members who employ staff will have to cut hours to pay this new wage and consequently work longer hours themselves.

Extended Sunday hours and the National Living Wage might be good for the multiples but it will have a very serious effect on local stores, many of which are already struggling to survive even without these changes.

Ralph Patel NFRN national president



Do you want EPoS in your store for only £699? (RRP £2,999) Visit www.retaildata.co.uk

to find out how



Do you want to see your views in RN? opinion@newtrade.co.uk O20 7689 3350



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email editorial@newtrade.co.uk Annual Subscription UK 1 year £144 EL 2 years £227 R £289 Europe

Rest of world £339 3 years £319 To subscribe contact 01737457236

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Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper Distributor Seymour Distribution, 2 East Poultry Avenue, London, EC1A 9PT



Audit Bureau of Circulations July 2014 to June 2015 average net circulation per issue 14,539

Winner of the 2009 ACE gold award for circulation excellence by a smaller magazine



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YOUR SAY Mike Greene says he will make My Local "the best convenience estate in the country". Do you see it as a worthy competitor?

Peter Mann

Nisa Local. Luton

I'm not sure if they will make a big impact on the industry, but it depends how Mike Greene decides to grow the business. I don't think 140 stores is big enough to make an impact or affect competitors in a big way. But Nisa's five-year supply deal with My Local will be great because it will raise our volumes by 45%.

Jai Singh

MJ's Go Local Extra, Sheffield

Any competition is a threat and it'll be interesting to see it unfold. There is always room in the market if someone does something right. I'd like to see what angle and new ideas it has on fresh foods, like the integrated kitchens some stores have incorporated. The stumbling block is that it needs to have focus; if you do



fresh produce then you can't contradict with frozen.

Chaz Chahal

Costcutter, Bromsgrove There aren't many of these stores nearby. It seems like

the business will be Londonfocused, and mostly down south. It will be interesting to see what they'll do, but there's only so much to go around in the market so it will be tough. They don't seem to have much of an identity either.

YOUR STOCK New Match Attax packs are being released this week. How do you expect them to sell in your store?

Matthew Clark

Penvlan News Penylan, Cardiff

I'll certainly be stocking the new selection of Match Attax and will use the PoS which will arrive with the packs. Match Attax cards are popular and they're an easy sale. Kids love them and they look great on the counter. That said, sales have declined a bit recently.

Three or four

years ago we had a booming trade but they haven't been doing as well lately.

But the new cards should help things pick up.

John Vine

Newsworld, Church Stretton, Shronshire Match Attax were massively popular for us a year ago, but now they're too expensive. The price was raised to £1 per packet and the number of cards included was reduced.



We used to do a great display and they flew off the shelves, but now they're too expensive and the kids can't afford them.

David Lomas

Lomas News Burv. Lancashire Match Attax is a slow starter. It didn't do verv well for us last year but we're putting in

lots of effort to promote it this year. We're advertising on Twitter and Facebook and we've got a chalkboard display up in our window. We're waiting to see what PoS we get from Topps, but it all comes down to whether the local kids are into it or not.

ISSU

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'BAD TERMINAL SWITCH SERVICE COST ME SALES'

It's an old adage that when something looks too good to be true, it probably is. And that has certainly been the case for Scottish retailer Shahid Razzaq who has only just managed to resolve a five-month wrangle over new debit and credit card terminals installed in his two Glasgowbased convenience stores.

Mr Razzaq, who runs both Premier Mo's Convenience Store and Family Shopper in Blantyre, made the decision to switch terminal suppliers back in midspring. He was swayed by one company, Paymentsense, which was offering attractive rates, and secured a deal that would, he says, have saved him more than 40% in card rates.

He was visited by a sales representative who looked at both stores and agreed to supply three terminals – two for one store and one for another. Mr Razzaq says he made it clear that he had an EPoS system installed in each shop and needed compatible, integrated terminals. His staff were also only trained on how to use integrated terminals as opposed to a standalone system. So far so good – that is until the machines arrived.

"The terminals which were delivered were not what I wanted. They were standalone," says Mr Razzaq. "At first I was willing to accept that it was a genuine mistake, but that was five months



ago. I contacted the company week after week to ask it to sort it out, but it didn't happen. I was so frustrated."

In Mr Razzaq's Family Shopper store he was fortunately able to revert back to his old terminal system as he hadn't yet cancelled the contract with his previous supplier. However, he had already cancelled the contract at his Premier store, leaving him no choice but to use the slower system.

"The store is busy. It takes around £30,000 a week, and this slowed transactions down. I believe I lost money during the five months this dragged on. The whole point about convenience is that customers are served quickly. Instead, I had queues mounting. With the standalone system there's a lot more to-ing and froing while the terminal is handed back and forward from customer to retailer. It's like pass the parcel. With an integrated system the transaction is completed far more quickly."

The machine did take contactless payments but Mr Razzaq says many of his customers choose not to pay this way and instead want to insert their card.

Although Paymentsense has now agreed to terminate Mr Razzaq's five-year contract without him incurring any charges, the retailer says it took months of phone calls, tweets and eventually a call directly to the company's resolution team to rectify the problem.

"I made the mistake of relying on this company's sales team representative. I advise any other retailer who is having similar issues to make a direct phone call to Paymentsense's resolution department. Once I made the call the resolution was quick, but it shouldn't have got to that stage," he adds.

Despite repeated requests, Paymentsense has not responded to RN's questions regarding Mr Razzaq's complaint.

Western Union gives Mukesh a hardware headache

Poor customer service has also been troubling south London newsagent Mukesh Patel.

He was contacted in May by Western Union, who told him he had been chosen for a hardware upgrade. Mr Patel, who runs Jai Shree Krishna newsagents, has always offered Western Union global money transfer facilities at his shop in Forest Hill. He has also made use of the company's maintenance and technical support that was offered alongside his computer.

However, in the letter he received in May, Western Union made clear that although it was supplying him with new hardware, it was simultaneously withdrawing all technical support. The letter stated that retailers would now be responsible for the upkeep, maintenance and updating of the computer and would be responsible for all costs relating to the computer's use, software, service and maintenance. It also stated that the company would not be supplying any support, help desk or other technical services.

"I wrote back to Western Union straight away saying that in light of the altered terms and conditions I did not want the hardware upgrade, but I didn't hear anything," says Mr Patel.

But last week he was contacted by engineers, contracted by Western Union, to arrange a time for the hardware installation. He explained he had not yet received a reply from his letter four months ago. Mr Patel has now complained to his rep and is awaiting a resolution.



INDUSTRY PROFILE Cotswold Fayre

Having bucked the trend and seen sales soar during the recession, Cotswold Fayre managing director Paul Hargreaves explains why now is the perfect time for the specialist wholesaler to introduce a fresh and chilled range

RETAIL NEWSAGENT Tell us about Cotswold Fayre.

PAUL HARGREAVES We are a wholesaler of speciality food and drink. A lot of the firms we deal with are very good at making things, but not so good at the sales and distribution side, so that's where we provide expertise.

RN What kind of retailers do you supply to?

PH The retailers we work with fall into four types: farm shops, delicatessens, food halls – like those in garden centres – and then village shops and convenience stores.

RN What kind of suppliers do you work with?

A lot like the retailers we deliver to, about 92% of the producers we work with have fewer than 50 employees and nine out of 10 products are made within 200 miles of the retailers they're being delivered to. Hardly any of our suppliers have listings in supermarkets and, to survive, retailers must have a point of difference. That's what we offer retailers.

RN Is there still a market for this kind of premium produce?

