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WHERE THE MONEY IS

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FRESH & CHILLED
Page 25 >>



Three very different stores
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Three very different stores
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NFSP deal faces legal scrutiny



- Rival bidder seeking legal advice after subpostmasters vote for 15-year funding agreement with Post Office.
- Accusations of contract 'dressed up as grant'. Page 5 >>



BLOCKBUSTER SALES

Sunder's customers go mad for Minions

Retailer sells 2,000 exclusive Tic Tac packs in a week.

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CONVENIENCE

Chilled to be '80% of turnover by 2020'

Online shoppers will go local for fresh and chilled, say experts. Page 6 >>

PAYPOINT

'Pick MP talks over terminal turn-off'

Retailer calls for national engagement as colleagues threaten boycott.

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School as a cucumber Budgens is highlighting its healthy credentials by offering schoolchildren a free piece of fruit every day at participating stores. The Free Fruit Challenge, currently being trialled in the group's concept stores, will also offer a loyalty scheme enabling families to claim money-off shopping vouchers.

NEWSSTAND

Summer footfall heats up mag sales

Retailers advised to use point of sale and strong displays to capture passing trade. Page 7 >>

Fewer cash and carry robberies following high profile prosecutions and retailer vigilance.

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"I joined Premier because of the fantastic team that supports my business. My Development Manager, Merchandisers and my local Booker branch all help me grow my profits!"



Peter Saleem - ex Londis retailer



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LEADER



Whether you're just starting out with fresh or are looking to take your range up a level, there is something inside for you



CHRIS GAMM

Editor

@ChrisGammRN

At the many industry events I've attended over the years, discussion about the future of convenience has been dominated by fresh and chilled. But at the latest big future seminar, just like that, it switched to a new flavour: coffee and foodservice.

Hang on, what's happened to fresh and chilled, I thought? That bubble certainly hasn't burst though; fresh makes up 40% of Roli Ranger's sales in his new Sunninghill Londis. And retailers haven't cracked it yet either. Even the best are always on the lookout for the latest product, trend or opportunity.

A month or so ago, one of RN's account managers, Dwain, was presenting to Yoplait, when someone from the company pulled out a copy of RN's What to Stock guide and pointed out that while it offers 26 ranging guides covering virtually every part of your store, a category we have yet to cover is fresh and chilled.

This made me realise that while it's flowed through many of our profiles and category features, we've never given you the tools to manage this hugely important category effectively in a way that inspires you.

That's why we've made this our fresh and chilled issue, with a focus on who's shopping this category, which products they're buying, the companies to work with and advice from three brilliant retailers who have taken very different approaches to meeting their customers' needs.

Whether you're just starting out with fresh or are looking to take your range up a level, there is something inside for you.

And those of you thinking "isn't foodservice the next big thing?" don't miss our in-depth guide to the category on 14 August.

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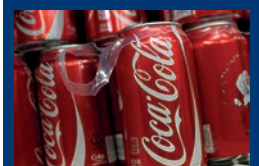
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RETAILERS REALLY NEED TO ADAPT NOW OR SUFFER THE CONSEQUENCES

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NEWS

Gantry ad campaign continues

Devon retailer Dan Cock said he will continue to advertise deals on his tobacco gantry despite concerns raised by Imperial Tobacco.

Mr Cock said he was visited by his Imperial regional manager for a discussion about his decision to promote Premier's Mega Deals on his tobacco display.

He said: "They were concerned as some of the products being promoted on the gantry could be seen as being appealing to children, whereas the space should be used as a signpost for tobacco buyers.

"But other than that, they turned a blind eye to it, so I will carry on with it for now."

Mr Cock was also told that Imperial was looking at various "solutions".

"I expect they will want to promote their Blu e-cigarette range on there," he said.

Today's in the bag

Today's Group has launched branded carrier bags following requests from retailers.

The bags, made with 30% recycled materials, are available in two variants – a large Vest Carrier bag with Today's Essentials and Select branding (280x432x533mm), and a thicker Flexi-loop bag (450x450x120mm) with a durable handle.

Hilary Nithsdale, own-label trading controller for Today's Group, said: "Our retailers have been asking for bags for some time, so we've listened and responded. The bags are vibrant, strong and re-usable, plus they help to get the Today's brand out there, driving more traffic to Today's stores."

Retailers can purchase the bags from their local Today's wholesaler now.



Nisa's latest Store of the Future opens in Saffron Walden

Nisa says it remains on track to convert 60 stores to its Store of the Future 2 format this year, claiming retailers switching to the concept are seeing sales increase by more than 25%. The scheme allows retailers to adjust their store to suit five different shopping missions – neighbourhood, small store, high street, forecourt and supermarket. Nisa said it now has more than 70 Store of the Future 2 businesses, including its most recent conversion of John Visana's Nisa store in Saffron Walden, Essex (pictured).

Retailer garners political support in fight for action Stores plan to switch off terminals

PayPoint protesters urged to enlist MPs and councils

by Gurpreet Samrai

Retailers need to contact their MPs and local councils to address their issues with PayPoint before switching off terminals and "alienating customers", according to a leading Scottish store owner.

Shahid Razzaq, of Mo's Premier Convenience in Blantyre, is encouraging retailers to make a stand by raising their concerns with local politicians and gaining their support. He told RN he has set up meetings

with MP for Rutherglen and Hamilton West Margaret Ferrier and James Kelly MSP about the payment services provider's commission cap cuts. He has also made contact with his local councillors and will be raising his concerns with South Lanarkshire council.

Mr Razzaq's call comes as retailers told RN that stores will be pulling the plug on their terminals next week. A decision on the extent of the action – whether it will be a full day, half day or only impact certain transactions

– was due to be discussed at a meeting in Perth on Wednesday (23 June).

But Mr Razzaq said: "Retailers should be looking to speak to their councils and MPs and getting something done nationally rather than alienating customers. The only people who are going to suffer from this are the customers, not PayPoint. I think it's wrong and misguided. I am trying to get it to a national level."

Kate Mills, of Heath Stores in Horsmonden, Kent, has also made contact

with her local MP Greg Clarke, who has agreed to pass her concerns onto Anna Soubry MP, minister for small business.

Steve O'Neill, group marketing director for PayPoint, said: "On the first point, we have good relationships with MPs and local councils who fully understand the benefits of the PayPoint service for their constituents."

"On the second, the vast majority of retailers do not want to penalise or disadvantage their customers and we fully support them."

Camelot's extra balls don't impress retailers

Retailers have criticised Camelot's decision to add 10 extra balls to the main Lottery draw after customers threatened to stop playing the game.

Store owners speaking to RN said shoppers were upset about supposed shorter odds of winning jackpots, after Camelot announced the total number

of Lottery balls would be increased from 49 to 59 from October.

Maqsood Akhtar, owner of Blackthorn News in Rotherham, said: "I've already had customers saying that they will stop playing because of this. I think Camelot has shot itself in the foot with this."

Amit Patel, owner of

Belvedere News Food and Wine in Kent, added: "Lottery operators with high footfall won't be affected by this, but smaller stores might suffer and could have their terminals taken away."

A Camelot spokeswoman said feedback on the changes from independents sitting on its retailer forum

had been "broadly positive".

She added: "We saw a similar initial reaction from a small minority of retailers and players when we reinvigorated Lotto back in 2013. However, the overwhelming success of those changes shows that we were absolutely right to make the changes we did."

Union calls for “political and legal scrutiny” Retailers raise concerns for independence

Legal questions over NFSP/Post Office deal

by Nicola Stewart

The Communication Workers Union (CWU) has called into question the legality of a proposed funding agreement between the National Federation of SubPostmasters (NFSP) and the Post Office.

The agreement, which would see the Post Office provide funding of the day-to-day running of the NFSP of up to £1.5m a year, plus at least £1m a year in grants, was voted for by NFSP members at a conference in Birmingham last week.

It was chosen in favour of options to merge the NFSP

with the CWU or NFRN.

An NFSP spokesman told RN that members were shown a Memorandum of Understanding (MoU) containing the “principles” of the agreement – but that the actual agreement was kept private as it was commercially sensitive.

CWU Postmaster Branch national secretary Mark Baker said he would be calling for “political and legal scrutiny” of the agreement.

“Grant funding agreements cannot be contractual in their nature, they can’t be for a specific period and they can’t tie the receiving end down to a particular

course of action,” he said.

Proposed terms outlined in the MoU said the agreement would last 15 years and the NFSP would be responsible for representing and supporting all post office branches, with particular focus on strengthening retail offers.

Mr Baker questioned whether the agreement was a contract “dressed up as a grant”. “We have taken legal advice and we will eventually be sharing that with the Post Office if it doesn’t show its hand.”

NFSP general secretary George Thomson said the agreement was a “ma-

ior step forward for the relationship between sub-postmasters and the Post Office”. “This decision will ensure that subpostmasters across the UK continue to have strong representation and receive the support they need,” he said.

But subpostmasters raised concerns over the NFSP’s future independence. Sandra Tizzard, of Puriton Post Office in Somerset, said: “The fact that it will be financially dependent on the Post Office means it will no longer be independent and truly able to represent and support subpostmasters.”

Minions of sales

One Stop retailer Sunder Sandher has hailed the “incredible” reaction of shoppers who have purchased nearly 2,000 Tic Tac packs branded with characters from the Minions movie.

Mr Sandher said he negotiated with One Stop sales directors to get the banana-flavoured sweets, which are not widely available to independent stores.

Since stocking them last week, Mr Sandher said he had gone through 40 cases, each containing 48 packs of Minions Tic Tacs.

“We’ve advertised these

on our Facebook page and put them on two promotional stands and our confectionery display, and they’ve been flying off the shelves,” he said.

“We’ve even imported Minions merchandise from America and we’ve completely sold out of that as well.

“And with the movie out this week, we expect to sell even more.”

Meanwhile, Mr Sandher revealed his sales are up 30% since joining One Stop a year ago, and he is now in discussions to open a second store in Warwick by the end of next year.



He said: “Warwick council is looking to open a new row of shops and we’ve put

ourselves forward to be the convenience unit. It’s a big opportunity for us.”

Owzat? Lord’s is venue for Local Shop Summit

This year’s Local Shop Summit will take place on Wednesday 14 October at Lord’s Cricket Club in London. The event, which features keynote speakers from leading companies, will bring retailers and

suppliers from across the country together to discuss local business issues.

Samantha Kern, head of events at Newtrade, said: “The Local Shop Summit is the only conference of its kind that brings such a

consistently high calibre of independent retailers and influencers together under one roof to debate and discuss the issues affecting this hugely important sector.”

The event, of which

Booker is headline supporter, has been shortlisted in the Conference Awards 2015 as a finalist in the ‘Best Development of an Existing Conference’ category, alongside LinkedIn, Three and Emap.

Start-up sign-up

Click and collect start-up CornerDrop says it has signed up 18 stores following a social media pitch to independent retailers.

Andrew Lasota, founder of CornerDrop, shared the news on the PayPoint Pay Fair Facebook page.

It comes a week after Mr Lasota told RN it would contribute £5 to PayPoint Pay Fair for every retailer signing up to the company, which is being pitched as an alternative to parcel collection service Collect+.

Müller to Booker

Former Müller chief executive Stewart Gilliland has been unveiled as Booker’s new non-executive chairman.

He will take over the role from Richard Rose, who will step down from the position following Booker’s annual general meeting on 8 July.

Mr Gilliland joined Booker as independent non-executive director in December 2010, and also serves as senior independent director at pub and restaurant operator Mitchells & Butlers and non-executive director at drinks manufacturer C&C Group.

New ACS directors

The Association of Convenience Stores has announced Paul Stone and Andy Cresswell as the latest members to join its board of directors.

Mr Stone runs six Spar stores in Manchester city centre and the Cheeky Coffee café chain, while Mr Cresswell is deputy chief executive at Midcounties Co-op and responsible for 181 stores.

NEWS

BUSINESS



£125m cuts from Co-op

The Co-op is investing £125m to cut fresh fruit and veg prices in its latest offensive against rival grocery groups.

The move will see the launch of half-price deals and discounts on more than 100 products across its 2,800 stores.

The Co-op has started the campaign by offering cucumbers, iceberg lettuces and 500g bags of carrots at 39p.

Steve Murrells, retail chief executive at the Co-op, said: "This makes our price investment the biggest by a convenience retailer, providing consumers across the length and breadth of the UK with lower priced produce and helping them to keep shopping in their neighbourhood."

A Stirling start for One Stop Scotland

One Stop has unveiled the location of its first store in Scotland as the group presses ahead with its expansion plans.

The company-owned store opened in the village of Fallin, near Stirling, this month and is set to employ a total of 10 staff members, including a store manager, three shift managers and six shop assistants. It also includes an off-licence, Lottery and PayPoint services, and a photo booth.

One Stop claims it has now received more than 200 calls from Scottish independents interested in its franchise model.

Tony Reed, chief executive, said: "This is a momentous day for One Stop and will allow us to continue our expansion through both company-owned and franchise stores."

Rise of online shopping will give local businesses the edge Budgens offers free fruit to kids

Fresh and chilled '80% of c-store turnover' by 2020

by Steven Lambert

Fresh and chilled products could represent as much as 80% of some convenience stores' turnover by 2020 as shopper demand for high quality produce in local stores increases.

Retailers were also advised to add more exotic fruits and fresh meat to their range by experts commenting on the future of the fresh and chilled sector.

Kash Khera, managing director at Simply Fresh, predicted a rise in online

shopping could pave the way for more fresh food opportunities in local businesses. He said: "I see convenience stores shrinking in size in the future and sales coming predominately from fresh and chilled and a lot of ambient sales going online. This could be as much as 80% of turnover by 2020."

James Hall, Best-one symbol director, said fresh meat and fruit and vegetables would become a "major component" of convenience stores, adding that these and other chilled

goods would represent 40% of retailers' overall sales over the next five years.

Meanwhile, Mike Baker, Budgens director, said trends towards exotic fruits such as mangoes and coconuts "showed no sign of slowing" and encouraged retailers to reconsider their fruit and veg range.

Budgens is looking to take advantage with a new Free Fruit Challenge, offering schoolchildren one free piece of fruit every day from participating stores.

It will be tied in with a

loyalty card, with parents receiving a stamp every time their child uses the scheme. When they collect five stamps, they can claim £2 off a £20 shop in Budgens stores.

The Free Fruit Challenge was launched in Budgens of Byfleet last week and will be trialled in its other two concept stores in Broadstone and Crouch End.

The group said it will look to roll out the scheme to its entire retail estate following the trial.

● 17-page *Fresh & Chilled* feature, starts page 25.

Barbecue bonus from wholesalers and symbols

Wholesalers and symbol groups are helping retailers grow summer sales with a host of promotions running on barbecue essentials.

Landmark Wholesale is extending its All You Need promotional scheme to include deals on 12 top-selling branded lines, including Heinz Tomato Ketchup, Foster's, Strongbow and

Echo Falls. Retailers buying a case of every line in the top 12 during the promotional period, running from 13 July to 1 August, stand to make a saving of £30 according to Landmark.

Chris Doyle, business development director, said: "Offering attention-grabbing promotions, such as All You Need for a barbecue,

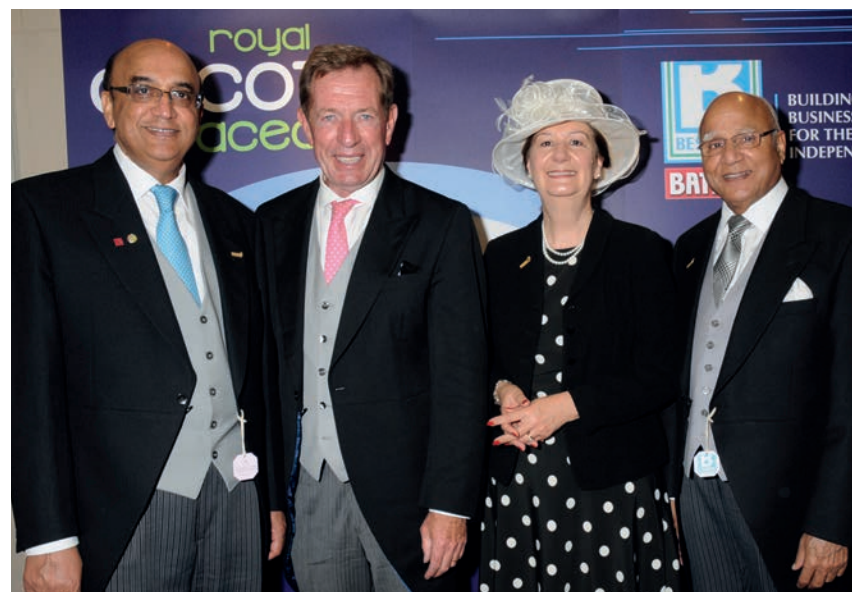
shows that your store is a force to be reckoned with when it comes to delivering excellent value."

Meanwhile, Nisa is giving shoppers the chance to win the 'ultimate summer garden party' through a campaign running on its website and Twitter page.

The competition, which will run until 2 August, will

encourage visitors to share their ideas on interesting things to do this summer to be entered into weekly prize draws.

Entrants will have the chance to win barbecue equipment, festival and theme park tickets and products from manufacturers including Blossom Hill, Walkers and Vimto.



Bestway race day for 800

More than 800 members of the retail trade and guests descended on Ascot last Friday to raise funds at the annual Bestway Charity Race Day. Proceeds from the event, now in its 21st year, will be donated to industry charity GroceryAid. Those in attendance included (from left to right) Bestway chief executive Zameer Choudrey, racing presenter Derek Thompson, GroceryAid director general Gillian Barker and Bestway founder and chairman Sir Anwar Pervez.

NEWSTRADE

Puzzles and children's among titles to benefit 'Watch out for launches and push bestsellers'

Summer sales growth to follow publisher activity

by Nicola Stewart

Independents are preparing for a summer sales boost on the newsstand as publishers invest in PoS and increased supply.

