

RETAIL NEWSAGENT

RN ON THE ROAD

Test purchases, illicit alcohol: a day in the life of trading standards

INVESTIGATION
Page 28 >>



Constructing an opportunity
'Local builders spend £500 a week on our hot snacks'
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NEWS • CONVENIENCE • PROFIT

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'We'll prove £40m deal's a win-win'



- Booker to meet with Londis and Budgens retailers to answer questions and address concerns following merger.
- Premier and Family Shopper stores promised better premium and fresh & chilled infrastructure. Page 5 >>



PAYPOINT

Facebook frenzy unites retailers

Director Andrew Goddard to visit group founder after 1,400 members join in a week.

Page 5 >>

TOBACCO

High court challenge over plain packaging

JTI, Philip Morris and BAT file lawsuits against government. Page 4 >>

REGIONAL

Sinkhole nightmare

Sales down 70% as retailer trades from his car. Page 12 >>



Raspberry Vipul The Wharf in Ebley Stroud has become the first Mace store to open an ice cream parlour. With 18 flavours for customers to try, owner Vipul Panchmatia is hoping to sell 40 to 50 tubs a week. In its first three days the parlour pulled in £400 in sales.



RETAIL CRIME

'My terror at the tillpoint'

Knifepoint attack is the harsh reality of handling high-cash services like PayPoint, says retailer. Page 14 >>

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Take a Break PoS push planned for 17,000 independent stores
Page 7 >>



Snack Happy

IRRESISTIBLY TASTY PROFITS

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BAKED TO BUILD YOUR BUSINESS

LEADER



So the claim that PayPoint users spend 20% more than average shoppers only rings true if you count the users who actually buy something



CHRIS GAMM

Editor

@ChrisGammRN

I love numbers, budgeting and pulling apart reports with a calculator at my side. Because of this, I thoroughly enjoyed Aberdeen retailer Leanne McGowan's number crunching on the PayPoint Pay Fair Facebook page over the weekend.

Sceptical of the service provider's much-vaunted "20% more footfall, 20% higher spend" claim, she picked a random day and analysed transactions and average spend for PayPoint users versus everyone else.

Three interesting stats jumped out: first, 42% of her PayPoint users didn't buy anything else that day. Second, the average basket spend of a PayPoint user was £4.84, 22% lower than the £6.24 spent by non-users. And third, however, if you remove the 42% of PayPoint users who didn't buy anything else, the average spend was £8.34, 33% higher than the store average.

So the claim that PayPoint users spend 20% more than average shoppers only rings true if you count the users who actually buy something.

She also quite fairly asks who's to say that the 75 PayPoint users that day were new footfall and not existing customers who love her great prices and excellent service and paid their bills there because it was convenient?

The thing about market research is you can spin a compelling sales story out of any set of answers if you ask the right questions. And while some numbers look good sat in an air conditioned office, they don't ring true with retailers on the ground.

Research is normally commissioned to justify, reinforce or change behaviour. But if those you're trying to influence have no confidence in what you're telling them, no appetite to believe it and have hard evidence to the contrary, you're just flogging a dead horse.

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PREMIUM TOBACCO

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DIETARY REQUIREMENTS

Which companies are investing in the specialist dietary food sector?

"RETAILERS INCREASINGLY NEED TO DO BUSINESS ON THE GO"

- TODAY'S MANAGING DIRECTOR BILL LAIRD EXPLAINS THE INSPIRATION BEHIND THE NEW PLAN FOR PROFIT APP Page 34 >>

NEWS

Mystery shoppers for 'No ID'

Teenage mystery shoppers are to be sent into independent retailers to buy cigarettes under a new scheme to ensure proof-of-age compliance.

Stores will be visited by 18 and 19-year-olds to check whether owners have adopted the 'No ID, No Sale' policy when dealing with customers who are only just of legal age to buy tobacco.

Under the scheme, which is being rolled out following a successful pilot in the north west of England, stores that fall short of the legal standard will be offered free, accredited training from former trading standards officers.

The compliance programme was first launched in March this year by JTI, Philip Morris and Imperial Tobacco.

JTI crime ad targets 5 million

JTI is using a full-page advert in 70 regional newspapers in an attempt to warn five million people of the dangers of illicit tobacco selling.

The media campaign will highlight how illegal tobacco brings crime to communities and detail what JTI is doing to help combat the problem, including informing the police and local trading standards.

Jeremy Blackburn, JTI head of communications, said: "By raising awareness of the dangers illegal tobacco represents, we aim to increase the number of people reporting these crimes and criminals."

In the past year, JTI has removed a total of nine gantries from retailers found to be breaking the law.



Race day raises £12,600 for NewstrAid

Senior figures from the newspaper and magazines industry turned out at Lingfield Park Race Day last week to show their support for newtrade charity NewstrAid. The organisation provides welfare and support for past and present newtrade workers throughout the UK. Pictured at the event is NFRN national deputy vice president Ray Monelle, national vice president Ralph Patel and national president Martyn Brown, along with their wives Andrea, Urvashi and Kate. An estimated £12,600 was raised on the day.

Manufacturers take legal action BAT, PMI and JTI file objections to the High Court

Government sued over plain tobacco packaging

by Nicola Stewart

Three of the four biggest tobacco manufacturers have followed through on threats to take legal action against the government over plans to introduce plain packaging.

British American Tobacco (BAT), Philip Morris International (PMI) and Japan Tobacco International (JTI) have all filed legal objections to the High Court, arguing the measures deprive them of property in the form of trademarks.

The companies are seeking compensation that could amount to billions of pounds if successful.

Imperial Tobacco told RN it is also "actively considering" its position, with a "view to potentially issuing a legal challenge in the future".

A spokesman for BAT said: "Legal action is not something we undertake lightly, but the UK government has left us with no other choice.

"Any business that has property taken away from

it by the state would inevitably want to challenge and seek compensation.

"We look forward to having the opportunity to explain our views on this divisive and unlawful measure."

JTI managing director Daniel Torras added: "We have clearly and repeatedly made clear to the UK government that plain packaging will infringe our fundamental legal rights.

"Despite the lack of evidence that plain

packaging works, the government has decided to proceed and JTI must now protect its rights in the courts."

The companies would not comment on whether the court action could delay the introduction of the measures, due to come into force in 2016.

A spokesman for the Department of Health said: "We would not have gone ahead with standardised packaging unless we had considered it to be defensible in the courts."

Doubts over food waste scheme

A convenience store owner has welcomed a campaign to force supermarkets to donate waste food to charity, but has questioned the scheme's logistics should c-stores ever have to follow suit.

Parisian councillor Arash Derambarsh's

200,000 strong signature campaign against food waste led to a law forcing French supermarkets to donate waste food to charity. Now, more than 100,000 people have signed a similar petition urging the UK government to enact the same law.

Russell Holborn, of Holborn's in Surrey, said while he welcomed any scheme that redirected food waste to a good cause, he was concerned that the smaller amount of waste produced by c-stores made it unclear how such a scheme would work.

He said: "At the end of the week, I might have a box of bananas and a box of onions left over. I start by reducing them for customers and I also pass goods on to staff. Nobody likes waste, but small stores just don't deal in the quantities that supermarkets do."

Uncertainties over future calmed after £40m buyout 'We are positive but need some clarity'

Retailers reassured after Booker's Musgrave deal

by Steven Lambert

Booker has moved quickly to allay Londis and Budgens retailers' uncertainty over their future following the firm's £40m purchase of Musgrave GB.

The deal, which is subject to approval by the Competition and Markets Authority, will see Booker add 1,630 Londis stores and 167 Budgens stores to its retail estate of 3,082 Premier and 30 Family Shopper sites.

Booker is understood to be inviting Londis and Budgens retailers to a meeting this Friday to discuss

concerns about the move.

It has also written to Premier and Family Shopper retailers highlighting the benefits of the deal, including use of Musgrave's chilled and frozen supply chain and increased scale to reduce costs for store owners.

It comes months after Musgrave announced plans to turn around falling sales and operating losses, including the launch of dedicated teams and separate price files for both its fascias, culling hundreds of unprofitable stores and unveiling its Londis 2020 plans.

Musgrave retailers told

RN they were unsure how these plans would be affected by the Booker deal, but were cautiously optimistic.

Bintesh Amin, owner of Blean Village Londis, said: "We're positive about the move but need some clarity on what changes are going to be introduced. We hope that Booker is open to listening to Londis and Budgens retailers."

Jatinder Sahota, owner of Max's Londis in Sheerness, added: "The Budgens and Londis directors have done a great job, and as long as Booker gives them the time

to implement their propositions for the future, I can't see us failing."

Booker chief executive Charles Wilson assured Londis and Budgens retailers that it was not looking to consolidate fascias or own label ranges.

He said: "Budgens stands on its own ground and it has some interesting ranges and great retailers, while Londis has a good heritage with its retailers and consumers. We're expecting these, along with Premier and Family Shopper, to form the four pillars of our fascia plans."

Conference news talk

Frontline and News UK will speak to retailers about how they can build newspaper and magazine sales at the NFRN's annual conference.

The companies, both category partners of the federation, will present at a special news development session at the event which takes place in Torquay on 8 and 9 June.

Frontline head of retail sales development Paul Sadler and News UK independents sales manager Greg Deacon will also be joined by Local World consumer sales director Chris Coward, who will speak about retaining regional press customers.

There will also be an update on the National Newsagents Network (N3) and a question and answers session for members.

Imperial launches Ignite app

Imperial Tobacco has launched an app for its Ignite programme that allows retailers to access brand information and rewards while on the move.

The app, for iOS devices, also allows users to check their loyalty points balance, access information on Imperial products and staff training, and monitor their stores' tobacco sales. Retailers who download the app will also be entitled to 100 free Ignite points.



Coffee at the double for Jatinder

An in-store reshuffle has resulted in double the number of coffees being sold at Max's Londis in Sheerness and a 20% increase in newspaper sales. The shop's newspaper stand was moved next to the coffee machine as part of a redevelopment at the end of last year, to put more emphasis on food to go. Owner Jatinder Sahota says he now sells up to 25 cups of coffee a day and food to go sales are up 15-20%.

Standards improving

The London borough of Islington has seen a dramatic fall in illicit alcohol seizures from stores thanks to a trading standards officer backed by public funding.

Since Doug Love started working with retailers in 2010, the amount of shops in the borough found stocking illicit alcohol has dropped from 85% to just 17% this year.

● *A day with Trading Standards, pages 28-29.*

PayPoint protest group nears 2,000

The chorus of disgruntled retailers fighting PayPoint's commission cap cuts has strengthened with more than 1,400 joining a social media campaign in a week.

The PayPoint Pay Fair Facebook group, launched by Gloucester newsagent Marcus Bergin, had hit more than 1,900 members as RN

went to press.

Following his persistent campaigning, Mr Bergin was due to be visited by PayPoint retail director Andrew Goddard on Wednesday. He told RN he hoped to gather a panel of retailers to quiz him and call for action.

"We have a lot of vocal people on the page who are

really starting to voice their concerns," he said. "I want PayPoint to listen. I will be asking why they can't offer free banking and commission rates based on the time taken to complete a transaction."

Meanwhile, a report by stockbroker Numis Securities calculated that PayPoint's annual operat-

ing profit would have been £1.6m to £4.8m, or between 4% and 11%, higher if the new caps had been in place for the 2014 financial year. It noted that any short term gain could have negative consequences long-term if retailers pulled out or a regulatory investigation went ahead.

Newsquest acquisition

Regional publisher Newsquest has added to its portfolio by buying independent publisher Romanes Media Group. Romanes, publisher of one daily paper, the Greenock Telegraph, 19 weekly paid-for papers and nine weekly free papers, was bought for an undisclosed sum.

NEWS BUSINESS

Abra to add more depots

Abra Wholesale has revealed its new cash and carry, which is opening in Luton this summer, is only the start of its plans to expand.

The Edmonton-based wholesaler will effectively double its existing sales floor space with its second cash and carry.

David Gilroy, ex-Bestway and Nurdin & Peacock, has been brought on board to work with Abra on strategy and operations.

He said there are plans to open more depots in 2016/17.

"Edmonton is doing exceptionally well and growth has been immense," he said. "Abra's growth far exceeds anyone else's in the industry."

In the latest financial year, Abra took £50m – a growth of 45%. This year growth is 35%.

The new depot will open in Dallow Road and has a 55,000sq ft selling area.

Symbol stores on the rise

The number of symbol store retailers rose 1.6% over the past 12 months on the back of further growth in the total convenience sector, according to new figures from IGD.

The food and consumer goods analyst found the number of symbol operators increased from 15,173 last April to 15,423 this year.

Multiple convenience stores increased in number the most, up 10.6%, but this was a slowdown on the previous 12 months, said IGD.

While the number of unaffiliated independents declined 0.7%, they still represented the biggest sector of the market with 18,507 sites.



Spar gives £493k to Childline

Kind-hearted Spar retailers and workers have helped to raise nearly £500,000 for the NSPCC over the past 12 months. Charity work undertaken by the group and its stores has generated £493,325 in donations, which will help the Childline Schools Service to tackle abuse targeted at primary school children.

