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PayPoint acts on profits promise



Independents to receive individual reviews of service profitability from next month as terminal operator moves to fulfil pledges made to NFRN. **Page 5 >>**



MINIMUM UNIT PRICING

Scottish battle for booze law ‘not over’

Retailers confident legislation will pass despite European court delay.

Page 4 >>

CONVENIENCE

Booker’s Musgrave merger approved

Decision paves way for £40m acquisition to take place this month.

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POLICE CUTS

Fears shop crime will be ignored

Plans to slash force numbers deeply disturbing, says NFRN.

Page 12 >>



Back afloat Sandy Sarwar reopened the doors of his Pricecracker store in Alyth on Saturday seven weeks after it was submerged in water. More than 100 people attended the grand opening including Pete Wishart MP. “We worked day and night to make sure the shop looked the part on Saturday,” Mr Sarwar said. **Page 5 >>**



MAGAZINES

Cosmo in top spot bid with £1 price

Hearst reveals new strategy to make title number one women’s monthly.

Page 7 >>

Contactless payment limit increase will cut queue times, say tech-savvy retailers. **Page 5 >>**

“

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THE NISA TEAM IS
WORLD CLASS.**

”

“Over the last three and a half years we have dealt with various groups including Forwards, through the Today's Group, and Palmer & Harvey. Then three or four months ago we joined Nisa and have never looked back.

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We've been helped in no small part by the team at Nisa. My retail development manager is brilliant. If I have a problem, that's who I phone and he'll sort it out straightaway.

He's always on hand. But all without being too pushy.

Our recent expansion at Cracknell's has made the store nearly twice what it was previously. The growth has also meant more own label products on the shelves. The extension has allowed us to stock more lines and definitely more Heritage lines - they do really well, I like the branding.”

Zolii Boyd

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LEADER



The parallels between Debbie's vision for what convenience stores must do to thrive and her passion for the Brundles' business are clear



CHRIS GAMM

Editor

@ChrisGammRN

I got to last week's Spar media briefing early, so wandered around James Brundle's east London c-store/deli/burger bar hybrid with the symbol group's managing director Debbie Robinson.

We talked about her vision for Spar and the things she likes best about this particular store. Things like the huge Bacon Jam display, the specialist fish displayed on pebbles and seaweed and the florist concession from Borough Market.

The parallels between Debbie's vision for what convenience stores must do to thrive and her passion for the Brundles' business are clear.

As is why Spar entered into a joint venture with them in order to help them grow and be a part of their success.

The store addresses several of the areas laid out by Debbie in the presentation for how any convenience businesses could thrive.

You couldn't argue against James Brundle's inventiveness. He's got a blend of premium and budget, for example wild rabbit stocked alongside Spar pulled pork and refillable English cask wine next to a Peroni instant-chilling machine.

Combined with the pop up-style florist in the entrance, there is a real feeling of theatre all around the store.

The Brundles have made sure the business is personalised and tailored to its surroundings. The hand-arranged flowers and local coffee, beer and food served in the licenced café appeal to visitors to the neighbouring hospital and local arty types in equal measures.

Debbie even suggested retailers use space for a childrens' play area to build links with future customers. Judging by the number of young parents I saw walking back to the station, I wouldn't be surprised if there's one in Homerton before too long.

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CHRISTMAS NEARS

Part one of our seven-part seasonal guide



RUGBY WORLD CUP

How major brands are celebrating this month's tournament

I'M ATTRACTED BY THE IDEA I COULD HELP SOMEONE HAVE A BETTER START IN LIFE BUT I'M NOT SURE HOW IT WORKS

— RETAILER BAL GHUMAN ASKS FOR AND RECEIVES EXPERT ADVICE ON HIRING AN APPRENTICE **Page 30 >>**

NEWS

Wholesale delight at £200m buyout

Conviviality Retail has officially announced its £200m buyout of drinks wholesaler Matthew Clark in a move it claims will 'strengthen' its retail operations.

The reverse takeover, which is still subject to approval by shareholders, will see pub operator Punch Taverns and Hertford Cellars, a subsidiary of Accolade Wines, give up their shares in the Matthew Clark business.

Conviviality said the move will see it become a 'major player' in the on-trade drinks market, with shares at the company soaring 24% on the back of the news.

Chief executive Diana Hunter said: "By operating a delivered wholesale model we can serve a diverse range of customers and build our wine and spirit volumes further while simultaneously strengthening our retail channel."

Tory block to Sunday trading

A Conservative MP has warned the government it could hit a wall of opposition if it tries to force through George Osborne's extended Sunday trading plan.

David Burrowes said Tory MPs had not forgotten promises that a pilot during the 2012 Olympic Games would not lead to more permanent changes.

The legislation would strip small businesses of their advantage, as well as increasing the pressure for people to work on Sundays, he said.

Consultation on the proposal ends on 16 September.



Peter's delight at UK top 100 place

The votes are finally in and the UK's top 100 local convenience stores have been revealed by the Independent Achievers Academy. Retailers making this year's list include Peter Lamb, left, owner of Lamb's Larder in Bells Yew Green, East Sussex, who said: "This is the first time we've made the top 100. It's quite an achievement and testament to the work that we do as an independent retailer." The winners of the IAA awards will be unveiled at the IAA Gala Dinner on 30 November.

● Go to betterRetailing.com for the full IAA top 100 list.

European court decision could cause six month hold-up 'The battle is far from over'

Minimum unit pricing delay won't stop Scots

by Steven Lambert

Scottish retailers have expressed their disappointment at a European court's decision to delay plans to introduce minimum unit pricing on alcohol but added that "the battle is far from over".

The Scottish government has been seeking to introduce a minimum unit price of 50p on alcohol products after passing the legislation in 2012.

However, the European Court of Justice has this

month ruled that the proposals infringe on EU free trade rules, and would only be passed if Holyrood proved that other measures, such as increased taxation, would be ineffective at curbing excessive alcohol consumption.

It means a final verdict on the measures could be delayed by up to six months.

Glasgow retailer Mo Razzaq described the news as a "blow" for independent retailers, but added: "Alcohol misuse has become

an epidemic and it looks like the Scottish government will fight to get this through. The battle is far from over."

Motherwell retailer Adeil Hussain said: "The government is coming up against some big opposition from supermarkets and manufacturers, but I think they will introduce minimum pricing, which will help retailers when it comes to selling alcohol responsibly."

The news was welcomed by alcohol manufacturers

including Heineken and Diageo, with both claiming the proposals would unfairly penalise responsible drinkers.

The Scottish Whisky Association, which is engaged in a long-standing legal challenge against the legislation, also supported the court's decision.

Chief executive David Frost said: "The opinion encourages us in our long-held view that minimum pricing unit is illegal when there are less trade restrictive measures available."

Retailers expect carriage charge hike

Menzies customers are hoping for a fall in carriage charges at the end of this month, but most are resigned to another round of increases.

Retailers will be sent letters outlining their new charges next week, with any changes to take effect from 26 September.

Fuel prices continued to fall in August, with diesel at a five and a half year low, leading retailers to renew calls for a cut to charges.

Peter Gill, of Eastburn Post Office in West Yorkshire, said: "Rising fuel prices have always been Menzies' argument in the past for putting their prices

up, so now that it has gone down, our charges should as well."

He added that savings made through consolidation, including the creation of a 'super-hub' in Wakefield, should also be passed on to retailers - particularly as many retailers were now experiencing problems

with magazine deliveries.

Malcolm Dobson, of Skinnergate News in County Durham, said: "The service is not what you would expect when you are paying top price."

"It will be a bit shocking if carriage charges go up, but you can guarantee that they will."

Fulfilment of NFRN annual conference agreement 'PayPoint is listening more than it has'

October start for reviews of PayPoint's services

by Neville Rhodes

Individual reviews of the value of PayPoint's services to independent retailers' businesses are to start in October, fulfilling a commitment given to the NFRN at its annual conference.

Announcing the rollout at this week's meeting of the NFRN national council, chief executive Paul Baxter said the reviews would provide members with an opportunity to take on additional PayPoint services to make their overall business with the company more profitable.

Mr Baxter said the NFRN was continuing discussions with PayPoint over retailers' concerns. "I believe PayPoint is listening more than it has in the past. I hope further benefits for retailers will be introduced in due course," he said.

Steve O'Neill, PayPoint group marketing director, said this was another of its commitments to independent retailers "to understand their businesses, have quality, data-driven discussions and help them profit from the PayPoint service".

On the key issue of commission, Mr Baxter said

he had held talks with the payment services regulator about PayPoint's terms and conditions, and the NFRN was pursuing the possibility of a formal review by other regulators.

Ray Monelle, of Orchard News in Weston-super-Mare, said: "There's no doubt that there is greater understanding between the NFRN and PayPoint. Both sides are making a good effort to address members' concerns and understand each other's point of view."

Mr Baxter also urged members to resist any attempts by PayPoint to

coerce them into taking any action that was against their interest, and to report it to the NFRN.

Kent member Christine Southern said she wished to re-introduce a Payzone terminal to deal with Dartford Crossing charges - for which PayPoint does not have the contract.

Mr Baxter said any threat by PayPoint to remove a terminal that enabled a retailer to offer a service that PayPoint itself does not provide would be illegal, and the NFRN would report it immediately to the payment services regulator.

Refit hits £100k bill

Defiant shop owner Sandy Sarwar told RN more than £100,000 was pumped into the complete refit of his Alyth Pricecracker store.

The shop was devastated by a 'freak' flood just one month after a £40,000 refit when the banks of Alyth Burn, which runs parallel to the shop, burst in July. Hardware, gifting and chilled fruit and veg sections have been added and most ranges expanded.

A Bake & Bite range will soon be introduced too. "It's a completely different shop now," he said.

Feedback on PDRP

The Press Distribution Review Panel (PDRP) has launched an online survey asking retailers for feedback on its complaints process.

The survey focuses on how simple the process is, how quickly involved parties respond to complaints, and how satisfied retailers are with the overall process.

PDRP chairman Neil Robinson said: "The information collected will be used to improve the transparency, accessibility and credibility of the newspaper and magazine self-regulatory system." The survey is available on the Press Distribution Forum website.

Chewie stars at grand opening

After a year of trading, Simply Fresh Boldmere in Sutton Coldfield has finally held its official opening day, aided by local and national suppliers, Conservative MP Andrew Mitchell and brand mascot Chewie the Chewisaurus (pictured). Owner Rav Garcha said: "We've been doing surveys with customers and getting our range right, and now felt like the right time to do it." Mr Garcha said he has similar plans for the official opening of the store's new Subway concession in the next few weeks.



Thumbs up for contactless increase

An increased limit per transaction for the wave and pay contactless payment system has been welcomed by tech-savvy retailers who say it will help slash queue times.

The limit for the system, which does not require a PIN or signature to authorise payments, has

increased from £20 to £30.

Several retailers told RN they welcomed the change, citing speed as the system's key benefit.

"In terms of queue times and how many people are paying by card, contactless is a good thing. I'm hoping with the limit increase that more people will use it,"

said Jai Singh of MJ's Go Local Extra in Sheffield.

It has also been reported that offering a contactless payment method could become compulsory in all UK shops within the next five years under new rules introduced by Visa and Mastercard.

The Association of Con-

venience Store's 2015 Local Shop Report revealed 33% of the sector currently offers contactless payment. In total, £2.5bn was spent on contactless cards and devices in the first half of 2015, compared to £2.32bn for the whole of 2014, according to data from The UK Cards Association.

C-stores up by 5%

The Association of Convenience Stores 2015 Local Shop Report has revealed the convenience sector is now worth £37.7bn - up 5% on 2014.

There are now 51,524 convenience stores in mainland UK, providing jobs for more than 407,000 people and contributing more than £5bn to the economy.

NEWS

BUSINESS

Bestway's sandwich will last 20 days

Bestway is set to capitalise on the growing trend in chilled foods with the launch of a range of longer-lasting sandwiches.

The wholesaler believes the chilled category will be worth more than 40% of convenience sales during the next five years.

It has created a 10-strong £1.29 sandwich range with classic fillings: chicken, chicken and bacon, chicken tikka, tuna mayonnaise, tuna and sweetcorn, ham and cheese, all day breakfast, cheese and pickle, egg mayonnaise, and cheese and onion.

Each sandwich will have a shelf-life of 20 days.

Steve Carter, fresh and chilled category controller, said: "This range of the most popular sandwiches satisfies customer needs as well as dispelling many concerns over chilled – wastage, margins and shelf life."

£50m for Morrisons in c-store sell-off

Morrisons' sale of its M Local convenience stores could see the supermarket pocket £50m to reinvest in its larger stores, according to sources.

The multiple is understood to be finalising talks to hand over the 150 M Local stores to retail veteran Mike Greene, who is spearheading the acquisition on behalf of investment firm Greybull Capital.

News reports also claim that Mr Greene is keen to rebrand M Local as My Local, with Greybull running the chain as a going concern.



New fascia adds cool £1m to Baz's sales

Baz Jethwa has reported a £1m sales boost for his Costcutter Farnworth business a year after taking on a premium-style fascia and new store guidelines from the convenience group. Mr Jethwa said turnover has increased by 55% to £2.7m this year, while the changes have also led to the creation of 14 jobs at the store. The retailer celebrated the news by holding an all-day party for customers on 29 August.

Acquisition will create biggest c-store group in UK Plan to 'broaden group' is on track

Booker gets the go ahead for £40m Musgrave deal

by Steven Lambert

Booker has been given the go ahead by the Competition and Markets Authority to proceed with its £40m acquisition of Musgrave Retail Partners GB.

The decision will pave the way for the wholesaler and Premier symbol group operator to take on 1,600 Londis stores and 160 Budgens stores and cement its position as the UK's largest convenience group.

The decision comes four months after Booker announced its intention to buy the struggling business.

