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NOT TO BE MIST

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BEST PRACTICE

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More than just a forecourt

'We sell 200 fine food
lines in our speciality
goods c-store' Page 20 >>

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ELECTRONIC CIGARETTE



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E-Lites retail sales
value in 2014²

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For more information on E-Lites Curv, retailers should speak to their local JTI representative or call the helpdesk on 0800 112 3401.

Retailers can also visit www.jtiadvance.co.uk for further information, support and guidance on tobacco and e-cigarette retailing.

1 TNS Omnibus Q1 14, Brand Awareness = top of mind, spontaneous and prompted & Nielsen Scan Track Aug '14
2 Nielsen Market Track 2014 YTD



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Rav Garcha, convenience store owner, Broadway

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Trade unites for Sunday law fight

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- Lobby groups and retail associations band together to campaign against 'harmful' plans for extended hours.
- 2012 Olympics trial flopped as retail sales fell 0.4%, with independents reporting 20% drop in trade. Page 5 >>

NEWSTRADER

PDF late delivery payment increased

Compensation up to 55p per copy for HND agents. Page 7 >>

REGULATION

'Council tore down my £1.8k posters'

Retailer told to take down window display, despite reinvigorating trade.

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Volley good show Wimbledon retailer Shandip Patel (pictured centre) has been serving up treats to tennis fans visiting SW19 this month by offering samples of new snack line Ritz Crisp & Thin. The owner of Krystals Express was helped by Mondelez trade communications manager Susan Nash (pictured second from right) and the Mondelez sales team.



NEWSPAPERS

News UK plans 7k 'perfect' stores

Free display units as part of 'year of increased investment'.

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COMMISSION ROW

Retailers threaten PayPoint surcharge

Fee to cover costs and second day of action planned.

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Plucky pensioners
halt knife-wielding
robber attack.

Page 5 >>

LEADER



**You will be direct
benefactors
of News UK's
"year of
investment"**



CHRIS GAMM

Editor

@ChrisGammRN

In an exclusive briefing to update its field force on plans and objectives for the next 12 months, News UK chief marketing officer Chris Duncan told a brilliant story about a meeting with his chairman Rupert Murdoch.

"Which target would you like us to hit, Mr Murdoch?" he asked. "That one." "Ooh, that's going to be very expensive." "How expensive?" "This expensive." "Done."

"I now have a very expensive marketing budget and a very scary man to answer to," he told us.

What I love about this exchange is it shows an organisation engaged with the category right from the top and willing to back it financially to secure growth. But it also has high standards of what it expects in return.

You will be direct benefactors of News UK's "year of investment". It has pledged to make the category desirable and profitable for retailers by helping them to create "perfect" news stores with free, high-quality point of sale material and secondary site units (see page 4).

It is also investing in its field sales team so they have the knowledge and skills to be able to walk into a store and think "if I ran this business, what would I do to grow its sales?"

In return, it is asking for engagement, commitment, and a willingness to make changes to maximise the category's potential.

Mr Duncan's message to retailers is: "You need to be professional about it. We will be. And if you are, we want you to be our partner."

And it's a powerful partner to have in your corner.

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businesswoman Martha Stewart

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Daring to be different - and a £1m refit - has helped Susie Hawkins (above) to fulfil her forecourt store's potential

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FOOTFALL DRIVERS

Which products are bringing customers through your doors?



PREMIUM BRANDS

How every store can benefit from trading up

IF YOU TAKE THE NIGHT TIME OUT OF THE HIGH STREET THEN THERE OFTEN ISN'T MUCH THERE

- NIGHT TIME INDUSTRIES ASSOCIATION CHAIRMAN ALAN MILLER ON THE RISE OF THE LATE NIGHT ECONOMY Page 26 >>

NEWS

'Give us gantry ad tools'

Devon retailer Dan Cock has urged Imperial Tobacco to speed up providing gantry advertising tools to retailers, after a rep from the company told him to take down a promotional poster on his tobacco display last week.

Mr Cock, who has been promoting Booker's Mega Deals on his closed gantry since last month, said he refuses to remove the poster until Imperial provides him with a viable alternative.

He is now looking to discuss the matter with account directors from the manufacturer.

"I appreciate it takes time to come up with a solution, but my business can't stop in the meantime," said Mr Cock.

An Imperial spokesman said: "Customers displaying non-Imperial Tobacco advertisements and/or materials on the fixture are in breach of their obligations."

N3 and Mirror run deal

The fledgling National Newsagent Network (N3) ran its first promotion this week in partnership with the Daily Mirror.

Members of N3 offered customers who bought a copy of the Mirror between 6 and 10 July a free 50cl bottle of water.

N3 director Brian Murphy said: "N3 offers suppliers coordinated access to consumers who traditionally have never benefited from these types of promotions.

"Our thanks go to the Daily Mirror for taking this early step and getting behind us."

Monitor Menzies, retailers urged

The NFRN is urging retailers to closely monitor credits claimed from Menzies Distribution and is encouraging members to report problems to its helpline.

Sharon Sisman, of C & M

Sisman in Stirlingshire, said she has had three instances recently where it took up to two months for credit to be approved.

"It shows up on your daily delivery note that your claim has been received,

but that doesn't mean that it has been approved – and Menzies doesn't notify you if it is rejected.

"You have to keep chasing it up."

Jerry Hayes, NFRN news operations manager, said:

"The claims credit process should be clear and transparent to all. It cannot be right that a member's claim is rejected without the member automatically being notified of the reason why."

'Year of increased investment' declared Reps to offer retailers advice on improvements

News UK to create 7,000 'perfect' news stores

by Chris Gamm

News UK wants to create 7,000 'perfect' news stores in the next 12 months and has declared its new financial period the 'year of increased investment' in the category.

From Monday, the publisher's 40 field sales reps will be assessing retailers against a number of criteria – including store type, sales volume and sales volatility – and recommending improvements to turn them into perfect stores.

This includes free secondary site units – for The Sun on its own, alongside a local paper or with FMCG products – gutter trays, counter-top displays and swinging signs.

The company says growing print sales will be its priority and it will increase investment compared with the previous 12 months,



News UK's 'perfect' news store. Inset, one of the secondary site units

during which it rebranded more than 8,000 stores with Sun and Times fascias.

Greg Deacon, News UK independents sales manager, said: "This is not about making stores look pretty. It's about driving frequency of purchase. We want to get a copy of The Sun or Times in every basket."

Mr Deacon said inde-

pendents can expect to see more of the promotions you would typically expect to see in a multiple store.

Trials are also taking place with Mondelez and Danone, syndicating space on news displays to chocolate and water. "We want to get into other categories' space and defend our own space," said Mr Deacon.

The publisher also wants

to grow the number of known Sun readers from 15,000 to 200,000 in the next 12 months, with its 'free delivery for 12 weeks' offer.

The initiative pays retailers £2.09 for a seven-day delivery and is relaunching on 22 July, with new branding, and ads in The Sun, on radio in the local press and "potentially" on TV.

80,000 shops could close by 2017

More than 80,000 shops, including independent and convenience stores, could close their doors by 2017 unless the government makes drastic changes to the existing business rates system.

The warning comes from the British Retail Consortium (BRC), which

based the figure on 60% of high street businesses with leases due to expire in the next two years choosing not to renew them.

The BRC added that pressure from rising taxes and "structural changes" to the retail industry meant that even if 100% of stores renewed their lease,

8,073 would be forced to close.

Business rates are estimated to bring £28bn into the Treasury this year, more than it will gather from council tax.

The BRC report states: "The high burden of business rates, combined with other challenges retailers

are experiencing, means that the government must act urgently. Otherwise, we risk seeing ever greater numbers of store closures."

Chancellor George Osborne revealed in last year's autumn statement that the government will launch a review of the business rates system.

Fears some local stores would become 'unviable' Mounting opposition to Osborne's plans

Battle lines drawn over extra Sunday trading

by Gurpreet Samrai

A coalition of lobby groups and trade associations are banding together to fight 'harmful' plans to allow shops to open for longer on Sundays which would make some local stores "unviable".

Organisations including the NFRN, Association of Convenience Stores (ACS) and Federation of Wholesale Distributors have condemned the move that was due to be announced as part of chancellor George Osborne's Budget on Wednesday (8 July) to boost economic activity.

During the temporary

removal of Sunday trading rules during the Olympic Games in 2012, total retail sales declined by 0.4% with independent retailers reporting a sales decline of up to 20%, according to figures released by the British Retail Consortium and ACS.

Sandeep Bains, of Simply Fresh, Faversham, said: "It's terrible. Sunday evenings are very busy. In our town there are only three stores open, so for the other three supermarkets to be open would not be ideal, I'd definitely lose trade."

As RN went to press the chancellor was due to announce radical plans that will give "major" towns and

cities the power to remove the regulations that prevent supermarkets and large stores more than 3,000sq ft from opening for more than six consecutive hours on a Sunday.

However, many retailers feel misled by the Tory party after a letter to the Keep Sunday Special Campaign before the general election stated the party had "no current plans to relax Sunday trading laws".

Harj Dhasee, of Nisa Mickleton Village Stores, Gloucestershire, said: "The Conservatives said they wouldn't be doing this back in April, so it feels like

they've sold us down the river a bit."

Campaigners will be calling on retailers to lobby their local MP and the chancellor as they work on launching a "full-scale campaign".

Paul Baxter, chief executive of the NFRN, said: "These changes are being justified as an attempt to even the playing field between retailers and online shopping. Yet all it will do is harm the trade of independent retailers as consumers will choose to visit those stores that do not charge for parking and are more accessible than the high street."

CWU sees 20% surge

The Communication Workers Union (CWU) Postmasters Branch has reported a 20% rise in its subpostmaster membership since the National Federation of SubPostmasters (NFSF) announced plans to enter into an agreement with the Post Office.

Mark Baker, national secretary of the branch, told RN about 50 subpostmasters had requested membership so far, adding to the 250 already represented by the union.

The NFRN is also open to subpostmasters and chief executive Paul Baxter said its newly formed subpostmaster committee is identifying ways the federation can best support them.

Several thousand subpostmasters are already members of the NFRN.

Pensioners see off knifeman

Two Manchester pensioners have been praised for their bravery and quick-thinking after thwarting a knife-wielding robber's attempt to steal money and cigarettes from a convenience store. Ron Smith and Robert Anderson were able to trap Liam Redford in the S&P Convenience Store he was stealing from by holding the front door of the business closed. Redford, who had taken £450 in cash and £200 worth of cigarettes, panicked and attempted to escape through a window in the property above the store (inset), but was bundled to the ground by a group of builders and arrested moments later. The incident was caught on the store's CCTV system and has received widespread coverage in regional and national press. Mr Smith and Mr Anderson have since received commendations from the chief constable of the Greater Manchester police.



PayPoint forum

The NFRN has confirmed it will hold a retailer forum with PayPoint on 20 July to discuss member concerns over the payment terminal operator.

NFRN chief executive Paul Baxter said he is hoping to gather a "good mix" of 10 to 12 retailers to attend the meeting at PayPoint's head office.

Mr Baxter said he had a "constructive" meeting with PayPoint last Friday, but added the federation's legal challenge against the company still stood.

In addition, Mr Baxter said PayPoint had begun the review process into how it would help drive members' profitability, which it promised at the NFRN annual conference.

Shops to charge customers to use PayPoint

Plans to introduce a surcharge for PayPoint transactions have been mooted by retailers in a bid to counteract the company's commission cap cuts.

Retailers say the charge would cover the cost of processing and handling transactions, including banking charges.

A Premier retailer, who did not want to be named, said: "When you go to deposit money at the bank you get charged if you have a business account, if you go into the Post Office to pay a bill you are going to get charged, so I don't understand why we can't charge.

"If everyone did it I would, but everyone needs to be singing from the same hymn sheet."

Meanwhile, retailers who joined forces for a day of action last week are in talks about a second PayPoint Pay Fair Switch Off.

Manpreet Singh, of Stevenston Post Office, Ayr-

shire, said: "I have spoken to around 100 outlets who are ready to switch off. This time it's not just for one day, it'll be for as long as it takes for PayPoint to come out and speak to us."

PayPoint said it had no comment to make in addition to what has already been stated publicly.

Correction

The NFRN already has a Facebook page, not as stated in last week's issue.

NEWS BUSINESS

Heritage own label sales up 112%

Nisa is celebrating an 'overwhelming' response by shoppers to its revamped Heritage own label range, with sales up by more than 100% compared to last year.

Total sales of Heritage products grew 112% compared to the same period (7-21 June) in 2014, with Nisa attributing the result to prominently featuring the refreshed brand on promotional leaflets.

Notable performances came from Heritage strawberries, which saw an uplift of 75%, while Heritage Jumbo Sausage Roll and Heritage Cooked Ham saw sales quadruple and double respectively.

Nisa said it remains on track to revamp the 260 other Heritage lines yet to be changed.

Budgens to offer Jamie O's food range

Budgens has introduced a range of ready-to-cook meals created by celebrity chef Jamie Oliver to its stores.

The three products – Tomato and Parmesan, American Style BBQ Chicken and Piri Piri Chicken (RRP £6.50) – are pre-prepared with herbs, spices and marinades for easy oven cooking.

Charlotte Tyne, trading manager for meat, fish and poultry at Budgens, said: "We've seen a real increase in the demand for more premium 'meal for tonight' solutions. These new Jamie Oliver products match this trend perfectly."



Premier Foods' £20m Mr Kipling line opened

Premier Foods has invested £20m in a new production line at its Mr Kipling bakery in Barnsley designed to double capacity of its Mr Kipling Snack Pack cake slices. The line, which is capable of producing more than 300 million Snack Packs a year, was officially opened by Elizabeth Truss MP, secretary of state for environment, food and rural affairs (pictured centre).