Sales up 1.5% to £4.8bn Plans to grow sales to £6bn by 2017/18

Booker gets sales boost from fascia growth

by Steven Lambert

As Booker prepares for its £40m takeover of Musgrave GB, the group has posted another positive set of full year results with total sales up 1.5% to £4.8bn.

Booker like-for-like sales, excluding Makro, were up 2.3% in the 52 weeks ended 27 March, while non-tobacco and tobacco sales grew 2.9% and 1.1% respectively.

In addition, profit

after tax increased 12% to £117.7m, while operating profits grew 17% to £140.3m.

Booker attributed the results to a 'strong year' for Premier, which increased its estate to 3,082 sites, and the expansion of its Family Shopper fascia to 30 stores. The company added that it remains on track to reach 300 Family Shopper sites over the next few years.

Charles Wilson, chief executive at Booker, said the Londis and Budgens fascias would sit within its new business structure, which is designed to drive sales for independents, multi-site operators and caterers.

He added that by using its current central distribution site and more than 200 business centres across the UK, Booker had the capacity to grow sales to £6bn by 2017/18.

Mr Wilson said: "It has been a good year. We have had a strong performance on Premier. Family Shopper is also trading really well and we're still on track to hit 300 outlets."

"Operating profit and cash came through and we've continued to make good progress. The plan hasn't changed and we continue to focus, drive and broaden the business."

New GoKart version due 'in weeks'

A new version of retail stock ordering app GoKart, featuring a host of improvements inspired by feedback from independents, is due to be launched 'in weeks'.

The updated app will feature multi-site ordering options to benefit retailers with more than one business, and will also have offline capabili-

ties enabling store owners to compose a stock order even without an internet connection.

In addition, template ordering will enable wholesalers to create a template of regular stock orders from customers for quicker replenishment.

GoKart founder and creator Anx Patel said the changes to the app would

help make the ordering process up to four times faster for independents.

"In the past few months, we've got in touch with the retailers that are using GoKart to see how we could make it better," he said.

"We've been listening to the feedback and building a product that's even better and even more in

line with their needs. We're also increasing engagement and communication that wholesalers can have with their retailers."

Mr Patel added that the number of GoKart users has increased from 500 in December to 947 this month, with growth of around 20% month on month.

NEWSTRADE

Promotions and prizes offered Merchandisers to visit stores to provide sales advice

H Bauer targets indies in Take a Break sales push

by Nicola Stewart

H Bauer is to target 17,000 independent stores as part of a point-of-sale push on its best-selling women's weekly title *Take a Break*.

The stores will be selected based on past sales of the magazine and will receive a PoS pack on 4 June, when the next issue is on sale. The pack will include a letter, shelf talker and posters.

About 1,200 retailers across the UK will also be

visited by merchandisers, who will provide advice on display and sales opportunities.

A spokesman for distributor Frontline said the aim was to increase sales of the title by "reminding people that we are still here".

There will be a cash incentive for stores to use the promotional material, with two prizes of £100 to be handed out to stores with the best displays.

Frontline is also work-

ing with the NFRN and members of Menzies' Superleague to run promotions on the title.

Take a Break sold an average of 638,000 newsstand copies per issue in the second half of 2014, according to Audit Bureau of Circulations figures.

While this was a drop of 7.3% compared to the same period the previous year, the title still outsold its nearest competitor by more than two to one, generating an estimated

£28.7m in annual sales revenue.

New! sold on average 291,997 copies, falling by 20.8% year on year, followed closely by *Chat*, which averaged 290,196 copies, down by 8.8%.

Frontline said cash prizes of at least £10,000 in every issue of *Take a Break* helped to drive popularity of the title, and retailers were asked to display it at the front of fixture and to ensure availability on the shelf.

It's Time to take a Tour

Retailers should prepare for a surge in interest in cycling titles in the lead up to July's

Tour de France.

Time Inc's annual souvenir fan's guide, *Tour*, is on sale from now until the end of the three-week event, which starts on 4 July.

Independent stores that sell high volumes of cycling titles will receive posters and shelf talkers from Marketforce to help promote sales of the one-shot.

Published by the team behind *Cycling Weekly* and *Cycle Sport*, the 180-page issue covers all the essential preview information about the stage and teams competing.

Customers can choose to buy it covermounted with a free pair of cycling socks for £8.99, or as a premium boxed edition with three pairs of socks, a bag and a neck scarf for £12.99.

● Read more about the *Tour de France* on page 41.



Zen and the art of colouring

Following the hugely successful launch of *Zen Colouring: Advanced Art Therapy* in April, next month sees the release of the second issue of the colouring-in magazine for adults.

The premium title from GMC Publications has a cover price of £5.99 and should be displayed prominently with other adult colouring books.

The second issue, on sale 2 June, has a focus on animals.



Batman Automobilia to include Battle-Mode Batmobile

The fourth instalment of the *Batman: Arkham* videogame series comes out on 23 June and Eaglemoss is responding with a special standalone issue of *Batman Automobilia*. The one shot, on sale 4 June for £19.99, features a die-cast model of the Battle-Mode Batmobile featured in the game. The launch is supported by flyers in regular issues of the partwork.

Topps' new collection is Despicable

Topps is to launch a series of trading cards and stickers based on the Universal Pictures franchise *Despicable Me*.

Its *Minions* trading card game and *Minions* stickers collections are on sale on 4 June in advance of the UK release of the *Minions* film on 26 June.

Topps Europe vice

president Chris Rodman said: "With the ongoing success of our other sports and entertainment brands, such as *Marvel Hero Attax*, *Disney Frozen* activity cards and *Match Attax*, we feel certain our *Minions* series will be a success."

The sticker collection includes 170 stickers

featuring scenes from the film, fun facts, activities and all the *Minions* characters.

Starter packs will include a 32-page sticker album, a sheet of six stickers, a PVC stick-and-lift spread, plus six packets of stickers. They will cost £2.99, while packets of five stickers will be 50p.

The trading card collection will also feature 170 cards, including special shiny cards. Starter packs will include a collector's guide, game mat, binder, one pack of cards, a limited edition card and a *Minions* Goggle mask. These will cost £4.99, while a packet of eight cards will cost £1.

Cosmo Loves free gifts

The July issue of *Cosmopolitan* offers added value to customers with a cover-mounted pair of sunglasses and a pack of Mentos.

The issue, on sale 2 June, has the usual cover price of £3.80, and there are three styles of sunglasses for customers to choose from.

Called the 'Love Issue', it has an exclusive interview with Paloma Faith and a feature dedicated to summer fashion.

NEWS

PRODUCTS

PG targets young tea drinkers

Unilever is revamping its entire PG Tips range in a bid to attract younger shoppers to the brand.

The activity will see PG Tips packs given a bolder red, green and white design and a larger logo, in what Unilever claims is the biggest move for the brand since the introduction of its pyramid teabag in 1996.

The manufacturer confirmed the changes will not affect current recommended retail prices.

Kate Hearn, senior brand manager at PG Tips, said: "We've listened to our consumers and redesigned our packaging to make the brand more relevant to shoppers, especially younger consumers."

Premium Camel's new 'skin'

JTI has revealed its latest limited edition pack redesign for its premium Camel cigarette range.

Available to retailers from next month through to July, the modernised design will run on King Size 20s packs. It comes a year after JTI last introduced limited edition packs on Camel.

Jeremy Blackburn, JTI head of communications, said: "The premium segment remains an important sector of the tobacco category, holding a 17.6% share of the ready-made cigarette tobacco market. Camel offers retailers the opportunity to make generous profit margins."



Cadbury hopes we'll love a Duckie

Meet Duckie, the fluffy star of Cadbury's new TV ad to support the launch of Dairy Milk Puddles. The story of the stuffed animal character, set to the theme of Morecombe & Wise's 'Bring Me Sunshine', will be the focus of the £4m campaign, which will also take in outdoor, digital and social media activity.

Highly successful campaign grew sales 14.5% last year 'We can't wait to relaunch'

Britvic's Taste of Summer is back, bigger and better

by Steven Lambert

Britvic is bringing back its Taste of Summer campaign for the second consecutive year after the initial scheme helped grow value sales of its soft drinks by nearly 15%.

The activity launches this month and runs through to July. It will see the manufacturer provide marketing support to 15 core brands including

Tango, 7Up, Lipton, Ballygowan, Mountain Dew and Juicy Drench.

The lines will be promoted with summer-themed PoS material, including posters, free standing display units and merchandising tools for chillers.

Research from Britvic's Soft Drinks Review 2014 found two thirds of all 'on-the-go' soft drinks sales fall between March and October.

The firm added that its first Taste of Summer activity, launched last June, led to a 14.5% growth in value sales for its soft drink brands. This in turn helped grow total soft drink value sales in grocery and convenience stores by 0.4% in 2014.

Nigel Paine, commercial director for out of home at Britvic, said: "The Taste of Summer campaign was such a resounding success

for retailers last summer that we can't wait to relaunch for 2015.

"We've revamped the look and feel of the campaign which we're confident will drive customers to the chiller again and again throughout the summer season.

"We're committed to providing retailers with the best tools to capitalise on the seasonal trend of immediate refreshment."

Return of Budweiser's barbecue packs

Budweiser is bringing back its barbecue pack formats to help give independents a summer sales boost.

The full range, available for a limited period, includes 8x440ml pricemarked packs, 10x440ml can fridge

packs, 12x440ml can packs, 4x300ml bottle wraps and 6x300ml basket packs.

Budweiser owner AB InBev claimed sales of six and 18-pack beer carry cases had grown 70% during the past year, adding that its

latest range will appeal to shoppers planning to attend barbecues, picnics and other social events.

Sunny Bhurji, head of trade marketing at AB InBev, advised retailers to cross-merchandise the

packs with disposable barbecues, meats and buns.

AB InBev is also offering promotional overlays to retailers, which will give their customers the chance to win barbecues and related merchandise.

Hot products for your shopping list



A range revamp by PG Tips aims to attract young tea fans



Britvic's Taste of Summer is in its second year



Summer's here - and so is Budweiser in barbecue packs

The new look of happiness

in
store
now



1. Doubled media investment for 2015 in lower- and no- sugar and calorie variants
2. Striking new pack designs
3. Greater stand-out in store
4. Clearer choice for your customers

**Stock up now on the whole
Coca-Cola family!**

¹Reduction of 36% of the calories than full sugar colas in GB, due to 33% sugar reduction, thanks to the presence of stevia extract.
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choose happiness



NEWS PRODUCTS



@RetailNewsagent for expert advice to help you grow your sales

Blooming lovely new Roses look

Modernised packaging and a completely new flavour are two of the updates being introduced to Cadbury Roses this month.

The move by Mondelez includes changes to Roses cartons, which feature a new shape and lid for "easier sharing" and the return of a 'Thank You' message on packs.

In addition, wrappers on Roses confectionery will be changed to a new 'flow-wrap' design, which Mondelez said will keep the chocolates fresher for longer and prevent them coming unwrapped in the box.

At the same time, Mondelez is adding Almond Caramel Bite to Roses cartons, which combines chocolate, caramel and almond flavours.

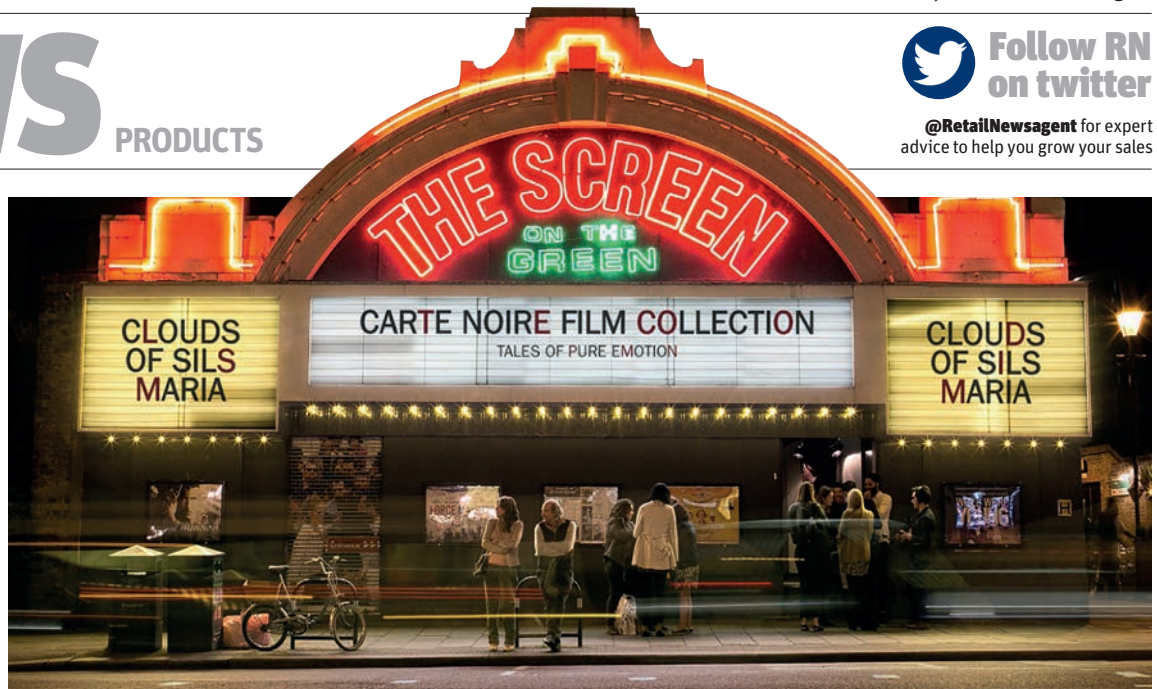
Single life for Crunchy Hazelnut

Belvita is launching single pack formats of its Crunchy Hazelnut breakfast biscuits into the convenience market this month.