Musgrave GB recorded an operating loss of £7.4m in December 2014, leading the group to reshuffle head office staff and close unprofitable stores as part of a turnaround programme.

In a statement, Booker said it expects the Musgrave acquisition to take place on or before 14

September.

Booker chief executive Charles Wilson said: "We are pleased that the acquisition of Londis and Budgens has been cleared by the CMA. This will help strengthen our support for independent retailers throughout Great Britain."

The news comes as Booker announced its latest quarterly results, which saw non-tobacco sales rise 0.5% in the 10 weeks to 28 August.

However, tobacco sales fell heavily by 6.6% during the same period, which the company attributed to the introduction of the tobacco display ban in smaller stores.

The group added that it remained on track to meet targets for the year ending 25 March 2016.

Mr Wilson said: "Booker Group continues to make good progress. Our plan to focus, drive and broaden it is on track."

Seasonal and own brand additions from Spar

Spar has announced a range of seasonal items and own brand products which will feature in its stores this autumn.

Among the new additions is a 20cl Perlezzza Prosecco and chocolate gift pack (RRP £5) for the Christmas market, as well as the return of Prosecco Magnum at £14 per bottle.

The symbol group has also added two new pizzas to its evening meals range – Sunblush Tomato, Italian Mozzarella & Basil Pesto and Italian Salami, Smoky Provolone Cheese and Caramelised Red Onion chutney – which will be available on a two for £7 deal.

Other products include

pulled pork, mixed olives with chilli and pear cider – additions to Spar's own brand which has seen a 3% increase in sales since May.

The new lines will also include spinach and ricotta cannelloni, spaghetti carbonara and slow cooked beef with root vegetable mash ready meals.

Meanwhile, Spar is launching a £3.5m media campaign promoting its products for the next six months.

The investment will see the company sponsor food-related shows on Watch and run TV ads around Channel 4 shows including Gogglebox and Alan Carr: Chatty Man.

NEWSTRADE

9 New limited edition toys from the
No. 1 kids confectionery line*



Cover price slashed to encourage impulse sales 'Untapped audience' will bring extra sales

Cosmo for £1 in bid to hit top of circulation charts

by Nicola Stewart

Cosmopolitan has slashed its cover price to £1 and introduced alternative routes to market in a bid to become the biggest circulation women's monthly.

Publisher Hearst told RN its strategy was to "build the opportunity for impulse", adding that a compelling cover price was central to its plan.

Reid Holland, Hearst's marketing and circulation director, said: "Our belief

is that Cosmopolitan will drive footfall and build overall category value. We're going to supply enough copy to ensure maximum availability in all retail channels, not just supermarkets and travel points."

The title, which formerly cost £3.80, now has a smaller format, midway between travel and full size, and Hearst has expanded its distribution chain to include shopping centres, cinemas, coffee bars, universities and places of work,

as well as adding a 'click to buy' option online.

But Mr Holland said this should not affect sales through independent stores and retailers should expect to sell more copies. "In all probability this will be beneficial for traditional retailers as we'll be sampling to an otherwise untapped audience," he said.

He added that independents should contact Comag directly if wholesale wasn't providing enough copies, or to request promotional material.

Mark Dudden, of Albany News in Cardiff, agreed the new price would make Cosmopolitan an attractive impulse buy, but pointed out retailers would have to sell more than three times as many copies to make the same profit.

Cosmopolitan had a newsstand circulation of 155,006 in the first half of 2015, according to the latest Audit Bureau of Circulations report, a drop of 17.6% year on year.

'No effect on rivals'

Cosmopolitan's new £1 cover price (see left) should have no effect on sales of Hello! Fashion Monthly (HFM), says Hello! business director Kevin Petley.

HFM was launched at £1 in October and has since taken 6.7% of the market share for women's monthlies, with a newsstand circulation of 89,387.

Mr Petley said the introduction of a second fashion title aiming to target impulse shoppers held no threat for HFM. "Cosmopolitan is in a completely different market," he said. Hearst's marketing and circulation director Reid Holland said the success of HFM had had no influence on Cosmopolitan's strategy.

Power of the Press

Six national newspaper groups, including the Sun, Mirror, Mail, Telegraph, Guardian and Independent, have come together to run a £3m ad campaign promoting the power of news brands.

Launched last week, the campaign includes 18 titles and will run for eight weeks across print and online.

The ads use a range of straplines, including one that references the unusual joining of rival newspapers: "Divided loyalties perhaps. Undivided attention for sure." The campaign also includes a 40-second film.



It's going to get Messy for independents

Independents can look forward to a rise in interest in children's title Okido after CBeebies launched a TV show based on the magazine. The series, called Messy Goes to Okido, is based on the magazine's central character, Messy Monster. Okido was launched in 2011 as a science and art title for children aged three to eight. The next issue is on sale 15 September and has a cover price of £4. Retailers are advised to make it highly visible to children.

Brooks is back...

Rebekah Brooks has returned as chief executive of News UK four years after resigning in the wake of the phone-hacking scandal.

Mrs Brooks was cleared by a jury of phone-hacking charges last year.

Her appointment is part of a wider shake-up that includes Daily Mail deputy editor Tony Gallagher becoming editor of The Sun.

He replaces David Dinsmore, who is to be chief operating officer.

Droitwich launch

Newsquest title The Worcester News has launched a new edition for Droitwich.

The Droitwich News will contain up to eight pages of original, local content, with a new journalist taken on to cover the area.

The Worcester News recorded an average daily circulation of 8,222 in the first half of 2015.

Mixed reaction to FT price increase

A cover price rise on the Financial Times has been welcomed by some retailers, while others fear it could lead to a drop in sales.

The daily's Monday to Friday price has increased by 20p to £2.70, with the Saturday edition rising by 50p to £3.50.

The increase has been

met with pro-rata terms for retailers, meaning pence per copy has risen from 50p to 54p per copy on weekdays and from 67.8p to 79.1p on Saturday.

David Lomas, of Lomas News in Lancashire, supported the increase. He said: "I think certain brands can stand price

increases and when it's a proven title like the Financial Times, I don't think there's any reason why they shouldn't put it up.

"People will still buy it and we can all benefit."

But Navin Bhuptani, of Goswell News in London, argued that price increases

were contributing to falling copy sales.

"In this day and age, with people reading a lot of news online, newspapers should be reducing cover prices, not putting them up even more," he said.

Prices in Ireland remain unchanged at €3 on weekdays and €3.50 on Saturday.

NEWS

PRODUCTS

Kipling's new trio

Mr Kipling is adding three cakes to its range to reinvigorate the brand and attract younger shoppers.

Mr Kipling Fabulous Fancy (RRP £4.99), a jumbo sized version of the brand's French Fancy pack is available this month alongside Mr Kipling Delectable Whirls (RRP £1.69), which comes in rich chocolate and salted caramel flavours.

Mr Kipling Shares (RRP £2.39) – a range of cakes including Victoria sponge, lemon sponge, chocolate cake, coffee cake and raspberry and white chocolate cake, will also be available.

Each addition will include updated packaging, the start of a wider packaging revamp across the whole Mr Kipling range in January.

Winter Spice latest part of £6m relaunch Seasonal sales opportunities

Ribena launch to be a hot favourite

by Helena Drakakis

Ribena is looking to warm consumers during the autumn and winter months with its first drink specifically aimed at the hot squash market.

Limited edition Ribena Winter Spice launched this week and boasts an 'intense aroma and unique taste with aromatic spices'. It is the first time the brand has launched a hot-serve option and the product forms part of Ribena's No Added Sugar range.

The drink will be available in two formats: a

standard 850ml (£2.49) and a pricemarked 600ml (£1.69) pack. The limited-edition drink's launch will be supported by a £750,000 marketing spend with in-store PoS and promotion alongside redesigned packaging and a sampling campaign targeting 50,000 consumers across seven cities.

Its launch follows a £6m marketing campaign to relaunch the com-



plete Ribena brand in 2012 and the limited edition drink will be on shelves until February next year.

Jo Padwick, marketing manager for Ribena, said: "As the colder weather approaches so do a number of seasonal events which we know are key sales opportunities for retailers."

Lucozade Ribena Suntory, the company behind the Ribena brand, said it is targeting the product as an alternative to mulled wine, tea and coffee.

Walkers' car prize

Londis and Budgens shoppers are in with a chance of winning a VW Beetle car as part of Walkers' 'Bring it Back' campaign.

The competition will run from this week, and gives customers the chance to vote for the classic flavour they want to see back on sale.

When they vote via a website they will automatically be entered into the 'win a car' competition.

Walkers is bringing back six of its old flavours: Marmite, Barbecue, Toasted Cheese, Lamb & Mint, Beef & Onion and Cheese & Chive. Marmite is already back for good, but Walkers is asking customers to vote on which other flavour they would like to bring back indefinitely.

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PRODUCTS

**Butterkist's back with £2m TV ads**

Butterkist popcorn has returned to TV screens with a £2m advertising push. The 'Love the Taste' campaign builds on the brand's Valentine's campaign and will appear during TV favourites Coronation Street, Emmerdale, This Morning, Loose Women, X Factor and Celebrity Big Brother. The activity will promote toffee, sweet and salted flavours as well as new additions to the range, Butterkist Discoveries Hickory BBQ Pulled Pork, Salted Caramel and Sweet Chilli & Zesty Lime. The first wave of advertising in February resulted in £3.8m additional sales.

Special edition bottle for tournament Water sampling at games

Glaceau converts Rugby Cup fans

by Helena Drakakis

Coca-Cola Enterprises (CCE) is to release a special edition Rugby World Cup 2015 bottle to promote its Glaceau Smartwater brand's status as official water supplier to the upcoming competition.

The #RugbyDistilled campaign will include the production of special 600ml and 800ml bottles, which will be supported by in-store PoS, as well as outdoor advertising at key London transport hubs.

The campaign uses different rugby phrases

and symbols to underline the brand's association with the World Cup, with slogans such as 'Try' and 'Convert' to encourage customers to buy the drink.

Rugby fans will also get an opportunity to sample the brand with bottles given away on match days at Rugby World Cup stadia including Twickenham, Wembley and St James' Park in Newcastle.

Caroline Cater, CCE operational marketing director, said: "Glaceau Smartwater has been well received by retailers and consumers since

its launch last year. By launching #RugbyDistilled, we're supporting retailers by putting together a compelling campaign."

Since the brand's £3m launch CCE said it has enjoyed rapid growth with a value of more than £6.9m.

"With PoS merchandising and advertising investment, this is a campaign we're confident will further boost sales throughout the tournament," Ms Cater added.

The Rugby World Cup begins on 18 September and runs until 31 October.

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NEWS

PRODUCTS

kinder. **SURPRISE** is worth £53m and in double digit growth! **
A TREAT FOR THE IMAGINATION

Mattessons Savagers join range

Mattessons is adding to its snacking range with the launch of Mattessons Savagers.

Made with 100% pork, the range features cured meat and smoked salami chorizo sticks and has been created with adults aged 22-32 in mind. It will build on the brand's Fridge Raiders product.

The new range is available this month with two flavours, Classic Chorizo and Salami both in multipacks (RRP £1.69) and singles (79p).

Hayley Murgett, Mattessons's senior brand manager, said: "There is currently little choice on offer for this age group within meat snacking and therefore Mattessons is bringing something new to the category."

Limited edition glassware in multipacks Ads tells of famous players' courage

Guinness gears up to be World Cup sales winner

by Steven Lambert

Diageo is getting consumers and retailers fired up for this month's Rugby World Cup with an on-pack promotion and marketing campaign for Guinness.

The drinks manufacturer is giving shoppers the chance to claim limited edition, rugby-themed glassware, which will be included in 300,000 Guinness 10-can multipacks.

A total of six different glass designs will be available to collect during the campaign, which will run throughout the tournament.

Diageo said the activity will drive incremental sales



for retailers and strengthen Guinness' association with rugby, including the brand's status as partner of the home nation teams.

At the same time, Diageo is launching a series of ads

that will 'celebrate' stories behind two professional rugby players - former Wales captain Gareth Thomas (pictured) and Ashwin Willemse of South Africa.

Rugby fans will also have

the chance to view online documentaries which go into more detail about both players' backgrounds and their thoughts on the game.

Nick Britton, marketing manager at Guinness, said: "The courage that Gareth and Ashwin both showed, and the incredible empathy and support they received from their teams are remarkable stories that we are proud to celebrate."

The move will put Diageo in direct competition with rival firm Heineken, which has launched its Rugby World Cup Ambassadors marketing campaign featuring former players including Will Carling, Matt Dawson and Jonah Lomu.

Christmas with UB

United Biscuits has unveiled its Christmas snacks and cakes line-up, including a host of new lines and pack redesigns.

Additions to this year's range include McVitie's Victoria Sapphire, a 385g gift pack of premium shortcake and cream biscuits in milk, white and dark chocolate flavours (RRP £6.50), and a 100g McVitie's Victoria biscuit pack.

Meanwhile, the McVitie's Cake Company has launched McVitie's Chocolate Digestive Christmas Slices in Orange and Mint flavours, along with McVitie's Orange & Cranberry Jaffa Cake Bars.

J2O's £2m Midnight Forest launch

Britvic is targeting a winter sales spike for its J2O brand with the launch of a festive-themed limited edition flavour.

The new line, J2O Midnight Forest, features a combination of cherry, orange and chocolate flavours and has been launched to help retailers target seasonal trends in adult soft

drinks, according to the manufacturer.

It will be available from this month in 4x275ml packs (RRP £4.39) and 10x275ml packs (£9.90), which will both feature forest-themed designs and imagery designed to stand out on shelves. The launch follows on from J2O's limited edition summer

flavour, Garden Rose.

Kevin McNair, marketing director at Britvic, said: "We are confident that J2O Midnight Forest will continue to deliver for retailers this year by enticing new consumers to try the range, as well as appealing to our existing buyers."

