

RETAIL NEWSAGENT

BEER BATTLES

Two retailers
judge four
big trends
CATEGORY GUIDE
Page 34 >>



Spotting potential
'We've turned struggling
stores into a £3.9m
empire' Page 32 >>

NEWS • CONVENIENCE • PROFIT

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Retailers fight back in PayPoint protest



- More than 100 stores stop taking transactions as part of PayPoint Pay Fair day of action on 30 June.
- Others claim being unable to report technical issues: 'I called 19 times but got no response'. Page 5 >>

NEWSPAPERS

Shops to score with summer of sport

Extra coverage and
campaigns to boost
print sales. Page 7 >>

SYMBOLS

Nisa posts £3m loss

'We didn't claw back
enough Costcutter
business.' Page 6 >>

Vol 126 No 27
FOR TRADE USE ONLY



Peasmarsh soup Veteran chef Rosemary Shrager hosted two cookery demonstrations at Jempson's Peasmarsh Superstore, East Sussex, as part of the family-run chain's 80th anniversary celebrations. The chef cooked beer bread with Jempson's 'Local Hero' anniversary ale, apricot & almond tart, as well as roast haunch of venison and duck breast with spicy couscous.



VAPING

JTI: E-cig sales to grow 50% by 2020

Tobacco firms make
first big move into
growing market.

Page 4 >>

UPGRADES

South west c-stores top shop investors

New report reveals
35% plan updates,
after £177m spent
by UK stores in
three months.

Page 12 >>

HOLIDAYS COVERED
How to prepare
your staff to step up
while you're away.
Page 20 >>



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The voice of the independent retailer

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If you're struggling financially, we can help.

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Total Debts	£47,582		
Monthly repayments	£1,248	Monthly repayments	£325

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LEADER



Is it acceptable to build brands while mistreating British workers in the last yard to the consumer?



CHRIS GAMM

Editor

@ChrisGammRN

What's the purpose of a corporate social responsibility policy? To make you look like you care, because that's what big companies do, or because you genuinely want to ensure those who enable you to make a living get a fair deal?

Collect+ chief executive Neil Ashworth's recent comment to RN that what PayPoint does with retailers is "not something I get involved with" got me thinking about whether suppliers have a duty to look after their supply chain.

We looked at the social responsibility policies of Collect+'s big customers, including Asos, The White Company and House of Fraser. They are full of statements like "everyone in our supply chain is respected and protected" and "committed to improving working standards in its supply chain".

We wrote to four companies and explained how PayPoint, which jointly owns Collect+, recently made a conscious decision to squeeze retailers by cutting their commission, justified with "tough market conditions", while increasing its own profitability. This offset retailers' Collect+ profits and worsened their loss across all PayPoint services. The mismatch between PayPoint's profits and retailers' losses seems to me to amount to mistreatment.

Is it acceptable, then, to build brands while mistreating British workers in the last yard to the consumer, we asked Collect+'s customers. Most didn't reply. Asos said it was too busy and suggested we "take it up with Collect+". Collect+ gave no comment.

If you are always looking elsewhere and never at the workers right under your nose, you are clearly not living the values in your corporate social responsibility statement. If you refuse to answer tough questions on its contents, surely it is worthless.

And in case you're wondering, PayPoint's position on human rights is: "All employees have a right to... fair terms of employment, reward and treatment."

CONTENTS

NEWS

- 4 INDUSTRY NEWS** Tobacco firms take e-cigs 'to a whole new level'
- 6 BUSINESS NEWS** Nisa £3m loss blamed on targets being over-optimistic
- 7 NEWSTRADE** Nationals and regionals get set for a bumper summer of sport
- 8 PRODUCT NEWS** 'Next generation' e-cigarette launched by JTI
- 12 REGIONAL NEWS** South west stores top UK investment league
- COMMENT & ANALYSIS**
- 16 YOUR STOCK, YOUR SAY** Summer promotions – what will you do?

17 YOUR ISSUE

How to get your voice heard in the political arena

18 LETTERS

Retailers report problems with Daily Mail deliveries

20 COLUMNIST

Read Debra Lee's top tips on the art of delegation – and send yourself away on a much-deserved holiday

21 INDUSTRY PROFILE

Georgia Brown, right, trade marketing manager at Nestlé Cereal Partners

22 NFRN DISTRICT COUNCILS

Northern Ireland and

26



Scotland DC reports

24 PRICEWATCH

Chocolate prices around the UK;

RN's profile of Nobel Peace Prize founder Alfred Nobel

26 RETAILER PROFILE

How Leanne (above) and John McGowan built up strong community ties – and a thriving business

21



FEATURES

34 BATTLE OF THE BEER TRENDS Beer is one of the most

40



dynamic categories in your store. But which one deliver the best sales for RN readers?

38 COLAS & CARBONATES

With the heat well and truly on we have some expert advice on how to add extra fizz to your soft drinks sales

40 PREVIEW

Thin Sensations from Walkers; Cathedral City cheese mini-bags

THIS WEEK IN MAGAZINES

41 ROUND-UP Why kids still love their magazines

42 FOR YOUR SHELVES Free gift for readers of Cosmopolitan

NEXT WEEK



E-CIGARETTES & VAPING
Our complete guide to this growing category



BIG NIGHT IN
How you can cash in on summer socialising

TAKING TIME OFF FROM YOUR BUSINESS CAN HELP YOU REGAIN PERSPECTIVE

– HR DIRECTOR DEBRA LEE ON WHY IT'S ESSENTIAL FOR RETAILERS TO DELEGATE AND TAKE A HOLIDAY Page 20 >>

NEWS

Blow as Premium Bonds go online

The sale of premium bonds is to move from the Post Office to online resulting in a blow to sub postmasters and over-the-counter customers.

The government-owned National Investment & Savings Agency will cease selling bonds through Post Office branches on 31 July, prompting criticism from trade organisations.

The Rural Shops Alliance condemned the move as restrictive to people who don't shop online and an example of disjointed thinking. On the one hand NI&S was cost-cutting and on the other the government was investing £2bn in improving retail branches, it said.

NFRN national president Ralph Patel said: "The government is doing all it can to remove every service that give customers a reason for visiting a sub post office."



Mirror job axe falls as ads slump

A print advertising slump at Trinity Mirror is being cited as the reason for £10m in job cuts and other efficiency savings.

According to the Daily Mirror, print advertising revenue plummeted 19% in the first half of this year. The number of job cuts is yet to be announced, but the company confirmed there were no plans to close further regional titles.



Tatts the way to do it...

Magic Tatts are tipped to be the next big craze since loom bands flooded the childrens' market last year and boosted retailers' summer sales. Launching this month, the temporary tattoos feature images of spiders, snakes, sharks, fairies and ponies among other designs. They are transferred to the skin as usual but crawl, run, jump, or fly in 3D when customers download the free 'Magic Tatts' app on their smartphone. Each pack of eight has a RRP of £1.99.

Launches and investment plans unveiled Further 50% growth predicted for next five years

Tobacco manufacturers take e-cigs to a new level

by Steven Lambert

Tobacco manufacturers have taken the first big steps to growing their presence in the e-cigarette market with a number of launches and investment plans unveiled this month.

JTI announced the launch of E-Lites Curv last week, a premium vaping product that it claimed would be a 'game changer' for the sector.

The firm said the e-cigarette market had

doubled in value over the last two years, with the UK now counting more than one million 'vapers'. It added that four out of five e-cigarette smokers were now doing so on a daily basis.

Simon Maude-Roxby, emerging products director at JTI, predicted sales of e-cigarettes would grow by a further 50% in the UK over the next four to five years. Retail sales value of e-cigarettes for the past financial year stood at more

than £120m, according to Nielsen figures.

At the same time, British American Tobacco (BAT) told RN it has transitioned e-cig brand Vype into its main business from standalone e-cigarette company Nicoventures.

Ron Ridderbeekx, head of corporate and regulatory affairs at BAT, said it is now looking to grow Vype's market share from 5% of the e-cigarette sector it currently holds. He added: "For Vype to grow, we need

the whole market to grow as well."

It follows on from last month's news that Fontem UK, a subsidiary of Imperial Tobacco, is taking ownership of the blu e-cig brand following the completion of an acquisition deal.

Melvin Ruigrok, Imperial Tobacco general manager, said: "This is an extremely exciting time for Imperial Tobacco - to be expanding our presence in the rapidly growing e-vapour market."

● E-Lites Curv launch, p8

Meeting with Imperial eases retailers' concerns

Imperial Tobacco has been praised by independents for "opening up a real dialogue" to discuss retailer issues including forthcoming tobacco legislation.

The response came from Booker retailers who attended a meeting at the manufacturer's head office in Bristol last Thursday.

Dan Cock, owner of

Premier Whitstone Village Stores in Holsworthy, Devon, spoke about product space on his gantry and future sales opportunities.

He said: "It was a very positive meeting. I think Imperial has now realised how important independent retailers are for tobacco sales and it has opened up a real dialogue with us."

Premier retailer Val Archer raised concerns over the Tobacco Products Directive, which will require the removal of smaller tobacco lines and pricemarked packs.

She said: "I think Imperial has recognised it has got to do something with independent retailers, as we will represent 50% of its

route to market."

Both retailers said a number of follow-up meetings with Imperial have been planned.

An Imperial spokesman said the company could not comment directly on the meeting, but said it was "pleased" that retailers had found the meeting "constructive".

Retailers act on Pay Fair group's Big Switch Off Customers 'disgusted' by firm's behaviour

PayPoint 'switched off' as retailers make cap protest

by Gurpreet Samrai

Impassioned retailers across the country joined forces for a day of action against PayPoint's commission cap cuts this week.

RN knows of more than 100 stores that took part in the PayPoint Pay Fair Facebook group's Big Switch Off on Tuesday (30 June).

Jas Gill, manager of Gills in Newbiggin-by-the-Sea, said: "I joined because we're not getting anything from offering PayPoint. Customers are coming in just to

use the machine and they don't buy anything so I'm just bringing in money for PayPoint."

However, a Premier retailer who asked not to be named said that rather than switching off his machine, he asked his customers not to use the service and support the campaign.

"We have had great support from our customers, many of whom can't believe we lose money by offering this service," he said. "I have told them how much

it is costing me and then told them PayPoint made a profit of £45m last year and the disgust on many of their faces was priceless."

Some retailers said PayPoint hung up on them when they called to report technical problems with their terminals on Tuesday.

"I was taking transactions up to 8.30am, but suddenly my terminal went down," said Manpreet Singh, of Stevenston Convenience Store, North Ayrshire.

"I tried calling them on

19 different occasions on three different phones and every time the lady greets me on the phone and as soon as I say, 'Can you put me through,' she hangs up. Four people I have spoken to today who have called to tell them they are having problems with their machines have had the same problem."

PayPoint was not available for comment when RN went to press.

● *Did you join the campaign? Vote in our anonymous poll, page 12*

Suppliers up for LSS

More suppliers are adding their weight to the future of independent retail after announcing their attendance at this year's Local Shop Summit.

News UK, PepsiCo, Post Office, JTI and Mars have confirmed their support of the event taking place on 14 October at Lord's Cricket Ground in London.

Retailers will have the opportunity to share ideas on improving their business and discuss issues affecting the independent trade.

Registration for the event is open now.

Budgens shifts focus

Budgens is distancing itself further from its SuperValu brand in the UK with its new own label salad range.

Retailers will be able to choose from 10 salad bags and four salad bowls, which feature updated branding featuring the Budgens logo.

Mike Baker, Budgens director, said: "The SuperValu brand, though successful in Ireland, never resonated with the UK so, as we progressed our new brand, the timing seemed right to develop our own label."

Jempson's turns 80

East Sussex independent retailer Jempson's celebrated its 80th birthday in style with a cooking demonstration by local chef Rosemary Shrager, at its flagship Peasmarsh store.

The chef cooked beer bread with Jempson's 'Local Hero' anniversary ale alongside a selection of mains and deserts.

Stephen Jempson said: "It was a pleasure to welcome Rosemary to our store. We thoroughly enjoyed the evening. We hope to welcome Rosemary back to Peasmarsh for a fuller event as well as Levi Roots in the coming months."



Vic's all the Buzz in his neighbourhood

Retailer Vic Grewal has staved off competition from the multiples by opening a community cafe in a vacant property 100 metres from his Budgens store in Chorleywood. The cafe, called Village Buzz, has space for families and pushchairs and Mr Grewal hopes it will be used as a meeting space for community groups. "I had to protect the business and get in there first," he said.



ACS: extend to Scotland

An advice scheme that provides guidance for retailers on areas of regulation should be extended to Scotland, says the Association of Convenience Stores (ACS).

The organisation has called for the development of Primary Authority partnerships in Scotland administered by trade associations.

The ACS highlighted the success of existing Primary Authority partnerships in England and Wales, which includes the ACS's own Primary Authority Assured Advice Scheme.

Daily Mail sets up complaint call centre

The Daily Mail has set up a call centre to deal with numerous complaints from disgruntled retailers and customers over late deliveries.

According to the National Distribution Monitor (NDM)

between January and June 2015, the Daily Mail and Mail on Sunday missed wholesale cut off times on 498 occasions. This is 224 times more than the next worst performing publisher and equates to 18% of the

overall total of national newspapers missing cut off times so far this year.

As a result, the NFRN has discovered that to date 3,699 re-runs have taken place, with 57,506 customers and 2,000,964 copies affected.

Daily Mail operations director Dan Scott advised that from now on retailer's complaints should be directed through retailmatters@mailnewspapers.co.uk

● *See letters, page 18*

NEWS

BUSINESS

Blakemore Lifestyle Express relaunch

Blakemore Wholesale is aiming to grow sales and footfall for its Lifestyle Express retailers with the relaunch of its symbol group package.

The company said it would lead to the creation of small and large store formats, improved PoS material, and an updated promotional scheme.

Deals and offers will run more frequently on a three-weekly basis, supported with more eye-catching marketing material including shelf barkers and posters, according to Blakemore.

Nick Rose, Blakemore Wholesale stores group director, said, "Helping independent retailers grow and thrive is paramount to our symbol group package."

Londis on lookout for friends

Londis is continuing its investment drive by encouraging retailers to recruit more store operators through its 'Bring a Friend' campaign.

Retailers who can bring friends into the group have the chance to win a £10,000 holiday of a lifetime, or the option to take the money as a cash prize. The new best recruit will receive £50,000 to develop their store.

In addition, Londis retailer runners up from three other regions will each receive £5,000.

John Pattison, Londis brand director, said: "There's a real focus on the store development investment fund this year as we're incredibly serious about supporting current and future Londis retailers to grow their businesses locally.



Recognition for hard-working independent retailers

Imperial Tobacco celebrated the hard work of independent retailers last month with the first of its regional awards under its Ignite trade partner scheme. Store owners were put forward for a number of honours at ceremonies held in London, Manchester, Glasgow and Bristol, including Sergi (second from right) and Major Singh (second from left) of Jackpot Wines in Hull, seen here collecting their 'Best Availability of the Year' award from Andrew Miller (far left) and James Hall of Imperial.