Sales are expected to rise across almost all sectors including children's, puzzles, cookery, colouring-in, sport and women's weeklies.

Dean Russell, Comag independent retail sales and development manager, said retailers should concentrate on promoting seasonal specials and issues with added value such as free gifts or supplements.

"Stores are obviously going to see an increase in footfall, especially those based in places like Devon and Cornwall, so it's about making sure special issues are highlighted," he said.

"It is all about display. Give full facings, especially on children's and puzzle titles, and use any PoS sent out."

Susan Hefferon, senior sales development manager at Frontline, added: "Watch out for launches and display your bestsellers front of fixture to encourage impulse purchases."

Jon Powell, of The

Newsagent in Newport, said using PoS, particularly posters, had an immediate effect on sales in his store.

"I put posters next to my newspapers, which are displayed in a different part of the store, and I find people will then go looking for the magazines," he said.

"I will also put special issues, or anything I think is worth putting in front of people, next to the till, and that usually works well."

He is expecting cookery titles to sell well during summer, particularly barbecue specials.

Mark Dudden, of Albany

News in Cardiff, is also expecting a busy few months and plans to use his window space to attract customers in off the street.

"I'm expecting a constant flow of art therapy titles to come out so I will be making a display of them in my window," he said.

"Sales of those titles are quite healthy at the moment - I sold 18 copies of Zentangle - so it's worth giving them some space."

● Turn to page 48 to read about summer sales of puzzle magazines

Polish up mag sales

The August issue of Marie Claire comes cover-mounted with a Ciaté nail polish set worth £10.



There are six colours to choose from and the set also includes a clear top coat.

Content-wise, the issue features an exclusive interview and photoshoot with Hollywood actress Amanda Seyfried.

On sale 2 July, the issue should be displayed prominently alongside InStyle, Glamour and Red.

Spotlight on wine

The next issue of Decanter, on sale 1 July, comes with a free supplement showcasing the results of the Decanter World Wine Awards 2015.

Judged by wine experts, the special results issue features a comprehensive guide to the list of winners chosen from more than 15,900 wines. In previous years, this issue has seen a sales uplift, appealing to both regular readers and a wider audience.

Let's play house...

The August issue of The Doll's House Magazine comes covermounted with a free pack of Preciosa beads.

On sale 2 July, the issue includes 17 summer projects, including how to make a miniature picnic blanket.

The quality title, which has a cover price of £4.25, includes ideas and inspiration for dolls' house enthusiasts and collectors and should be displayed alongside similar titles such as Dolls House World.

A bumper special

LCD Publishing is launching a special magazine bumper pack for primary girls in anticipation of the school holidays.

Summer Princess comes with two magazines full of activities, as well as puzzles and stories featuring characters from films and TV shows such as Frozen, Strawberry Shortcake, Sofia the First and Wing.

The pack, on sale today for £3.50, includes several mystery gifts and should be displayed alongside Frozen and Disney Princess.



Empire strikes back with its 'greatest ever' issue

Retailers can expect a rise in sales on the August issue of Empire, as the title counts down the '100 Greatest Movie Characters' of all time. The highly-anticipated issue reveals the results as voted for by readers of Empire. Retailers are asked to support the issue by displaying it full facing in the film sector alongside titles such as Total Film and Sight & Sound.

DC Thomson builds awareness with CITV deal

DC Thomson is aiming to build awareness of its children's brands by becoming a sponsor of the UK's most watched commercial children's channel, CITV.

The deal includes broadcast, online, mobile and licensing elements and will see 10-second sponsorship announcements created

across DC Thomson's range of children's titles air on CITV between 9.25am and 6pm for 12 months from August.

Neil O'Brien, DC Thomson head of publishing (consumer entertainment), said: "We're looking to increase awareness of our brands and this campaign will help

to showcase a range of our children's titles.

"We're hoping that this will not only appeal to our current readers but also assist in attracting new readers and it's an ideal platform to match our portfolio."

Andrew Williams, head of advertising (consumer entertainment) for the

publisher, added: "A huge amount of research has gone into this campaign and there's great potential for retail partnerships."

The Dundee-based publisher will add to its children's portfolio, which includes the Beano, later this year with the launch of Thunderbirds Are Go.

NEWS

PRODUCTS

Seabrook celebrates 70th to reach 17m

Seabrook Crisps is marking its 70th anniversary with wide-reaching marketing and promotions running over the summer.

The brand will be supported with print, outdoor and digital ads from August, which will be used to promote its core Crinkle Cut range. The activity is expected to reach 17 million shoppers, who will also have chances to win products on the Seabrook Facebook page.

A campaign supporting Seabrook Lattice Cut crisps, which were launched in 40g bags with peelable fronts last year, will be launched later in the year.



Original Yellow

Natural American Spirit is extending its range of additive-free tobacco with the launch of an Original Yellow variant next month.

The new product (RRP £4.85 for 12.5g, £9.29 for 25g) will contain lower tar and nicotine levels compared to Natural American Spirit Original to offer a milder and smoother alternative for roll-your-own smokers.



80 years at Wimbledon for Robinsons

Robinsons is aiming to net retailers extra sales with marketing plans celebrating its 80th year of sponsoring Wimbledon. The soft drink brand features in a nostalgic TV campaign, showing its association with the tennis championship, from this month, while packs of Robinsons Squash'd will feature labels transforming packs into tennis balls. In addition, Britvic will launch 'The Great Robinsons Ball Hunt', with the public being urged to find giant tennis balls hidden around the UK to win prizes.

Mars claims 'biggest piece of innovation' Month-long TV campaign to back launch

Duet will hit the right note with choc lovers

by Steven Lambert

Mars claims it has created its "biggest piece of innovation" to date with the forthcoming launch of Galaxy Duet in August.

The new product, which has been developed over the last three years, is an impulse chocolate bar split into two rows, with each

side containing a different flavour. It follows the launch of Galaxy Salted Caramel in February, which Mars claims has led to a 10% sales growth for the Galaxy brand.

The firm claims Galaxy Duet is set to drive further sales for independents, claiming that new products now account for £20m of all

block chocolate value sales.

Bep Dhaliwal, trade communications manager at Mars, said: "Galaxy Duet is one of the most exciting pieces of innovation we have ever launched.

"I'd encourage retailers to stock up early and ensure displays are visible and eye-catching."

Galaxy Duet will be

available in two variants - Cookies & Cream and Caramel & Shortcake - both coming with an RRP of 60p.

Mars is backing the launch with a £1.5m marketing spend, including a month-long TV campaign running in August. It will form part of a total £12m media investment on Galaxy this year.

Grand opportunity for indies in wine promo

Independent retailers can win £1,000 worth of flight vouchers with the return of a summer campaign promoting Lindeman's wines.

The prize will be on offer to stores taking part in a competition being run by Treasury Wine Estates from next week. Retailers

can send in pictures of their wine fixtures featuring Lindeman's Bins wines and the brand's new 'Enjoy This Evening' PoS material, which will be available through wholesalers.

The most creative display will win the entrant flight vouchers from travel con-

sultants Trailfinders, with a case of Lindeman's Bin 65 Chardonnay and Bin 50 Shiraz for two runners up.

Shaun Heyes, business sector controller at Treasury, said: "89% of consumers in convenience stores buy wine to drink the same day, showing why the

simple call to action of the 'Enjoy This Evening' campaign' works particularly well in the convenience channel."

The activity will tie in with a digital campaign called 'Show Us Your Sunshine', targeted at 30-50-year old women.

Hot products for your shopping list



Two new Mars Duet varieties are Mars' "biggest innovations" to date



Robinsons is celebrating 80 years of Wimbledon sponsorship



Indies can win £1,000 flight vouchers from Lindeman's wines



Cadbury Dairy Milk

They're Back!

ONLY
£1*



- ✓ Nation's Favourite Chocolate
- ✓ No.1 Small Tablet Brand**
- ✓ 6 of the top 10 best selling SKUs

STOCK UP TODAY!

* RRP Recommended, only you are free to set your own price

** Nielsen, Total Sales value, MAT, 17.05.2015

NEWS

PRODUCTS

Sterling 18s offer value for smokers

JTI is launching 18s packs across its Sterling cigarette range to offer more competitive prices to smokers.

The smaller packs will be available on all existing formats – King Size, Superkings, Blue, Green and Dual – and all come with an RRP of £6.99.

Jeremy Blackburn, head of communications at JTI, said: “The launch of Sterling 18s is responding to this demand for lower priced alternatives. Its competitive price point will help ensure the brand remains a top seller for retailers, while also providing a quality tobacco offering for existing adult smokers.”

Diageo's Cider Cup support

Diageo has revealed support plans for its Pimm's Cider Cup including music festival and digital activity.

The £1.25m investment will see the brand promoted in the Fly VIP area at Glastonbury. It will also be available at more than 300 events taking place over summer.

Meanwhile, an outdoor and digital campaign will be used to grow awareness of Pimm's Cider Cup, and kicks off in London next month.

Diageo confirmed it is planning to introduce further Cider Cup flavours later in the year.



Levi takes his message to the streets

Reggae Reggae Sauce creator Levi Roots hit the streets of Birmingham this month to lend a hand to independent retailers in the Lozells area in the city. The entrepreneur paid a visit to East End Foods Cash & Carry before heading to six local stores, including Nadeem Ghafoor's Pak Supermarket, as part of a promotional drive on his Caribbean-inspired soft drinks range.

Official sponsor offers match tickets and gift prizes Great sales opportunities around event

Heineken's Rugby World Cup promotion kicks off

by Steven Lambert

On-pack promotions and limited edition packaging will kick off Heineken's plans to grow beer sales around the Rugby World Cup.

The brand is targeting the campaign at nearly half of all rugby fans expected to drink beer while watching the tournament, to be held in the UK between 18 September and 31 October.

Heineken will raise awareness of its official sponsorship of the event with a packaging refresh running on 330ml and 650ml bottles and 330ml and 500ml cans, which will feature imagery of the Webb Ellis trophy.

It will coincide with a promotion offering tickets to World Cup games for consumers finding one of 50 hidden golden bottles on Heineken 12-packs. Other

World Cup-related gifts can also be redeemed on 12 packs and two four-pack purchases. In addition, Heineken will also be running a World Cup trophy tour with the chance for one winner to claim a behind-the-scenes stadium tour and hospitality ticket to one of the games.

Craig Clarkson, off trade category and trade marketing director at Heineken, said: “The activity for the

event will give retailers the opportunity to increase sales while also positioning Heineken at the heart of premium at-home social occasions surrounding the tournament.”

Heineken will support retailers with World Cup-themed PoS material and will also be providing advice online and through its sales team on how to maximise beer sales around the tournament.

Hot dog fans Cruise to Mission Impossible prizes

An expected three million hot-dog-eating customers will have the chance to win hundreds of spy-related prizes as UK food to go firm Rollover partners with this summer's Mission Impossible film starring Tom Cruise.

Rollover hot dog trays will feature artwork from July's upcoming movie Mission Impossible: Rogue Nation, and spy pens, watches and a camera drone “Quad copter” will also be on offer through a series of online competitions.

The promotion is supported by PoS material including posters and wobblers, and customers will be directed towards the Rollover Facebook page to win the film-related prizes.

Tony Owen, Rollover

sales and marketing director, said the company was aiming to reach three million 16-30-year-olds with the tie-up. Rollover is the UK's largest hot dog company, selling 25 million hot dogs a year through the convenience channel.

Hot products for your shopping list



Diageo is investing £1.25m to promote Pimm's Cider Cup



Limited edition packs are part of Heineken's Rugby World Cup support



Sterling cigarettes are to be offered in 18-packs to offer better value

CATEGORY ADVICE



in association with
WRIGLEY
A Subsidiary of Mars, Incorporated

It's back!

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



THE OPPORTUNITY



"Wrigley's new LED units have proven to increase sales by **16%**. The LED lighting and the strength of the colour in the branding will ensure shoppers make a subconscious link to Wrigley products."

– Raj Jadeja

What happens next?

The new unit and some great advice from Raj and Sandeep should help Ushma and Amita's sales increase significantly over the six-week trial period. Find out what ideas they came up with and what improvements were made in the next instalment.

Look out for RN on...



3 JULY



RETAILER
USHMA AMIN
Londis, London Road, Sutton



"Our unit is old, with dated branding, but it's in the right place next to the tills. Gum is a great product for us - it has a good profit margin and doesn't take up much space. We don't stock Extra bottles, so I'll be interested to see the impact these have on our sales."



RETAILER
AMITA PATEL
News, Food & Wine, Sutton



"We sell around 10 boxes of gum a week. Extra Ice is our bestseller, and now the bottles are selling well too. However, we realise that we could see even stronger sales by making the bottles more visible to customers."



EXPERT ADVICE
RAJ JADEJA
Field sales representative, Wrigley

"Gum is an impulsive category. To maximise sales, gum should be prominently positioned at till points in line with the shoppers' vision which is exactly what both Ushma and Amita have done. However, there are still opportunities to increase sales through dual-sitting in both stores."



MENTOR
SANDEEP BAINS
Simply Fresh, Faversham

"After taking part in last year's project with Wrigley, I saw my sales increase by 53 percent just by taking a few simple steps. Both retailers will benefit from their new units and stocking the right products. I'm excited to see the results."



GET INVOLVED

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

NEWS

REGIONAL

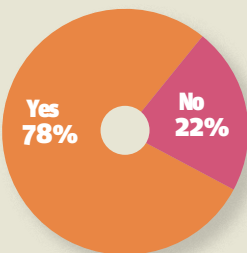
Welsh bag extension 'red tape'

Welsh government proposals to extend the carrier bag charge and make mandatory the current voluntary scheme where cash is donated to charitable causes has been criticised by retailers as "unnecessary red tape".

The changes would come in under the Environment (Wales) Bill. But the Association of Convenience Stores has warned that extending the charge to all types of bags, including bags for life, and making donations compulsory will "increase administrative burdens on retailers".

Newport newsagent Jon Powell said before changes came into force, he was handing out between 300 and 400 bags a week. Now, he gives out less than 100 a month. "This is unnecessary red tape. The scheme works perfectly fine as it is. I charge for a bag and put 5p in a charity box. It's simple and there's no paperwork," he said.

RN READER POLL



Would you value advice from your symbol group on how to use social media to promote your store?

NEXT WEEK'S QUESTION

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

Have your vote now

Go to betterretailing.com



Locals get vocal to make some noise

Shoppers attempted to hit all the right notes as they went head to head in The Costcutter Local Vocal Competition. Costcutter's voiceover man Nigel Mercier and glamour girls visited five stores across Ireland this week and last week giving participants the chance to win prizes while donating to charity. They visited Townsend Street, Birr, Co Offaly, Kilmilhil, Co. Clare, Bandon Road, Ardrostig, Bishopstown, Cork, Lower Dorset Street, Dublin 1, and Church Road, Carndonagh, Co. Donegal.

Robberies at cash and carries show encouraging fall But remain vigilant says FWD

High-profile cases and awareness curb thefts

by Helena Drakakis

The Federation of Wholesale Distributors has credited a number of high-profile prosecutions and effective awareness-raising for a drop in thefts from retailers at cash and carries, but has reminded store owners to remain vigilant.

Shopkeepers loading high-value goods into their vans after visiting their wholesalers had suffered a spate of attacks in particular. However, the FWD said it believes the number of attacks is now reducing.

Although the FWD only collates incidents reported

to it and does not hold comprehensive statistics on cash and carry thefts, communications manager David Visick said the organisation had noted a decrease in the number of reports received.

"We began logging incidents of this type of theft five years ago and there's been a decline over the past two years. A number of high-profile prosecutions have taken criminals out of the game and we've also raised awareness throughout premises via our 'Be Aware' posters," he said.

Any intelligence received by the FWD, including

CCTV footage, is fed into its Criminal Information Database and is passed to police. Of the thefts recorded, 90% were tobacco-related.

"Tobacco is easy to pick up, it's high-value and can be sold on quickly," Mr Visick added. "As retailers become aware of the possibility of this type of theft, more are taking appropriate precautions."

One such theft in 2013 resulted in tragedy when Londis owner Prasanna Arulchelvam lost his life as he fell from a moving van while trying to defend his stock against robbers

at Costco in Watford. Two men were sentenced for his manslaughter last December, with a third sentenced in April.

A spokesperson for NFRN Mutual said shopkeepers should follow some simple rules to minimise threat when buying high-value stock. They advised retailers to ensure someone stands near their vehicle while stock is loaded into it, lock vehicles while they are away from them, vary routes driven back to stores, keep high-value stock covered and remove it immediately when they reach their destination.

Indies sign up to limit strong beer sales

Independent retailers are among 10 stores in Eastbourne to have signed up to a voluntary scheme that aims to limit the availability of super-strength beers.

The scheme, 'Sensible on Strength', follows an identical initiative in Ipswich and one introduced in

Brighton and Hove in 2014 that encouraged retailers to stop selling low-cost super-strength drinks above 6.5% ABV.

Retailers have also been asked to put good practice measures in place including formal staff training and to install CCTV.

Councillor Steve Wallis,

Eastbourne Borough Council's cabinet member for place services, said: "This response from retailers signing up to Sensible on Strength is really encouraging and shows responsibility on their part."

The scheme was introduced at the start of the year as a partnership

between the business community, Eastbourne Council, Sussex Police and Trading Standards.

Among the shops that have now signed up are Premier stores in Station Parade and Susans Road and the Sun Convenience store in Langney Road.

**Do you want to see
your views in RN?**

email letters@newtrade.co.uk
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REGIONAL

Deposit and return scheme opposed

The Association of Convenience Stores (ACS) and Scottish Grocers' Federation (SGF) have joined forces to oppose a proposed bottle and can deposit and return scheme in Scotland.

Their response to calls for evidence from Scot-

tish environment agency Zero Waste Scotland (ZWS) on the feasibility of implementing the scheme argues it is the wrong solution. It says convenience retailers would be unable to store and process the anticipated high level

of returns.