PH We actually did particularly well during the recession. While there might not have been as much money in people's pockets, they were going out for meals less and eating at home more. On top of this, categories such as confectionery did well because people weren't buying things like widescreen TVs, but were buying themselves a bar of chocolate instead. This is still very much the case today.

RN What trends are affecting the premium foods market?

PH A major one is fresh and we're moving into fresh and chilled delivery this week. This is where I see the growth and a lot of retailers are increasing their chilled ranges while decreasing their ambient stock. We will be doing a trial in an area including Berkshire, Surrey and a little bit of Sussex. If it's successful we'll roll it out nationwide.

RN What chilled produce will you be distributing?

PH We're experimenting. We've got a large range of pies, which is a really growing market. Other products include bean-based ready meals,

** Company CV **

Company Cotswold Fayre

Managing director Paul Hargreaves Profile A delivery-only speciality and fine foods wholesaler, Cotswold Fayre supplies retailers with niche products, many of which are not listed by major supermarkets.

Latest news Up until now the company has only dealt with ambient products but, this week, trials of its new fresh and chilled service begin in the south east. Its range will include pies, ready meals, soups and puddings – all created by smaller scale producers.

smaller scale producers.	
**	**

Tom Gockelen-Kozlowski
 tom.gk@newtrade.co.uk
 020 7689 3361

💟 @tomk_RN





We're seeing customers having two breakfasts. That's a big opportunity for retailers soups, salamis, puddings and a lot more. We'll have a few cheeses as well, but there are already a lot of cheese wholesalers out there. We surveyed our customers before we started working on the chilled delivery service and they gave us an idea of the range they wanted.

RN How is shopper behaviour changing this market?

PH We're increasingly going down the food-to-go route, as retailers want us to provide products for lunches. We're also seeing customers having two breakfasts, picking up something quickly as they're leaving the house and then later having something with a cup of coffee. That's a big opportunity for retailers. Another trend we're seeing is home baking and our chilled range includes ready-made cookie doughs.

RN What are your requirements from the retailers you work with?

PH For the vast majority our minimum orders are £250 to £300, which is not a big ask. Our average order is actually just over £500; we're happy for retailers to just dip in or do far bigger £2,000 to £3,000 orders. What we offer in return is a way of working directly with producers without having to work with lots of different suppliers individually. We can arrange tasting in-store and trials of new products. Our 10 account managers across the UK can provide advice on merchandising and ranging in-store too.

ever Tic Tac to NEW ES MIXERS change flavour as you eat it Sweet sales tac-tics

Brought to you courtesy of Tic Tac, the UK's fastest growing Top 20 sugar confectionery brand¹

Binny Amin, owner of Blean Village Londis, has been a retailer for 5 years. Sugar confectionery accounts for 12% of his sales and is a popular category with his shoppers.



"My core range is always based on planograms"

The first



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Research shows that nearly two thirds of existing Tic Tac consumers will buy Tic Tac Mixers in addition to the core range, providing a huge incremental sales opportunity for retailers²

Binny says consumers trust new launches more when they come from big brands.

"Cystomers tryst new laynches" more from big brands"

www.ferrero-trade.co.uk

Source: Nielsen Total Coverage, Pocket Confectionery, Value Change%, YTD, w/e 06.06.15

SINON DANZCUK GUEST COLUMNEST How Labour can win over retailers

Labour faces an uphill struggle to win back the votes and confidence of independent retailers, but it is a task it must succeed with given the dangers posed to the sector by current legislation

or the next chapter of the Labour Party's history to be a successful one, it's absolutely critical for us to win over independent retailers.

We've seen a growth in the number of small businesses in recent times and one of the things that makes them so important is that they are opinion formers. Business owners have members of staff and regular customers with whom, along with their families, they will be interacting all the time. This gives them great influence and it's important that Labour is seen to be on their side.

How can we do this? If we look at our offer at the general election in May there were some positives and some lessons to learn.

In terms of policy, I think we had a reasonable offer last time around. Our pledge to reverse the corporation tax cut in order to fund a reduction in business rates for small firms would have benefited many independent retailers.

We now await the government's proposals and must scrutinise its plans so we can stop them creating a system that only helps big business.

In other areas we put business under the cosh, however. Our immigration policy would have put the onus on employers to check the legal status of employees but that should be a job for governments, not individual businesses.

Additionally, I think that we were guilty of letting ourselves be cast, as a party, as anti-business. Ed Miliband, our then leader, didn't get around enough businesses (of any size) and he wasn't seen talking about businesses or to businesses. This softer campaigning makes a big difference when people are working out if a politician is on their side.

One thing is clear though: there's a real need for the Labour Party to offer an alternative to this government, as demonstrated by

★ Is McDonnell credible?

+ Having joked in Who's Who that one of his hobbies is "generally fomenting the overthrow of capitalism", our new shadow chancellor John McDonnell will have his work cut out to show that he's on the side of entrepreneurs and small businesses. There are some really serious issues such as stimulating the economy and supporting businesses so they create jobs. I don't think there's much room for joking about these issues and I'm not sure this was a wise appointment. Elsewhere I'm more positive, though. The new secretary of state for business, innovation and skills is Angela Eagle, who will be very good on her brief. I've known Bill Esterson, the new shadow minister for small businesses, for a number of years. He has a business background and will make an excellent shadow minister. He is someone businesses will be able to talk with.





the current debate over the National Living Wage.

The Conservative Party is introducing a new higher wage (£7.20 an hour from April 2016; £9 from 2020) without reducing the tax burden on small businesses who will therefore find it difficult pay. Ironically, the sharp rise won't make employees better off thanks to the reduction in tax credits they're pushing through.

Whether it's because employees feel that work no longer pays or because small businesses can't afford their wages, many stores are going to lose really loyal staff. We may then also see a surge in young people from Eastern European countries coming into the UK to fill some of these posts.

So what should Labour offer instead? One way that we could help retailers in the future is to say that all small businesses – and we'd have to see where the line is – are taken out of business rates altogether. Reducing the burden on small businesses would free up money for them to pay their employees a little bit more. That could be a good solution, but it'll be up to our team in the coming months to create an offer that will appeal to you.

> Simon Danczuk is MP for Rochdale and chair of the All-Party Parliamentary Group for Small Shops

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ever Tic Tac to NEW ESE MIXERS change flavour as you eat it Sweet sales tac-tics

Brought to you courtesy of Tic Tac, the UK's fastest growing Top 20 sugar confectionery brand¹

Pardip Kumar is the owner of Kings Ride Supermarket in Penn, Buckinghamshire. He has been in the retail industry for 30 years. He considers sugar confectionery to be an important impulse sales opportunity in his store and an essential business driver.



"NPD is bringing new" customers in"

The first



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Tic Tac Mixers is being supported by a £1.3m media investment so make sure you're stocking Tic Tac's first flavour-changing variant.