Chief exec says company paid price for Costcutter fallout "This isn't a bad result"

'Over-optimistic' targets blamed for Nisa £3m loss

by Steven Lambert

Nisa has attributed "over-optimistic" targets on gaining business back from Costcutter as the main factor behind a £3m operating loss for the last financial year, the first fall in the company's history.

Nisa chief executive Nick Read said the firm had struggled to "claw back" a projected 25% of Costcutter stores following a split between the two companies

last July.

While Nisa had made a "great effort" in bringing back 18% of Costcutter retailers, equating to around 270 stores, Mr Read said the move had taken £450m turnover out of Nisa's business. He said this had a knock-on effect on overall turnover for the group, which fell from £1.6bn to £1.4bn in the year to April 2015.

Mr Read said: "It's a disappointing result, but if I look at our competitors

in the market, particularly Costcutter and its £34m loss, and looking at Musgrave with Londis and Budgens, in context of that with the dislocation we went through this isn't a bad result."

Mr Read described trading in the first two months of this financial year as being "solid, if not spectacular".

He added that he and his team were now working to make its distribution

network more efficient, and had already cut overheads at Nisa head office by 10%.

"I'm leading the change that will see Nisa become easier to do business with and speaking to members to see how we can improve loyalty," he said.

At the same time, Mr Read said a members vote on company reforms in the wake of the Lord Myners report, due to take place this month, had been delayed until later this year.

Happy days are here again at Spar fun events

Summer recipes, offers, deals, fun activities and customer competitions will form Spar's Happy Days campaign which aims to promote healthier lifestyles and boost sales over the summer.

Spar's website will feature a new recipe section

while customers will have the chance to win a picnic basket, trampoline and a selection of giant garden games. Customers who also sign up to the Spar e-newsletter between now and 12 August can save up to £50 on Haven holidays.

As part of the activity,

Spar has teamed up with the NHS to support its Change4Life campaign which urges children to get out and be active this summer.

Laura McNally, Spar senior marketing manager, said: "The Happy Days campaign provides inspiration

for things to do this summer as well as great ideas for food and drink perfect for any weather.

"It also inspires customers to ditch the iPads and X-Boxes and get active showing our support for a healthier lifestyle for children."

NEWSTRADE

Bumper editions, supplements and giveaways for readers National and regional specials

Publishers gear up for a great summer of sport

by Helena Drakakis

National and regional newspapers plan to capitalise on Britain's summer of sport with extra coverage, giveaways, and sporting supplements.

This summer sees a bumper offering of sporting events with Wimbledon fortnight in full swing, the 2015 Ashes series beginning on 8 July, the 35th America's Cup landing on Portsmouth's shores on 23 July and the Rugby World Cup kicking off on 18 September.

The Times is running a

daily update on Wimbledon, and legendary cricketers Mike Atherton and Shane Warne will be covering the Ashes series for the paper alongside sports journalist Gideon Haigh, and former cricketers Mike Brearley and Simon Hughes.

To celebrate the start of the Rugby World Cup, The Sunday Times will be releasing a 40-page preview guide on 13 September with Lawrence Dallaglio and Sean Fitzpatrick covering the tournament.

Staying with the Rugby World Cup, Trinity Mirror

is concentrating its coverage through its regional titles in Wales, specifically the Western Mail, the Daily Post, the South Wales Echo and Wales on Sunday.

"We know from the annual Six Nations how well rugby can do for ourselves and the trade, especially if Wales do well in the competition. Most of our activity will be store based and we're looking at free giveaways and supplements," said regional newspaper sales director, Alan Tyldesley.

Meanwhile in Portsmouth, Johnston Press will

be following the America's Cup World Series through its daily title, The News.

The three-day event coverage includes news, extra supplies to all newsagents in the paper's core area, and a glossy special to distribute after the event supported by advertising to drive customers to the paper.

"We are also distributing the official programme to a select number of newsagents in our circulation area and each newsagent will receive a percentage commission," added Johnston's spokeswoman Jane Muirhead.

Dragon trail for dailies

Two Norfolk-based regional dailies have launched a charity sticker album to mark the start of a city art trail.

The GoGoDragons! trail will see 84 decorated dragons placed around the city during the summer, and has been created by Wild in Art and children's charity The Break.

To celebrate its launch, the Eastern Daily Press and the Norwich Evening News have designed a 150-sticker book costing £5, featuring all 84 dragons which will help to raise funds for The Break.

In! on the way out

Northern Ireland's monthly equivalent of Hello! and OK! is to go on sale in print for the last time.

In!, which carried celebrity features, fashion and lifestyle, has been running for seven years. Last week it made its final print run, with copies on sale this week.

Launched by sisters Lisa and Hayley Harrison, the magazine will continue online and through social media. They believe an online platform is best suited to the current market.

Evening news returns

Regional publisher Local World is to bring back evening news with a series of free apps featuring a daily news digest.

At 5pm each day the free app, which will cover 10 regional titles, will offer the most "social, stackable and shareable" stories from the news, sports, galleries and what's on categories.

The apps have been built through an exclusive partnership with Google.



Youngsters take first steps into magazine world

The future of magazines is looking bright following a visit to Colville Primary School in West London from Girl Talk magazine editor Sara Oldham. The event, organised through the National Literacy Trust and MagAid, saw pupils create their own publications by conducting interviews, writing stories and designing front covers. Distributor Marketforce also supplied magazines for the children to take home.

Retailers cash in on art therapy trends

Publishers are looking at ways to capitalise on the growing art therapy market.

Last week saw the launch of bi-monthly Colour Calm (£4.99) published by Future. Also new to the newsstand was Colour.in (£6.99) from Eye-to-Eye Media (see p41).

These titles add to a burgeoning category of stress-relieving art magazines with this year's launches alone including Zen Colouring, Art Therapy and Colouring Mediation, Relax with Art, Creative Colour, and The Simple Things.

Colette Davidson, of Tay-

lors Newsagents, Alnwick, stocks a selection of the magazines and also uses them herself.

"I've bought Relax with Art and I enjoy it, because I get quite stressed. I've got a selection because I anticipate more people wanting them."

Matthew Pierce, head of content for Future's Creative Group, said: "A huge audience of adults are rediscovering their passion for colouring in. This audience browses the newsstands, enjoy print products and want great creative content at a good price."

Creature features

National Geographic Kid's magazine is staying close to home for the summer as it features incredible creatures that live in the UK and Ireland including species back from the brink of extinction. There's an in-depth look at the Barn Owl, a piece on mind-bending illusions, and the chance to win five Lego City Deep Sea sets and a family pass to Sea Life.

NEWS

PRODUCTS

'Modern' look for cig packs

Imperial Tobacco is backing its JPS and Lambert & Butler tobacco brands with packaging updates this month.

The former will benefit from modernised designs running on JPS Black, Blue, Silver, Menthol and White cigarettes, covering pricemarked and non-price-marked packs.

The latter will see Lambert & Butler Original and Smooth rebranded as Silver and Smooth Gold respectively, with the brand's 'glide tec' packs being replaced with hinge lids on smooth and menthol variants. Lambert & Butler full flavour cigarettes will continue in glide tec packs, and will come in a new Platinum design.

In addition, L&B Blue King Size and Smooth will be rebranded as Real Blue and Smooth Blue.

Smaller cases of Grouse

Maxxium is showing its support to the independent trade by introducing smaller case sizes on The Famous Grouse brand this month.

The move will see The Famous Grouse 20cl and 35cl bottles now available in four pack cases. It follows on from Maxxium launching four packs for its Courvoisier, Highland Park and Macallan Gold spirits last year.

In addition, Maxxium is also launching pricemarked 35cl packs for The Famous Grouse and Highland Park.



Colourful Carling Zest

Shoppers looking for low-alcohol alternatives for summer social occasions will be the target of a colourful £500,000 marketing campaign for Carling Zest. The investment from Molson Coors will see the launch of poster, outdoor and in-store digital campaigns.

Manufacturer heralds 'next generation' of vaping Popular brand now sold in 20,000 outlets

JTI throws Curv ball at rivals with new E-Lites

by Steven Lambert

JTI is aiming to "take a lead" in the e-cigarette sector with the launch of its premium E-Lites Curv range this month.

The manufacturer said the brand will help independent retailers target consumers looking for the 'next generation' of vaping products.

E-Lites Curv features an oval shape and contains a high-quality Swiss e-liquid, available in regular, light and menthol varieties.

It also includes a one touch charging system and a charge time of 2.5 hours.

Mike Bottom, emerging products manager at JTI, said the launch will be used to "re-energise and modernise" the E-Lites brand, which hit £21m in retail sales last year and is now sold in more than 20,000 outlets.

'Instant use' starter kits for E-Lites Curv will come with an RRP of £6.99, with



JTI eventually looking to move the retail price on its base E-Lites starter kits from £6.99 to £6.49 to distinguish between the two brands. Curv USB chargers and kits featuring e-tip refills will also be available to retailers.

JTI will support the launch with TV, radio and print ads using the tagline 'A Curv makes the difference'. The brand

will also be promoted at venues including the O2 Arena and NEC and at various music festivals during the summer.

Jeremy Blackburn, head of communications at JTI, said independents will benefit from Curv branded PoS material, including counter top display units and gantry door graphics.

He added: "From a JTI standpoint, we need to take a lead on the e-cigarette market and support retailers along the way."

Celeb breakfast endorsement for Kellogg's

New cereal and porridge lines and celebrity endorsement will form part of Kellogg's breakfast range activity this summer.

The manufacturer is extending its Special K range with the launch of Special K Protein Crunch (RRP £2.99), a cereal containing six wholegrains, honey and

cinnamon.

It is also introducing Special K Tess's Recipe (£2.99), a combination of red apple, almond and vanilla flavours submitted by Strictly Come Dancing presenter Tess Daly. The products will be joined by Special K Super Porridge, available in three flavours (£1.99) and Special

K Granola Chocolate & Hazelnut. All the lines will be supported with TV, radio, print and outdoor campaigns as part of a £15m media spend on Special K this year.

Meanwhile, Kellogg's is adding two varieties to its All-Bran muesli range - Fruit & Nut and Cranberry

& Sultanas - containing 30% more fibre compared to standard muesli brands (£2.99). It is also launching Crunchy Nut Porridge (£1.99), and has expanded its cereal bar selection with Kellogg's Snacks Big Packs - 10 bar packs of Coco Pops - Rice Krispies and Special K Red Berry cereal bars.

Hot products for your shopping list



Smaller case sizes of The Famous Grouse have been announced



JPS and Lambert & Butler packs are to get a new 'modern' look



Kellogg's Special K is to feature a recipe from TV star Tess Daly



PRODUCTS

Blue is the new Gold 'Great opportunity' for retailers

New Marlboro within Touch

by Steven Lambert

Retailers in the UK will be the first to get their hands on the latest tobacco launch from Philip Morris, Marlboro Touch.

Previously known as Marlboro Gold Touch, the brand has been updated with soft touch packs with a new blue colour scheme.

In addition, Touch cigarettes will now feature a firm filter to bring it in line with the rest of the Marlboro range, which was updated in February.

Philip Morris said Marlboro Touch cigarettes will be slightly thinner to enable it to maintain its RRP of £6.99 for a 20 stick pack, which will be available in pricemarked and non-pricemarked options.

James Robinson, marketing manager at Philip Morris, said Marlboro Gold Touch had grown

volume sales by 46% last year.

He added Philip Morris will "build momentum" behind new Marlboro Touch through its field force team, who are already looking to push the product in more than 5,000 independent stores.

"Smokers are seeking value, but retailers want to maintain their cash margins. Marlboro Touch

gives them a great opportunity to do that," said Mr Robinson.

Meanwhile, Philip Morris sales director Jerry Margolis said the firm has extended retail margins of 8% on Chesterfield cigarettes and 12% on Marlboro rolling tobacco until the end of the year.

He added: "The activity we have launched will support retailers and gives them substantial opportunities to bring in new customers and more money."



Rugby legends line up for Heineken promo

Rugby legends including Will Carling and Jonah Lomu will front a Heineken competition giving 48 sports fans the chance to open matches at this year's Rugby World Cup. The former players will also feature in TV, print and digital ads as part of a global media campaign running in August.

THE

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¹Nielsen Total Market Sales YOY to 06.06.15

NEWS

PRODUCTS

Carling to get footie fans set for season

Carling is launching a £3.6m marketing campaign to help football fans prepare for the season ahead.

Running until August, the scheme gives shoppers the chance to win vouchers for £10 off goods from kitbag.com when they buy 10, 12 or 15 x 440ml packs of Carling. It will be backed with outdoor and TV advertising starring brand mascots Dylan and Jon.

Jim Shearer, Carling brand director, said: "Our ambition for Carling is to drive long-term sustainable growth of the lager category by focusing on adding value through promotions at the moments that matter most to consumers."

Festival essentials from Jack Daniel's

Bacardi Brown-Forman is getting retailers ready for the busy music festival season with new PoS material promoting its Jack Daniel's pre-mix range.

The firm will be offering its 'Festival Essentials' free standing units and branded fridges to stores close to big music events taking place during the summer.

The displays will be used to provide secondary sites for Jack & Cola and Jack Daniel's Tennessee Honey & Lemonade, and will also house goods including Jack Daniel's branded ponchos, chiller bags and can coolers.



Van gang keep up comedy connection

Foster's is keeping up its connection with comedy with the launch of an online series called 'Helluva Tour'. The series of short films, running on Channel 4's digital platform All 4, will follow the exploits of four strangers travelling from London to Australia in a camper van, and will be highlighted with TV spots.

Lager and rum mix will bolster existing products £2m marketing and sampling campaign

Foster's Rocks a whole new range of spirit beers

by Steven Lambert

Heineken is chasing further sales from growing numbers of spirit beer drinkers with the launch of Foster's Rocks.

The brand extension will see Foster's lager mixed with rum, available in both Spiced and Classic variants.

The two lines will be available to retailers in August in 4 x 440ml (RRP £4.50) and 10 x 440ml packs (£11).

Heineken said Foster's Rocks will be used to bolster its existing spirit beer range, including Desperados Red launched in March.

The manufacturer has previously stated it expects spirit beers to become a £200m category by 2016.

Martin Porter, off trade managing director at Heineken, said: "We already lead the market with spirit flavoured beer, and with Foster's Rocks, we anticipate expanding this category with a beer

consumers want to be seen with."

Heineken will support Foster's Rocks with a £2m marketing and sampling campaign.

Meanwhile, the company revealed it is launching updated packs on Kronenbourg 1664 for summer.

The new designs, on sale from this month, will take inspiration from the lager brand's origins in Alsace, with 440ml cans, 275ml bottles and multipacks featuring the tagline 'Vive

les hops d'Alsace'.