Move applies to all platforms Customers will save 'up to 2%' on the cost of goods

Bestway and Batleys to scrap credit card charges

by Steven Lambert

Bestway and Batleys are scrapping credit card charges for their customers across all trading platforms from this month.

The move, which will apply to transactions on its websites, mobile apps and across 60 Bestway and Batleys depots, will help retailers save money and enable them to compete more effectively against multiples and discounters, according to the group.

Store owners will now be able to buy goods from the Bestway Group by cash, cheque, credit and debit card without any additional surcharges.

Younus Sheikh, managing director at Bestway Wholesale, said: "Retailers need to work off healthy margins in order to be successful and profitable."

"By waiving the charge for credit card sales, not only are Bestway and Batleys helping customers manage their cash flow,

but we are also saving them up to 2% on the cost of goods."

The move follows other profitability-driving measures introduced by Bestway this year including its Price Pledge, which introduced everyday low pricing on essential goods in March.

The firm also launched its Great Rebate promotion in April, offering minimum rebates of 3% on best selling goods and up to 5% cashback

for Best-one members through its My Rewards scheme.

Mr Sheikh added: "Bestway and Batleys have a reputation for offering customers the best value in the sector through low prices and excellent promotions."

"With competition becoming more fierce for our customers, we want to ensure that we do everything we can to help them deliver organic and sustainable growth."

Blakemore to double distribution

AF Blakemore is aiming to double the size of its wholesale distribution as part of ambitious plans revealed in its 2020 strategy.

James Russell, new managing director of Blakemore Wholesale Distribution, said he intends to grow the division across multiple chan-

nels, including retail, wholesale, catering and hospitality.

Mr Russell said he will look to "leverage significant assets" of the Blakemore Group, including its multi-temperature logistics infrastructure, to grow business.

"We know that we can add value by provid-

ing integrated solutions across multiple sectors and believe that we can win new customers and increase the services that we provide to existing customers," he said.

Meanwhile, Blakemore's retail arm, Blakemore Trade Partners, announced the opening of its 100th store since the

start of the 2014/15 financial year.

The latest site, a Rontec forecourt store in Slough, comes as the group looks to fulfil its Spar contract with Euro Garages, which will see Blakemore Trade Partners move from serving eight Euro Garage sites to 103 by the end of the year.

NEWSTRADE

Compensation increased to 55p per copy Cap on restitutions doubled to £60 per shop

HND late delivery redress to be boosted by a third

by Nicola Stewart

The compensation rate paid to home news delivery agents for the late delivery of newspapers and magazines has been increased by almost a third.

Wholesalers, publishers and distributors have agreed to pay a flat rate of 55p per copy, up from 40p, when there is 'serious or persistent late delivery'.

The restitution cap for newspaper publishers has also been doubled to £60,000

for any one occurrence, with a £60 cap per shop per complaint and a minimum payment of £5.50.

The changes are outlined in a new document published by the Press Distribution Review Panel (PDRP) that clarifies how to make complaints under the Press Distribution Charter (PDC).

PDRP chairman Neil Robinson said: "The PDRP is committed to transparency, consistency and managing retail expectation. We will continue to work diligently

to simplify the complaints process, and make it quicker and easier to use."

The NFRN has welcomed the rise in compensation, but maintains that retailers should not have to make a claim to be recompensed.

Brian Murphy, NFRN head of news, said: "The Press Distribution Forum needs to automatically pass credit to affected retailers when deliveries are late, and remove this long-winded, highly costly and cumbersome process."

The document, called the 'PDC - Retail Notes of Guidance', also clarifies that late deliveries of newspapers are considered 'persistent' if the same problem occurs three times in three weeks for Monday to Friday newspapers, and three times in six weeks for Saturday or Sunday newspapers.

For magazines, the same problem must occur three times in six issues of a weekly, fortnightly or monthly title.

NME to go free in the autumn

NME is to go free from 18 September, with a circulation bump to more than 300,000.

The weekly, which currently sells for £2.50, has seen its circulation fall from 29,559 newsstand sales in 2009 to 8,717 in 2014.

Publisher Time Inc describes the move as a 'major brand transformation', with NME set to expand into live events and increased digital activity.

Copies will be distributed at stations, universities and at retail.

Doctor Who needs you

Independents are asked to continue to support the new Doctor Who Comic by displaying it alongside Doctor Who Magazine and SFX.

Soon to be on its sixth issue, the 84-page comic is aimed at fans of the show aged 12 and above.

Interest in Doctor Who will continue to build as the premiere of the new series this autumn approaches.

An Uncut History of Rock

Uncut has launched premium-quality monthly title The History of Rock with a cover price of £9.99.

On sale 9 July, each issue will focus on a different year in history and the rock music of that time.

Content from the archives of NME, Melody Maker and Uncut will be combined with fresh editorial to create a complete picture of the changing music scene.

The first issue looks at 1965, and will feature The Beatles, Dusty Springfield and Jimmy Page.



A little colouring in a window display goes a long way

Cardiff retailer Mark Dudden has become well-known for using window displays to attract customers to his store and his latest creation ties in to the swiftly growing trend of colouring-in for adults. He has already found success promoting related titles and colouring pencils, and hopes his new display will drive sales even further.

Telegraph revamp

The Telegraph has marked its 160th anniversary with a masthead redesign to highlight the publication's 'great heritage'.

As well as the return of its traditional gothic masthead, a new typeface has been introduced.

The paper will also have a rotating opening features page. Monday will focus on health, with living and features on Tuesday, fashion on Wednesday, family and relationships on Thursday, and lifestyle on Friday.

Weekend Italian cooking giveaway

The Telegraph is running an exclusive promotion this weekend and asking independents to support the investment by displaying the title prominently.

On 11 and 12 July, the paper will include free Italian recipe booklets featuring

celebrity chef Antonio Carluccio.

The giveaway is supported by a TV campaign, high-profile poster locations and promotional material for stores.

National sales controller Paul Reeves said retailers

can obtain posters from the NFRN website or from The Telegraph's retail team.

He added that the booklets did not require any extra handling at retail.

Antonio Carluccio has written 20 books on Italian cuisine and has featured

in several BBC food shows including Food & Drink, Antonio Carluccio's Italian Feasts and, most recently, Two Greedy Italians.

Customers will be encouraged to buy the paper on Saturday and Sunday so they can collect both parts.

NEWS

PRODUCTS

‘Embrace the Kiwi inside’

Old Mout is aiming to show off its quirky side in a new marketing campaign launched by Heineken this month.

The New Zealand cider is being supported with outdoor and video-on-demand ads, as well as activity on social media, which will encourage shoppers to ‘embrace their inner Kiwi’, according to Heineken. The ads will also be used to promote Old Mout’s latest flavour – Pomegranate & Strawberry.

Emma Sherwood-Smith, brand unit director at Heineken, said: “With consumer interest in brands that offer quality and provenance showing no sign of abating, there is a clear opportunity for Old Mout in the UK.”

Volvic’s £1.5m Fruit ads

Volvic is launching its first TV campaign for its Touch of Fruit water in two years to grow awareness of the brand among young shoppers.

The £1.5m investment includes ads featuring a blend of street art and animation, which will hit screens this week.

There will also be activity on video-on-demand and digital sites, along with a national sampling campaign.

The move coincides with the launch of a fourth Touch of Fruit flavour, Apple & Raspberry, available to retailers this month.



Cadbury Dairy Milk Oat Crunch goes on UK tour

Mondelez has scaled up its support for Cadbury Dairy Milk Oat Crunch bars by unveiling a giant version of the chocolate and biscuit product to the public. An enormous Oat Crunch replica tin containing 1,700 smaller bars hit the streets of London last week, giving away samples to hungry locals and tourists, and is set to visit other parts of the UK during the coming months.

£1.3m campaign to back launch Ferrero says move is ‘ground-breaking’

Tic Tac Mixers change flavour when chewed

by Steven Lambert

Ferrero is looking to shake up the sugar confectionery market with a new Tic Tac product that changes flavours when chewed.

Available to retailers this month, Tic Tac Mixers feature a sweet fruit outer layer that melts into a secondary ‘sparkling’ flavour.

The range contains two flavours – Cherry Cola and Peach Lemonade – which

will come in both 18g and 48g packs.

Levi Boorer, customer development director at Ferrero, called the launch of Tic Tac Mixers a “ground-breaking move” for the brand as it looks to grow its share in the sugar confectionery sector.

He added the products also presented a “powerful” incremental sales opportunity for independent retailers.

“Our research shows that nearly two-thirds of existing Tic Tac consumers will buy Mixers in addition to the core range,” said Mr Boorer.

Ferrero is backing the launch with a full range of point of sale material, including dumpbins and free-standing display units.

In addition, the firm is investing £1.3m in a media campaign aimed at Tic Tac’s target audience of

young adults. The marketing spend will cover TV, social media, and in-store advertising.

The move follows on from Ferrero unveiling the first retailer winners of its Tic Tac Big Apple competition in May.

The scheme required store owners to display promotional packs of Tic Tac with a counter-top unit to be in with a chance of winning holidays to New York.

Molson Coors buys Rekorderlig UK

Molson Coors is set to strengthen its position in the cider market by acquiring Rekorderlig UK.

The Carling and Coors manufacturer revealed it has agreed a deal with Chilli Marketing Brands to distribute Rekorderlig cider to the on and off-trade.

Molson Coors said the move will enable it to extend its reach into the premium fruit cider market, which is expected to grow from £2.7bn to £3.7bn by 2018, according to Nielsen data.

The brewer acquired UK distribution rights to

Staropramen lager from Carlsberg last month.

Frederic Landtmeters, managing director at Molson Coors, said: “Rekorderlig has demonstrated incredible success in the cider category and we will look to invest in Rekorderlig UK and the

brand to fuel incremental growth and category development.”

Gareth Whittle, managing director at Chilli Marketing, said: “We truly believe that Molson Coors UK offers the opportunity for the brand to achieve its full potential in this market.”

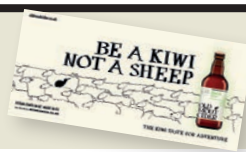
Hot products for your shopping list



Tic Tac is adding Mixers to its range of sugar confectionery



Volvic is running a £1.5m ad campaign for its Touch of Fruit range



Old Mout is being promoted in an outdoor and digital campaign

PRODUCTS

Working with wholesalers and symbols Wants category advice to be integral to retailers' plans

Kerry collaborating on Chilled Experts scheme

by Steven Lambert

Kerry Foods has revealed it is working closely with symbol groups and wholesalers to make its 'Nation of Chilled Experts' category advice scheme an integral part of retailers' plans to grow chilled food sales.

The firm launched Chilled Experts at the start of the year in a bid to unlock £1.5bn of additional chilled food sales for local stores by 2018. The initiative provides advice and support to retailers with different chilled food expertise, from entry level through to 'chilled champions'.

Kerry Foods' convenience sales director Clare Bocking said the group is close to gaining retailer testimonials from every symbol group to show other convenience stores how to improve their fresh offering.

She added that the company is working with regional development teams from Bestway and other wholesalers to help them educate retailers about sales opportunities from chilled goods.

For wholesalers without a 'central chilled logistics network', such as Landmark and Today's, Ms Bocking said the firm will work

with the Fresh to Store service, formerly known as Kerryfresh, to provide category advice to van sales drivers and teams to pass on to retailers.

Ms Bocking said: "We've been relentlessly going round all the symbol and wholesale operators talking about how we can grow sales across their business and show what great looks like from a chilled perspective.

"It's a work in progress, but we want the initiative to be integral to every symbol's chilled growth plans."

Ms Bocking said chilled food currently represents

4% of an average wholesaler's revenue and around 10-15% of an average convenience store's turnover, adding there was still "much headway" for the category to grow.

She added: "We know that the industry is evolving and consumers are shopping very differently compared to a year ago – they expect the chilled proposition to be a benchmark standard in stores.

"What we're trying to achieve is to give information and support to independent retailers looking to become more of a chilled convenience store operator."

Kinder's Minions tie-in

Kinder is the latest brand looking to capitalise on 'Minions madness', with the launch of a campaign tying in with the popular movie characters.

The deal will see Kinder Surprise eggs containing Minions toys from August to build on the launch of the characters' first solo movie this month.

Ferrero, owner of the Kinder brand, is investing £3.6m in a marketing campaign promoting the new toys, including five weeks of TV ads running from 14 September.

Levi Boorer, customer development director at Ferrero, said: "We're really excited to introduce our latest Minions licence, which forms the beginning of another exciting wave of news for the brand."

Mr Boorer said Ferrero will support independent retailers during the campaign with Minions-branded PoS material.

Extra Ice Spearmint revival

Wrigley is reviving its Extra Ice Spearmint flavour as it looks to capitalise on strong sales of its Extra gum brand.

The relaunch will see Extra Ice Spearmint receive an improved flavour and updated pack design, with 10-pellet packs coming with an RRP of 49p.

Julio Guijarro, marketing director at Wrigley, said Extra is growing at 4.4%, adding: "The spearmint flavour is one of the most important in the gum category and bringing back Extra Ice Spearmint will pave the way for further category growth."



Le Cantona to swim La Manche for Kronenbourg 1664

Footballing legend Eric Cantona has promised UK shoppers he will swim the English Channel if more than 10,000 of them agree that Kronenbourg 1664 is "the greatest tasting beer". The publicity stunt will urge consumers to contact the beer brand on its social media sites using the hashtag #LeBigSwim, and will be further supported with TV ads and limited edition pack designs.

Redesign for Amber Leaf packs

JTI is introducing new pack designs for its entire Amber Leaf Signature Blend range this month.

The packs will cover 10g 3-in-1 lines and 20g pouches and will be supported by promotional deals.

Jeremy Blackburn, head of communications at JTI, said: "The new design strengthens the brand's relevance with existing adult smokers."

