

RETAIL NEWSAGENT

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Expert tips to get shoppers to trade up

WINE Page 32 >>



Sparbucks

'Great coffee adds 20% to our hot food sales'

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COMMISSION ROW

PayPoint stand stifled by 'fear and apathy'

- Retailers back down on terminal turn-off over concerns of reprisals and lost loyalty.
- We'll support anyone taking on PayPoint, says NFRN chief exec Paul Baxter. Page 5 >>



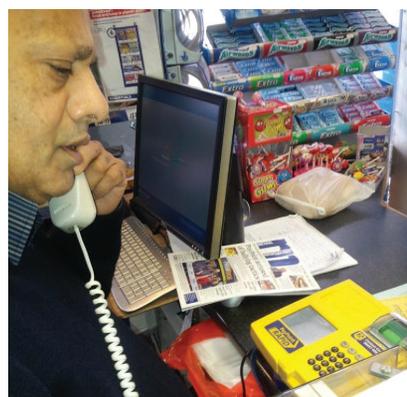
TOBACCO PRODUCTS DIRECTIVE

42 top tobacco lines to vanish next year

Retailers call for ranging advice as new EU legislation will ban 84% of best-selling cigarette and RYO products. Page 4 >>



Marcus Bergin from SuperNews Gloucester started the PayPoint Pay Fair Facebook group



PayPoint called Edinburgh retailer Khalid Mohammed after he switched off his terminal



The suspended terminals of Roger Westrope (above) and Vas Vekaria (below)



'We built a kitchen to cash in on workmen trade and grew sales by £400 a week.' Page 14 >>

NEWSPAPERS

National Saturday edition

SNP success fuels weekend launch for pro-independence title. Page 7 >>

PAYPOINT PAY FAIR

Defiant retailers have led the charge against PayPoint's commission cuts as protests entered the fifth week. Gloucester retailer Marcus Bergin's PayPoint Pay Fair Facebook group hit more than 500 followers, while a number of stores stood firm despite PayPoint pressure. Page 5 >>

Vol 126 No 21 FOR TRADE USE ONLY



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LEADER



Fear and apathy appears to have stopped the social media storm loosening PayPoint's grip on its network – and profits



CHRIS GAMM

Editor

@ChrisGammRN

I thought long and hard about the subject for this leader. But then I read the 103 comments made within 24 hours on the PayPoint Pay Fair Facebook group and heard about the 2,100 views on a PayPoint post on a Premier retailer forum. This convinced me there is one issue still dominating retailers' thoughts.

Despite the enormous hype online, there is an eerie silence from those who can change things. New business secretary Sajid Javid and small business minister Anna Soubry refused RN's request to comment before next Wednesday's Queen's Speech.

RN asked the big six energy suppliers and BBC TV Licensing if they thought it was acceptable that retailers should make a loss while subsidising their profitability. Predictably, they weren't going to bite the hand that feeds them. PayPoint, meanwhile, after a week of turmoil in which its managing and retail directors were ushered out the back door, has been quietly picking off retailers charging handling fees or insisting on additional purchases.

Retailer fear and apathy appears to have stopped the social media storm loosening PayPoint's grip on its network – and profits. But a head of sales at one of our industry's biggest suppliers told me last week he thinks the service provider's strategy is fraught with failures and could be the end of the company. Retailer Marcus Bergin spearheaded the fight because he couldn't support his partner, four children and member of staff while making a loss processing PayPoint transactions. The thought of the collective loss made by the entire retail trade is keeping his fight going.

For 126 years, RN has been the campaigning voice for local businesses to provide great service to their communities and make a profit. Their supply chain must support them in this.

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On the road with an Islington officer



WEBSITES AND APPS
How online tools are transforming your store

"WE WANT PEOPLE TO THINK 'I'VE GOT MY BARGAINS, NOW I'LL GET SOME NICE BITS.'"

- PINDA CHEEMA EXPLAINS THE SALES PHILOSOPHY BEHIND HIS FAMILY'S REFURBISHED STORE Page 30 >>

NEWS

One Stop rolls out remotely

One Stop is rolling out remote access facilities to its franchise retailers this month, as reported by RN in March.

The move will allow retailers to access their store's back office PC and place stock orders while away from their shops, according to the group.

The system features online business tools including VAT and sales and margin reports and a downloadable product catalogue.

In addition, retailers can use One Stop's FranchiseNet system to remotely change prices and review stock. They will also have access to an online fact sheet about their business, which includes information such as customer counts, average spend and sales performance.

Today's app unveiled

Today's Group is offering exclusive deals and ranging advice on the move with its new Plan for Profit app.

The app will give users the chance to download the firm's latest Plan for Profit core range guide direct to smartphones and tablets, and will also offer guidance from industry experts and information on retailers' nearest Today's depot.

Bill Laird, managing director at Today's, said, "We noticed that 20% of visitors to the Plan for Profit website access it via their mobile and 10% via their tablets.

"Retailers increasingly need to do business on the go and we're helping them to respond by offering all the functionalities of the Plan for Profit website in a handy, easy-to-use app."

The launch is being supported with a prize draw giving retailers the chance to win an iPad.



Bestway's Xtra Local retail club should now fit all

Bestway has launched a new format of its Xtra Local retail club, designed for smaller stores. The wholesaler said XL Express – a "slimmed down" version of Xtra Local – reflected the fact that some stores are unable to run every promotion and was aimed at shops with less than five one-metre bays of grocery. XL Express members will be required to run at least 12 deals, or 15 if they are licenced, and spend a minimum of £1,000 on non-tobacco per month at Bestway or Batleys. Over 300 retailers have enrolled to date. Bestway symbol and club director James Hall said: "It became evident that smaller retailers were finding it difficult to comply with all the promotions due to the smaller size of their stores."

MEPs backing for EUTPD could see bestsellers go Retailers call for manufacturer guidance

42 top-selling tobacco lines to disappear in 12 months

by Steven Lambert

Retailers could see 42 of their best-selling cigarette and rolling tobacco lines vanish from gantries next year under new laws being introduced under the revised European Tobacco Products Directive (EUTPD).

MEPs have already backed amendments to the current EUTPD, which would lead to 10s and 19s cigarette packs and rolling tobacco pouches of 30g or less being banned from 20 May 2016.

But these formats made up the majority of the top-selling tobacco products in RN's What to Stock guide, free with last week's issue, collated using exclusive EPOS data from 3,000 independent businesses.

Of the 25 leading cigarette brands sold in local stores, 21 would be banned under the new legislation. The same number of RYO lines would also be outlawed. Together, the 21 cigarette products earned each stockist an average £1,530.16 in sales a week last year, while the RYO packs

together generated £665.75 a week for stores stocking them.

Retailers are now calling on manufacturers for guidance after raising concerns about range and price changes and the further risk of counterfeiting from the upcoming legislation.

Bintesh Amin, owner of Blean Village Londis in Kent, said: "I would like more information from manufacturers on how this will affect our prices, our gantry space and what period we have to sell old stock through."

Chaz Chahal of Costcutter Bromsgrove added: "I think smokers would adapt eventually, but this could be another way for counterfeiters to benefit by having their own smaller packs."

Manufacturers are yet to reveal their plans to address the new EUTPD. However, a spokesperson from Imperial Tobacco said the firm was "actively consolidating insights from a number of sources and markets to ensure that we're in the best possible position to support retailers, both pre and post-EUTPD".

MPs pledge their local shop support

Two leading MPs who grew up above their family shops have this week reinforced their commitment to helping small businesses.