It will form part of a wider campaign to grow awareness of Kronenbourg, with a marketing campaign being launched in the next few weeks.

Craig Clarkson, category and trade marketing director - off trade at Heineken, said: "With the summer season now upon us and some major sporting events on the horizon, now is the time to ensure that Kronenbourg 1664 is front of mind for consumers."

Public vote which Walkers flavour will return

PepsiCo is calling on the public to vote for one of five Walkers crisp flavours to revive under its new 'Bring It Back' campaign.

The firm is relaunching former Walkers lines Barbecue, Toasted Cheese, Lamb & Mint, Beef & Onion

and Cheese & Chive on 10 August, and will ask crisp buyers to pick one to keep as a permanent line.

Votes will be accumulated online and through social media, with entrants being offered the chance to win £100,000 and other

weekly prizes.

PepsiCo also announced the return of Walkers Mar-mite flavoured crisps, due to hit shelves this month.

Rachel Holms, marketing director at Walkers, said: "The campaign will help retailers to increase

incremental sales."

The flavours will be available in single packs (RRP 57p), grab bags (89p), six pack multipacks (£1.50) and 24 pack multipacks (£4), supported by a marketing campaign including TV and digital activity.

Hot products for your shopping list



Football fans can get ready for the new season with Carling



Foster's Rocks has been added to the brand's spirit beer range



Walkers fans can vote for the return of their favourite



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NEWS

REGIONAL

Tiny furry problem is costly one

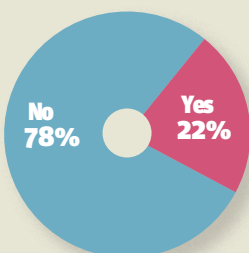
A Walsall convenience store owner whose shop was temporarily closed down by environmental officers after it was overrun by mice has been ordered to pay more than £1,500 in fines.

Owner Swindr Singh Seedana was forced to shut Coalpool Pound Force in November last year when officers found mouse droppings throughout the shop, along with gnawed food, including partly eaten cakes.

Following legal proceedings instigated by the local council Mr Seedana pleaded guilty to all charges and was ordered to pay £1,796.86 by Walsall Magistrates.

Dave Elrington, Walsall Council environmental health manager, said: "While we understand the pressures faced by businesses and will try to assist them, we are absolutely committed to protecting public health and will not hesitate in using legal powers available to us."

RN READER POLL



Will Camelot's changes to its Lotto game have a positive effect on your sales?

NEXT WEEK'S QUESTION

Did you switch your PayPoint terminal off on 30 June?



Have your vote now

Go to betterretailing.com



Nainesh gets into street party mode

The community of Belgravia came out in force for the annual Motcomb Street Party. More than 5,000 people enjoyed an array of food stalls, live music, and an auction, which Mayhew News helped collect items for. Nainesh Shah, owner of the shop, said: "We get involved in the publicity, and ask customers to give gifts for the auction. We have a customer who works at the theatre who gave tickets and someone who works at a wine merchant." The event raised funds for the Household Cavalry and Lullaby Trust.

ACS survey reveals top investors 'Refresh and renew your shop regularly' advises one retailer

South west stores 'have most investment in UK'

by Gurpreet Samrai

More retailers in the south west of England are planning to invest in their store than anywhere else in the UK, new figures have revealed.

The Association of Convenience Stores' Investment Tracker shows convenience retailers invested £177m in their businesses between February and May, with one in four stores (28%) surveyed saying they plan to make an investment.

The south west of

England has the most stores planning to make an investment (35%) while the north west has the lowest level (22%), the report says.

Western-super-Mare retailer Ray Monelle is in the process of planning works at his shop, Orchard News. He said: "You have to refresh and renew your shop on a regular basis."

"I think customers do appreciate it when they can see that you are investing in the business."

The tracker revealed the most popular form of investment was refrig-

eration, suggesting many stores are adapting their product ranges to include more fresh food and food to go – with the latter shown to be the fastest growing category in convenience stores for the last two years.

James Lowman, ACS chief executive, said: "These figures show that retailers are making investments in their stores to ensure that they can provide a wide range of goods and services to meet the needs of busy modern consumers."

"The sector overall is

currently in a very strong position and our research suggests that it's a great investment for entrepreneurs – 75% of independently run stores are operated by first time investors.

"On average, independent retailers reported a spend of just over £2,500 per store over the last three months, but there were also a number of stores that had made significant investments running into hundreds of thousands of pounds to ensure that they provided the best offering for their customers."

Post-ban smokers go for value, say retailers

Retailers in Burton and South Derbyshire have seen a shift in smoker's buying habits since the introduction of the tobacco display ban.

Since April, when the ban came into force in small shops, customers in the area have been buy-

ing the same volume of cigarettes but have shifted their choice to cheaper brands.

Shazid Hussein, co-owner of Good News in High Street, Burton, said: "Our overall volume has stayed the same, but customers have changed

to cheaper products.

"Premium brands no longer attract the same brand loyalty that they used to.

"Customers can't see the cigarettes so they are asking which is the cheapest so we've seen a decrease in the sale of

premium brands and a rise in the sale of lower end goods."

He added the introduction of plain packaging will be "bad news for small businesses" and his store will consider stopping to sell tobacco products completely.

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NEWS

REGIONAL

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New shop unveils its 1,500 lines

Central England Co-operative opened the doors of its newest store last week with 1,500 new lines across all categories.

The new convenience store in Old Bakery Close, Ratby, which replaces the Co-operative food store in Station Road, offers fresh and local fruit and vegetables, sandwiches and snacks, an in-store bakery, and Truly Irresistible and Loved By Us product ranges.

Paul Simpson, store manager, said: "The store has brought with it 1,500 new lines across all categories, especially fresh, as we've increased our fridge space in the new store, and more bakery lines for our in-store bakery too."

The store has created 12 new jobs in addition to staff transferring over from the old store. It celebrated launching on Friday last week (26 June) with "plenty of offers for customers".

Life-saving mission

A Midland's regional newspaper has launched a campaign to raise £57,000 to save lives across the city of Wolverhampton.

The campaign, which aims to have 25 defibrillators installed in its patch, has been initiated by the Express & Star Wolverhampton as part of its HeartSafe15 campaign.

Fewer than one in 10 people survive a cardiac arrest in the UK if it happens outside a hospital, but defibrillators can increase someone's chances of being resuscitated by 70%.

The scheme asks readers and businesses to donate cash, and is being backed by rock star Noddy Holder, West Midlands Ambulance Service, and Wolverhampton City Council.



Sussex Life marks half century in style

Dignitaries, readers and advertisers came together to celebrate Sussex Life's 50th anniversary at Brighton's famous Grand Hotel. Production co-ordinator Kerry Greenfield was thanked for 20 years' of service while editor Jenny Mark-Bell spoke about how the magazine has evolved over the years, at the celebratory lunch on Sussex Day (16 June). Tim Thurston, Archant's commercial director of Lifestyle, County and France Magazines, said: "The guest list at the Sussex Life 50th party demonstrated the profile and gravitas of the publication."

Blakemore says charity move is 'extremely rewarding' 'Example for others to follow', says YMCA

Spar on project: It's good to work with the YMCA

by Gurpreet Samrai

Blakemore Trade Partners and YMCA North Staffordshire have launched their first Spar social enterprise.

The 1,500sq ft store in Hanley, Stoke on Trent, features a fresh self-serve Costa Coffee, news delivery, lottery and free ATM, as well as a wide convenience range.

The store, which opened in June, has created 12 new jobs, with Blakemore Trade Partners providing all members of staff with a full induction and training including age related sales, SPARKling Service, active selling, effective merchandising and Level 2 Food Safety.

Louis Drake, Blakemore Trade Partners development director, said: "I am delighted that Blakemore Trade Partners are working with YMCA North Staffordshire on their first retail business. To develop a business relationship with a charitable organisation is extremely rewarding for all involved."

"Furthermore we believe that our business partnership will result in the YMCA operating an excellent local convenience store."

The store has been funded through Blakemore's co-investment scheme and



the Stoke-on-Trent and Staffordshire Local Enterprise Partnership's Regional Growth Fund. A number of companies have also offered their support to the scheme.

All profits made in-store will be reinvested in extending the YMCA's specialist services. Each week nearly 2,000 members of the community access the

charity's employer-focused educational programmes, family services, health services, conference facilities and sports and youth leadership programmes.

Linda Freeman, YMCA North Staffordshire's commercial manager, said: "We are very excited about the launch of our new convenience store and Blakemore Trade Partners have been excellent throughout. With charities facing a reduction in their traditional sources of income, it is important to find new ways of funding our valuable services. We feel this project is very innovative and sets an example for others to follow."

Bolton raids yield illicit cigs and spirits

More than 53,000 illegal cigarettes and over 223 litres of spirits were uncovered as HMRC officers raided 11 retail premises and storage units in Bolton.

Non-UK duty paid tobacco and alcohol products were seized from 10 premises including 53,340 cigarettes

with £16,375 duty and VAT evaded, 63.1kgs of hand rolling tobacco and 1.5kgs of shisha with £15,200 evaded, and 223.7 litres of spirits with £2,930 duty and VAT evaded.

A Vauxhall Vivaro van being used to store excise goods was also seized

during the operation on Wednesday last week (24 June).

Sandra Smith, assistant director, Criminal Investigation, HMRC, said: "The sale of illegal tobacco and alcohol will not be tolerated by us or our partner agencies. Disrupting criminal trade is

at the heart of our strategy to clampdown on the illicit tobacco market, which costs the UK around £2.1bn a year, and the sale of illicit alcohol which costs the UK around £1bn per year. This is theft from the taxpayer and undermines legitimate traders."



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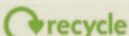
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YOUR SAY What promotions and lines will you be focusing on in your store to boost sales this summer?

Jon Powell

The Newsagent,
Newport

Ice cream all the way and slush. I have 22 scooping flavours of ice cream at the moment, and I have another cabinet at home so I'm going to bring that in and upgrade it to 34 flavours.

I am pushing that on Facebook and Twitter and I am about to do some sponsored posts.

I have also just rejigged my store so the ice cream cabinet is at the front of the shop which has increased sales significantly.

I will also put some special magazines by the till.

Kate Clark

Sean's News,
Worcester

We have a summer stand with things like water guns so we always make a feature of that.

We have paddling pools for kids



and buckets and spades and all those sorts of things.

Although we're not by the beach we're by the river so we have a bit of a water theme.

In the window we have created a display with paper lanterns, flip-flops and other summer bits and pieces.

We are also very big on our scoop ice cream and have an ice cream bike that goes out.

Mandeep Singh

Premier Singh's,
Sheffield

We'll focus on multipacks of beers – the usual top five – and fruit ciders because they are still doing really well. We don't really need to push soft drinks because there doesn't seem to be much competition due to it being an impulse buy. We will also be doing a bit more on our ice creams.

YOUR STOCK Mars has continued the trend of flavoured combinations in confectionery with Galaxy Duet, is this proving to be a profitable trend for your business?

David Brown

Nisa Local,
Gateshead

Yes, Walkers MixUps and Cadbury Mix-Ups have gone very well. I think people like having variety in packs rather than one option. People do like trying something different, and they have proved to be very popular.

The most popular has probably been Walkers MixUps. We were doing £1 priced bags, which encourage people to pick them up and try them.

Phillip Morgan

The Paper Box,
Guernsey

It's always positive when packs are priced. People do tend

to try them and then some are successful and some aren't, but they have to be priced to get people interested. All the Cadbury ones have done exceptionally well. I think everybody likes to try something new.

None become long-term big sellers, but they certainly fill a gap in the market for a short time and then people tend to go back to their old favourites. They are definitely impulse buys.

People see them on the counter and say: "I'll try one of those", so it brings in extra revenue rather than sabotaging existing revenue.

Amit Patel

Premier Town Street,
Nottingham

No. Around 90% of our customers are men and they tend to go for things like Yorkie, Snickers and Mars.

In our store, people tend to stick to what they know so they will buy it when it's on offer, but once you take it off promotion it tends to gather dust.



YOUR ISSUE

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GET YOUR VOICE HEARD IN THE POLITICAL ARENA

For many retailers, forging close community ties is vital to the success of their business. Whether trading in a village, city or town, relationships between retailers, customers, businesses and political figures serve many benefits. It seems since the general election however, many retailers have been left wondering how to best connect with their new local MP to see how they can help them with issues affecting their community and business.

RN spoke to an MP and two retailers who have built close relationships with their local politician to find out the best way to make contact.

Kishor Patel, owner of three Nisa Local stores in Hertfordshire. We have four MPs we work with. We tend to meet them at least twice a year and we invite them to the stores, not just for a cup of coffee, but to demonstrate what we have been doing as a store whether it's how we work with the community or we have had an extension or refurbishment. We also highlight the challenges we face and discuss government policies which are in the pipeline.

We started by writing directly to them. So if your local MP has just been elected write to them and explain who you are, what you do, how important your role is in the community and so on. Invite them to the store to come and meet you and if you have worked with the previous MP mention that in the letter.

From what I've seen MPs will reply to every letter or email you send them, but you have to be clear about what your issues are. MPs will also be more receptive if at the same time you can provide a possible solution so they know how they can take it forward.

It does help quite a lot because there's support there for you, and you can raise issues on behalf of your customers as well.

At one stage we had an issue with local crime so our MP wrote to the police commissioner, and the local police took a bit more action. But it wasn't just about the



Kishor Patel, left, and Armin Ahmetagic, centre, have worked hard to build relations with their MPs, while Margaret Ferrier MP has promised to do all she can for small businesses

issue we faced; it was also what can be done to prevent this sort of thing in the future.

Armin Ahmetagic, area manager of three Nisa Local stores in Bedfordshire, owned by Lenus Trading Ltd. We contacted the two MPs for the county three years ago to show them the sorts of things we do for the local community. We invited

Andrew Selous to one of the stores to meet the people who work here, hear what kind of issues we might have, see how we involve the community and the services we provide. We have also been able to raise concerns about bills going through parliament such as zero hour contracts and business rates.

We have built an ongoing relationship with him, and on that basis we tend to invite him to the store on a regular basis to see how we are doing and discuss any issues he may be able to support us with, and for him to just generally get involved in what we do.

There are two ways you could contact your MP. One way is to contact them directly and the other way is through your retail trade body.

I think building relationships with MPs benefits retailers. It creates awareness and can help you give back to the community by investing in different projects. Andrew might see there is a need for sponsorship from local businesses so he will come to us directly and say this is happening are you happy to sponsor it, which helps us contribute to the community.

Margaret Ferrier, MP for Rutherglen & Hamilton West. When I was elected I made a promise to stand up for small business.

I want to focus on helping small and medium business in my constituency to grow and expand. I welcome communication from business owners, and also invitations for visits.

As a new member of Parliament I'm keen to help where I can, and also to listen to your feedback on how Parliament can work better for you.