Britvic is backing the launch with a £2m market-

ing investment including digital and social media ads and a TV campaign running from November.

In addition, shoppers with the Blippar phone app will be able to scan Midnight Forest bottles for the chance to access exclusive drinks recipes and win prizes including Amazon vouchers worth up to £500.

'Different tone' for Ribena's rugby ads

Lucozade Ribena Suntory has revealed details of its new TV ads aimed at growing Lucozade Sport sales during the Rugby World Cup.

The humorous cam-

paign, called 'Strictly for the Home Nations only', will see players including Chris Robshaw and Leigh Halfpenny teaching international rugby stars about the eccentricities of UK

culture. It follows on from the drinks brand featuring in a number of spoof TV ads running on Sky Sports channels last week.

It forms part of a £9m investment which will

promote Lucozade Sport during the tournament, with the brand also giving away England, Scotland, Wales and Ireland rugby shirts as part of an on-pack promotion.

Hot products for your shopping list



Britvic is launching J2O Midnight Forest to attract winter sales



Savagers from Mattessons is being aimed at 22-32-year-olds



Victoria Sapphire biscuits are included in UB's Christmas selection



SEVENTIMES DISTILLED PURE GRAIN

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drinkaware.co.uk for the facts



NEWS

REGIONAL



'Don't be a victim of hate'

A shopkeeper targeted in a prolonged campaign of physical and verbal abuse is encouraging other victims of hate crimes to go to the police.

Faryad Hussain was repeatedly threatened and abused by a young man and his father after the youngster was caught stealing wine from his Dalry newsagent in Edinburgh.

Although Mr Hussain decided not to press charges, the culprit threatened his wife and teenage son, and his father smeared faeces on the shop shutters twice. Mr Hussain, who later suffered a heart attack believed to be caused by the stress and fear of the ordeal, was also attacked on the street.

Police issued Mr Hussain with a body camera and the father and son were later prosecuted.

Mr and Mrs Hussain told the Edinburgh Evening News they were very grateful to the police and urged others to "involve the police no matter what".



One Stop refit will preserve 'Banksy'

A suspected Banksy original wall painting on the side of a store in High Helden, Kent, will remain in place when it undergoes a One Stop refit in November. The painting has never been authenticated, but is widely accepted to have been created by the world-renowned street artist. Franchisee Babu Sivarajah began trading with One Stop at the end of August. Meanwhile, the first fully refitted One Stop franchise in Scotland opened its doors on Friday last week (4 September).

NFRN calls for rethink of plan to axe thousands of jobs Crime reduction 'not cue to cut numbers'

Police warn cuts may see retailer crime 'ignored'

by Gurpreet Samrai

Reports that police will be forced to ignore incidents of shop theft if officer numbers are cut further have been branded "deeply disturbing" by the NFRN.

Thousands of police jobs are set to be axed under government plans to slash the budgets of forces across the country, the Daily Express reported last week.

It added that the cuts have left some forces warning they may have to ignore 'low-level crimes' such as shoplifting and

burglaries.

The NFRN is calling on the police to reconsider its treatment of these crimes and wants the Home Office to look beyond crime statistics to see the real picture of criminal activity.

National president Ralph Patel said: "Despite official figures showing a decrease in crime year on year, the NFRN is warning that this should not be the basis of the decision by the Home Office to cut police numbers.

"Many members already

feel that the crime they experience is not a priority for many police forces. Any suggestion that these crimes will be further deprioritised is therefore worrying for many members who suffer persistently targeted, intimidating and sometimes violent incidents of crime."

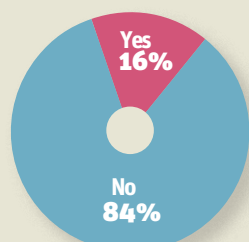
A survey of NFRN members found two in three newsagents had experienced shop theft in the preceding three months, yet less than one in 10 had reported the crime to police, with many saying

it was because the police do not attend.

Mike Penning, minister for policing, crime and criminal justice, has made it clear the government must reform further, 'putting police funding on a long-term, sustainable footing'.

He said: "Decisions on individual investigations are an operational matter for chief constables based on the evidence available to them and investigations can be reopened at any time should further evidence come to light."

RN READER POLL



Do you think your staff would accept perks over higher pay?

NEXT WEEK'S QUESTION

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

Have your vote now
Go to betterretailing.com

Tobacco and e-cig register a 'costly burden'

The Association of Convenience Stores (ACS) has voiced its opposition to the Welsh government's plans to introduce a national retailer-funded tobacco and e-cigarette register.

Under the proposals, it would cost retailers £30 to register one store to sell tobacco products and £10

per additional store.

James Lowman, ACS chief executive, said: "While this register has good intentions, the Welsh government should really be focusing on tackling the £2bn annual cost of the illicit trade directly, rather than imposing costly and unnecessary burdens on

legitimate local shops."

The proposed register would require retailers to apply then sign up with their local registration authority to sell tobacco products. It would be an offence for a retailer to sell these products if they have not registered.

If introduced, the ACS

suggests the tobacco register should not be funded by retailers, but operated similarly to Scotland's model where registration is free.

The planned register is part of the National Assembly for Wales Health and Social Committee's proposed Public Health (Wales) Bill.



BRITISH AMERICAN
TOBACCO

Celebrating Success for Rothmans Blend 55

Great quality at the lowest price

Rothmans Blend 55 was launched in King Size and Superkings in March 2015 as an extension to the Rothmans brand family.

Blend 55 is specifically designed for the UK adult consumer, meeting their expectations in both taste and value.

Blend 55 has been brilliantly received by adult consumers and has already achieved a 0.6% share within independent and symbol retailers in a matter of months. (Source: EDFM Retail Audit – July 2015)



Happy Blend 55 Retailers



"In a financially affected area, the range supports consumer's choices."
Arun Theepan, Aylesham



"Rothmans is a great product that is also great value for money."
Onkar Pardesi, Gillingham



"Blend 55 is a quality cigarette that competes against more expensive products."
Graham Margerum, Kent

Smoking kills

NEWS

REGIONAL



Get ready to shout about you

Retailers are being encouraged to start preparing to take part in this year's Small Business Saturday on 5 December.

Marketing packs, including posters and a window sticker, are now available to enable businesses to make their customers aware of the day.

The event was launched in Northern Ireland on Thursday last week with Michelle Owens MBE, national campaign director, and Kyle Gawley, one of Northern Ireland's successful entrepreneurs speaking at the launch.

Meanwhile, deputy first minister John Swinney MSP spoke alongside Michelle Owens MBE at the launch in Scotland on Wednesday. It follows a launch in London in July.

Ralph Patel, NFRN national president, said: "Make sure you display your poster and let your customers know what you will be doing to make the most of this brilliant day."

Standard sales soar

The Bromsgrove Standard has had the biggest percentage rise in circulation for a weekly paper in the country, according to the latest Audit Bureau of Circulations figures.

The Bromsgrove and Droitwich Standards now go to 37,471 homes across the two towns, along with Rubery and South Birmingham – a rise of 18.7%.

Their sister titles also saw large rises. The Evesham Observer has seen a 12.2% increase, the Solihull Observer 8.8%, the Stratford Upon Avon Observer 7.2%, the Redditch and Alcester Standard 6.7%, the Coventry Observer 5.4% and the Worcester Observer 4.2%.



Spar staff ride to the aid of community

Twenty employees from 16 Spar stores across North Wales and the north west of England rolled up their sleeves to transform Clwyd Special Riding Centre in Llanfynydd. The volunteers, led by Spar Penyffordd store manager Guy Coleman, dismantled disused equipment, cleared a picnic area for visitors and installed a fence to keep the horses in. Liz Bell, A.F. Blakemore community affairs officer, said: "This project is a great example of how collaborative action can make a massive difference to the community."

ACS says on-the-spot fines won't stop repeat offenders Illicit trade costs Treasury £2bn a year

'Take tougher action' to beat illicit tobacco trade

by Gurpreet Samrai

The Association of Convenience Stores (ACS) has called on Her Majesty's Revenue & Customs (HMRC) to impose stricter sanctions on retailers caught selling illicit tobacco.

The lobby group has criticised a recommendation to introduce on-the-spot fines for offenders, stating it won't prevent repeat offences and would be a missed opportunity to investigate retailers who may be involved in other crimes.

The ACS also said it supports lowering the evidence threshold of the illicit tobacco culpability assessment, which is based on three factors: deceit, knowledge and gain. It believes where retailers are engaging in the sale of illicit products they should be subject to the full force of the law.

James Lowman, ACS chief executive, said: "The illicit tobacco market costs the Treasury more than £2bn a year.

"Retailers who sell illicit tobacco have a direct impact on retailers selling

legitimate products who, as a result, may be losing out on revenue and custom. We therefore support more stringent sanctions for retailers who are found to be selling illegal, non-duty paid tobacco."

The ACS has made a submission to the government's 'Sanctions to tackle illicit tobacco: a discussion document' consultation.

Last week, RN reported that a new survey had found one in eight corner shop owners have considered closing their shops due to lost sales caused by

the illicit tobacco market.

Meanwhile, this week, two shops in Wolverhampton were facing losing their licences after police raids discovered they were selling counterfeit tobacco and illicit alcohol.

A haul of illicit booze and cigarettes with an estimated value of £150,000 was seized by police and trading standards officers from Euro Shop and International Mini Market, known as Sam Euro Style.

A decision to amend or revoke their licences was due to be taken yesterday (Thursday 10 September).

Charities call for higher tobacco tax

Two charities have called for the introduction of annual tax increases on tobacco products set at 5% above the rate of inflation, which this year would result in a 50% price hike on a pack of cigarettes.

In their pre-budget submission, the Irish Heart Foundation and Irish Can-

cer Society also called for a new levy to be introduced to force tobacco companies which earn profit margins of up to 60% on cigarettes sales in Ireland to pay the cost of helping smokers quit.

Research carried out by UK business economist Dr Rob Branston of the

University of Bath shows the combined annual profit made by tobacco multinationals from Irish sales is between €110-150m.

Kathleen O'Meara, of the Irish Cancer Society, also suggested diverting some of the extra revenue to fighting tobacco smugglers.

Judith Mercer, of Hamilton News in Belfast, said: "I understand where they are going with this, but increasing the price of cigarettes is just going to push people underground. They are going to start buying illegal cigarettes and that's going to be much worse."



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*(Source: IRI Latest 52 weeks 18th July 15 - within top 30 value)

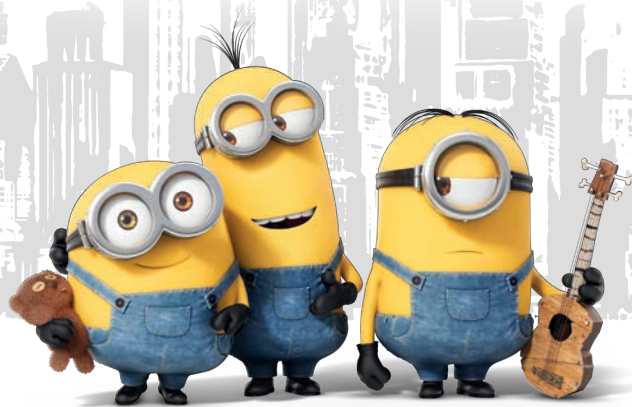
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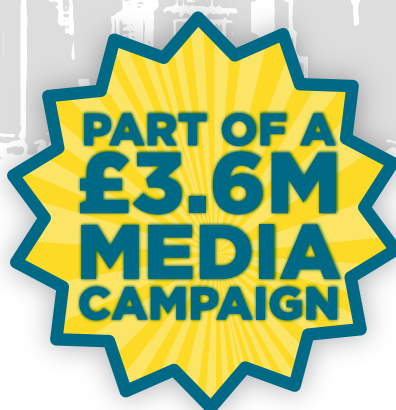
A TREAT FOR THE IMAGINATION



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9 New limited edition toys
from the
No.1 kids confectionery line*



The Kinder Surprise brand
is worth **£53m** and in
double digit growth**



Available from September 2015

Stock up while it lasts!

Source: *Nielsen Scantrack, Total Coverage, Value Sales, 52 weeks to 15th August 2015
** Nielsen Scantrack, Total Coverage, Brand Value Sales, 52 weeks to 15th August 2015



OPINION

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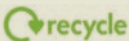
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YOUR SAY Will you voluntarily adopt the single-use carrier bag levy when it comes in to effect for large businesses in England next month?

Harminster Bisla

Bisla Convenience Store,
Wisbech,
Cambridgeshire

We introduced a 5p charge for carrier bags in January. Carrier bag usage was getting really high and people were asking for bags for silly things like a packet of chewing gum so it was to stop that.

It's worked pretty well. It's brought usage down around 40%. We've had a mixed response, but it's just a case of getting people into the habit of bringing their own bags. The majority of people who have them don't mind.

William Henry

Simply Fresh,
Cleobury Mortimer,
Shropshire

We will be charging. Customers don't like it, but it's one of those things that has to be done.

Everybody charges now, but I haven't for a long time. I'm only going to charge 2p because I don't want to make money on them, just provide the service.

I think we should all follow suit and it would be better if everybody sang from the same hymn sheet to stop confusion.

Carl Gilbert

Ridgeway Stores,
Rotherham,
South Yorkshire

We won't be adopting it straight away. If all the stores around me start charging I will go down that avenue, but I don't want to be the only one charging for carrier bags if all my competitors aren't.

I think it would be better if the levy was introduced across the board because then it would make it less confusing for customers.



Will you voluntarily adopt the single-use carrier bag levy in your store?

YOUR STOCK How do you ensure your store and range appeal to young people?

Jayesh Parekh

Costcutter,
Manchester

I think young people look for value for money so we run a number of promotions and have a £1 section with confectionery, multipacks and soft drinks as well as other things like cleaning items.