James Lowman, ACS chief executive, said: "A deposit return scheme would bring massive new burdens on local shops, add cost to the supply chain and lead to less recycling through local authority

kerbside collections."

The SGF has requested a meeting with minister for business Fergus Ewing MSP and will invite ZWS officials to convenience stores to assess the challenges the scheme would cause.

Ralph Patel: 'Retailers need to seek new opportunities' Suppliers on hand to advise retailers

New president praises East Mids' future focus

by Chris Gamm

New NFRN national president Ralph Patel praised the East Midlands district for challenging members to improve their businesses at its Into the Future event at the Leicester Space Centre this week.

Opening the day on his first official outing as president, Mr Patel said: "The industry is changing and retailers need to seek opportunities to improve their businesses; that's what today is all about. I said I wanted to see more networking and that's exactly what the East Midlands district is doing today."

Retailers met suppliers, including Coca-Cola Enterprises, Mondelez, Booker and News UK, and attend a seminar on preparing for the future.



NFRN news development manager Phil Williams discussed how the federation was helping drive sales through canvassing and range management schemes and category partnerships with Frontline and News UK.

Booker retail development controller Jason Parry explained how the group helped district member Jimmy Patel, from Jimmy's Premier in Northampton,

grow sales by 17% by "cutting the clutter" and focusing on core lines in his store.

According to Mr Parry, 1,200 lines account for 65% of Premier sales, while an average symbol store's sales are 2.5 times higher than an average unaffiliated store.

Former retailer and betterRetailing.com associate editor Steve Denham gave delegates advice on using social media to build networks with customers, suppliers

and other retailers.

"Google 'Facebook' and the name of your town and you'll find your customers. Think about how you are going to be a part of that," he said.

Event organiser and district president John Green (pictured far right) said: "It was great having so many retailers meeting face to face, sharing ideas and discussing opportunities to grow their businesses."

Marking 45 years of Glasto

A special supplement celebrating 45 years of Glastonbury produced by a local newspaper is on sale as the week-long festival begins. The Central Somerset Gazette has produced a 96-page colour supplement with a cover price of £1.50.

To mark the milestone, it will include articles on the festival's history, exclusive behind-the-scenes interviews with organisers and helpers, photographs and the work of the charities it helps.

Carjacker terror

A terrified father was forced to leave his child with an attacker who hijacked his car, doused him in liquid and ordered him to rob a Spar sub-post office.

The man was leaving his home in Belfast when his attacker punched him in the face, entered his car and ordered him to drive to the store to demand money. When the dad returned empty-handed, the carjacker had vanished and the child had been left.

New look for Echo

The Liverpool Echo will reveal a new look on Monday. It has confirmed there will be a more detailed What's On? entertainment listings section, with further changes expected to be revealed.

Ahead of the relaunch, Alastair Machray, editor, ran a month-long consultation with readers. He has pledged to review the Echo's football coverage following complaints from Everton fans that it concentrates too much on rival Liverpool FC.

Click and collect withdrawal welcomed

Independent retailers have welcomed a decision by Tesco and Sainsbury's to withdraw their click and collect pick-up services from several kiosks at London tube stations.

Click and collect was introduced to the stations in 2013 when Transport for London partnered with Asda, Ocado, Waitrose,

Tesco and Sainsbury's to offer the service.

In an initial trial, Tesco operated from 10 underground stations and Sainsbury's from seven. However, both will now quit the scheme due to lack of take-up.

Ravi Raveendran, who runs a c-store in Hounslow near to where the

services operated, said: "In areas like Alperton and Hounslow the demographic is not right for click and collect. People want to go into stores and pick up groceries themselves. It's good that Tesco has pulled out, as it will stop local shops from going under."

In other parts of

London, Asda, Ocado and Waitrose will continue working with TfL to provide the service in other underground locations.

Collect+ chief executive Neil Ashworth said: "A single multiple operating from a single tube is unhelpful as it adds to congestion challenges in London."

OPINION

Do you want to see your views in RN?

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YOUR SAY Would you welcome advertising on your tobacco gantry to promote other products or services in your store?

Graeme Pentland

Ashburton News,
Newcastle

I can see it working but it wouldn't be my personal choice. In fact, in the run-up to going dark I placed all my tobacco and cigarettes under the counter and used that space behind the counter for higher margin products such as spirits. It's prime selling space and a blanked-out gantry looked ugly, but I can see that using the space to advertise could be beneficial.

Malcolm Dobson

Skinnergate News,
Darlington

I think it's a good idea to advertise in that space. I did think about using it for something else but I don't sell other premium products that could be positioned well there. I'd say if the National Lottery advertised there that



Dan Cock is using his Imperial Tobacco gantry to advertise his promotions

would be a good sponsorship opportunity and would make retailers some money too.

Peter Wagg

News on the Wharf,
London

Advertising is a great idea and it's something I'm looking at. My shops have high footfall

and paid-for advertising on the gantries would certainly generate extra income. The space is currently blank and if you're not an off-licence able to put high value products like spirits in that space, generating advertising could make for a good commercial arrangement.

YOUR STOCK What are you doing with your fresh and chilled range to stand out from your competitors?

Alkesh Pankhania

Best-one,
Sunbury,
Surrey

My point of difference is selling samosas. I used to sell pre-packed goods but over the last few years I've had an arrangement with a local restaurant. My samosas are freshly made and I sell around 100 each week. People even pick them up for breakfast. I don't advertise, but through word of mouth I've developed a reputation for selling a product that my competitors don't.

Jay Patel

Jay's Budgens,
Brockley,
London

I have a Sainsbury's nearby that does takeaway, but I work hard at letting customers know what I sell. I have posters in the shop window, I leaflet drop and I also have

a Facebook page. And I know what my customers want – a full range of fresh stock, displayed well and at a good price.

Sandeep Bains

Simply Fresh,
Faversham,
Kent

We adapt our offering to suit the seasons. Being in Kent,

we have a lot of local suppliers and in the summer we gear our stock towards picnics, sandwiches and barbecues. We have a lot of strawberries, gooseberries, cherries and seasonal fruit which sets us apart from the multiples. We sell local potatoes too and products like quiches and fresh meat also go down well at this time of year.



Creating a point of difference with your fresh and chilled range could make your store a destination

YOUR ISSUE

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BANKING 'BREAKDOWN' CAUSES PAYMENT CHAOS

It's been another disaster for Britain's banks. A computer glitch that caused delays to payments and direct debits caused havoc just under two weeks ago with RBS, NatWest, Coutts and Ulster Bank payments delayed for up to four days. Bad enough for ordinary customers waiting on benefit payments and tax credits, but potentially disastrous for small retailers dependent on cash flow.

One such affected business was Premier Whitstone Village Stores in Devon. Last Wednesday, when the system went down, they were due to make payments to both Smiths News and The National Lottery, both of which were delayed. "The first I heard of a problem was through a BBC news alert, not the bank. When I checked the account there'd been no movement," says owner Dan Cock, pictured inset. By Thursday, the situation had not altered.

Fortunately, when he rang Smiths and The National Lottery, the companies were already aware of the problem and assured Dan that he would not face charges, but this is not the first time that he's experienced problems with NatWest.

"This is the third time my payments have been delayed. We're not a third world country and in this day and age you'd think we could have reliable, safe and stable banking. Had Wednesday been a payday I would have been in real trouble because everything has a knock-on effect," he says.

By Thursday there was a post on NatWest's website saying they were "working flat out" to get payments updated and that the meltdown had

been caused by technical problems involving "overnight process". But the incident has highlighted the vulnerability felt by retailers like Mr Cock, who rely entirely on electronic banking.

"Everything from payment of suppliers to my newspapers, lottery and PayPoint is all done electronically. Then I've got customers who want credit because their payments have been delayed. I try to help out where I can, but I'm not a bank," he adds.

Mr Cock says that this time he'll be writing to NatWest seeking assurance and compensation.

He says: "The National Lottery and Smiths are companies with a no-nonsense policy and I have a perfect payment history. Credit where credit's due. Both were understanding this time, but they might not be again.

"Once is forgivable, but three times is ludicrous. The bank can't wait to text you if you are about to go overdrawn, but when the boot's on the other foot it's a different story. It's not a level playing field."

A RBS spokesperson said: "We can confirm that the issues customers were experiencing in relation to delayed credits and debits have now been resolved and accounts have been updated. We are extremely sorry for the inconvenience and distress that this has caused our customers. If any customers are still experiencing issues please contact our call centres or come into a branch where are our staff are ready to help. We will continue our work to make sure that no customer will be left out of pocket as a result of this issue."



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I'M NOT GETTING CREDIT

We get The Sun and The Times direct from News UK and have been having constant problems with them for more than a year.

Every week, or every other week, we end up one or two Suns or Times short on credit.

When I phone News UK up, someone notes my complaint, gives me a reference number and I might not hear from them until the following week.

When I hear back, I always get the standard response: 'It's been checked manually and according to our figures, you have been credited the correct amount.'

I don't want to be wasting time making frequent phone calls, but the last few weeks it seems as if I am missing credit for 10-15 papers. It has started happening as often as three or four times a week.

I'm calling just about every other day and asking to speak to a manager, but the managers always seem to be in meetings and not able to talk.

I question the ability of people checking returns – are they just passing the loss on to the retailer?

It's hardly a lot of papers I'm returning – it might be three or four Suns and four or five Times.

When I'm returning nearly 100 copies to Menzies every day, there's hardly any mistakes and if there is anything, we claim it and immediately we get credit.

I'm not a kid who started yesterday, I have been a retailer for 35-40 years. When I'm returning my papers, I fold each one in the middle to an A4 size, so someone would have to pick up one paper at a time to count it. I even take a photo of my papers before and after packing. How many shops are losing out on credit in London? It must all add up.

On another note, I would like to thank RN for its help on our partworks issue (Letters, RN 5 June). As soon as my letter was in the magazine, the team from Menzies contacted me with all of the information I needed.

Manish Mehta
Williams News,
Streatham,
London

News UK had not responded to this letter at the time RN went to print.



WE WOULD HAVE SOLD, CAMELOT

Last year, when Camelot was rolling out a lot of scratchcard-only terminals, we signed in to get one in two of our stores. We already have full Lottery in another of our shops.

We pay £25 a month to have these scratchcards and we have constantly struggled to get enough stock in our Congleton store.

It is more than often half empty, but when we ring up Camelot, it says it knows what we are selling and we aren't selling enough to get more stock in.

In our Porthill store, where we have had enough scratchcards and a full dispenser,

identified the places they want to put Lottery into.

It doesn't make sense to us because our Porthill store has a store with Lottery opposite, while our Congleton store has Lottery in a Post Office around the corner, which closes at four or five o'clock.

We do feel we have been penalised by Camelot. It is saying we aren't selling enough, but that's ridiculous because we clearly are.

It's one of those really frustrating conversations that just goes round and round in circles.

WE'LL GET STOCK RIGHT

A Camelot spokesman responds to Premier retailer Val Archer's letter published in RN, 19 June ('We would have sold, Camelot'):

"We are sorry to hear of Mrs Archer's dissatisfaction with the level of stock she has been provided.

"Our automated National Lottery scratchcard replenishment system was introduced four years ago and has been extremely successful. The system bases order sizes on the number of windows the retailer has in their dispenser (for example, eight, 12

or 16 windows) and their rate of sale.

"Sales levels for the standalone scratchcard retailers are reviewed on a 12-week period and my colleagues have reassured me that they are currently in the process of going through sales levels in relation to stock – so will shortly be able to ascertain which range of stock this particular store will be on from July.

"If Mrs Archer has any further concerns regarding scratchcard stock, she can call the retailer hotline."



Win MORE with Rothmans Blend 55

MORE and Rothmans Blend 55 are currently running a mystery shopper competition and BAT UK are delighted to announce Mrs Patel of Costcutter – 2-4 High Street, Plaistow, London – as our first winner!

When asked why she chose to stock Rothmans Blend 55, Mrs Patel replied *“It is a bestselling product in our shop. It’s fast selling and with all the other Rothmans products, gives valuable profit to our business. The POR is good and the adult customers’ feedback is positive. They like the blend and I have regular adult customers for Rothmans Blend 55”*.

Will you be the next winner?

Smoking kills

BARRY FROST

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Refit for purpose

Planning is all important for retailers who want a successful refit with minimal stress. Here's how to do it

Many readers will have seen the recent series of articles on betterRetailing.com by prominent Sheffield retailer Jai Singh on the expansion of his store into the empty unit next door and the parallel refit of both units.

Rather unusually, one of the shops is owned by Jai and his wife Mandeep, but the other is being leased from the council and this has made the whole development more complex than either of them had first thought.

I have been working with Jai and Mandeep. It has taken some time, but all the issues we have come across have now been dealt with and the store will be re-opening early next month.

Jai and Mandeep's case is the third of a similar type that I have dealt with in the last year and they all highlight the importance of the preparation that needs to be put into store development.

When planning a refit, there are many things to think about; which shop fitting company to use, which symbol group to join, the best time of year to do the work and so on. The list can get quite long and at times the planning alone can cause an immense amount of work.

There is no doubt that the period during the refit itself can also be very difficult due to the inevitable disruption and potential loss of sales, so it definitely pays to plan and prepare well in advance.

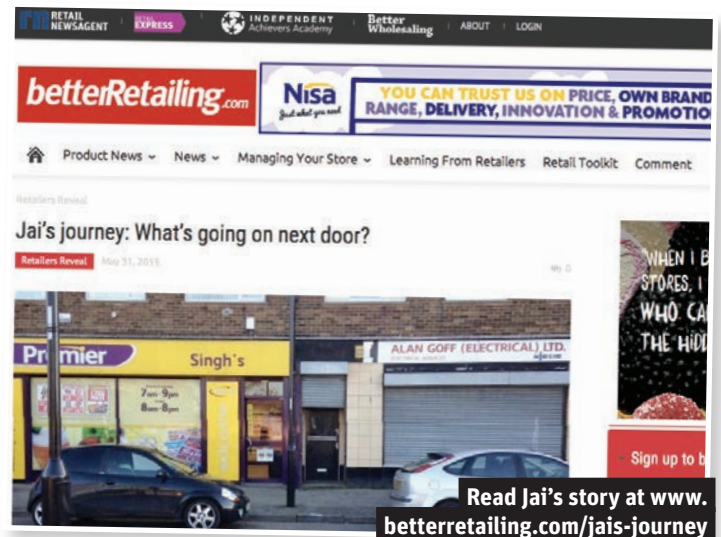
There are a couple of property-related issues that fit into this category and as my clients have

discovered, failing to deal with them can result in a refit being delayed, postponed for a considerable period of time or cancelled altogether. Considerable expense can also be incurred.

Planning permission may be required if you are changing a shop front or installing remote chillers with condensing units. The latter is particularly an issue where there is residential property near to where they are to be installed. Always seek the advice of an architect and never ignore advice given to you by a property professional or the planning department of your local council.

Remember, the whole process can take eight to 12 weeks from a standing start so this needs to be thought about well in advance. Bear in mind that illuminated signage may also require planning permission.

When carrying out a refit on a leasehold premises, it is normal



“

It is normal for there to be a clause in the lease requiring a tenant to get the permission of the landlord to carry out work of this kind

for there to be a clause in the lease requiring a tenant to get the permission of the landlord to carry out work of this kind. This will generally be the case even if there is no structural work, so always speak to the landlord and/or their agent to let them know what you are intending to do.

Permission is normally granted via a document called a licence for alteration and this is always prepared by the landlord's solicitor at your own expense. This can also take six to eight weeks to prepare so, again, leave plenty of time for this to be arranged. There is also the additional cost involved for both these items so make sure you include the fees in your overall budget.

If you start work without the correct planning permission and landlord's permission in place, both your landlord and the local authority can at best make life difficult for you and at worst stop the work proceeding, so it is very important that this is sorted out before any work is started. Jai and Mandeep's refit was delayed by almost six months while we obtained the landlord's consent and the necessary planning permission, so it definitely pays to think about these things well in advance. It will not prevent the natural stress and disruption of developing your store, but it will mean less things to think about once the shopfitters start work.

Barry Frost is managing director of finance and property consultancy service Commercial Plus

* Checklist

- + **Take professional** advice on any likely planning requirements
- + **If you are** advised you need planning permission, never start work without it
- + **Talk to** your landlord as early as possible about your plans
- + **Do not** start work unless the licence for alteration has been completed
- + **Architects**, planning and solicitor fees can be expensive so get fixed quotes and allow for them in your budget
- + **Leave plenty of** time for any planning and landlord issues to be completed

INDUSTRY PROFILE

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Puzzler Media

In a highly competitive market, puzzle magazine publishers have to invest more than ever to secure the loyalty of their readers. Shameem Begg tells RN how Puzzler Media is supporting sales in independents this summer

RN How is Puzzler working with independent retailers to drive sales this summer?

SHAMEEM BEGG In addition to increasing supply to the trade across our portfolio, we are supplying hundreds of clip-on pocket units and PoS material including wobblers, shelf-talkers and posters to our top-selling independents. Clip-on units are a great display solution as they prevent pocket-sized magazines from getting lost among all the standard-sized titles.

RN What kind of support are you looking for in return?

SB Clear displays of our best-selling Puzzler and Q range of titles. Giving market leading titles such as Puzzler Collection, Q Word Search, Q Kriss Kross and Puzzler Quiz Kids prominence in displays will not only support us, but offer retailers the chance to achieve the best possible return. Puzzles are ideally placed near women's weeklies and TV guides as there is evidence of a strong cross-over purchase.

RN How much of a threat are tablets and smartphones to the category? What is Puzzler doing to stay relevant?

SB Not only are we the UK's biggest print publisher of puzzles, we are also the market leaders in digital puzzle apps. We supply 15 single-format puzzle apps, and our multi-format Puzzler World app, across web, tablet, Facebook and mobile. For those who prefer their puzzles digitally, our service is second to none. But, while there's no doubt we live in a digital age, it is undeniable that good old-fashioned magazines are still consumers' preferred way to solve puzzles, especially during the summer.