I cover Rutherglen, Cambuslang, Halfway, Blantyre and the West of Hamilton (Burnbank, Fairhill, Hillhouse & Earnock). I also work closely with my colleagues at the Scottish Parliament, and can advise of specific help and initiatives available to businesses across Scotland.

Please feel free to email me on margaret.ferrier.mp@parliament.uk or call my constituency office on 0141 356 5656.

You can also write to me at Parliament: Margaret Ferrier MP, House of Commons, London, SW1A 0AA.



If your local MP has just been elected write to them and explain who you are, what you do, how important your role is in the community

Kishor Patel

LETTERS

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

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

Why can't publishers get their act together?

Last Wednesday the Daily Mail was once again double running from Menzies, Leeds. I really do not understand why publishers do it to themselves, especially on a regular basis.

I received a phone call from a Bradford member who runs a home delivery service informing me that he received his Mail supply at 1.45pm. Obviously he wanted to know how he was expected to run an efficient delivery service with nightmares like this happening and he wanted to know what could be done.

What could be done is a big question. Who is to blame here – publisher or wholesaler?

A publisher like the Daily Mail who is always proactive with home news delivery cannot expect us to support its title when it is double running on a regular basis.

What does the contract between the publisher and wholesaler say about re-runs and the length of time it takes to complete them?

Publishers and wholesalers need to seriously get their act together before it's too late.

Stephen Hunter
Old Road News,
Bradford

A spokesman for the Daily Mail said: "We always endeavour to produce the Mail on time. The issue experienced was due to a production issue caused by a defective batch of newsprint which has now been quarantined by the supplier."

Mail re-run three times in four day 'cost me hours'

Once again the Daily Mail has let us down in the north. Piggy-backing on



'SORRY' JUST NOT GOOD ENOUGH

I've had a problem over the last month with the Mail. It is getting later and later. On 15, 17, 24 and 29 June my papers were supposed to arrive at 5.30am, but they were late. Sometimes when they are late, they don't turn up until 8.30am or even 9am.

I used to double run, but I've stopped doing that now because the Mail isn't prepared to compensate me. I asked for a claim form from Menzies, but it said it's not its fault.

The fault is with the Mail itself. I've phoned the distribution department

and they just apologise.

The last time they said a machine had broken down. I say to them that their mistake is costing me and my till and they should compensate me, but they refuse.

I substitute papers where I can, but naturally my customers want their paper before they go to work, and are unhappy when the paper doesn't turn up. Something needs to change and fast.

Bachu Ramji
Ramji Newsagents,
Bradford

the Mirror presses at Oldham is just not working as there is not enough slack in the system to cope. York have had to re-run the Mail three times in four days.

This is not good and it's roughly taking two hours to re-run the papers.

York's arrival time is 6.15am, but I am getting them at 7.45am, which means they can't go into my rounds. Unless the Mail is going to pay me to re-run I am not going to do it.



Who is to blame here – publisher or wholesaler?

Stephen Hunter

Old Road News, Bradford
Branch secretary

Today, I have substituted with some Daily Express and explained to customers what's going on. I've told them they will have to collect in shop.

If this continues the sales figures will hit the floor and staff will soon be looking for other jobs.

Worst of all, today is the start of the Mail promotions – not very good when I haven't even got the paper!

James Wilkinson
Pybus Newsagents,
York

#TOP TWEETS

Who's saying what in the retailing world?

Meeting Paypoint this Friday as part of their commitment given at conference, retailer forum on the agenda, any interest?

@PaulBaxterNFRN

Is it time my newspaper wholesalers played fair and moved away from the 0844 telephone number system

@EDiamond136

Chuffed to bits! We've been voted through to the final of the #independentretailawards 2015

@samcoldbeck

Excited!! I have made it to the 2nd stage of the @IGD_Events Leading Edge Leading Light Award 2015

@RetailSusan

Good for the planet. Reading a newspaper is more than 100 times more carbon friendly than answering email, according to Time magazine.

@NickShanagher

Make the most of the on-the-go occasion, offer Tropicana as part of lunch meal deals with a sandwich and packet of Walkers to maximise sales

@PepsiCo_UKTrade

It's here!! A brand new MONSTER scooping cabinet!! What flavours would you like to see in it? #IceCream #LochLomond

@LochLomondNews



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Working long hours over a sustained period will make you less productive but how can you take time off when you have a busy store to run?
HR director Debra Lee guides you through the art of delegation

To holiday or not to holiday?

That is the question..... Many small business owners are particularly bad at taking time off. Research published by business software provider Sage suggests that more than 30% of UK small business owners don't have a summer holiday.

Independent retailers understand well the massive pressure in the lead up to taking time off – doubling stock orders, paying suppliers up front, ensuring wages are paid, rota planning and so on. Then your “holiday” is spent secretly checking in.

The notion that business owners must always be thinking about, if not working on, their business is dangerous. There's profound evidence that if you work extremely long hours over a sustained period, you'll end up being less productive.

Taking time off from your business can also help you to regain perspective. The things that you've been worrying about can, in fact, turn out to be trivial. Going on holiday can give you the space and time to see things as they really are.

You should use the time ahead of your holiday to train your team to run the shop in your absence. You need to plan ahead and structure your business so that it can operate effectively when you are not there. By putting the right, trained people and systems in place, even owner-managed businesses can survive and prosper in their owners' absence.

Far from relinquishing control of your business, empowering the right staff to make decisions can lead to the right result. Your team are often the best people to make decisions, as long as they consider their impact on the business, bottom line and other employees.

Try including your employees in your business decision-making process. Start small, asking for their ideas on a customer service decision, for example. You will need to show, demonstrate and guide, but do not abdicate. Give clear guidelines and be available to advise on the potential



Taking a holiday can help regain perspective on your business

impact of any proposed decision. If they get it wrong, don't take away their authority to make decisions. Review the process with them, evaluate alternatives and revisit the process until your employees feel more confident.

Delegation is one of the most important management skills. Good delegation can save you time, develop your staff, provide you with a possible successor and above all motivate your employees. Ask yourself who in your team are quick learners or are showing leadership potential.

So what happens while you are actually on holiday? If you are going to be away for couple of weeks, agree a time to call in each week and clearly allocate responsibility so that problems can be dealt with if they arise.

And once you are back? Firstly, give praise and recognition for a job well done. Has the shop taken more sales, for example? But secondly, don't immediately step back in and take over. Coach staff if things have gone wrong, then plan to take time off regularly, knowing you have a skilled competent team running your business.

Debra Lee is a regional director at HR consultancy People Puzzles and an ex-store Asda manager

* The eight steps to successful delegation

- 1 Tasks – write** a list of all the tasks that you do in a normal week or month and check what can be delegated.
- 2 Staff – decide** who do you want to delegate this task to and why. What are they, and you, going to get out of it?
- 3 Ability – ask** yourself if this person is capable of doing the task. Do they understand what needs to be done? If not, you can't delegate.
- 4 Explanation – you** must explain why the job or responsibility is being delegated, and to that specific person. Why is it important and relevant?
- 5 Results – make** sure the person you delegate to understands what must be achieved. How will the task be measured? Make sure they know what you consider success to be.
- 6 Discuss – talk** about and agree what is required to get the job done.
- 7 Review the process – agree** deadlines, confirm staff understand what they need to do and ask for their ideas. As well as showing you the job can be done, this also helps to reinforce their commitment. Failing to agree methods for checking in advance can make this monitoring seem like interference or lack of trust.
- 8 Support and communicate – think** about who else needs to know what's going on and inform them. Do not leave the person you delegate to to tell their peers about their new responsibility.

INDUSTRY PROFILE

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Nestlé Cereal Partners

With its new retailer website attracting 3,500 visits in a week, its focus on pricemarking and increased visits to stores, Nestlé's Georgia Brown is confident for a good year ahead with key launches delivering extra sales to independents

RETAIL NEWSAGENT How have you improved your range to support local retailers?

GEORGIA BROWN We've improved our pricemarked packs. Originally, we only ran pricemarking on Shreddies, Cheerios, Honey Cheerios and Shredded Wheat but we've added it on Frosted Shreddies and have them in smaller case sizes of five or six too. We are looking to launch more pricemarked packs this year.

RN How are you helping retailers to understand the cereal category?

GB We have ramped up our store relays. This is part of a Nestlé-wide initiative so retailers we visit can have their cereal, pet food and hot drinks relayed at the same time. We also launched a trade website, Cereal Success, at the beginning of May. It offers planograms, PoS, insight and retailers can book store relays on there too. It's category-neutral, with planograms based on data from IRI and Kantar. Not being number one in this market has worked to our advantage because we have to talk to retailers about other brands besides our own.

RN Have you had any feedback on the website?

GB We had 3,500 visits it last week and many have said it is easy to use. Symbol buyers have contacted us to say they want to work with us on category plans too.

RN What's the biggest challenge you face in this market?

GB Our competitors offer strong deals

and we've had to fight to get our share of space. Their deals look great, but don't help sell products long-term. We want to drive promotions that are great for retailers and concentrate on boosting the core range.

RN What one thing could retailers do to improve their cereal sales?

GB Some retailers are so concerned about stocking something for everyone that they can't see the wood for the trees. Aldi and Lidl keep small, tight categories, stock five or six lines, and don't get overloaded with stock. Retailers need to think long-term – we see a lot of products on shelves which have been bought on amazing offers, but they go out of date.

RN How are you helping retailers with this?

GB Good retailers know their



We are looking to launch more pricemarked packs this year

products and their customers' preferences, so we try to build their knowledge into our category plans and give retailers the flexibility and freedom to run with what they know works. Paul Cheema sent us his sales data, for example, and we managed to incorporate obscure brands into our recommended range for him. We're happy to do that if other retailers want to get in touch.

RN What's next for the cereal category?

GB Every good retailer we speak to is looking at on-the-go breakfasts. So we've just launched individual 30g pouches on Cheerios, Shreddies, Shredded Wheat Bite Sized, which were for food service originally.

RN And what can retailers expect to see next from Nestlé Cereal Partners?

GB We are working on reducing salt and sugar in all our products and are aiming for a 20-30% reduction. We're also looking to launch more specialist health products. We've already brought out gluten-free Corn Flakes and Honey Flakes. This fits in with what's going on elsewhere in the market, with Nature Valley launching a granola bar with protein in three flavours and Weetabix and Quaker launching protein lines. We're launching a gluten-free Choco Rice later this year, and we've got plans for other launches like this too.

** Company CV **

Company Nestlé Cereal Partners
Trade marketing manager
 Georgia Brown

Profile Cereal Partners Worldwide was formed in 1990 as a joint venture between Nestlé and American food manufacturer General Mills. Its UK arm, Nestlé Cereal Partners, is the UK's second biggest cereal manufacturer. Its brands include Cookie Crisp, Shreddies and Shredded Wheat.
Latest news Individual 30g pouches of Cheerios, Shreddies, Shredded Wheat Bite Sized have just been launched to cater to breakfast shoppers on-the-go.



**

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YOUR REGION

NFRN DISTRICT COUNCIL REPORT N.IRELAND 23.06.2015



Kathryn Gaw reports from the NFRN Northern Ireland district council meeting

PayPoint 50p fee proposed

Newsagents should consider introducing 50p transaction fees to cover the cost of their PayPoint losses, members suggested.

PayPoint's commission rate is lower than retailers' bank charges, meaning most newsagents are making a loss on every transaction.

Belfast South & East member Raymond Hamilton suggested charging transaction fees may help bring the matter to PayPoint's attention. He said he had seen some success when he charged a 5p transaction fee on Translink tickets. Within one week, customers had complained to Translink, and an agreement was reached whereby the company increased his commission by 1% and the transaction fee was dropped.

"Unfortunately, the only way you can get at PayPoint is through customers," said Mr Hamilton.

Some members admitted the losses have become so great that they would rather tell customers the line is down, instead of using PayPoint for large transactions.

Meanwhile, district members are continuing to lobby politicians including Mark Durkin, Ian Paisley Jr and Gregory Campbell, to have their PayPoint concerns heard in parliament.

Magazine market stall mystery

Market stalls have been spotted selling sealed and recent magazines across Northern Ireland.



North & East Antrim member John McDowell said there was a full stall at St George's Market in Belfast selling puzzle books and premium magazines. Ken Chapman, Belfast North, said he saw a box of sealed children's magazines dated May 2015 at a car boot sale in Coleraine in early June, being sold for 50p each.

Members speculated that the magazines were coming from wholesalers or the dump. However, Menzies Distribution had confirmed that all its stock leaves in sealed containers.

All unsold stock should

be destroyed before being sent to the dump, it was suggested.

Social media is "way forward"

Twitter and Facebook were described as "the way forward" by district president Judith Mercer.

Members were encouraged to sign up for business accounts with Twitter and embrace opportunities offered by social media.

Membership services manager Bernard Ridgewell added that the NFRN is hoping to set up its own Facebook page.

Border concerns over Euro rate

Border town businesses are suffering from the weakened Euro and more lenient cigarette taxation.

Foyle & District member Seamus McFadden said he is losing customers due to favourable prices of cigarettes across the border. A 20-

pack of Benson & Hedges is sold in the Republic of Ireland for €10 (£7.11), compared to £9.44 in Northern Ireland.

Warning over PayPoint scam

Newsagents have been warned about a number of PayPoint scams. Seamus McFadden said he received a call on 28 May from a person alleging to be a PayPoint representative. They asked him to "cancel the default in your system" and gave him a number to type into his machine.

The person had an Asian accent, he said. He warned other members to be wary of similarly-worded voice messages.

Bernard Ridgewell also warned of Ukash scams using PayPoint.

Lottery rival

Members at the NFRN NI district meeting expressed concern that the recent changes to the National Lottery may discourage customers from playing. The changes will come into effect in October and promise to create more millionaires as well as raising more money for good causes, but the chances of winning the jackpot will become longer. Ken Chapman suggested that the Northern Ireland's 600 NFRN-registered newsagents should set up their own lottery, using their NFRN voluntary fund as a back-up.

Bernard Ridgewell suggested escalating it to a national level and including the NFRN's 16,000 members across the UK. He recommended that this idea is brought up at the next annual conference.



Ken Chapman



The only way you can get at PayPoint is through customers

Raymond Hamilton

NFRN Belfast & South East branch member



Seamus McFadden

Your say

How will you be driving 'back to school' sales in your store this summer?



"We tend to offer sales on the more popular stationery, and we order in more A4 pads, binders, good quality pencils and pencil cases. We'll be looking out for character-based stuff – Frozen stationery was a good seller last year."

Ken Chapman,
Ken's News, Belfast



"We're at the seaside so we start targeting the parents and kids while they're up for their holidays. We make sure that we have plenty of stuff for going back to school – plenty of pencils, pencil cases and jotters."

John McDowell,
McIntyre's, Country Londonderry



"We haven't started yet, but we will put on our back to school promotions soon. We try to get them out as early as possible as mums start preparing for the start of term early. We're just looking for the best deals."