Priti Patel, the new employment minister, told RN that small businesses can be confident the new Conservative government is "on their side".

The Witham MP said

local stores "play an important role in their communities" and the Tory's review of business rates, reforms to self-assessment, and lower taxes meant "newsagents can get on and run their businesses".

Sajid Javid, in his first speech as business secretary on Tuesday, said the government will cut red

tape for small businesses by at least £10bn over the next five years. The Bromsgrove MP also spoke on the creation of a Small Business Conciliation Service to help settle disputes between small and large businesses.

He said: "Small businesses are Britain's engine room and the success of our

whole economy is built on the hard work and determination of the people who run and work for them. As business secretary I will always back them."

In RN's poll last week, 85% of respondents said they believed the election of the Tory government was good news for small businesses.

Retailers worried protests will force customers to go elsewhere 'People are scared'

Fear and apathy 'take heat out of PayPoint boycott'

by Gurpreet Samrai

The man behind the social media storm blasting PayPoint's commission cap cuts says "fear and apathy" are stopping retailers making a stand.

In less than two weeks, more than 500 retailers have joined the PayPoint Pay Fair Facebook group launched by Gloucester newsagent Marcus Bergin, with many taking to the page to rally support.

However, despite dozens of retailers proclaiming they would boycott the

payment services provider last Friday, retailers told RN they believed many had backed down due to fears their customers would go elsewhere for the service or that their terminals would be removed.

"I think people are scared of losing PayPoint," Mr Bergin said. "And some retailers have fallen for the spin about what the terminal can do for their business."

Edinburgh retailer Abdul Qadar turned his terminal off on two occasions on Friday after his brother received a call from Pay-

Point demanding he switch it back on. He told RN he believes more retailers would speak up if the NFRN pledged to support retailers who are fighting PayPoint.

NFRN chief executive Paul Baxter said: "The NFRN has already been leading this fight from the front and is going to continue to do so. We will always support any retailer who wants our help with PayPoint."

Mr Bergin, whose fight against PayPoint made it into his local paper, said he "refuses to make a loss any-

more" and will continue to write to PayPoint directors. He also believes more retailers need to be made aware of what is happening with PayPoint.

The father-of-four is calling on all retailers to display a poster he has put up in his store asking PayPoint customers to make an additional purchase because he is making a loss every time he processes a transaction. He says 90% of his PayPoint customers are now making an additional payment, up from 12%.

'Reduce pay rises'

Marcus Bergin, owner of SuperNews in Gloucester, has sent an open letter to PayPoint demanding directors reduce their pay rises to provide better commission rates. Doing so, he said, would also allow PayPoint to provide a genuinely free service. He also asked whether PayPoint's "recent change of heart" to his poster campaign acknowledged that commission rates don't cover retailers' costs or provide income. PayPoint responded that forcing customers to make additional purchases or charging for the service was forbidden and that it would contact any retailers who did so.

'No need to worry - it's business as usual'

Retailers who have had payment terminals partially suspended by PayPoint after protesting the group's commission cap cuts have reported sympathy from customers and little effect on business as a result.

Northampton retailer

Jimmy Patel was one of several retailers to voluntarily switch off their terminal on 15 May as part of a social media campaign.

"Customers overall have been sympathetic. We make a stand when newspaper publishers cut

our terms, so why should we behave differently with PayPoint?" he said.

Bolton retailer Vas Vekaria was unable to process utility bills and mobile top-ups last Friday, after asking customers to make additional purchases with transactions. "We're doing

Collect+ and a few other things and that's it. But it's not had much effect on trade," he said.

Suffolk retailer Roger Westrope said PayPoint limited his services last Thursday after he "threatened" to switch off his terminal.

Energy fee rethink called for

Retailers are calling on PayPoint and energy companies to rethink contract clauses that cause many to make a loss handling payments on their behalf.

Commission on energy payments has been capped at 7p, prompting the NFRN to urge government energy regulator Ofgem to launch an investigation.

RN asked the 'big six' energy suppliers - British Gas, Scottish Power, E.ON, EDF Energy, npower and SSE - if they would accept retailers charging customers between 5p and 20p to make transactions more financially viable.

All six either refused to comment or did not respond at all.

Kent retailer Steve Barker said: "If it's in PayPoint's contracts with utility companies that we're not allowed to charge, PayPoint should be going back to those companies to renegotiate contracts."



NFRN speaks up for indies at BIRA High Street Conference

Senior members of the NFRN attended the British Independent Retail Association (BIRA) High Street Conference last week. The event brought together independent retailers and key industry specialists to network, talk about the

future of the high street and celebrate successes. Pictured with Mary Portas, one of the key speakers on the day, is NFRN national executive committee member Mike Mitchellson and national president Martyn Brown.

NEWS BUSINESS

Booker reveals its great margins

Booker is promising margins of up to 47% on brand name goods in its 'Even Bigger POR' campaign running for the next six months.

The group is lowering wholesale prices on a number of lines in Booker and Makro depots until 3 November, which will be highlighted with special shelf-edge labels.

Product deals include 12x400g packs of Napolina tinned tomatoes and 27x288ml packs of Ribena and Ribena Light, offering margins of up to 44% and 47% for retailers.

Steve Fox, retail director - sales at Booker, said: "I believe this is fantastic news for independent retailers as it is straight forward price reductions to give customers more profits."

Spar own label on summer menu

Spar has unveiled its Summertime range of own label products to help its stores take advantage of the picnic and BBQ season.

This year's range includes 67 products, with 51 of these being ready-to-eat lines to target more shoppers looking to eat outdoors.

It will encompass salads, side dishes, sandwiches, baguettes, cooked meats and a number of BBQ products including pulled pork and rack of ribs.

The range will also cover the firm's recently launched Daily Deli range.



Today's a great day for cycling

A team of keen cyclists from Today's Group will be doing their bit for charity with a 100km bike ride around London to raise money for Village Water, a group providing safe drinking water for people in Zambia. The five members of the Today's Trailblazers will take part in the London Nightrider event taking place on 6 and 7 June.

Initiative will enable supplier comparisons Wholesaler to target unaffiliated and symbol stores

Bestway sets sights on rivals with new scheme

by Steven Lambert

Bestway is targeting other symbol and multiple account retailers with a new scheme under its Bestway Direct delivered operation.

The firm has launched its 'lifetime cost benefit' model, which will allow multi-site retailers to compare the cost of goods, rebates, fees and other factors from their current

supplier against Bestway Direct.

The move is aimed at adding to more than £650m worth of deliveries Bestway makes to Best-one stores every year, and is being led by former Musgrave business development director Paul Courtney, who has taken on the role of head of multiple accounts at Bestway Direct.

Mr Courtney told RN:

"The retail marketplace remains tough. It is expected to grow but independents can't rely on driving profits through price alone, as consumers won't accept further premiumisation on products.

"Retailers are also finding it tough to capitalise on new sales opportunities such as fresh and chilled. That is why they need to have a cost-efficient ser-

vice to receive their goods from and one that offers the keenest prices, and that's where the lifetime cost benefit model comes in."

Mr Courtney said the company is targeting the model at symbol and unaffiliated retailers with four or more sites, who are looking to develop their businesses under a single procurement contract.

Parfett's' free shop equipment promo

Parfett's has unveiled a reward scheme in its cash and carry depots offering retailers the chance to claim free shop equipment including fridges and PoS units.

Customers making purchases from the group's depots between 11 May and 22 August will earn themselves investment

points, which can be exchanged for items from equipment supplier Shop-Equip.