The 50g product will join existing Honey & Nuts and Duo Crunch Strawberry variants in Belvita's impulse range. It follows the launch of Crunchy Hazelnut multipacks last April.

Parent company Mondelez said the total Belvita Breakfast brand is now worth £65m, with Belvita Crunchy accounting for £5m in value sales.

Belvita Crunchy Hazelnut comes with an RRP of 60p in case outers of 20.



Carte Noire brings French sophistication to London with film screenings

Carte Noire brought a sense of French sophistication to the capital last week with the launch of its £1m Carte Noire Film Collection campaign. The premium coffee brand is hosting a summer of special film screenings in partnership with Everyman Cinemas, which kicked off in London with the launch of a short film, 'Le Baiser', created to promote French cinema.

Demographic changes in 25-34-year-olds 'to drive sales' Insight into consumer behaviour

Red Bull unveils its vision for 24% growth in sales

by Steven Lambert

Red Bull is aiming to put an additional £605m in sales through retailers' stores over the next three to five years on the back of new shopper trends towards energy drinks.

The company has announced its category vision plans, with its research identifying a 24% growth opportunity for energy and functional energy drinks

over the next five years.

Red Bull claims future trends in the sector will be driven by shifting consumer demographics to 25-34 year olds, a bigger focus on health and wellness, more shoppers looking for products with added benefits and the continued growth of the convenience market.

To this end, the firm said it will grow sales by linking energy drinks to different occasions such as study-

ing and working, educating shoppers about the benefit of energy drinks, and launching new 'innovative' products.

Rich Fisher, category development manager - off trade at Red Bull, said: "By ensuring sales fundamentals are correct in-store - educating customers on price, strong promotions, effective range and merchandising - retailers can boost incremental sales and benefit

from this latest insight into consumer behaviour."

Meanwhile, Red Bull has announced the launch of a limited edition Red Bull Air Race can, to tie in with the brand's annual Red Bull Air Race Championships.

It will be available to retailers in 250ml standard and four and six can multipacks from this month, and will be supported with PoS material.

Small is beautiful for CCE case sizes

Coca-Cola Enterprises (CCE) is bringing smaller wholesale case sizes to a number of its carbonated drinks to help convenience retailers.

The firm has unveiled

12x500ml bottle cases for its Sprite, Fanta, Dr Pepper, Lilt and Cherry Coke lines, which will cover £1 price-marked and standard packs.

It follows CCE's introduc-

tion last year of 12x500ml cases for its Coca-Cola Zero and Coca-Cola Life products.

Simon Harrison, wholesale sales director at CCE, said: "We recognise that

stocking larger case sizes can be difficult for some retailers." CCE added that Coca-Cola and Diet Coke will continue to be available in 24x500ml cases.

Hot products for your shopping list



Red Bull has unveiled a limited edition Air Race can design



C-store retailers can now order smaller case sizes of various CCE favourites



Roses are blooming this summer with new packaging and flavours



Coming soon

NEWS REGIONAL

Don't sell legal highs, says NFRN

The NFRN has reiterated its warning to retailers not to sell legal highs.

It comes after a debate in the Northern Ireland Assembly on the country's plans to tackle new psychoactive substances, often misconstrued as legal highs.

The Assembly passed a motion on 18 May calling for the Minister of Health, Social Services and Public Safety to work with Westminster and the Republic of Ireland to consider banning the substances. The debate highlighted concerns that these products are difficult to legislate for, because new products are constantly produced when others are banned.

A briefing note informing members about the dangers of legal highs and the penalties they face if they are caught selling them is available on the NFRN website.



Neil's not one to bottle it in the face of danger

A bottle of bubbly was the weapon of choice for shopkeeper Neil Hanby when he found a would-be-thief raiding the cellar of his Costcutter in Boston Spa, Yorkshire. As the burglar, who said he had a gun, approached Mr Hanby on the stairs of the cellar, the store owner picked up a bottle of champagne and hit him over the head with it. The pair fought up the stairs and into the shop where a customer grabbed a fire extinguisher and blasted the burglar. He made off empty handed.



No end in sight to loss of trade for Northfleet retailer Jeet Chopra 'I have to try to keep going'

Sinkhole nightmare to go on for another year

by Gurpreet Samrai

A newsagent owner who has lost more than 70% of his trade after a sinkhole opened up behind his shop has been told he faces up to a year's wait before he can get back into the building.

But Jeet Chopra, of The Paper Shop in Northfleet, has vowed to keep his business running and recently spent 12 weeks braving the elements as he traded out of his car before moving into a Portakabin in front

of his shop.

Mr Chopra, who was hoping to sell the shop and retire before the ordeal, has continued his daily paper round and is selling a selection of items including cigarettes, tobacco, confectionery and drinks. However, he says he now only has around 10 to 12 customers a day and has to pack up his stock every evening and take it home in his car.

"It's not ideal because the whole shopping complex has been fenced off so peo-

ple think the shops are shut and the Portakabin is part of a construction site.

"But I had no option; I have been here for more than 30 years so I have to try to keep going. I will carry on for as long as I can."

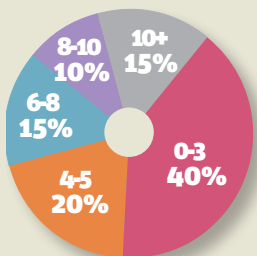
Mr Chopra told RN he was given one hour to evacuate at the end of February after the hole appeared and the walls of neighbouring shops started to crack, forcing him to leave more than £4,000

worth of stock behind.

A spokesman for Gravesham Borough Council said it was unable to say how long the works will take, but is supporting the businesses in the parade by providing temporary buildings and putting up advertising in the local area.

Mr Chopra said he is very grateful for the "amazing" help and support he received from Ron Rushbrook, Dartford, Eltham and Sidcup NFRN secretary, and his wife Diana.

RN READER POLL



What's the average number of items per transaction in your store?
0-3, 4-5, 6-8, 8-10 or 10+

NEXT WEEK'S QUESTION

Have you stopped taking PayPoint transactions recently and told customers your terminal isn't working?

Have your vote now

Go to betterretailing.com

ACS welcomes exclusivity ban

The Association of Convenience Stores has welcomed a ban on the use of exclusivity clauses within zero hours contracts, which came into force this week.

The clause, which prevented employees from working for another employer even though businesses couldn't guarantee

any hours of work, was estimated to affect 125,000 people nationwide.

ACS chief executive James Lowman said: "Zero hours contracts are not widely used in the convenience store sector, but they can provide important flexibility for store owners and employees. We have actively sup-

ported plans to remove exclusivity clauses from zero hour contracts and will work with retailers on the best employment opportunities for their staff."

The ban, which now closes the legal loophole, became law through the government's Small Business, Enterprise and Employment Bill. It is

one of the last pieces of legislation brought in by the coalition government before the general election campaign began.

The introduction of the ban was championed by former business secretary Vince Cable, although a total ban on zero hours contracts has been ruled out.

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NEWS REGIONAL

Do you want to see your views in RN?

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Prison for gang of cig smugglers

Three men, including a shopkeeper, who smuggled more than three million cigarettes inside air conditioning units have been jailed for a total of 11 years.

Shop owner Mantas Vasylius, alongside Arnoldas Gefel and Tomas Mazilius were found guilty of fraudulent evasion of excise duty worth £741,064 at Ipswich Crown Court.

The gang were caught by HM Revenue and Customs taking delivery of the smuggled cigarettes at industrial units in Brandon, Suffolk, in 2013. They had thought the cigarettes were well hidden inside the units.

Paul Barton, assistant director, criminal investigation at HMRC, said: "Not only does this criminal activity harm the livelihoods of honest shopkeepers but it is estimated to cost the UK economy £2bn a year."

New-look regionals

Seven regional newspapers have unveiled new looks following two separate redesigns.

In the South West, four sister weeklies owned by Local World: The Wells Journal, Shepton Mallet Journal, Central Somerset Gazette and Cheddar Valley Gazette have new mastheads alongside several other minor design changes.

In the north, Johnston Press has relaunched three dailies: The Sunderland Echo, Shields Gazette and Hartlepool Mail. All have been redesigned and carry added content including a new sports pullout called The Match and a lifestyle supplement called Your Life, which includes celebrity features, health, fashion and fitness news.



Winning move helps school's brekkie club

A Devon school has been given a helping hand to keep its breakfast club going following a £400 donation from a nearby service station store. The Winning Post, on the A38 near Exeter, gave the money to Chudleigh Primary School, after winning it in a competition run by Kellogg's for its eye-catching in-store cereal display. Store manager Jason McCullough (third left) presented the cheque to pupils earlier this month.

PayPoint money stolen by gang Incident 'highlights' risk of working with PayPoint, says retailer

Knifepoint victim warns of cash services dangers

by Helena Drakakis

A retailer who suffered a fractured rib during a knifepoint robbery said she wants to raise awareness of the dangers small businesses face when handling cash through services like PayPoint.

Jay Gandecha, who runs a Londis in Watford, was attacked earlier this month by two men in masks and hoods who threatened her with a knife and demanded she hand over cash.

She suffered a fractured

rib after one of the men pushed her arm against her while she tried in vain to hold back the attackers from the till.

The gang left with several hundred pounds in cash, much of which had been processed minutes before through a customer's PayPoint transaction.

"This was a horrible experience. I feel so insecure and I'm not coping. My siblings are helping me out in the shop while I recover. This highlights how much of a risk handling lots of

cash for services such as PayPoint is for small stores like mine. We take the emotional hassle that goes with offering this service, but PayPoint is winning and we are not," Ms Gandecha said, referring to the recent commission cap cuts for PayPoint retailers.

Last month, PayPoint announced it was to reduce the cap on retailer commissions from 13p to 10p on bill payments and to 7p for other transactions, causing uproar

among independent retailers.

As many of Ms Gandecha's customers are elderly and prefer to shop with cash, she has called on PayPoint to "come to the table" to discuss security and the possibility of replacing cash payments with a more secure system.

"I don't want to stop the service, but this attack has made me reconsider having PayPoint. I am asking myself, is it worth the risk?" she added.

Road works losses may not be recouped

A Sussex shopkeeper who claims his profits have been hit by two sets of road works fears he won't see a penny of his losses because the procedure for compensation is too complicated.

Peter Lamb, who runs

Lamb's Larder convenience store and farm shop in Bells Yew Green, has been plagued by what adds up to 13 weeks of road works – four weeks road resurfacing and nine weeks sewerage installation to serve a new homes

development – which he said has cost him thousands of pounds.

To claw back any money from Southern Water, which is carrying out the sewerage works, he said he is being asked to provide

"ludicrous" amounts of information to justify his claim.

However, Southern Water said that businesses need to demonstrate that any losses are directly attributable to the works in the area.



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YOUR REGION

NFRN DISTRICT COUNCIL REPORT REPUBLIC OF IRELAND 19.05.2015



John Kavanagh reports from the NFRN Republic of Ireland district council meeting

Meeting with officials sought

The district is to request a meeting with government officials to discuss important retailing issues and continue its campaign for the introduction of an independent retailers' ombudsman ahead of the country's upcoming elections.

Midlands member Martin Mulligan said he had extolled the virtues of having an ombudsman for several years.

Delegates also discussed how the current prime minister, Enda Kenny, participated in the NFRN launch of the 'Use us or lose us' campaign. At the time, Mr Kenny spoke of the important part the "local community shop" played in communities.



Martin Mulligan

"It is time that NFRN Ireland reminded him of his concerns. With impending elections on the minds of politicians, now is an ideal opportunity to progress Martin's plans for an ombudsman," said Donegal member Packie Doherty.

The district agreed to send letters to relevant government departments requesting a meeting.

Equally important, members agreed, would be preparation of a document outlining all the day-to-day problems encountered by independent retailers.

These would include the high cost of rates, the vulnerability of lone retailers when dealing with wholesalers and suppliers, and the high cost of licences demand-

NFRN FUELWISE IS ANOTHER MONEY SAVING ADDITION TO THE NFRN'S PORTFOLIO OF BENEFITS AND SERVICES.

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- Over 2000 outlets throughout the Republic of Ireland
- Free delivery service on fuel for members
- 24-hour helpline for members
- Can be used to purchase petrol and diesel
- 24-hour fuel card available to order online
- Payment of membership fees

The NFRN's Fuelwise offer is a worthy addition for members – but needs to be marketed better

ed by different government departments.

Charges causing sales frefall

Excessive carriage charges are behind a frefall in newspaper and magazine sales but newstrade bosses are still refusing to listen to retailers' calls for help, the meeting heard.

Several delegates said the charges were forcing many retail outlets to cease dealing with news and magazines and that many smaller stores that continued to sell them were only doing so as a service to customers.