"Well-planned core range" and flavour variety"

www.ferrero-trade.co.uk

Source: Nielsen Total Coverage, Pocket Confectionery, Value Change%, YTD, w/e 06.06.15

PRICEWATCH RED WINE

RED WINE PRICES AROUND THE UK									
PRODUCT	AVERAGE	RRP	RETAILER	2	RETAILER 3	retailer 4	S		
Blossom Hil California Red 76cl	£5.12	£6.49	-	£5.00 (2 for £9)	£5.99	£6.50 (2 for £11)	£6.50 (2 for £12)		
Hardys Stamp Shiraz Cabernet Sauvignon 75cl	£6.90	£6.99	£5.00 (Offer)	£5.99 (Offer)	£5.49 (Offer)	£6.50 (2 for £11)	£6.50 (2 for £12)		
Hardys Bin 161 Shiraz 75cl	£5.06	£5.00 (PM)	£5.00 (Offer)	-	£5.99	-	£6.50 (2 for £12)		
Yellow Tail Shiraz 75cl	£7.09	£8.49	£7.49	-	£6.99	£6.99 (2 for £12)	-		
Yellow Tail Merlot 75cl	£7.46	£8.49	£7.49	£6.00 (Offer)	£6.99	£6.99 (2 for £12)	-		
Echo Falls Red 75cl	£4.93	£5.99	£6.49	£5.00 (2 for £8)	£5.99	£5.99	£4.99		
Echo Falls Raspberry & Cassis 75cl	£5.03	£5.00	£5.00 (Offer)	£5.00 (Offer)	£4.99	_ (2 for £10)	£4.99		
Echo Falls Merlot 75cl	£5.98	£6.49	£6.49	£6.49	£5.99	£5.99 (2 for £10)	£4.99		
Jacob's Creek Merlot 75cl	£7.60	£8.49	£5.99	£5.99 (Offer)	£7.99	£6.89	£7.50		
Blossom Hill Merlot 75cl	£6.37	£7.39	£6.49	-	£6.99	-	£6.50		
Yellow Tail Cabernet Sauvignon 75cl	£7.43	£8.49	£7.49	-	£6.99	-	£6.50 (2 for £12)		
Hardys Stamp Cabernet Merlot 75cl	£6.89	£6.99	-	-	£5.49	-	£6.50 (2 for £12)		



EPos Chita Fact. tar

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

Pricing strategies

1 NAME BOB SYKES STORE Premier Denmore Food Store LOCATION Rhyl, Denbighshire SIZE 1,000sq ft TYPE town centre

RETAILER

I've noticed a lot more pricemarking on red wine, and it seems to be quite effective. Customers are very pricesensitive in this category, so having a clearly labelled price that comes from the supplier assures people they are getting the best value for money. Most red wines are on promotion all year round, which can be tricky if they ever come off discount, as people become used to seeing those brands at a lower price and are therefore reluctant to fork out any more for them. We merchandise red wines by the chiller next to the beers.

RETAILER



TYPE estate

We put on all of Booker's offers, as well as some of our own if we find a good deal from another supplier. Most of our red wine is on promotion, and offering competitive prices means people are more likely to come back. Blossom Hill is by far our bestseller, as it's a brand that's advertised quite a lot. What's important to me in this section is to simply have a good range and good offers, or else people will just go to the local big supermarket. I merchandise red wines next to the chiller, which also houses our beers and white and rosé wines.

31

📀 Nadia Alexandrou

nadia.alexandrou@newtrade.co.uk020 7689 3350

BETAILER

NAME JAYESH PAREKH STORE Jay's Costcutter LOCATION Manchester SIZE 1,800sq ft TYPE neighbourhood

I normally add 50p on the RRP, which allows me to get a good margin while keeping prices reasonable for customers. It's hard to sell wine that isn't on promotion or is not clearly a premium wine, and often I'll end up having to lower prices to sell stock through. I always keep a look out for when Costcutter runs deals on red wines and then buy them in bulk so I can enjoy both good margins and a high rate of sales. Red wine is probably the slowest seller out of the whole wine category for us.



NAME ATUL SODHA STORE Peverells Londis LOCATION Harefield, Uxbridge SIZE 600sq ft TYPE village

We bulk buy discounted case deals and put the wine on multibuy deals to get a good margin. For example, Blossom Hill is selling on promotion at £21.99 for a case of six. If I sold that at £5.50 I would get a margin of less than 20%, so instead I'm selling them at £6.50 or two for £11, giving me a margin of 32%. I've just worked with my symbol group to remerchandise our beers and ciders fixture, which significantly lifted turnover. My next step is to rearrange my wine fixture.





NAME CHARLIE PANDYA STORE Premier Rik's One Stop LOCATION Rainham, Kent SIZE 1,200sq ft TYPE neighbourhood

We normally go a bit lower than Booker's RRPs, as most of our customers are not willing to pay full price for these wines. How popular red wine is depends on the weather and time of year – generally, as it turns colder red wines sales pick up. Echo Falls and Blossom Hill are our bestsellers, largely because they're often on promotion and are names that my customers are familiar with. Multibuy deals are particularly effective.



INDEPENDENT Achievers Academy

Effective Ranging

Coca-Cola Enterprises' John Harvey visited Roger Dillon's store in Sunderland to discuss the best methods of effective ranging. But how has he got on since we visited?

Roger's action plan

Cross-merchandise throughout the store. Combine snacks with drinks, for example
 Streamline soft drinks and keep similar products, such as colas, together
 Create uniform pricing and promotion labels to keep the store consistent

Roger says

"We're rearranging our store, getting it ready for the opening of our new post office on 19 November. While we're doing this, we'll use the advice we were given when the IAA visited. We'll reduce our large soft drinks range, for example, and we'll partner it with snacks so customers who are queuing can see the whole range together. We've also made our promotions clearer. Apart from stock that is reduced to clear, they all match now."

Your action plan

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

RETAILER PROFILE







Small but perfectly formed

Size isn't everything, according to David and Maureen Ramsey. Their West Yorkshire store may fill a bijou 600sq ft, but it's what they do with it that counts. **Steven Lambert** reports espite their convenience store standing at a relatively small 600sq ft, David and Maureen Ramsey have managed to squeeze the best performance out of every

inch of their business. Since taking over the store in the town of Knottingley in West Yorkshire two years ago, the couple have grown weekly turn-

ago, the couple have grown weekly turnover from £3,000 to £15,000 by offering unique services and great deals to shoppers. David says: "We get next to no passing

trade – all of the business we do comes from repeat custom, so it's important that we listen to what local people want."

With this in mind, every element of Best-one Byram Park Stores is geared to towards meeting the needs of nearby residents, whether they are children or senior citizens.

David gives the example of the store's 'children's bank', which allows youngsters to save up spare pennies in the store and use them when they want.

He says: "We have 46 children signed up to it, and we have polystyrene cups on the counter with their name on where we keep their change. We also often have parents calling up asking if we can add a couple of pounds in for their children as well."

More often than not, this money is spent on the store's popular SnowShock slush machine, a big draw to the business for shoppers of all ages, according to David.

"We have a loyalty card for the slush machine where customers can buy nine drinks and get the tenth one free. It's been popular with kids, as well as with some adults."

Elsewhere, David has been catering for the growing popularity of fresh and chilled food by increasing his range of pre-packed sandwiches, fresh meat and salads. "We used to spend £300 a week on fresh food and would always worry about the wastage," he says.

"Now we spend £800 a week and make sure the chillers are constantly topped up and look full. If you have gaps in your fridge and it looks messy, chances are you're not going to sell many products."

David is now looking to grow sales further with an aggressive promotional leaflet drive in the run-up to Christmas. He says: "We're working with Royal Mail to increase our leaflet drops from 850 houses to 2,200 in October, November and December.

"We'll also be running other incentives such as offering free home news delivery for a month off the back of it."

And with the holiday season just around the corner, many shoppers will also be taking advantage of the store's Hermes parcel service, as well as its offer



We're always looking for new ideas, which is why we've been supportive of both the IAA and the Local Shop Summit, where we can get advice from a number of companies" DAVID RAMSEY





Listening to what local people want is crucially important to David Ramsey's store, with fresh and chilled food proving popular and kids keeping his SnowShock slush machine busy



"Our motto is never rest on your laurels, and we're always reading the trade press for new ideas on how to push the business forward"

VISIT MY SHOP

Best-one Byram Park Stores, Byram Park Road, Byram, Knottingley, West Yorkshire WF11 9DZ of full sale or return on alcohol products.