Products used to gain investment points will change every three weeks and will also include items on promotion, according to Parfett's.

Manufacturers including Heineken, Carlsberg,

JTI and Diageo have also signed up as branded sponsors under the scheme.

Greg Suszczenia, joint managing director at the company, said: "Parfett's has always recognised the benefits and advantages that a well merchandised store can offer both retailers and shoppers. We also know that a full refurbish-

ment may not always be within budget but focusing on improving certain areas of a store can pay dividends.

"That's why we have partnered with Shop-Equip, to give our customers access to the products they need to develop their businesses without the associated investment."

NEWSTRADE

Successful trial leads to expansion of publication SNP election results gives sales boost

Scots' independence title to publish six days a week

by Nicola Stewart

Pro-Scottish independence newspaper The National is to publish six days a week after successful trials of a Saturday edition.

A special post-election edition of the paper, printed on the Saturday after polling day, sold 40% more copies than an average weekday edition.

Herald & Times Group head of circulation Malcolm McDonald said the publisher would continue to print on a Saturday "as long as there was demand for it".

"The early indications

look really encouraging," he said.

"It looks as if it's going to be our highest sales day as it stands at the moment."

The Saturday edition has the same 50p cover price and 25% retailer terms as Monday to Friday and copies are being allocated based on Friday sales.

"We are also sending out additional copies in these first few weeks to establish where potential sales are," said Mr McDonald.

"If there are any retailers who would like more copies, they should contact the circulation department

directly."

Waqar Chaudry, of Milton Stores in Glasgow, said the election of 56 Scottish National Party MPs had immediately bolstered sales of the title in his store.

"There's a momentum happening in Scotland and more people are becoming interested in breaking away from England," he said.

"The National and the Herald on Sunday are the newspapers those people are turning to, so a Saturday edition is welcomed."

Mr Chaudry expected the sales rise to continue, as

people would want to stay informed of what the SNP MPs were doing in parliament.

Melony Medhurst, of Papersdirect in Glasgow, said most national newspapers would have enjoyed a sales boost around the election but that usually dropped off in the following weeks.

"I imagine The National would have seen a real spike in sales that Saturday off the back of how well the SNP did in the election, but whether that's something that's going to continue, I'm not entirely sure."

Shortlist Thomson

Scottish publisher DC Thomson has agreed to take on 100% ownership of Shortlist Media.

Shortlist, producer of free magazines ShortList and Stylist, has expanded from a five-man independent start-up in 2007, to a 150-strong multi-media enterprise. DC Thomson was a founding investor in the company, alongside a group of financial investors and members of the management team, and took on a 50% partnership in 2013.

DC Thomson director Richard Hall said: "DC Thomson has immense confidence in Shortlist Media and its brands."

Trinity's awards

Trinity Mirror has taken home two of the top awards from the Society of Editors Regional Press Awards for 2014.

The Macclesfield Express was awarded the Weekly Newspaper below 20,000 circulation award, while the Newcastle Journal was named best Daily/Sunday Newspaper below 25,000.

Northern Ireland's Sunday Life won the Daily/Sunday Newspaper above 25,000 circulation title and Local World's Essex Chronicle was awarded the Weekly Newspaper above 20,000 prize.

Hello! It's Kevin...

Hello! has announced the appointment of Kevin Petley as its business director following the departure of publishing director Charlotte Stocking. Mr Petley, who has previously worked for AutoTrader, H Bauer and Seymour, will be responsible for the day-to-day operations of the business.

Mirror price confusion

An article mistakenly printed in the Scottish Mirror caused confusion last week as it explained to readers that the paper's price was being increased to 60p.

The price of the red top in England and Wales has increased to 60p, however the price of the Mirror in Scotland is already 65p.

Dave Forbes, of Forbes Newsagents in Dundee, said he had a regular customer come in expecting to pay 60p for the paper. "On Tuesday morning he came in and handed me 60p. I told him it was 65p but he said he had read in the paper that it had changed to 60p. He went home, cut the



article out, and brought it in to show me. It isn't very efficient on the part of the Mirror is it?"

Mirror Group Newspapers managing director Neil Jagger said: "We apologise to Scottish retailers if we caused any issues with customers."

History mag's weekender

BBC History Magazine is to host its annual History Weekend festival in two locations across two weekends for the first time in 2015.

Building on the success

of the past two years, the festival will make its debut in York for three days of events in September, before returning to the ancient hilltop town of Malmesbury in October.



Streetfighters back for a special

Two years after the final issue of Streetfighters magazine was published, comes this premium one-shot from Ocean Media Group. Streetfighters 2.0, on sale 25 May, features 116 high gloss pages filled with high definition photography and quality content. The special is priced at £6.99 and should be displayed prominently on the newsstand alongside Back Street Heroes and 100% Biker.

NEWS

PRODUCTS

Imperial L&B value launch

Imperial Tobacco said it will offer smokers further value under its Lambert & Butler brand with the launch of L&B Superkings 10s next month.

Launching on 1 June, the new line will come with an RRP of £3.78 to help it compete in the crowded economy cigarette sector.

Madeleine Pearce, brand portfolio manager, said: "Packs of 10 currently account for 20% of the economy sector so this, our lowest-priced L&B offering to date, is a must-stock for retailers."

At the same time, Imperial will add to its capsule cigarette range with the launch of Player's Crushball.

The product features a filter that gives a 'fresh flavour' when crushed, and will be available in plain and pricemarked King Size 18s packs (RRP £5.99).

New KA flavour

Exotic drink range KA is being extended with the addition of a new blackcurrant flavour this month.

The new line, KA Blackcurrant, will be available in 288ml cartons pricemarked at 49p, 500ml bottles pricemarked at 69p, and one litre cartons pricemarked at £1.19 or two for £2.

Adrian Troy, head of marketing at AG Barr, said the drinks contain 35% less sugar compared to leading competitive brands. "Blackcurrant is a huge flavour with broad appeal which is currently growing at 5%. It is particularly popular with the KA audience."



Goodbye time for Brad and Dan

It's the end of the road for Foster's characters Brad and Dan, with the duo starring in their final TV ad for the beer brand from this month. The four-week campaign, the last under Foster's 'Good Call' message, will see the Aussie pair reflecting on the help they have given to men across the globe.

New range under Jacob's cracker brand name Further growth in category predicted

United Biscuits taking on Ritz in snacks battle

by Steven Lambert

United Biscuits (UB) is looking to take on Mondelez with the launch of a new snack range under its Jacob's cracker brand.

The manufacturer has unveiled Jacob's Cracker Crisps, a selection of premium baked snacks targeted at shoppers looking for healthier products.

It comes a month after Mondelez launched its own

baked snacks range, Ritz Crisp & Thin, an extension of its Ritz cracker brand.

UB will initially launch Jacob's Cracker Crisps in 150g sharing packs in three flavours – Sea Salt & Balsamic Vinegar, Thai Sweet Chilli and Sour Cream & Onion – available to stores from this month. A 40g single bag will be launched later this year.

The firm is investing £6m to support the new

brand, with £4.5m media spend that includes TV ads on air from July.

Ted Linehan, director of savoury snacks at UB, said: "With an ever-increasing emphasis from consumers on healthier eating, 'snackable crackers' are poised to boost further growth in the category at large."

Meanwhile, UB has also revamped its McVitie's breakfast biscuits range with new products and

packaging this month.

The activity includes the launch of two lines, McVitie's Breakfast Oaty Breaks and McVitie's Breakfast Fruit & Oat Bakes. The former is available in Golden Syrup and Raisin & Cinnamon flavours, while the latter comes in Apple and Blueberry flavours.