It was noticeable that many of the larger symbol group outlets no



Companies that relied on independents now abuse their position

Tom McDermott

On suppliers and wholesalers that used to be more supportive of retailers

longer treated them as a core part of their business, the council agreed.

Suppliers 'abuse their positions'

Independent businesses are suffering as supplier loyalty decreases in today's retail market.

That was the view of Tipperary member Tom McDermott, who cited many instances of suppliers and wholesalers that had once been much more supportive of independent retailers.

"Companies such as Payzone that initially relied on the cooperation and assistance of independent retailers to gain a foothold within the retail trade now abuse their dominant position," he said.

Fuelwise needs better marketing

The NFRN's Fuelwise fuel scheme was a "worthy addition" for members in the Republic of Ireland, but future initiatives should be marketed to retailers in a more personal way, delegates said.

The scheme entitles members to save up to six cents per litre off the price of fuel compared to average pump prices in the country.

Mulligan to run for NFRN exec

Martin Mulligan is to run for a position on the NFRN's national executive committee. Mr Mulligan has been a member of the NFRN for 30 years, and is currently vice president of the ROI district and chairman of the public affairs committee. He also sits on the National Lottery council and was ROI district president between 2007 and 2009.

Shoplink gains lost in exchange

Delegates discussed the development of Shoplink and its benefits to NFRN members in the UK. But the council agreed that the current strength of Sterling against the Euro outweighed any possible gains for retailers in the Republic of Ireland.

It's a (very) long way to Tipperary

Tom McDermott reported that the NFRN's method of addressing envelopes has given credence to the famous First World War song 'It's a long way to Tipperary'.

The name of his county was reduced to 'Tippe' by Yeoman House and this, along with the omission of 'Ireland' on the address confused the postal authorities, resulting in a letter being forwarded to Taipei in Taiwan before eventually finding its way back to Tipperary.

Your say

What trends will be important in your store this summer?



It's totally dependent on the weather. If we have a hot summer, we

will sell loads of ice cream cones, soft drinks, barbecues, rashers, sausages, burgers – that type of thing. We also sell buckets and spades and other small toys for the seaside.

Tom McDermott
Londis, Clonmel, County Tipperary



Ice creams and drinks are the main things in summer. I expect

multi-pack confectionery to be big as well. I always promote the Nestlé and Cadbury three-packs. Children's magazines with covermounts usually do well – as well as puzzle magazines.

Joe Sweeney
Newscentre, Dublin



My store is in a seaside area so summer trade is all about things like ice

cream and mineral water. I will be looking to develop ice cream sales and diversify with different types, such as soft serve with all sorts of toppings.

Peter McNally
McNally's Daybreak, Newton, County Waterford

LETTERS

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

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

WHY HAVEN'T CARRIAGE CHARGES FALLEN?



Waqar Chaudry is angry Menzies' carriage charges have not fallen

I would like Menzies to explain why carriage service charges have not been reduced following a fall in fuel prices. It is very unjust and unfair, as NFRN chief executive Paul Baxter has pointed out.

My colleagues and I are suffering as a result. Our profits are going down, along with circulations, while carriage charges are going up. Some of us are now paying more than £50.

When the annual review of carriage charges happens each autumn, they become higher and higher. There is no justification for this when fuel prices have nearly halved.

I will be writing to my new MP

and telling them I want a referral to the Competition and Markets Authority on this. Because wholesalers have a monopoly, they think they can get away with it. It should not be allowed to happen and I encourage RN to highlight this problem and the injustice caused by the situation.

When I have written to Menzies about this I always get the usual response, that fuel prices are a fraction of its costs. It is a whitewash.

When fuel prices went up, Menzies increased carriage charges. So why, when the opposite happens, is there no reduction?

Can someone explain this to me?

It is becoming unprofitable to sell newspapers and magazines. The wholesalers should be helping us, not making it harder.

I have suppliers of other products who supply me without carriage charges but, because Menzies has a monopoly, it can do what it wants.

If I gave poor service to a customer, they would go down the road to the next newsagent. I cannot go elsewhere for my supplies.

Waqar Chaudry
Milton Stores,
Glasgow

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

Open letter from PayPoint boss

PayPoint retail director Andrew Goddard writes to Gloucester retailer Marcus Bergin:

"I would like to assure you that we do listen to independents and to their opinions expressed in the media. I want to ensure our retailers understand the facts from a PayPoint perspective.

"First, we recognise that you operate in difficult trading conditions and that changes to terms are unwelcome. However, we also have to ensure we protect the business base and customer flow that our network of 28,000 retailers demand from us.

"It is not competitively sustainable to pay more commission than our competitors, and even after the reduction in cap we still are paying the best rates in the market.

"As PayPoint has grown we have absorbed significant reductions in transaction fees from our big bill payment clients without passing them on to our retailers. On this occasion we have felt obliged to reduce our cap on specific transaction types but have protected the underlying percentage that covers over three quarters of the transactions we process.

"Our figures on the value of footfall primarily come from the convenience

tracker programme. It sees proof of spend across tens of thousands of retail visits and it does not include Asda or any stores above 3,000sq ft.

"With regards to fairness across our network, we pay the same bill payment commission rate to all retailers.

"I would also like to make it absolutely clear that we do not threaten retailers. We are under obligations from our clients that is determined by their regulators to ensure customers are served when shops are open and that there are no charges or forced requirements to spend on other items. We therefore have no option but to suspend retailers should we encounter these things happening.

"Regarding cash banking charges, we have always operated with retailers banking the cash in via their preferred bank account and we uniquely offer a net settlement solution designed to offset cash in with cash out transactions in order to reduce the amount required to be banked.

"Each retailer must make their own judgement on whether they wish to operate the PayPoint service. We have no wish to tie any retailer into something that no longer is working for their shop and we are really disappointed if any retailer no longer feels we are adding value."

● Read the full version of this letter at betterRetailing.com

#TOP TWEETS

Who's saying what in the retailing world?

71% of @PayPoint retailers are unhappy with margins they get #paypointpayfair @paypointpayfair

What a week we've got for you! A quadruple roll-over on Wednesday's lotto and a Euromillions Mega Friday! Stay tuned for more details. @tearesnews

Wonderful #Cornish raspberries from @tamarasfruits in today. They're massive and gorgeous! @PolperroNews

Newspapers all delivered by 7am – with some new customers. Our round is growing daily. @Chard_News

Our #craftbeer range keeps growing. We just received some amazing beer from @PressureDropBrW

Turkish Delight is a go! #IceCream #FlavourOfTheWeek @LochLomondNews

We have the most amazing homemade sausage rolls for sale. Grab one before they #sellout @FordVillageShop

OPINION

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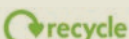
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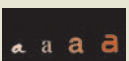
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YOUR SAY New market research suggests a rise in top-up shopping means more products are being bought from c-stores. Have you noticed this trend in your store?

Daniel Cock

Premier Whitstone Village Stores & Post Office, Devon

Yes, definitely. I don't think people are doing the big once-a-week supermarket shop they used to. They might go to a supermarket every two weeks, do some of their shopping at discounters and then top-up at convenience stores because convenience offers much better value than it used to, not just with promotional items but all the time. I also think home delivery is a factor. A few items might be missing when someone receives their shopping because they forgot to order them, so they are going to their local shop to get a few top-up bits.

David Lewis

Crescent Stores Spar Limited, Minster Lovell, Oxfordshire

We definitely get more top-up shoppers now. People are not going to supermarkets so much and are coming in every day to get little bits and pieces. We are getting more people doing shopping more often. Some people have said they don't go to the big supermarkets because they don't use a lot of the food they buy and it goes out of date. Instead, they come to us and get what they want when they need it.

Rav Garcha

Nisa Local, Gains Park, Shropshire

Yes, I have noticed this in



my store. I think it is because people have less time on their hands. They want to spend more time at home or socialising and less time in supermarkets so they are getting their must-haves from convenience stores.

YOUR STOCK With a year to go until small cigarette and RYO packs vanish from gantries, how can manufacturers help you to prepare?

Mark Dudden

Albany News, Cardiff

They can help us to prepare by enabling us to swap slower-selling lines nearer the time. They can also help us by giving us advice and keeping everyone informed. I don't think it will be a great challenge; it is just going to happen. It may even be better for retailers because stock holding is going to reduce, but you are still going to get the same number of smokers.

Linda Williams

Broadway Convenience Store, Edinburgh

I think educating the public is key so people know it isn't shops deciding not to sell the small packs, or manufacturers deciding not to produce them, but is European law, because we will get grief for it from our customers. We can't change the law in any way so it's just making sure people are aware early enough so they change their buying habits.

Shahid Razzaq

Mo's Premier Convenience, Glasgow

There isn't much they can do to help us prepare. Our gantries are overstocked right now so it is actually going to do us a favour. The main problem is that because the gantries are owned by the tobacco

companies they demand we put in a certain amount of packs even when they are not selling well. This will mean we have more space. I'm looking forward to it. After the display ban, I think we are getting used to this type of legislation. I think for a change it will benefit us.



YOUR ISSUE

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Incorporate foodservice into your shop and you could see a big sales rise – if you do it right

HOW TO DO FOOD

Good retailers are well aware of the need to constantly change what they offer to stay ahead of the curve. Earlier this year, Spar managing director Debbie Robinson told RN an increased emphasis on foodservice, rather than food to go, is emerging. She said “we have raised our standards” and Spar has been working with franchise partners including Greggs, Subway and Starbucks, “which gives retailers great food service credentials”. With an increasing number of retailers using foodservice as a means to develop their stores, RN spoke to three store owners to find out how they make it work.

Tristan King, Spar London Road, Retford, Nottingham

We started to serve breakfast and lunch in 2012 because we thought the industry was going in that direction. We serve traditional English breakfast as well as panini and salads. Around 90% is made in-store and 10% brought in frozen and oven-cooked. We try to keep the menu simple, but cater for all demographics.

Good training and finding the right team are essential if you want to do food well. We find that while poor performance might be forgiven in other areas, if a customer has a bad food experience, it puts them off returning for a long time, so we have to have quality food.

We operate on a relatively small margin of around 30%, because our main aim is to increase footfall. We work backwards and make sure the price is right for our customers first.

Conrad Davies, Spar Pwllheli, Wales

We introduced Subway to future-proof the store. Everyone is moving into food to go and we were looking for a strong brand. We used to use unbranded but quality coffee beans, but when we took that out and put in Costa Express we had a three-fold increase in sales volumes. It's all about the brand, that's why we went with Subway.

We already offered food to go so we just added to that. We work with Country Choice, and sell sausage rolls, baps and salads because not everyone wants Subway. It's important to look at your demographics and see what you need to deliver to your customers because everywhere is different.

Our gross profit is around 66%. We just do everything we can to increase footfall by looking at fresh, new ideas.

Harry Goraya, Nisa Local, Northfleet

We sell about 100 vegetarian samosas a day, which are made by my wife. She also makes her own chutney, which we thought people would just take with their samosas, but it's a product in its own right now. People say they have it with their pasta and roast dinners.

We have four specialist dishes on average a day and although she is a vegan she makes exceptional meat dishes, which is the reason we get so many repeat customers. We also work with Country Choice and sell items baked on site such as sausage rolls and pizza and have a salad bar.

We try to maintain a margin of 30-60%, but sometimes it can go up to 75%. When you have a food counter, you can't do it half-heartedly. You have to see what will sell in your area and work out how much space it needs in your store.

Victory for reader in PayPoint dispute

Earlier this month, RN reported on the case of Oxford retailer Bharat Patel and his fight against PayPoint over his Collect+ parcel service (Your Issue 15 May).

Regular readers will recall that Mr Patel, owner of Premier News in Chalgrove, was threatening to take legal action against PayPoint

after it threatened him with a £460 charge for breaching his Collect+ contract.

The issue concerned Yodel drivers being unable to drop off parcels at the shop when it was closed for lunch, which Mr Patel said he had explained many times to deliverers and PayPoint.

So we're happy to report that Mr Patel has received some good news, following our investigation.

Mr Patel told RN: “We received a letter from PayPoint telling us that the drivers were looking to come outside our lunch hours, and that we were not going to be charged.

“We're really happy with the result and wanted to thank RN for its help.”

PayPoint had previously confirmed it was looking to facilitate Mr Patel's opening hours on a trial basis, and would be closely monitoring the service to make sure it worked for all parties (Letters, 22 May).



JOHN EASTWOOD

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Tobacco legislation is constantly in the news, but is it the biggest influence on sales? John Eastwood delves into your EPOS data to investigate the effect of last month's display ban and the other major trends that are driving your sales

What's impacting your sales?

New tobacco legislation always provokes a raft of industry predictions about its potential to affect sales.

Before the display ban was introduced in large stores in April 2012, for example, many people predicted that independent retailers would see a major growth in tobacco sales because smokers would be reluctant to queue at supermarket kiosks.

But data from our sample of over 2,500 independents suggests this never happened. Comparing the four weeks following the ban with the equivalent period the year before reveals significantly lower sales. Cigarettes were down by 13% in volume and rolling tobacco offered only a small compensatory rise of 1.2%. This decline was fuelled by a particularly severe budget, but was also in line with the long-term trend. Between 2011 and 2015, volume sales of cigarettes fell by an average of 5.8% per year, while rolling tobacco achieved 3.1% volume growth.