RN How are you bringing new readers into the puzzle category?

SB We are continually exploring innovations and new puzzle ideas to engage readers. Recently we launched Puzzler Suguru – a new numerical logic puzzle; and Puzzle Club – the only children's puzzle magazine linked to the national curriculum. By regularly reviewing and refreshing content and listening to what our customers want we stop our magazines stagnating.

RN How important are competitions in promoting sales of puzzle titles?

SB Competitions are a key part of the purchase decision-making process, so good cover visibility is essential if you want to drive sales. We invest heavily in incentives for our customers and ensure our magazines carry aspirational prizes. We offer other incentives too – nothing complements a puzzle magazine better than a free pen or pencil. Covermounted issues have far more appeal than those without. Lots of people take puzzles on their travels and it's a bonus if they don't have to hunt around for a pen.



We are continually exploring new innovations and puzzle ideas to engage readers

RN What other trends or promotions are helping to drive sales?

SB We've created extra value puzzle packs, which are great for holidays, when people have more time on their hands. On offer are family packs containing both adult and children's titles, packs specifically for adults, and single-genre packs such as Sudoku. We're also collaborating with other publishers, so you'll see packs carrying The Puzzler and The People's Friend. Out of the category, we're running link-saves including 50p off any Puzzler title when you buy selected confectionery. We are constantly striving to drive consumers to this category.

RN What are the best independent retailers doing to grow sales?

SB The ones who identify seasonal uplifts and market magazines accordingly with strong, clear displays will benefit from increased sales. These are the retailers who ensure out-of-date magazines are replenished with new stock, rather than leaving old magazines on the shelves. It doesn't go down well with customers if they purchase a magazine, only to get home and find out the competition has already shut. They also know how to tempt impulse buyers and will maximise profits by dual-positioning at till points.

** Company CV **

Company Puzzler Media
Promotions & innovations manager
 Shameem Begg

Profile Owned by DC Thomson, Puzzler Media is the biggest publisher of puzzle magazines in the UK, with more than 40 titles including The Puzzler, Puzzler Collection, Q Word Search and Puzzler Quiz Kids.

Latest news Puzzler is supporting selected independents with PoS, increased supply and display solutions throughout July and August.



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ACADEMY IN ACTION



Booker's Steve Fox talks to Northamptonshire retailer Pardip Mattu about his store's place in the local community

Share ideas and progress
@IAAcademy #IAA15

Community Service

A successful store doesn't just sell stock to its customers; it gets actively involved in the area they live in too. The IAA's Chris Rolfe joined Booker's Steve Fox at Pardip Mattu's Premier Grange Convenience Store to see a great community store in action



Name	Pardip Mattu
Store	Premier Grange Convenience Store
Location	Daventry, Northamptonshire
Size	500sq ft



The Independent Achievers Academy is a business development programme to help retailers like you improve your store. This is the 9th in a series of 12 features that help show how retailers are using the Academy's advice to grow their sales.



Pardip Mattu has two clear objectives for the 500sq ft convenience store he bought in June 2011: to offer customers the core range they need at good prices and to be fully involved in the community to support and give something back to the people who spend money with him.

Meeting the needs of his community, therefore, has meant providing a great-value alternative to a nearby competitor. It has also involved organising sports team sponsorship, charity fundraising and fireworks evenings. But Pardip is keen to do more and is especially keen to build links with a local school and youth club and support more under-18s football teams.

My challenge

Pardip wants to build links with a primary school by promoting healthy eating but needs ranging advice for his compact store.



IAA ADVICE

1

Secure a place for your business at the heart of your community and understand what's important to your shoppers

Pardip tells Steve that when he bought the store, customers were eager for a good convenience store, as the nearest competitor was expensive and didn't open on Sundays.

"We decided to bring in price-marked packs because they offer clear value. I also open for long hours because my main income comes from college students, and I want them to know we're here for them all day," he says.

Pardip adds that he goes out of his way to deliver to elderly customers and provides staff to help with litter picks and clean-up days.

Steve suggests Pardip could raise awareness of his community work by speaking to the Daventry Express.

"They will be keen to know what you're doing, and this will help build customer loyalty," he says.

Pardip opened his store with a community event. He also organised a professional fireworks display



2

Demonstrate a community spirit by supporting local teams, events and good causes

Pardip has demonstrated his community spirit from day one, opening his store with a community event with a bouncy castle and barbecue, then sponsoring a women's hockey team and Daventry Town football club.

He organised a professional fireworks display to celebrate the store's first anniversary too.

"We want to show our customers that we appreciate and want to support them, because we know we wouldn't be here without them," he says.

Steve suggests Pardip could do more by choosing a local charity or club to support for a year and organising more fundraising events.

Pardip agrees and says he would like to support the local youth group, which needs new equipment. This could grow into a long term partnership.

3

Be on the look-out continually for new ways to work with your community

Pardip is keen to work with a local primary school because many parents with kids there shop with him.

Steve suggests he could run or support a breakfast club and promote healthy eating by supplying products such as fruit.

Pardip agrees, but is concerned that his fruit and veg range is too small at the moment.

Pardip is looking to invest in a new chiller and Steve suggests that is a great time to speak to the local school and start to support a healthy breakfast for the children. "Items such as fruit, yoghurts, wholemeal bread and porridge are ideal," says Steve.

Pardip also wants to sponsor another under-18s football team and asks if Booker could help with this.

WHAT WE LEARNT



"It's inspiring to see retailers like Pardip recognising the need to play an important role in their local area and making their stores the heart of their communities. It's great that he wants to get involved and give something back. Organisations such as schools and sports clubs are a great way to achieve this. Building long term sustainable relationships is really important to ensure Pardip's store remains the heart-beat of the community."

Steve Fox

Sales director - retail, Booker Wholesale

Pardip says



"I want to organise more events and sponsorships and build links with the youth club and school so it's been great to get Steve's advice. I'll contact them as he suggested to get more involved. I really like the idea of healthy breakfasts for the school kids. I want to make sure we provide healthy food so I'm looking forward to extending my fruit and veg range."

Pardip Mattu

Premier Grange Convenience Store, Daventry, Northamptonshire

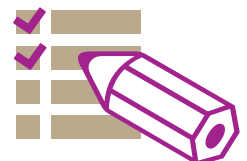
Pardip's action plan

- Ask the local primary school if the store can provide healthy food for its breakfast club
- Expand the fruit and vegetable range to promote healthy eating
- Plan how to support and fundraise for the youth club



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

MINTS

BEST-SELLING MINTS PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Polo 34g	55p	50p	50p	55p	50p	49p	55p
Trebor Extra Strong Peppermint 41g	50p	50p	-	-	50p	-	50p
Trebor Extra Strong Mints 45g	59p	51p	60p	60p	-	45p	-
Trebor Softmints Peppermint 45g	58p	50p	60p	55p	50p	59p	60p
Trebor Softmints Spearmint 45g	59p	51p	60p	55p	50p	-	60p
Polo Spearmint 34g	55p	50p	50p	55p	-	-	-
Polo Sugar Free 33.4g	55p	50p	50p	60p	50p	-	-
Tic Tac Mint 18g	61p	58p	60p	60p	57p	64p	60p
Fox's XXX Mints 48g	56p	47p	-	50p	-	49p	-
Mentos Chewy Mints 38g	55p	49p	55p	-	-	49p	-
Trebor Extra Strong Spearmint 41.3g	59p	50p	60p	60p	-	-	-
Tic Tac Strawberry Fields 18g	60p	58p	-	-	57p	64p	60p

Pricing strategies

RETAILER

1



NAME EUGENE DIAMOND

STORE Diamond Newsagents

LOCATION Ballymena, Co Antrim

SIZE 800sq ft

TYPE high street

When I started retailing, around 30 years ago, there were only Polos or Extra Strong Mints, so that's where our range started and finished. Now there are so many more products available. It's an active market and it gives a nice margin too. I do a good range of general mints, Softmints and Extra Strong Mints and we have a locally-sourced cinnamon and clove line that we get from a nearby company, Ritches. I don't stock any pricemarked packs. I'm able to get a profit from mints without discounts. It's easy to take prices down, but hard to get them back up.

RETAILER

2



NAME JOHN PARKINSON

STORE Broadway Premier News

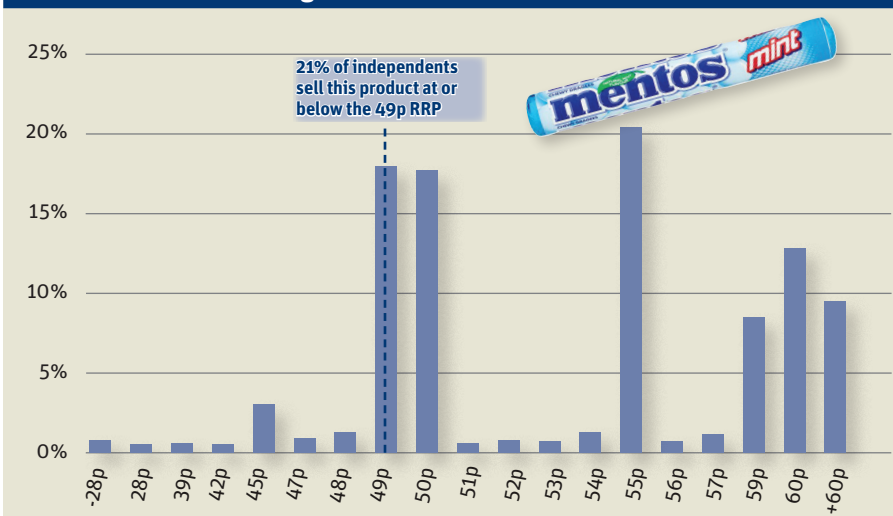
LOCATION Penrhyn Bay, Llandudno

SIZE 800sq ft

TYPE residential

My bestsellers are Trebor Extra Strong and the Polo range, but we've had a few additions recently from Booker's Happy Shopper range, which go well and provide a reasonable margin. These countlines provide a considerable part of my profit. I work on a 25% margin, but if a product costs £1 or more I'm happy to go down to 20%. I'll only do pricemarked offers if they are part of a wider Booker Premier deal or if I think they are necessary to drive sales. I quite often delist products if they are only available in pricemarked packs.

MENTOS CHEWY MINTS 38g 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 KATE CLARK****STORE** Sean's News**LOCATION** Worcester**SIZE** 1,000sq ft**TYPE** town centre

Mint sales are doing really well. People come in for a packet of cigarettes and they will buy some mints to go with them. We've got all the pricemarked ones - I'm the queen of pricemarked products. Sales are constant and 50p for a pack of mints is nothing. The main trouble is that there are so many choices and variants, it's hard to find the room for them. We don't have the space a supermarket has, which is where they can do better than us - we're just restricted to the one area, because they need to be next to the till. We have to pick the real top sellers.

RETAILER**4****NAME ARIF AHMED****STORE** Ahmed Newsagents**LOCATION** Coventry**SIZE** 450sq ft**TYPE** main road

Mint sales slow down a little in the summer, but they are still steady. We have sales reps and people who spend a lot of time in cars coming in to buy them. Extra Strong Mints don't do that well here; Softmints are our biggest Trebor product. There are so many different varieties on offer now and so many mints in the market that it's hard for them to stand out. Pricemarked products do help sales in this sector.

RETAILER**5****NAME RANJAN PATEL****STORE** Marsh Hill News**LOCATION** Hackney, east London**SIZE** 500sq ft**TYPE** high street

Extra strong mints at 50p are strong sellers; a lot of customers buy two or three packets a time, and sales continue to be good even at this time of year. Softmints and Extra Strong Mints are being helped by advertising on TV. We've had problems with space, as e-cigarettes are taking some of the space on the counter. We've also had problems getting hold of Murray Mints - we can't seem to find the bags anywhere, it's so difficult getting hold of them.

THE ENTREPRENEURS

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

**DALE VINCE**

One-time new age traveller Dale Vince is now one of the UK's most successful green entrepreneurs. Having seen his first wind farm in 1991, he founded Ecotricity in 1995 and it began supplying its first customer through an idea called 'embedded supply', which used the national grid to match local customers to a local electricity supply. In 2000 the company was chosen as the sole electricity provider for the Millennium Dome, and by the end of 2003 Ecotricity was supplying green energy to more than 3,000 homes. By 2008 it produced the first electric super car. By 2013 the company

had installed 53 windmills nationwide and began offering a 100% green tariff to customers.

Key achievements

- Pioneering the concept of green energy and starting the world's first green electricity company.
- In 2015 Ecotricity exceeded 150,000 customers. Vince partly put it down to people being 'fed up with the big six energy companies'.
- In 2004 Vince received an OBE from the Queen for services to the environment and the University of Gloucester made him an Honorary Doctor of Philosophy.

**Lessons for your store**

- 1 Focus on what you do best and play to your core strengths and ethics.
- 2 Be mission-led. If you have an idea make sure all parts of the business encompass it.
- 3 Don't be afraid to have strong opinions and challenge rivals head on.



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NEW

CONVENIENCE



Fresh fruit & veg

Fresh and chilled is fast becoming one of the most important categories in the modern convenience store. Retailers from multiples such as Morrisons and Sainsbury's, symbol groups and independents are all focused on improving their ranges to bring in more customers and increase their average basket spend.

But what exactly does fresh and chilled mean in 2015 and how can retailers ensure that their store offers what customers really want?

This week RN brings you advice and opinions from some of the industry's most influential figures to answer this and to show how any store, no matter their size or customer base can, and should, have a range of products in its chillers to meet this increased demand.

Discussing the importance of this area of retailing, Andrew Stevens, analyst at Verdict Retail says: "Do it now or suffer the consequences."

With so many other businesses building their ranges, and their reputations, as destinations for specialist, locally-sourced products or simple easy meal options he believes these consequences could be

very serious for those left behind.

Over the next 13 pages, RN looks at what customers want from a fresh and chilled range, how the industry is helping retailers to focus on this part of their store and talks to three major brands who are investing in the channel today.

In addition, we profile three brilliant retailers with three very different stores who are all using fresh and chilled to attract new customers and grow their businesses.

With so much to learn and so much at stake, this could be one of the most important issues of RN you read all year. >>



Artisan cheeses



CONVENIENCE



Something of a revolution is happening in convenience. An increasing number of retailers are investing in fresh and chilled as a way of attracting new customers and increasing basket spend. **Tom Gockelen-Kozlowski** looks at why this is the right moment for this category

Why fresh & chilled is taking over the world

Make way for the top-up shoppers, the customers who don't know what they're having for tea tonight, for it is they who - according to last month's IGD 2015 Convenience Summit - are driving sales in one of the most exciting categories in the industry: fresh and chilled.

"Top-up shopping is more important for fresh products and has the associated benefit of helping lower food waste," Michael Freedman, shopper insight manager at the IGD, told delegates.

Here we look at the major challenges and opportunities facing retailers who take advantage of this trend.



One size definitely doesn't fit all



Do you and your customers agree on what a top-up shop is?

What is a top-up shopper?

"Much of the commentary in recent years has been that convenience owns the top-up shop, but have we been focusing on the convenience definition of this - milk and bread - rather than the shopper's definition, which is increasingly a full basket?" Mr Freedman asks.

Suppliers, wholesalers and many retailers are already looking at their operations to ensure that the quality and range they provide customers with meets this changing need.

Some groups, such as Spar, have a long established reputation for excellent chilled provision and have an integrated service designed to make life easier for retailers to keep up with fresh and chilled.



Easy-to-shop displays

"We're very proud that order times are less than 24 hours. So you can come in to your store, assess the state of chilled, and as long as you order before 10am you'll get it the next day," says Russ Madden business development manager at Spar Blakemore Trade Partners.

Opportunity for all

Having worked with the likes of Spar Hackney, where fresh and chilled contributes nearly 50% of turnover, Mr Madden says "the benefits of the category are obvious", but he's also aware that not every retailer can offer the same range and succeed.

"There are stores which source white aubergines and stores that can't sell a normal aubergine, so one size definitely doesn't fit all," he says.

Phil Parker, fresh food sales manager at another Spar-associated group, James Hall

& Company, tries to develop a bespoke approach for retailers as early as possible.

"Depending on whether it's a new store or an existing store, we'll hopefully get involved in the early stages when perhaps they are looking at store layout

and are maybe investing in new equipment.

"We'll look at local competition and certainly what they could be doing better. One of the key things is the breadth of the range we can offer so we can develop a tailor-made range for that retailer," he says.

But he agrees that, no matter what the size, position or

circumstances of a store, there is a fresh and chilled option that every store needs to consider.

"In a transient site we'd be leaning on food to go and snacking and less so on take-home products. We've got stores which are 600sq ft kiosks which sell huge amounts of sandwiches. It's just making sure that that range is right for your size and types of customer," he says.

It's the ubiquity of the demand for these kinds of products which is making wholesalers of all kinds wake up to the opportunity.



Would your customers know what to do with a white aubergine?





Selections

NEW

Bite sized snackable cheddar from the Nation's favourite* cheese brand.

Now in mini bag **exclusive to convenience stores.**

Includes Cathedral City Mature, Extra Mature & Vintage. Mix of cheddar strengths will vary.
*IRI Total Grocery 52we 25th Apr 2015.



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“I tripled my sales of Grazia by using the advice in RN”
Alan Waterson,
J Walsh Newsagents
High Wycombe



CONVENIENCE



Supplier/wholesaler collaborations

Stuart Johnson, retail controller at Landmark Wholesale, admits fresh and chilled is an area where his company has had to get better. “We don’t have a dedicated chilled distribution network, so we’ve had to be more strategic. We’ve done this by developing a partnership with Kerry Fresh.”

This is not just a way of ensuring customers have access to fresh and chilled produce, but has provided expertise to Landmark’s retail customers. “We, alongside Kerry Fresh, have produced a

magazine, Chilled Matters, for Landmark and Lifestyle Express retailers.”