Hot products for your shopping list



Wrigley is relaunching its Extra Ice Spearmint range of gum



Amber Leaf's new pack design will cover 3-in-1 lines and pouches



Kinder Surprise will contain 'Minions' toys as part of a movie tie-in

NEWS

REGIONAL

Johnston buys free weekly

Free weekly newspaper the Brighton & Hove Independent has been bought by regional publishing giant Johnston Press.

There are no planned changes to staffing on the paper, which was founded four years ago and claims a weekly print circulation of 13,005 copies.

Mark Ansell, founder and managing director of Brighton & Hove Independent, said: "It's a landmark day for us."

He added: "Being part of Johnston Press will allow Brighton & Hove Independent to fast-track growth, to provide even more comprehensive coverage for the city and to go from strength to strength."

Johnston Press owns 32 other titles in the region.

The Independent's main competitor is Newsquest-owned daily The Argus, while Worthing Journal editor Paul Holden has spoken of plans to launch a sister paper in the city.



Summer sales are hot stuff

Newport retailer Jon Powell enjoyed a huge increase on ice cream and Slush Puppie sales last week as stores cashed in on the heatwave. The Newsagent, which is offering nearly 40 different flavours, sold £150 worth of ice cream last Wednesday compared to £60-70 on an average day, and took £200 on the slush machine compared to £30-40. Andrew Howell, of Loch Lomond News, who has gone from offering seven flavours to 22, also reaped the benefits. He said: "Sales have been going very well with tourists."

Profits up by £200 after advertising initiative 'I don't want to fight with the council'

Remove promo posters council tells newsagent

by Gurpreet Samrai

A newsagent who saw his profits increase by £200 after putting promotional posters in his shop windows has been told to take them down by the council.

Mathi Chelliah, the new owner of Newsfayre in Bedford, spent £1,800 having posters advertising food, drinks and services available in-store designed

to increase footfall.

"When I took over I found the shop itself was a quiet place, but outside there were lots of people walking around," said Mr Chelliah. "No one except regular customers knew it was a shop so they were just walking past."

"I have spent a lot of money refitting the inside and getting stock so I put the posters up so people

know it is a shop and it has changed."

He said within the first two hours of the posters going up he saw more people come into the shop. However, the next day he was told by Bedford Borough Council he had to take them down because he did not have permission.

Mr Chelliah told RN he has started to remove the posters, but said he hopes

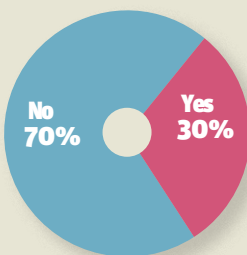
to work with the council to find a solution.

"I don't want to fight with the council," he said. "I have to listen to what it says."

"It wants me to take them down and said then it will talk about it."

A Bedford Borough Council spokeswoman said: "The council's planning department is working with the tenant to find a solution."

RN READER POLL



Did you switch your PayPoint terminal off on 30 June?

NEXT WEEK'S QUESTION

Are you in favour of extended trading hours on Sundays?

Have your vote now
Go to betterretailing.com

Minions mania sees customers flock to shops

This summer's blockbuster movie Minions is proving a hit with retailers in attracting more customers into their stores.

The movie, released at the end of June, has already broken all box office records in the UK and the accompanying promotions and collectables are now adding uplift to retailers' sales.

In Rye, East Sussex

Jempson's Supermarket, (right), teamed up with

General Mills to create a window dedicated to sweetcorn brand Green Giant's Minions tie-in across its tins and packet pouches. Customers have the chance of winning



hundreds of prizes as well as a family holiday.

"We supported the window graphics with a pallet display of both the tins and the pouches in the foyer of the store and this has really driven sales," said Dominic Plomer Roberts,

marketing manager.

Rushik Parmar, of Kenwins in Herne Bay, is stocking sticker albums and trading cards in store. He said: "It's about doing something different and collectables bring in a lot of new customers. With Minions I've had a lot of grandparents come in and ask for stock for their grandchildren. It's doing well for us."

Noise is 'driving away customers'

A Brentwood newsagent says the building of a restaurant and flats next to her business is driving customers away.

Mangala Jhangee, of Paradise Stores, said the

noise of a pneumatic drill during four days at the end of June was so bad that she felt as though she was "going mad".

"I watched as customers came into my shop and

walked straight back out again," she said. "I had to threaten the council with litigation just to get them to come round."

Brentwood Borough Council said it is now in-

vestigating the noise at the Clement Joscelyne building in Brentwood's high street, and is trying to work with both parties to come to a mutually acceptable arrangement.

Oldham business magazine

Northwest regional newspaper the Oldham Evening Chronicle has launched a quarterly magazine for professional readers.

The Oldham Business Edge has received backing from local firms, and those partnering the magazine will receive a features and advertising package.

"The magazine will offer a fantastic platform for business-to-business organisations to deliver a positive message across the Oldham business communities," said advertising manager Noel McLaughlin.

Premier becomes MJ's Go Local Extra Plans to become 'community destination point'

Singh swaps symbols for Sheffield store scheme

by Helena Drakakis

Sheffield retailer Jai Singh is gearing up to launch his new venture in a bid to stay one step ahead of the competition.

The one-time owner of Singh's Premier is poised to launch his new store on Saturday (11 July) having moved symbol group to become MJ's Go Local Extra.

"In the last two years, a 24-hour Asda moved in as well as frozen food supermarket Heron. We've had to keep on our toes in terms of improving our store," said Mr Singh.

When a 650sq ft property became available next door, he decided to extend his operation and rebrand himself as a community destination point measuring around 1,400sq ft.

"I left Premier on good terms, but I was frustrated because I felt things weren't changing. Since moving to Parfett's, they've supported me in all my ideas for the store," he said.

During the past few weeks, Mr Singh has turned his vision into reality. He took inspiration from the Co-op and replaced graphics from the window with his latest deals displayed on pallets. Five metres of space has been dedicated to OTL's value range, with products including £1 hair dyes.

The chilled and frozen section has also been extended by five metres and Mr Singh has completely altered his layout to create a shop that is easy to walk around and attracts customers.

"I'm hoping for a sales uplift of around 30%," said Mr Singh. He has updated his customers through the store's Facebook page, using time-lapse cameras installed around the shop to document each stage of the build. The shots will be edited into a two-minute promotional video.

"I have so many ideas and Parfett's has stepped back and let me get on with them," he said.



Jai Singh joined two shops together to create his new 1,400sq ft store



Charity success

More than £160,000 was raised at Grocery Aid's summer ball this year.

Around 540 guests attended the event at the Artillery Company gardens in east London to raise money for the charity, which provides assistance to retailers in need.

Music was provided by Solid Steel and LED drummers and the night finished with a DJ set by Radio 1's Dev.

Mirror looks at Express

Trinity Mirror has failed to take over news group Local World, but has its eyes on the Daily Express.

It is believed the move to take over Local World, of which Trinity Mirror has a 20% stake, was blocked by Lord Iliffe of the Yattendon Group, which owns 22%.

Trinity Mirror, however, has reportedly been in talks to buy Richard Desmond's Express since March.

Villagers raise funds to save shop

The future of a shop and post office has been safeguarded after hundreds of villagers rallied to raise more than £52,000.

More than 400 villagers bought £20 shares and bonds to raise funds to buy

Huby Village Shop, after David Barker, who owned the shop with his wife Lesley, decided it was time to retire shortly after she died last year.

The shop's name has been changed to Barkers

of Huby in honour of the couple's 26 years of service to the village, and is run by more than 40 volunteers.

Jemma Higgins, treasurer of Huby Sutton Community Shop Ltd, which was set up to raise funds and

buy the store, said: "We did some work inside and then the doors were opened.

"The nearest shop is two miles away, and we have a lot of older people living in the village so people rely on it to serve their needs."

OPINION

Do you want to see your views in RN?

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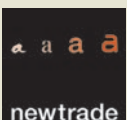
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YOUR SAY Are you planning any investment in your store this year? Why?

Christine Hope

Hopes of Longtown,
Longtown,
Herefordshire

Last year we worked on shelving and stock and this year we will be looking at the till area. Changes are needed in the height we are working at and how we stock tobacco products. We are moving high-value items to around the till area. We are looking at medical products and making sure staff are trained so we can advise people. These are things we've identified we need to do to improve the business and grow.

Stephen Hunter

Old Road News,
Bradford

I recently modernised my store with the help of NFRN Invest. Customers' feedback has been very positive and I'm really pleased with it. There are a few changes I'll think about for the future, such as installing air-conditioning, and having an open deck fridge which I



would have put in had I had more budget. There's always ways to improve, but I'm happy with what's been done so far.

Sally Croft

Croft Store,
Silverstone

We're in the process of refitting and it's been awful. It's like

moving house. There's been people I don't know moving all our boxes around, but it will be worth it. Change might be painful, but these days you have to do it to survive and secure a future. Retailers must be ahead in constantly making the store viable and attractive to customers.

YOUR STOCK Tobacco firms are making big moves in the e-cigarette market. Will this backing have an impact on your sales?

Bal Ghuman

A K Convenience,
Shrewsbury,
Shropshire

Yes it will, in a positive way. The doors on the cigarette gantries mean you can't see them anymore whereas e-cigarettes are in open view leading to more of an impulse purchase as people are moving towards them. There

will probably be a big marketing drive around them so I think there will be a gradual move towards them.

Sandeep Bains

Simply Fresh,
Faversham,
Kent

I think there's a large shift over

to the e-cigarette market now anyway. At the moment it's a turf war between the likes of E-Lites and Nicolites, but there's no real market leader at the moment. I think if the recognisable firms were to come to the market there would be sales to be made. If it is marketed properly by the firms there is definitely an opportunity there.

Shandip Patel

Krystals Express Ltd,
Southfields,
London

Yes, it will. It will be better because there are so many e-cigarettes on the market. If the firms bring theirs out it will cut out others and there will be better quality. I think it will increase sales as more people will start moving over because they are more health conscious now. Cigarette sales have been going down for the last three years for us because of the price whereas e-cigarettes are cheaper.



YOUR ISSUE

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I'M NOT A CHARITY – NEITHER IS MY NEW RIVAL

The arrival of a new competitor always creates uncertainty. Despite many retailers being open to a little healthy competition, some fear they will see a drop in sales as customers check out what the competition has to offer, while others face the possibility of being forced to admit defeat.

However, can you compete with a business when your customers have a preconception that draws them to your rival that is in fact untrue? This is an issue affecting sales at Brighton-based Southern Cross Stores.

Owner Navin Patel says some of his customers believe The Southern Co-operative store, which opened in Abinger Road behind his Premier store in Trafalgar Road, is run as a not-for-profit business.

"From the conversations we have with our customers on a daily basis, I have noticed they are under the impression that Co-op stores are non-profit making organisations as per the very old image it used to have," he says.

"You don't see that any more. However, ordinary shoppers still believe it is a non-profit making organisation. So how do we clear this confusion?"

He says in the first four weeks

“

I keep speaking to people and try to tell them they are not part of a charity, but I don't think it's helping because once people get something in their mind that's it

Navin Patel



Many people believe the Co-op in Abinger Road, Brighton, is a non-profit making organisation © Mike Hedgethorpe

after the shop opened last year his trade was down 20-25%. However, he has been able to claw some of that back and reduce the loss down to around 15%.

Mr Patel says he has been trying to bust this perception. He says: "I keep speaking to people and try to tell them they are not part of a charity, but I don't think it's helping because once people get something in their mind that's it."

Despite the setback, Mr Patel is remaining positive and says he is fighting back by offering competitive prices and a range of special offers.

"We can't beat them on certain things, but our prices are competitive," he says. "We try to work on the lowest possible margins, but we can't do any more because then the

time will come when we have to shut down."

Mr Patel says he knows of another retailer in Brighton facing the same issue. He adds: "My personal experience of 35 years suggests that all is not lost. Yes, they have dug into our profit margins, I have to work harder, watch their offers, try to match offers where possible by putting out all Premier or Best-in offers, and try to fight them."

"However, we must not forget the personal service we offer to customers is second to none, we can definitely use this very powerful tool and fight them."

A spokeswoman for The Southern Co-operative said: "The Southern Co-operative is a registered co-operative society. We are a politically neutral, independent, regional business based in southern England and wholly owned by our 150,000 customer and colleague members."

"Our members are entitled to a Share of the Profit when they spend money with any The Southern Co-operative business (subject to certain product exclusions); in 2015, circa £3m will be shared with our members."

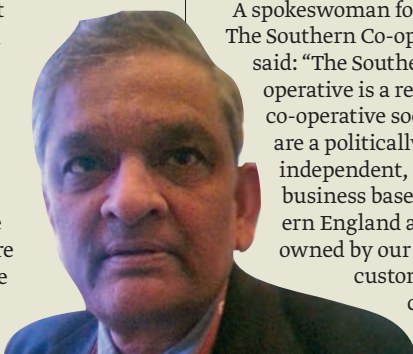
"Community support, including colleague volunteering and fundraising for local charities and community groups, is intrinsic to our ethos and business success."

"All our food stores, including our Abinger Road store in Portslade, offer this type of support to their local community. This includes investing more than £630,000 (12% of pre-tax, pre-dividend profits) back into our communities across southern England in 2014, and raising over £250,000 for our charity partner, Whizz-Kidz since May 2014."

"All other profits are invested back into the business to achieve long-term sustainability."

"More information is available at www.thesouthernco-operative.co.uk/makingadifference, where you can also download our annual review."

Navin 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



THANKS FOR A GREAT DAY OUT

I would like to thank the sponsors of the NFRN Northern district news deliverers outing to Flamingo Land, which took place on Sunday 5 July.

Thank you to Smiths News, Menzies Distribution and Newsquest for sponsoring the event.