Fast forward to the introduction of the ban in smaller shops, however, and predictions of just an initial dip in sales have proved more accurate. My verdict is that there has been no measurable effect on tobacco sales. Comparing the four weeks post-display ban with the month of February revealed only a small 2.25% drop in cigarette sales, with roll your own sales up by 0.3%. The overall rate of decline in cigarette sales appears to be slowing down.

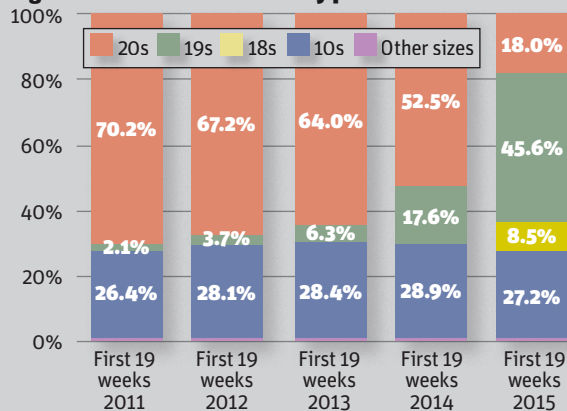
But other changes in the tobacco market have had a more dramatic effect, most notably smaller pack sizes.

But the introduction of the Tobacco Products Directive next May will bring the most noticeable market trend to an abrupt end. With small packs of both cigarettes and RYO outlawed, these charts will tell an entirely different story this time next year.

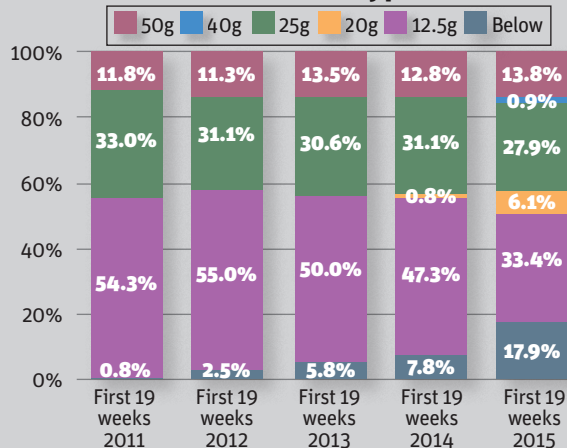
In the first 19 weeks of 2011, 70% of all cigarettes bought were in packs of 20. In the same period in 2015 this proportion had fallen to just 18% as more and more 19-packs launched or,

A changing market: five years of tobacco sales

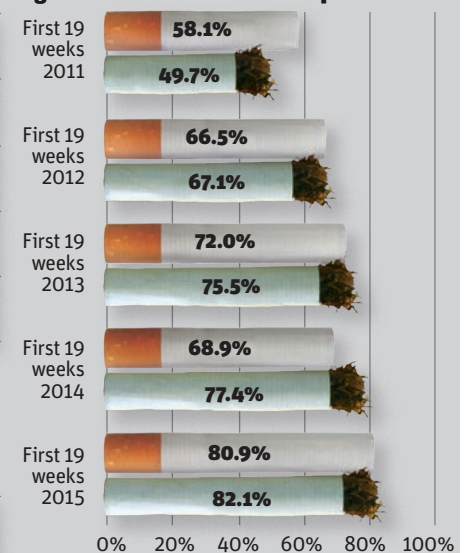
Cigarettes – % of sticks sold by pack size



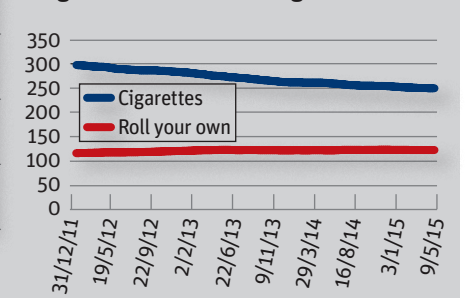
Roll Your Own – % of volume sold by pack size



Cigarettes & RYO % of volume pricemarked



Long-term sales trends – cigarettes & RYO



The brands which are growing are those which have reduced pack sizes

more recently, 18-packs.

The highest ranked 20-pack of cigarettes sold so far this year is Marlboro Gold, which sits in tenth place. Five years ago it was in first place. This is a fine example of how premium brands have become too expensive for a large number of smokers. The brands which are growing are those which have reduced pack sizes and introduced pricemarking. Carlton Superkings 19s, for example, is now one of the best-selling packs on the market, ranking in third place in the latest four weeks' data.

This downsizing of packs is equally

evident with rolling tobacco. In 2011, 12.5g packs accounted for 54% of volume sales. This year they account for only 33% as smaller sizes ranging from 8g to 11g have been introduced, many of which also include papers and filters.

Both with roll your own and cigarettes, pricemarking has increased such that this year, 80% of volume sales in both categories come from pricemarked packs, compared with 58% of cigarettes and 50% of rolling tobacco five years ago. ●

John Eastwood is a data analyst for EDFM

TAKING A STAND AGAINST ILLEGAL TOBACCO

A GLOBAL PROBLEM WITH LOCAL IMPACT...



DODGY CIGARETTES AND TOBACCO BRING CRIME INTO YOUR COMMUNITY

It is illegal to sell and buy smuggled and fake tobacco products. Criminals who deal in illegal tobacco will sell to all-comers, including children. Profits from these sales fund serious organised crime and terrorism which has a devastating effect on communities and individuals across the UK.

TOBACCO SMUGGLING... IT'S A CRIME

The smuggling of tobacco is a multibillion pound industry for criminals. The high level of tobacco tax in the UK vs. other countries, and the openness of international borders creates a near perfect environment for criminals to operate. HM Revenue & Customs estimates that £2.1 billion* is lost to the UK taxpayer – that's £5.7 million per day!

WHAT IS JTI DOING?

- Japan Tobacco International (JTI) provides information to HMRC, Trading Standards and other law enforcement agencies so that they can seize illegal tobacco products and initiate prosecutions.
- JTI is party to the Joint Anti-Illicit Working Group established as part of the Government's Tackling Tobacco Smuggling strategy.
- JTI has terminated relationships with shop owners convicted of selling illegal tobacco.
- JTI regularly initiates awareness campaigns within local and trade media to highlight the dangers of buying and selling illegal tobacco.
- JTI supports the Local Government Association's efforts to reduce the illegal trade in tobacco products.

Let's work together to eradicate this crime.

HOW YOU CAN TAKE A STAND

If you have any information on those selling illegal tobacco contact the independent charity Crimestoppers anonymously on **0800 555 111** or through the Anonymous Online Form at www.crimestoppers-uk.org.

Alternatively contact the Customs Hotline on **0800 59 5000**.



*HMRC 2013/14 mid-point estimate.

ACADEMY IN ACTION



Coca-Cola Enterprises' John Harvey talks to Roger Dillon about pricemarked products

Share ideas and progress

@IAAcademy #IAA15



Effective Ranging

Effective ranging is key if you want to stay on top of bestsellers and trends to cater for your customers' tastes and lifestyles. The IAA's Sarah Parsons joined Coca-Cola Enterprise's John Harvey at Roger Dillon's store in Sunderland to discuss the best tactics



Name	Roger Dillon
Store	Lifestyle Express (Southwick Superstore)
Location	Southwick, Sunderland
Size	1,700sq ft

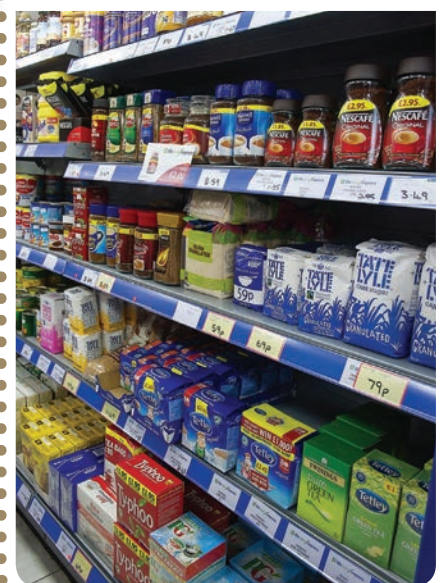
The Independent Achievers Academy is a business development programme to help retailers like you improve your store. This is the 5th in a series of 12 features that help show how retailers are using the Academy's advice to grow their sales.



Roger Dillon opened his store in an out-of-town shopping parade in Sunderland at the end of last year. He has big ambitions and will open an in-store Post Office this summer, but the change in customer base, an increase in small business competition and leftover stock from the move has meant Roger has found himself in a rut. He says he needs a fresh pair of eyes to see how he can make the most of his new store and understand the latest in retailer action plans. "I'm always happy to listen to ideas about how to drive sales, I want my store to be different to others in the area," he says. CCE's John Harvey helped Roger by providing some inspiration for his store, by showing him that a few simple changes to improve his effective ranging can make his store stand apart.

My challenge

Roger has serious competition with other small stores in his area. In an attempt to get his share of sales, he stocks too many ranges, which is confusing for customers.



IAA ADVICE

1

Offer the current top sellers in the key categories and a range of price points

John notices that Roger has an extensive range of soft drinks and says it is good that he has taken regional tastes into consideration, but this means he offers too much choice. "It's over-ranged and could be confusing for customers. I recommend Roger streamlines the products to make best-sellers stand out," he says.

Roger mainly uses price-marked products to earn customers' trust and offers competitive promotions, but they are on a mixture of hand-written and typed labels, which John says could also be confusing. He suggests that Roger makes the labels uniform to enforce his own store brand and keep the store looking slick, maintaining a focus on price.

"It's great that Roger has some really good offers, but the different colours and fonts could make the customers second guess the promotions. They might ask if they're genuine," says John.



2

Keep good product adjacency so customers are encouraged to buy all they need from you

Roger admits that he doesn't have a lot of lunchtime trade, but says alcohol is his bestseller. While walking through the store John notes that Roger does offer product adjacency in some ranges, such as tomato sauce and pasta, and advises him to transfer this to his key sellers.

Roger offers a vast range of beers and wines, including local products, but his snack suggestions are just out of customer eyesight. John advises him to use clip-on shelf units to make a seasonal display next to the alcohol section, such as a barbeque or Christmas, to encourage customers to impulse buy.

"I would also advise him to keep products such as crisps, snacks and even a few soft drink mixers near to the alcohol so customers can keep their shopping experience simple," he adds.

3

Become an authority in your specialist areas

Roger explains that there isn't a hardware store in the local area and that he has tried to cater for this market. But hardware products are the first items customers see when they walk into the store instead of the best promotions, seasonal, confectionary or fresh produce. "We're trying to make it our point of difference but we're a bit lost about where to put the range," said he says.

Despite tapping into the hardware market, alcohol is really where Roger stands out and John advises him to really make the most of his core ranges. "It is important to cater for local needs and you will stand out because of it, but this hardware section isn't a bestseller. Roger needs to tidy it up and put his best efforts into driving his alcohol associated sales, whether it's themed drinks glasses or snacks," he says.

WHAT WE LEARNT



John says

"It's good to talk to store owners to understand their everyday issues which may stop them from achieving their optimum performance. Opportunities like this enable us to solve problems and bounce ideas off each other to help boost sales and stay competitive. It's great to learn something new and improve business for both sides."

John Harvey

Category planning executive,
Coca-Cola Enterprises



Roger says

"I'm interested in hearing new ideas on improving my store. I try to get out to industry seminars, but it's better to have someone in your store who can walk around with fresh eyes like a new customer and help point out how you can do better. I've been stuck and unsure about how I can make the most of it but now I'm excited about combining everything I've learned from the IAA visit with having a new Post Office fitted in the summer."

Roger Dillon

Lifestyle Express (Southwick Superstore),
Sunderland

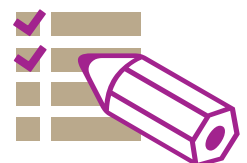
Roger's action plan

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



Your action plan

- Go to betterretailing.com/IAA to download the free tools to improve your store
- Complete the benchmarking form by **26 June** to enter the IAA and be in with a chance to receive a mystery shop visit
- Email iaa@newtrade.co.uk to order your copy of the IAA's Retail Profit Guide



PRICEWATCH

COOKING SAUCES

BEST-SELLING COOKING SAUCES PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Dolmio Original 500g	£1.88	£1.89	£1.99	£1.89	£2.39	£1.00	£1.95
Dolmio Mushroom Bolognese Sauce 500g	£1.99	£1.99	£1.89	£1.99 (PM)	£2.39	£1.00	£2.09
Dolmio Bolognese Sauce 500g	£2.00	£1.99	£1.89	-	£2.39	£1.00	£1.95
Uncle Ben's Medium Curry Sauce 450g	£1.89	£1.89	£1.89 (PM)	£1.89 (PM)	£2.30	£1.99	-
Uncle Ben's Sweet & Sour Sauce 450g	£1.89	£1.89	£1.89 (PM)	£1.89 (PM)	£2.30	£1.99	£1.89 (PM)
Blue Dragon Chilli Chicken Wok Sauce 76g	£1.83	79p	£1.99	-	£2.49	89p	79p
Colman's Cheddar Cheese Sauce 40g	82p	69p	69p	99p	87p	85p	85p
Colman's Bread Sauce 40g	82p	69p	69p	99p	88p	85p	85p
Patak's Tikka Masala Sauce 450g	£1.99	£1.99	-	£1.99 (PM)	£2.20	£1.99	£1.99
Patak's Korma Sauce 450g	£2.00	£1.99	-	£1.99 (PM)	£2.20	£1.99	£1.99
Dolmio Creamy Lasagne 470g	£1.99	£1.99	£1.89	-	£2.39	£1.00	£2.15
Dolmio Extra Spicy Bolognese Sauce 500g	£2.03	-	£1.89	£1.99	£2.39	£1.00	-

Pricing strategies

RETAILER

1



NAME MANRAJ VIRK

STORE Spar

LOCATION Arboretum, Worcester

SIZE 950sq ft

STORE residential corner shop

We are a typical corner shop in a residential area and we find cooking sauces are steady sellers all year round. Dolmio's Pasta Bake is the most popular – it's a well-known brand and so I find people who are in a hurry will tend to go for it. We put all our cooking sauces next to all the other grocery items including ketchup, mayonnaise and pasta. The sauces take up about half a shelf. We sell Uncle Ben's jars pricemarked at £1.89, which helps reassure our customers that we price fairly.