We have also started to offer

a parcel service and through that we are seeing new faces.

Rishi Madhani

Today's Extra CJ Stores,
Stokenchurch,
Buckinghamshire

We keep up-to-date with product launches. A lot of our part-time staff are young people so we encourage them to give us

feedback and talk to them about new products. This is really important because I don't see all the advertising campaigns on TV and social media, but I know if there is a national campaign and backing behind a product it's going to be easily recognisable.

I think there are also categories in convenience, like toiletries, which stores could do better. Many shops will only stock the brand leader, but youngsters will spend money on things like that so it's important to cater for them adequately.

Nick Southern

Southern News,
Maidstone,
Kent

We try to provide the things young people want and it tends to be more about quality than the cheapest products. Soft drinks tend to be fairly critical and they tend to spend a lot on scratchcards. We also try to make sure we keep a friendly and happy atmosphere.



Are you appealing to young people with your stock and range?

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

A PLEA FROM THE HEART FOR SMALLER BUNDLES

After suffering five heart attacks in the last 18 months, I've requested that Menzies' Norwich branch reduces the size of bundles sent on Saturdays and Sundays.

I regularly receive bundles weighing 16 or 17kg.

Before I had my heart condition there would be no trouble in lifting them, however now I'm unable to and my partner who is 69 is also unable.

If Menzies refuses to reduce the size of the bundles, I'll have no option but to consider closing my news account, removing this

facility from my village and also having an adverse effect on our business.

You would have thought Menzies would be helpful in this instance.

However, it would appear they couldn't care less.

There is an old saying in life Menzies - 'There but for the grace of God, go I'.

Steve Parsons

Cawston Post Office & Stores,
Cawston,
Norwich

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



Smiths' lack of information is a barrier to an informed choice

I'm not normally one to write to the press, but I thought that this issue needed a proper airing.

Smiths News has sent its customers letters proposing a fixed or variable rate for delivery charges for the next two years.

What kind of Orwellian newspeak is the management of Smiths News using to fool newsagents into thinking they are offering a choice?

Smiths News, at its own discretion, chooses delivery charges. If it doubles charges, what can a newsagent do if they want to sell newspapers?

In the two letters sent to customers, there is no indication of how Smiths News makes up its charges. It makes no mention of how reducing staff and

depots, outsourcing deliveries, or how wider issues such as the reduction in the number of newspapers sold each day, affects our charge.

It even makes the claim that fuel costs are rising. There is no way for an informed choice to be made if the way the charge is made up is unknown. For all we know, Smiths News uses an octopus to pick out numbers from boxes. Newsagents are being asked to gamble on their delivery charge.

Smiths News' MD Jonathan Bunting replied to a letter I wrote him on this subject. He compared his business to an electric or mortgage supplier, where customers make choices on fixed or variable rates. He failed to mention that his company bears no resemblance to those businesses.

Which newsagent in the UK would not have at some time chosen another news supplier after repeated mistakes on invoices, incorrect

supplies and constant late deliveries? To pretend that at the end of two years we can go and look for a better price or pick a better supplier is bizarre. Any comparison to a business that has competitors is a lie.

I have written again to the MD and told him I hold Smiths News responsible



What kind of Orwellian newspeak is the management of Smiths News using to fool newsagents?

Paddy Paddison

Woodside Store, Plymouth

for providing my business with the cheapest delivery charge. As they are a monopoly, they must act fairly as their negotiating position is absolute.

Smiths News chose the default option if you don't make a choice.

They could have chosen the variable option, but they didn't.

If their choice turns out to be more expensive to my business, I will take what action I can to recover my losses.

I have no advice for my fellow newsagents. How could I? I know no more than they do. All newsagents should know is that there isn't a choice that can make them better off in the long-term.

If Smiths News actually wanted to provide a cheaper service to their customers they would take action to do that.

Paddy Paddison
Woodside Store,
Hooe,
Plymouth

Smiths News did not wish to comment on this letter or its correspondence with Mr Paddison.

This unwanted energy drinks delivery is just tiresome Smiths

After 27 years in business, wholesalers do not change their spots.

On Saturday 29 August, our shop had delivered 12 bottles of energy drink.

Had we ordered these items? Of course not.

Is our wholesaler, Smiths News Reading, that desperate for an extra £10.82?

Anthony Heard
Hawthorn Stores,
Hawthorn,
Wiltshire

A Smiths News spokesman responds: "We have spoken to Mr Heard directly about the issues raised."

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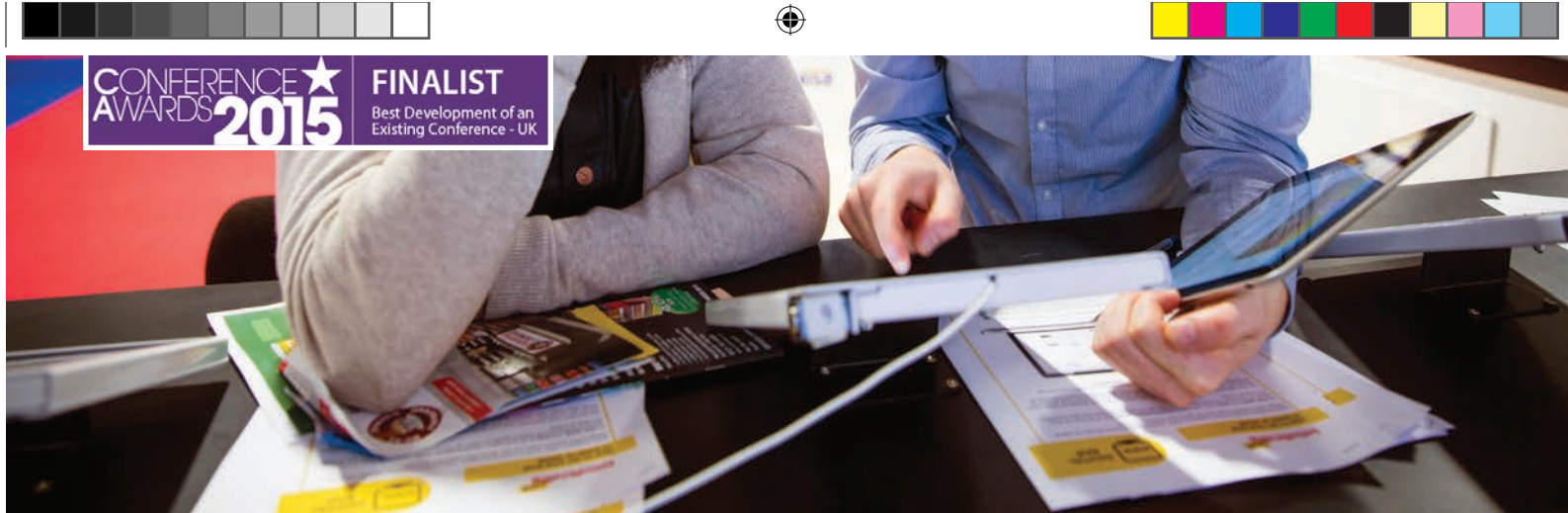
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LOCAL SHOP SUMMIT

Using technology to get closer to your customers and drive footfall

Staying up to date with the latest technological developments is an ongoing challenge and a huge opportunity for your business.

Whether you're looking to make the day-to-day running of your store more efficient or boost your marketing reach, there are lots of options. The Post Office will help you find the right one for your business at this year's Local Shop Summit, held at **Lord's Cricket Ground on Wednesday, 14 October.**

As supporter of the Independent Achievers Academy's Retail Innovation category, the Post Office is dedicated to providing independent retailers with new ideas and advice to help their businesses grow.

A live discussion session at the Local Shop Summit offers attendees the opportunity to ask questions, discuss challenges and share ideas with a panel of experts. This includes Paul Simmonds, Post Office Retail business development manager; Stefan Appleby, editor of Retail Express and head of digital at Newtrade, owner of betterRetailing.com; and a selection of leading independent retailers.

Together, learn how to promote your store to more customers, support your business and understand how the technology at your fingertips can improve buying decisions and drive footfall to increase sales.

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TAX BILLS ON FREE-TO-USE ATM 'UNBELIEVABLE'

Business rates are one of the biggest cost burdens for retailers. While many are set to benefit from a reduction when new rateable values come into effect in 2017, the weight of other rates bills could result in shopkeepers being forced to pass on the costs to their customers.

This is a predicament many retailers with external ATMs are facing after receiving hefty tax bills. The bills come after the Valuation Office Agency (VOA) ruled that any ATM situated on the front wall of a store should incur a separate rates bill, with around 10,500 such cash machines identified. The agency has also decided to backdate this charge to 2010, leaving many shop owners facing one-off bills, in some cases totalling tens of thousands of pounds.

Leicester retailer Raj Aggarwal, pictured below, owner of Spar Wigston, told RN he has been slapped with a backdated bill totalling £10,000.

"It's ridiculous," he says. "It took me nearly two years to get the machine and convince people this area needs a free-to-use ATM."

He says his store has gone from 400 transactions a month on the in-store machine, which charged £1.50, to 6,000 a month on the free-to-use machine. He fears his customers will be driven away if he is forced to start charging for transactions.

"We are providing the community with a service. People do not want to pay to get their money out," he says. "I just can't believe the VOA's stance."

Simone Calnon, pictured above right, who runs two Spar shops in Hemsby and Ormesby St Margaret in Norfolk, is in the same situation.

After months of fighting for the external free-to-use machine at her Ormesby store she was hit with a tax bill. She says

she has to pay £624 a year for the machine at her Ormesby store and is yet to receive the bill for her Hemsby shop.

"We couldn't believe it when we got the bill," she says. "They are treating the ATM as a separate business which doesn't make sense because the building wasn't extended. I would have thought twice about fighting for it if I'd known about the cost."

She receives 2p commission per transaction, which means she sometimes breaks even, but other times is left to pick up the bill.

The machine will remain free to use at the moment, she says, but if charges go up this will have to be reviewed.

"I fought to get it so I don't want to give it up too easily, but £600 a year is still an added expense," she says. "It's a service for customers and they appreciate it. We're in a village and the nearest bank is six miles away. There isn't a brilliant bus service so older people are penalised."

"We have other businesses calling us to see if we are getting rid of it because they rely on it. At the Hemsby machine during the summer we sometimes had queues of eight or nine people and we're always running out of money because we can't keep up with demand. It's definitely needed."

Cardtronics – a leading national ATM provider – is supporting the campaign to get the charges reviewed so independent stores are not crippled by these costs.

Tim Halford, commercial director at the company, says:

"Many retailers who rely on their ATM to help drive footfall and in-store spend are faced with the possibility that the machines might no longer be cost effective to run. We have therefore been working with various stakeholders,



largely in the convenience and forecourt sector, to ensure this issue is not overlooked.

"We hope that the matter receives the attention it deserves in the government's current review of business rates."

The VOA says the intention of the review is to ensure all businesses are treated equally and that every company pays its fair share of the overall business rates bill.

A VOA spokesman says: "We received a number of appeals regarding ATM sites, indicating that there were inconsistencies in how they had been assessed across England and Wales."

"We are legally required to correct inaccuracies whenever we become aware of them. In some instances, liability will be backdated to 2010. We understand the benefits that free ATMs provide to local communities and we will continue to consult with all affected by this exercise."



It's a service for customers and they appreciate it. We're in a village and the nearest bank is six miles away. There isn't a brilliant bus service so older people are penalised

Simone Calnon

Spar retailer on the effect on her customers of the VOA's ATM ruling



BINTESH AMIN

COLUMNIST

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☎ 020 7689 0600
📧 @RetailNewsagent



Get in early for end of year specials

Early planning, creativity and a point of difference are the essential ingredients for any successful seasonal event

Halloween is always an important season for my store because we are near to schools and houses, so we'll make a big deal of it again this year.

I sell lots of confectionery and biscuits, Mr Kipling cakes, party and snack bags and I'm planning to make a big display of these at the front of the shop. I'll also dual site them around the store, putting them in prominent positions so customers know they are there. Pumpkins, sweets and toffee apples sell well nearer Halloween, so these will go in the display too. We'll also sell costumes for kids, which will be one of the first things you see when you walk through the door.

The trick with Halloween is to get in early. It's quite a short selling period and we don't want to be stuck with leftover stock afterwards.

Consequently, this is one season where we don't work with local suppliers. We'll just stock well-known brands and make a big deal of the event nearer the time by dressing up, finding out who's going trick or treating and getting involved with that. We can give Halloween stock that doesn't sell one last push for Bonfire Night, then it's on to Christmas.

I pre-ordered my Christmas stock a couple of months ago and am waiting for it to arrive. I chose my range by looking at four years

of sales records, which showed that people started buying novelty products like Thorntons Father Christmases very early. Later on, things like £1 products, tubs of KP Nuts, sharing packs, multipacks of beer and party food and drink were popular. Promotions such as two for £5 and two for £10 worked well, as did things like £15 boxes of Ferrero which few other shops sold.

My priority with Christmas is to choose products which have good margins. Tins of chocolate make



Halloween needn't be scary if you get organised early



My priority is to choose products with good margins

★ A refreshing change

✚ **Last month**, I remerchandised some of my alcohol range, swapping the wine in my large chiller with the beer in my small chiller and putting multipacks in the fridge. I've done this partly because I sell a lot more bottled beers and ciders these days, but I was also holding a lot of beer in the stockroom, and this move has freed up that space. Wine and premium products such as vodkas and whiskeys continue to sell well and I've got to the stage where people know that we sell them and come here specially to buy them, so I'll continue to focus on those. I'm now planning more remerchandising. Every January we shuffle sections throughout the shop, so that customers have something different to look at. I'm planning what I'd like to move this time, but I'm considering re-laying the whole store next year, or doing a refit. I want to move the post office to the front and also to enhance my food to go, since this has been such a growth area for us this year.

us hardly any money unless we buy them from the supermarkets. Last year we bought two cages from Tesco when they were on offer and made our margin selling them at £4-£5.