David explains: "If we have people buying extra beer or wine for birthdays and parties, we will offer them a refund for anything they haven't drunk and have returned to the store. I'm now looking to take this further by getting in wine and pint glasses to rent out to customers."

Living in such as close-knit community, David has also endeared himself to residents by acting as treasurer for the local sports and social club, helping to turn £28,000 worth of debt at the facility into £34,000 profit.

"We also support the local rugby teams and we always have charity collection boxes on our front counter," he says.

It is just another one of the dozens of ways in which David, Maureen and their staff make the most of the space and location afforded to them.

"Our motto is 'never rest on your laurels', and we're always reading the trade press for new ideas on how to push the business forward," says David. "You've also got to have friendliness and cleanliness. Our job is to make sure that customers come into our store and leave feeling better about their day."



Want to see more of David's store? Go to betterretailing.com/ david-ramsey

NEWS ANALYSIS

Favoured by Britain's middle classes for decades and an inspiration to countless other retailers, for a long time it has seemed as though John Lewis could do no wrong. But, as Tom Gockelen-Kozlowski discovers, there are signs its fortunes are changing

How can we help you?

hich big retailer do you look up to? Which retailer's standards appear so exacting that they've inspired you to look again at your own customer service and staff training? For many retailers there will be one name that rises above all: John Lewis.

Yet are there are signs that the 151-year-old retailer, which includes upmarket supermarket chain Waitrose alongside its department stores, has hit choppy waters?

In the Guardian last week, a story appeared that outlines a growing list of customer complaints and allegations of disgruntled staff – reports that the paper admitted it had not received previously in relation to John Lewis.

And while its service, particularly online, is coming under fire, its financial results suggest that the days where it could buck the wider trend of decline in the market are over.

Profits were down by 26% in the six months to 1 August, with sales at Waitrose falling by 1.3%, the first decline in seven years.

In the company's hour of need, and as a recognition of the positive effect it has had on British retail over the decades, RN thought it was time for some of our readers to offer John Lewis some sage advice. The advantage we have is that customers know our staff

PROBLEM 1 Matching the in-store and out-of-store experience

One of the issues that the Guardian highlighted was the fact that the high level of service customers are used to from the company's stores isn't repeated online.

Retail analyst Andrew Stevens tells RN that for a retailer like John Lewis this is a problem. "John Lewis spends more money on staff, training and on its stores, which makes it a challenge for it to offer that online and compete with other retailers who don't," he says.

"Many will be sympathetic to John Lewis," the Guardian article concluded. "Amazon is a ruthless competitor, avoiding taxes and treating staff in a way that would horrify partners at John Lewis. How else can John Lewis maintain its 'never knowingly undersold' slogan without slashing costs to the bone?"



RN READER'S ADVICE Raaj Chandarana Premier Tara's News, High Wycombe

We offer telephone ordering with a delivery service too and the advantage we have is that customers know our staff – whether it's me, my dad or another member of our team who does it. Still, if customers see us parking badly or speaking unprofessionally it can be damaging to the business's reputation so I do give reminders about the standards we must keep.

We've introduced set times for deliveries which helps avoid customers waiting around for us and I also ensure that if products are out of stock that we phone the customer immediately to apologise and to offer an alternative. It's also important with fresh produce to pick the best items as this helps give customers who can't come into our store the same level of trust in our business as those who come in regularly.

Is it possible to match great in-store service with the same standard online? allect with

Aitrose

John Lewis



PROBLEM 2 Not taking responsibility

The Guardian was told about dysfunctional communication between suppliers, its call centre and John Lewis itself – which is leading to confusion among shoppers. The retailer recently signed a £93m contract with Capita to run its call centre and, to save money, most online orders are carried out by manufacturers, not the retailer.

"It's a risk to outsource these services to other companies," says Andrew Stevens. "You have to put your trust in them meeting the same standards that you would set yourself."

It appears this might not be happening at John Lewis where one whistle-blower and multiple customers report that a lack of communication between the parties and means consumers are left not knowing where to lodge complaints when things go wrong. One customer, writing to the Guardian, reported: "I was told by John Lewis to call the courier company directly to discuss any form of compensation. Despite being outraged by this (they should deal with any third parties they employ), the courier company told me I had to speak with John Lewis regarding compensation."

RN READER'S ADVICE

Cock Premier Whitstone Village Stores, Devon

I have to give my customers the best and in order to do that I must get the best from my suppliers. They have to fulfil their end of the deal and when they don't that's embarrassing for me – I won't accept poor products, poor availability or poor service and I have a three strikes rule for suppliers.

When problems do occur, however, you have to take ownership of them. I had a lady who comes in every day to send parcels and she complained that it had been two days and a parcel she'd given me still hadn't been picked up. Although this was a problem with the delivery operator I assured her that I would have the problem dealt with that day.

I didn't have time to spend ages on the phone and I have discovered that, in these circumstances, tweeting those who are at the top of the company is a great way to get them to act quickly. Within four hours a delivery van had arrived to pick up her parcels.

PROBLEM 3 Staff disquiet

While customer complaints can be dealt with better and outsourced services can be improved or changed, the Guardian's report details another worrying challenge for the partnership: unhappy employees.

"Guardian Money has also received an unsigned letter from a group at John Lewis's London head office that makes allegations about overworked and unmotivated staff," the report states.

The letter to newspaper claimed: "As a significant sized team at head office, we would suggest John Lewis are on the way to losing [the target of] 'a great place to work' too. The organisation has changed in all ways and unmotivated, unrewarded, overworked staff is of course going to affect [the] service – both face to face and behind the scenes – that your readers receive."

Although the paper was not able to authenticate the letter it did arrive in a head office-branded envelope.



Tweeting those who are at the top of the company is a great way to get them to act quickly



If it is genuine, it shows that just as the company faces problems with outsourcing, service and its profits there is also the challenge of keeping its own staff focused on the hard work which needs to be done.

RN READER'S ADVICE Conrad Davies Spar Pwllheli, North Wales

The key to keeping staff together, particularly when there are problems, is to be completely open and share information. Your staff need to see the whole picture – sales, profits, etc – so that they can know what's going on in the business.

We communicate this through one to ones and all-staff meetings but also ensure that every member of the team gets to visit our other businesses too.

One example of how this sharing can benefit all is a recent home baking planogram that we've put into one store. I've worked with two members of staff on this, talked through why we are doing it and they're now able to spread this into our other stores. Seeing the impact that they are having across the business helps keep staff motivated.

One-to-one meetings are really important for dealing with issues when they do come up. If a member of staff is having a problem or is unhappy, these meetings are a place where we can discuss them together, work on them and ensure they stay motivated.

PART

FRESH PRODUCE



Sophie Towers

Spar Hillingdon Convenience Store. Burnley, Lancashire

Make space for fresh As a convenience store, I believe you're missing out on a lot if you don't do fresh, and Christmas is one of the best times to start. At this time customers want the best quality ingredients, and are willing to spend a little more to get them. As part of my upcoming re-fit I'm doubling the space dedicated to fresh.

joined

Offer premium pre-prepared meals

Although ready-made meals are not a new phenomenon, expectations are rising, and customers busy with Christmas preparations will look for more visibly-fresh and gourmet

ready-made meals in the run up to the big day. Spar's range is particularly good for this.

Offer affordable frozen options

I stock frozen chicken and turkey breasts as a more affordable alternative to fresh produce. Especially if customers are buying early, it makes little difference if they buy them fresh as they'll freeze it anyway.



Focus on seasonal vegetables Customers shop with us for the vegetables in their Christmas dinners and I get ready for this by increasing ranges

Fresh ideas, festive profits

December is just around the corner and, in part two of **RN's seven-part Christmas** guide, we focus on seasonal fresh produce. 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

Can you help customers serve the perfect dinner?