In addition, planograms and category advice from Kerry Fresh’s development team supports retailers through the transition to a full fresh and chilled range. Despite this, the key messages to retailers are often those relevant to all areas of good retailing.

“The message we’re putting out is that hygiene, keeping chillers clean and remaining legal are really important,” says Mr Johnson.



From fresh to food to go

“We’re developing Simply Fresh Kitchen which will help retailers through that transition from convenience to food service,” says Davinder Jheeta.

“Simply Fresh Kitchen will allow retailers to do around twelve dishes as food to go and we’ll give the guidance and training on how to put this together. Protein and carbohydrates will come from a food service provider but will show retailers how to make, for example, passata sauce out of waste tomatoes to go on a pizza.”

You can read about a Simply Fresh retailer doing exactly this on page 38, but as well as providing custom-

ers with a much-lauded “meal for tonight” option, bringing fresh and chilled foods to life in store has other practical benefits. “You’re giving products an extra two days of life by doing that,” says Mr Jheeta.

As wholesalers and symbol groups are upping their game, the message from analysts is that retailers really must now move towards a greater fresh and chilled offer in store.

“If independents are going to satisfy their customers and hold onto their market share locally they are going to have to get better at fresh and chilled,” says Andrew Stevens of retail analysts Verdict.



Displaying a whole case of cauliflowers rather than just one or two will help you sell over fifty percent. Stocking one or two might mean you sell none

Embracing wastage

So what are the challenges for retailers moving into fresh and chilled?

According to Davinder Jheeta, Simply Fresh’s creative director, it’s a matter of scale and the wastage this can bring.

“Bravery is needed,” he says. “We continually say to our retailers that displaying a whole case of cauliflowers rather than just one or two will help you sell over fifty percent. Stocking one or two might mean you sell none.

“You therefore have to embrace wastage. Financially, if you are selling 50 percent of your stock then you are covering your bottom line because there’s so much profit in fresh.

“Once you get the numbers, our team continually monitor your orders to better manage your waste, but you’ll always have some.”

With wastage on shorter-life fresh products inevitable, Simply Fresh is looking for innovative solutions for using this produce, ones that keep retailers on the path from traditional convenience store to progressive business of the future.



Abundant fixtures



Locally-sourced meats

Trust

Andrew Stevens outlines one other challenge that retailers must overcome if they are to win customers over, however.

“There’s probably less trust and customers are probably a little less forgiving when it comes to buying fresh produce from an independent,” he warns.

One way he recommends retailers to deal with this is having “a small locally-sourced range” where shoppers can see a direct link between a food’s production and the store.

Additionally, it’s about support from the industry itself. “Working closely with suppliers means retailers can make sure that the quality is great and that consumers can understand that,” he adds.

Over the next three pages, you can read about how three major fresh and chilled brands are investing and collaborating with business like yours to help turn the potential in this category into a profitable reality. ●

INDUSTRY PROFILE



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Müller Wiseman Dairies



As many as 43% of retailers aren't stocking one of the most valuable chilled categories. Müller Wiseman Dairies' Michael Inpong is out to change this

RETAIL NEWSAGENT How big is the fresh and chilled opportunity for independent retailers?

MICHAEL INPONG In the convenience sector, annual chilled yogurts and pot dessert sales amount to £56.5m, but the picture is not quite so rosy with these sales declining by 4.9% year on year. One of the biggest factors holding back the development of sales in this category in the impulse sector is the fact that a staggering 43% of convenience store retailers don't even stock yogurts or chilled pot desserts. They should be a 'must stock' category for all convenience stores.

RN What is preventing independent retailers from taking up this opportunity?

MI There has been a 4.5% reduction in the number of independent stores in the past year, which has clearly had an impact on the overall sales performance in this trading channel, but there are underlying issues which need to be tackled if convenience stores want to make the most of this opportunity. The concern over potential wastage and a perception that products "won't sell" in stores are the main barriers to stocking.

RN How can retailers overcome these barriers?

MI By following a few basic rules on range, such as focusing on stocking the bestsellers and adopting

a disciplined approach. With the wide range of yogurts and chilled pot desserts now available, there are products available to suit every type of store and the range can be fine-tuned to reflect this.

RN What things should retailers think about when merchandising the fresh and chilled category?

MI Retailers can tempt customers to shop the fixture and increase weight of purchase by introducing special price deals and multibuy offers, and highlighting these with PoS. This also encourages impulse purchases. We would also recommend siting in dual locations where yogurts can be a healthy



To maximise food to go sales, stores should focus on single pots

option for food to go shoppers and ensuring spoons are stocked in spoon holders located at the chiller to remove barriers to instant consumption.

RN What are the key shopper missions driving the growth of fresh and chilled and what can retailers do to encourage these missions in store?

MI The majority for chilled yogurt and pot dessert purchases in convenience stores are for top-up, food to go and treat purchasing. Stores catering for top-up shoppers will need to stock affordable everyday multipacks and children's lines. To maximise food to go sales, stores should focus on single pots for people buying at lunch or on the way home from work. We are also seeing more consumers treating themselves little and often, so retailers need to offer a range of indulgent desserts to drive impulse sales.

RN How does your product range fit in to this and what activity do you have planned for the rest of the year?

MI Almost two-thirds (60%) of chilled yogurt and pot dessert sales in convenience stores come from the top 10 brands - with Müller Corner, Müllerlight, Müller Rice, Amoré and Cadbury chilled pot desserts accounting for five of the top 10 brands. We recommend that convenience retailers stock the bestsellers as the base range and then, depending on their store's location and shopper profile, tailor their range to suit the needs of customers visiting their store.

** Company CV **

Company Müller Wiseman Dairies
Global marketing director Michael Inpong

Profile Established in 1947 on a small family farm in East Kilbride, Müller Wiseman Dairies is now a major milk producer providing around 30% of the fresh milk consumed in Britain every day.

Latest news Unveiled its first butter blocks for retail outlets in May with 250g packs featuring similar packaging to its Black & White milk range.



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INDUSTRY PROFILE



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Dairy Crest

Whether it's food to go or top-up shopping trends are working in our favour, says convenience channel controller Karen Phillips



The company's Dairy for Life strategy seeks category-wide growth

RETAIL NEWSAGENT What is the main challenge convenience retailers face with dairy and how can you help?

KAREN PHILLIPS With the plethora of products and brands available, many retailers don't know which items to stock and how to merchandise them. Our category management experts can offer recommendations on range segmentation and following planograms.

RN How can retailers tailor their ranges to meet their customers' needs?

KP They need to use knowledge of their area and customers. In a high traffic, city centre location, for example, food to go and dinner for tonight are likely to be more important, whereas in a residential area the primary reason for a shopping trip is likely to be top-ups.

RN How big an opportunity is food to go?

KP There are 48 million shoppers between the ages of 13 and 79 buying food to go, so it is an extremely important category to capitalise on. The key to a successful offering is providing the right products, merchandising them correctly and keeping them fully available. Putting complementary products together to encourage impulse purchases is a great way to grow basket spend. Also, you can cross-merchandise items for mid-week dinners such as pasta, sauce and grated cheese.

RN And what opportunities are available in the cheese market?

KP Around 20% of c-store shoppers want a better choice of products to consume on the go, so retailers should include cheese snacks alongside other savoury snacks. Also, it is important to stock a core range of well-known brands. The cheese market in convenience is growing 4.4% year on year. Everyday cheeses are dominant and 75% of pre-packed sales are cheddar. Last year, Shopper Vista data revealed that only a quarter of shoppers in independents buy private labels. But only one in five were satisfied with the range of brands available.

RN Give us an example of how you've helped retailers grow sales via product activity recently.

KP In April, we launched an improved range of butters and spreads created specifically for convenience. The new packs span Utterly Butterly



Around 20% of c-store shoppers want a better choice of products to consume on the go

and Country Life and were created to help retailers manage their outlay and stock levels. They help them compete against everyday low pricing and deep-cut promotions in the supermarkets too.

RN And how are you working to develop the dairy category as a whole?

KP In 2014, we undertook a category strategy project with Kantar Retail, collecting and analysing a wealth of consumer, shopper and retailer insight to develop our three-year growth strategy - Dairy for Life. This is a collaborative way of working to deliver long-term gains for the whole category. Our investment in this project demonstrates our recognition that growth means working together to grow the overall category.

RN Lastly, what is the main thing independents can do grow dairy sales?

KP They need to show they can cater for key shopping trips through ranging, merchandising and in-store communication. Top-up shopping is far and away the main reason for visiting a convenience store, with food to go and snacking also among the top five. To a lesser extent, meals for tonight are also highly relevant. With such an emphasis on top-up shopping, making household staples visible and accessible is paramount. Siting milk at the front and close to other staples such as bread, butters and spreads and fresh veg creates an opportunity for top-up shoppers to grab and go.

**** Company CV ****

Company Dairy Crest
Convenience channel controller
 Karen Phillips
Profile Beginning life as a division of the Milk Marketing board, Dairy Crest has grown into a nationwide dairy supplier with key brands such as Friij, Cathedral City, Clover, Country Life and Utterly Butterly.
Latest news Dairy Crest has launched pricemarked packs for convenience retailers, including Utterly Butterly 250g for £1 in a new eight-pack format and 500g for £1.75.



We've improved our convenience channel Butters & Spreads range to **help drive your business.**

- Right case size - better manage your outlay
- Right price marked price points - competitive reassuring consumer pricing



No.1
convenience spread SKU*

No.2
convenience spread SKU*

Available through your local Cash & Carry or Wholesaler.

Clover	8 x 500g	PMP £2.39
Clover	24 x 500g	PMP £2.39
Utterly Butterly	8 x 500g	PMP £1.89
Utterly Butterly	8 x 250g	PMP £1 NEW
Countrylife Spreadable	8 x 250g	PMP £1.75

*Source: IRI Total Convenience incl Wilkinsons, Value Sales, 52we 25th April 2015.

INDUSTRY PROFILE



Tom Gockelen-Kozlowski
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 @tomgk_RN

Yoplait

With a new managing director whose work with Tesco has given him a great perspective on retailers, Yoplait is set to focus its resources firmly on convenience and, specifically, the needs of independents. Here, convenience sector controller Jon Rodriguez talks to RN about key brands, including a Minions movie tie-in, and other ambitions for the year ahead

RETAIL NEWSAGENT How is Yoplait embracing the increased demand for fresh and chilled in convenience?

JON RODRIGUEZ As a business we've appointed a new managing director who joined Yoplait last year.

Previously he was category director for dairy with Tesco, so we've got a really good retailer perspective from him.

There's now a lot more focus from within Yoplait on specific channels, which means convenience is getting the resource, the focus and the investment that it needs and deserves.

RN How has this been reflected in the way you operate as a business?

JR In the past, Yoplait primarily made products for the multiples and when suitable would also sell these in the convenience channel.

Now the business is asking me what products I need that will work in convenience.

We're also tweaking existing products so that they fit independents' needs better.

One example of this is Wildlife Choobs. It's the number one hand held yogurt for kids but its outer is quite wide which means it's not always stocked in stores with smaller chillers, so I asked for a case that's half as wide so that its suitable for any store.

RN What is the advantage for independents of working with major brands like yours?

JR When shoppers see Yoplait on the

pack they know they are buying quality, we invest millions each year to make sure our products are the best they can be. Take Petits Filous & Frubes, which have a Goodness Guarantee of no added colours or sweeteners and are a source of vitamin D and calcium.

RN Do you think retailers are prepared for the rise of fresh and chilled produce?

JR Retailers fall into two camps. You've got those who do chilled really well and know what they're doing - they have great ideas and are linking up with local suppliers and manufacturers.

But the big opportunity for Yoplait is with the retailers who want to do chilled well but are not quite sure which products to list and how they should be merchandised.

My team and I are more than happy to offer advice when required.



The big opportunity for Yoplait is with the retailers who want to do chilled well

RN Which Yoplait products should retailers be excited about stocking?

JR Kids' yogurts are key to any chilled range but two in particular are must-stocks. Wildlife Choobs is the number one kids hand-held yogurt and is priced at £1. Peppa Pig £1 is the number one kids yogurt licence pot.

We are also launching a Minions £1 priced four pack Strawberry Big Pot yogurt in August. Minions is already hugely popular so we are expecting strong sales.

RN What other products are available?

JR For kids we have Petits Filous as well as Frubes Minions, Thomas the Tank £1 and Moshi Monsters £1 priced pots.

RN What is Yoplait's ambition for the sector in the next few years?

JR As a business we want to be number two in the market by 2020. That's a massive challenge but it's somewhere that we are all committed to getting to.

Within convenience I have a dream that every store with a chiller stocks a kids pot and a kids hand-held product for now that would be Wildlife Choobs £1 priced packs and Peppa Pig £1 priced pots.

** Company CV **

Company Yoplait
Sector Controller – convenience & wholesale Jon Rodriguez

Key brands Yoplait Minions, Wildlife, Petit Filou, Yoplait Peppa Pig

Latest news With the imminent arrival of the Minions movie this summer, Yoplait is bringing the characters to the chillers of UK convenience stores.



**

**

The Kids Category makes up over 11% of CYD* & we've got it covered!

You can have the kids category covered by stocking Wildlife Choobs £1 PMP, Peppa Pig £1 PMP & Thomas £1 PMP. By stocking a kids pot and a kids portable you will have a solution for every occasion and give your shoppers great value.

Yoplait PMPs are available 365 days of the year

No.1 CYD Kids Portable**



Stock Wildlife Choobs, the number one kids portable in CYD



3 176575 494661
SCAN BARCODE TO ORDER



3 329770 006911
SCAN BARCODE TO ORDER



3 329770 006980
SCAN BARCODE TO ORDER

No.1 CYD Kids Licensed Pot**

Peppa Pig © Astley Baker Davies/Entertainment One UK Limited 2003.



Peppa Pig pots are the number one kids pot in CYD



3 329770 043633
SCAN BARCODE TO ORDER

No.1 Global Kids Licence**

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Best selling kids PMP big pot



3 329770 047884
SCAN BARCODE TO ORDER

*Source: IRI 52 weeks to 6th December 2014 **Source: Yoplait Convenience Channel Essbase data 52 weeks MAT to w/c 31st January 2015

RETAILER PROFILE



Rewards worth the risk

Success as an independent retailer is dependent on taking opportunities when they arise. Former construction worker Ian Mitchell knows all about this. Having taken over a huge store abandoned by Tesco, he's been busy building up a loyal customer base. **Chris Rolfe** reports

When Tesco abandoned plans to open a store in the south Ayrshire town of Girvan in 2011, Ian Mitchell leapt at the chance to take its place.

Leasing the supermarket's newly-built 4,000sq ft unit, he built a Premier store to serve a mix of local pensioners and families, lorry drivers heading to the nearby ferry terminal and tourists staying at a caravan site two miles away.

Ian already had one store, having bought his first shop in 1996 in the village of Dronan, 25 miles from Girvan.

"I was in construction but wanted to start my own business," he says.

After joining Premier in 2000, he doubled the then 500sq ft store in size. This experience gave him confidence to embark on his new project in Girvan.

"Girvan was a shell when I took it over, but I thought I could make it into a really good store," says Ian.

He rebuilt the front and inside. But knowing that the large-store tobacco display ban would come into force the following year, he reduced floor space to just below 3,000sq ft to buy three years' grace to establish the store with an open gantry.

"It was hard to open such a big store because we were starting from zero, but I went to Booker and said 'let's fill it'. We worked to plan the stock and shelving and

built the store up," he says.

Today, strong sellers include fresh and chilled produce. Ian stocks core fruit and veg lines and a good selection of fresh meat.

Local firms supply Scottish produce such as haggis, neeps and tatties, which are popular with tourists, and three-quarter pound pies, one pound steak pies and round potato scones that appeal to local customers too. Ian says the expanding range of Butcher's Market lines is helping him grow sales, and he has high hopes that Booker's acquisition of Londis, with its strong reputation for fresh and chilled, will help still further.

The store's wide range of £1 products, introduced last year, is another big footfall driver, and Ian sells up to 600 lines per week, with some unexpected bestsellers.

"When Booker launched Family Shopper, I took on the full range from discount supplier OTL and since then, hair dye, earrings, pizza dishes, wallpaper paste and air fresheners are really popular," he says. "They earn us 40% margins too."

Mega Deals have also proved a hit with cash-conscious customers. Ian used the 1,000sq ft left from the original shop floor for storage to hold promotional stock he bulk-orders to keep deals running for up to three months.

"When sugar was on sale at 30p I bought a whole pallet. And at the moment, Regina toilet roll is on at £2.19 for a 12-pack. That's a

“I enjoy reading RN’s retailer profiles. It’s interesting learning how other people do things differently and picking up new ideas to try”

IAN MITCHELL



Ian Mitchell, below left, says he would like to open more stores following the success of his Premier Girvan store



“When Booker launched Family Shopper, I took on the full range from discount supplier OTL and since then, hair dye, earrings, pizza dishes, wallpaper paste and air fresheners are really popular”

VISIT MY SHOP

Premier
79-85 Glendoune
Street,
Girvan,
Ayrshire
KA26 0AA



better deal than you’d find in a supermarket and I’m selling around 100 units a week,” he says. “People are buying more in convenience stores more often, and our basket spend is up to £6.19.”

Ian has used strong community links to build loyalty to his stores. Football, golf and fishing teams have been sponsored, and when lack of funding caused a Christmas party for 300 pensioners to be cancelled, Ian came to the rescue by hiring a hall and organising a meal. He also sponsors a healthy eating award with a Drongan primary school and is supporting a family day in the village this summer.

With his Girvan store now well established, Ian has ambitious plans to build his empire.

First is a refit at Drongan, with a new ceiling and fascia due to be fitted this month and a post office also arriving on 21 July. This will be followed by a full refit for Ian’s third store – a 1,900sq ft Premier in Ayr which he bought last year. And when these projects are completed, Ian is already planning a refresh at Girvan.