RETAILER

2



NAME JEFF OLIVER

STORE Premier Beechley Stores

LOCATION Cardiff, Wales

SIZE 1,100sq ft

TYPE village

We do well with cooking sauces and have a good range, which Premier runs frequent promotions on. We had a refit three years ago and decided beforehand which products we would dedicate more space to. This included a simple range of world foods such as sauces, poppadums and naan bread. The fact we do well is also partly down to us knowing what our customers come here for – it's not exotic Italian finger pressed pasta but all the ingredients needed for a simple spaghetti bolognese or curry, including tomatoes, chilli and garlic powder, onions, kidney beans etc.

PATAK'S TIKKA MASALA SAUCE 450g Price distribution %



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

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

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

RETAILER**3****NAME ED WHITE****STORE** White's Calver**LOCATION** Hope Valley, Derbyshire**SIZE** 2,900sq ft**TYPE** village supermarket

We stick to the RRP's within Spar's supermarket price bracket. We dedicate a whole three metre panel to cooking sauces, which sits next to complimentary items such as pasta and Pot Noodles. Spar will sometimes run linked deals, for example on a pasta sauce and fresh chicken, to encourage people to buy more. Dolmio is usually on promotion, but right now Chicken Tonight is on at £1 and is selling very well. Dolmio Bolognese is our best-selling sauce, probably because it's advertised on TV so much. We find that cooking sauces are a consistent seller all year round.

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

This is a particularly promotion-driven area and what people buy is influenced heavily by whatever deal is on. Our entire Dolmio range is on promotion at £1, and these are by far the best-selling cooking sauces at the moment. We group the cooking sauces strategically within and around our grocery section. Most of them are placed opposite chilled meat, and we've cross-merchandised the £1 Dolmio jars by the fridge next to the mince to encourage people to buy both for a meal. Even though Colman's products vary slightly in weight, we keep them all at the same price.

**RETAILER****5****NAME DEAN HOLBORN****STORE** Holborn's**LOCATION** Earlswood, Surrey**SIZE** 1,900sq ft**TYPE** village

Dolmio Original sells best. We merchandise sauces next to condiments and grocery items such as gravy, oil, herbs, pastas and rice. We run promotions quite often in this category - up until recently we had Patak's for 50p, which sold out fast. They sold particularly well because we put poppadums around the discounted Patak's. We dedicate one full shelf for Dolmio sauces - our biggest sellers - then another for curry sauces and sweet condiments. Even though customers tend to go for whatever's on promotion, Dolmio performs significantly better, probably due to the amount of promotion it gets.



THE ENTREPRENEURS

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



ESTÉE LAUDER

Route to the top

Estée Lauder died 11 years ago, but the cosmetics empire she launched 58 years earlier has thrived and still remains under family control. Josephine Esther Mentzer was born in Queens, New York, to Jewish immigrants, but she was embarrassed by her modest origins, changed her name to Estée to sound French and often invented a wealthy background to which she aspired. Fascinated by her chemist uncle's home-cooked skincare creams, she helped market them to local pharmacies. After setting up the Estée Lauder brand in 1946 with her husband Joseph Lauder (later changed

to Lauder) she decided to sell her own creams, cooked up on a stove at home, to upmarket department stores. Her breakthrough came when Saks Fifth Avenue placed an order that sold well, and accelerated with the launch of Youth Dew.

Key achievements

- Lauder was the only woman on Time magazine's 1998 list of the 20 most influential business geniuses of the 20th century.
- Lauder was the recipient of the Presidential Medal of Freedom.
- She was inducted to the Junior Achievement US Business Hall of Fame in 1988.

Lessons for your store



- 1 Be proactive** - In Lauder's biography she said she didn't succeed by dreaming or thinking about things, but by doing them.
- 2 Be ambitious** - Lauder once said she never worked a day in her life without selling.
- 3 Your business is what you invent it to be** - from her name change to her company name, Lauder crafted her business and reputation to how she wanted it to be perceived, not on historical fact.

RETAILER PROFILE



Gary's a local winner

Space need not be a barrier for big ambitions. Hitchin retailer Gary Pilsworth brings in up to £500 per week in hot food sales in his 1,000sq ft village store. It's all about provenance and quality, he tells reporter **Steven Lambert**

A comprehensive food service offering may sound like something more suited to a large convenience store, but try telling that to Gary Pilsworth.

The retailer has launched a dedicated kitchen area at his 1,000sq ft Offley Stores business, offering a host of hot food and fresh snacks, and is reaping the twin benefits of increased profits and footfall.

Gary explains the idea was borne out of wealth of property development going on around the store, which is located in the village of Hitchin in Hertfordshire.

"We're a small village with a population of around 800 people but recently, work has been going on on 63 new properties so we've had a lot of builders visiting the area.

"Even though the store is small, we had a bit of space to spare, so we decided to create our own serving area. We set up an oven, a microwave and a toaster and started serving hot food and tea and coffee."

Since setting up the area four months ago, Gary has built up a constant stream of customers coming in for morning and lunchtime snacks. He says this new side to his business has added an extra £400-£500 to his weekly £7,000 turnover.

"It comes in waves. We get builders coming in early for rolls and sandwiches and then we have a crowd at about 10am. Then at lunchtime it gets busy again, where we'll be

selling toasties, paninis, soup, pies, pasties and cheese and bacon puffs."

Gary says he has learned valuable lessons from when he tried to get a similar idea off the ground when he took over the business 15 years ago.

"At the time, we had another housing development nearby, so we started making up our own rolls and selling them to the builders. But, once they left, that side of the business dried up.

"Now that we have this opportunity again, I want to take it further. We've attracted more passing trade because they smell the food and want to come in and buy something, and I'm now thinking about how to promote the kitchen to get more people in.

"We're also working with our local supplier, Kenhurst, to experiment with new things like chicken balti pies to make the range a bit more diverse."

While the kitchen has helped him attract new trade, Gary says the shop is geared primarily around the needs of local shoppers.

This is evident from the wide range of locally-sourced products on the shelves, which he says are a big draw for residents.

"We're surrounded by thousands of acres of the Pilkington Farm estate, and they raise cattle, sheep and other animals.

"We're one of the few businesses that sell fresh meat from the estate, everything from

“I like reading about legislation, which RN does a good job on. I’ve been particularly interested in the tobacco display ban and upcoming auto-enrolment on pensions.”

GARY PILSWORTH



Gary Pilsworth's local produce and hot food brought in sales and footfall for his Hitchin store



“Even though the store is small, we had a bit of space to spare, so we decided to create our own serving area”

chops and mince through to steaks and even whole carcasses, which we do get requests for. More shoppers here are concerned about food provenance, so it reassures them that they can get meat produced a few miles away.

“We have an upright chiller where we store all the fresh meat and we can also place orders for customers. If we have an elderly shopper who wants a smaller cut, for example, we can get it in for them.

“We also get rape seed oil from a local producer, which has just started to do its own infused oils with chilli and garlic, and our eggs and cheeses are also sourced locally.”

While Gary says he trades from a fairly affluent area, he adds that he tries to offer the best possible deals and prices for customers.

“We shop at Booker and Bestway and around 90% of our stock is pricemarked. We also offer good prices on our local products, especially when compared to Waitrose and Morrisons.

“Our customers would be prepared to pay a bit more but I think that would be unfair. We want to offer them reasonable prices, and we will also deliver to elderly shoppers if they place orders with us. That’s what keeps people shopping with us.” ●

VISIT MY SHOP

Offley Stores and Post Office

Luton Road,
Hitchin,
Hertfordshire
SG5 3DD



Want to see more of Gary's store?
Go to betterretailing.com

TRADING STANDARDS



Keeping trade fair

Last month, as the display ban fast approached, RN learned that Islington Council trading standards would be providing consistent assured advice on the display ban to NFRN members nationwide. **Tom Gockelen-Kozlowski** took a trip with officer **Doug Love** to find out more

It's not an easy time to run a trading standards department as regulation on age-restricted products such as tobacco increases and budgets dwindle. Islington Council, however, has a secret weapon: Doug Love.

Doug's role is to work with businesses to fight the illicit trade of tobacco and alcohol and to ensure responsible retailing within the borough. It's the kind of position that's impossible for most local authorities to bankroll, but thanks to funding from Public Health England, Islington can do it.

"You have some trading standards areas that have just two or three people to do the work of the whole team whereas I can concentrate full-time on alcohol and tobacco," he says.

Earlier this month RN went out with him and a Challenge 25 test purchaser, 19-year-old Razaul Karim, pictured above inset right, to see the work he is able to do in the Islington area.




So what makes a trading officer like Doug, pictured above inset left, visit a store, let alone arrange a Challenge 25 test purchase? "If we've got information of any kind - even if it's vague rumours, we will prioritise those businesses," he says, "but most visits we do are more routine. These days we will only do a full underage test purchase if a retailer has failed a Challenge 25 test purchase."

When it comes to illicit tobacco, meanwhile, most of the intelligence which trading standards officers receive comes from other businesses who notice a decline in their sales.

The effects of Doug's work have been dramatic. Checking spirits and wine in stores over the past three years, he has reduced the rate of illicit products found in stores from a draw-dropping 85% to nearer 17%.

Beer, however, can be harder to authenticate and he says that this is now likely to be a focus area for his work. "The duty and tax on a can of Tennent's Super is £1.31 so when you

INDUSTRY PROFILE

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Health Lottery

The Health Lottery has established itself as a major player in convenience over the past four years. Its national sales manager Gary Troman explains why retailers are so important to its model and how it is ensuring it remains a key player in the channel for years to come



RETAIL NEWSAGENT How is the Health Lottery working with independent retailers this year?

GARY TROMAN We invest a tremendous amount of time and effort on working with independent retailers.

To begin with they were getting visits every three months from brand ambassadors but we've made this every six weeks.

There is also a dedicated retailer helpline which retailers can ring at any time to get help, ask for point of sale material and get training to better sell the products.

RN How important is this relationship to your business?

GT It's vitally important because unlike newspapers or chocolate bars we do not have a presence in store. We don't have a display without them supporting us.

RN What are the advantages for retailers of working with the Health Lottery?

GT It gives them an opportunity to engage with their customers. I was talking to some retailers a few weeks ago and they think that a lot of players engage simply because they know the profits go to local good causes.

We work also very closely with the NFRN and have been running a competition through them for retailers to win an iPad for compliance.

RN How can retailers get their hands on one of these iPads?

GT They simply have to demonstrate that they have displayed our unit well, have recent posters in place and

that they've got the Health Lottery licence in place too.

Retailers also need to be able to talk their customers through how they can play the 50p and the £1 games. All they need to do then is take a picture of their fully-stocked play stand or counter unit and post or email it in to us or the NFRN.

Any retailer can win an iPad at any time by simply sending in a note to say that they are displaying their licence and we do quarterly prize draws.

RN Earlier this year you launched a 50p game, Quick Pick. How has this performed?

GT It was received very well by both retailers and by customers. It brought good incremental value to us and what was particularly positive is that there were no signs it cannibalised the main draw.



We invest a tremendous amount of time and effort on working with independents

It's early days and we're going to have another look to see whether we should extend it further, but the lower value worked very well and it showed there was a market for it.

RN What plans do you have for the rest of the year?

GT We've got a June raffle which will give away nine £3,500 holidays to support the 50p Quick Pick and we're going to give away some cars too as part of a £1 game raffle in July.

Anyone who buys a ticket will have a unique code and they can go online or they can get a winning numbers print-off from the terminal to see if they've won one of these prizes. We've got some promotions for the back end of the year too.

RN Finally, many retailers are irritated by the current behaviour of PayPoint. How concerned are you about these issues?

GT We have a partnership with PayPoint, because they are one of our terminal partners, but clearly anything which dissuades people from selling the Health Lottery is not something we'd welcome.

Ultimately, retailers are there to serve their communities and even though there are some financial challenges around their relationship with PayPoint at the moment, most retailers do not like to turn customers away.