New products always work well. Last Christmas we pre-ordered things like Guylian Caramel Seashells, but we sold out of them in the first week and couldn't get any more, so I've increased my order this year. I'm also looking for any Frozen or Star Wars products because these are so popular and anything related to them is bound to sell.

One of the problems with mainstream brands is that manufacturers only provide the usual Christmas range or enhance existing brands so there's no real wow factor. This is where regional brands give us an advantage. Last year we tried some local ales on sale or return and customers loved them so much they are now part of our permanent range.

We've also done well with American chocolate this year so I'm planning to make up different-sized gift packs and sell them for anything between £5 and £50.

If I can launch this successfully at Christmas I can continue doing it next year, by making gift packs for birthdays.

Bintesh Amin runs a Londis store in Kent

INDUSTRY PROFILE

The Retail Data Partnership

With a loyalty scheme, voucher packs and training events planned, Stephen Burnett says his company is helping retailers take full advantage of EPOS

RETAIL NEWSAGENT What have you been working on this year?

STEPHEN BURNETT We've been developing and trialling our Local Loyalty Programme. Customers get a card, register their mobile number, then retailers can send them targeted messages, so it opens a channel of communication.

Retailers will be able to build customer profiles with the data they gather. Then, if they see someone is a regular whisky purchaser, for example, they can message them to say they're having a delivery of single-malt whiskies.

RN You've been working with i-Movo on mobile vouchers and subscriptions for newspapers. Is this something retailers can expect to see more of?

SB The market will definitely move towards mobile vouchers. i-Movo has worked with the Financial Times and its subscribers are given cards which they use to buy their copy and retailers are automatically credited every week.

It's good because suppliers can verify transactions and know they're not being defrauded, while retailers can do something easily that has previously been a real pain. i-Movo is talking to other publishers, because they are moving towards subscriptions.

RN If vouchers are a growth area, are you working on any other

projects involving them?

SB We want to create starter packs for retailers with 500 vouchers for products such as nappies and Häagen-Dazs, which they can give to customers.

They can provide paper vouchers or post vouchers online which customers can download on their phones or print.

RN What's the main benefit to retailers?

SB It would give retailers much more control. At the moment, part of the cost of promotions is funded by manufacturers, but retailers also have their margins eroded.

With these vouchers, customers get a good deal but manufacturers carry the full cost because retailers



The market will definitely move towards mobile vouchers

get a full refund against the voucher, with no dilution of margin. It's about letting retailers process the same type of vouchers that Tesco can. Our scheme will allow retailers to set up their own promotions too.

RN What's the main thing retailers could do to improve their use of EPOS?

SB The vast majority don't look at the reports on their systems. Why have an EPOS system if you don't look at the reports? They tell you so much about your business.

As a basic, you can just use the simple 80/20 rule – if you want to improve your profitability, what are the 20% of products that make 80% of your profits? Hone in on those and put prices up by 1%. Customers will hardly notice and you'll boost your profitability massively.

RN How will you support the stores you work with to achieve this?

SB We're planning regional events to look at basic system functions and the added-value services we provide. We'll have good retailers there who can explain how they use EPOS, which should help and encourage others. We've also been building profiles of our retailers because our 2,216 stores are all very different. We want to identify different retailer groups and give them stock suggestions based on their sales.

RN Last year, we reported on the growth of tablet till systems. Is this a trend in convenience?

SB No, because convenience stores process such a large number of transactions. The current systems on tablets might work in a clothes boutique or shoe shop but they don't suit this environment.

** Company CV **

Company The Retail Data Partnership
Managing director Stephen Burnett

Profile With over 16 years in the industry, TRDP is the company behind the ShopMate EPOS and PaperRound HND systems. It has links to major wholesalers such as Bestway, Booker, Nisa and Palmer & Harvey and collects data from over 2,200 stores.

Latest news The firm is looking to launch a loyalty scheme that will allow retailers to send tailored promotions and product news to customers.

**

**

STILL 19 STICKS



8% POR UNTIL 31ST DEC*

*Based on price per stick according to published recommended retail prices August 2015. POR = Profit on Return. Based on recommended retail price of £6.10 and margin is calculated on this price. Available until December 31st 2015. Non-price marked packs are also available. All on-shelf retail prices are selected by the retailer alone and therefore margin may be affected by the retailer's chosen selling price. This communication is for the use of tobacco traders only.

Smoking



THE BEST VALUE BRAND IN THE UK

NEW PACK

SAME SMOOTH TASTE

NEW LOWER PRICE

CREATORS OF QUALITY SINCE 1896

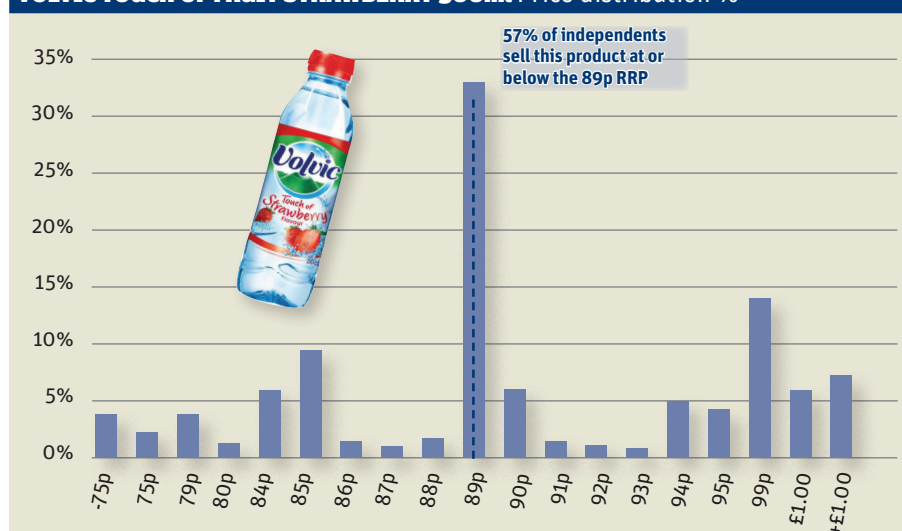
kills

PRICEWATCH WATER

WATER PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Volvic Touch of Fruit Strawberry 500ml	91p	89p	89p (BOGOF)	69p	70p	70p (2 for £1)	79p
Volvic Mineral Water 500ml	69p	65p	–	69p	59p	65p	89p
Buxton Still Mineral Water Sports Cap 750ml	80p	68p	69p (2 for £1)	–	85p	89p	99p
Volvic Touch of Fruit Lemon & Lime 500ml	91p	89p	89p (BOGOF)	69p	–	70p	79p
Volvic Touch of Fruit Summer 500ml	91p	89p	89p (BOGOF)	69p	–	70p	£1.19
Volvic Touch of Fruit Orange & Peach 500ml	91p	89p	89p (BOGOF)	69p	–	69p	79p
Volvic Mineral Water 1.5l	£1.12	95p	–	–	95p	95p	£1.19
Evian Mineral Water 500ml	71p	69p	–	50p	60p	65p	79p
Glacua Smartwater 600ml	69p	57p	–	–	60p	65p	99p
Highland Spring Mineral Water 1.5l	£1.04	85p	£1.00 (2l)	95p	80p	95p	–
Drench Orange & Passionfruit 440ml	99p	99p	99p (2 for £1.20)	99p	99p (PM)	99p (PM)	–
Juicy Drench Cranberry & Raspberry 440ml	99p	99p	99p (2 for £1.20)	99p (PM)	99p (PM)	99p (PM)	–

VOLVIC TOUCH OF FRUIT STRAWBERRY 500ml 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.

Pricing strategies

RETAILER

1



NAME JEFF OLIVER

STORE Premier Beechley Stores

LOCATION Cardiff, Wales

SIZE 1,100sq ft

TYPE village

Brecon water is the bestseller here – we sell at it at 69p a bottle. At £3 a case, this means we get a very decent margin – a minimum of 40%. I would love to have more space for water, but I think I've put in as much as I can without it looking too messy and cluttered. I have 10 facings of water on my standard chiller shelf, then another whole metre shelf for promoted soft drinks. This is a huge growth area, so I am considering ways in which I can expand this section given the space I have.

RETAILER

2



NAME PAUL MATHER




STORE Sherston Sub Post Office

LOCATION Malmesbury, Wiltshire

SIZE 1,350sq ft

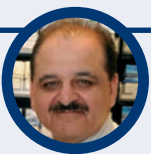
TYPE village

Our best-selling brand is from a local water supplier, Wenlock Spring. We like to support small local businesses in this way, and sell it at 50p per bottle. We charge what we feel is a reasonable price, especially given that most of our customers are regulars and from the same village. Every year when people arrive for the Badminton Horse Trials – about 20,000 people turn up on the Saturday – some businesses will charge £1.50 per bottle, and even though I could, I don't want my regulars to see me as someone who takes advantage of such situations.

 **Nadia Alexandrou**
 nadia.alexandrou@newtrade.co.uk
 020 7689 3350

RETAILER**3****NAME** VIP PANCHMATIA**STORE** Mace**LOCATION** Ebbley Wharf, Stroud**SIZE** 2,000sq ft**TYPE** housing estate

The prices we set depend on what offers we get and on RRP's. Glaceau Smartwater, for example, used to be on a buy one get one free promotion because we bought it on a really good deal and passed that on to our customers. We keep all 500ml, 750ml and some one litre bottles in the chiller, and then the rest on the aisle with the other large soft drinks. We have a gym right by us so water is very popular, especially the larger bottles which people drink during gym sessions. Evian sports caps seem to fly at £1.

**RETAILER****4****NAME** HITESH PATEL**STORE** Gays Newsagents**LOCATION** Hertford**SIZE** 550sq ft**TYPE** high street

We round prices off near enough to RRP, depending on what margins we get and how well the brand sells. We have two schools nearby so during school rush hours we'll get loads of children and parents coming in to buy drinks and snacks. I've been in the trade for over 30 years and so have established a good reputation for my range and availability, so every day I will see similar faces coming through my door for water. I also never limit the number of children that are allowed in my store at one time, which helps. Flavoured water sells fast here.

**RETAILER****5****NAME** VIPIN PATEL**STORE** Natsons**LOCATION** Barnes, London**SIZE** 750sq ft**TYPE** high street

The prices I set depend on whether I get a good deal from the wholesaler or supplier, and then I'll pass this on to my customers. We typically buy from Palmer & Harvey, which often runs promotions on water. Evian is our bestseller, and sports caps are also very popular. I put water next to the entrance of my shop in a large chiller so people can see them and other drinks in my range as they're passing by. I'll often put flavoured water or new products on promotion.



 **INDEPENDENT**
Achievers Academy

 **Imperial**
Tobacco

ACADEMY IN ACTION

Follow up






Availability

In March, Imperial Tobacco's store development manager Michael Lockhart visited Kate Clark's Sean's News in Upton-upon-Severn in Worcestershire to discuss availability. Six months on, what benefits has she seen?

Kate's action plan



-  Work with tobacco rep to analyse sales figures, identify out-of-stocks and ensure consistent availability
-  Record sales of local produce to identify sales patterns
-  Delegate management of hot dog counter to ensure availability at key times of the day

Kate says

"To consistently attain 100% availability on tobacco we've started using a board where all my team record when a product is running low. This then helps me to keep up-to-date with our stock so I can pick it up at the cash and carry. We've now been nominated at the upcoming ignite awards for our work. Delegating the hot dog counter to our apprentice Lizzie has helped identify the busiest times and that means our availability has improved when it's needed most."

Your action plan



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

RETAILER PROFILE



Mark's a magazine superhero

By specialising in magazines and keeping up to date with the latest trends, traditional newsagent

Mark Ansell has taken full advantage of sales opportunities and grown his profits. And with his HND and sub-retailing also flourishing, he is confident about the future. **Tim Murray** reports

Minions, superheroes and all manner of costume characters are congregating outside Mark Ansell's Liskeard News store the day RN arrives in town.

It's not a welcoming committee, however, just part of a fun day organised by Liskeard's trading association aimed at attracting tourists during the holiday season.

The event provides Mark with an opportunity to showcase the specialist magazines range he has built up in Liskeard News, a 900sq ft traditional newsagent he has owned for the past nine years.

"We've built a big display of children's titles in the window to highlight magazines like Minecraft and Lego Ninjago," he says. "We're a year-round business rather than a seasonal one, but this should give us an uplift in magazine sales."

Magazines have been a key focus for Mark since he bought the store. His original intention was to build a business his sons could take over, but their rapidly developing sporting careers put paid to those plans and Mark, his wife and three staff now run the shop, which is open six and a half days a week.

Although many of the fixtures and fittings, particularly the impressive shelving that houses the wealth of magazines Mark stocks, were already in place, he has rebuilt much of the business from scratch.

The store excels in magazines and boasts a

range of around 2,000 titles.

"When I started, I went for the specialist market," says Mark. "This is a very traditional newsagents so I have to offer something others don't do."

Mark's extensive range attracts people from all over Cornwall and even further afield, he says.

"A lot of customers can quite easily spend £30 or £40 on magazines," he says. "We had a customer spend £80 on them the other day."

The range has helped the store reach an annual turnover of more than £580,000, and recent trends such as adult colouring books have helped magazine sales grow by nearly 3% over the past few months.

"We've got just about every title – around 22 – and sometimes they are so popular they sell out straight away," he says.

One shots, likewise, are very successful. First and Second World War titles, Nikon's Photomasterclass series and titles such as Teach Yourself Lightroom, which sells for £19.99, are among Mark's bestsellers.

"iPad and iPhone one shots are popular too, because older customers are buying new phones and want to know how to use them. We're always putting new titles in the system. Five new titles came in this morning, and three of them are one shots."