Ultimately, his aim is to open more stores. “Six would be great,” says Ian. “In retail, you’ve got to keep moving and refreshing.” ●

Want to see more of Ian’s store?
Go to betterretailing.com/ianmitchell



RETAILER PROFILE



Kate's got the right formula

Former research scientists Kate and Andrew Mills are well versed in conducting experiments. So when it came to retailing they applied the same methodology, creating a fusion of convenience store and farm shop with interesting results. **Steven Lambert reports**

Some say that retailing is a science and, if that's true, then former research scientists Kate and Andrew Mills certainly have a leg up on the competition.

The husband and wife team decided to trade in their former jobs to start up Heath Stores in Horsmonden, Kent, four years ago, and are now seen as an essential port of call for around 2,000 residents living in the village.

Their business, as Kate puts it, is "a fusion of convenience store and farm shop", catering for shoppers looking for a full grocery shop while also offering more specialist lines that won't be found at the nearest supermarket some 10 minutes' drive away.

She says: "The store hadn't been open for two years until we took it over and looked quite tired.

"We wanted to create a shop where people could pick up all their groceries at reasonable prices, but also to create a point of difference."

One way the business stands out is through its large delicatessen area, which offers a huge selection of locally-sourced and artisan goods.

Kate says: "About three years ago, we had a big refit where we increased our floor space from 1,300sq ft to 1,800sq ft. It also allowed us to increase our deli counter space, which has become a big part of the store.

"We do everything from homemade pies to scotch eggs and pasties, and we even prepare our own ham using a traditional 1950s cooker."

Kate says she also sources fresh products from around 20 to 30 local suppliers, including local butchers and farms, which is another big draw for the business.

"We can trace our milk back to the cows it was produced from," says Kate. "We charge a bit more for it but we still make sure it's reasonable compared to the supermarkets."

Elsewhere, chilled and frozen is another growing area that Kate and Andrew have sought to take advantage of.

"We were able to extend our chiller space with the refit and we've been able to add more products," says Kate.

"Cooked meats are now some of our biggest sellers. We work with Londis and they provide us with a good range of products, and we also get things like sausages and mince from local producers. We try to give as much choice to shoppers as we can."

Chilled and frozen ready meals are another popular choice among shoppers, especially with passing commuters using a busy A road outside the store.

The store has two fully-stocked chest freezers from premium ready meal producer Cook, while Kate and Andrew also stock a full range of frozen Indian meals from Kent-based company Chai Stop Curries.

“I enjoy reading about other retailers in RN, as I like to get ideas from other stores. It’s also a good source for finding out about any new products that are being launched.”

KATE MILLS



Kate Mills says she wanted to create a store with a strong point of difference



“We wanted to create a shop where people could pick up all their groceries at reasonable prices, but also to create a point of difference as well”

Meanwhile, the pair have been working with wholesaler PK Produce to improve their fruit and veg range. “We’ve had a growing number of shoppers who are looking for ingredients to use for cooking at home, so we have expanded this.

“Our customers tend to prefer loose fruit and veg but some do like having the packaged option, and Londis provide us with a good selection of these.”

Kate believes paying close attention to new opportunities presented by fresh, chilled and frozen products is one of the main reasons the store has achieved a 5% growth in weekly turnover over the past year. She says: “Our average basket spend is also around £7 but this could be as high as £50 to £60 depending on what time of the year it is.”

And the couple are now looking to capitalise on this further in their future plans for the business.

Kate says: “We were told a while ago to invest in chest freezers, which was a mistake, so now we’re looking into bringing in more upright freezers and add new products.

“We’re the only store in the village, so it’s important to keep giving the community what they’re looking for.” ●

VISIT MY SHOP

Heath Stores

The Heath,
Paddock Wood,
Tonbridge
TN12 8HT

@heath_stores



Want to see more of Kate's store? Go to betterretailing.com/katemills

RETAILER PROFILE



Chilled and still growing

With only five years' experience in retail, Avtar Sidhu and his wife Sukhi have turned a 350sq ft kiosk into a 2,000sq ft palace of fresh and chilled produce. Now, with a turnover of seven times what they started with, the pair exemplify the power of this category. **Tom Gockelen-Kozlowski** reports

In 2010, when husband and wife team Avtar and Sukhi Sidhu opened their first 350sq ft convenience store on an affluent edge of the midlands town of Kenilworth, it was turning over £3,500 per week. Five years on – and with a little help from a portable cabin – the business is taking in closer to £25,000 and provides locals with a “Waitrose-like” fresh and chilled-heavy range.

The story starts in a local Co-op where Sukhi was working as an assistant manager. “I have my own software business but my wife was doing 20 hours of overtime per week, days off in lieu didn’t materialise and – being a local key holder – she was compelled to be there at all hours,” says Avtar.

They eventually concluded that it was time for them to own their own store, where Sukhi could apply all she had learned from life in the Co-op.

The site they found was in need of modernising but both Avtar and Sukhi believed they could make it work. “The couple who owned it had been here for 30-odd years but I saw a lot of potential for the business,” says Avtar.

After spending a few years getting to know the community and its needs, the couple were ready to take their business to the next level. “At the start of 2013 we demolished the whole site and built a 2,000sq ft retail outlet with flats and front

and back parking,” he says.

The work cost £650,000 and the new store didn’t open its doors until last October. Having built strong links with the community, however, neither Avtar nor Sukhi wanted to put them under threat. “We didn’t want to stop trading so I bought a temporary cabin and we traded out of that for nearly a year,” he says.

It might have been only a 10x20ft unit but there was still space for two chillers. “We felt it was the right thing to do to remain open, but it also kept the community’s interest in the project alive.”

When the store finally did open eight months ago – under the name Sukhi’s Simply Fresh – it bore all the hallmarks of two ambitious retailers who had done their homework.

Bean-to-cup coffee, LED screens to communicate offers and community events and shopfittings by Wanzl (the company behind M&S, B&Q and French supermarket Carrefour), every detail shows thought and passion.

“We realised fresh and chilled was going to be one of the fundamental parts of the business so we put a lot of refrigeration in the store. This allowed us to cross merchandise products, for example we have salad dressings next to our chilled vegetables and herbs from a local market,” says Avtar.

His commitment to the store’s fresh and



I read RN every week to see what's happening in the industry, which products are coming out and to keep up with issues such as the current problems with PayPoint."

AVTAR SIDHU



Avtar Sidhu and his wife Sukhi have rebuilt their Kenilworth store to meet their shoppers' needs



"We scan and date check chilled and dairy twice a day, but I see the products we remove as 'positive waste'. It is an investment in the future success of our business"

VISIT MY SHOP

Sukhi's Simply Fresh

Roseland Road,
Kenilworth
CV8 2BP

@sf_sukhis



chilled range is reflected in his attitude to wastage. "We scan and date check chilled and dairy twice a day, but I see the products we remove as 'positive waste'. It is an investment in the future success of our business and, if you're not producing waste, you are not testing the limits of a category's sales." This goes as much for the store's range of gluten-free, lactose-free and meat-free specialist foods as it does for staples such as milk.

In addition, the couple have brought to life the freshness of their range by employing a chef who, every morning, makes sandwiches, wraps and salads to be sold that day.

Yet, while the couple embrace the latest trends of retail, they are also aware of the value of old-fashioned good customer service. The new store has given them room to add in a post office to the site for the first time in 35 years.

And when a regular customer came in recently, Avtar used his new LED screens to announce "Happy Birthday Joanne".

It's this willingness to use technology and follow retail trends, while not forgetting the basics of great independent retailing, which Avtar believes can keep his and his wife's store going from strength to strength. "The goal is to turnover £30,000 per week by the end of this year," he says.

Want to see more of Avtar and Sukhi's store? Go to betterretailing.com/avtarsidhu



CONVENIENCE



If you're ready to embrace the world of fresh and chilled or want to expand your existing range there is a huge amount of support available plus great examples of retailers who are already making the most of this opportunity. See what you can learn from them

Lessons for a great fresh & chilled range



RETAILER TIPS

Three great retailers' top tips of fresh and chilled success

Susan Connolly
Spar Pewsey, Wiltshire



- Create a 'Tonight's Tea' zone with recipe cards in the chiller. Cross-sell between categories by adding a bottle of wine, beer or a non-alcoholic beverage in the same display.
- Stock what your customers want rather than exactly what is advised or trendy to save on wastage.

Samantha Coldbeck
Wharfedale Premier, Hull



- Offer total meal solutions on a multi-buy promotion. For example, offer fresh chicken, fresh pasta, garlic bread and a dessert.
- Have a system in place regarding price reductions and efficient date rotation. Don't be put off by your wastage levels at the start.

Avtar Sidhu
Sukhi's Simply Fresh, Kenilworth, Warwickshire



- Focus your efforts to grow turnover of core ranges within each fresh and chilled category. Cut out unnecessary duplicates in your range.
- Dual-face these key lines through each category too. Fewer lines means more sales and profits.

Industry advice

Get on board with fresh and chilled now... or else

Andy Stevens
Analyst, Verdict Retail



Retailers really need to adapt now or suffer the consequences and they really will suffer because fresh and chilled is such a differentiator between businesses for customers. It's something that the multiples haven't done as well as they could and, if independents are going to satisfy their customers and hold onto their market share locally, they are going to have to get better at fresh and chilled.

Nominate a 'chilled food champion'

Phil Parker
Fresh food sales manager, James Hall & Company



We'll always look at who is going to be managing fresh and chilled in a new store and encourage a retailer to have a 'chilled food champion' - someone who will be almost fully responsible for

that area. We often find this works better.

Tell your customers about any changes you make

Russ Madden
Business development manager, Spar Blakemore Trade Partners



If investing in a full fresh and chilled range is going to be a big change to your store then shout about it. Otherwise customers won't know what you're stocking. We offer online printing so retailers can tell customers about deals on Spar-headed paper.

Remember how valuable fresh and chilled customers are



Davinder Jheeta
Creative director, Simply Fresh



Understand the value of fresh and chilled. For example, if a customer is cooking from scratch, they are going to want protein such as chicken breasts, as well as vegetables and herbs and spices. It's about getting into the psyche of your customers.

Fresh produce doesn't need to be costly

James Keating

Senior category development manager, Yoplait



Kids love the taste of yogurts like Wildlife Choobs and it suits mums because it isn't a chocolate bar, or a packet of crisps. Plus it's a better price per serving than most chocolate bars so a healthier chilled product can save mum money as well.

Build your store around customer behaviour

Phil Parker

Fresh food sales manager, James Hall & Company



We will always put milk at the back of the store because we know that makes customers walk through the shop. The milk should then feed into dairy that will turn into meal options, and then snacks. It's just about having a logical flow that allows customers to make purchasing decisions as easily as possible.

Get the basics right first

Stuart Johnson

Retail controller, Landmark Wholesale



Once retailers have got the basics right they can start to inspire their customers. For example, displaying products together for a spaghetti bolognese – garlic bread, mince, pasta and a sauce – one day and chicken tikka the next.

Stock a range that suits your customer base

Russ Madden

Business development manager, Spar Blakemore Trade Partners



There are stores which source white aubergines and stores that can't sell a normal aubergine, so one size definitely doesn't fit all in fresh and chilled. For Eat 17 in Hackney, for example, it represents nearly 50% of turnover. Each store has individual needs so business development managers have to get to know every business.

Stand out with local products

Andy Stevens

Analyst, Verdict Retail



If you can, have a small locally-sourced range that you choose yourself. That's something which will really resonate with customers rather than going to a wholesaler, picking up a pack of chicken breasts and sticking them out on the shelf. It's

the kind of thing that can set an independent retailer apart from a Sainsbury's and a Tesco and I think that's a really good defence for a business.

Stock the right formats

Karen Phillips

Convenience category controller, Dairy Crest



Pack size is important in fresh and chilled and is linked directly to shopper missions: The prevailing shopper mission in smaller convenience stores is top-up shopping. Total basket spend for such a shop is usually much lower than for a main shop, so allowing shoppers to trade down to a 250g tub butter or spread, for example, can be a real opportunity.

Abundance creates confidence

Davinder Jheeta

Creative director, Simply Fresh



You've got to show abundance in your range, because that gives consumers confidence, which is hard to win in convenience. In ambient products, whether it's in a tin or a packet, the trust really comes from the factory where it's made. With 'naked' products like fruit, having just two oranges on a shelf gives the impression that the products are reaching the end of their shelf lives.

A great range can be narrow

Andy Stevens

Analyst, Verdict Retail



A decent range of fresh vegetables doesn't need huge depth, but you do need the availability that customers are looking for. Stock narrow but appropriate ranges of things like fresh meat, too – it's about getting the right quality. Reducing the depth of that range is good because you can invest in what customers are buying and you're not going to have products deteriorating. It's about being very intelligent about what consumers are coming in and asking for.

Work with major brands customers' trust

Michael Inpong

Global marketing director, Müller Wiseman Dairies



Customers have consistently remained loyal to the Müller Wiseman Black & White fresh milk range – available whole, semi-skimmed and skimmed – and the regional labels, which tell customers where the milk was produced, are key sales drivers. Consumers increasingly demand traceability within fresh produce and, without adding cost to the retailer, this adds value to our milk.

STAY WITHIN THE LAW

The Food Standards Agency has produced a guide for retailers handling fresh and chilled produce. The full document is available online, but here are some top tips for staying within the law.

■ All chillers should operate below 5°C

■ Ensure chillers are at the correct temperature prior to putting stock into them

■ Always chill foods which say 'keep refrigerated' or have a 'use by' date

■ Follow manufacturers'

instructions on use, maintenance and positioning of chillers

■ Prioritise putting chilled stock in chillers when deliveries arrive

■ Ensure products are kept at the required temperature if transporting them from the cash and carry or depot yourself

■ All stock must be removed if it

passes its 'use by date' and ideally should be removed after its 'best before' date

■ Store wrapped poultry, meat, eggs and fish separately from other chilled foods. ●



Read 10 tips for effective category management of chilled at betterretailing.com/tenchilledtips

SUGAR CONFECTIONERY



Will your confectionery range excite younger customers?

Sweet summer treats

With just under one month to go until schools break, is your sugar confectionery range ready for an influx of customers?

Nadia Alexandrou looks at five ways you can prepare



Supplier activity can inspire great displays

1 Create a display that makes customers realise they want sweets

The 'big night in' remains a dominant trend in convenience and encourages customers to buy confectionery, often as an incremental purchase.

Retailers looking to attract their customers' attention with an eye-catching display can use supplier-provided point of sale material. Most confectionery manufacturers have summer-themed display units to tap into their wide campaigns for the season. Ferrero's 'Happy Rewards' campaign for Tic Tacs and Mondelez's 'Celebrate like Royalty' Maynards campaign's

both offer themed point of sale material which can then form the basis for retailers' own big night in displays.

According to Wrigley's European confections business unit director Tony Lorman an attractive sweets display can even tempt these shoppers into filling up their baskets without needing to run major promotions as well. "While it is a good idea to use promotions to encourage cross-category purchases, the simple thing that will give you the best return is to ensure your display looks full and contains a wide variety," he says. ➤➤



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SUGAR CONFECTIONERY



M&S promotions boost sales and attract customers



Building a clear display that communicates ‘the big night in’ will certainly encourage incremental purchases

2 Provide an all in one M&S-style promotion

While the right display may mean heavily-discounted promotions aren't needed on your sugar confectionery range, a cleverly-constructed deal can boost sales across all the 'big night in'-related categories. Wrigley recommends retailers use this opportunity to consider running a Marks & Spen-

cer-style two for £10 deal by offering a DVD, confectionery and drink at a reduced round price. "Building a clear display that communicates 'the big night in' will certainly encourage incremental purchases, particularly 'dine for two' deals which include a few indulgent items at a lower price,"

says Tony Lorman.

Nights in are not the only opportunity to run cross-category promotions and, on family days out, a store that can offer a sandwich and a drink alongside a sweet snack may well attract grateful parents in need of a quick fix.



Stocking up on travel sweets is an essential part of holiday planning



3 Remind customers to stock up before they go on holiday

"Everyone seems to travel during summer," says Sebastian Nonis, who runs a forecourt service station in Dundee. "For me, it's the hot Saturdays where I'll get customers in my store on their way to BBQs, parties and weekends away looking to pick up a few last-minute items."

Most of the time, Sebastian finds customers buy sweets on impulse when travelling, so he merchandises large family-sized bags of Starburst, Skittles and Haribo on the aisle next to where people queue for the till. "To further encourage people to buy on impulse, I'll display all sharing bag promotions in a prominent position, for example two for £1.50 sharing Maynard bags," he says.

According to one supplier, there's a particular type of confectionery that goes best with travel: Mints. "Summer is synonymous with holidays, and research has shown that travel is the number one reason why consumers buy mints," says Big Bear Confectionery's head of trade marketing Ross Stanley. For this reason, he says, the company is now offering XXX Extra Strong mints in a travel-friendly Spearmint five-pack. >>



We're incremental to the whole Sugar Bags category*

* KWP Take Home Panel, w/e 20 March '14; filtered to Sugar Bags



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- Airheads tap in to growing chewy candy market*
- Airheads supported by innovative and heavyweight integrated campaign in 2015

*IRI Snacking outliers 28th Feb 2015

SUGAR CONFECTIONERY

4 Bring your confectionery to life with pick 'n' mix

A well-presented pick and mix display has the potential to transform a store into an emotive and exciting place for confectionery customers of all ages.

“This is the best time to profit from pick and mix, when children’s routines change for the long summer holiday and family day trips begin,” says Hancock’s purchasing director Jonathan Summerley.

Mr Summerley warns, however,

that a poorly-managed pick and mix range can be off-putting for customers. To avoid this, he recommends retailers make their units look as professional as possible with clean and maintained display stands.

Customers should also be able to get involved themselves, rather than having pre-bagged sweets sitting behind the counter, he says.