UB is backing the move with a £3m investment, which includes TV ads and in-store promotions.

Bulmers offers personalised trainers prize

Shoppers will have the chance to bag themselves a pair of personalised trainers in a summer competition from Bulmers.

The cider brand's latest campaign will run from June for three months and

will combine on-pack and social media elements, according to parent company Heineken. Consumers will be encouraged to take photos of promotional bottles to find out if they have won. The picture must then be

shared on Facebook, Twitter or Instagram alongside the hashtag #LiveColourful to claim one of 5,000 high-top trainers.

The scheme forms part of a multimillion marketing package supporting Bulm-

ers for the year.

The brand is also aiming for further sales growth this summer on the back of the March launch of Bulmers Zesty Blood Orange, the first orange-flavoured cider on the market.

Hot products for your shopping list



Personalised trainers are prizes in a new Bulmers promo



Jacob's Cracker Crisps will get £6m launch package



Exotic drink range KA is launching a blackcurrant variant

CIGARS

Going Dutch means quality and value

Royal Dutch Miniatures Blue have been a bestseller in multiples for nearly 10 years. Now, the convenience channel is set to capitalise on the brand's success as it enters the top 25 must stock cigar products for the first time in 2015¹

Since relaunching in a price-marked format in 2014, Royal Dutch Miniatures have gone from strength-to-strength. Orders into convenience doubled last year, making them a must-stock brand.

At £3.95 for 10 cigars, the value is equal to the cheapest cigarette on shelf, yet the product's quality is second-to-none. The price sells the product, and the quality keeps consumers coming back: that's why it continues to grow.

Retailer viewpoint

Raj Patel

Sandown News,
Isle of Wight



I TOOK ROYAL DUTCH MINIATURES BLUE for the first time in January 2014 when it launched price-marked packs. Tony, my sales rep, sold them to me and the PoR was excellent at 18%, better than any other cigar I sold. I always like to competitively price my tobacco, so £3.95 was a great price compared to £4.95 for many other cigars. Although slow to start with, I pointed out the price to my regular miniature cigar smokers who tried the products and loved them. I'm now selling double the volume I was of the other miniatures, and making more profit at the same time.

GROWTH



Royal Dutch Miniatures Blue has doubled its orders into convenience in 2014. This has been achieved by increasing its salesforce, supporting, advising and educating retailers and gaining more availability of products in convenience.

The brand has a loyal following in the multiples, once consumers realise they can get the product in their local store they will buy it. Consumers demand value and quality, and Royal Dutch Miniatures and Miniatures Blue deliver this.

Do you have a value offering in cigars?

QUALITY

Price will sell most products once, but if the quality is poor you will lose that consumer. Royal Dutch Miniatures Blue are great value, but the quality is second-to-none.

The price sells the product, the quality keeps them coming back. Without the quality of Royal Dutch products, it would not have made the Top 25.

Other value brands have come and gone, yet Royal Dutch Miniatures Blue continue to grow as it hits the quality/value ratio perfectly.



VALUE

£3.95 for 10 cigars is almost the cheapest smoke on your gantry. Consumers demand value, but won't compromise on quality.

This is how the discounters have grown. Shoppers will no longer pay a premium for a brand if a cheaper product can deliver the same quality.

This is true in grocery, beers or spirits, and cigars are no different. Are you offering a value alternative in all categories? Consumers demand this. We absorbed the duty increase in 2015 meaning we will stay at £3.95 throughout the year. At the same time we will continue to offer market-leading margins on tobacco, with a minimum 18% PoR on our miniature cigars.



18%
profit on Royal
Dutch Blue
miniatures

LOYALTY

The brand has always had a loyal following in the multiples. The price-marked packs have now starting moving that loyalty into convenience.

Cigar consumers want to get their products and will be loyal to where they can. If you are out of stock they will go elsewhere and stay there.

It's important to stay on sale at all times and keep that customer. Products are available through all symbol groups and cash & carries, another reason why we continue to grow.



NEWS

PRODUCTS



@RetailNewsagent for expert advice to help you grow your sales

Moo-ing Racers for Dairylea

Dairylea is following up last year's 'moo-sical' cow promotion with another novelty giveaway launching on packs this month.

The cheese brand will give shoppers the chance to claim their own Moo-ing Racer toy car by entering promotional codes on a website.

A total of four different racers will be available to collect, with more than 16,000 being given away under the promotion.

Dairylea owner Mondelez claimed it received more than 130,000 entries for a similar campaign last year and is expecting to top this for its latest scheme.

The Moo-ing Racers promotion will run on Dairylea Dunkers singles and multipacks, tubs, Stripcheese and Lunchables packs.

Horlicks' heritage heroics

Horlicks is focusing on its 140-year heritage for its latest on-pack promotion, which will see the brand offer vintage-themed kitchenware to shoppers.

The campaign, which runs until 31 October, will give away Horlicks-branded gifts to consumers collecting three codes found on promotional packs.

It will run on 500g packs of Horlicks Light, Traditional and Light Chocolate Flavour variants, and will be targeted at the brand's core market of 55+ year-old females, according to owner Glaxo-SmithKline.



Müller scores a win-win with kit for 'pint-sized' footballers

Müller has come to the aid of 26 young sports teams by providing them with branded kits and equipment worth £300. The move follows its 'I Love My Pint Sized Local Team' competition, which encouraged shoppers to nominate their local side using an entry form that they could give to independent retailers to send on to the company.

Distinctive green packaging for range addition 'This will be another winning formula'

Snickers new twist with launch of Hazelnut bar

by Steven Lambert

Mars is introducing a new twist to its Snickers chocolate range with the launch of a hazelnut-flavoured bar this month.

Snickers Hazelnut will be added as a permanent line from next week, and comes in a green-coloured pack to help shoppers distinguish it from other Snickers products on retailers' shelves.

The launch will be supported with a £2m media investment, taking in TV, outdoor and online coverage, along with PoS material including pre-filled display units, dump bins and counter-top units. It forms part of a total £10.2m spend for Snickers this year.

It also marks the first major activity for the brand since Mars introduced three-limited edition Snick-

ers bars – More Nuts, More Choc and More Caramel – last September.

Bep Dhaliwal, trade communications manager at Mars, said: "The combination of a best-selling bar brand and new products, which is the biggest driver of category growth, means that we believe Snickers and Hazelnut will be another winning formula."

Snickers Hazelnut will be available in a single bar

with an RRP of 55p and a multipack of four bars with an RRP of £1.79.

Meanwhile, Mars is adding three lines to its range of Thick Shake drinks this month.

The new additions include brands from the firm's chocolate range – M&M's Peanut, M&M's Chocolate and Twix – and will be available to order from SHS in 8 x 376ml packs.

Kerry meaty Stripsticks target adults

Kerry Foods wants to grow the meat snacks market with the launch of a new product range aimed at adult shoppers.

The firm has unveiled Mattessons Stripsticks this month, a selection of chicken skewers made from

100% chicken breast.

The range will join the likes of Mattessons Double Dippers and LowLow snack packs in helping Kerry Foods target more adult shoppers in the category.

It also follows on from Ginsters entering the meat

snack sector with its Meat Club chicken skewers and bites, launched in February.

Charlotte Kerr, brand manager at Mattessons, said: "With a brand value of nearly £80m and growth of 13.5% over the last two years, Mattessons is set

to drive the growth of the cooked meats category."

Stripsticks will be available in a Classic Roast flavour in 50g single packs (RRP £1.49) and multipacks containing two 30g portions (£1.69), with retailers able to order them via Kerryfresh.