You're missing out on a lot if you don't do fresh

of essential festive vegetables such as

onions and potatoes. I also order in some which I wouldn't usually stock, such as parsnips and sprouts.

Double-face the vegetables used

for Christmas dinners I double-face these Christmas-specific vegetables to maximise sales and make room for them by reducing stock levels of other vegetables. This makes my Christmas range much clearer for customers, who are then more likely to buy from us.

Place fresh fruit alongside festive store cupboard essentials I put

clementines and oranges alongside cranberry sauce, which gets customers excited about Christmas and

I've noticed they will tend to pick them both up even if they weren't intending to.

Traditional

newsagent

Mark Ansell Liskeard News Liskeard.

Cornwall

Position Christmas magazines close to your chilled milk This helps people remember to pick up a pint of milk when

coming in for a bumper Christmas edition of their favourite magazine or for a festive TV guide. As a newsagent, this layout works really well.

Make customers feel good about buying fresh

As people get into the Christmas spirit, it's a good time to chat to them about the benefits your business gives to the local economy. I often talk about our milk supplier, Trewithen Dairy, which supports local milk farmers against low market prices. እ




Shape your business to take advantage of future opportunities

October 14, 2015 Lord's Cricket Ground, London _____

For more information and to register your interest in attending the Local Shop Summit, call 020 7689 0600 or visit betterRetailing.com/LSS

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Forecourt

with

PART

FRESH PRODUCE



If space allows, increase milk

facings The only 'fresh' product I stock is milk, which sits alongside milkshakes and waters in our chiller. Milk sells fast all year round, but even more so around Christmas Day, when people don't want to go to the supermarket unless they really have to.

Paul Sohal Nisa Local,



Crich, Derbyshire

Consider stocking more than just

turkey More customers now look at alternatives such as gammon or ready-marinated chickens which are easier to cook and offer something a little bit different. Even pre-prepared turkey joints sell well, and can be an affordable alternative to a whole bird.

Offer a few own brand foods My

symbol group's own brand continues to improve in quality and reputation, and I find that their puddings (for example Heritage trifles) are particularly popular around Christmas.

Get ideas from your local farm shop

I get ideas from Chatsworth House Farm Shop, which sets up a marquee showcasing its Christmas range including a fish counter filled with things such as dressed crab. This year I have been inspired to stock some locally made festive short^{bread.} Jazz Goraya

Nisa Local, North Fleet, Kent

Offer a variety of Christmas plat-

ters Every year we create a range of Christmas platters, including meat, cheese, seafood and vegetarian selections. People can order them ahead or buy them immediately in our store, normally as party food.

Offer a Christmas-themed food to

go section Changing your food to go menu to include more festive flavours is a great way to give customers a Christmas buzz. Our fillings include chicken stuffing baguettes, turkey and cranberry cheese as well as gammon with mustard.

Reduce standard lines to make

space For our fresh section outside of food to go, we reduce the facings or number of standard dairy products to make room for a few unusual and premium cheeses and meats, which go a long way at Christmas.

retailer

Adam Hogwood

Budgens of Broadstairs Broadstairs, Kent

Make your own stress-free Christmas dinner vegetable packs We're talking with a local fruit and

> Do you stock the range needed to create a cheeseboard?

THE SPECIALIST

David Charman

Spar Parkfoot Garages Ltd, Kent

Selling fresh turkeys has become one of David's store's most sought-after Christmas services, and he is aiming to sell 300 turkeys this December - 60 more than last year.

Buying local birds has always been incredibly popular with Spar Parkfoot Garage's customers and, with 40% margins on offer, David has invested time and effort into creating a process that runs as smoothly as possible during

the potentiallychaotic Christmas period.

"Customers love the fact that there's somewhere that's not a big supermarket chain where they can easily order a local fresh turkey," he says. Establishing close relationships with local suppliers is crucial to David's success, and he enjoys the fact that it provides a mutual benefit for both him and the suppliers he works with.

David's next step is to expand his fresh fruit and vegetable range to provide everything needed for a full Christmas meal. Already transcending the norms of a traditional forecourt with a



Customers love the fact there's somewhere they can easily order a local fresh turkey delicounter and ranges more akin to supermarkets, David is well on his way to becoming a one-stop shopping destination.

Encourage early orders I

encourage customers to order their turkeys and other Christmas meats as early as possible, so my local butcher

can estimate and plan quantities. Last year we took email addresses, which I'm using now to send out order forms.

Create extra space

for your speciality range I put out extra fridges outside the back of my store to stock extra meat I get in for Christmas. Making extra space for times like this is a simple yet essential step to selling through as much stock as possible.

Maintain regular contact with

your suppliers This allows me to manage my orders better, and I email my local butchers almost daily to get updates on availability and delivery dates from now until Christmas. This helps me to swiftly deal with emergencies, such as running out of stock.

vegetable supplier to try and put together a crate filled with everything you would need to go in a Christmas meal including parsnips, carrots, gravy and bread sauce sachets – great for time-pressed customers.

Learn from trial and error Last year I tried stocking some premium cheeses which were Christmas shaped. They did not sell well, largely because people thought they were kids' cheeses. As a result I'm ordering cheeses in more sophisticated and traditional packs.

Concentrate on turkey crowns This year I'm only offering fresh turkey crowns, as I often end up with too many frozen or whole fresh turkeys left over. Selling the bird with the legs and wings removed not only offers



Be awesome this autumn



2 OCTOBER: COLDS ARE BACK! Is your winter remedy range ready?



National Living Wage: make the new rules work for you
How to create the perfect craft beer and cider range
Become the destination for family nights in this winter

40 **WINTER ICE CREA**

Having spent the summer perfecting your impulse range, does the arrival of wintery weather mean changing everything? Not necessarily, according to Nadia Alexandrou

Stick or twist?

What you've done this summer

Focus on impulse purchases

As the weather cools customers will stop wanting an icy snack for a picnic and will be opting for more nights in. This is why, according to Mars, retailers should shift their focus from individual impulse products to multipack ice creams and take-home tubs. "Customers tend to purchase these formats more frequently during winter as affordable treats to share with friends and family at home," says Bep Dhaliwal, trade communica-



tions manager at Mars.

Nisa retailer Jamie Keshwara, who runs two Nisa Local stores with his brother Anish in Peterborough, sees this happen in his store and re-adjusts his range accordingly. "As soon as the weather turns my customers tend to pick up more take-home tubs along with a pizza or bag of Doritos to enjoy in front of the X-factor, and so I increase the facings of larger tubs to reflect this," he says.

Do you offer an indulgent treat to accompany nights in?



As soon as the weather turns, my customers tend to pick up more take-home tubs

The end of summer doesn't mean the end of impulse sales



throughout the year, but where it is consumed might change

What you've done this summer **Position your** impulse freezer by the door

Stick **Twist** le or e Twist

While multipacks and sharing tubs need extra focus during the winter, suppliers and retailers agree that impulse formats remain important, even if the role they play in a store changes somewhat. Vip Measuria, who runs The Prior Way in Derby, moves his impulse freezer to the back of his store ahead of winter, close to his soft drinks and snacks aisles. This means his range catches the eye of customers shopping for nights in. "Customers are far more likely to buy a Magnum because they've spotted the freezer while shopping for their night in," he says.

Noel Clarke, brand building director for ice cream at Unilever, warns retailers against removing their oftenexpensive impulse freezers altogether, however. "The average retailer will invest between £400 and £2,000 in

these freezers, but despite this, only 22% of retailers keep them running throughout winter," he says.