Any display of summer confectionery should be accompanied by a range of chilled soft drinks

5 Entice thirsty customers



The most popular reason for going into a convenience store, according to shopper psychologist Paco Underhill, is thirst. As the summer arrives and soft drink sales reach their peak retailers have a huge opportunity to use this category to encourage their customers to pick up a packet of sweets at the same time. “Any display of summer confectionery should be accompanied by a range of chilled soft drinks to really maximise sales,” says Mr Summerley.

Mark Roberts, Perfetti Van Melle’s marketing manager, agrees, and suggests merchandising sweets on clipstrips and dump bins next to soft drinks to

encourage incremental and impulse purchases. With the latest IGD research revealing that over two thirds of shoppers buy on impulse, Susan Nash, trade communications manager at Mondelez, recommends giving bestsellers and new products priority positioning next to soft drinks. “Sharing is key to sugar confectionery, and retailers should consider siting them in best-selling areas to make sure they get the most sales possible,” he says. ●



SMINT new limited edition packs are customer designed

Retailer viewpoint Aktar Muhammed

Pricecracker Premier, Alyth, Perthshire



OUR THIRD STORE HAS been open less than a week but bagged sweets are already selling extremely well. Our range has something for everyone – kids, adults, teenagers – and includes everything from jellies to caramels to suit all tastes. This is a big impulse category and because we’ve placed it by the till, people are buying one, two or three bags at a time. We chose the range by looking at sales figures from our other two stores and will monitor EPoS here to see what sells well. Promotions such as multibuy work well in this category so we sell small bags at 39p each or three for £1 and bigger bags for 99p each or two for £1.50. I think the multiples are losing ground to independents and we can capture sales from them. One way to do that is through seasonal sales, so we get in themed stock around dates like Halloween and create in-store theatre around it.



Aktar Muhammed’s sugar confectionery range

For your chance to win £500** for you and your staff go to www.deliciousdisplay.co.uk and look out for the pink banner!

** For full terms and conditions go to www.deliciousdisplay.co.uk



To learn about four key trends that are driving this market go to betterretailing.com/*4trendsdrivingsugar

Unleash the Mischief in your store

On TV
from July

We're incremental
to the whole Sugar
Bags category*

maynards
**SOUR
PATCH**
Kids

We're made
with Natural
Colours

For your chance to win £500**
for you and your staff go to
www.deliciousdisplay.co.uk
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**STOCK,
DISPLAY,
SELL.**

For more information
and further category advice go to
www.deliciousdisplay.co.uk

* KWP Take Home Panel, w/e 20 March '14; filtered to Sugar Bags
** For full terms and conditions go to www.deliciousdisplay.co.uk

PUZZLE MAGAZINES

Smartphones and tablets have had a significant impact on the puzzle magazines sector, but publishers are continuing to invest, and have faith, in print. **Nicola Stewart** asks publishers to share their sales solutions

Are you clued up?



Puzzle titles continue to earn their keep on the independent newsstand and, in 2014, the mixed content sub-sector alone sold more than five million copies and generated £13m in sales revenue. July and August are a peak sales time for the sector, making this a perfect time to look at what publishers are doing to support independent stores.

One key area, without doubt, is launches. New titles help to refresh

ranges and in July, retailers can look forward to the introduction of four new 'Eclipse' wordsearch titles from H Bauer. Puzzler Media has also relaunched its flagship title The Puzzler, bumping up its pagination and increasing supply to an additional 2,500 independents.

But what else is driving this sector forward? Are there lessons that the rest of the newstrade could learn from? >>



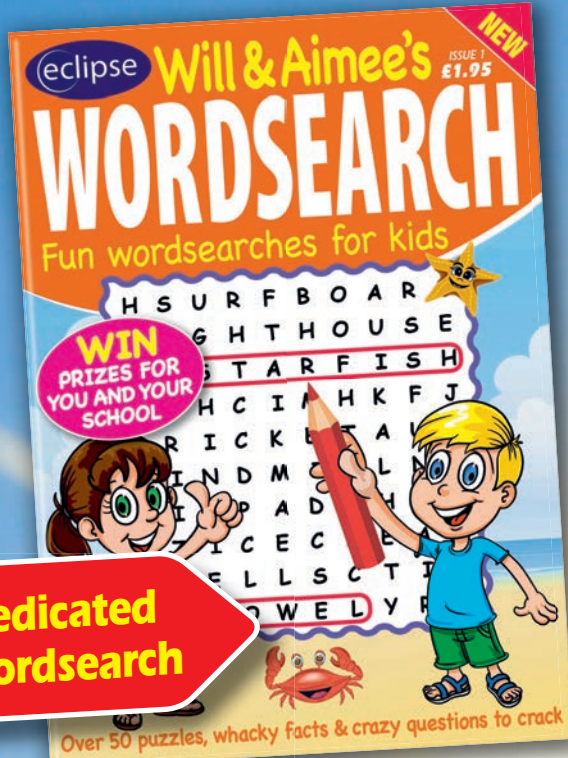
Providing the most relevant magazines to each specific retailer gives both them and us the best possible chance to maximise profit

Mixed content puzzle magazines generated £13m in sales revenue last year with July and August a peak sales time



New range • New compact size New content • New concepts

STOCK ECLIPSES TOGETHER TO MAXIMISE SALES



Only dedicated kids' wordsearch



New concept: two puzzles in one



Ideal compact size for this popular wordsearch variant



Britain's best-value wordsearch title



On sale 3 July from the top-selling puzzle publishers

Email Melanie Hyde at Melanie.hyde@flgroup.co.uk for more information

PUZZLE MAGAZINES

Availability

With sales of puzzle magazines set to rise in the coming months, publishers are looking to increase supply into the independent channel.

H Bauer publishing director Spike Figgett says: "H Bauer has a long track history of ensuring that the independent sector is not starved of copy to the advantage of the multiples. For the summer months, we will be increasing this further to ensure all retailers with a recent sales history have copies of Take a Break's puzzle magazines.

"More specifically, wholesale will increase the penetration of Take a Crossword to ensure retailers have the top-selling puzzle title to display to holiday-makers."



Stocking the right products is key

Puzzler deputy circulation manager Greg Holland agrees. "Puzzler is investing in a series of significant handling drives across our whole portfolio, including our Pocket range," he says.

"We're aware that retailers don't want to be bombarded with an overload of different

puzzle titles. We apply our expert demographic knowledge to ascertain which magazines will sell better in which stores and areas.

"Providing the most relevant magazines to each specific retailer gives both them and us the best possible chance to maximise profit," he adds.

Retailer viewpoint

Joe Sweeney

News Centre, Donaghmede, Dublin



PUZZLE MAGAZINES are very good for us, one of the best magazine categories, especially at this time of year.

We find there's a good uplift in them throughout the summer months, with people travelling, particularly if the weather is fine.

Code-breakers and crosswords are the bestsellers for us. You have got to have a good range; customers need to have a

selection to choose from, and you need some children's titles as well.

We do an off-shelf display of puzzle magazines year round and we try to use any PoS where we can – anything we can do to help promote them.

Most of them now come with free pens, which I think customers find helpful.



Point of sale

In the peak months of July and August, puzzle titles should be displayed as prominently as possible and retailers should take advantage of any PoS supplied by publishers.

Greg Holland says puzzles can be an impulse buy and dual positioning in store, near the till where possible, will help to pick up on those casual purchases. "Often people don't know they want something until it's right in front of them," he says.

Puzzler is supporting display of puzzle magazines this summer by supplying hundreds of clip-on pocket units and PoS material including wobblers, shelf talkers and posters to independents with proven sales history of puzzle titles.

"Our clip-on units prevent pocket-

sized magazines from getting lost among all the regular-sized products, resulting in stronger sales," says Mr Holland.

It is also offering free PoS, subject to availability, along with planograms, to any independent interested in improving sales.

H Bauer is also distributing PoS packs to 2,000 retailers in August, in partnership with the NFRN, to support its Take a Break collection.

To promote the launch of its Eclipse range in July, it is sending out 1,900 shelf strips to Menzies Superleague customers.

It is also working with Smiths News and Frontline to place up to 300 in-shelf units to display the four new titles in independents, especially in Devon and Cornwall.



Displays can bring to life this sector



Ensure all genres are represented. Puzzle fans know what they want

Range

It can be tricky to know which titles, and how many titles, to stock when it comes to the dozens of puzzle magazines on offer.

Publishers recommend stocking bestsellers across each genre and then offering some choice in price and size – although each retailer should strive to know what sells best.

"Ensure all genres are represented," says Greg Holland. "Puzzle fans know what they want. For example,



if you don't stock a codeword, but have 10 wordsearch magazines, the codeword fan will take their custom elsewhere."

He also recommends offering customers the chance to place orders for titles: "Perhaps place a 'Can't find what you are looking for?' sign on the puzzle shelves."

Eye to Eye Puzzles managing editor Guy Haslam says: "It's easy for retailers to either pack shelves with everything under the sun or to cut

through the jungle of titles and just stock a few bestsellers.

"There is a middle way though, and that's by knowing the different types and stocking several titles of each that are different in terms of content and price. That way, you maximise the chances of a customer finding just what they want.

"For example, some might like a smaller £1.80 or £1.90 wordsearch, but the 164-page Family Wordsearch Jumbo represents better value for money at £2.70. Offer both, and everyone is happy."



WIN £500 WITH **Puzzler**

EXCLUSIVE COMPETITION! FOR INDEPENDENT RETAILERS



***Delivers 67% MORE REVENUE
than the UK's no.2 puzzle magazine**

Source: Marketforce market data Mar-14 to Feb-15

**LOOK OUT FOR THE
JULY ISSUES OF THESE
TOP PUZZLE MAGS.**

**PLACE YOUR
ORDER NOW!**

COMPLETE THE PUZZLE BELOW FOR YOUR CHANCE TO WIN £500 CASH!

HOW TO ENTER: ALL BUT ONE of the listed items that you might find in an Independent Store can be found in the grid. The ONE item that cannot be found in the grid is your competition answer. Good luck!

B	D	G	Z	O	Q	L	R	R	N	C
I	A	A	L	R	C	N	E	T	O	A
S	E	E	F	F	O	C	P	L	E	R
C	R	M	A	E	S	W	A	L	G	A
U	B	N	I	W	M	I	P	B	O	T
I	P	E	E	N	U	N	S	D	O	R
T	R	E	A	K	T	E	W	N	E	T
S	T	A	O	O	L	S	E	T	A	R
S	I	D	G	E	N	O	N	A	T	E
C	U	D	Q	U	I	Z	K	I	D	S
S	L	R	G	M	S	M	I	L	K	I

BISCUITS
BREAD
COFFEE
COLA
MILK
MINTS
NEWSPAPER
PUZZLER
QUIZ KIDS
SUDOKU
SUGAR
SWEETS
TEA
TOBACCO
WINE

Send to: RN Competition, Puzzler Media Ltd, 69 Station Road, Redhill, Surrey RH1 1EY

COMPETITION ANSWER _____

Mr / Mrs / Miss / Ms (Please delete as appropriate)

First Name _____ Surname _____

Store Name _____

Address _____

Post Code _____

Tel. _____

E-mail _____

Competition closes Friday, July 24, 2015. Entrants must be 18 years or over. Visit www.puzzler.com/competitions for full terms and conditions.

PUZZLE MAGAZINES

Added value

Competitions come hand in hand with puzzle magazines and publishers put up tens of thousands of pounds in prizes each month, particularly during the summer.

Seasonal promotions and free gifts are essential for attracting both new and repeat customers, says Guy Haslam.

Puzzler promotions and innovations manager Shameem Begg agrees. "Competitions and covermounts are often the deciding factor for a casual purchaser," she says.

"All customers want value for money, so retailers should be looking to stock best-selling puzzle magazines that carry large competition prizes."

Puzzler is investing strongly over the peak season and along with major cash prizes, is offering one reader the chance to win a brand-new Toyota Aygo.

H Bauer is also stepping up offers in August, with all Take a Break Mini titles coming cover-



Big prizes attract new customers to the category



Retailers should be looking to stock best-selling puzzle magazines

mounted with branded pens.

"This activity is exclusive to independent retailers and proved very successful last year," says Spike Figgett.

Take a Break titles offer more than £20,000 in prizes each month, with

Take a Puzzle alone giving away prizes worth £10,000. ●



For five tips on growing your puzzle magazine sales. Go to betterretailing.com/puzzlemagazines



Stock the best this summer!



● Britain's best value mixed puzzle mag



● Britain's fastest-growing wordsearch mag



● Britain's best-selling giant crossword mag

Maximise your puzzle revenue this year



Place your order with your news wholesaler now!

PREVIEW



Spot the rainbow?

Skittles is back on TV in a multimillion pound ad campaign featuring the tagline 'Contract the Rainbow, Taste the Rainbow'.

RRP 49p - £1.28

Outers various

Contact 01752 752094



Here's to Jim and Mila

Jim Beam Apple will appear on TV for the first time in ads starring celebrity Mila Kunis.

RRP £19.70

Outers 6

Contact 01786 430 500



Capsule range grows

JTI has extended its range of capsule cigarettes with this month's launch of Sovereign Dual.

RRP £3.78 - £6.50

Outers various

Contact 0800 163503



Chambord's in the pink

Chambord raspberry liqueur is being supported with a marketing campaign including two TV ads and digital activity.

RRP not given

Outers not given

Contact 01962 762200



It's festival time

Somersby Cider is giving shoppers the chance to win summer music festival tickets in an on-pack promotion.

RRP various

Outers various

Contact 0845 820 820



Danio fights hunger

Danio yogurt is being backed with a social media and video on-demand campaign under the hashtag #HungerCry.

RRP various

Outers various

Contact 0207 799 1000



Monster giveaway

Monster Energy is giving away a pair of VIP tickets to the Ibiza Rocks Hotel in an on-pack promotion.

RRP £1.19 - £1.49

Outers 12

Contact 08457 227222



Cows and cookies

Ben & Jerry's has launched a £3.5m marketing campaign to promote its Cookie Core ice cream range.

RRP £4.99

Outers 8

Contact 0800 7311 507



Multigrain addition

Heinz is adding Golden Multigrain to its infant Biscotti range this month.

RRP £1.09

Outers not given

Contact 020 8573 7757



INDEPENDENT Achievers Academy

20
MINS

IS ALL IT
TAKES TO ENTER
YOUR STORE
using the new
benchmarking tool
online now

CELEBRATE SUCCESS

Entry means that you are in with a chance of making the annual list of top 100 local stores - a great way to boost shopper loyalty and sales.



TAKE PART AT
betterRetailing.com/IAA

@iaacademy
#IAA15



“The recognition we received from taking part in the IAA has added a lot of value to our business. **Our sales were up 10%.”**

RAMESH SHINGADIA
IAA OVERALL BEST SHOP 2014
LONDIS SOUTHWATER & POST OFFICE





INDEPENDENT Achievers Academy

12%

IAA WINNER
PAUL MATHER'S
SALES INCREASE

after engaging
with the IAA

RECOGNISING THE BEST

Making the list of the **top 100 independent stores** provides a great local and regional PR story, which the IAA will help you to share. This can help to **increase awareness** of your store and to **boost sales**.



SEE HOW YOUR STORE
MEASURES UP AT:

betterRetailing.com/IAA

It's free and takes just 20 minutes



**"The IAA helps us improve
our range and run our store
more cost effectively"**

SAMANTHA COLDBECK
IAA AVAILABILITY WINNER 2014
PREMIER WHARFEDALE CONVENIENCE





INDEPENDENT Achievers Academy

36

SIMPLE MEASURES
TO BENCHMARK
YOUR SHOP

RECEIVE EXPERT HELP

Measuring your store against our peer-reviewed benchmarks will give you **ideas on how to improve**. These ideas have been tested by successful independent retailers and will help you to **develop your business**.



SCORE YOUR STORE AT:

betterRetailing.com/IAA

It's free and takes just 20 minutes



“The IAA is helping me to make more room for fast-selling and profitable products in my business.”

AMIT PATEL
IAA 2015 FIRST-TIME ENTRANT
STRATFORD POST OFFICE





INDEPENDENT
Achievers Academy

ARE YOU RETAIL NEWSAGENT'S NEXT RETAILER PROFILE?

If you've submitted an entry to this year's IAA we'd love to hear more about why you chose the scores you did when rating your business



- Why is your staff training so effective?"
- What process do you follow when re-filling shelves?"
- Do you have an action plan to raise your stores' profile

26
ENTRIES CLOSE ON
26 TH JUNE 2015

Send additional information, stories and photos to
iaa@newtrade.co.uk,
or tweet @iaacademy

All additional information submissions will be reviewed alongside your score form, and the most inspiring and innovative will be contacted to feature in a Retail Newsagent retailer profile



"Taking part in the IAA is win-win. Every entrant gets helpful feedback; and if you get further, you get the recognition!"

ADAM HOGWOOD
IAA CUSTOMER SERVICE WINNER 2014
BUDGENS OF BROADSTAIRS





INDEPENDENT Achievers Academy

ARE YOU OUR NEXT RETAILER PROFILE?

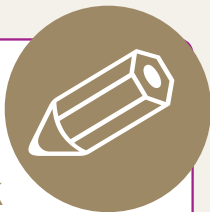
If you've entered this year's IAA, we'd love to hear more about why you chose the scores you did when rating your business



YOUR DEADLINE
TO SUBMIT SUPPORTING EVIDENCE

- ✓ Why is your staff training so effective?
- ✓ What process do you follow when refilling shelves?
- ✓ Do you have an action plan to raise your stores' profile?

SEND SUPPORTING INFORMATION TO
iaa@newtrade.co.uk



All additional information will be reviewed alongside your stores entry form, and the most inspiring and innovative will be contacted to feature in a Retail Newsagent retailer profile



"Taking part in the IAA is win-win. Every entrant gets helpful feedback; and if you get further, you get the recognition!"

ADAM HOGWOOD
IAA CUSTOMER SERVICE WINNER 2014
BUDGENS OF BROADSTAIRS



THIS WEEK IN MAGAZINES

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



Kanye believe it?