Mark says browsing is crucial to the success of his store, so customers are allowed to take their time in this section.



Focus on your specialism to make sure your store stands out – we try all the latest magazines and stock such a wide range that customers travel for miles to shop from it”

MARK ANSELL



Mark Ansell says a focus on one-shots and adult colouring titles has contributed to a 3% rise in magazine sales



“When I started, I went for the specialist market. This is a very traditional newsagents so I have to offer something others don’t do”

“People might be here an hour but they might not buy anything. Another day, they might come in and spend £15.”

HND is also a core part of the business. Mark won back newspaper rounds from a disinterested Co-op store nearby and now employs 12 deliverers and runs a van to make deliveries.

“Newspapers and magazines are our core business. We’re still building newspaper sales – last quarter, they were up 5%,” he says.

Mark also sub-retails to five other businesses, including a farm shop and a station.

“The turnover they make wouldn’t cover their carriage charge so this is the only way to make newspapers sustainable for them.”

Elsewhere in his store, Mark is gearing up to replace his selection of toys with a new range of greetings cards, which he plans to sell at mid-range prices to attract volume sales. A revamp of the till area is also about to take place.

Planning for upcoming legislation such as plain packaging and the National Living Wage has put paid to more ambitious plans for now, but Mark has confidence in his growing magazine business.

“If the content is there, people will pay for it. There’s plenty of life in magazines yet.” ●

VISIT MY SHOP

Liskeard News

8 Fore Street,
Liskeard,
Cornwall
PL14 3JB



Want to see more of Mark's store?
Go to betterretailing.com/mark-ansell

SPECIAL REPORT

You've got strong newspaper sales, but Waitrose's free paper deal has tempted away some of your customers. You know fresh and chilled is the opportunity of the moment but you've no idea how to do it right in your store.

Even the best retailers need help to act on a new opportunity or to protect their businesses.

So **Tom Gockelen-Kozlowski** put eight retailers' everyday business questions to eight industry experts to provide them – and you – with some sound advice

We've got solutions



How do I compete with Waitrose's offer?

Dear RN,
I've got a successful HND business and my newspaper sales are strong, but I've noticed that I've lost some customers to Waitrose because of its popular newspaper deal and this means I'm also losing all the associated sales they make. How can I create an offer for my customers that keeps them coming to me instead of Waitrose?

Regards,
Paul Patel
Dibden Purlieu News
Southampton,
Hampshire



I'd like to recruit an apprentice

Dear RN,
I've got four part-time members of staff, but increasingly I think I'd like to recruit an apprentice too. I'm attracted by the idea that I could help someone to have a better start in life, but I'm not sure how it works and that's holding me back. Can someone explain the system and the advantages it provides please?

Regards,
Bal Ghuman
AK Convenience,
Shrewsbury,
Shropshire





Newspaper sales can inspire other purchases such as coffee

When it comes to maintaining and even growing newspaper sales, few publishers are as proactive about supporting independents as News UK. But as two of its titles, The Times and The Sunday Times, are featured in the Waitrose promotion, we asked the company's Greg Deacon for some advice.

Greg says:

Casual sales of newspapers are vital for retailers, so maintaining existing customers and acquiring new ones needs to be a priority.

I'd advise Mr Patel and retailers like him to offer linked deals and promotions that reflect the 'missions' customers are on when they come into their stores. If he's got a coffee machine, for example, he could create a linked deal where the Times and a cup of coffee cost a single price.

It's this sort of offer which can give a store a point of difference and add extra value for customers, especially as we know that 37% of newspaper sales take place between 7am-11am on weekdays and 44% during the weekends.

Another thing retailers can do is work with publishers. We have a sales initiative called My Perfect Shop, for example, where we can provide everything from primary display and secondary units to sales aids to encourage footfall and sales.

Also, using social media to increase interest and awareness in your store can help drive people to you.

When it comes to Mr Patel's delivery service, the future looks strong because our research shows that 23% of customers want convenience

and 87% are prepared to pay for it.

Again, it's worth working with us if you want to grow HND sales. We'll soon be launching an offer to readers of 12 weeks free delivery for The Times and Sunday Times, whether they get it every day, over the whole weekend or on a Saturday or Sunday only. This is up to £25 off delivery, which we're funding. I'd be happy to help Mr Patel attract more readers by providing all the sales tools and materials he needs.

Using HND to drive store sales is also possible if you offer a money-off voucher to HND customers to encourage them to come into the store more frequently. You can keep this fresh by changing these offers each week to focus on seasonal activity.

GREG DEACON is independents sales manager at News UK



Using HND to drive store sales is possible if you offer a money-off voucher to HND customers



Kate Clark is a serial award winner

Recruiting and training apprentices is an increasingly popular way for store owners to introduce passionate and hard-working people to their businesses. Kate Clark is an award-winning employer of apprentices and was named a Heart of Worcester College Apprentice Employer Ambassador earlier this year.

Kate says:

Employing an apprentice means passing on your knowledge to the next generation and you are able to teach someone to work in the business in the same way that you do. For a lot less than the wages of a full employee, they can be really valuable to your store. Our current apprentice, Lizzie, locks up the business and has even done a number of early mornings too.

In addition, the government gives you £1,500 when you take on an apprentice, which can cover most of the costs of wages for them. It helps that this arrives as a lump sum, because it means you can make an investment in your business too.

The first thing to do is contact your local college, which can advertise for an apprentice position, tailor the course to your needs and will interview potential appren-



Employing an apprentice means passing on your knowledge



Creating a supportive atmosphere helps boost team spirit

tices. Having said this, I've often found apprentices from weekend staff, where somebody finishes school and doesn't know what to do next.

My apprentices work 30 hours a week for me and in that time they have to do some work for the college too, which I'm available to help with. Every month an assessor comes to see how they're getting on and they are judged on a number of criteria, such as being able to use the phone in a professional manner, deal with complaints and offer great customer service.

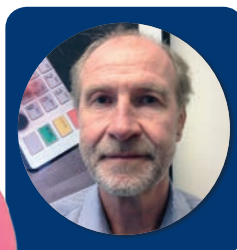
KATE CLARK is the owner of Sean's News in Worcestershire

SPECIAL REPORT

Make my cash machine a sales driver

Dear RN
We're always looking to get more customers from the community to use our store and I sponsor charities, work with schools and do leaflet drops to encourage this. One thing we've done to attract customers recently is get a free-to-use ATM installed inside our store. It's proved really popular, but I've noticed a lot of people use the machine and leave without spending any money with us. How can we ensure that they do?

Regards,
Samantha Coldbeck
Premier
Wharfedale,
Hull



Can you make your customers spend their withdrawn money with you?



Cashpoints are an increasingly valued service for customers, particularly where banks are closing down. We put Sam's concern to Clive Marshall at DC Payments, a leading ATM provider to convenience stores. Would they be able to provide Sam with some useful advice?

Clive says:

The first thing to say is that Sam has exactly the right attitude. Retailers need to try everything they can to get more sections of their community into their stores.

When it comes to an ATM, however, it can be very difficult to drive spend in-store. The value ATMs can have is clear. We know that 10%-12% of money that is withdrawn from an internal cashpoint is spent in the premises, and the average amount taken out in a convenience store is just under £50. That said,

there will be customers who come in, get £200 out and head to the pub and you can't change their behaviour.

The most important thing to do is drive as much footfall as possible. This means using A-boards, window stickers and even large banners outside the store to remind locals that this is a service you offer.

There are also a few things retailers can do to encourage more customers to make a purchase after using the cashpoint. A promotion that gives customers, for example, 10p off a tin of beans after using the

Help me recruit the right staff

Dear RN,
I see retailers with five or six stores and I don't know how they do it. I find it really difficult to recruit staff who are entrepreneurial and have a proper understanding of the business. For us, service is really important and we don't want people who are going to behave like robots. I'm looking to expand into two more sites, so getting this right will be crucial. Can you help?

Regards,
Mital Morar
Costcutter Moss Side,
Manchester



Could you pick out the one great applicant from a pile of CVs?

Multi-award-winning retailer Conrad Davies owns six stores and several butchers businesses. Operating so many sites to a standard which is recognised in the industry means being able to trust his staff to maintain the very highest standards at all times. Could he help with Mital with some expert advice on recruitment?

Conrad says:

Employing the right staff is difficult and often you don't know whether you've got it right until they've started.

When I look at CVs, it's important to look for good communication and people skills, but it's also important to take everything with a pinch of salt. Sometimes it simply

comes down to poaching people from other businesses.

What you will realise, however, is that the people who have the potential to become supervisors or managers will often stand out very clearly – they'll be the ones who are diligent and focused. Once you know who they are, you need to spend time with them and communicate the opportunities they have to be promoted within your business.



“

10%-12% of money that is withdrawn from an internal cashpoint is spent in the premises

machine is one thing which can work really well. Using banners and posters above or to the left of the machine can catch people's eyes too and might make them consider buying something like a surprise box of chocolates before they leave. We even provide the option for retailers to send us graphics on a deal they're running which we can put on to the ATM screen itself.

None of these things will make every customer buy something from your store, but together they can make a real difference to the overall number of sales your cashpoint creates.

CLIVE MARSHALL is sales manager – independents at DC Payments



Conrad says 'poaching' staff from other businesses can be a useful strategy

“

The people who have the potential to become supervisors or managers will often stand out very clearly

It's essential to have a culture where there are goals and that doesn't just mean being promoted. All my staff took a course in upselling earlier this summer, for example, and across the six stores I own in this area we now have a league table to show how much everyone is managing to sell.

CONRAD DAVIES owns and runs two Eurospars, a Spar, a Spar Express, a BP forecourt, a Subway franchise, a post office and butchers across Wales

Help me with my chilled challenge

Dear RN

How can we, as retailers, change our customers' buying habits? Although I'm making £1,000 per week on chilled produce, it's less than 10% of my turnover and I know it's possible for retailers to make much more than this. I'm looking to expand my range but I need to know what I can do to get customers buying these products.

Regards,

Suresh Patel

Premier Upholland,
Skelmersdale, Lancashire



Get your customers thinking about their whole meal in store



In many ways, fresh and chilled has been the 'it' category of 2015 and it's little wonder that many retailers want their share of the higher margins and basket spend it attracts. **Adam Hogwood** is one retailer who already uses this category to create a point of difference for his store. What advice does he have?

Adam says:

If you want to get your customers thinking about fresh food, the most important thing to look at is store flow.

You want to encourage customers to walk through your store so they come to fresh fruit and vegetables first, then fresh and cooked meat. Position sauces or herbs nearby and you can make them think about building a whole meal. If they think like this, it becomes natural for them to see your store as a destination for fresh and chilled produce.

One thing that works well for us is stocking local products.

Dealing with farmers directly means we can often sell produce for a lot less than the supermarkets and the products are fresher and larger too. Cauliflowers, onions and strawberries are just some of the local produce we've been able to source this year.

Finally, if your customers are older you really need to make sure that your promotions and portion sizes suit them. Our symbol group ran a deal on two chickens for £7, but for most of our customers, one whole chicken is too large.

ADAM HOGWOOD owns and runs Budgens of Broadstairs in Broadstairs, Kent

SPECIAL REPORT



I'm fighting discount competition

Dear RN

I struggle to maintain sales of single products, such as chocolate bars for 75p, when multipacks are increasingly available for £1 at the discounters. How can I maintain or improve my sales?

Regards,

Paresh Vyas

Vyas Food Store, Manchester



Mondelez International supplies independent retailers with a whole range of best-selling chocolate bars. From Twirl to Dairy Milk Caramel, these bars can also be found in discounters' multipacks, however, so we asked the company's **Susan Nash** how retailers like Paresh can protect their countline sales.

Susan says:

Discounters have clearly had an effect on this market but it doesn't mean local stores need to suffer.

Countlines should be a key focus, with chocolate singles worth 51% of the total chocolate category in independent and symbols stores. They are also highly-impulsive and provide a great opportunity for retailers to grow their sales.

We've been working to help retailers encourage sales and stores should take advantage of this. To make sure chocolate bars are in customers' minds as they enter a store, for example, we are supporting the sector with exclusive products and promotions that aren't available to customers buying discount multipacks. Our upcoming Joynormous promotion, for example, gives consumers the chance to win personalised surprises based on their interests, and this offer is exclusive to countline bars.

To help retailers get their offer right and ensure they can sell at a price that's right for their customers, we also supply single bars in both pricemarked and non-pricemarked packs bars. Earlier this year, we introduced 50p promotional pricemarked packs on our best-selling Cadbury countlines.

But the most important thing retailers can do is work with suppliers and use their category advice to help merchandise their displays. Countlines need to be seen and we recommend grouping best-selling products together at highly visible, high-traffic sites around the store. Manufacturers' PoS should also be used to highlight popular products.

All of this together can help ensure retailers like Paresh can keep selling these essential convenience products.

SUSAN NASH is trade communication manager at Mondelez International

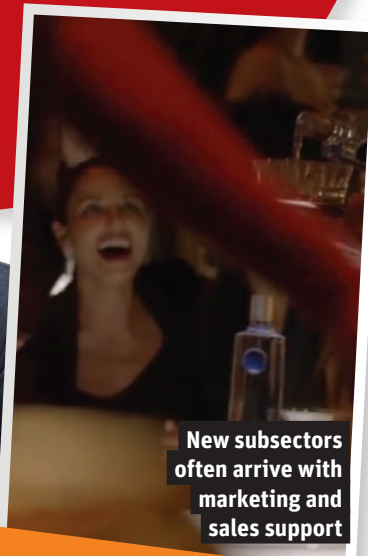
I'm learning about a brand new sub-sector

Dear RN,
When suppliers invest in new areas such as flavoured spirits I often feel uncertain about how to sell these products, what to merchandise them with and who the customers are that I should be focusing on. Any help would be appreciated.