Thanks also to Booker for providing a refreshment bag for everyone, and to the hard work of the Northern district social committee for arranging this event and giving up their free time on a Sunday.

Everyone had a great day out.

Malcolm Dobson,
NFRN Northern district president

Hot tip that could avert a summer shutdown

We have nine metres of new, state-of-the-art chillers with doors, and last Wednesday evening (1 July) – a very hot day, you will recall – the red unit fault light came on, and they ‘died’.

After several phone calls to various emergency callout engineers it was confirmed that it was indeed the heat that was responsible for the problem, and that they would have to be reset.

The following morning I was lucky enough to speak to an expert who talked me through the reset procedure.

It was very easy – a screwdriver, a few screws, one green button, and it was all working properly again. But what was very interesting was what he told me about the PSI setting – mine was at about 280. He talked me through how to raise this to about 350 when the weather was unusually hot, and how to return it to 280 at the end of summer.

It does mean that they will be kicking in a bit more now and using more electricity, but they are now set to cope with the higher temperatures we are experiencing.

I think this is a small price to pay compared to hours of extra work trying to save stock at the end of an already long day, not to mention the huge losses.

Julie Sandhu,
Compton Stores
(via betterretailing.com)

Menzies needs to iron out folded papers problem

On Tuesday of this week I had four Daily Records, two Times and six or eight Stars that were badly folded. I often have the odd one on the top that is damaged, but this was worse than that.

Menzies shouldn't be putting papers in that condition into our bundles.

People don't want to buy damaged papers, especially Times readers. I know for a fact that I have one Times customer whose wife has to iron his paper for him every day before he reads it.

There are certainly people who just won't take a paper when it is damaged.

Eugene Diamond,
Diamond Newsagents,
Ballymena,
Northern Ireland



Eugene Diamond's badly folded papers and (inset) his Twitter comment

#TOP TWEETS

Who's saying what in the retailing world?

Next week stores will be getting our new solutions - printed future @NewsUK Retail #myperfectshop @gregdeacon

Well done to agents who switched off today @PayPoint retailers are sick of promises, they want action!

@morazzaq

The Flow family expands. Mindfulness and Coloring Happiness published today. Be the first in Wales to get your hands on a copy @albany_news

So many exciting ideas being implemented in stores up and down the country. #RetailExcellence @TindaSahota

SubPostmasters invested in PO business to provide @GOVUK services which are fast being lost. Communities losing valuable service #Budget2015 @CWUPostmasters

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Time for the “territory champions”

Between the heroic efforts of, on one side, publishers and distributors and, on the other, retailers, there is an increasing void where wholesalers should be. With this expertise missing it's time for the best and most committed retailers to step up



They made their pitch, then faced the blast. That has often been the fate of publishing executives making presentations at the NFRN's annual conference, but this year it was different.

Representatives from three of the newtrade's leading suppliers, News UK, publishers of The Sun and The Times, Frontline, the magazine distributor, and the regional newspapers group Local World, each spoke about schemes they are running aimed at boosting sales, and, deservedly, they were well received.

Greg Deacon, News UK's sales manager for independents, spoke about the need to “professionalise” HND and develop a uniform approach to the service, and about his company's partnership with the NFRN's Store2Door HND campaign.

Paul Sadler, Frontline's head of sales development, told delegates the distributor had also formed a partnership with the NFRN, working alongside its Newspro programme, to introduce individually tailored ranges for members' stores – a measure that would not only improve the category's overall performance, but also make it more retailer-friendly, he said.

Chris Coward, Local World's consumer sales director, outlined a “membership” loyalty scheme

for consumers, combining flexible pre-paid subscriptions with exclusive offers. The scheme will be supported by customer-retention bonuses for retailers.

Sales-building projects like these are sorely needed by the newtrade, and all news retailers could benefit from them in one way or another. So I hope they receive the support they deserve.

What bothers me about initiatives like these is that between the publishers' and distributors' investments in their programmes and the willingness of individual retailers to implement them there is a void. It used to be bridged by the wholesalers, but they have moved away from sales develop-

ment (i.e. helping retailers to sell publishers' products), to concentrate on the much more lucrative business of logistics. With 50,000 captive customers paying an average £6 a day for deliveries it was a no-brainer.

The major newspaper publishers and the magazine distributors have their own systems for allocating supplies, but in order to maximise the benefits of these systems they need a proactive working relationship with retailers, and this is only feasible in a relatively small number of cases. The rest find themselves in no man's land, largely ignored and left to make the best of what they are sent.

The publishers and distributors must realise this situation cannot continue for much longer, yet they cling on to the status quo, presumably because they fear ending up with something worse.

Surely there's a better way? What if far-sighted publishers and distributors made a game-changing effort to harness the professionalism of the best and most committed retailers, and gave them the opportunity to become “territory champions” and sub-wholesalers?

The role I envisage is not simply supplying other shops on a shared discount basis – the traditional sub-retailing model: it involves acting as the publishers' representative, being a mentor for other retailers, pointing them in the right directions, keeping them in the newtrade loop, and above all making their newspaper and magazine business more sustainable, with less hassle and more profit, than it is now.

I know there are newsagents out there who could take on this role, and News UK, Frontline, Local World and other leading publishers and distributors know who they are. What's holding them back?

Neville Rhodes is a former retailer and freelance journalist

★ Press closures payback

✚ **Not so long** ago someone who knew about these things told me that the newspaper industry had far too much printing capacity, and a wave of press closures followed. While this was going on, more regional dailies were switching to morning publication, requiring overnight printing on the reduced number of presses; and the wholesalers continued to close branches, meaning that publishers' in-bound arrival times needed to be brought forward (but weren't) in order to make up for the longer average delivery runs to shops. Nobody should be surprised that the papers are often late, particularly in the north of England which has borne the brunt of the press closures, and it will need a rare outbreak of joined up thinking by the industry to sort out the problem of lateness.

INDUSTRY PROFILE

JTI

Emerging products manager Emma Curran looks to the future of the rapidly expanding e-cigarettes market, how upcoming legislation will affect it and how the independent channel can best capitalise on JTI's new E-lites Curv range of products

RETAIL NEWSAGENT Can you give us a brief description of your role at JTI?

EMMA CURRAN As emerging products manager at JTI, I lead a team responsible for bringing new products to market. My role involves developing and executing consumer and trade marketing programmes that deliver the goal of JTI becoming the leading UK supplier for the e-cigarette category.

RN You have just launched E-Lites Curv. What benefits will this bring independent retailers compared with other e-cigarette brands?

EC Curv is designed to deliver a superior taste and convenient vaping experience. Its oval shape, simple one-touch charging system and quality Swiss-made e-liquid differentiate E-Lites Curv from other products, meaning it provides a real opportunity for retailers to profit.

RN How will you be supporting independents during the launch?

EC We have invested in the development of our UK sales force so that retailers stocking the brand will continue to benefit from regular visits from reps. To support our sales teams, we will have a nationwide print and broadcast media campaign, and we are also supplying selected retailers with branded countertop displays and E-Lites advertising graphics for tobacco gantry doors.

RN How big is the current e-cigarette opportunity for retailers, and how big can the market become?

EC The value of this market has almost doubled over the past two years, with one million existing

adult smokers now using them. The retail sales value of e-cigarettes in the UK last year was £126.7m, and with the market continuing to grow – the global value is predicted to hit \$980m by 2018. Independent, symbol and convenience stores are a key channel for e-cigarettes, representing the third most common point of purchase and commanding more than half the category's retail sales value.

RN What future trends do you predict for the e-cigarette market and how can retailers prepare for these?

EC Rechargeable e-cigarettes are currently the leading device and tanks are becoming increasingly popular. As a manufacturer at the forefront of innovation, we will continue to energise and modernise our products to meet the evolving demands of vapers, as demonstrated by this launch.



The value of the e-cigarette market has almost doubled

RN Is the e-cigarette market developing similar trends to tobacco?

EC It is very likely that the same consumer demands for quality, value and innovation will continue to influence the buying habits of existing smokers. This is why we have invested significant time and money in Curv, which vapers can be confident delivers absolute quality.

RN How will upcoming legislation affect the e-cigarette market and how retailers sell them?

EC With more and more people using e-cigarettes we want to make sure they are properly regulated. We support proportionate regulation but we don't want to see e-cigs over regulated. Excessive legislation could potentially diminish the availability and awareness of the products and damage a new category which could also limit consumer choice.

RN What is your advice for retailers looking to maximise their e-cigarette sales?

EC Visibility is key. Retailers should ensure e-cigarettes are located prominently in store, preferably on the counter top, and a clear, tidy and well-stocked merchandising unit will help guarantee repeat visits from local customers. Offering a full e-cigarette range alongside traditional tobacco will ensure the store is a one-stop destination for customers.

** Company CV **

Company JTI

Emerging products manager Emma Curran
Profile Japanese Tobacco International took over Gallager in 2007. Investing in new formats, the fight against illegal tobacco and substantial retailer support have made it one of the most visible suppliers independents work with.

Key brands E-Lites, Silk Cut, Amber Leaf, Benson & Hedges

Latest news The launch of E-Lites Curv provides consumers with the 'next generation' of e-cigarette and is JTI's first major activity with E-Lites since its acquisition.



**

**

PRICEWATCH

WHITE WINE

BEST-SELLING WHITE WINE PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Echo Falls 75cl	£4.90	£5.99	£5.89	£5.99	£5.00 (Offer)	–	£5.99
Blossom Hill 75cl	£5.20	£6.49	£5.99	£5.99	£5.75	–	£5.59
Hardys Stamp Chardonnay Semillon 75cl	£6.78	£6.99	£6.75	£6.99	£7.95	£6.86	£6.99 (Offer)
Blossom Hill White Zinfandel 75cl	£6.18	£7.39	£6.69	£5.99	£6.00 (Offer)	£6.99	£6.99
Echo Falls Pinot Grigio 75cl	£5.77	£6.49	£5.99	£6.29	£5.99	£6.15	£6.49 (Offer)
Lindemans Bin 65 Chardonnay 75cl	£6.98	£7.19 (Bestway)	£7.69	£5.99 (Offer)	£9.00	£7.34	–
Jacob's Creek Chardonnay 75cl	£7.38	£6.99	£7.75	£6.99	£6.00 (Offer)	£5.49 (Offer)	£8.49 (Offer)
Hardys Stamp Semillon Blanc 75cl	£6.82	£6.79 (Bestway)	£6.75	£6.49	–	–	£6.99 (Offer)
Echo Falls White Zinfandel 75cl	£6.04	£6.49	£5.99	£6.49	£5.50 (Offer)	£6.15	£6.49
Hardys VR Chardonnay 75cl	£5.72	£6.99	£6.49	£6.99	£5.00 (Offer)	–	£6.99 (Offer)
Echo Falls Unoaked Chardonnay 75cl	£5.89	£6.49	£5.99	£6.29	£5.50	£6.15	£6.49
Black Tower Pinot Grigio 75cl	£6.01	£6.69	£6.75	–	–	£6.54	–

Pricing strategies

RETAILER

1



NAME DAVID WOODROW

STORE Woodrow's

LOCATION Bishopton, Renfrewshire

SIZE 850sq ft

TYPE commuter village

We set our prices according to Filshill Wholesale. Stowell wines are our bestseller, as well as Echo Falls and Jacob's Creek. We're doing an entire store refit as part of the Post Office's move to incorporate its business within retail. I'm working with both a refit company called DSS and the NFRN to make the changes, which includes installing a new chiller where my cigarette gantry used to be. This will allow me to offer customers more chilled beers, wines and ciders, which will be particularly useful for the summer, and then we're moving the till elsewhere.

RETAILER

2



NAME VANESSA GRIFFITHS

STORE Henllan Village Stores

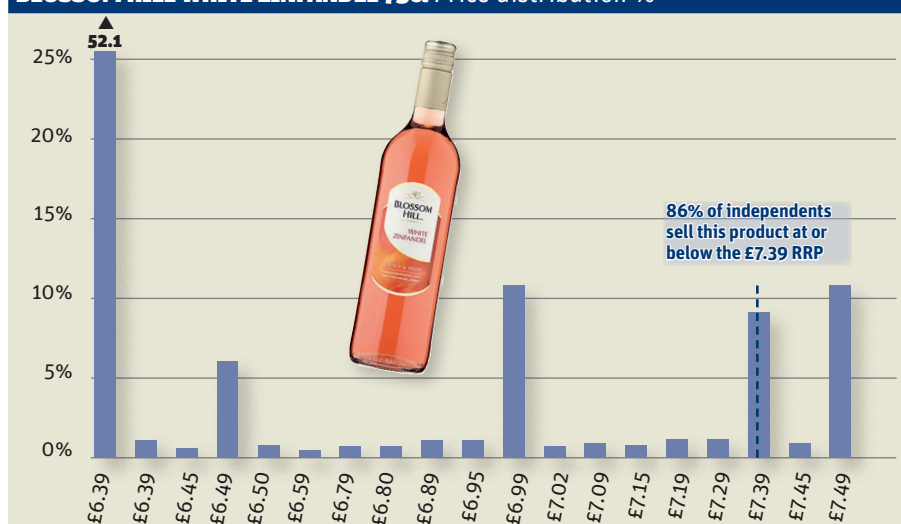
LOCATION Henllan, Wales

SIZE 500sq ft

TYPE village

I always bulk buy when P&H is selling wine on promotion as it allows me to provide steady and competitive prices to my customers throughout the year. If the deal is at half price, I'll just knock off a few pounds from the selling price so I can recover margins lost on other pricemarked goods. It's the well-known brands that are the most popular, such as Blossom Hill and Lindemans, but there is no clear winner. Hardys Crest is doing well on promotion, selling at £6.99 instead of £9.99. Most of my wines are ambient, facing the till behind the counter.