Judith Mercer,
Hamilton News, Belfast

YOUR REGION

NFRN DISTRICT COUNCIL REPORT SCOTLAND 24.06.2015



Roy Beers reports from the NFRN Scottish district council meeting

No place like NFRN home

The closing of the NFRN's Scottish office in Alloa was the subject of an impassioned debate at the organisation's latest Scottish district council meeting.

The office has been closed as a cost-cutting measure, and delegates said the move would have a significant and detrimental impact on the district's Scottish identity.

The main issue raised was the contact address and phone number for the district potentially being in England, rendering the district's "Scottish" designation meaningless.

Aberdeen member **Jim Maitland** said: "Most of us know that in 10 years, come hell or high water, this country will likely be independent. We can't do without a real presence here."

Past district president and Lanarkshire member **Des Donnelly** argued there needed to be an urgent solution, and found no disagreement.

A real worry, it was agreed, would be that with a Scottish government in Holyrood run by Nicola Sturgeon's SNP, it could prove difficult for a "Scottish" trade body to gain serious attention on a whole range of issues if the impression was created that the NFRN was less than committed to specifically-Scottish affairs.

Meanwhile, Inverness member **Gail Winfield** highlighted the potential loss of heritage along with the base for the district. There were significant items in the office to be accounted for, rather than just stored away somewhere at head office, she said.



Jim Maitland



The Scottish government's proposed bottle and can deposit scheme could cause 'significant problems' say members

Message in a bottle (or a can)

Members raised fears that the Scottish government's proposed bottle and can deposit scheme could create significant problems for retailers.

If approved, the scheme

would involve retailers giving cash to customers for every empty bottle or can of drink returned to their store.

District president **Shahid Razzaq** said some retail-



Shahid Razzaq

ers would be forced to deal with alcohol bottles that had not been washed out, while Edinburgh member **Abdul Qadar** wondered how retailers would get their money back.

Mr Razzaq said he was happy to consider "Scandinavian" recycling ideas, but said this was yet another issue where the NFRN has to be fully engaged on the detail from the start.

Anger boils over against PayPoint

Abdul Qadar reported that PayPoint has recently spent time trying – without success – to placate dissatisfied NFRN members through senior-level talks with Scottish officials.

A PayPoint account manager had been sent from Ely to address the meeting, and he gave an enthusiastic presentation about the new all-in-one TR3 EPOS system. The machine is still in development and was described as a potential boon for the trade.

But delegates lined up to air their disgust at Pay-



Most of us know that in 10 years, come hell or high water, this country will likely be independent. We can't do without a real presence here

Jim Maitland

Aberdeen member

Point's current deal and commission rates.

One attendee told RN: "I know of hundreds of people who are planning to switch their terminals off on 30 June. We want some sort of fair deal, in particular an immediate end to exclusivity – it just does not work."

Paisley retailer **Hassan Lal** said he had recently ripped up his agreement with PayPoint and did not regret his decision.

Aleem Farooqi said an analysis of 64 typical PayPoint transactions showed that the vast majority were of no value to his store, while the rest involved sales of chewing gum or similar.

Delegates thanked PayPoint's rep for addressing the meeting – but told him flatly that he'd wasted his time.



Aleem Farooqi

Your say

What do you think of Camelot's changes to the National Lottery?



It could be good – any system needs to change

from time to time to keep people interested in it, and it's the same with the National Lottery. It will hopefully be a positive change for us.

Aleem Farooqi
Goldenacre Mini Market
Edinburgh



I don't think there's really going to be a benefit, from

the way I understand it. We'll have to see, but I doubt if this alone will really get people very excited or make a big difference.

Jagtar Singh
Key Store,
Saltcoats



I'm not convinced, and there's the problem for

some people that they won't like changing their favourite numbers, even if these haven't won them much so far. I can't see it being much of an advantage.

Manpreet Singh
Stevenston Convenience Store,
North Ayrshire

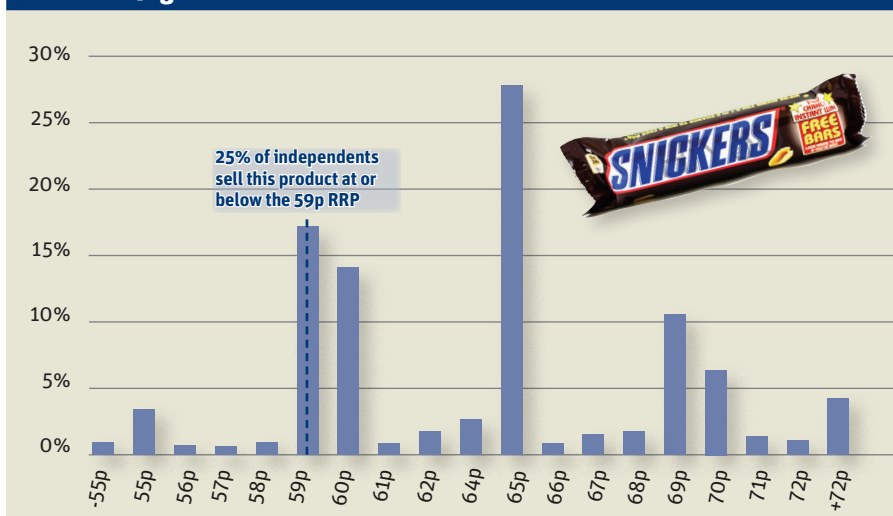
PRICEWATCH

CHOCOLATE

BEST-SELLING CHOCOLATE PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Galaxy Milk 120g	£1.00	£1.00	£1.00 (71p)	£1.00 (PM)	£1.00	£1.49	–
Snickers Duo 83.4g	83p	69p	£1.20 (85p)	71p	85p	85p	–
Cadbury Dairy Milk 110g	£1.00	£1.00	£1.50 (£1.07)	£1.29 (PM)	£1.00 (PM)	£1.00 (PM)	£1.29 (PM)
Mars 51g	65p	63p	£1.10 (78p)	65p	65p	65p	75p
Snickers 48g	64p	59p	£1.10 (78p)	61p	65p	65p	75p
Twirl 43g	68p	50p	£1.10 (78p)	67p	–	65p	75p
Aero Peppermint 105g	£1.00	£1.00	£1.00 (71p PM)	£1.00 (PM)	£1.00	£1.00 (PM)	£1.00 (PM)
Kinder Bueno Milk & Hazelnut 39g	73p	73p	£1.15 (82p)	67p	55p	79p	–
Star Bar 53g	68p	65p	£1.10 (78p)	67p	69p	67p	75p
Wispa 40g	68p	65p	£1.10 (78p)	67p	50p	69p	75p
Bounty Milk 57g	66p	59p	£1.10 (78p)	57p	69p	65p	75p
Fudge 26g	25p	25p	25c (18p PM)	25p (PM)	25p	25p (PM)	25p (PM)

SNICKERS 48g Price distribution %



Pricing strategies

RETAILER

1



NAME MICHAEL McDERMOTT

STORE Londis

LOCATION Clonmel, Co Tipperary

SIZE 4,000sq ft

TYPE off high street

We go about 10 cents above RRP – with the exception of pricemarked chocolate – and get margins of around 25-35%. We merchandise nearly all of our confectionery on counter-top units and stands which we put next to the checkout. Any chocolate on promotion goes on the pick and mix stand. Right now, we're offering Cadbury bars at two for €1.50, which are selling very fast. Large Cadbury bars pricemarked at €1 are popular, too. When we were in deep recession, the countlines didn't sell well at all but over the past six months sales have really started picking up.

RETAILER

2



NAME WENDY BOYATT

STORE Premier Morfa Stores


LOCATION Gwynedd, Wales

SIZE 3,000sq ft

TYPE village

We go with Premier's RRP's, sometimes fluctuating by a few pence. A Nestlé rep who visited us recently explained that the reason chocolate bars are shrinking is due to a new policy introduced by the government reducing the amount of calories allowed in a single bar. He said the prices have been kept the same is because it cost so much to change the size of the bars. We follow Premier's promotions, and their three for £1.50 deals are particularly popular.

 **Nadia Alexandrou**
 nadia.alexandrou@newtrade.co.uk

 020 7689 3350
RETAILER**3****NAME ERIC JORDAN****STORE** Evenwood News**LOCATION** Bishop Auckland, County Durham**SIZE** 250sq ft**TYPE** village

Our prices depend on what deals are on at the cash and carry, but we normally mark up by 30% – a rule which we apply across most products. Obviously we have no control over pricemarked chocolate. That's why we avoid pricemarked Cadbury countlines, as they typically offer small margins of around 16%. However, larger bars pricemarked at £1 sell well, as my customers find the single countlines too small and expensive for what they are. Mars bars were our bestseller before they got so small, and now most people have switched to bigger bars.

**RETAILER****4****NAME DAVID BROWN****STORE** Nisa Local**LOCATION** Ryton, Tyne-and-Wear**SIZE** 1,600sq ft**TYPE** high street

We're a symbol group and so we rely on Nisa's RRP's, which we normally get a 20% margin from. We only go for the big brands in our store, including Cadbury, Mars and Nestlé, all of which are pretty similar in terms of sales volume. We try and get a good balance of both pricemarked and non-pricemarked products, which is quite easy as companies offer both options. We merchandise chocolate in the aisle together with sweets and biscuits. Our countlines sell the fastest, but the blocks are by no means slow, especially when they are pricemarked at £1 and put in the pound zone.

**RETAILER****5****NAME NICOLA RANSOME****STORE** Welton's**LOCATION** Market Harborough, Leicestershire**SIZE** 750sq ft**TYPE** village

We get pricemarked chocolate where we can, as this is what my customers prefer, and for the rest we go for the blanket price of 75p (apart from the smaller bars). Multibuy deals work particularly well and it is these types of good prices that help drive footfall. We sell more countlines than we do big bars of chocolate, but the blocks are good for when customers decide to treat themselves and trade up. We merchandise chocolate on two stands which we put in front of the till to encourage people to buy on impulse.



THE ENTREPRENEURS

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

**ALFRED NOBEL**

Founder of dynamite and the world's most prestigious award for peace, few have left such a legacy of contrasts as Swedish industrialist Alfred Nobel. Born in Stockholm, Nobel studied chemical engineering in the US, after which he discovered and patented dynamite. This compound revolutionised the mining, construction and demolition industries and as a result made Nobel hugely wealthy. It was not until the First World War that it really took off as a tool of destruction.

Determined to leave behind something somewhat

less destructive, his will provided for sufficient funds to establish a set of prizes that for more than a century have been celebrating the achievements of people in the worlds of science, literature and economics and those who work for peace.

Key achievements

- Responsible for 355 patents in total
- Nobel set up companies and laboratories in more than 20 countries
- Developing an extensive range of explosive accessories, including detonators and gas meters.

Lessons for your store

- 1 Create your own legacy** – thanks to his will, Nobel is best known for the prize that bears his name and benefits society as a whole.
- 2 Learn from your tragedies** – Nobel's younger brother died in one of his factories in an explosion, after which Nobel improved the stability of the explosives they used.
- 3 Never stop finding ways to improve and develop** – Nobel continued working on ways to advance and stabilise his various explosive inventions.



RETAILER PROFILE



Icon is a local beacon

Building strong ties with their community while offering exceptional value has enabled

Leanne McGowan and her husband John to establish a loyal customer base and a more than tenfold increase in turnover in just 12 years. **Steven Lambert** reports

After leaving school with her future husband John, Leanne McGowan caught the retailing bug early when the couple decided to open their first shop aged just 18.

Since then, they have turned a string of under-performing businesses in Aberdeen into a £3.9m retail empire by building strong community ties and introducing a wide range of profit-driving services.

"At the start we had no idea about running a shop," admits Leanne. "But we thought it would be nice to run our own business, so we drew up some plans, got a bank loan and went for it."

It's clear that Leanne and John are quick learners, having grown yearly turnover at their flagship business, Icon Stores in Torry, from £169,000 in 2003 to more than £2m last year.

Leanne says much of their success comes down to endearing themselves to local residents from an early stage.

She says: "Torry has a reputation for being a bit of a rough area, but we've not had any trouble in the 12 years we've been here."

"I think it helped that we moved into the area ourselves, and also the fact that all our staff live in the area."

"We pay them more than the minimum wage and we're here doing the same jobs they're doing, so we're on the same

level as them. It helps to create a good atmosphere and I think the customers enjoy that."

Leanne says they have also done their best to modernise the store and introduce the types of products and services customers were looking for.

"The store used to be a very basic corner shop but we wanted to bring it up to standard. So we filled it with stock, fresh fruit and veg, hot food and so on, and we added an ATM and extended the opening hours to 10pm."

She adds that doing this at an early stage has also helped the business stave off competition from a nearby supermarket.

"As soon as we opened, a Tesco opened just down the road. We were worried and we lost sales in the first few weeks, but then things returned to normal and we're still growing year on year."

Offering value for money has been another big draw for customers. Leanne says: "A huge bulk of our products are pricemarked. For example, we've started taking on a great range of steak pies from Fife Creamery which are all price flashed at £1, and we're now selling 60 a week."

After four years of running their Torry store, Leanne and John decided to open a second business on George Street.

With more passing trade compared

I enjoy looking at other retailers featured in RN and seeing new things they're doing. It's good to get fresh ideas from people you've never seen before."

LEANNE MCGOWAN



Leanne McGowan's focus on good service and great value has paid off at the till in her Aberdeen store



"The store used to be a very basic corner shop but we wanted to bring it up to standard. So we filled it with stock, fresh fruit and veg, hot food and so on"

VISIT MY SHOP

Icon Stores
569 George Street,
Aberdeen
AB25 3XX



to their first store, they have focused on more impulsive lines including soft drinks and alcohol.

"The owner before us used to focus on Polish and European foods, but the area is saturated with these stores now. So we decided to bring it back to a traditional c-store and refitted it four years ago, doubling the chiller space and adding more drinks and ready meals," says Leanne.

The couple have since added a third shop and a bakery to their stable, and are now able to bulk-produce their own sandwiches to be sold in their convenience stores.

"They're so cheap to produce and they've been really popular so far," says Leanne.

She adds that future plans include updating their signage to introduce their own Icon Stores branding across all three shops.

She says: "We're also looking to add another store and move on to something bigger, and do more tie-ins between the bakery and the shops."

"We get bored easily, so we're always looking to challenge ourselves." ●



Want to see more of Leanne's store? Go to betterretailing.com/leannemcgowan

ACADEMY IN ACTION



Heineken's Richard Campbell talks to Alkesh Pankhania about his marketing strategy

Share ideas and progress

@IAAcademy #IAA15

Marketing to customers

Facebook may be the future for marketing to local shoppers in Sunbury-on-Thames, but it's important not to lose sight of the basics. Heineken's Richard Campbell finds some useful ideas for Best-one owner Alkesh Pankhania to implement in store during his visit with the IAA's Nick Shanagher



Name Alkesh Pankhania

Store Best-one Green Street

Location Sunbury, Middlesex

Size 900sq ft



The Independent Achievers Academy is a business development programme to help retailers like you improve your store. This is the 10th in a series of 12 features that help show how retailers are using the Academy's advice to grow their sales.