Regards,

Rishi Madhani

CJ Stores
High Wycombe, Buckinghamshire



New subsectors often arrive with marketing and sales support

I want to ride into the sunset

Dear RN,
I have been in the newstrade for 26 years, but when my wife passed away four years ago I decided I couldn't continue. Since then, I've looked around for a reputable business transfer agent and worked with two companies, both of which tried to get me to sign agreements that had either unfair upfront fees or cancellation fees. After years of service in the industry, people should receive a lot more help when looking to retire and, at 63, I wish to get out while I still have reasonable health. I would be grateful if someone could recommend an agent who I can rely on to sell my business at a reasonable price so I can ride off into the sunset on my HND bike with my pension in my pocket and a hard-earned smile on my face!

Regards,

John Crellin

West End News
Fleetwood, Lancashire





Cocktails are growing in popularity in the on-trade and off-trade

Sub-sectors such as flavoured spirits seem to appear out of nowhere, making it a challenge for retailers to keep up-to-date. RN asked Diageo's James Cragg to explain how retailers like Rishi can range and merchandise flavoured spirits successfully.

James says:

With flavoured spirits, it's really important to consider the needs of your customers. Smirnoff flavoured vodka, for example, is a mid-range product which works well for 'big nights in', whereas Ciroc is a premium option for a gift or a special event.

Retailers need to include a full range of flavoured spirits so that they can cater for all customer needs. It's also useful to have good knowledge about the products you stock, so you can offer advice about

what makes them stand out. Ciroc vodka, for example, is made from grapes grown in the Gaillac region of France and is a premium vodka which is perfect for special occasions.

It's also important to inspire your customers with serving advice for spirits, suggesting how they can create their own drinks.

Supplier activity can help you draw attention to a new range. We recently launched our 'Shake It Up' spirits campaign to drive spirits sales over the summer, and you can take advantage of it in-store by



Inspire your customers to try something new

It's really important to consider the needs of your customers

making use of our PoS, which includes cocktail recipe booklets and shelf barkers, counter-top units and free-standing display units.

If flavoured vodkas are new to your store, drawing attention to them by placing them near the till, or even in a 'What's New' section, will work well.

JAMES CRAGG is head of category development at Diageo



Buying and selling businesses causes many retailers challenges

The problems associated with buying and selling retail properties will be familiar to many retailers, so RN put our regular columnist Barry Frost on the case. What advice could he give to this newsagent in need?

Barry says:

This is a very common issue, I'm afraid. The business transfer industry isn't regulated so agents are free to operate as they like. Unfortunately, many do seem to take advantage of this by charging large upfront fees and using restrictive contracts that are difficult or expensive to get out of. Many businesses simply don't get any interest and some just remain invisible to potential purchasers.



Don't be afraid to ask for references



So what can you do? There are many reputable business transfer agents that operate very reasonably and it is simply a question of shopping around before committing to one company. An agent based locally to your store will often know the area better than a national one and be much more in tune with market conditions.

Use an agent that charges low upfront fees for items such as boards and advertising and doesn't charge large valuation-based fees. Make sure the contract being signed can be terminated without any penalties and with a reasonable notice period.

Also, don't be afraid to ask for references from other business owners that the agent has acted for.

The most important piece of advice I can give, though, is to never sign anything on the same day that an agent has visited and valued your business. Take time to do some research as outlined above and get several agents to value your business, because signing something in a rush can lead to a lot of heartache further down the line. ●

BARRY FROST is managing director of finance and property consultancy service Commercial Plus

HALLOWEEN

SEVEN weeks to go

Halloween may still seem a long way off, but there are some tasks that are worth doing early. For Raj Singh, who runs a Londis store in Banbury, this includes looking at last year's sales data. "I always save my pre-sell orders, and this year's stock – which I've already ordered – is based on sales data from the previous Halloween," he says. To ensure he orders the best choice of products for his store, Raj combines checking his own data with using his symbol group's pre-sell catalogue, which allows him to choose from a wider Halloween range at lower prices.

While the bulk of Halloween sales will be made nearer the event, this early planning will pay

dividends immediately in certain sectors. Home baking is one category where it isn't too early for customers to start shopping. According to Jan McKee, head of marketing for Dr.Oetker, home baking sales have grown year on year, and the segment achieved a strong uplift in the eight weeks prior to Halloween last year. "Home baking creates opportunities for families to spend time together, particularly during seasonal events such as Halloween," she says.

Ms McKee highlights the importance of stocking orange and black food colouring, writing icing and cooking chocolate, all of which have performed particularly well over the past two years.



Children will bring parents in-store to look at our decorations

To do

1 Analyse last year's sales data to identify bestsellers

2 Order stock now to take advantage of deals

3 Use PoS and signage to group Halloween baking products



Give your sales a shock

If you want to benefit from the extra sales Halloween brings, you need to get into the spirit of the season – and that means starting early. Get inspired and organised with **Nadia Alexandrou's** seven-week planner



Have you ordered or chosen your Halloween stock yet? >>



STOCK THE RAINBOW
TASTE THE RAINBOW



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SUGAR CONFECTIONERY BRAND***

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SOURCES: *NIELSEN 21.03.15 **BASED ON CASE PURCHASE AT £14.39 AND SOLD AT £1.28

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HALLOWEEN

FOUR weeks to go

Halloween spending begins four weeks before 31 October, according to Perfetti Van Melle, making the start of October the perfect time to transform your store into a destination for Halloween shoppers. "It's all about creating fun around the whole thing, rather than just plonking a stand in the corner," says Avtar Sidhu of Sukhi's Simply Fresh in Kenilworth.

To help customers get into the spirit of the event, Avtar will create a zone for his most popular Halloween goods, including pumpkins, costumes, broomsticks, toffee apples and freshly-baked Halloween cupcakes. As well as decorating the rest of his store with themed PoS such as bunting, Avtar hangs a large rat and spider-clad skeleton over the zone to make this section unmissable.

Decorating his store four

To do

- 1 Put out Halloween speciality goods such as costumes and pumpkins
- 2 Create a zone specifically for Halloween products
- 3 Use themed PoS to decorate your store

weeks before Halloween is a crucial step for Avtar, because doing so puts his range on customers' radars and encourages them to return nearer the date. "If you put your display up at the last minute, you've missed the point because customers are not aware that you're selling all these items and go elsewhere, leaving you with a lot of wasted stock," he says.



It's all about creating fun around the whole thing, rather than just plonking a stand in the corner

To do

- 1 Keep a record of sales up until 31 October
- 2 Maintain good relationships with suppliers so you can make last-minute orders
- 3 Make use of supplier PoS to create in-store theatre

TWO weeks to go

In this busy two-week period, staying fully stocked with your customers' favourite Halloween treats is key, and Raj Singh ensures this happens by maintaining a close relationship with his local supplier. "I get deliveries from them almost daily, and having that close relationship means I know I can order last-minute stock from them," he says.

At the same time, Raj keeps track of what is selling well and what isn't so he can promote and highlight slow sellers in the last week to make sure no stock is left over. As well as preventing wastage, Raj will use this informa-

tion for next year, as part of his annual target of increasing orders of his best-selling products by a minimum of 20%. "For example, this year I'm ordering one and a half cages of pumpkins (roughly 90 pumpkins), whereas last year I sold just one," he says.

As Halloween gets into full swing, suppliers are just as keen as retailers to use in-store theatre to boost sales. "Creating spooky displays in the run up to 31 October using our dedicated PoS is a great way to increase sales, which can be boosted by almost 400%," says Adrian Troy, head of marketing for AG Barr.

To do

- 1 Run promotions to prevent leftover stock
- 2 Make your store fun for shoppers by dressing up and engaging with them
- 3 Treat children with novelty sweets

The FINAL week

During the peak week for trick or treating and Halloween parties, Raj uses his store to add to his customers' experience and join in with the celebrations. Every Halloween, Raj sets up a stall outside his shop and has a member of staff dress up and hand out sweets to passers-by. "This is a great way to form a bond with customers, and often children will bring their parents in-store to look at our decorations and novelty sweets," he says.

The final week is also the time to start thinking about surplus stock, and both Raj and Avtar use promotions to prevent wastage. "Halloween is a completely different ball game compared to seasons such as Christmas, because it's almost impossible to sell Halloween stock after 31 October," says Avtar. This means that on top of any promotions already running, Avtar will put multibuy deals and discounts on slow-selling items.

PRODUCT NEWS

Every year suppliers bring out new Halloween products to drive seasonal sales. Here's what's new for 2015.

Perfetti Van Melle

New Chupa Chups lines include Chupa Chups Monstrous Bag and Monstrous Pop – lollipops with a sherbet centre available in Blueberry-Lemon, Cola-Lemon and Strawberry-Lemon. They are available in singles with an RRP of 20p, or bags of 10. Perfetti Van Melle is also teaming up with upcoming children's Halloween film Hotel Transylvania 2 to bring out themed bags of its Fruittella range.

carton, consisting of two themed Jaffa Cake Bars in a 'Trick or Treat' House Pack. Also returning this year with a new design and improved recipe are McVitie's Halloween Jaffa Cake Bars, including Spooky Zingy Orange and Scary Lemon and Slime.



Burton's Biscuits

Burton's is launching Cadbury Scream Egg Biscuits, Cadbury Mini Animals Halloweenies, Cadbury Halloween Mini Fingers and Cadbury Trick or Treat biscuit assortment. Stock will be available from 1 September to November.

Wrigley Wrigley is launching limited editions for both Starburst and Skittles – Starburst Trick or Treat sharing bags and Skittles Dark-side sharing and singles bags. Also in time for Halloween, Skittles will be adding Skittles Fruit Funszie to its range as a permanent addition.

United Biscuits

The company is launching its first McVitie's sharing





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October 14, 2015

Lord's Cricket Ground, London

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attending the Local Shop Summit,
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PREVIEW



Trick or treat

Wrigley is launching two limited edition Halloween-themed sweet bags. Starburst Trick or Treat and Skittles Darksides are available until the end of October.

RRP £1.29-£1.39

Outers various

Contact 01752 752094



Sweet enough already

Britvic has launched a Tango sugar-free variant, tapping into the consumer trend for lower-sugar alternatives.

RRP 59p-£3.19

Outers various

Contact 0845 755 0345



Bewitching cakes

McVitie's is capitalising on Halloween with Jaffa's Scary and Spooky cake bars and a Trick or Treat House pack.

RRP £1-£2.50

Outers various

Contact 0800 1380813



Bahlsen Pick Up!

German biscuit company Bahlsen have added to their pick-up range with Pick Up! Black 'N' White chocolate and caramel bars.

RRP 40p-£1.69

Outers various

Contact 0207 242 2844



Royal mint

Bendicks is celebrating the Queen becoming the longest reigning monarch with these limited edition Elizabethan mints.

RRP £8

Outers 10

Contact 01962 844800



Bueno Vista!

Until Christmas Kinder Bueno will be offering 'win 1 of 10 fashion prizes every day' across Classic and White singles and multipacks.

RRP various

Outers various

Contact 01923 690 300



Nuts over Christmas

KP Nuts Caddy range is back for Christmas in Jumbo Salted, Honey Roast and Dry Roasted Peanuts flavours.

RRP £4.29

Outers various

Contact 01207 291910



Absorb more sales

Bodyform extra protection liners are the new feminine hygiene brand offering extra absorbent liners for consumers.

RRP £1.55

Outers various

Contact 01582 677400



Luxurious Custardz

Fine foods confectioners Flower & White launch their latest creation: gourmet chilled Custardz in five luxurious flavours.

RRP from £2.99 per pot

Outers 6

Contact 01743 443864

THIS WEEK IN MAGAZINES

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@NicolaStewartRN



History of an icon

ZIPPO LIGHTER TRIBUTE WILL SET SALES ON FIRE

It's been around since 1932 and sold countless millions, now the Zippo gets its own partwork, detailing its 'life' through the ages

DE AGOSTINI pays tribute to the iconic Zippo, invented by American George Blaisdell in 1932, with this collection of classic lighters. Each issue of The Zippo Collection comes with an authentic Zippo lighter, as well as a collector's magazine that explores the history of the model featured and the company itself. All of the lighters are either genuine reproductions of a classic design or specially commissioned originals, and are designed, manufactured and guaranteed by Zippo. The launch is supported by TV ads and retailers are asked to display early issues near the till. The first issue is expected to sell out quickly at £4.99 so retailers are urged to order early.



THE ZIPPO COLLECTION
On sale 16 September
Frequency fortnightly
Price issue one £4.99, issue two £9.99, issue three onward £19.99
Distributor Comag
Display with other partworks

Round up



NICOLA STEWART
Magazines
reporter

MAKING BEST USE OF SPACE

There is a news kiosk near our office that I walk past most days and I almost always end up stopping to buy something. Obviously it has the benefit of being located on a busy high street, but the reason I am so often convinced to pick something up is because there is always something that catches my attention.

Although the kiosk itself can't be more than a few square metres, there are several hundred magazine titles on sale.

The owner has made the absolute most of the limited space he has, finding creative but simple ways of displaying things.

He isn't able to display everything prominently, but on one free-standing display unit, he has about 15 magazines that are covermounted with free gifts or have some other added value, all full or even double-faced.

He also has a selection of specialist titles, such as Flow and Frankie, in distinct, neat piles on a crate. It would have taken very little to implement, but it makes these premium-priced titles highly visible to customers.

I always know when a new partwork has come on sale because he has the first issues displayed as far forward as possible – the equivalent to the entrance or front window of a shop.

Often they are displayed on top of the boxes they were delivered in, again showing that the most important consideration for him is positioning the product where people can see it.

Based on the fact I usually have to wait in line to buy something, his approach seems to be paying off.

Football stickers are coming home.