BLOSSOM HILL WHITE ZINFANDEL 75cl Price distribution %



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

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

➡ **Nadia Alexandrou**

✉ nadia.alexandrou@newtrade.co.uk

☎ 020 7689 3350

RETAILER

3

NAME SALEEM SADIQ

STORE Spar

LOCATION Renfrew, Glasgow

SIZE 4,000sq ft

TYPE neighbourhood

We stick to Spar's RRP's. I'll always bulk buy wines when Spar has them on offer so I can pass the savings on to my customers, who are more price sensitive in this category. We stick to the well-known brands such as Echo Falls, which my customers also expect to buy on promotion. That said, Spar's own brand is selling quite well. Spar seems to have moved away from its different pricing bands for stores, towards a more uniform set of prices as sometimes the pricing could be unfair in proportion to the returns retailers got.



RETAILER

4

NAME PAUL KEYS

STORE Keys News & Stores

LOCATION Sheffield, South Yorkshire

SIZE 500sq ft

TYPE secondary road

We stick to the RRP's set by Parfett's, but we will adjust the prices by a few pence to keep uniformity across brands. For example, if we have Turning Leaf as a Chardonnay and Pinot Grigio, we'll make sure both prices match. Our nearest competitor is a Co-op forecourt store, which sometimes works in our favour as its prices are quite high for some categories. This allows us to compete successfully without lowering our prices too much. Parfett's own brand is really popular, especially since we get free stock which we used as part of an in-store tasting session.



RETAILER

5

NAME SAMANTHA COLDBECK

STORE Wharfedale Premier

LOCATION Hull, North Humberside

SIZE 1,500sq ft

TYPE residential

We focus more on promotions, and go for the really popular wines such as Echo Falls and Blossom Hill. We've got Distant Vines pricemarked at the moment, and Bin 161 was recently pricemarked for £5, both of which sold fast. We put shelf wobblers on the shelves to highlight the pricemarking and attract more customers' attention. We probably have a range of 30 rosés and whites in the chiller, with a promotional bay of about one metre where we put all wines on a deal. The rest of the wines, and about four beer lines, we merchandise on shelves.



THE ENTREPRENEURS

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



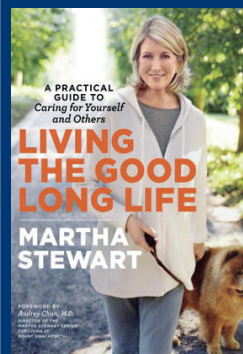
MARTHA STEWART

As founder of Martha Stewart Living Omnimedia, Martha Stewart has gained success through a variety of business ventures. She has written numerous best-selling books, is the publisher of the Martha Stewart Living magazine, and hosted two television series. Stewart is of entirely Polish heritage and grew up in the US. At 15 she began modelling, and paid her way through university. She published a series of cooking and lifestyle books, appeared on several TV programmes, became the host and star of a series, and created her own magazine. Merging all of her ventures under the one company, Martha Stewart Omnimedia, Stewart was reported to be the US's first

female self-made billionaire. But she was found guilty of fraud and obstruction of justice, and was sentenced to prison. After her release, Stewart organised a highly-publicised comeback. Stewart continues to publish books and appear on TV.

Key achievements

- Stewart authored dozens of newspaper columns, magazine articles and other pieces on homemaking
- Her magazine Martha Stewart Living peaked at more than two million copies sold per issue
- Stewart began a weekly half-hour service program based on her magazine, which was quickly expanded to a daily format, and weekend showings.



Lessons for your store

- 1 Create a frugal culture – Stewart once said that it is important to make clear to employees that you intend to monitor spending.
- 2 Surround yourself with what you aspire to – Martha liked to surround herself with beautiful décor, people and food.
- 3 Focus on the positive – when things went wrong for Stewart, she learned to do this and let go of the bad bits of her business.

RETAILER PROFILE



Daring to be different

Susie Hawkins used her time at university wisely, reports **Steven Lambert**. Now she's reaping the rewards of her studies and business experience following a massive refit of her Spar store in Highworth, Wiltshire

Analysts and researchers of the convenience market would have done well to listen to Susie Hawkins during her university days. During her management consultancy course, Susie's dissertation focused on how forecourts would need to become more like convenience stores to prosper in the future.

Fast forward to the present day, and she is now reaping the benefits of this thesis at her Spar Highworth store and service station located near Swindon following a huge £1m refit.

The investment and work with Blakemore Trading Partners has seen the 500sq ft shop transformed into a 2,800sq ft convenience store, which officially reopened in February.

Susie says: "Before the refit, the business was a pretty basic CTN selling sandwiches and drinks, with a lot of sales coming from tobacco.

"But we wanted to offer something completely different to customers, so we flattened the site and started from scratch."

The business immediately stands out from surrounding forecourt and convenience competition through its range of more than 200 speciality lines sourced from Blakemore Fine Foods.

Shoppers can treat themselves to high-quality fresh meats, cheeses, antipasti and other goods from specialist suppliers, including Andrews Quality Meats and

Rowcliffe, while the store also boasts a well-stocked selection of imported American goods.

Artisan bread from bakers La Parisienne is another big draw, while Spar Highworth goes even further by offering premium oils and vinegars on tap.

Susie says: "We do have quite a close-knit community here, and we wanted to give people the chance to do a proper grocery shop and be able to pick up something a bit different along the way."

She adds that the amount of chilled and fresh goods in the store has also been greatly increased to better accommodate customers looking to do a larger shop.

"Before, a large majority of our sales were fuel only," says Susie. "Now, 50% of our sales are from shop-only customers, with another 25% picking up fuel and shopping."

This has had a dramatic effect on weekly turnover, which has shot up from around £5,000 to £30,000, while average basket spend has also grown from just over £4 to £6.50.

However, Susie says passing and impulse trade remain a big part of her business, something she has been trying to grow through her food to go range.

"We offer fresh sandwiches and baguettes, and our Costa coffee machine has been really popular since we installed it. We're now looking into the possibility of adding a second Costa machine and a Subway franchise as well."



I enjoy looking at the product pages in RN. It's good to be aware of any new products and what's selling well with shoppers."

SUSIE HAWKINS, SPAR HIGHWORTH



Premium oil and vinegar on tap and a range of American treats have seen the forecourt store – and its Dancing Bear mascot – grow in popularity after a £1m refit



"I think you need to be more active if you want social media to work for your business. You can't just put deals up online"

VISIT MY SHOP

Spar Highworth Service Station

Swindon Rd.,
Highworth,
Wiltshire SN6 7DE
@SPARHighworth



The refit has also presented the opportunity for Susie to shout about the store and her family's business, the Simon Smith Group, which owns seven forecourt sites in and around Gloucestershire.

Susie says: "My dad was a fan of the song 'Simon Smith and His Amazing Dancing Bear', so he named it after that. So now we have a red bear as our mascot and we use it as logo on our Facebook and Twitter pages.

"We even had someone dress up as a bear when we reopened our Highworth store, and we are currently running a writing competition on for kids, where they can come up with a story about the bear to win a hamper of goodies.

"I think you need to be more active if you want social media to work for your business. You can't just put deals up online."

By setting out a bold vision for her business and sticking to her plan, Susie has been rewarded with extra footfall and more repeat custom, and expects her sales to grow further in the future.

And she offers these words of advice to retailers who are hoping to do the same: "Enjoy what you do, set yourself high standards, and place your customers at the heart of every business decision." ●



Want to see more of Susie's store? Go to betterretailing.com/susiehawkins

ACADEMY IN ACTION



PepsiCo's Alan McCaffer works through a planogram with retailer Farhan Latif

Share
ideas
and
progress

@IAAcademy #IAA15



Shop Layout

Customers will keep coming back to a store that is easy to shop in, so the right layout is crucial. The IAA's Louise Banham and PepsiCo's Alan McCaffer visited Farhan Latif's Fife store to find out how he can improve his layout



Name Farhan Latif

Store Premier One Stop Shop

Location Methil, Fife

Size 1,500sq ft



The Independent Achievers Academy is a business development programme to help retailers like you improve your store. This is the 11th in a series of 12 features that help show how retailers are using the Academy's advice to grow their sales.



As soon as you walk into Farhan Latif's Premier store in Fife, you're greeted with a large hot food counter. Customers simply can't miss it, which is why it's been a massive hit since it was installed in April.

Farhan constantly develops his store and is always thinking about what he can do next to improve it. He talks to fellow retailers regularly and former IAA winner Mo Razzaq comes to the shop three or four times a year to offer valuable advice.

With plans to spend £250,000 on doubling the size of the store, Farhan is keen to find out what insight PepsiCo's Alan McCaffer can offer on shop layout to make sure his investment pays off.

My challenge

Farhan recently installed a hot food counter by the front door. Sales are good, but he wants to boost them further



IAA ADVICE

1

Make your shop attractive and use product adjacencies to encourage customers to shop the whole store

Farhan recently added an attractive display of flowers for sale outside his shop which draws customers inside. He also installed a hot food counter in April which is visible from outside and sells 300 items a day, with sales across the store up 40% since its arrival.

Looking around the store, Alan notices that aisles alternate between impulse and grocery. "Have you considered grouping impulse products together?" he asks. Farhan says the layout is designed to encourage people buying juice, crisps and sweets to pick up other products.

"If you can't merchandise products together you could add points of interruption such as baskets for crisps on the chiller," Alan suggests.

Farhan admits he has too much stock, so Alan suggests he keeps looking at EPoS data to reduce his range. "Too much stock means things don't stand out and customers can't find them."

Alan McCaffer suggests Farhan uses his EPoS data to reduce his stock, so he can reduce the height of his shelves and create more space

2

Ensure signage is clear so shoppers can quickly find what they are looking for without asking

Most of Farhan's customers want value, so he stocks many products that offer this, but Alan says he could use more signage to create areas dedicated to value. "It's great that you've got value-themed gondola ends, but you could use headers to make them stand out," he says.

Store layout is determined by Farhan's concern about theft – he has 36 CCTV cameras. "It's an extremely high-crime area," he says. Confectionery is placed in front of the till to prevent theft. He adds: "We get 150 kids here in the space of half an hour; it's easier to keep an eye on them there." But while his layout works for regulars, Farhan admits that if new customers come in, he and his staff often have to ask them what they're looking for.

Improved signage and clearer layout of impulse and grocery sections will help tackle this, Alan says.



3

Maintain all lights, fixtures and equipment and keep your shop clean and tidy

"We need LED lighting, but it's a big investment," Farhan says as he walks Alan around the shop.

Alan agrees. "The brighter the store, the easier it is to shop," he says, adding that some fixtures are too high and block a lot of light, making them difficult to shop. Farhan explains he raised the height of the fixtures two years ago because of a lack of space.

The width of the aisles can also cause problems for customers. "We have loads of buggies and it's not always easy for them to get around," Farhan explains. "The shop was laid out when I was 17, but if I laid it out now, I wouldn't have it this way."

Alan says: "Once you reduce your stock, you'll free up space, so you can make aisles wider and bring down the height of the shelves."



WHAT WE LEARNT



Alan says

"Farhan has a great store and is doing a great job of catering for his customers, but he needs to be careful that there's enough space to shop easily and that there's a clear route for shoppers when they enter. He needs to make sure he isn't diluting his sales and making it harder for customers to shop with too much choice. It would also help for him to create some space to shout about value."

Alan McCaffer

Zone Sales Manager,
PepsiCo

Farhan says



"It's been really helpful to have Alan come to my shop. I'm trying to do too much for the size of the store and have been getting better at it, but talking with Alan today made it stand out even more that less is more and I need to cut back further. My next step is possibly doubling the store's size, but it will take a lot of work and investment."

Farhan Latif

Premier One Stop Shop,
Methil, Fife

Farhan's action plan

Reduce range so it's easier for customers to navigate the shop and fixtures

Make displays with strong signage, so value stands out

Investigate reducing the height of fixtures to prevent light being blocked

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



All set for summer

Now is the perfect time to make simple changes to see your ice cream sales soar. We find out how two retailers have used 'six steps to sell' to improve the category and how **Unilever** and Retail Newsagent's advice has impacted sales

Back in May, we hit the road with Unilever to share category advice and insight with two retailers looking to grow their ice cream sales in time for

summer. Five weeks later, we've caught up with them to hear how the changes made during the store visits have impacted sales – and to find out whether the changes are here to stay.



THE RESULT
39%
increase in sales for Minesh
by improving his display
and moving Calippo
to the impulse
freezer



FOCUS ON MINESH PATEL

Nisa Local,
Paddington,
London

Challenges

- **Signage:** No signs outside the shop means customers don't know ice cream is stocked so impulse sales are being lost.
- **Range:** Some of the single serve products are stored in the take-home freezer and potential sales are being missed.
- **Display:** Fast-selling single lines are currently stored at the outside edge of the freezer, with slow sellers in the middle, making them hard to access.

Changes to drive sales

- **Signage:** Added a new pavement sign to capture passing trade, along with branded point of sale on the freezer.
- **Range:** Moved single serve Calippos into the impulse freezer so all impulse products are in one location, making the category simple to shop.
- **Display:** Displayed slower sellers on the outside of the freezer to make it easier for customers to access them.

Minesh says

"All the changes Unilever suggested were very helpful and I took on board all of their advice. We moved Calippos to the impulse freezer, made some small tweaks to the way we merchandise and now use the right point

of sale in the right places, and sales have gone up by 39 percent. I'm really pleased and I will continue to implement the advice in the future."