Cream the profits

Brand now worth £23m at retail sales value*
Opportunity to drive category value with Kelly's over the winter months
Kelly's is the 6th biggest brand in the ice cream category



WINTER ICE CREAM

freezer for any food that goes well

together for nights in, for example

them in a meal deal, which proves

months." Sandeep finds customers

who opt for linked deals are likely

in section to make his customers'

lives easier.

Stick

l 2 Or Twist

to spend more on extras such as ice

cubes for their drinks or frozen chips

- all of which are put in the big night

incredibly popular during the winter

pizza and ice cream, and include

Stick

Twist

Stick

What you've done this summer

Run promotions on popular products

Rather than using pricemarked packs and deals to get customers spending on a hot summer's day, winter promotions should be aimed at tempting customers to treat themselves with a comforting ice cream on a cold night. Kent-based Simply Fresh retailer Sandeep Bains finds linked deals particularly effective during winter, and will make sure he has at least one running during this time.

He says: "I allocate space in my

What you've done this summer Give more space to refreshing and fruity flavours

While the heat brings on cravings for fruity and thirst-quenching lollies, people tend to look for more creamy and indulgent ice creams during winter according to industry data. "This has largely been driven by the growth of 'big night in' and 'meal for tonight' which are key shopping missions in convenience stores," says Charlotte Hambling, head of marketing at R&R Ice Cream.

As a company that focuses largely on take-home tubs, R & R Ice Cream has established a strong presence in the convenience sector through its Mondelez-licensed Flake, Daim and Oreo tubs. Well known brands such as these provide both indulgence and wide recognition.

What you've done this summer

Regularly clean and defrost your freezer

Just as in other parts of your store, first impressions can make a big difference. A clean freezer can be the tipping point between a customer deciding to pick up an ice cream on impulse or keeping their money in their pocket. It can take Sandeep less than an hour every month to wipe down his freezer, and just over an hour every six months when he cleans his generator. "This is a simple yet central part of maintaining good ice cream sales – no customer is going to buy ice cream from a dirty freezer," he says.

Having a neat and tidy freezer is just as important, according to Unilever's Noel Clarke. "Keeping a 'one product, one basket' rule where possible will help prevent one in 10 customers walking away from a cluttered, confusing freezer," he says.

ONES TO STOCK THIS WINTER

Latest news and recommendations from ice cream suppliers

Mars Ice Cream added to its impulse Galaxy range this year with **Galaxy Vanilla** (75p RRP). Over April the product became the sixth best-selling bar in the market. A big reason, the company claims, is the trend for snacking and sharing, particularly during big nights in. and chocolate, Save Our Swirled offers consumers an exciting and unique flavour that can be enjoyed as a tasty treat this winter," says Ed Shepherd, social mission manager at Ben & Jerry's.

ONLY C'

Date

Available from October, **Ben &** Jerry's has added **Save Our Swirled** (£4.99 RRP) to its core range as the latest contribution to the brand's global Save Our Swirled campaign, aimed at raising awareness for climate responsibility. "Raspberry-flavoured with swirls of marshmallow, fruit



The 'big night in' and 'meal for tonight' are key This year **R&R** made its Mondelez-licensed **Daim**, **Oreo** and **Flake** ice cream 480ml tubs available in a £3 pricemark. "Super premium tubs are a key segment and account for 32% of all ice cream takehome sales in convenience, of which we have a strong position through our brands," says Ms Hambling.

What you've done this summer

Cater to healthconscious customers



Whatever the season, there are customers who will always go for the healthier option such as sorbets, frozen yoghurt and low fat ice cream. With growing consumer concern about highly processed fats and sugars, niche and local brands which use natural ingredients have benefited from this and strengthened their position in the market.

Kate Clark, who runs Sean's News in Worcester, is one retailer who has experienced this first-hand. She sells one local brand – Bennetts – which customers can trace back to a farm seven miles away, right down to the cows used for its fresh milk and cream. "More people are linking health to natural and organic ingredients rather than 'diet' alternatives, which is why Bennetts is by far our bestseller," says Kate.



Out with the sorbet, in with the chocolate flavours

Stick or wist







Contact 020 8940 8570



Christmas with Ginsters Ginsters is launching a festive array of Christmas limited editions, including two sandwiches and three savoury lines, available from 28 October. RRP £1.69 - £3.49 **Outers** various Contact 01579 386 200



Spooktacular Fanta

Coca-Cola Enterprises is releasing Halloween-themed editions of its Fanta range, along with an MTV prize draw competition. **RRP** various **Outers** various Contact 08457 227222



Twist back in line

AG Barr is launching a new label design for its Strathmore Twist range to match updates to its still and sparkling products. RRP £1.29 **Outers** 12 Contact 01236 852400



Pot Noodle Promotion

Pot Noodle is launching a promotion on its 90g packs where customers have the opportunity to win a portable phone charger. RRP £1.09 **Outers** 12 Contact 01293 648 000



Müller's Team GB tie-in

Müller will launch on-pack promotions to celebrate its new status as official Team GB partner for the 2016 Rio Olympics. **RRP** various **Outers** various Contact 01355 244261



ing campaign across its core chilled lines including Richmond sausages and LowLow snack packs. Outers various Contact 01784 430 777





Tangerine Christmas

Tangerine Confectionery is launching a Sweet Champions Tin ready for Christmas.

RRP £5 Outers not given Contact 01253 603 613



RRP various

Pricemarked Tampax

Tampax is launching pricemarked packs for its Tampax Compak range to help retailers grow health and beauty sales. RRP £2.99 Outers not given Contact 0800 597 3388



PG Tips campaign

Unilever has launched a £5m marketing campaign for PG Tips encouraging more young shoppers to drink tea.

RRP various **Outers** various Contact 01293 648 000



Richmond expansion

Kerry Foods has expanded its Richmond range with the brand's first gluten-free sausage.

RRP £2.15 Outers not given Contact 01784 430 777 nicola.stewart@newtrade.co.uk
 020 7689 3358
 @NicolaStewartRN

THIS WEEK IN MAGAZINES



Uncooked Media launch

BOOST SALES WITH SOME WHOLE-GEEK APPEAL

Geeky Monkey taps in to all aspects of geekery, covering manga, sci-fi, retro-styles, gadgets and gaming, and provides practical tips

PRODUCED BY Uncooked Media, which publishes ONE Gamer and manga magazine NEO, Geeky Monkey aims to cover all aspects of 'geek culture'. It combines coverage of technology, sci-fi TV and movies, comics, gaming and manga in one title. Features give readers hints, tips and tutorials on how to get the most out of their gadgets, from phones to tablets and consoles. The magazine also indulges readers' love of retro, with coverage of weird and wonderful technological innovations of the past, classic movies and TV shows with spin-off toys. Want a fullsize roadworthy replica Batmobile? Geeky Monkey promises it can find you one.



GEEKY MONKEY On sale 24 September Frequency monthly Price £4.25 Distributor Seymour

Display with T3, Starburst, Sci-Fi Now **Round up**



NICOLA STEWART Magazines reporter

HOMING IN ON CHRISTMAS

It was a bit of a shock to open my emails last week to find two Christmas specials going on sale this month.

The Christmas Magazine from Kelsey Publishing and a new one shot from Media 10's Good Homes magazine are both arriving in tote boxes in the next few days – a stark reminder that 2015 is fast coming to an end.

It may seem a bit early to be thinking about Christmas, but for many households, planning ahead for the festive season starts now.

Christmas specials can be difficult to place on the magazine fixture, but most publishers recommend displaying all of them together, preferably near the home interest and craft sections.