ENGLAND
OFFICIAL STICKER COLLECTION 2016

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ENGLAND STARTER PACK
OFFICIAL STICKER COLLECTION 2016

ENGLAND
OFFICIAL STICKER COLLECTION 2016

ON SALE NOW!
IN ALL GOOD NEWSAGENTS

STARTER PACK: £2.99
STICKER PACKET: 50P

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THIS WEEK IN MAGAZINES



Bestsellers Computing & gaming

Title	On sale date	In stock
1 Computeractive	16.09	<input type="checkbox"/>
2 Web User	23.09	<input type="checkbox"/>
3 Micro Mart	17.09	<input type="checkbox"/>
4 Official Xbox Magazine	25.09	<input type="checkbox"/>
5 PlayStation Magazine Official	25.09	<input type="checkbox"/>
6 GamesMaster	10.09	<input type="checkbox"/>
7 Pocket World	10.09	<input type="checkbox"/>
8 PC Gamer	24.09	<input type="checkbox"/>
9 GamesTM	10.09	<input type="checkbox"/>
10 Play Unofficial PlayStation	10.09	<input type="checkbox"/>
11 Edge	24.09	<input type="checkbox"/>
12 PC Pro	17.09	<input type="checkbox"/>
13 PC Advisor	16.09	<input type="checkbox"/>
14 Retro Gamer	10.09	<input type="checkbox"/>
15 Mac Format	29.09	<input type="checkbox"/>
16 Computer Shopper	12.09	<input type="checkbox"/>
17 Neo	01.10	<input type="checkbox"/>
18 Linux Format	29.09	<input type="checkbox"/>
19 X-One Magazine	01.10	<input type="checkbox"/>
20 Custom PC	17.09	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



MOTORCYCLE NEWS

To celebrate 60 years of the iconic motorcycling title, MCN has invited readers to vote for the greatest bike of the past 60 years with results to be announced in an anniversary bumper issue. With a one-off price increase to £2.99, the issue features a 32-page supplement showcasing the 60 contenders and winner, plus a poster coverwrap and 10 more posters. Retailers are asked to display it near the till.



ZOMLINGS SERIES 4

With millions of toys sold across the UK, each series of Zomlings has been more successful than the last. The fourth series introduces more than 100 new Zomlings, as well as four different Zom-Mobiles to collect, each available in six different colours. There are also ultra-rare gold Zom-Mobiles to find. Starter packs will include a Zomlings Town play mat and a limited edition metallic Zom-Mobile. The launch is supported by TV advertising.



SHOPKINS

This new sticker collection from Topps is based on the popular grocery-themed toy range for girls aged five and over, Shopkins. There are more than 230 stickers to collect, including special edition designs, and starter packs come with a 40-page sticker album and five packs of stickers. The Shopkins brand is backed by significant TV advertising so retailers are advised to display the collection prominently to capitalise on the exposure.



MARVEL PLAY TIME

The third issue of newly-launched pre-school title Marvel Play Time comes with a free S.H.I.E.L.D. dress-up kit, more than 70 stickers and a Team Heroes height chart. The monthly is the only superhero-themed title for children under five and retailers are asked to display it prominently alongside other pre-school titles. Marvel currently has two shows on Disney XD – Ultimate Spider-Man and Avengers.



OKIDO

Cbeebies has launched a TV show based on Okido magazine – the art and science magazine for children aged three to eight. The series, called Messy Goes To Okido, is based on the magazine's central character, Messy Monster. The show is expected to have a huge impact on the popularity of the brand and retailers are advised to display Okido magazine prominently where children can see it.



On sale 16 September
Frequency weekly
Price £2.99
Distributor Frontline
Display with Bike Monthly, Ride



On sale 10 September
Frequency ongoing
Price starter £2.99, toys 50p
Distributor Seymour
Display with other collectables



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



On sale 10 September
Frequency monthly
Price £2.99
Distributor Marketforce
Display with Thomas & Friends, Play & Learn



On sale 15 September
Frequency six per year
Price £4
Distributor Comag
Display with CBeebies Magazine, Play & Learn

**ALL WITH QUALITY
MECHANICAL PENCILS**
**ON SALE
17 SEPTEMBER**





MILITARY WATCHES

The latest standalone issue of Military Watches is based on a watch worn by pilots in the Soviet Air Force during the 1980s. Towards the end of the Cold War, planes flew faster and higher, and pilots experienced more g-force than ever before, meaning their watches had to be extremely legible and withstand intense vibration. With this in mind, the watch in this issue has luminous hour and minute hands and a specially contoured leather strap.



On sale 17 September
Frequency one shot
Price £25.99
Distributor Comag
Display with the regular Military Watches collection



GRAMOPHONE

The Gramophone awards special is the title's biggest issue of the year with all of the details on the winners of its annual Gramophone Classical Music Awards. The issue celebrates the best releases of the past year, as judged by its expert panel of critics. Gramophone regularly reviews the most important and interesting new recordings in classical music and retailers are advised to display it alongside other classical music titles.



On sale 18 September
Frequency monthly
Price £5.50
Distributor Seymour
Display with Classical Music



LEGO NINJAGO

Based on the popular animated series for primary boys, Lego Ninjago: Masters of Spinjitzu, this collection from Topps is expected to be a strong seller. There are more than 200 stickers to collect, including special shapes and glitter stickers, and starter packs come with a 32-page album, a sheet of six stickers and five sticker packets. Retailers can order stickers from wholesale.



On sale 4 September
Frequency ongoing
Price starter £2.99, stickers 50p
Distributor Topps
Display with other collectables



VOGUE USA

The September issue of Vogue USA is a bumper special featuring a massive 832 pages of autumn fashion. Global superstar Beyoncé appears on the cover, as well as inside in a photoshoot by Mario Testino. The feature 'Just B' looks at the rise of the star and how she has achieved 'global domination'. Vogue USA has a premium price of £6.50 and should be displayed alongside its UK counterpart and other fashion titles.



On sale 10 September
Frequency monthly
Price £6.50
Distributor Comag
Display with Cosmopolitan USA, Harper's Bazaar USA, Vogue



W

The September issue of American fashion title W features 'the world's most connected supermodel' Gigi Hadid on the cover. Inside, it features a pictorial spread from a 'Los Angeles rager that recalls Studio 54-era debauchery' attended by Miley Cyrus, Emily Ratajkowski, Joan Smalls and Amber Valetta – a feature that has made headlines across the internet.



On sale 11 September
Frequency 10 per year
Price £4.95
Distributor Comag
Display with Vogue USA, Cosmopolitan USA

Industry viewpoint

Senior sales development manager, Frontline



GET READY FOR THE RACE INTO AUTUMN

You may be inclined to think that autumn signifies the end of the motorcycling season, but you would be wrong. From a sporting perspective, the MotoGP, World Superbike and British Superbike seasons are all set for a thrilling finale. Can Danny Kent become Britain's first Grand Prix World Champion since Barry Sheene in 1977? MCN can bring readers close to the action with its unrivalled coverage and access to the superstars such as Valentino Rossi.

MCN is the biggest motorcycle media brand in the world and has been at the heart of motorcycling since its launch 60 years ago. It continues to deliver a constant feed of the best motorcycle news, reviews, world exclusives, first rides, road tests, sport, respected opinion and expert advice.

In the wider motorcycling world, as we move towards the end of the year, it is award season and time for motorcyclists to start thinking about preparing to ride in cooler conditions. Our portfolio of motorcycling magazines will be offering a wide range of value-added promotions over the coming months which will boost newsstand sales considerably.

To drive sales, ensure MCN is on display first thing every Wednesday to maximise sales at peak times, make sure market-leading titles are fully-faced at the front of the motorcycling category and utilise any available promotion space on tills or in fixtures to display promoted issues and encourage impulse purchases.

Top tip

Encourage MCN customers to buy an additional monthly motorcycling magazine such as Bike, Ride or Performance Bikes.

On Sale
4th September
Starter Packs £4.99
Packets £1

Includes cards from Star Wars: The Force Awakens™

THIS WEEK IN MAGAZINES

Partworks







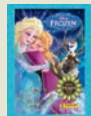



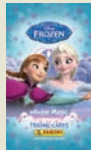





Title	No	Pts	£
Amercom			
Great British Locomotives	41	48	8.99
Amermedia			
Military Vehicles	45	48	5.99
DeAgostini			
Build the Millennium Falcon	36	100	8.99
Cake Decorating	182	210	2.99
Cake Decorating Relaunch	131	165	2.99
Dinosaurs & Friends	29	60	5.99
Official Star Wars Factfile	85	120	2.99
Something Sweet	87	90	2.99
Eagle Moss			
3D Create & Print	34	90	6.99
Batman Automobilia	71	80	10.99
Build A Solar System	3	104	6.99
DC Chess Collection	95	96	8.99
DC Comics Graphic Novel	2	60	6.99
Disney Cakes & Sweets	105	120	4.50
Doctor Who	54	70	7.99
Knit & Stitch	139	176	5.00
Marvel Chess Collection	46	64	8.99
Marvel Fact Files	130	150	3.50
Military Watches	41	80	9.99
Star Trek Off. Starships Coll.	54	70	9.99
Hachette			
Art of Crochet	2	120	1.99
Art of Knitting	33	90	2.99
Art Therapy	25	100	2.99
Black Pearl	87	120	5.99
Build the Mallard	54	130	7.99
Build the U96	54	150	5.99
Classic Pocketwatches	80	80	8.99
Dr Who Complete History	1	80	1.99
Judge Dredd Mega Collection	17	80	9.99
Marvel's Mightiest Heroes	45	60	9.99
My 3D Globe	36	100	5.99
Your Model Railway Village	94	120	8.99
RBA Collectables			
Amazing Dinosaur Discovery	28	80	5.99
My Zoo Animals	3	60	5.99
Precious Rocks, Gems & Minerals	33	100	5.99
Real Life Bugs & Insects	51	85	5.99

Collectables

Topps

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

Panini

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



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Back in the day

101

YEARS AGO

12 September 1914

Shurey's penny war weekly was delayed because it was not the quality it should be, prompting an apology to the trade. "They want it to be the best penny war weekly," the statement reads. "They could have issued it this week, but it would not have come up to their standard."



50

YEARS AGO

11 September 1965

'His' and 'hers' sweaters were on offer at True Story magazine. The magazine for women has graced the newsstands since 1919. Alongside six real-life stories in this edition, knitting enthusiasts were treated to two exclusive designs for 'his' and 'hers' jumpers.



25

YEARS AGO

15 September 1990

The Daily Telegraph launched Young Telegraph – a weekly tabloid supplement aimed at eight to 12-year-olds. The paper said there are three objectives: to encourage children to find newspapers appealing, to encourage kids to read and to increase circulation of the weekend Telegraph package.



Plastic fantastic trendsetters have really got it in the bag

Fashion trends come and go, but let's hope this bag habit doesn't catch on.

Boys and girls, and even fully grown adults, in Taiwan are taking recycling to new levels by wearing nothing but plastic bags as clothes.

Needless to say the somewhat see-through carriers leave little to the imagination, making the latest rash of bag selfies interesting to view.

Apparently, wearers simply slip their

arms through the handles and, voila! a new outfit is created. Bags from 7-Eleven seem particularly popular, with Taiwanese

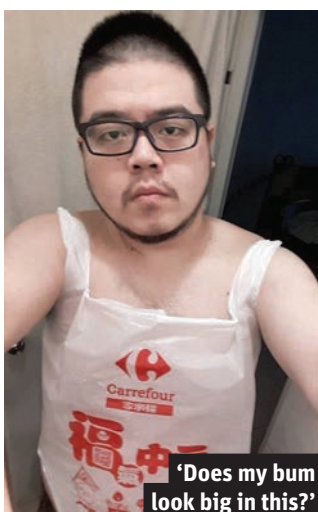
own brands also getting a look-in.

What the appeal is is anyone's guess, as is the question of whether the craze will catch on here.

With carrier bag charges coming into effect in October in England and Wales, this bizarre form of retail

'Does my bum look big in this?'

therapy may not end up being everyone's bag.



Dad's 'joke' stick-up fail

It's a familiar scene: a child setting up a play shop and selling toy goods to mums, dads, brothers and sisters, but one little girl got more than she bargained for when her dad pretended to hold up the store.

In a YouTube video that has been viewed more than 135,000 times the little girl is busy scanning her dad's toy purchases. She even uses a pretend conveyor belt to transport them. But she's left shocked after he suddenly decides to

stage a stick-up. "Give me all your money!" he repeats. "Give me the money in that till now!" he shouts, pointing his two fingers into the shape of a gun.

It's a life lesson any would-be shopkeeper needs to learn but, surprisingly, the girl takes it all in her stride.

After looking at her dad somewhat bemused, she calmly says, "No".

Perhaps a career in retail really does beckon?

AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



Doesn't your heart sink at the thought of the Rugby World Cup and the European Football Cup?

You just know that when they say a 45 minute cut-off time has been agreed that they are lying through their teeth and it will end up being a lot longer – we will end up very late, having to rush ourselves stupid.

I will never understand why these days, as it's already been on television and Radio 5 Live, so what is the point of the papers being late, which can mean lost sales? Unless, of course, it's because those who print the things sit and watch the games before they start printing. Whatever the reason, it's damned annoying.

The papers were here at 4.25am on Thursday 3 September but there was a decided shortage of weekly magazines distributed from the Birmingham depot of Smiths News, which is not very far from Wednesbury where our papers come from. Unfortunately, the tote boxes hadn't been sent on time so that meant a re-run for them. I didn't wait, I just put them out on the Friday a day late.

To all of you who may possibly own one of these cars that have a glass roof and sun roof, I will pass on a warning. They can explode and shower you in glass fragments while you are travelling along.

I know this because it happened to my son and daughter-in-law two weeks ago in their brand new car. Needless to say, they are lucky not to have been very badly injured. As it was they were in a state of shock for quite some time and it went with such a bang it affected their hearing for a while.

So be aware folks, they aren't very safe things to be riding about in.



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