Key lessons for your store

- 1 Plan in advance for the summer season by stocking NPD and promoting the ice cream category.
- 2 Create the biggest display possible with point of sale, the bigger the display, the more potential there is for sales.
- 3 Keep your fixture tidy and well-presented, no one likes to buy from a messy freezer.

in association with



FOCUS ON SHANDIP PATEL

Nisa Krystals
Express,
Southfields, London

Challenges

- **NPD:** Some new launches were missing from the range so customers could not buy products that are being heavily promoted.
- **Signage:** There was minimal merchandising and point of sale which means customers might not be aware Shandip sells ice cream.
- **Presentation:** Boxes of other product were stored against the freezer making access more difficult.

Changes to drive sales

- **NPD:** Added Magnum Pink and Magnum Black, which are new to the market and backed by a national marketing campaign.
- **Signage:** Added clear shelf-edge labels and point of sale to the freezer to attract customers to the category.
- **Presentation:** Cleared the area near the freezer and arranged the products for maximum impact and appeal.

Shandip says

"The project went extremely well our sales more than doubled! You could tell that sales had definitely gone up - it felt busier - and the new products, Magnum Pink and



THE RESULT
116%
increase in overall
ice cream sales with
NPD and improved
shelf labels

Key lessons for your store

- 1 Simple but effective merchandising like shelf-edge labels give the fixture a more professional feel.
- 2 Stocking new seasonal launches that are being advertised by Unilever will help to capture sales.
- 3 Keeping equipment in pristine condition means you can stock the right range in a way that appeals to customers.



UNILEVER SIX STEPS TO SELL

- 1 Let people know you sell ice cream using branded PoS
- 2 Make the cabinet easy to find
- 3 Draw attention to your cabinet
- 4 Keep your cabinet clean and full
- 5 Stock the bestsellers
- 6 Stock ice cream all year round



EXPERT ADVICE HITEN PATEL

Customer development executive, Unilever



"There is huge potential for increasing ice cream sales. By following simple steps like improved signage, consistent price labelling and a fully stocked freezer with the bestsellers, we have proven gains can be made. I'm thrilled Minesh and Shandip have benefited from working with Unilever and achieved such great results!"

**DRIVE
ICE CREAM SALES
IN YOUR STORE**

For more advice and tips,
go to **betterRetailing.com/**
GrowIceCreamSales



GET INVOLVED

If you would like to take part in a similar project call **020 7689 3377** or tweet **@betterretailing** to let us know!

NEWS ANALYSIS

Britain's late night economy is flourishing and the chairman of the Night Time Industries Association believes this is great news for independents.

Tom Gockelen-Kozlowski reports

Good night and good luck

With the London Underground becoming a 24-hour service from September, Britain's transformation into a constantly-operating country takes another step closer. A report released by the Night Time Industries Association (NTIA) last month argues that the so-called night time economy looks set to benefit from this shift and urges local authorities, police and businesses to work together to make the most of what it calculates represented a £66bn slice of last year's consumer spending.

'Forward into the Night' sets out the benefits, advantages and threats to a thriving section of the economy that includes bars, clubs and music venues. The NTIA's chairman Alan Miller says independents particularly benefit thanks to the "tertiary spend" of those who go out at night but then want food, cigarettes and more while they socialise and relax. "If you take the night time out of the high street then there often isn't much there," he says.

The report gives Newcastle as an example of the positive effect that the night time economy can have on an area. The city – which had suffered brutally thanks to the decline of heavy industries in the region attracted 1.9 million visitors in 2012 who spent £404m in the local economy. Much of this, it says, is thanks to the city reinventing itself as an "internationally-renowned party town".

Added to this, Mr Miller says that changes to our lives and even globalisation mean that there is a demand for

“

If you take the night time out of the high street then there often isn't much there

After dark, there's still £66bn of spending each year



recreation (and with it convenience staples from snack food to tobacco and alcohol) long after traditional trading hours: "People increasingly are doing business around the world. You might have a factory in Beijing, a marketing company in Mumbai and sourcing things from Sao Paulo and so they will want to have a drink after work in the early morning or maybe even have a dance."

Retailers, meanwhile are also aware of a shift in customers' expectations when it comes to later evening operating. Kay Patel of east London's Global News & Food convenience stores operates two of his stores until midnight and sees a steady stream of customers during the final hours, buying everything from the perhaps-expected cigarettes and alcohol to pizzas, ready meals and other convenience foods.

"I think there would be an opportunity to extend this so we offered hot food to go, but the challenge is that the rateable value of a business goes up if you are in a nightlife spot and so we don't have the room to add categories like this – even if they were going to be successful," Kay says.

The rise of night time retailing is not restricted purely to city centre hot spots, with Tile Hill forecourt operator Pinda Cheema planning to make his business an open-all-hours store to cater for the growing number of local people working night shifts and wanting to buy a full basket of shopping either before or after work.

"We've got the Land Rover factory nearby and it has a real effect on when

customers are around," says Pinda.

Yet, while retailers see the opportunities this nocturnal way of living presents as much as pubs, bars or clubs the challenges the NTIA report highlights will be familiar to many retailers too. "There will always be people who cause trouble but when there is a theft in a football stadium or at Lord's nobody says football or cricket should be shut down."

Threats to licences that come from authorities seeing businesses, rather than individuals, as responsible for bad behaviour is one of the main gripes of the NTIA and Mr Miller is open to working with retail organisations as well as individual businesses to support each other and to make those in positions of power support rather than hinder the growth of the late night economy.

There is also a call made in the report for a code of conduct that encourages best practice among business operating in the smaller hours – all reminiscent of work by groups such as the Association of Convenience Stores and the NFRN. Yet if the stakeholders involved in the night time economy can create an equally strong block, then retailers could benefit from a substantial boost to their business.

Kay Patel has a simple yet profound example of the power of late-opening businesses cooperating already in practice: "When the local pub adds a new beer I make sure I get it in too. I know customers will be looking for it too and it always works better than if I bring in a new beer that's not served nearby." ●

WHAT THE NTIA WANTS

Night Time Industries Association's 'Forward into the Night' recommendations in full

1 For the night-time economy to flourish in the UK the industry needs to work together to collectively gain favour with policy makers and the police.

2 The evidence of social and cultural readjustment to the night time should be accounted for through fair regulation across licencing, planning entry and procedures and crime. The police and local authorities need to realise the value the nighttime economy has to local communities.

3 Nationally licencing frameworks should work with operators to better support venues while ensuring safe and effective operation of the industry.

4 Crime classifications need to be revisited so as to recognise that crime associated with the night time economy is not committed by venues but against them.

■ Serious crime statistics should be changed to omit mobile phone thefts.

■ Policy makers should consider individual responsibility with regards to crime committed under the influence



of alcohol rather than the knee-jerk reaction to penalise the night time operators.

5 A nationally accepted code of conduct for the industry should be encouraged which ensures best practice and protects the venues that are operating to the standards imposed and accepted by the industry.

6 The nature of the conversation around the industry needs to change – to support and champion one of the UK's most culturally significant industries, rather than belittle and stifle it.

7 Regular research into the quantitative value of the night time economy should be undertaken, to ensure that policy makers and the industry are made aware of the contribution to UK culture, economy and society.



SUMMER NIGHT IN

You may be prepared for hot summer days, but are you ready to cater for families and friends getting together for a night in at home? **Nadia Alexandrou** brings you a summer essentials tool kit to help out

Tonight's the night

David Brown's high street store in Tyne-and-Wear has become increasingly successful at 'big night in' merchandising, with his range and display helping drive sales and footfall.

"In-store theatre is a big focus for Nisa, which gives us a range of displays and signs to promote popular 'night-in' snacks and drinks such as Doritos, Pringles, two-litre bottles of Coca-Cola and dips," he says.

Taking a slightly different approach, Heath Stores Londis focuses on locally-sourced produce and meals, such as home-made curries, which owners Andrew and Kate Mills merchandise in a deli section under a large 'meals for one' sign.

As many retailers find, summer is the time when Andrew and Kate's sales peak, and they strive to provide everything their customers want for their evenings at home.

While stores may differ slightly in their approach, suppliers agree there are some tools and materials essential for any store's assembly of a big night in offer.



It's about stocking the right size formats of the well-supported brands

Materials

Having the right type of materials with which to merchandise your summer night in products is essential, according to suppliers. Here's RN's top five

Display stand

Displaying products for an evening in in one place can entice customers to browse and pick up items they may not have originally considered.

Summer has many events that inspire nights in

"If space doesn't allow for a dedicated big night in display area, retailers should consider featuring a temporary display such as free-standing dump bins or a counter display unit to maximise any opportunities. Ultimately, it's about stocking the right size formats of the well-supported brands and providing flavours that are in demand."

Emma Hunt

UK marketing controller, Vimto



SUMMER NIGHT IN

Freezer

The popularity of products such as ice cream on nights in means the presentation of your freezer can be just as important as on your main display.

"Your freezer not only needs to be stocked with the bestsellers, but also kept clean, uncluttered and defrosted, to appeal to customers and drive sales. In addition, stocking NPD gives shoppers the opportunity to try something new or to trade up."

Samantha Harland,
Impulse category manager, Wall's



Calendar

Linking your plans to televised summer sport events such as Wimbledon and music festivals can attract attention and footfall to any big night in section.

"Televised sporting events such as the upcoming 2015 Rugby World Cup are usually enjoyed with groups of friends and family. Retailers should know their dates and tap into each by offering consumers a choice of refreshments."

Simon Harrison

Wholesale sales director, Coca-Cola Enterprises



Retailers should increase visibility and awareness of their night in ranges



The busiest purchasing period is Thursday to Sunday – the most popular days for entertaining

In and out-of-store theatre

Point of sale material, window posters, flyers and even billboards need not stop at a dedicated display and can even help bring customers in store.

"Profiting from 'nights in' is about driving footfall into the store from passing and local trade, and especially as people tend to socialise more in the summer, retailers should increase visibility and awareness of their night in ranges with summer-themed displays and seasonal ranges."

Amanda Grabham

Marketing director, SHS Drinks



Stockroom

Bulk-buying and storing fast-selling big night in items for warmer weather can save you time on cash and carry trips when stock flies out and will also help plan promotions ahead of time.

"The busiest purchasing period is Thursday to Sunday – the most popular days for entertaining at home. That's when stock really flies out, so it's particularly vital to keep shelves and chillers stocked on these days."

Matt Collins

Trading controller convenience, KP Snacks.



Building a 'night in' range

Which formats are best suited to a summer night in? RN asked the experts

Multipack cans

Soft drinks According to Coca-Cola Enterprises, 4x330ml multipack soft drinks are ideal for a night in with friends, as they can be consumed individually and stored easily.

Alcohol For beer, this year's RN What to Stock data shows that demand for multipacks is increasing, with four more 4-packs, one more 8-pack and another 15-pack joining the top 25 list.

Pricemarked packs

Snacks to share

"Pricemarked packs now account for over half of all sharing snack sales," says Matt Collins at KP Snacks.

Its Phileas Fogg American Style Bubble Chips is now available in £1 pricemarked packs, while PepsiCo has just begun a 12-week 50p pricemark campaign for Walkers' core range.

Drinks Pricemarked premium alcohol or soft drinks, according to SHS Drinks, work particularly well together when displayed with your big night in materials to make your offer even more visible, as well as communicating good value.

Frozen food

Pizza Whatever the weather, pizza remains one of the UK's most popular evening meals throughout the week, according to Dr Oetker (which owns the Chicago Town pizza brand). It recommends retailers position them close to complementary products such as doughballs or ice cream to encourage impulse buys.

Ice cream Manufacturers R&R and Mars Ice Cream say that large tubs and multipacks sell quickly as 'big night in treats', and have each recently expanded their

ranges for this purpose.

Through its partnership with Mondelez, R&R Ice Cream launched 500ml sharing tubs of Cadbury Marvelous Creations, and Mars Ice Cream introduced Variety Mix Minis last year. Unilever, meanwhile has relaunched the Wall's brand with

a global 'Goodbye Serious' campaign.

Sharing bags

Crisps With well over three-quarters of UK households buying sharing packs across the year at least once a month,

Walkers-manufacturer PepsiCo recommends a wide variety of multiple sharing snacks for big night in shoppers to choose from. Brands such as Doritos, Sensations and Walkers core range rank among the company's best-selling brands in convenience stores.

Chilled drinks

Alcohol

If limited space means not all of your beer, cider and white and rosé wine fits in the chiller, Treasury Wine Estates recommends having more facings during the summer when sales peak. As part of the company's summer campaign, it is offering retailers a chance

to win £1,000 worth of flight vouchers if they send a photo of their wine fixture including Lindeman's 'Enjoy this Evening' point of sale material. >>



Children's soft drinks

Children's drinks such as juice and carton drinks are big sellers over the summer, according to Vimto's Ms Hunt, as school holidays make time for play dates and sleepovers.



Kids-focused products are a vital part of the 'big night in'



Andrew Mills' top products for incremental sales

Londis retailer Andrew Mills already stocks the essential items customers want for a night in but has added the following items to his range to boost his basket spend further

Ice bags

This is always a great item for customers to be able to pick up from their convenience store around the corner.

Condiments Anything that goes in a bun or on a salad from vinaigrettes to jars of mayonnaise, is a perfect summer night in item.



Fresh salad and vegetables

A popular choice for a last-minute barbeque or something to go with a hummus dip.

Fruit On a good day, any summer fruit such as strawberries or raspberries sell incredibly well, and we source ours from local farms, which customers really like.

Plastic cups and cutlery For customers who like hosting, but hate washing up. ●

NEW WALKERS 50P¹ PRICE-MARKED-PACKS

Walkers, the number one brand in the crisps, snacks and nuts category² is continuing to support independent retailers with the launch of new PMPs to popular core ranges.



Stackers, in-store POS and display materials available

50p^{RRP}



Available now for an exclusive 12 week period

For category advice visit www.countsformore.co.uk, the PepsiCo online rewards and category management website.