Hot products for your shopping list



Moo-ing racer toys are being given away in Dairylea's promotion



Horlicks' 140-year heritage is celebrated on new-look packaging



Snickers' latest addition to its range is a Hazelnut variant



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LOUIS' LAWS: No 14

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NEWS REGIONAL

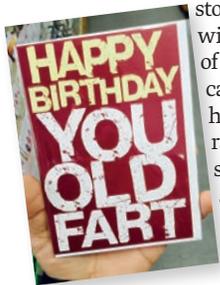
In at the blunt end

A north London retailer is using birthday cards with a difference to attract younger customers to his store.

Aman Sadana, owner of Wood Street Post Office in Walthamstow, is trialling a selection of quirky cards from the Blunt Cards UK range, with greetings that include "Have a wonderful birthday! Or don't. Please Yourself." and "Happy birthday you old fart".

Mr Sadana said he already stocks a wide range of Hallmark cards on his 60ft rack and sells on average 70 to 80 a day, but sales are predominantly to older customers.

He said: "We are hoping to target the younger generation and at the same time, as an independent myself, help another independent business."



Peter is a Panini World Cup winner

Nominating Panini for an award for its World Cup football stickers scooped Canary Wharf retailer Peter Wagg a prize of his own. Mr Wagg was entered into a free draw for a chance to win an iPad Mini 2 when he put Panini forward for the Product of the Year – Nominated by Independent Retailers category at the Ace Press Awards. Panini won the award, and Mr Wagg was presented with his prize at his store by Ace chairman Tom Rodger.

Village is split in half by main road closure Takings down by 20% in first week of roadworks

Bridge too far as Dorset retailer faces her D-day

by Nicola Stewart

A Dorset retailer is facing a five month struggle to stay in business after work started last week to replace a bridge leading to her store.

Charminster Stores & Post Office is located at the top of Charminster village, which has been split in half by the closure of its main road.

Work on the Grade I listed 16th century bridge

is expected to extend into October, as Dorset County Council said time was being taken to reuse stone and "reflect the character" of the old bridge.

Owner Lindy Christopher said the road closure meant half the town now had to take a four mile detour to reach the store she runs with her daughter.

"The detour takes people closer to Dorchester, so most of them will shop there.

"We are now in the second week and in the first week our takings were down 20%. It has me really worried.

"We will wait for the first month to see how it plays out, but if it carries on like it did last week, I can't see us being here in five months' time."

Mrs Christopher has been campaigning on Facebook and Twitter asking customers to continue

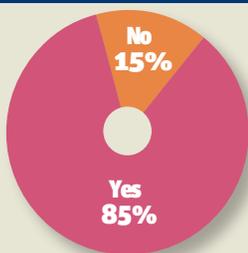
to support the store, and has also featured in local paper the Dorset Echo and in a parish newsletter.

Her husband has also offered to make home deliveries to customers on the other side of the bridge.

"We are doing everything we can to help our customers and to keep them coming to us."

The council was not offering any compensation, she said.

RN READER POLL



Do you think the election of the Tory government is good news for small businesses?

NEXT WEEK'S QUESTION

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

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Spar voted top of the shops in newspaper poll

Spar Pewsey has been voted as 'best convenience store' by readers of local newspaper the Wiltshire Gazette & Herald.

The store, one of four owned by Connolly Spar, beat off competition from a Tesco Express and MS2 Stores Chippenham to win the paper's Wiltshire's Best

award. Susan Connolly, business development manager for Connolly Spar, told the paper: "It is nice to know that people are aware of what we do.

"I think people voted for us because of all the things we do in the community, such as getting involved with the Christmas lunch."

The store has also previously been voted Spar's best community retailer in the group's national awards.

Meanwhile, another independent store was awarded the same title as voted by readers of the Wiltshire Times.

JBM Stores opened as a

convenience store in 1979 after being taken over by Pete Matharu and his wife Pashi.

The couple's son Paul followed them into the family business and told the Times: "We appreciate that customers value the store and that they come in."

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NEWS REGIONAL

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Newport retailers lose their licences

Two Newport stores have had their licences revoked for selling illicit cigarettes and tobacco products.

Nazar Mini Market and Taste Of The World were banned from selling tobacco or alcohol by Newport City Council's licencing sub-committee last week.

Trading standards seized 76 packets of non-duty paid cigarettes from Naraz Mini Market in July 2013 and a further 58 packets in May 2014.

Previous licence holder Osman Olmus and shop-keeper Mehmet Carcabuk were both fined £2,000 after pleading guilty to selling illegal tobacco.

Taste Of The World was found to be hiding 40 packets of illicit cigarettes under a sink in June 2012, and search dogs sniffed out another 23 packets.

Owner Alper Sahin Erten was sentenced to a 12-month community order in January.

Vigilance over scam urged

The NFRN has reissued its warning to retailers to beware of a Microsoft phone scam designed to install malicious software or steal personal information.

Stores should be on their guard against callers who claim to be from Microsoft, Windows or Dell's technical support teams and offer to fix computers, mobile phones or tablets, it said.

Meanwhile, Wiltshire Police reported incidents of fake £50 notes and Scottish £20 notes being used in the county and asked store owners to report incidents to the police or Crimestoppers.

Newsquest reveals Wilmslow plans

Regional publisher Newsquest is to launch a paid-for newspaper in the market town of Wilmslow in Cheshire.

The Wilmslow Guardian is the latest addition to the publisher's Guardian series that includes

the Knutsford Guardian, Northwich Guardian and the Crewe and Nantwich Guardian.

Free sample editions of the paper were handed out on 20 May and will be available again on 27 May, with the first paid-for

copy on sale for 60p on 3 June.

The move comes after Trinity Mirror launched the Manchester Weekly News last month as a replacement for six existing titles including the Wilmslow Express.

Wilmslow Guardian editor Carla Flynn said: "The Guardian brand is already well-established in neighbouring towns.

"We want to build that same great relationship with the residents of Wilmslow."

Store's weekly takings up £400 thanks to hot food 20 to 30 extra people coming in each day

Gary's new kitchen puts a flame under his sales

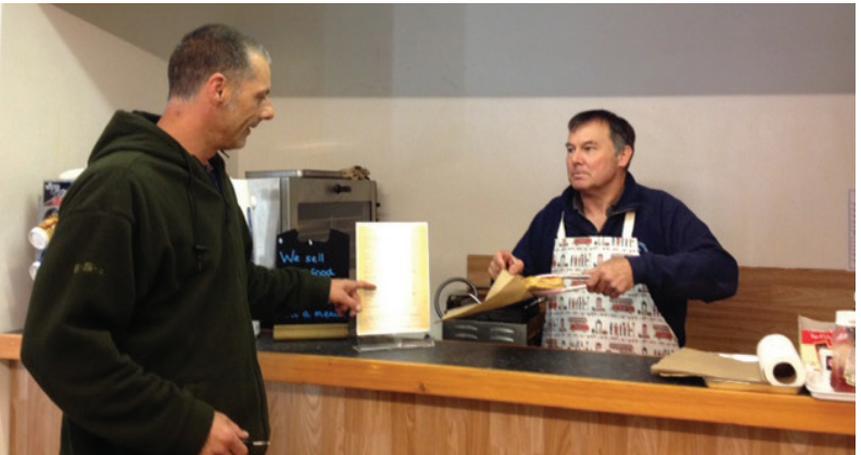
by Gurpreet Samrai

A retailer has increased his weekly takings by £400 after installing a kitchen in his shop to cash in on increased footfall from builders working across the road.