**** Company CV ****

Company Health Lottery
National sales manager Gary Troman
Profile Launched by Daily Express owner Richard Desmond's Northern & Shell in 2011, the Health Lottery supports local health charities in 51 regions of the UK. Its arrival was met with consternation by its rival, Camelot, but all legal challenges against it have failed and it is now an established player in the UK market.
Latest news After the successful rolling out of the 50p Quick Pick game earlier this year the company is supporting it with a raffle this summer.



 **

WATER

With two thirds of retailers not stocking best-selling formats and new trends driving double-digit growth, water is a category worth paying attention to. **Nadia Alexandrou** runs through what's new in chillers with Sussex retailer Jon Armstrong

Get set for summer

Like hundreds of other retailers across the UK, Sussex store owner Jon Armstrong braces himself each summer for an explosion in soft drinks sales when the warmer weather arrives. Water, one of the category's biggest success stories, does particularly well when customers are at their thirstiest, and suppliers have therefore been investing heavily in new products, promotions and providing category advice to retailers. RN put some of the industry's top insights to Jon to see how ready he, and retailers like him, are for the rush to come.

A few lines is all you need

Wholesalers know how vital water is. According to Bestway and Batleys, almost 10% of its soft drinks sales come from waters, with the vast majority coming from just a few products. "Rather than littering your chiller with a wide range of similar products, dedicate more space to a limited range of bestsellers," advises Mumtaz Ali, senior category controller for impulse at the company.

I completely agree. I only sell two 500ml waters, Euro Shopper for 39p and Glaceau Smartwater for 65p. I selected these two through a process of trial and error, picking the ones which sold best.

Jon Armstrong



About Jon Armstrong



Windmill Drive Post Office, Bexhill-on-Sea, East Sussex.

Sat on the Sussex seaside, one mile from the nearest town centre, Jon runs his 800sq ft store with his wife, Sarah. A local school provides a steady stream of trade for soft drinks on warm days.



Rather than littering your chiller with a wide range of similar products, dedicate more space to a limited range



WATER



Give pride of place to flavour

Flavoured water is one of the category's major success stories. Volvic Touch of Fruit, for example, grew sales by 17%. According to Maurice Newton, sales and marketing director at CBL Drinks, retailers should take advantage of the popularity by placing higher-margin flavoured waters on the right side of the fixture to capture customers' first glance.

That's really surprising to me – I was under the impression that they were too expensive to sell well in my store, but the average prices What to Stock lists – £1.13 for 1.5l – doesn't sound too high. I'm going to review that this summer.

Jon Armstrong

I've really noticed an increase in flavoured water sales over the years. For the past few summers I've been doubling the space I give to these products, but I've not thought about positioning them to the right.

Jon Armstrong

Time for a range review?

Two weeks ago, RN published its annual bestsellers guide What to Stock. It showed that Evian mineral water 1.5l and 2l are two of the four highest earners for retailers but are stocked in less than a third of stores. Sales data like this can identify areas where retailers are missing out on easy sales.



I've noticed an increase in flavoured water sales

BRANDS TO WATCH OUT FOR THIS SUMMER...

Ballygowan A market leader in Ireland, Ballygowan Natural Mineral water launched for the first time in Britain last year, replacing Drench and Pennine Spring Bottled Water.



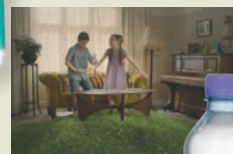
Robinson's Squash'd An advertising campaign to support Robinson's Squash'd with slogan 'water tasty whenever, wherever' is running from 11 May to the mid-June.

and its status as official bottled water of British tennis, its 'Everyone For Tennis' campaign rolled out this April with a new TV campaign.



Volvic Juiced Volvic Juiced Sunny Orange and Lemonade were added to the Volvic Juiced range this spring, and are both available in 50cl and 1L bottles. The launches were supported by TV and digital advertising as well as sampling.

Glaceau Mineral Water CCE is continuing to invest in marketing and point of sale materials to support the brand. Its sister range, Glaceau Vitaminwater, has gained a lemon-flavoured sugar free variant, Vitaminwater Zero.



Highland Spring Mineral Water Building on the brand's 'Full of the Joys' campaign



Time for a range review?

The bigger and colder the better

What to Stock data confirms the rise of larger take-home formats which are growing year on year. If space allows, wholesalers strongly recommend including 1.5l and 2l bottles in your chiller.

We really want to do this ahead of the summer, and I'm currently looking at ways of making them cold without having to use the chiller. We're considering using tubs filled with cold water in which to put larger bottles, much like you do at a barbecue.

Jon Armstrong

What to Stock's Bestsellers

1	Volvic Mineral Water Sportscap 1l
2	Volvic Mineral Water 500ml
3	Evian Mineral Water 500ml
4	Volvic Mineral Water 1.5l
5	Volvic Touch of Fruit Strawberry 1.5l
6	Evian Action Still Water Sports Cap 750ml
7	Evian Mineral Water 1.5l
8	Highland Spring Mineral Water 1.5l
9	Highland Spring Mineral Water Sports Cap 750ml
10	Evian Mineral Water 2l

The 500ml bottle continues to be the most popular format, commanding seven of the top 10 positions



Again, I totally agree. The last thing I want to do is put off customers on a hot busy day. I always try and keep my prices as competitive as possible, but I've never tried a linked deal before – something I'll consider doing this summer.

Jon Armstrong

Get your pricing right

According to Mr Ali at Bestway, one of the most common mistakes retailers make selling water is pricing too high, particularly during the summer. "If retailers put an additional 20-30p on the price, they will make more of a margin, but lose sales volume," he says. He recommends using meal deals or even a £1 snack deal to drive water sales throughout the summer. ●



How are retailers preparing their soft drinks chillers?
Go to betterretailing.com/chillerpreparation to find out



ENJOY THE
TASTE OF
Summer

Almost 2/3rds of soft drinks sales bought "on the go" are purchased between March and October suggesting there is a correlation between temperature and on the go soft drinks sales!

Prepare for a sales heatwave - STOCK UP TODAY

All packs available in PMP

Source: Kantar food on the go panel, Total coverage, spend 4we 30th March 2014 to 12th October 2014 ©2015 Britvic Soft Drinks Limited, all rights reserved. BRV306571_15

BRITVIC

WEBSITES & APPS

Want to change your magazines order instantly? Get your staff up to speed with the latest supplier activity or even report a crime as soon as it's happened? As **Nadia Alexandrou** discovers, all you need to do is switch on your smartphone

It's time to get smart

Keeping major categories up to date

The days of having to wait for a rep's visit to hear directly from a supplier are over as manufacturers bring their knowledge and advice to an increasing number of trade websites. Nestlé Cereal Partners' Cereal Success and UB's Better Biscuit, Better Business make category advice available on retailers' smartphones. Many sites, such as Mondelez' Delicious Displays and Taylors of Harrogate's Brew View site go even further, offering tailored planograms and PoS based on sales data that a traditional rep may not have to hand. And this kind of assistance is not just available from suppliers either. Today's newly-launched Plan for Profit app gives retailers access to its own bestsellers brochure, access to deals and a Today's wholesaler locator. "Retailers increasingly need to do business on the go and we're helping them to respond by offering all the functionalities of the Plan for Profit website in a handy, easy-to-use app," says Bill Laird, the group's managing director.



Retailers increasingly need to do business on the go and we're helping them to respond

Giving customers flexibility with payments

Newspaper vouchers have been a great way to encourage regular newspaper purchases and increase footfall, but delays in payments coming through mean they have not been without their drawbacks. Launched with the Daily Mirror and Sunday Mirror, the PaperPay app allows customers to buy a newspaper with their smartphone using a prepared voucher-style system. Its

ease of use and immediate payment – retailers get automatic reimbursement when they scan the on-screen barcodes – have made this independent-only initiative popular with retailers and although the app is solely for newspaper sales, pre-paid top-up purchasing like this could well be seen in a host of other categories in the future, changing the shopping experience forever. >>



Manage your store from home, at the depot or even on the beach

Ordering stock

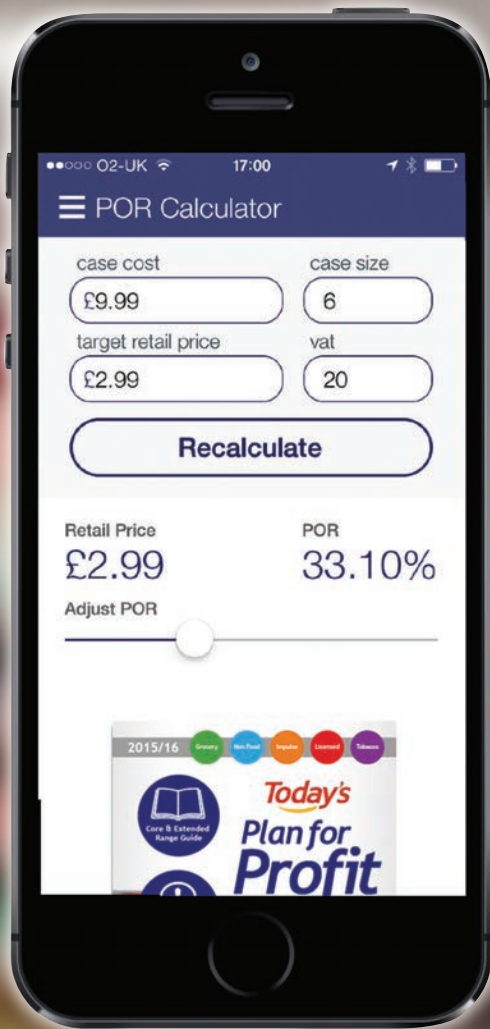
This is one of the most obvious, but also most useful, areas where smartphones and laptops can improve retailers' daily lives. Whether it's preparing for a trip the local depot or ordering a next-day delivery, wholesalers' apps and websites mean that retailers are controlling their stock from the sofa or even while abroad on holiday. Over the past two years almost every UK wholesaler has launched an app, with different companies including barcode scanners, weather and

traffic alerts on depot routes and a host of other tools to improve the buying process. "Where retailers have made the leap to become users, the vast majority have found the process easy and highly beneficial whether they are cash & carry shoppers or delivered accounts," says Bestway. Another site, GoKart, is one of a number of independent operators that creates a 'market place' online where retailers can order from a host of suppliers and wholesalers at the same time.



Plan for Profit 2015: with NEW POR calculator now available

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offline functionality



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industry experts



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www.todays.co.uk/todays-pfp-tc



The Today's Group is delighted to welcome you to the latest edition of the *Plan for Profit* 2015/16 range advice guide which has been specifically developed with the independent convenience store retailer in mind.

We have made the guide easily accessible, with published copies in many of our participating Today's member wholesaler depots. A digital version of the guide is also available at www.todaysplanforprofit.com.

NEW for 2015 is our *Plan for Profit* App, another alternative way of accessing important range and category information to support your business.

The app features a POR calculator which helps you sell your products at the right price and profit margin. The POR calculator can be used offline, anywhere, anytime.

The app provides the user with a number of great deals from our member wholesalers, as well as quick access to www.todaysplanforprofit.com the one-stop business site specifically developed to support the independent retailer.

Essential retailing tools including, range advice, planograms, information on NPD, legal updates, POS printer facility and more, are free to use to help you drive your sales and profit.

We hope you find the 2015/16 edition of *Plan for Profit* a valuable tool to help grow your sales and profit. For further information about becoming a Today's or Day Today symbol retailer or to join our existing 1,600 Today's Retail Club members, please get in touch:

Visit: www.todaysplanforprofit.com
Tel: 0844 247 0700

Ways to 'Plan for Profit':



The Plan for Profit Range Guide, available in selected member depots



The Plan for Profit Website
www.todaysplanforprofit.com

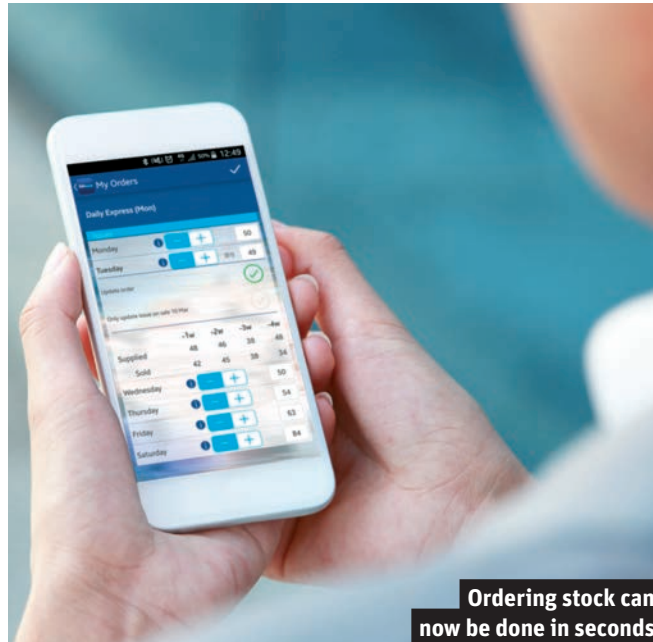


The Plan for Profit POR Calculator App
Available on and offline

WEBSITES & APPS

Managing news & magazines orders

While the often-frustrating experience of ringing a news and magazines wholesaler to change, query or increase an order is not yet confined to history, Smiths News's SNapp app is helping retailers to avoid much of this in a category that is often problematic and tricky. SNapp allows retailers to link up to its ordering system and manage their orders themselves. It also enables newsagents to make claims for missing titles and credits, change orders, search for titles via barcode scans, and view supply and sales history. Last month the company released an updated second version with new features including a contact section and a customer profile function to increase the information retailers have available to them.