Alternatively get in touch with your PepsiCo sales representative or call 0118 930 6666/email field.sales@pepsico.com

Follow us on twitter @PepsiCo_UKTrade



¹ Recommended retail price ² Kantar Brand Footprint 2015.

E-CIGS AND VAPING

Now the tobacco market has gone dark, it's time for retailers to seize on the rapidly growing e-cigarette and vaping market. With the help of suppliers, **Noli Dinkovski** gives you a 10-point plan to grow your sales

Sales will go up in smoke



There are now 2.1m e-cigarette and vaping customers in the UK



1 Understand the opportunity

According to industry estimates, around 2.1 million people now use e-cigarettes in the UK. That's the equivalent of one in five smokers – when just five years ago it was closer to one in 40.

These figures are backed up by Nielsen data, which says the e-cigarette market has doubled in value over the past two years.

All this means the logic behind stocking e-cigarette and vaping products has now become difficult to ignore.

"If a convenience retailer is not stocking e-cigarettes yet, they are missing out on in-demand products and attractive margins," suggests Tom Edwards, head of sales at Neocigs.



If a convenience retailer is not stocking e-cigarettes yet, they are missing out on in-demand products and attractive margins

2 Demystify the category

As e-cigarettes are still a fairly new concept for many, it's important for retailers to offer customers starter packs to help them make that all-important first step.

Suppliers usually offer incentives on starter-packs to help retailers gain a foothold in the category. Retailers who buy Gamucci's Starter Kit plus Liquid display, for example, receive a multi-flavour display unit for free – the equivalent of £180 of stock.

"The category is still a mystery to most shoppers – they feel confronted by a collection of new brands, new terminology and similar looking boxes," says Gamucci commercial director Martin Miller.

"Retailers can support shoppers' understanding by signposting formats with simple language, such as disposable trial packs, starter kits and refills," he adds.

3 Offer a choice of brands

There is a consensus among suppliers that retailers should also stock more than one brand, to give shoppers the best possible variety.

"We would advise retailers to stock a maximum of three to four different brands," says Sally Griffith, head of marketing at

Vapestick. "It would be prudent for retailers to stock brands that are differentiated from each other in some way, in order to provide a sufficient choice to their customers – whether that's by flavour, strength, price, or the just the style of the brand."

4 Know the market leaders

With such a wide and often confusing variety of brands to choose from, it helps to know the ones that are leading the way in the marketplace.

Claimed to be the most popular brand in the UK by consumer awareness, E-Lites chalked up £21m in sales last year.

Acquired by tobacco manufacturer JTI in 2014, E-Lites recently launched the Curv range to complement its existing Base range.

The rechargeable Curv has a unique oval shape, and uses a Swiss-made e-liquid exclusive to E-Lites.

"The trend towards vaping is driven by those looking to take advantage of the affordability of rechargeable e-cigarettes," suggests Jeremy Blackburn, head of communications at JTI.



5 Stock a varied range

With so many different types of products currently available, getting the range right is no easy task.

Blu UK suggests offering disposables for new users, and rechargeables and e-liquids – along with tank-style pro kits – for advanced users.

"A general trend shows consumers moving away from original disposable e-cigarette options in favour of refillable e-liquid tanks with rechargeable batteries," claims Blu UK managing director Jacob Fuller.

Jeremy Blackburn at JTI agrees saying rechargeables are now "dominating" sales and has meant a greater emphasis on quality

when consumers are deciding on the right brand for them. "Vapers are becoming more demanding about the quality of their product so, with Curv, we've redesigned the traditional cig-a-like e-cigarette and developed a bespoke e-liquid with pharma-grade nicotine made in Switzerland."

Based on share of sales, growth of segment and size of the average product, Gamucci suggests segmenting the range as follows: 50% (of available space) for cartomizers; 15% for starter kits; 15% for tank starter kits; 10% for disposables; and 10% for e-liquids. ♦♦

Having a range of formats in stock is vital



NEW E-LITES™ CURV

ELECTRONIC CIGARETTE

WHAT RETAILERS THINK OF THE NEW E-LITES CURV...



Retailer, Alpesh Shingadia, stocks the E-Lites range in both of his West Sussex-based Londis stores.

Here he shares his thoughts on the new E-Lites Curv, and his insight into the profitable e-cigarette category:

"With over a million adult consumers using e-cigarettes in the UK, it's really important for retailers to capitalise on the huge profit opportunity this emerging category presents.

The E-Lites base range, which I have stocked in store for the past year, has proved both profitable and popular with my customers. Maintaining availability and visibility of the range on the counter top has helped guarantee repeat visits from local customers and maximise sales.

The new E-Lites Curv is a must-stock for our stores. With its unique new oval shape and convenient one-touch charging system, it offers a real profit opportunity for retailers."

SWISS MADE E-LIQUID 18+ CONTAINS NICOTINE

For more information on E-Lites Curv, retailers should speak to their local JTI representative or call the helpdesk on 0800 112 3401.



Retailers can also visit www.jtiadvance.co.uk for further information, support and guidance on tobacco and e-cigarette retailing.



E-Lites™
#ABSOLUTELY

E-CIGS AND VAPING

6 Embrace NPD

JTI isn't alone in developing new products this year. Vapestick recently launched its AVS (Advanced Vaping System) e-cigarette – which, it claims, is ideal for vapers who want all the power and performance of the latest tank-based devices, but with the same fuss-free convenience of using traditional cartomiser-based devices.

Republic Technologies, known for producing accessories for the roll-your-own tobacco market, moved into the e-liquids market last year with the introduction of OCB. The range, which comes in six flavours, is complemented by a range of accessories including starter kits, clearomisers, coils and chargers.

New products are keeping the category dynamic



Retailers should put the category in a place that can interrupt smokers' shopping journey



7 Display prominently

Given that half of all smokers have still not tried an e-cigarette, suppliers believe the biggest barrier to increasing e-cigarette sales is poor in-store visibility.

"It is important that retailers display the category in a place that can interrupt smokers' shopping journey to make them consider and buy into the e-cig category," says Gamucci's Mr Miller.

"Depending on the store layout, this space could be on the gantry, next to the gantry or on the counter. Wherever tobacco shoppers are most likely to look, is where e-cigarettes should be located," he suggests.

One place, however, where they should definitely not go is behind covered gantries. "Storing e-cigarettes in the covered gantry could cause issues as revealing any tobacco products to customers who have not asked to see them would be breaking the new law," explains Nikhil Nathwani, managing director at Nicocigs.



Generating contact with the customer this way has tangible value

8

Make use of PoS units

PoS units are an essential tool when merchandising e-cigarettes, and the clearer they are in segmenting the products, the better.

Blu UK segments its PoS units into rechargeable, refill and disposable categories, enabling the shopper to easily identify the right product for their needs.

"Our retailers are supported by field representatives who educate them on the different product offerings, as well as a host of promotion material to drive awareness," says Mr Fuller at Blu UK.



9 Educate staff to educate customers

Nigel Hardy, head of Nicoventures UK & Ireland, believes staff should be able to help customers who are starting their vaping journey, as well as those who are trading up.

"It means training staff in the workings of each product, the charging requirements, as well as being able to advise on flavours, for example," he says. "Generating contact with the customer this

The breadth of the vaping market can be intimidating to newcomers

way carries tangible value."

V2, meanwhile, says it offers expert advice on how to merchandise e-cigs, and it says its counter top display units are free to retailers that stock V2 products.



To learn why retailer Hamdy Shaheen gives away vaping products, go to betterretailing.com/hamdyvaping

10 Get to grips with new legislation

The e-cigarette market has largely relied on self-regulation up until now, but that is set to change.

From 1 October, a law banning the sale of e-cigarettes to under 18s will come into effect. However, most suppliers currently advise that their products are not suitable for minor and expect retailers to comply with this.

Further regulation will come into force next year, in the form of the European Tobacco Products Directive. This will limit the size and strength of the nicotine content as well as the size and power of the devices.

The directive will help the independent convenience sector as only reputable brands will pass the regulations, says Tom Edwards, head of sales at Nicocigs.

"Between now and 2016, we are sure to see development of new products to meet the regulations from Neo and other reputable companies," he claims. ●

PREVIEW



Ahead of the Curv

JTI has launched E-Lites Curv e-cigarettes containing high quality Swiss e-liquid and featuring a one-touch charging system.

RRP £6.99 - £17.99

Outers various

Contact 0800 163503



New look for JPS

Packaging updates have been introduced across the entire JPS cigarette range, covering Black, Blue, Silver, Menthol and White variants.

RRP various

Outers various

Contact 01179 636636



Hovis relaunched

Hovis is relaunching its premium Granary and Seeded bread ranges with revamped packaging.

RRP various

Outers various

Contact 08707 288888



Foster's in good spirit

Heineken has extended its range of spirit beers with the launch of Foster's Rocks this month.

RRP £4.50 - £11

Outers not given

Contact 0845 301 0330



Pricemarked packs

Perfetti Van Melle has launched pricemarked packs on its Mentos and Fruit-tella confectionery.

RRP £1

Outers not given

Contact 01753 442100



Nurishment assured

Nurishment is giving shoppers the chance to win a VIP racing driver day in its latest on-pack promotion.

RRP £1.35

Outers 12

Contact 01707 322332



WKD? It must be Bruv

WKD has launched its latest marketing campaign, 'The Summer of Bruv', giving two shoppers the chance to win trips to Ibiza.

RRP various

Outers various

Contact 01452 378500



Clip on better sales

Mast-Jaegermeister is rolling out 10,000 free clip strips and price-marked bottles for Jägermeister.

RRP various

Outers various

Contact 01283 217703



Grouse for indies

Maxxium has introduced smaller four-pack outers on its Famous Grouse whisky targeted at independent retailers.

RRP £6.99 - £14.99

Outers various

Contact 01786 430500



Still Marlboro, but blue

Philip Morris has rebranded Marlboro Gold Touch as Marlboro Touch with new packaging and cigarettes featuring new firm filters.

RRP £6.99

Outers 10

Contact 020 7076 6000



Hardys and cricket

Hardys wine is sponsoring Sky Sports' summer of cricket and launching a digital campaign centred around the Ashes series.

RRP various

Outers various

Contact 01483 690000



Taste of Summer

Carling Zest is being supported with an outdoor and digital campaign as part of a £500,000 investment.

RRP £2.49

Outers 6

Contact 0845 6000 888

COMING UP IN

RETAIL
NEWSAGENT

14 AUGUST: FOODSERVICE

Restaurant-quality
meals for your store



17 JULY: RN INVESTIGATES

Exclusive data on which products
and services bring shoppers to
independent stores like yours

What REALLY drives footfall?



31 JULY: NEW TERM GUIDE ONE

Get set for the start of another school year

14 AUGUST: NEW TERM

GUIDE TWO Make the perfect
start with this year's
freshers



PLUS

- Six months on: The tobacco display ban's effects analysed
- Bring your craft magazine sales to life this autumn
- Get planning early to profit from Halloween and Christmas

THIS WEEK IN MAGAZINES

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Cheers!

IT'S JUST THE TICKET FOR WEDDING MAG'S 150TH

Uncork the champagne, it's time to celebrate Wedding Ideas magazine's 150th anniversary... and there are gifts for everyone

LAUNCHED IN 2003, Wedding Ideas has been offering news and features, hints and tips for brides on a budget for 12 years. As it celebrates its 150th issue, the magazine is giving away £40,000 worth of prizes, many of which will appear on golden tickets inside the magazine. Prizes could be anything from a designer wedding dress to diamond jewellery, a holiday for six people, to hair removal devices, wedding flowers and chocolate flavours. Companies supporting the giveaway include H Samuel, House of Fraser and Penhaligons, plus bridal industry favourites Veromia, Alexia and Jon Richards. The magazine is also jam-packed with all its regular features.



WEDDING IDEAS
On sale 8 July
Frequency monthly
Price £2.99
Distributor Comag
Display with Perfect
Wedding, You & Your
Wedding, Wedding

Round up



HELENA DRAKAKIS

Freelance
reporter

ADDED EXTRAS WOO THE FANS

The new Star Wars Episode VII – The Force Awakens movie sparked my interest. I'm not a fan, which probably comes as a blow to many would-be Jedis out there, but being only July, I have noted the build up that's already happening around December's film release.

No doubt there will be many a magazine special edition, one-shot, supplement, giveaway and competition to decorate the newsstands, but I was also reminded of a newsagent I wrote about a while ago who was going great guns with selling collectables alongside his magazine rack.

Rushik Parmar, who runs Canterbury-based Kenwins News, started selling vintage Superman magazines alongside mugs, stickers and toys. As I remember, he'd branched out into Batman items, too. As I write, the Star Wars collectables market is thriving online. I imagine the new movie's impending release has prompted people to dig out their old film posters, toys and sticker collections in the hope they will stumble on a forgotten gem that's been stuffed in an attic somewhere that they can sell.

But Rushik is investing in the collectables of the future. And, it's a novel idea that brings him in extra revenue. According to him, he sells a "steady stream" of items to supplement his core stock of newspapers, magazines and convenience products. He displays them prominently in-store and has even started getting a bit of a reputation for being the go-to for collectables. With that in mind, it's an avenue other newsagents might like to capitalise on. But whatever you choose, it goes without saying – may the force be with you...

BRAND NEW!

DRAGONS
STICKER COLLECTION
ON SALE SOON!

STARTER PACK:
£2.99^{RRP}
STICKER PACKET:
50P^{RRP}

DreamWorks Dragons © 2015 DreamWorks Animation LLC. All Rights Reserved.