Q READERS GO WEST FOR GLASTONBURY SPECIAL

The controversial rapper might not be everybody's favourite, but the rapper is the cover star of the music magazine's latest edition

GLASTONBURY, the world's biggest music festival, returns this week and Q magazine has tied in its next issue by putting controversial headliner Kanye West on its cover. Inside, the 'punk, provocateur and activist' speaks to Q about his music and more. The issue also features a 15-page special on Nirvana's breakthrough album Nevermind and interviews with Killers frontman Brandon Flowers and Ed Sheeran. Covermounted with an exclusive CD that includes artists such as The Prodigy and Stereophonics, the issue has an increased cover price of £4.99 (up from £4.20). Frontline is expecting a sales increase of 16.5% and a 38.4% rise in sales revenue.



Q SPECIAL
On sale 30 June
Frequency monthly
Price £4.99
Distributor Frontline
Display with Mojo,
NME, Kerrang!

Round up



NICOLA STEWART
Magazines
reporter

DARING TO BE DIFFERENT

I came back from the NFRN annual conference a couple of weeks ago with the launch issue of an independent magazine called 'Sunday Girl'.

Published by 21-year-old Abby Dennison from Middlesbrough, the title is described as a 'fashion magazine for creative and intelligent girls'. It has all the trademarks of a quality independent title – premium paper stock, perfect binding and a strong focus on layout and design.

I have written about these types of magazines a fair few times in this column, and I still feel that any retailer who is serious about becoming a magazine specialist should be aiming to stock at least a couple of them.

North Yorkshire retailer Mike Brown was the one to introduce me to Sunday Girl – he is selling it in his store for £6 (though he kindly isn't taking a percentage at this stage). While this obviously won't be a profit-maker in the short term, he is setting himself apart by offering a title that his competitors don't have, and he is showing support for another local enterprise, which ultimately builds loyalty.

I understand these types of magazines will not work in every store, but for those looking to offer something not available in the multiples or discounters, it is worth thinking about looking outside the traditional supply chain.

The internet is a brilliant resource and there are hundreds of small publishers out there who are looking for new routes to market. Crowdfunding sites such as Crowdfunder mean more people than ever are able to fund self-launches, and you can find magazines on just about anything.

BRAND NEW!

From the movie
Disney FROZEN

MY SISTER
MY HERO
STICKER COLLECTION

ON SALE NOW!

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SPECIAL FROZEN FEVER INSIDE

www.paninigroup.com

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

THIS WEEK IN MAGAZINES



MILITARY WATCHES – GALLIPOLI CAMPAIGN

The fifth standalone issue of Military Watches focuses on the Australian and New Zealand Army Corps' (Anzac) involvement in the Gallipoli Campaign of the First World War. Based on the watch worn by Australian officers during that time, the timepiece that comes with the special has a metal face guard, a second dial for increased accuracy and is luminous.



On sale 25 June
Frequency one shot
Price £25.99
Distributor Comag
Display with regular Military Watches collection



GOLF INTERNATIONAL

Premium golfing title Golf International returns to newsstands just in advance of the Open Championships at St Andrews, which tees off on 12 July. With a focus on quality content, the title features advice from world-class instructors and contributions from some of the game's most respected correspondents, including Peter Alliss and Robert Green. It also includes a lifestyle section devoted to the world's most desirable travel destinations.



On sale 2 July
Frequency eight per year
Price £4.95
Distributor Marketforce
Display with Golf Monthly, Today's Golfer

Bestsellers Film & music

Title	On sale date	In stock
1 Empire	25.06	<input type="checkbox"/>
2 Kerrang!	01.07	<input type="checkbox"/>
3 Mojo	30.06	<input type="checkbox"/>
4 Classic Rock	15.07	<input type="checkbox"/>
5 Total Film	03.07	<input type="checkbox"/>
6 Uncut	28.07	<input type="checkbox"/>
7 NME	01.07	<input type="checkbox"/>
8 Q	30.06	<input type="checkbox"/>
9 Metal Hammer	21.07	<input type="checkbox"/>
10 Guitarist	26.06	<input type="checkbox"/>
11 Rock Sound	22.07	<input type="checkbox"/>
12 Prog	01.07	<input type="checkbox"/>
13 Record Collector	16.07	<input type="checkbox"/>
14 Uncut Ultimate Guide Series	16.07	<input type="checkbox"/>
15 BBC Music	01.07	<input type="checkbox"/>
16 Total Guitar	03.07	<input type="checkbox"/>
17 Blues Magazine	31.07	<input type="checkbox"/>
18 Guitar Techniques	10.07	<input type="checkbox"/>
19 Sound on Sound	23.07	<input type="checkbox"/>
20 Gramophone Monthly	22.07	<input type="checkbox"/>

Data supplied by Menzies DISTRIBUTION



OLD MOORE'S ALMANACK

Dating back to 1697, Old Moore's Almanack is the oldest magazine in the newstrade. This is the first of two distribution runs for the 2016 issue and copies will be held at wholesale if retailers want to make additional orders. The title uses a team of six astrologers to make predictions about the following year, covering everything from weather guides to lottery and fishing guides.



On sale 25 June
Frequency annual
Price £2.75
Distributor Seymour
Display with People's Friend, My Weekly



TAKE A PUZZLE

To exploit the surge in sales as Britain goes on holiday, Take a Puzzle's summer special comes with extra pages and a premium cover price of £2.50. Along with £10,000 worth of prizes on offer, the issue features an extra eight pages of colour puzzles. Previous summer and special event supplements in this title have resulted in sales uplifts of 20%. H Bauer recommends retailers position it full facing where possible.



On sale 25 June
Frequency monthly
Price £2.50
Distributor Frontline
Display with Take a Crossword, Take a Break



PUZZLE CLUB

Children's puzzle magazines sell strongly over summer and this issue of Puzzle Club aims to attract additional sales with a free pencil covermount and prize offers of a Nikon camera and a backpack. Based on the national curriculum, the title uses animated characters to guide children through English, maths and science problems using crosswords, wordsearches, logic and visual puzzles.



On sale 25 June
Frequency bimonthly
Price £3.99
Distributor Marketforce
Display with Quiz Kids, Junior Puzzles



The best seller through Newsagents

ISSUE 7 ON SALE 2 JULY





EMPIRE

This special issue of Empire counts down the 100 greatest movie characters of all time, as voted by readers. Will James Bond rate higher than Darth Vader? Is the Joker more popular than Indiana Jones? All will be revealed in this highly-anticipated issue. Other features include a look at Mission: Impossible – Rogue Nation, special effects house Industrial Light & Magic and an interview with Cara Delevingne.



On sale 25 June
Frequency monthly
Price £4.50
Distributor Frontline
Display with Total Film, Sight & Sound



GUITAR & BASS

Guitar & Bass is following up its redesign issue, which is currently showing issue-on-issue sales increases of 65%, with another high value promotion. The August issue comes bagged with a free copy of Vintage Rock magazine, the glossy rock title normally priced at £5.99. Now with 16 extra pages, higher paper quality and more reviews and features, Guitar & Bass is showing its strongest sales in 18 months, even with an increased cover price.



On sale 3 July
Frequency monthly
Price £4.99
Distributor Marketforce
Display with Guitarist, Classic Rock



GUITARIST

Guitarist is introducing a fresh new look as well as a new price tag of £6.25, up from £5.75. Over the next three issues, the title will reveal a series of new regular features, reviews and tuition including a new section devoted to effects pedals, opinion columns from renowned guitar experts and essential guitar events and gigs listings. The first redesigned issue stars legendary artist James Taylor on the cover.



On sale 26 June
Frequency monthly
Price £6.25
Distributor Seymour
Display with Guitar & Bass, Classic Rock



OFFICIAL PLAYSTATION MAGAZINE

‘The Hot 50’ issue of Official PlayStation Magazine is one of the title’s bestsellers of the year, filled with the biggest new game announcements from the industry’s biggest annual event – E3. For the first time, the 2015 issue will come with a separate E3 supplement, devoted entirely to the best games featured at the conference, as well as special fold-out packaging. The issue is premium priced at £6.99.



On sale 3 July
Frequency monthly
Price £6.99
Distributor Seymour
Display with Play Unofficial PlayStation, Official Xbox Magazine



THE GENTLEMAN'S JOURNAL

The Gentleman's Journal summer issue is a ‘polo special’, featuring Argentinian player Nacho Figueras on the cover. Described as the ‘ultimate men’s lifestyle magazine’, this premium title covers style, business and politics, technology, travel, food, sport, property and social events. It is aimed at ‘sophisticated’ men who are globally minded, affluent and intelligent.



On sale 25 June
Frequency quarterly
Price £5
Distributor Marketforce
Display with GQ, Men's Health



Industry viewpoint

Guy Haslam
 Managing editor,
 Eye to Eye Puzzles

MAKE THE MOST OF A SEASONAL PEAK

Summer is the peak season for puzzle magazines, so it's imperative that retailers make the most of this opportunity, especially when sales of other titles are much quieter. But it's not as simple as just making sure you stock enough in terms of volume – you need to appreciate the particular desires of customers and stock accordingly.

Of course, you need to ensure that bestsellers are on the shelves, but the discerning puzzle-doer will be looking for their own favourites, so you need to reflect the sub-sectors of the puzzle market, including mixed puzzles, wordsearches, crosswords, criss cross, codewords and sudoku.

In the crossword category, for instance, just stocking the market leader, Take a Crossword, won't take into account those readers who just want lots of straightforward crosswords. So you'll maximise your opportunity by also offering Lucky Seven Crossword Collection, Britain's top-selling giant straightforward crossword title.

What's more, at this time of year, readers are usually looking to buy more than one title, so it's crucial that you also offer value bumper titles too. Family Wordsearch Jumbo is Britain's fastest-growing wordsearch title. Weighing in at a hefty 164 pages, its £2.65 cover price is very attractive to customers – and more lucrative to you than a title at £2.50 or less. Happy summer puzzling!



COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



HOW LEANNE MCGOWAN TURNED THREE C-STORES INTO A £3.9M LOCAL SUCCESS

Plus, get to grips with the latest trends and brand activity in the beer market with our category guide and find out how to boost your profits from e-cigarettes and vaping



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
Amercom			
Great British Locomotives	36	48	8.99

Amermedia			
Military Vehicles	40	48	5.99

DeAgostini			
Build the Millennium Falcon	25	100	8.99
Cake Decorating	171	180	2.99
Cake Decorating Relaunch	120	165	2.99
Dinosaurs & Friends	18	60	5.99
Official Star Wars Factfile	74	120	2.99
Something Sweet	76	90	2.99

EagleMoss			
3D Create & Print	23	90	6.99
Batman Automobilia	65	80	10.99
DC Chess Collection	90	96	8.99
Disney Cakes & Sweets	94	120	4.50
Doctor Who	48	70	7.99
Knit & Stitch	128	176	5.00
Marvel Chess Collection	40	64	8.99
Marvel Fact Files	119	150	3.50
Military Watches	36	80	9.99
Star Trek Off. Starships Coll.	49	70	9.99

Hachette			
Art of Knitting	22	90	2.99
Art Therapy	14	100	2.99
Black Pearl	76	120	5.99
Build the Mallard	43	130	7.99
Build the U96	43	150	5.99
Classic Pocketwatches	74	80	8.99
Judge Dredd Mega Collection	12	80	9.99
Marvel's Mightiest Heroes	39	60	9.99
My 3D Globe	25	100	5.99
Your Model Railway Village	83	120	8.99

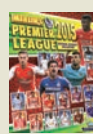
RBA Collectables			
Amazing Dinosaur Discovery	17	80	5.99
Precious Rocks, Gems & Minerals	22	100	5.99
Real Life Bugs & Insects	40	85	5.99

Collectables

Topps



Disney Frozen Activity Cards
Starter £4.99
Cards £1.00



Merlin's Official Premier League 2015
Starter £2.00
Cards £0.50



Disney Frozen Fashion Pack
Packets £1.00



Minions
Starter £2.99
Stickers £0.50



Hero Attax Marvel Avengers
Starter £4.99
Cards £1.00



Minions
Starter £4.99
Cards £1.00



Lego Friends
Starter £2.99
Stickers £0.50



Skylanders Trap Team
Starter £4.99
Cards £1.00



Match Attax 2014/2015
Starter £3.99
Cards £1.00



World of Warriors
Starter £4.99
Cards £1.00



Match Attax Extra
Starter £3.99
Cards £1.00

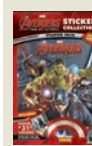


Match Attax SPL 2014/15
Starter £4.99
Cards £1.00



WWE Slam Attax Rivals
Starter £4.99
Cards £1.00

Panini



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



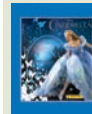
Manchester United 2014-2015
Starter £2.99
Stickers £0.50



Big Hero 6
Starter £2.99
Stickers £0.50



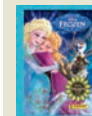
Road to UEFA Euro 2016
Starter £4.99
Stickers £1.00



Disney Cinderella
Starter £2.99
Stickers £0.50



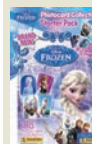
Sofia the First
Starter £2.99
Stickers £0.50



Disney Frozen My Sister, My Hero
Starter £2.99
Cards £0.50



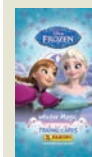
UEFA Champions League Adrenalyn XL
Starter £4.99
Cards £1.00



Disney Frozen Photocards
Starter £3.99
Cards £1.50



UEFA Champions League
Starter £2.99
Stickers £0.50



Disney Frozen Winter Magic
Starter £4.99
Cards £0.75



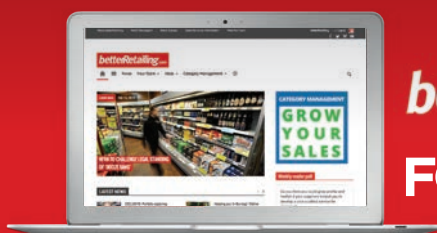
2015 FIFA Women's World Cup
Album £1.50
Stickers £0.50



Jurassic World
Starter £2.99
Stickers 50p



Ultimate Spider-Man
Album £2.99
Stickers £0.50



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Back in the day

100

YEARS AGO

26 June 1915



A newspaper motor van stopped at the shop of Mrs Challenger, newsagent of Heavitree, one day last week. It most certainly did stop there – until workmen with a derrick disengaged its bonnet from the brickwork. This unintentional visit was due to a collision with another motor.

50

YEARS AGO

26 June 1965



Princess Margaret and Lord Snowdon will open the £7.5m new building of the Birmingham Post and Mail, now nearing completion in Colmore Circus, Birmingham. The Birmingham Post, the Birmingham Evening Mail and Despatch, the Sports Argus and the Sunday Mercury will be produced at the new offices.

25

YEARS AGO

June 30 1990



Independent newsagents may soon find their younger staff leaving them to beat a path to the gilded doors of WH Smith Retail. WHS has raised its youth wage rates by up to 43% as part of a 10.5% deal in order to attract more of the shrinking band of school leavers.

Vintage Coke still hits spot

Now call us crazy but if we were to find a 23-year-old can of Coca-Cola, the last thing we'd think about doing was drinking it.

But that's exactly what property developer Will Unwin did when he uncovered an ancient soft drink can while renovating a property in Cheltenham.

Mr Unwin made the discovery while tearing up floorboards at the house, and decided to toast his find by consuming the contents.

The good news is, he has lived to tell the tale. He said:

"It wasn't fizzy, but it didn't taste too bad and didn't make me feel ill."

The property has proven to be a bit of treasure trove for Mr Unwin, who also uncovered a historic edition of the Daily Express reporting on the Kennedy assassination.

Not bad considering this was the first house he had worked on since becoming a property developer.

Have you found any similar product relics hidden away in your store? If so, we'd love to hear about it.



Who are these trolley wallies?

As RN's story on Sukhi's Simply Fresh store proved last week, having shopping trolleys in a prominent part of your store can have a huge impact on a convenience store's sales.

So it's a real shame that a Tesco in Coventry is unlikely to see a similar uplift, after lazy customers were found to have dumped more than 120 of the store's trolleys at a nearby canal since the start of the year.

A team of volunteers has fished out 60 trolleys from the Canley Brook, all

belonging to the Tesco at the nearby Cannon Park Shopping Centre.

Michael Wileman, from Friends of Canley Green Spaces, said the group has removed even more of the carts from the area surrounding the canal.

Mr Wileman told the Coventry Telegraph that customers responsible for the fly tipping may want to reconsider their actions, as the trolleys could become contaminated with e.coli and Weil's disease – lovely...

OVER THE VILLAGE COUNTER with Doug McLellan



As I have now sold the Village Store and am embarking on retirement, I have time to reflect on the many changes that took place during my time as a shopkeeper.

Even in the Yorkshire Dales we have not been immune from the large supermarkets making online deliveries. I regularly see Tesco, Asda and Sainsbury's vehicles in the village and in the last month Morrisons has joined them.

It is 15 miles to the nearest supermarkets (Tesco & Morrisons) and a further 12 miles to Asda and Sainsbury's. While I initially thought that it would be detrimental to my store, it has in fact helped as customers either forget to order items or require fresh bread, milk, vegetables, and dairy items that are available locally.

This has led to the second major change in my time at the shop. No longer do customers make a large weekly shop; they prefer to visit a local shop each day instead.

This led us to improve and expand our delicatessen section and to link up with a local butcher to have fresh meat available on a daily basis.

Another big change has been the demand for food to go. We initially started making sandwiches mostly for walkers, but now delivery drivers and locals visit the shop for sandwiches, hot or cold pies, bacon sandwiches and a local favourite pie and mushy peas (with or without mint sauce).

We didn't require major investment to do this. A decent microwave, a George Foreman grill and a hot plate to cook eggs was all that was needed to meet demand.

The investment was repaid in a very short time. Fortunately we had space in a stock room behind the shop to make an island unit into a sandwich preparation area.

Even the environmental health inspectors called in for one of our sandwiches when they were in the area.

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