Craft titles are also approaching their peak season, as crafters need an early start if they want to create homemade presents and decorations in time for Christmas.

It is worth moving these titles into a more prominent position over the next month or so, especially issues that are Christmas-themed or that arrive covermounted with free gifts.

Other specials, such as Vintage Rock Presents Elvis (see page 48), are likely to sell well in the lead up to December, as premium quality publications make ideal presents or stocking fillers.

These titles also offer high cover prices and margins for retailers and should be kept on display for the full on-sale period. Sale or return terms mean they present no risk.



THIS WEEK IN MAGAZINES



Bestsellers

Sport

	Title	On sale date	In stock
1	Angling Times	29.9	
2	Angler's Mail	29.9	
3	Countryman's Weekly	30.9	
4	Match of the Day	29.9	
5	British Homing World	2.10	
6	Shooting Times & Country	30.9	
7	Match	29.9	
8	Boxing News	1.10	
9	Cycling	1.10	
10	Kick	14.10	
11	Carp Talk	30.9	
12	Four Four Two	7.10	
13	Improve Your Coarse Fishing	30.9	
14	Sporting Gun	1.10	
15	Rugby Leaguer & League Express	28.9	
16	Sea Angler	22.10	
17	Match Fishing	25.9	
18	Carpworld	2.10	
19	Pole Fishing	2.10	
20	Crafty Carper	21.10	



MATCH ATTAX 2015/16

The 2014/15 series of Match Attax doubled sales on the previous collection and now Topps is launching the latest series of the popular football trading cards. Match Attax 2015/16 features more than 490 cards, including brand new club crest cards, updated duo cards and boosted man of the match cards. Retailers are asked to display the collection on the counter where possible, particularly at peak times such as after school.

Christmas Material CHRISTMAS

Good Homes magazine is launching a Christmas special that features 975 festive ideas for the 'ultimate Christmas'. It comes filled with creative tips and advice, along with Christmas recipes and more. On sale until Christmas, retailers are asked not to early-return the title and to display it alongside other Christmas magazines.

THE CHRISTMAS MAGAZINE



The Christmas Magazine from Kelsey Media is the best-selling Christmas special, featuring hundreds of ideas for decorating, dining, gift buying, and more. Priced at £4.99, it covers everything from the latest holiday decorating trends and family days out to festive flowers and setting the table. Retailers are asked to display the title for the full on-sale period.

VINTAGE ROCK PRESENTS ELVIS

Vintage Rock Presents celebrates 60 years of Elvis. January 2016 is the 60th anniversary of Elvis Presley's first Billboard Hot 100 number one, Heartbreak Hotel. After the success of Vintage Rock's last Elvis special, which was the best-selling issue of 2014 and 2015 so far, this premium one shot is expected to be a strong seller for Christmas.

HORNBY SKILLS GUIDE -WEATHERING

The second volume of the Hornby Magazine Skills Guide dedicated to weathering offers more than 20 hands-on projects, advice for getting started and a buyer's guide to airbrushes. Over 132 pages, the special features all the tips and techniques needed to create weathered models in scale.



On sale 24 September Frequency ongoing Price starter £3.99, cards £1

Distributor Topps **Display with** other collectables



On sale 28 September Frequency one shot Price £3.99 Distributor Comag Display with The Christmas Magazine



On sale 24 September Frequency one shot Price £4.99 Distributor Seymour Display with Good Homes Ultimate Christmas



On sale 1 October Frequency one shot Price £6.99 Distributor Marketforce Display with Vintage Rock, Classic Rock



On sale 24 September Frequency one shot Price £6.99 Distributor Seymour Display with Hornby Magazine, Model Railway

Data supplied by Menzies Distribution





📸 iSHOOT

Working in conjunction with the British Association for Shooting and Conservation, iShoot is a new monthly covering all kinds of quarry shotgun shooting, from game shooting to pigeon control and rough shooting to wildfowling. Providing an informative and educational read for anyone interested in the most popular branch of shooting, the title is full of advice from experts throughout the UK and overseas.



3D CREATE & PRINT SPECIAL

To build on the success of the 3D Create & Print collection, which launched in January, the first standalone special issue has been produced. Build a 3D Designer Clock comes with all the instructions needed for creating a wall clock. Inspired by Sebastian Conran designs, the issue includes five indicator designs that can be printed and added to the clock.



SUPERFOOD, THE ESSENTIAL GUIDE

Superfood, The Essential Guide is a special title for health-conscious eaters. Currently highlighted by Jamie Oliver's Super Food TV show, superfood is a growing phenomenon. This premium one shot features interviews with leading experts and nutritionists, including Julie Morris the US superfood guru, and more than 100 recipes using healthy natural foods.



KNITTING MAGAZINE

The October issue of Knitting Magazine is a 164-page bumper autumn/winter edition that includes 43 patterns. It has an increased price of £6.50, up from the usual £5.99, and features two collections – City Style and Simple Shapes. Knitting Magazine is a guide for modern knitters, combining fashion and hand knitting. Retailers are advised to display it prominently alongside other knitting titles.



WOMEN'S RUNNING

The November issue of Women's Running is expected to see a 'significant sales increase' as it features a 'real' woman runner on the cover. Lindsey Swift's story was shared thousands of times on the internet after she wrote an open letter to the van driver who taunted her on the street as she ran.



On sale 26 September Frequency monthly Price £2.99 Distributor Comag Display with Sporting Rifle, Sporting Shooter, Sporting Gun



On sale 24 September Frequency one shot Price £25.99 Distributor Comag Display with regular 3D Create & Print collection



On sale 29 September Frequency one shot Price £5.99 Distributor Seymour Display with BBC Good Food, Olive, Delicious



On sale 24 September Frequency monthly Price £6.50 Distributor Seymour Display with Let's Knit, Simply Knitting, Knit Today



On sale 24 September Frequency monthly Price £4 Distributor Marketforce Display with Women's Health, Your Fitness

Retailer viewpoint Liz Taylor

Publisher, Sewing & fabric -Immediate Media



uilting and patchwork is steeped in heritage, but this is also a craft that is rising in popularity. By making something with their hands (and often with sentimental fabric pieces),

crafters connect with their heritage and hold great value in creating something to pass on.

There are currently an estimated 1.5 million quilters in the UK, an 87% rise since 2011. It is a very engaged audience, with more than half of quilters considering it a hobby and the demand at grassroots level is evident, with 29% of quilters trying it for the first time in the past year.

Quilters are affluent and well-educated. they are keen to improve their skills and find any excuse to start a new project. This boom in interest is reflected in the quilt magazine sector which is flourishing after a number of launches over the last couple of years.

We launched Love Patchwork & Quilting two years ago after identifying a gap in the market for a contemporary quilt title and it quickly established itself as a market leader.

Top tip

Autumn and Christmas are a key time of year for quilters, so retailers can benefit from tapping into rising interest in the hobby and displaying titles prominently

Today's Quilter

is our second launch into the sector and it complements Love Patchwork & Quilting perfectly by offering something new to traditional quilters, who we know represent a larger proportion of the market.

We then have a 'foot in each camp', delivering two products that cater for all quilters in this country, whatever their taste or skill level.