Great Offley Stores in Hitchin is now serving hot drinks and snacks including pies, pastries, soups and toasted sandwiches. The sandwiches are supplied by a local sandwich company and the rest by Kenhurst Fresh & Frozen Foods.

Owner Gary Pilsworth said the kitchen's earnings have been "a big addition" to the shop's average weekly takings of £7,000, which had recently seen a 25% decrease. "It's getting busier and busier all the time," he said. "We have about 20 to 30 extra people coming in every day.

"I looked at our sales the other day and groceries have



been down a little so this is keeping us quite buoyant."

Mr Pilsworth set up a small deli counter selling rolls when he took over the shop 14 years ago, but removed it shortly afterwards.

He said: "When we first came here there was a building going up next door and we did a lot of business. At that point the store wasn't

big enough for eating facilities so we made rolls in the morning and sold them, but when the building work stopped that area was defunct so we got rid of the deli counter and filled the space with fridges.

"When planning permission was granted for houses across the road, I thought it was a good opportunity

to start this up again so I got builders in to put in a kitchen."

The builders are expected to stay on site for around a year. Mr Pilsworth said he is putting signs up around the village to make residents and visitors aware of the new facility so he can keep it going after the builders leave.

Top-up shopping continues to grow

The growth of top-up shopping means shoppers are now buying a record average of three products during every convenience store trip, according to new research unveiled this month.

The latest figures from Him!s Convenience Track-

ing Report (CTP) showed an increase in the average number of products purchased from c-store baskets, up from 2.8 last year.

The shopper research group put the growth down to more local stores appealing to a wider range

of shopping missions.

It added that top-up shopping now accounts for 40% of consumer visits to c-stores and 44p in every £1 spent.

Him! also revealed that 20% of shoppers had bought five or more items from c-stores com-

pared to 17% in 2014.

However, a further 31% of shoppers only purchased one item, up from 29% last year.

The CTP figures were collected using data taken from 20,000 shoppers at a variety of symbol stores.

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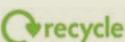
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For trade use only

YOUR SAY The Sunday Sport unveiled a new 'child-friendly' cover last weekend. Are you more likely to display it?

Desmond Barr

Sinclair Barr Newsagents,
Paisley

I think the honest answer is that any responsible retailer would welcome anything more customer or child-friendly. So, if the Sunday Sport or any other publication thinks it's time to morally enhance its cover we would be behind it. However, because of the Sunday Sport's position on the counter in my shop, the masthead is all that customers will ever see.

John Vine

News World,
Church Stretton,
Shropshire

I don't sell the Sunday Sport at the moment, or adult magazines. I stopped selling the

Sunday Sport about three years ago. I can't remember what was on the cover of the issue that caused me to stop selling it, but it was so offensive I said no and sent it back. But yes, if it wasn't offensive in any way I would be more likely to stock it. I am a parent and I just didn't like it, but if it is more child-friendly I would be likely to sell it.

Susan Connolly

Connolly Spar,
Wiltshire

No, I still wouldn't display the full cover because of the stigma the title carries. It is still going to be the same content inside so we wouldn't want a child to pick it up. We have it displayed on a three-tier stand so just the title pops out and that's how it will stay.



YOUR STOCK E-liquids, £1 chocolate bars and multipacks were some of the biggest trends in this year's What to Stock guide. What have been the biggest product trends for you this year?

Gary Pilsworth

Great Offley Stores,
Hitchin

I would agree with all of those. The other big seller for us is fresh meat. There is a large local farm that produces rare red meats such as pork, beef, lamb, bacon and sausages. We started selling these two years ago, and sales are increasing all the time. It got to the point where I had to buy a new chiller unit to stock it nine months ago.

Amit Patel

Belvedere News Food & Wine
Belvedere, Kent

Not taking into account essential items, the best-selling products for me this year have been from the slush machine we installed a month ago. We are selling 40 to 50 cups a day and it's not even peak season yet. Buying it was a big risk, but if this rate of sale continues it will pay for itself in three months. The other big seller is Euro Shopper energy drinks, but they

cost 35p so the profit margin is negligible in comparison to selling Red Bull.

Paul Bridgewater

The Cabin,
Freshwater,
Isle of Wight

I stopped selling cigarettes and tobacco because of the display

ban so for me it has been e-liquids, because I have been concentrating on them and e-cigarettes. I also sell rolling papers and all the accessories. The Cadbury Dairy Milk £1 chocolate bars used to be big sellers, but that completely died down when Cadbury put the price up to £1.29.



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YOUR ISSUE

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BILL 'OUT OF THE BLUE' SHOCKS JITENDRA

With a new Conservative majority now in parliament, independent retailers will no doubt be keen to get their views across to the government about a whole range of different topics – including business rates.

The issue has been a constant bugbear for local stores, with many owners claiming that extortionate rates are a constant drain on finances and prevent them from investing in their businesses. Pressure from retailers has led to promises from the government to undertake a wide-reaching review of the current rates system.

This issue has concerned London retailer Jitendra Patel for many years. So when the owner of M&S City Store in Islington was approached by a company about reducing his business rates in 2013, he decided to take them up on the offer.

Mr Patel says he signed up with CVS, a firm specialising in business and rent rate reductions, after being approached by a representative from the company.

He says: “We asked him lots of questions and we were told by the rep that the company would take 50% commission on any savings they made to us up to 2015, when



Jitendra Patel signed up with CVS business rents and rates specialists to help him reduce the amount he was paying to Islington Council

the rating period ended.

“He then said that after that period, any savings we made on our rates would be completely ours.”

The offer sounded appealing to Mr Patel, who decided to sign a contract with the firm. But after two years of savings with CVS, he was surprised to receive a bill for £729 from the company in March this year.

He said: “From what I had been told by the rep, we shouldn't have had this bill from CVS because we were past the rating period.

“I rang CVS to ask why we were still being charged. I was then told that the government had since extended the rating period to 2017.

“The rep had not explained to me that this could happen. I asked the company whether it could find the person I had spoken to when I signed the contract but I was told that they couldn't find any information on him on their system.”

Mr Patel claimed he had been misled by the rep on a number of areas, in particular how the rating period could be extended beyond his control. He said: “My contract

says the period goes up to 2015, so I asked CVS what is to stop this from going back to 2020 and beyond? I'm very unhappy about the situation.”

RN approached CVS for a response to Mr Patel's concerns. A spokesman for the firm maintained it had been fully transparent with the retailer and, therefore, would not be changing his contract. They added that the extension to the rating period was a government decision and was out of their control.

The spokesman said: “Our team of accredited professional surveyors work hard to save clients money where they are over-paying business rates.

“We are entirely transparent about our terms of engagement and our model is success based, meaning our interests and those of our clients are always directly aligned.

“In this particular case, CVS was successful in securing a business rates reduction. This reduction applies until the end of the rating list and it was a government decision, not one taken by CVS, to extend this to March 2017. Where we have secured savings for clients, they will continue to benefit from this until the end of the list.”



We are entirely transparent about our terms of engagement and our model is success based

CVS business rents and rates specialists

Make sure you know what you're signing

In response to Mr Patel's issue, the NFRN has reminded retailers to be extra vigilant when signing contracts they are not 100% certain about, and has offered the following advice to prevent store owners from being caught out.

- Say no to any company who cold calls and offers a ratings appeal
- Get advice from the local valuation office before agreeing to anything (www.voa.gov.uk)
- Report any incidents to your local police, trading standards and the NFRN
- Remember that if you do decide to appeal your rates they could go up as well as down
- Do not sign a contract until you have read and understood how each clause could affect your business. Contracts are legally binding.