Good parking, an affluent community and leafy trees surround Best-one in Sunbury. The nearest multiple is a mile away. In 13 years Alkesh Pankhania has increased sales by a factor of six on the back of good retailing disciplines.

With more than 500 regular customers, Alkesh likes marketing. Recent ideas include a loyalty card for his Tchibo coffee machine – giving customers a free drink after nine purchases – and eye-catching bright neck collar tags on his wine range, which resulted in an uplift in sales.

Alkesh is proud to offer his customers a loyalty card where points add up to a discount worth as much as £5 a month at a cost of 2.5% of margin. But he can do more.

My challenge

Alkesh is well known in the local community but struggles to communicate his offers online and feels digital marketing is a tool he could make better use of.



IAA ADVICE

1

Ensure your shop front is welcoming and things that you do well stand out in store

It is a blustery day and leaves are blowing around the otherwise clean forecourt. There is easy parking for shoppers and Alkesh has leaflets on display and several self-standing A-boards in front of the store.

"The shop front is clean but the faded sandwich picture does not tell the story of the size and quality of your food-to-go range, and the coffee sign is lost among so many other A-boards," says Richard.

"You have to work to make your shop famous for a couple of things and your food-to-go offer could be one of them" he advises.

Richard also suggests Alkesh gets rid of some of the clutter in front of the store and contacts his symbol group and coffee supplier to source better point of sale.



2

Communicate offers that meet the needs of local shoppers through local marketing

Alkesh wants to be known for his alcohol range which is prominent and follows Heineken's Star Retailer Scheme, but he is unsure how to attract attention to it. Richard suggests Alkesh be more selective with his wine collars to show off his best bottles and use promotional materials linked to major sports events to encourage additional sales.

Richard asks Alkesh how he communicates offers to meet the needs of his customers. Alkesh says he runs a Best-one loyalty scheme where collecting 1,500 points is worth £5. However, only 40 customers have signed up.

Richard asks Alkesh what he does to incentivise customers to join. Alkesh says he promotes it in store but it's tucked away and is easily missed. Richard suggests using an incentive could encourage more customers to join, and using well-positioned in-store signage supported by social media to promote it to his customers.

Alkesh is looking to grow the number of members of his Best-one loyalty scheme

3

Know your customers' names and actively raise the profile of your business

Alkesh and his staff wear name tags. They actively greet shoppers even though the tight design of the shop makes eye contact difficult.

"We have built this business around our customers," says Alkesh, who runs the store with his wife Krishna and five staff. "We have a nice family feel and we know what to stock by asking people what they need."

Richard Campbell's IAA visit is interrupted by a customer, Jill, who asks what he is doing. "It's a great shop," she says and gives Alkesh a big hug.

Alkesh says he wants to build his Facebook following and Sarah, a member of staff, is keen to get involved. The main issue is there is nothing to advertise it in store. Richard suggests Alkesh gets Sarah to take the lead and have t-shirts printed to promote liking Best-one Green Street's page.



WHAT WE LEARNT



Richard says

"Alkesh is getting a lot right and is clearly known and liked by his customers. He has posters and leaflets to show his offer, a loyalty scheme for customers to earn money back on their purchases, a good range and he is excited about increasing his presence on social media. But he can't be famous for everything. There is a lot going on in this shop and he needs to pick a few areas where he really wants to focus."

Richard Campbell

Wholesale category development manager, Heineken

Alkesh says



"It is great having another set of eyes looking at the shop. Richard's visit has helped me understand that customers can walk past hot food, for example, and not see it. I've also realised there's more to be done with the front of my store to make it shout about my food-to-go range and I've got some great ideas to try with Facebook and my loyalty scheme to make them more successful too. I'm excited to get started!"

Alkesh Pankhania

Best-one, Sunbury, Middlesex

Alkesh's action plan

Use printed staff t-shirts or in-store signage to promote the shop's Facebook page

Get rid of clutter and focus point of sale on food-to-go at the front of the store

Incentivise customers to join the loyalty scheme by offering a free coffee on sign-up

Your action plan

Go to betterretailing.com/IAA to download the free tools to improve your store

Download the benchmarking form to find new opportunities to improve your store

Email iaa@newtrade.co.uk to order your copy of the IAA's Retail Profit Guide

CATEGORY ADVICE



Wrigley's Raj Jadeja talks to Jack Patel about merchandising the new unit

Light up your sales!

RN re-joins **Wrigley's** Merchandising with the Masters programme to find out how field sales representative Raj Jadeja and mentor Sandeep Bains are helping two retailers on their journey to increased gum sales

Wrigley's field sales representative Raj Jadeja and mentor Sandeep Bains, from Simply Fresh in Faversham, visited two stores in Sutton, Surrey, armed with tools and advice to help retailers Ushma Amin and Amita Patel give their chewing gum sales a boost.

Last year Wrigley's Merchandising with the Masters programme helped Sandeep Bains boost his gum sales by 53% through effective merchandising.

This year, the mission is all about availability, visibility, finding ways to draw in new customers and taking advantage of Wrigley's 94% share of the gum category.



EXPERT ADVICE

Raj Jadeja

Field sales representative, Wrigley



MENTOR ADVICE

Sandeep Bains

Simply Fresh, Faversham



FOCUS ON USHMA AMIN

Londonis,
London Road,
Sutton

"I want to offer choice to customers, but without confusing them. The messages about chewing gum are shifting to promoting healthy teeth and gums, so we could probably do more to help sell extra product. I always try new varieties, sometimes they don't work, but you have to try."



Raj Jadeja says

"Chewing gum is four times more impulsive than any other category. It's always best to have the unit by the till; that's exactly where customers are going to buy on impulse. We've installed over 4,000 LED lit units around the country this year and hope to install more in 2016."



Sandeep Bains says

"Retailers should always have bestsellers at the till, but can also use clip-strips and dual siting in other areas, perhaps with toiletries or as part of a meal deal."

Before



ACTION PLAN

- 1 Appearance:** A new branded, illuminated unit will raise customer awareness, keeping gum at the forefront of their minds and increase impulsivity of gum. Economical and effective, they have been proven to increase gum sales by 16%.
- 2 Upsell:** Capitalise on customers that chew gum throughout the day and achieve an easy sales increase by stocking larger packs.
- 3 Dual Siting:** Displaying gum in a second place around the store will boost product visibility and increase impulse sales while maintaining the main point of sale.

in association with

WRIGLEY
A Subsidiary of Mars, Incorporated

THE OPPORTUNITY



The new Wrigley unit has been proven to increase sales by **16%**



Wrigley has a **94%** share of the gum category



WRIGLEY'S TIPS FOR YOUR STORE

"Availability, visibility and compliance with the Wrigley planogram are essential. With a 94% share of the category, our bestsellers will pay off for retailers, but it's important to ensure they're visible to customers."

SANDEEP'S TIPS FOR YOUR STORE

"The new Wrigley units look fantastic. They are clean, fresh and have great visual impact. Wrigley has the bestsellers in the market, so keep the right ranges well-stocked and sales will soar."



FOCUS ON AMITA PATEL

News, Food & Wine,
Sutton

"We find some variants just don't sell as well – mostly the fruit-flavoured gums – but I'd like to know what we can do to change this. The Extra bottles are big sellers for us, but we have a space issue here – there just isn't enough!"



Raj Jadeja says

"Chewing sugarfree gum is beneficial for oral health so it's a great way of keeping teeth clean on-the-go. 95% of Wrigley gum brands are sugar free and Extra is accredited by the British Dental Health Foundation."



Sandeep Bains says

"Retailers need to keep an eye on Wrigley marketing messages, and follow their lead when it comes to positioning brands, and keeping relevant variants at the front of mind. In terms of oral health, some people are chewing gum all day, so might need more, which presents an easy upsell."

Before



ACTION PLAN

- 1 Display:** Use a planogram to organise the chewing gum by brand. Having the bestsellers in the right places will increase impulse sales.
- 2 Oral Care:** Attract health-conscious customers to buy products like Extra sugarfree gum which is beneficial for dental health as its helps neutralise plaque acids and is approved by the British Dental Health Foundation.
- 3 Availability:** Keep the unit fully stocked at all times. Gum is often an impulse purchase, so if it's not there, customers won't buy it.

What happens next?

Over the next six weeks, Ushma and Amita will follow Raj & Sandeep's advice to help grow their sales. We will monitor sales data at both stores.

The results of the project will be shared in RN on...



24 JULY



GET INVOLVED

Check to see how your store compares to Ushma and Amita.
Call **0207 689 3377** or tweet **@betterretailing**



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EXTRA
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SHOPPING

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AND EACH TICK = AN ENTRY INTO OUR FREE PRIZE DRAW TO
WIN ONE OF SIX BRAND NEW VANS



OFFERS AVAILABLE FROM 1 JULY - 31 JULY 2015 OR WHILE STOCKS LAST. SUBJECT TO AVAILABILITY & VAT WHERE APPLICABLE

CHECK YOUR REWARDS BALANCE REGULARLY ONLINE



24 x 50cl
£4.74

£4.89
PRICE BEFORE 3% REBATE

SELL @ 50p POR 52.6%



6 x 92cl
£2.41

£2.49
PRICE BEFORE 3% REBATE

VOLVIC TOUCH OF FRUIT SPARKLING:
STRAWBERRY & RASPBERRY/LEMON & LIME/
MANGO & PASSION FRUIT
SELL @ 99p POR 51.3%



6 x 75cl
£16.48

£16.99
PRICE BEFORE 3% REBATE

ECHO FALLS FRUIT FUSION: RED/ROSÉ/WHITE
SELL @ £4.49 POR 26.6%



6 x 75cl
£19.87

£20.49
PRICE BEFORE 3% REBATE

HARDYS VR: CABERNET SAUVIGNON/CHARDONNAY/
MERLOT/PINOT GRIGIO/ROSÉ CABERNET SAUVIGNON/
SHIRAZ/SAUVIGNON BLANC
SELL @ £4.99 POR 20.4%



6 x 80 Tea Bags
£10.66

£10.99
PRICE BEFORE 3% REBATE

PM £2.45 POR 27.5%



12 x 200g
£6.29

£6.49
PRICE BEFORE 3% REBATE

PM £1.00 POR 47.6%



5 x 300g/340g/375g
£6.29

£6.49
PRICE BEFORE 3% REBATE

KELLOGG'S CEREALS PM £2.19:
RICE KRISPIES/CRUNCHY NUT/FRUIT N FIBRE/
SPECIAL K RED BERRIES/FROSTIES
PM £2.19 POR 42.6%



6 x 400g
£6.78

£6.99
PRICE BEFORE 3% REBATE

HELLMANN'S MAYONNAISE PM £1.99: REAL/LIGHT
PM £1.99 POR 43.2%



6 x 50cl
£1.93

£1.99
PRICE BEFORE 3% REBATE

SELL @ 79p POR 51.1%



12 x 440ml
£4.84

£4.99
PRICE BEFORE 3% REBATE

DRENCH JUICY SPRING WATER PM 99p:
ORANGE & PASSIONFRUIT/CRANBERRY & RASPBERRY/
PEAR & BLUEBERRY
PM 99p POR 51.1%



12 x 500ml
£4.84

£4.99
PRICE BEFORE 3% REBATE

LIPTON ICE TEA PM 99p:
MANGO/RASPBERRY/PEACH/LEMON
PM 99p POR 51.1%



6 x 1ltr
£66.92

£68.99
PRICE BEFORE 3% REBATE

SELL @ £15.49 POR 13.6%



6 x 75cl
£21.33

£21.99
PRICE BEFORE 3% REBATE

GALLO: VAS
SELL @ £5.49 POR 22.3%



6 x 1.5ltr
£10.66

£10.99
PRICE BEFORE 3% REBATE

PM £3.49 POR 38.9%



6 x 4 x 500ml
£13.57

£13.99
PRICE BEFORE 3% REBATE

PM 4 FOR £4.39 POR 38.2%



6 x 4 x 500ml
£15.99

£16.49
PRICE BEFORE 3% REBATE

PM 4 FOR £5.25 POR 39.1%



12 x 410g
£6.97

£7.19
PRICE BEFORE 3% REBATE

PM 99p POR 41.3%



15 x 1kg
£6.25

£6.45
PRICE BEFORE 3% REBATE

SELL @ 55p POR 24.2%



4 x 6 x 300ml
£13.57

£13.99
PRICE BEFORE 3% REBATE

PM 6 FOR £5.99 POR 32%



6 x 4 x 500ml
£13.95

£14.39
PRICE BEFORE 3% REBATE

MAGNERS PM 4 FOR £4.99: ORIGINAL/PEAR
PM 4 FOR £4.99 POR 44.1%



8 x 500g
£6.78

£6.99
PRICE BEFORE 3% REBATE

PM £1.89 POR 55.2%



1 x 200g
£1.63

£1.69
PRICE BEFORE 3% REBATE

CATHEDRAL CITY CHEDDAR PM £2.89:
MATURE/EXTRA MATURE/LIGHTER
PM £2.89 POR 43.6%



6 x 4 Rolls
£6.39

£6.59
PRICE BEFORE 3% REBATE

ANDREX PM £1.99: WHITE/NATURAL
PM £1.99 POR 35.8%



8 x 750ml
£7.55

£7.79
PRICE BEFORE 3% REBATE

COMFORT CONCENTRATE PM £1.99:
BLUE/PURE/SUNSHINE/TROPICAL
PM £1.99 POR 43.1%

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BEER



Battle of the beer trends

Years of intense activity has made beer one of the most dynamic alcohol sectors in convenience. **Tom Gockelen-Kozlowski** decided it was time for the competing trends to battle it out for retailers' affection

RETAILER JUDGES

Sunita Kanji

Family Shopper,
Little Hulton,
Greater
Manchester



Sunita's store sits in a poorer area with a high rate of unemployment. Despite this, most residents have a good level of disposable income to spend on beer at the right price.

Arjan Mehr

Londis,
Bracknell,
Berkshire



Located in a largely residential area, and a nearby shopping centre, his shop has the advantage of both local and passing trade, and footfall drivers include food to go, the lottery and chilled produce.

Craft vs value

There's widespread agreement between wholesalers such as JW Filshill's managing director Simon Hannah and major brands that 'craft' is one of the biggest trends driving beer sales. For Filshill, which is also behind the Keystore fascia group, this opportunity led to the creation of the Craft Beer Clan of Scotland, which supplies retailers not just in the UK but around the world.