Ordering stock can now be done in seconds



Category management made easy

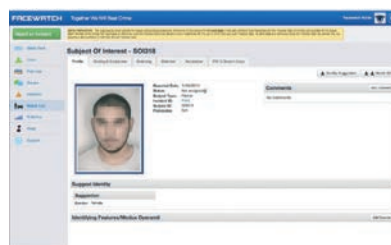
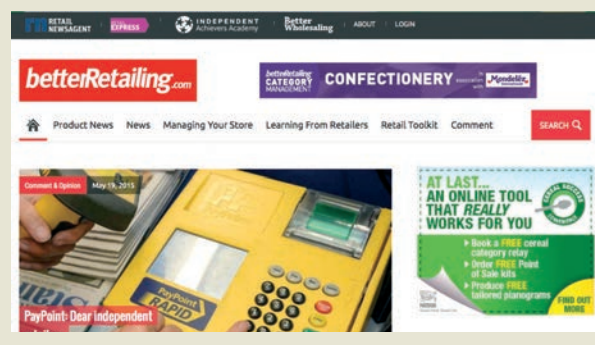
Increasing category knowledge

Manufacturers are using trade sites and apps to increase the knowledge of retailers and their staff about their products and what makes good category management. Some, like PepsiCo's Counts for More, even resemble a collection of addictive strategy games, where retailers can accumulate points for completing various category quizzes and tasks. "We reward our members every time they engage in the activities and

find out more about how to promote and display crisps, snacks and nuts," the company's head of impulse field sales, Matt Goddard said when it launched last year. These rewards include a wide range of PoS which can then be used to further drive sales. It is these benefits which retailers can expect more of as the wealth of resources available mean suppliers become ever more desperate for retailers' attention.

Learning from others

The arrival of RN to your store, a trade show like betterRetailingLIVE or the many other events where retailers come together, are some of the most valuable ways in which to learn from peers, get ideas and ultimately improve their businesses. The web is now meaning that this business-to-business learning process can now carry on outside of the events or publishing dates. Betterretailing, for example, offers a vast array of blogs and resources aimed at helping independent retailers grow their businesses. "All the content is written by a team of industry experts, journalists and award-winning retailers, in which readers are able to take an important lesson away from every article published," says Newtrade's digital content executive Keon Dadgostar.



Being a responsible retailer

Greater levels of regulation and an expectation that good store owners will care for their community and customers mean that responsible retailing is vital. Retailers, and also their staff, need to know how to ensure they do not sell cigarettes or alcohol to minors, maintain levels of health and safety at all times and stay safe from crime. JTI's site JTI Advance provides a place where staff and store owners can get refreshed on the laws on selling tobacco without having to leave their shop. Other sites, like FaceWatch allow retailers to report crimes when they do happen and to supply CCTV evidence and statements digitally. ●

Four ways social media is transforming convenience

A new breed of web-savvy independent retailers are using social to improve their businesses. Are you one of them?

Connecting with customers

Mark Dudden, of AJ & B Dudden newsagents in Cardiff, uses Facebook to shout about new magazines he's ordered in. He attracted nationwide publicity when he used it to tell customers about the arrival of Charlie Hebdo in the aftermath of the terror attacks.



Create an event

Twitter helped retailers including the likes of Mehmet Guzel and Harj Dhasee

organise #RetailAuction. These retailers, and many more, offered their services to others in return for a charitable donation and raised almost £11,000 for three different causes.



Amit Patel of Belvedere Food and Wine in south London took to Twitter in the weeks before the general election to arrange a hustings of candidates for local small businesses and then to bring business groups together to help with the event.

Talk to trade press Hundreds of retailers engage with Retail Newsagent, our website betterretailing.com and our sister title Retail Express via social media, enabling the these voices are heard in our editorial tone, content and direction.



PREVIEW



Different nuts

Mars is aiming to grow sales of its Snickers range with the launch of a Hazelnut variant as a permanent line.

RRP 55p-£1.79

Outers not given

Contact 01753 550055



Meat snacks addition

Kerry Foods is bolstering its meat snacks range with the launch of Mattessons Stripsticks.

RRP £1.49-£1.69

Outers not given

Contact 01784 430 777



Kitchenware promo

Horlicks has launched an on-pack promotion giving shoppers the chance to claim vintage kitchenware.

RRP various

Outers various

Contact 020 8047 5000



L&B targets value

Imperial Tobacco has launched L&B Superkings 10s targeted at smokers looking for economy brands.

RRP £3.78

Outers not given

Contact 01179 636636



John Smith's back on TV

Heineken is highlighting updates to John Smith's packs this month with a new TV campaign.

RRP various

Outers various

Contact 0845 301 0330



Bulmers giveaway

Bulmers is giving away 5,000 pairs of personalised trainers in a joint on-pack and social media campaign launching next month.

RRP various

Outers various

Contact 0845 301 0330



Breakfast extended

United Biscuits is extending its McVitie's Breakfast range with the launch of Oaty Bakes and Fruit & Oat Bakes.

RRP £1.99 - £2.29

Outers not given

Contact 0800 138 0813



Shakes times three

Mars has added three lines to its Thick Shakes range - M&M's Peanut, M&M's Chocolate and Twix.

RRP not given

Outers not given

Contact 01753 550055



Cracker Crisps launched

United Biscuits has launched baked snack range Jacob's Cracker Crisps in three flavours - Sea Salt & Balsamic Vinegar, Thai Sweet Chilli and Sour Cream & Chive.

RRP £2.09

Outers not given

Contact 0800 138 0813

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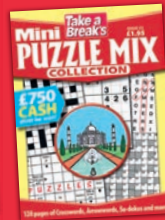

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Partworks

Title	No	Pts	£
Amercom			
Great British Locomotives	34	48	8.99

Amermedia			
Military Vehicles	38	48	5.99

DeAgostini			
Build the Millennium Falcon	21	100	8.99
Cake Decorating	167	180	2.99
Cake Decorating Relaunch	116	165	2.99
Dinosaurs & Friends	14	60	5.99
Official Star Wars Factfile	70	120	2.99
Something Sweet	72	90	2.99

Eagle Moss			
3D Create & Print	19	90	6.99
Batman Automobilia	63	80	9.99
DC Chess Collection	88	96	8.99
Disney Cakes & Sweets	90	120	4.50
Doctor Who	46	70	7.99
Knit & Stitch	124	176	5.00
Marvel Chess Collection	38	64	8.99
Marvel Fact Files	115	150	2.99
Military Watches	34	80	9.99
Star Trek Off. Starships Coll.	47	70	9.99

Hachette			
Art of Knitting	18	90	2.99
Art Therapy	10	100	2.99
Black Pearl	72	120	5.99
Build the Mallard	39	130	7.99
Build the U96	39	150	5.99
Classic Pocketwatches	72	80	8.99
Judge Dredd Mega Collection	10	80	9.99
Marvel's Mightiest Heroes	37	60	9.99
My 3D Globe	21	100	5.99
Your Model Railway Village	79	120	8.99

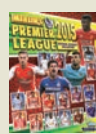
RBA Collectables			
Amazing Dinosaur Discovery	13	80	5.99
Precious Rocks, Gems & Minerals	18	100	5.99
Real Life Bugs & Insects	36	85	5.99

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
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Cards £1.00



Moshi Monsters Mash Up Party
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Cards £1.00



Lego Chima
Starter £2.99
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Skylanders Trap Team
Starter £4.99
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Lego Friends
Starter £2.99
Stickers £0.50



Star Wars Rebels
Starter £2.99
Stickers £0.50



Match Attax 2014/2015
Starter £2.99
Cards £0.50



Top Gear Turbo Attax
Starter £4.99
Stickers £1.00



Match Attax Extra
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Cards £1.00

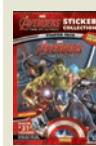


Match Attax SPL 2014/15
Starter £4.99
Cards £1.00



WWE Slam Attax Rivals
Starter £4.99
Cards £1.00

Panini



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



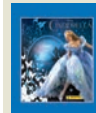
Manchester United 2014-2015
Starter £2.99
Stickers £0.50



Big Hero 6
Starter £2.99
Stickers £0.50



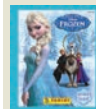
Disney Princess Palace Pets
Starter £2.99
Stickers £0.50



Disney Cinderella
Starter £2.99
Stickers £0.50



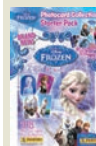
Road to UEFA Euro 2016
Starter £4.99
Stickers £1.00



Disney Frozen Enchanted Moments
Starter £2.99
Stickers £0.50



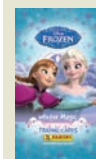
Sofia the First
Starter £2.99
Stickers £0.50



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



Disney Planes
Starter £2.99
Stickers £0.50



Liverpool FC 2015
Starter £2.99
Stickers £0.50



2015 FIFA Women's World Cup
Album £1.50
Stickers £0.50



COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

MULTI-SITE OPERATOR KAY PATEL ON HIS AWARD-WINNING BUSINESSES

Plus, NFRN chief executive Paul Baxter writes for RN ahead of this year's annual conference, and how suppliers are safeguarding their premium cigarette brands



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Back in the day

100

YEARS AGO

29 May 1915



When war broke out, sales of newspapers and war serials soared. But the cost of food and living was increasing. Falling newspaper sales prompted one Yorkshire newsagent to suggest that retailers should begin charging for deliveries.

50

YEARS AGO

29 May 1965



The Liverpool Echo was set to receive a deputation of disaffected newsagents after retailers "bedevilled with late last Echos" said they were in danger of breaking "permissive juvenile employment by-laws". The Liverpool Education Authority was watching, they said.

25

YEARS AGO

2 June 1990



After 80 years publishing women's magazines, the National Magazine Company announced its first foray into a "most elusive" new market – general interest magazines for men. It unveiled the UK version of American title Esquire, "an excellent literary men's magazine".

Dairy Milk with Vegemite? That sounds dag, cobber

We've had Dairy Milk with Oreos, with Ritz crackers and with jelly beans. Now it's Australia's turn for a creative Cadbury mashup.

The confectionery giant has released a limited edition Dairy Milk with Vegemite

flavour as part of a campaign to get consumers to share their dream chocolate pairings on social media.

It seems, though, that chocolate fans have had a much better deal over here. Feedback to Time Out in Sydney at best compares the new bar to salted caramel and at worst includes comments like "That salty yeasty flavour creeps in and plays havoc

with your mind."

So please, Cadbury, don't get any ideas about Marmite or Bovril Dairy Milk over here.

Meanwhile, in other bizarre food pairing reports, sellers around the world are

experimenting with toppings for the humble hot dog.

Customers in Columbia like hot dogs smothered in quails' eggs, while champagne and banana ketchup rank among favourite toppings

elsewhere. Or, if you're ever in Japan, you might want a dog carved into the shape of an octopus.

We're always encouraging RN readers to make their stores stand out, so let us know if any animal-shaped food to go takes off in your business.



Shop 'til you bop...

Considering the current woes of UK supermarkets, maybe Tesco et al should take note of an innovative idea from one of their peers in Holland.

Dirk, a store in Amsterdam, opened up as a club for a night so shoppers could party and buy groceries at the same time.

Partygoers danced in the biscuit aisles, at bars installed

at checkouts and on an illuminated dance floor, while trolleys filled with sozzled shoppers showed this was the perfect place to, well, get trolled.

So we think Tesco should follow suit, and we're curious to know what will be on the playlist. Cereal killer? I've got a lovely bunch of coconuts? The Spam Song?

OVER THE VILLAGE COUNTER with Doug McLellan



Well, the time has now come. Suddenly the sale of our shop has progressed and by the time you read this, I will have retired as a shopkeeper.

Hopefully this will not be my last column as, with the RN editor's approval, I would like to reflect on my 20 years as the owner of a rural village store. Trying to downsize and move house while continuing to run the shop is rather challenging.

Meanwhile, with a bank holiday approaching, I have been gearing up for a very busy weekend of trading. The village is holding its second annual Mayfest on Saturday and on Monday there is to be the regular bank holiday duck race.

I can never understand why plastic ducks on the village beck can create such excitement, but as usual there will be over 800 of them taking part. I suppose the chance of winning the first prize of £60 for a £1 stake does generate enthusiasm.

I usually sell more than 300 tickets but unfortunately there is no commission, just the feeling of having made a small contribution to the general good of the village.

I must make sure I show the new owners of the property where all the birds are nesting in our garden.

There are four sparrows' nests and nests belonging to a wren, a robin, a thrush and a blackbird, all in a small garden.

It is always fascinating to watch the young fledge, although this year I shall miss that. Fortunately our new property has a garden, stone walls and hedges, so no doubt there will be nests in there too.

We are swapping our mostly Victorian house for a cottage built in 1650. Fortunately we like quirky houses.

My wife tells me I will enjoy decorating and having the time to do DIY.

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