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Lack of effective support made me leave PayPoint's Simple Payment

I have stopped paying out under Simple Payment partly due to low commission, but mainly due to a lot of abusive customers when the payment has either failed as it was not due, or because the customer has not had proper valid ID.

On one occasion, a customer was shouting and screaming as we would not pay out as he did not have proper ID. I phoned PayPoint and the lady I was speaking to could hear the customer shouting. In other cases, other companies allow their staff to speak to the customer directly to cool the situation, but she said they were not allowed to speak directly to claimants, though she said she was sorry for what she was hearing and that we should not have to put up with such abuse.

The same customer did the same again a few weeks later, so I phoned the police and the policewoman spoke directly to the claimant to calm him down, but in the end, he banged my phone and walked out.

The police came in 10-15 minutes later but he had already gone.

I immediately phoned PayPoint and told them that I am withdrawing from Simple Payment with immediate effect and gave them the police reference.

Mukesh Patel
Jai Shree Krishna,
London

PayPoint head of corporate affairs Peter Brooker responds: "One of my colleagues has spoken with Mr Patel and expressed our apologies for the unpleasant and distressing experience with this customer.

"I can see from our records that this was the second time an abusive customer has been reported to us, so we completely understand the reasons for wishing to cease offering the Simple Payment service and have agreed with the request.

YOUR ISSUE

‘I’LL TAKE PAYPOINT TO COURT OVER FINE

With its latest batch of commission cuts, PayPoint is facing a growing wave of protest from independent retailers angry over its slash to their terms. In Chalgrove, Oxford, the city has come under further pressure from Premier News owner Bharat Patel, who is contesting a "ridiculous" fine he has received from PayPoint concerning the Collect+ service he runs at his business.

Mr Patel tells RN he has received a letter from the payment service provider this month, which claims the company will charge him £460 plus VAT for breaching terms on his Collect+ contract.

The crux of the issue, Mr Patel explains, goes back to a long-running dispute over opening times at his shop.

He says: "We have been offering Collect+ pretty much ever since it was first launched. We're in a small shop but we've grown business over the past few years and now we process around 50 to 60 parcels a day. We're open at 5.30am to serve nearby factory workers who come in early, and we close the store at lunchtime between 1pm and 2.15pm.

"I have done this ever since we started taking over in 2002 and I notified PayPoint about this when I applied to join them. We also told the Collect+ rep about this."

Despite countless reminders to PayPoint about the lunchtime closure, Mr Patel says he has faced a constant battle with the firm and Yodel van drivers delivering Collect+ parcels to his business.

"Even though we had told PayPoint about this, we still had Yodel drivers coming to the store during lunchtime.

"When this happened, they would leave the nearby factory workers who come in early, and we close the store at lunchtime between 1pm and 2.15pm.

"I signed the contract but then we started having problems with the drivers again. Then, a couple of months ago, the Collect+ service was suspended because we were having so many issues.

"And then this month I received a letter from PayPoint threatening me with a fine for breaching my contract."

In his letter to Mr Patel, PayPoint states: "You will be aware that we had agreed to a variation of clause 3.6.4 to accommodate your operating hours of between 05.30-18.00 hrs.

"However, it has recently come to our attention that you have a shop for lunch between 1pm and 2.15pm which is in breach of clause 3.6.4 and is not Yodel."

It ends by telling Mr Patel he must now pay PayPoint a fine of £460 plus VAT.

However, Mr Patel has since written a letter back to the company testing the claims, and has sought legal advice from the NFRN.

He says: "This fine is absolutely ridiculous and I refuse to pay. I'm seeking legal support and willing to take PayPoint to court over this."

"I have told PayPoint many times about my situation and they have not been an issue until now."



PayPoint collect+

Bharat Patel's Collect+ troubles as reported in last week's Retail Newsagent

‘YOUR ISSUE’ IS ‘FIXED ISSUE’

I am pleased to tell you that the issue reported in last week's 'Your Issue' has been resolved and that Bharat Patel is very pleased with the outcome.

Without going into detail, while Collect+'s delivery partner (Yodel) can't arrange its delivery schedules around specific opening hours, it will endeavour to deliver at a time when Mr Patel's store is open on a trial basis, provided he keeps to an agreed set of opening hours to facilitate the trial.

Collect+ doesn't generally accept or retain stores in its network that have restricted opening hours as the basis of its business is that it offers a parcel service for customers which is accessible seven

days a week, early till late, so it will be closely monitoring the trial to ensure that it works for all parties.

Finally, on the point of the fine raised by Mr Patel, we'd like to be clear that we don't 'fine' stores who breach terms relating to the Collect+ service.

There are contractual obligations relating to our contract that have to be met and this sum related to one of these.

We have discussed all of these points with Mr Patel and we are both happy with the outcome reached.

Peter Brooker
Head of corporate affairs,
PayPoint

"We have also apologised for not responding earlier after the incident was reported on 5 May.

"My colleague was correct to say that we are not allowed to speak to claimants; the client - Department for Work and Pensions - is firm about this.

"On the point about

low commission on Simple Payment, every £100 paid out under Simple Payment reduces banking costs on other payments made to PayPoint by 50p-80p, which can be added to the Simple Payment commission as the value of these transactions."

‘Maintain your gantry's range’

In response to your recent article which reported on retailers removing slower selling stock from their gantries and relying more heavily on bestsellers post-

retail display ban (RN, 15 May), JTI is keen to point out that retailers should not see the retail display ban as an opportunity to de-stock tobacco lines.

When the larger stores had their gantries covered back in 2012, they continued to take new lines and maintained a broad range in order to maintain their existing customer base.

It is more important than ever for smaller retailers to maintain a strong range and portfolio that existing adult smokers are used to.

We know that 26.2% of existing adult cigarette smokers will leave the store without cigarettes if their preferred brand is unavailable, so delisting could result in losing customers for good.

If existing adult smokers go elsewhere, retailers will lose out on the invaluable basket spend which adult smokers provide and this could have a significant effect on overall store profitability.

We remind retailers that it has never been more essential to follow the key principles of category management to help maintain sales.

To help, JTI has developed ARTIST, which stands for Availability, Range, Training, Innovation, Sales and Technology - a simple six step guide to maximising tobacco profits.

Andy Stevens
Head of sales,
JTI UK

Other companies allow their staff to speak to the customer directly to cool the situation

Mukesh Patel
On his PayPoint experience which made him leave the Simple Payment service



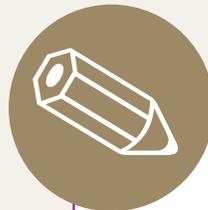
INDEPENDENT Achievers Academy

20
MINS

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“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



BINTESH AMIN

COLUMNIST

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Can I ask you a question?

If you want to get your stock, services and opening hours right, who better to ask for feedback than the customers who live on your doorstep?

This month, I'm finding out what local people want from my store to see how I can increase sales. I want to know why people who live right on my doorstep shop here – or why they don't – so I've sent questionnaires out to around 350 houses and plan to do more.

I get a lot of older people shopping here. They might spend £1 or £3, and this is about working out how I can get them to add to their basket spend, as well as breaking down barriers for people who don't shop here.

I've had 60 back so far and while most have said the store is fine, some have asked us to stock larger packs of things such as nappies and crisps.

Quite a few people have also talked about opening times. They have said they would like to be able to use my post office on Saturdays and Sundays and would like the shop to be open for longer.