"Over the past year craft has really taken off in the off-trade," agrees Andy Maddock, managing director of Heineken's Caledonian Brewery. The brewery produces a number of craft-style beers including Deuchars IPA, Flying Scotsman and Edinburgh Castle and Mr Maddock says that re-

tailers who are taking full advantage of the range are giving craft beers their own space and bring craft lager into their ranges alongside the more traditional ales.

Yet, if brands are increasingly focused on this more premium end of the market, value remains equally key to supplier activity. "Price obviously still plays a role in determining shoppers' purchasing decisions, especially if they are staying home to reduce their spend," says Craig Clarkson, category and trade marketing director, off-trade at Heineken. Mr Clarkson says retailers can see up to a 57% uplift in sales when they stock pricemarked variants of mainstream beers.



RETAILER VERDICT

Sunita Kanji

Value is the most important thing for my customers. We stock pricemarked packs, like four pint cans of Stella Artois for £5.49, but undercut the pricemark to show we are offering a really good price.

Arjan Mehr

It's a combination for us. For example bottled beers such as Hobgoblin do very well but sell best if we keep them on a permanent promotion such as three for £5.



Craft beer is one of the key growth trends of the past year

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*Source: Nielsen Off Trade Value MAT to April 25th, 2015

drinkaware.co.uk for the facts

BIRRAMORETTI.COM

BEER



International brands are attracting sales



World vs local

Specialist, niche, and craft beer is booming around the globe from Nigeria to New Zealand and even in Pyongyang in North Korea. Simultaneously, the UK's beer producers are making traditional ales and experimental craft beers with equal passion.

In terms of UK convenience, major suppliers are increasingly encouraging retailers to bring new flavours to customers through premium international names such as Heineken's Birra Moretti lager brand. Growing at 24% per year, Birra Moretti is one of a number of similar success stories that includes the increasingly iconic American beer Brooklyn Lager and SABMiller's

Peroni and Peroni Gran Riserva.

Closer to home, however, retailers such as Simply Fresh Faversham's Sandeep Bains – who works closely with the nearby historic Shepherd's Neame brewery to stock an up-to-date range – and Weymouth-based Londis retailer David Hiscutt are building a reputation for stocking locally-produced beers. David stocks over 200 beers and sees customers travel from miles around to get their favourite local tipple.

Major brands with strong regional heritage are also investing in new products. As part of its Brewers Project, Guinness has launched West Indies Porter and Dublin Porter, two variants that Diageo says taps into the craft beer trend.

RETAILER VERDICT

Sunita Kanji

My customers definitely prefer beers like Stella, Foster's, Carlsberg, and in bottles, Becks and Budweiser. There isn't really a market for anything more premium than this



Arjan Mehr

Local beers sell well if you source them from firms nearby, but you've got to look at the people who live around your store. In some ways Polish beers are local for us because it's what the nearby Polish community wants.

RETAILER VERDICT

Sunita Kanji

Multipacks are really important for me and my customers definitely expect to be able to buy 15-pack crates of beer from me.

Arjan Mehr

We sell a few of the bigger multipacks at the weekend but our biggest selling format by far are four and six packs of beer.

Small formats vs multipacks

When the data arrived for this year's What to Stock guide in May, a notable pattern emerged among the bestsellers in the beer category. One 15-pack, Foster's 440ml cans, took fourth place while Carling's equivalent was at 12 and Carlsberg's appeared at 25. In terms of weekly value to stockists each product generated £85.46, £84.87 and £55.55 respectively – each considerably above the average for the category.

So has the age of the large multipack in convenience stores finally fully arrived?

Sunny Bhurji, trade marketing and category management director at AB InBev warns against shifting your range too dramatically. "Con-

venience channel sales within beer are driven by small packs. Over 70% of sales are generated from shoppers spending £6 or less."

He adds that one of the advantages of small packs is that they will more easily fit into chillers. Another is that cold beers represent a "key point of difference" between convenience and supermarkets. AB InBev's top core key brands include Corona, Stella Artois, Budweiser, Becks and Cubanisto.



Multipacks are climbing up the best-seller charts in c-stores



Over 70% of sales are generated from shoppers spending £6 or less

Low-ABV vs super-strength

Sat at number two in RN's What to Stock beer table, meanwhile, Carlsberg's Special Brew has impressive longevity in the market. The appearance of Tennent's Super at number 10 and Skol Super Strength at 13 only serves to confirm that there is still a role for products which – thanks to a number of local authority moves

to ban them – have gained a level of notoriety in recent years.

Yet Carlsberg itself highlights a shift in recent years as demand has grown for low or no-alcohol beers. Carlsberg 0.0% is the latest addition to the company's portfolio, inspired, it says, by 30% growth in sales of alcohol-free beer in the past two years.

Heineken is another supplier to see a boom in sales of low-alcohol products. "Now worth over £50m in sales value, the low and no-alcohol category provides beer and cider drinkers with an opportunity to moderate their alcohol intake," says Craig Clarkson.

Since its launch in 2013, Heineken says Foster's Radler has become the number one low-alcohol brand in the UK representing 25% of total volume sales.



RETAILER VERDICT

Sunita Kanji

There's a bigger market for stronger beer but we've stopped selling a lot of the super strength beers because they attract a kind of customer that I don't want. I'd rather be out of pocket.

Arjan Mehr

We don't stock super strength beers anymore but there's also only a very small market for low strength beers. I would stock them but with a bigger demand for specialist beers and multipacks something has to give. ●



For three retailers' tips to sell beer, go to betterretailing.com/retailerbeertips



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COLAS & CARBONATES

How are you getting ready for a summer of top soft drinks sales? **Tim Murray** speaks to retailers to find out how they're using their chillers to profit and gets some top industry advice too

Cool way to increase your sales



Darren Craig
Today's, Londonderry

You have to keep your chiller well stocked and make sure as much stock as possible is cold. We check that ours is fully stocked every morning. You have to be very disciplined to make sure everything goes in the right place. Everything has a place in our chiller as we know that presentation really helps sell a category like this. We give space for two or three front-facing lines for each different cola or fizzy drink.



Linda Williams
Premier Broadway, Edinburgh



You have got to be as disciplined as possible with your range

It's a full-time job keeping the chiller stocked and tidy and we're selling more and more multipacks of soft drinks - which are all price-marked. We stock Coca-Cola and Diet Coke multipacks and AG Barr has one with a cola, lemonade, and cream soda in together. Customers like them because they provide good value for money. We keep them in the chiller and they're a crossover between a take home and an impulse purchase. You have got to be as disciplined as possible with your range as too much choice can bewilder customers. You need to keep colas and carbonates differentiated from other drinks too, you don't want them all mixed up.



Naresh Gajri
chills large bottles to offer customers more choice



Naresh Gajri
Cranhill Convenience Store, Glasgow

You need fizzy drinks all together on one side of your chiller so that customers who just want a fizzy drink can look at the full choice you offer straight away. We've noticed that it's worth keeping some bigger bottles in the chillers too, even if they are predominantly for taking home and putting in the fridge, as some customers will want them now and it's good to give them the choice. We have at least two facings for standard drinks and a minimum of three for special offers. Price-marked drinks should be properly displayed, to let customers know you're offering good prices.



A recent refit at Debbens included brand new chillers for soft drinks



Ben Dyer

Debbens, Waterlooville, Hampshire

Most people prefer soft drinks in the chiller – the colder the better. There are, however, some people who don't give a monkey's whether it's cold or not and actually prefer the warmer drinks, so we try and keep an ambient display too, as it helps give that choice. I'm not sure if local school kids who come in for soft drinks are that bothered about price, but most of the colas and fizzy drinks are pricemarked so people who do care can see we're not ripping them off and it shows we're in line with supermarkets. Dr Pepper used to be a bestseller but that's been replaced by Pepsi Max – that's the one we can't keep up with now.



We've noticed that it's worth keeping some bigger bottles in the chillers too



Anish Parekh

Londis Broadoak, Ashton-under-Lyne

We often have either Coca-Cola or Pepsi on offer. With Pepsi, it might be £1 instead of £1.75 for the 2l bottle, with Coca-Cola it's 1.75l at two for £2.50 across the range. When those deals are on, both colas do very, very well. Promotions like this are key. It doesn't matter if they are more expensive than own brands from the cash and carry, because manufactur-

ers have really invested in marketing over the years and it's what customers want. They might not offer the margin but the volume more than makes up for it. I trust my judgement; you can notice if things are a slow seller, but it's great to see it written down in front of me. Certain things sell better at certain times of year and it's important to keep an eye on them. ●

SUPPLIER ADVICE

Keep an eye on BBQ weather

Maurice Newton

Sales and marketing director, CBL Drinks



Retailers should consider the number of barbecues and parties that take place during the summer months, with purchases of 2l bottle formats likely to increase in this period as a result. Cross-promoting carbonates alongside items such as disposable barbecues and large packets of crisps will encourage incremental sales and ultimately push up profits.

Display is key to impulse

Georgina Thomas

Category director for Lucozade Ribena Suntory



In-store theatre is vital for disrupting shoppers' journeys and can help to encourage unplanned purchases. From chiller clings to bunting or shelf strips to aisle fins, we have developed a range of point of sale materials which will help retailers support the new look of Orangina.



Plan to take advantage of key dates

Simon Harrison

Wholesaler director, Coca-Cola Enterprises



At this time of year, people enjoy spur-of-the-moment social gatherings like barbecues



or picnics, as well as watching high-profile sporting events, including cricket and tennis, plus the Rugby World Cup. Retailers can make the most of this opportunity by making space in the chiller for multipacks of cans, or large formats, such

as Coca-Cola's 1.75l bottles, encouraging people to make last-minute purchases that they can share with friends or family straight away.

Save your energy and the planet's

Simon Robinson

Managing director Delta Refrigeration Services



Using a system like Bev-Track can make a fantastic difference to the display as it keeps a tidy facing along the front of the shelf with minimal effort from you. From an energy point of view, retailers should consider not just doors but using timers to switch cabinets off at night and make sure that they are not trying to run the cases too cold.



Pay attention to local trends

Adrian Troy

Head of marketing, AG Barr



Retailers need to ensure that their range is tailored to local tastes, so they should talk to their customers to find out what they want and stock the top performing brands in each category as well as brands tailored to regional and local tastes.

PREVIEW



Thin, but sensational

PepsiCo has launched baked snack range Crispy Thins under its Walkers Sensations label.

RRP £1.99

Outers not given

Contact 0118 930 6666



Cathedral City bagged

Dairy Crest has unveiled a new Cathedral City Selections Mini Bag created to better suit convenience stores.

RRP £1

Outers not given

Contact 0845 7811118



Bring a new-look bottle

Halewood International is supporting Lambrini with a new bottle design and TV ad campaign called 'Bring the Brini'.

RRP various

Outers various

Contact 0845 600 0666



Courvoisier redesigned

Beam Suntory is taking inspiration from Paris with its latest redesign on Courvoisier bottles.

RRP various

Outers various

Contact 01786 430 0500



Relentless Soundchain

Coca-Cola Enterprises has unveiled a second series of its Relentless Ultra Presents Soundchain show hosted by Nick Grimshaw.

RRP not given

Outers not given

Contact 08457 227222



Rhuberry addition

Maoam has added Rhuberry flavour to its Pinballs confectionery range this month.

RRP £1

Outers not given

Contact 01977 600266



Pan Aroma refreshed

151 Products is extending its Pan Aroma air freshener range with the launch of a 4-in-1 aerosol spray.

RRP £1

Outers not given

Contact 0161 228 3939



Crushball now in 10s

Imperial Tobacco has launched its Player's Crushball King Size cigarettes in 10s packs.

RRP £3.25

Outers 20

Contact 01179 636636



A well-groomed pint

Carlsberg is launching limited edition grooming kits alongside its new TV ad titled 'If Carlsberg did Haircuts'.

RRP various

Outers various

Contact 0845 820820

THIS WEEK IN MAGAZINES

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



People of all ages are discovering the therapeutic values of art

Art for the heart

POSTCARDS FROM THE EDGE OF RELAXATION

Actually creating something – rather than merely staring blankly at a screen – has never been more popular, as this launch proves

ONCE THE PRESERVE of children, colouring-in magazines have recently found an unexpected fan base in stressed-out adults. The therapeutic benefits of this pastime seem to have caught on, with retailers reporting a marked surge in the sale of grown-up colouring books. Adding to this trend, Eye to Eye Puzzles Ltd – publisher of more than 50 puzzle magazines – has launched Colour.in. Its launch issue has a cover price of £6.99 and comes with six free Staedtler colouring pencils, plus four postcards that buyers can colour in and send.



COLOUR.IN
On sale 9 July
Frequency 7 a year
Price £6.99
Distributor Comag
Display with Simply
Cards & Papercrafts,
Cardmaking &
Papercrafts

Round up



NICOLA STEWART
Magazines
reporter

OUR KIDS STILL LOVE PRINT

I recently spoke to a retailer who had decided to cut back on his core stock – newspapers and magazines – and prioritise convenience.

In these days of declining print sales and with volume sales to be found elsewhere, it's a tempting move for many. His wall, which back in the day groaned with tabloids, broadsheets, and the latest magazines, now sells only his most popular titles. But whatever comes and goes, he said, he always kept a bursting selection of children's magazines. It's a strange phenomenon. In a world where toddlers are seemingly digital savvy before they've even taken their first steps, kids' magazines are booming.

Onscreen reading will no doubt filter into reading habits in the future, but youngsters still want a printed product. In fact, the sector has seen the largest year-on-year improvement in print subscriptions with estimates of a 51% rise according to 2013 figures.

This could be simply down to population – in the year to June 2012, Britain experienced its biggest baby boom in 40 years. But I also like to think it's because children still love the magic of pulling back a front cover and poring through pages that take them to an imaginary world. Brands remain the driving force, with TV tie-ins out in front: Peppa Pig, Thomas the Tank Engine, Disney and Dr Who are all firm favourites. But there's a generation of clever independent titles which also shouldn't be ignored. Anorak, Okido and Storytime all offer children quality reads. Whatever selection you choose, as the summer holidays approach the message is clear: ignore the pre-teen pound at your peril.

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THIS WEEK IN MAGAZINES



Bestsellers Home interest

Title	On sale date	In stock
1 Ideal Home	07.07	<input type="checkbox"/>
2 Country Living	02.07	<input type="checkbox"/>
3 Your Home	02.07	<input type="checkbox"/>
4 25 Beautiful Homes	09.07	<input type="checkbox"/>
5 House Beautiful	03.07	<input type="checkbox"/>
6 BBC Gardeners World	28.07	<input type="checkbox"/>
7 Amateur Gardening	07.07	<input type="checkbox"/>
8 Garden News	07.07	<input type="checkbox"/>
9 Country Homes & Interiors	09.07	<input type="checkbox"/>
10 Style at Home	08.07	<input type="checkbox"/>
11 Living etc	09.07	<input type="checkbox"/>
12 Homes & Gardens	09.07	<input type="checkbox"/>
13 Grow Your Own	03.07	<input type="checkbox"/>
14 Homes & Antiques	23.07	<input type="checkbox"/>
15 House & Garden	06.07	<input type="checkbox"/>
16 Real Homes	30.07	<input type="checkbox"/>
17 Good Homes	30.07	<input type="checkbox"/>
18 Kitchen Garden	02.07	<input type="checkbox"/>
19 Period Living	30.07	<input type="checkbox"/>
20 Landscape	29.07	<input type="checkbox"/>

Data supplied by



PUZZLER SUDOKU

Puzzler Sudoku was the first magazine in the UK dedicated to the addictive puzzle craze that first captivated the world in 2005. To celebrate its tenth anniversary, Puzzler is offering readers a special Sudoku puzzles giveaway. The next issue comes with codes to download Puzzler apps Sudoku or Colour Sudoku, where readers can access even more puzzles. They can also visit the Puzzler website to access two free bonus Sudoku magazines to download.