On Sale 4th September

Starter Packs £4.99 Packets £1



Includes cards from Star Wars: The Force Awakens™



HIS WEEK NES IAGA7

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Title	No	Pts	£
Amercom			
Great British Locomotives	42	48	8.99
Amermedia			
Military Vehicles	46	48	5.99

DeAgostini

•			
Build the Millennium Falco	n 38	100	8.99
Cake Decorating	184	210	2.99
Cake Decorating Relaunch	133	165	2.99
Dinosaurs & Friends	31	60	5.99
Official Star Wars Factfile	87	120	2.99
Something Sweet	89	90	2.99
Zippo Collection	1	60	£4.99

Eaglemoss

3D Create & Print	36	90	6.99
Batman Automobilia	72	80	10.99
Build A Solar System	5	104	6.99
DC Chess Collection	96	96	8.99
DC Comics Graphic Novel	3	60	9.99
Disney Cakes & Sweets	107	120	4.50
Doctor Who	55	70	7.99
Knit & Stitch	141	176	5.00
Marvel Chess Collection	47	64	8.99
Marvel Fact Files	132	150	3.50
Military Watches	42	80	9.99
Star Trek Off. Starships Col	ll. 55	70	9.99

Hachette

Art of Crochet	4	120	2.99
Art of Knitting	35	90	2.99
Art Therapy	27	100	2.99
Black Pearl	89	120	5.99
Build the Mallard	56	130	7.99
Build the U96	56	150	5.99
Classic Pocketwatches	81	80	8.99
Dr Who Complete History	2	80	6.99
Judge Dredd Mega Collection	18	80	9.99
Marvel's Mightiest Heroes	46	60	9.99
My 3D Globe	38	100	5.99
Your Model Railway Village	96	120	8.99

RBA Collectables

Amazing Dinosaur Discovery	30	80	5.99
My Zoo Animals	3	60	5.99
Precious Rocks, Gems & Minerals	35	100	5.99
Real Life Bugs & Insects	53	85	5.99

Collectables

Topps



Hero Attax

Marvel

Avengers Starter £4.99 Cards £1.00

Official Premier League 2015 Starter £2.00 Cards £0.50

Merlin's



Minions Starter £2.99 Stickers £0.50



Minions Starter £4.99 Cards **£1.00**



Rugby Attax Starter £4.99 Cards £1.00



Shopkins Cards £0.50



Cards **£1.00**



World of Warriors Starter £4.99 Cards £1.00



WWE Slam Attax Rivals



England **Official Sticker** Collection Starter £2.99 Stickers £0.50



Ultimate Spider-Man Album **£2.99** Stickers £0.50



betterRetailing....

Match Attax

2015/16

Starter £3.99

Cards **£1.00**

FOCUSED ON INDEPENDENT RETAILING

25 September 2015 Retail Newsagent

Panini



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



Jurassic World Starter £2.99 Stickers £0.50







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

Disney Frozen

Road to **UEFA Euro** 2016 Starter £4.99 Stickers £1.00

Sofia the First Starter £2.99 Stickers £0.50

Starter £2.99 Cards **£0.50**









Starter **£2.99**





Journey to Star Wars: The **Force Awakens** Starter £4.99 Stickers £1.00









Disney Frozen Winter Magic

Starter £4.99 Cards **£0.75**

Dragons

THIS WEEK IN MAGAZINES

Newspaper terms

Daily newspapers Margins/pence								
Sun	4Op	9.28p						
Mirror	60p	13.92p						
Mirror (Scotland)	65p	15.08p						
Daily Record	60p	13.20p						
Daily Star	4Op	9.68p						
Daily Mail	60p	13.92p						
Express	55p	13.31p						
Express (Scotland)	50p	12.10p						
Telegraph	£1.40	32.62p						
Times	£1.20	28.20p						
FT	£2.50	50p						
Guardian	£1.80	41.40p						
i	4Op	10p						
Independent	£1.40	31.08p						
Racing Post	£2.20	53.35p						
Herald	£1.30	29.90p						
Scotsman	£1.30	29.25p						

Daily newspapers Margins/percentage

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



Saturday newspapers Margins/percentage

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

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

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

Newspapers

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

Weight Watchers 19-20 September

	Total Su weight	pplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	1,805g	1,005g	305g	6	245g
Telegraph	1,515g	1,160g	85g	6	30g
Sunday Mirror	1,295g	100g	70g	2	45g
FT	995g	595g	30g	1	30g
Guardian	960g	300g	55g	2	40g
Sunday Telegraph	865g	440g	60g	4	30g
The Times	855g	500g	70g	2	35g
Mail on Sunday	855g	455g	45g	3	35g

Insertion payment guide

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







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Back in the day

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12 September 1914

The news that the Daily Herald has been compelled to ceasedaily publication is received by the press of the country with unanimous regret. For the present it will be issued as a weekly.



29 September 1990

Newsagent Donald Lovatt Mellor was fined £2 at Buxton when he pleaded guilty to employing a child of 12 to deliver newspapers. Mellor told police: "I was short of a paper lad. I knew the girl wasn't 14."



15 September 1990

Mirror Group Newspapers is launching a major bingo game this weekend. It is understood that game cards will be pre-inserted into the groups' titles this week. The combined bingo, lotto and colour code games currently running in News International's The Sun and News of the World are being hailed a success.

Scottish seagull is first in the pecking order for shop crime



We at RN are serious about retail crime - but even we raised a tiny smile when we heard about some rather unusual thieves targeting a convenience store in Aberdeen this month.

The Sweet News shop is being terrorised by seagulls who are marching into the shop and stealing food while staff have their backs turned.

CCTV footage at the business, which has been uploaded online, shows one brazen bird pecking at a fruit display before grabbing a bag of nuts.

The winged robber then makes a speedy getaway with the stolen goods after being

chased out by store owner Zaman Jobal.

In another clip, Mr Iqbal films a seagull casually walking down one of his aisles looking for food to snatch.

The retailer said: "Because we're a 24-hour store we're open through the night. We often have drunk people and junkies dropping food outside causing them all to swarm outside the shop.

"Sometimes one will come in looking for more food and we have to make them buzz off."

Looks like one more consideration to add to next year's ACS Crime Report we think ...

Designer's dipping delight

For those of you who enjoy dipping your fingers into a jar of chocolate spread or jam, there may be a more hygienic and delicious alternative to the

habit on the horizon. Italian designer Paolo Ulian has created a biscuit designed to sit on the end of a person's finger, which can then be dipped into the sauce or spread The thimble-shaped snacks

were thought up with Nutella

of their choice.

enthusiasts in mind. but can be used in anything from peanut butter through to, if you're so inclined, Marmite.

Unfortunately, the concept has yet to become a reality despite having been dreamt up in 2004. However, a recent revival of the idea on popular news and social media sites has got shoppers excited that this may soon change. Our money is on a Kickstarter campaign starting very soon.

IN ASSOCIATION WITH

betterRetailing.com

AROUND WITH THE ROUNDSMAN with Blanche Fairbrother

My son once said that I'm not just a person who delivers the papers to people out in the sticks, but that I am also a sort of lifeline – and after Sunday 13 September I am beginning to think he could have a point.

I arrived at Mrs Cook's house to find her in a bit of a flap because she had got a flat tyre. She has got one of these new cars that doesn't have a spare wheel with it. The tyre had a hole in it and the stuff that is supposed to seal a small puncture was useless.

I told her that if she got her neighbour to remove the wheel while I was out on my round, I would collect it on my way home and take it to Stafford Tyres, where a new tyre would be fitted, then return the wheel to her on Monday morning for her neighbour to put back on the car.

I also suggested that if I were her I would go to a scrapyard and see if there was a car with the same wheel size and jack because, of course,

new cars don't have one of those either. Anyway, she was very satisfied with my service.

I just felt so sorry for some of the children who obviously didn't want to return to school -

their faces spoke volumes. They have had seven and a half weeks of holiday, which is a long time.

I always think it would make sense to have a shorter summer holiday and increase the Christmas break.

When the mornings and late afternoons are very dark the children would be far safer travelling in the light days of summer, and the schools would save on heating and electricity if they were closed for longer around Christmas as well.



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