THIS WEEK IN MAGAZINES



Bestsellers Women's weeklies

Title	On sale date	In stock
1 Take a Break	16.7	<input type="checkbox"/>
2 Hello!	13.7	<input type="checkbox"/>
3 Closer	14.7	<input type="checkbox"/>
4 OK! bumper pack	14.7	<input type="checkbox"/>
5 Chat	16.7	<input type="checkbox"/>
6 Woman's Weekly	15.7	<input type="checkbox"/>
7 Woman	14.7	<input type="checkbox"/>
8 That's Life!	16.7	<input type="checkbox"/>
9 Bella	14.7	<input type="checkbox"/>
10 People's Friend	15.7	<input type="checkbox"/>
11 Woman's Own	14.7	<input type="checkbox"/>
12 New!	14.7	<input type="checkbox"/>
13 Now	14.7	<input type="checkbox"/>
14 Grazia	14.7	<input type="checkbox"/>
15 Look	14.7	<input type="checkbox"/>
16 Heat	14.7	<input type="checkbox"/>
17 Best	14.7	<input type="checkbox"/>
18 OK!	14.7	<input type="checkbox"/>
19 Reveal	14.7	<input type="checkbox"/>
20 My Weekly	14.7	<input type="checkbox"/>

Data supplied by



PONY

Pony, the UK's number one equestrian teen magazine, features top tips and advice on riding, pony care and management, as well as fun quizzes and posters. The August summer holiday bumper issue, which generated a 47% sales increase last year, includes a novel from the popular author and rider, Pippa Funnell, plus free pony key toppers in a colourful printed polybag.



On sale 9 July
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Horse&Rider, Your Horse, Horse, Horse & Hound



MAKING MAGAZINE

Making Magazine is the UK's original contemporary craft magazine filled with inspiration, beautiful projects and stunning photography. The magazine is embracing the hottest trend of the year with a colouring edition offering a collection of intricate designs. This special issue includes 48 patterns and has a higher cover price of £5.99.



On sale 16 July
Frequency monthly
Price £5.99
Distributor Seymour
Display with Colour Calm, Zen Colouring, Colour.in, Art Therapy



ZEN COLOURING ULTIMATE

After the success of Zen Colouring, GMC Publications is launching the Ultimate edition with 100 designs including flowers, animals, mandalas and other intricate designs. This bumper issue coincides with the summer season and offers an abundance of colouring possibilities for holiday-makers.



On sale mid-July
Frequency one-shot
Price £9.99
Distributor Seymour
Display with Colour Calm, Zen Colouring, Colour.in, Art Therapy



HEAT & CLOSER MULTIPACK

This offer provides incredible value for customers with two top celebrity magazines multi-packed for £1.99. Expect an uplift of up to 94% in revenue and 60% in sales, says publisher Bauer. There will not be a stand-alone version of Heat this week so retailers are advised to use Heat's facings in fixture to display this multipack.



On sale 14 July
Frequency fortnightly
Price £1.99
Distributor Frontline
Display with Hello!, Closer, OK!



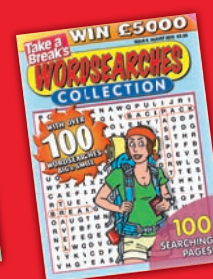
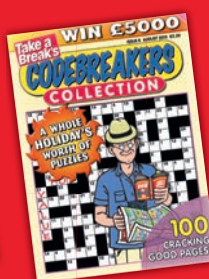
GRAZIA

Grazia is running a partnership with Starbucks for the third year running to offer customers a new-flavour Frappuccino free when they purchase Grazia. This is the second offer out of four that will run this year. Newsagents are advised to display Grazia fully-faced at the front of fixture to make the most of the offer.



On sale 14 July
Frequency weekly
Price £2.00
Distributor Frontline
Display with Closer, Hello!, OK! Heat

**PLEASE
STOCK &
DISPLAY
TOGETHER**





MARVEL PLAY TIME

This new pre-school title is packed with superhero content with a particular focus on Spider-Man. Capitalising on Marvel's animated boys TV show on Disney XD, every issue comes with a cover-mounted gift and the launch gift is a toy quad bike. Stickers are integral to the editorial and will feature in every issue which promises to be bright, engaging and appealing to all Spidey fans.



On sale 16 July
Frequency monthly
Price £2.99
Distributor Marketforce
Display with CBeebies, Fireman Sam



CYCLING WEEKLY'S COMPLETE GUIDE TO BIKE FIT

Complete Guide to Bike Fit is the second issue of Cycling Weekly's Ultimate Guide To series and provides all the essential information to ensure cyclists are sitting comfortably to ride safely. The 132-page guide reveals how to find the perfect position to banish common cycling aches and pains, as well as 106 strengthening and stability exercises to stay strong on the bike.



On sale 9 July
Frequency two per year
Price £5.99
Distributor Marketforce
Display with Cycling Weekly, Cycling Sport, Cycling Active



GIRLS LOVE EVERYTHING'S ROSIE

Everything's Rosie premiered on CBeebies in 2010 and became an instant hit. Now celebrating the release of its fourth season, Girls Love Everything's Rosie is an ideal magazine companion to the show. The magazine is packed with activities, including stories, colouring, puzzles, games, makes, cooking and competitions, while readers also receive three Everything's Rosie gifts including a phone, windmill fan and sticker box.



On sale 14 July
Frequency fortnightly
Price £3.99
Distributor Seymour
Display with Pink, Cute, Blossom



BARBIE

This summer's bumper issue of Barbie magazine is packed full of puzzles, colouring, crafts and sticking fun with more than 100 stickers. There's also a fashion design set with free mannequin, fabrics, sequins, ribbons and gems so readers can create Barbie outfits. Readers also have the chance to win a back-to-school bundle.



On sale 15 July
Frequency monthly
Price £3.99
Distributor Seymour
Display with Monster High, Animals and You



SLIMMING WORLD

This issue of Slimming World is packed full of recipes and features to help readers lose weight during the summer – often a difficult time for slimmers to keep motivation high and weight loss on track. From success stories of real slimmers to great ideas for al-fresco food to reflect many popular holiday destinations the world over.



On sale 16 July
Frequency bi-monthly
Price £2.75
Distributor Seymour
Display with Weight Watchers

Industry viewpoint

Matthew Pierce

Head of content and marketing, Future



THANK DIGITAL FOR PRINT RESILIENCE

Publishers of print magazines should be thankful for the digital revolution. It's shown beyond doubt that print publications are stubbornly resilient, and still occupy a unique place in readers' lives – one that digital publications are finding difficult to disrupt.

If anything, the rise of free digital media has been a positive thing for print. It's forced us to be more innovative, bold and considered with our publications. It's challenged us to identify our strengths – and to ensure that we deliver on the type of content and experience that only printed magazines excel at.

It starts with the cover – and creating a print cover is a completely different process from the digital equivalent. After all, the latter is usually seen at thumbnail size on a mobile, while a print cover is our best in-store advert; often our only chance to grab a customer's browsing eye.

With stand-out harder than ever to achieve, we're concentrating more on our titles' shelf presence: adding value through covergifts and packaging, painstakingly selecting the right images, and relentlessly honing our coverlines.

Increasingly we're also turning to special cover inks and treatments. Foils, varnishes and embossing don't come cheap, but those tactile finishes help reinforce quality, value for money, and the magazine's brand values.

Spotting new consumer trends is also key. Colouring books for adults are a timely example. What started as a technique for practising mindfulness, has grown into a publishing movement.

Spotting this, we created Colour Calm: a bi-monthly adult colouring magazine providing 116 pages of relaxing 'art therapy'. From conception to completion took around four weeks – a record launch time at Future. And not a minute too soon, since this category is set to explode this summer.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



AWARD-WINNING COLUMNIST BINTESH AMIN'S LATEST EXCLUSIVE VIEWPOINT

Plus, what is 'premium' for your customers and how can you cater for this, and Waltham Forest retailer Narendra Singh Jadega profiled



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
Amercom			
Great British Locomotives	37	48	8.99
Amermedia			
Military Vehicles	41	48	5.99
DeAgostini			
Build the Millennium Falcon	27	100	8.99
Cake Decorating	173	180	2.99
Cake Decorating Relaunch	122	165	2.99
Dinosaurs & Friends	20	60	5.99
Official Star Wars Factfile	76	120	2.99
Something Sweet	78	90	2.99
Eagle Moss			
3D Create & Print	25	90	6.99
Batman Automobilia	66	80	10.99
DC Chess Collection	91	96	8.99
Disney Cakes & Sweets	96	120	4.50
Doctor Who	49	70	7.99
Knit & Stitch	130	176	5.00
Marvel Chess Collection	41	64	8.99
Marvel Fact Files	121	150	3.50
Military Watches	37	80	9.99
Star Trek Off. Starships Coll.	50	70	9.99
Hachette			
Art of Knitting	24	90	2.99
Art Therapy	16	100	2.99
Black Pearl	78	120	5.99
Build the Mallard	45	130	7.99
Build the U96	45	150	5.99
Classic Pocketwatches	75	80	8.99
Judge Dredd Mega Collection	13	80	9.99
Marvel's Mightiest Heroes	40	60	9.99
My 3D Globe	27	100	5.99
Your Model Railway Village	85	120	8.99
RBA Collectables			
Amazing Dinosaur Discovery	19	80	5.99
Precious Rocks, Gems & Minerals	24	100	5.99
Real Life Bugs & Insects	42	85	5.99

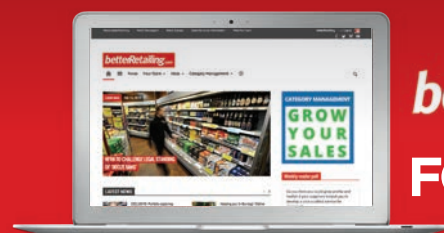
Collectables

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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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 4-5 July

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,245g	770g	200g	6	50g
Sunday Times	1,080g	695g	50g	3	35g
Guardian	735g	275g	45g	1	45g
FT	695g	365g	0g	0	0g
Times	680g	415g	15g	2	10G
Mail on Sunday	675g	295g	65g	3	35g
Sunday Telegraph	665g	340g	45g	3	20g
Mail	570g	215g	65g	3	35g

Insertion payment guide

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

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Back in the day

101

YEARS AGO
12 July 1914



A £10 prize was being offered to readers of Grand Magazine and budding poets who could finish off a Ruthless Rhyme. The often grotesque Victorian rhymes were made famous by writer Harry Graham. "Grandma tumbled down a drain/ Couldn't scramble out again/ Now she's floating out to sea..." was the three-liner to be completed to enter the competition.

50

YEARS AGO
17 July 1965



"Why are ugly men attractive?" asks an illustrated article in Woman's Mirror. The piece examines the charm of well-known screen entertainers who are "attractive" without being "good looking".

25

YEARS AGO
16 June 1990



"Draconian, unjust, ill-timed and downright foolhardy," was how the NFRN national president Terry Pigg described the proposed new carriage and administration charges from wholesaler Surridge Dawson. The rise prompted an emergency meeting.

You're taking the hiss... a very slippery customer



Shoppers understandably got a little rattled last week when one customer at a branch of Waitrose was seen shopping with his pet snake hanging around his neck.

The man, who was eventually asked to leave the Waitrose in Beckenham, south east London, was spotted carrying the royal python last Saturday evening.

The incident caused a certain amount of his-teria among shoppers, especially a woman with a baby in tow, although the pet owner didn't seem phased at all, onlookers reported.

Confirming the incident, a Waitrose spokesman said: "With the exception of customers accompanied by their guide dogs and assistance dogs we do not allow animals into our branches."

Royal pythons are native to Africa. They aren't venomous, but they can grow up to five feet in length and live anything between 20-30 years. Their natural habitats are grassy savannas or forest floors.

Luckily, when apprehended, the slippery customer didn't make a dash for it in the fruit and veg section...

Vegetarians' beef with M&S

Since when did a vegan range of food contain beef dripping and salt pig? Well, ever since Marks & Spencer placed the items on a list of vegan-friendly products.

But the gaffe was spotted by one horrified customer who noted that triple-cooked beef dripping chips and salt pig with Anglesea chips didn't exactly meet the vegan criteria, which advocates a plant-based diet avoiding all animal foods.

The items have since been removed, but not without the Vegan Society wading into the debate on food labelling.

"Labelling is a very big and difficult area," said head of communications Peter Smith, before slipping in a PR plug for the Vegan Society.

"We recommend that people look for our Vegan Trademark as it means all of the ingredients have been thoroughly checked," he said, adding that supermarkets often didn't know what to look out for in the same way vegans would.

Still, too late for the red faces at M&S who said the items had been put on the list in error and the list of vegan products was being updated.

OVER THE VILLAGE COUNTER with Doug McLellan



As this is my last column I shall expand on some of the changes that occurred during my 20 years in the Village Store.

It became much easier to order from food wholesalers as online ordering becomes more widespread. It made our weekly Booker orders very easy to do as an item could be placed on order as soon as it was noticed that stock levels were low. It is also much easier to find an item online than it is to seek it out in the cash and carry warehouse.

Newspaper supplies, in theory, should also be easily altered. Unfortunately the wholesalers don't yet totally trust newsagents to get it right and insist on altering supply levels. However, I found, however, the i-menzies system very easy to use and it made claims very easy. Unfortunately the use of computers has led to the supply depot becoming ever more remote.

Health and safety and environmental health have understandably become more stringent over the years. The impact on small businesses is immense. The owners of small shops do not have the expertise to write risk assessments for every task carried out in a shop.

Some things that haven't changed in the shop are the account books, which all local residents have, the insatiable demand from young children for penny sweets and adults who are amazed the shop still sells loose sweets from jars. The shop also sells other items by weight (usually imperial!) such as cheese and cold meats. There has been an increased demand for local produce during recent years and I have been proud to stock goods from over 40 Yorkshire suppliers.

I shall miss the shop. I was very proud of our Victorian frontage and the fact that the shelving dated from the same period. My staff were fantastic and have become friends, as have many of the customers who came to the shop. I wish all of you continued success with your businesses.

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