On sale 8 July
Frequency monthly
Price £2.80
Distributor Marketforce
Display with Puzzler Killer Sudoku, Take a Break's Su-Doku



MOTORCYCLE SPORT & LEISURE

Motorcycle Sport & Leisure's August issue comes bagged with free copies of the Old Bike Mart and MotorCycle Monthly newspapers. With more than 80 additional pages of content, the free titles will provide motorcycle fans with hundreds of classified ads, service guides, news and in-depth features on classic and modern machines.



On sale 3 July
Frequency monthly
Price £4.20
Distributor Comag
Display with Bike, Bike Trader, Ride



COSMOPOLITAN

The August issue of Cosmopolitan comes with a new CID Roller Wand lip gloss worth £15 and an I-intense black mascara worth £18.50. Content-wise, the issue includes an exclusive interview with cover star Modern Family actress Sofia Vergara, along with features on relationship commitment and giving up a career after having a baby.



On sale 2 July
Frequency monthly
Price £3.80
Distributor Comag
Display with Red, Vogue, Harper's Bazaar



RED

The August issue of Red comes covermounted with a free Jessica nail polish in a choice of four colours, worth £10.50 each. The issue focuses on 'sunshine living', and includes an exclusive interview with Fearnie Cotton, who discusses being a 'rock and roll mum' and a rule-breaker. In addition, the issue provides summer beauty tips on how to achieve a summer glow, and an interview with Caitlin Moran.



On sale 2 July
Frequency monthly
Price £4
Distributor Comag
Display with Cosmopolitan, Vogue, Harper's Bazaar



ALL OUT CRICKET

With the British Summer (finally) arriving, the cricket season is upon us, and All Out Cricket is bringing out a preview edition for the upcoming Ashes. The preview includes a 34-page spread for devoted fans, featuring seven "Reasons Why England Will Win The Ashes", exclusive interviews, and a look back on the 2005 series. Elsewhere, Matt Prior looks back on his brilliant career, and plans for a new Women's Cricket Super League are revealed.



On sale 2 July
Frequency monthly
Price £4.25
Distributor Marketforce
Display with The Cricketer, Backspin



**Maximise casual purchase
of this summer favourite:**

**Display
adjacent to**

**Take
a Break**





PRINCESS & PETS

Aimed at girls aged 4-7, Princess & Pets is a new magazine combining two girl's passions: pretty princesses and pets. Packed full of colourful stories, pet puzzles and games, the magazine will also feature pull-out posters of princesses and pets. Every issue will also have a free covermount gift and in its first issue this will be four kittens complete with feeding bowl and playset.



On sale 3 July
Frequency Monthly
Price £2.90
Distributor Comag
Display with Disney Princess, Girl Talk, Barbie



FIRST FRIENDS

First Friends is a compilation magazine aimed at the toddler market. Featuring characters from well-loved books like The Very Hungry Caterpillar and Elmer alongside TV tie-ins like Abney & Teal and Woolly & Tig, each issue will contain stories, rhymes and activities aimed at fostering key learning skills. The first issue comes with a Very Hungry Caterpillar tea set and there are Gruffalo Trunkis and In the Night Garden Goodies to be won.



On sale 8 July
Frequency Monthly
Price £2.99
Distributor Comag
Display with BBC Toybox, Early Learning Time, Storytime



BFF

This edition of BFF is packed full of summertime goodies. There are seven free gifts on offer including Minion Tung Toos, Ani-Mates, Hair Chalk and Love to Shop stickers. BFF also asks whether superstar singer Taylor Swift is the top BFF, and there's also an interview with Scottish singer Tallia Storm. Readers also have the chance to make their own Minion and check out the new Wii game Splatoon.



On sale 30 June
Frequency Weekly
Price £3.99
Distributor Comag
Display with Girl, Favourite Friends, Girl Talk



HIDE 'N' SEEK WORDSEARCH

Hide 'n' Seek Wordsearch is one of four new titles in the Eclipse series. On sale from the beginning of July there are more than 60 cash puzzles in every issue plus a £500 prize. The other titles in the range are 2-in-1 Wordsearch, Best Value Wordsearch and Will & Aimee Wordsearch. Wordsearches are the fastest growing puzzle category in the UK.



On sale 1 July
Frequency monthly
Price £1.95
Distributor Frontline
Display with Puzzler, Take a Break Wordsearch



COLOURING HEAVEN

Colouring Heaven brings a high value, high quality new title to the booming adult colouring sector. With 40 different designs printed single-sided in a saddle-stitched magazine, Colouring Heaven boasts more single-sided images per pound than any other title, and has been promoted in print and online in sister titles Food Heaven and Free-From Heaven.



On sale 8 July
Frequency Bi-monthly
Price £3.99
Distributor Marketforce
Display with Zen Colouring, Art Therapy

Retail viewpoint

Ben Dyer

Debbens News,
Hampshire



WE'RE THE 'GO-TO' FOR MAGAZINES

Our shop is in a residential area, in among all the chimney pots. We used to be a traditional newsagent, but when the nearby convenience store closed we began stocking some of the items they used to sell at the request of customers. We still sell a lot of newspapers and magazines and we're the go-to in the area if anyone needs titles ordering.

We offer home delivery too and as we don't have too many competitors I guess you could say we have a captive market. The area has changed from being largely a retirement area to having new families coming in and we've noticed increased sales of women's magazines recently. We've tried to respond to our transitioning customer base by having all the favourites in.

And, if I get to know customers' interests I'll often be proactive in suggesting another title to them. It's a fine balance though. Customers don't want to have stock pushed on them for the sake of a sale, but often they do appreciate being introduced to something they haven't heard of and that ties in with their interests.

My newspaper and magazine rack is obvious when you walk into the shop. I used to sell top shelf magazines, but they didn't sell, so I discontinued that and instead I use that shelf for displaying new titles. Partworks do well for me.

My recent sellers have been art partworks, one on rocks, gem and minerals and another on bugs. I've got around seven of them on display at the moment. I notice a change in the summer too. I don't do brilliantly on children's magazines, but a fair few children come to visit their grandparents during the holidays and I often get requests for magazines that I'll put on order.

I'm about to do a leaflet drop too reminding residents we're here and offer a range of services. For me, customer engagement is key.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



SUSIE HAWKINS ON WHY HER FORECOURT STORE IS MORE THAN MEETS THE EYE...

Plus, RN talks to tobacco manufacturer JTI about the future of the e-cigarette market, and newstrade expert Neville Rhodes' regular monthly column



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
Amercom			
Great British Locomotives	36	48	8.99
Amermedia			
Military Vehicles	40	48	5.99
DeAgostini			
Build the Millennium Falcon	26	100	8.99
Cake Decorating	172	180	2.99
Cake Decorating Relaunch	121	165	2.99
Dinosaurs & Friends	19	60	5.99
Official Star Wars Factfile	75	120	2.99
Something Sweet	77	90	2.99
Eagle Moss			
3D Create & Print	24	90	6.99
Batman Automobilia	66	80	10.99
DC Chess Collection	90	96	8.99
Disney Cakes & Sweets	95	120	4.50
Doctor Who	49	70	7.99
Knit & Stitch	129	176	5.00
Marvel Chess Collection	41	64	8.99
Marvel Fact Files	120	150	3.50
Military Watches	36	80	9.99
Star Trek Off. Starships Coll.	49	70	9.99
Hachette			
Art of Knitting	23	90	2.99
Art Therapy	15	100	2.99
Black Pearl	77	120	5.99
Build the Mallard	44	130	7.99
Build the U96	44	150	5.99
Classic Pocketwatches	75	80	8.99
Judge Dredd Mega Collection	12	80	9.99
Marvel's Mightiest Heroes	40	60	9.99
My 3D Globe	26	100	5.99
Your Model Railway Village	84	120	8.99
RBA Collectables			
Amazing Dinosaur Discovery	18	80	5.99
Precious Rocks, Gems & Minerals	23	100	5.99
Real Life Bugs & Insects	41	85	5.99

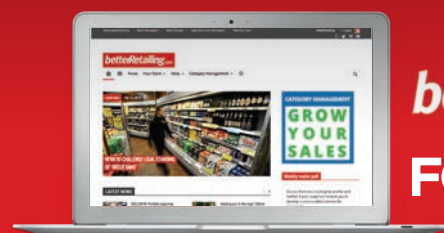
Collectables

Topps

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

Panini

	Avengers 2: Age of Ultron Starter £2.99 Stickers £0.50		Manchester United 2014-2015 Starter £2.99 Stickers £0.50
	Big Hero 6 Starter £2.99 Stickers £0.50		Road to UEFA Euro 2016 Starter £4.99 Stickers £1.00
	Disney Cinderella Starter £2.99 Stickers £0.50		Sofia the First Starter £2.99 Stickers £0.50
	Disney Frozen My Sister, My Hero Starter £2.99 Cards £0.50		UEFA Champions League Adrenalyn XL Starter £4.99 Cards £1.00
	Disney Frozen Photocards Starter £3.99 Cards £1.50		UEFA Champions League Starter £2.99 Stickers £0.50
	Disney Frozen Winter Magic Starter £4.99 Cards £0.75		2015 FIFA Women's World Cup Album £1.50 Stickers £0.50
	Jurassic World Starter £2.99 Stickers 50p		Ultimate Spider-Man Album £2.99 Stickers £0.50



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FOCUSED ON INDEPENDENT RETAILING

Newspaper terms

Daily newspapers Margins/pence

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

Daily newspapers Margins/percentage

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

Saturday newspapers Margins/pence

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

Saturday newspapers Margins/percentage

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

Sunday newspapers Margins/pence

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

Sunday newspapers Margins/percentage

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

Newspapers

Scale of third-party advertising insert payments

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

* By negotiation

Weight Watchers 27 - 28 June

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,305g	925g	110g	4	55g
Sunday Times	1,090g	710g	35g	2	20g
Mail on Sunday	880g	330g	235g	7	60g
Guardian	860g	295g	25g	3	15g
Sunday Telegraph	710g	425g	15g	2	10g
Times	680g	410g	20g	2	10g
Mail	610g	210g	110g	4	45g
Observer	560g	90g	0g	0	0g

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

EXTRA! EXTRA!

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Back in the day

101

YEARS AGO

4 July 1914



The Daily Mirror is reported to be making great headway with its new "Overseas Edition". Six pages long and neatly bound together with a pictorial cover for mailing abroad, it retailed at 3d per copy, opening up a "profitable field to newsagents".

50

YEARS AGO

3 July 1965



The owner of newsagents and sweetshops in Sussex refused to stock a brand of bubble gum offering youngsters cards showing death scenes from the American Civil War. Owner Miss Wort said children "should be encouraged to see the best side of life".

25

YEARS AGO

7 July 1990



Publishers of adult titles Penthouse, Mayfair, Fiesta, Knave and Electric Blue all refused to participate in a meeting of all UK publishers of adult titles, initiated to counter the arguments of 'feminists' pressurising retailers not to stock such magazines.

It's a bust! Tesco shopper caught with a discount label in her bra

Despite aggressive price-cutting at the multiples this past year, it seems some customers are still not satisfied.

Take Claire Dunleavy, who was this week found guilty of swindling Asda by using a price reduction sticker hidden in her bra to make huge savings on full bags of shopping. Dunleavy used the 7p 'Whoops' sticker on a self-scan machine to pay just £15.66 for a trolley full of products that should have cost her £69.02 in March.

She was caught when staff at the Asda store in Burslem,

Stoke-on-Trent, noticed she had scanned 22 items of cheap bread, which she didn't have in her shopping bags.

A court heard how Dunleavy had carried out the scam on two successive days at the store. She had also been given a 12 month conditional discharge for shoplifting less than two weeks before her most recent crime.

Her 'discounts' have come at a huge cost after being fined £80 and ordered to pay £200 costs, a £60 surcharge and £53.36 to Asda by North Staffordshire Justice Centre.

It's one in the sty for Tesco

Could this be the most ill-conceived promotion in the history of the world?

A Tesco store in London was left red-faced after thinking it was a good idea to include smokey bacon flavoured Pringles in a Ramadan promotional display.

Pork is forbidden under the Muslim faith, and while the Pringles in question contain no actual meat and are suitable for vegetarians, why they could not use a less controversial flavour is anyone's guess.

The fact was not lost on customers at the store who expressed their disbelief on social media.

One Twitter message read: "Tesco's idea of wishing Muslims Ramadan Mubarak by offering smokey bacon flavoured Pringles. Please tell me it's

a mistake."

Another said: "It didn't offend me at all – but the irony of it was hilarious."

Having recognised the error of its ways, Tesco confirmed staff had since removed the snacks from the display.



AROUND WITH THE ROUNDSDMAN with Blanche Fairbrother



It was Woodseaves Annual Summer Fete last Saturday but, sadly, the weather was not good and it was, to say the least, a tad wet. It meant most of the stalls had to be set up in the village hall instead of outside but the organisers did a sterling job sorting it all out.

A large gazebo was erected so that the barbecue could go ahead and in the end a good time was had by all – especially me because I won a raffle prize, which consisted of a lovely basket containing two glasses, a bottle of red and a bottle of white wine. I can't remember when I last won anything so I was very pleased. Mind you, it would be rather good if my lottery ticket could oblige in the same manner.



The morning delivery times are really good now. The papers are here by around 4.30am at the latest. Of course the football season is over, but have you noticed how the women's team has got to the semi-finals in their World Cup? By the time you read this they may have progressed further and the papers have hardly mentioned it.

On Thursday 25 June I was delayed at Oulton because a rather large branch had fallen off an oak tree, so I had to wait while it was removed from the lane. And then this morning I had to wait at Doley because a high lorry had managed to rip a large branch out of a tree along Adbaston lane. Again, the road was blocked so Mr Swinerton and one of his workmen came with a chainsaw and removed it.

While I was waiting for it to be cleared, I thought – they say everything comes in threes so I wonder if there will be another tree-related incident somewhere else tomorrow.

Away from work, I'm looking forward to the Wimbledon fortnight. Go the Brits!

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