Because of this feedback I am thinking about becoming a Post Office Local instead. It would benefit my bottom line as well as my customers because I wouldn't have to have dedicated staff who only work in the post office.

At the moment I close at 8pm Monday to Saturday and 7pm on Sunday but I've noticed we're getting more customers shopping right at the end of the day. So I tried opening until 10pm one Saturday to see how many customers came in and, without any kind of marketing, we

got 12 people. They only spent £35 between them, but if I extended my hours and told everyone about it that would be a lot more. I'd like to get a few more questionnaires back to see what other people say, but I'm likely to extend my hours to 10pm.

Aside from the questionnaire, I've focused on introducing two products this month. I thought the e-cigarettes market was flat but I got talking to Steve Bassett about e-liquids and he said his sales figures have gone mental. I've got Vaporiz in stock already – in lots of flavours like chilli and menthol – and have been running a three-for-£10 multibuy offer. Now I've got this year's What to Stock I'll have a look at the distribution figures and see which brands are the most popular. I'm looking to stock three or four key



I am thinking about becoming a Post Office Local

* No sport? No problem

+ Because there are no big sports events this summer we're focusing on what we can do in our local area and are preparing to support events like summer fetes in the eight villages around here. We'll also focus on barbecues, putting on offers in the store and creating theatre around them. We'll make sure items such as burgers, beer and wine are always available and run cross-category promotions, and also put prompts by other relevant products and ask if customers are stocked up on them. I'd also like to do what they do at petrol stations and display barbecue stock outside the shop, and maybe newspapers too. There's so much space outside the store that we don't use – we could be using it to make extra profits.

brands.

I've changed my sandwich range recently too and my sales have gone crazy. I used to just have Ginsters, which I offered on a multibuy deal with crisps and a soft drink, but now I'm also selling sandwiches that we make fresh in the store every day too.

I was selling around 25 a week and buying one case a week, but that's now up to 10 or 15 a day. The best-selling flavours are pork stuffing, meatballs and Italian chicken, I'm getting through three cases every two days and customers are coming from all over the area to buy them.

I didn't use to keep the range topped up all day because I thought customers wouldn't want to buy them, but I've been filling stock up on Saturdays and Sundays and keeping sandwiches available all day and they've gone really well.

I got a few tips from other store owners about how to make fresh sandwiches work, but my next step is to go to visit a couple of other stores to see this in practice so I can pick up some more ideas.

Bintesh Amin runs a Londis store in Kent

INDUSTRY PROFILE

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Liberis

For retailers looking for access to finance, Liberis offers a unique model where repayments are made via a retailer's card machine. Chief executive Paul Mildenstein explains why it might be the right option for many RN readers



RETAIL NEWSAGENT Tell us about Liberis.

PAUL MILDENSTEIN Liberis is an alternative finance company which provides unsecured funding to small businesses. It's not a loan, however: a customer is looking to borrow a sum of money so we forward this on to them and then attach a fee to it. That money is repaid using their credit and debit card income, not their cash. If a customer takes £300 through their machine in a day, and we've agreed a 10% split, we take £30 and £270 goes to the retailer. What we are doing is very, very unique in the marketplace.

RN What is the advantage of this model?

PM Retailers only pay us as their customers pay them. If you take a hit because Easter is wet or a supermarket's promotion is pulling customers away, then we're not asking for the same amount of money as when business is brisker – it mimics their store's performance.

RN What level of funding is available?

PM We don't usually lend less than £2,500 because people can often get anything less through friends, family or on their credit card. We've done as much as £800,000 to a group of pubs which was planning to buy two new sites and wanted to use its card machines to fund the purchases.

RN What do retailers usually use your funding for?

PM We support any business that

requires cashflow funding. About a third of retailers want money for stock – to take advantage of a great promotion, for example. Another third want finance to remerchandise or refurbish their business in some way. The last third will be suffering short-term cashflow constraints, as can be the case for any business.

RN How do retailers apply for your financing?

PM It's an incredibly simple process. If retailers want to borrow between £2,500 and £20,000 then it works in the same way: we look at their historical credit and debit card revenue and take references from a supplier and the landlord.

RN What is the current market like for loans and financing?

PM The challenge for banks is that, just a few years ago, money was

“

What we are doing is very, very unique in the marketplace

more plentiful and underwriting was easier. Banking regulations and the amount of security they are required to hold to lend to SMEs mean that it is less attractive for them to do it. Retailers aren't obliged to go with their bank for finance and are shopping around more for the best financial product.

RN How competitive is Liberis's funding?

PM Unsecured funding tends to be more expensive, but not involving accountants or visiting your bank countless times for interviews means there are savings there. Our model also means there are no penalty fees for late payments because payments only come when your card machine is used.

RN How much support do you provide to businesses that you work with?

PM We need businesses to stay open so we get our money back, so it's not in our interest to give them unaffordable terms. One example of this was a newsagent whose local Underground ticket office shut for a month meaning everyone suddenly came to his shop for Oyster Card top-ups. The margins are only 2% and we were taking 10%, so we were getting a lot of our money back, but he wasn't making the profits for himself. We turned our payback level right down to help him.

** Company CV **

Company Liberis

Chief executive Paul Mildenstein

Profile Set up by former Londis, One Stop and Whitbread employee Paul Mildenstein in 2007, Liberis is a revenue-based funding provider which works with around 200 independent retailers as well as many other types of SMEs and start ups.

Key statistics The company says that 90% of applications for funding are accepted and that 75% of those who use the company return for additional funding.



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ACADEMY IN ACTION



JTI's Melanie Mills talks to Hertford retailer Hitesh Patel about the updated No ID, No Sale pack

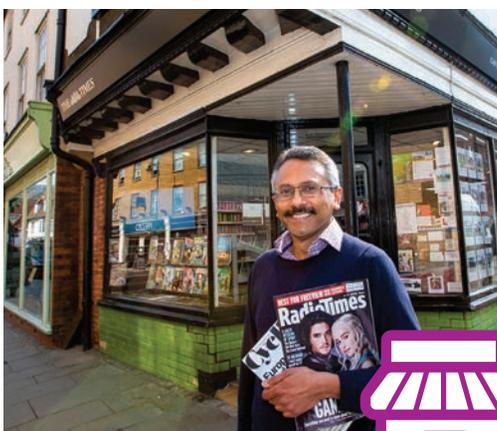
Share ideas and progress

@IAAcademy #IAA15



Responsible retailing

From underage sales to store layout, responsible retailing feeds into every part of a retailer's business. The IAA's Nadia Alexandrou visited Hitesh Patel's Hertford-based store with JTI's Melanie Mills to discuss how stores can get this right



Name	Hitesh Patel
Store	Gay's Newsagent
Location	Hertford, Hertfordshire
Size	550sq ft

The Independent Achievers Academy is a business development programme to help retailers like you improve your store. This is the 4th in a series of 12 features that help show how retailers are using the Academy's advice to grow their sales.



Located near two schools on a busy high street, Hitesh Patel caters to a stream of teachers and young children, as well as passing trade. Gay's Newsagents is a small but neatly laid out CTN, and while it doesn't sell alcohol, the shop offers a wide range of specialist tobacco. Having spent so long in the trade, Hitesh is very passionate about his business and its position in the community. "My store is essentially a watering hole for kids, so I've learnt how to be 101% responsible," he says. That said, he is eager to get a fresh perspective and hopes feedback from experts in the industry will help him to maintain his reputation and build on his already strong customer loyalty.

My challenge

Having been in the industry for 31 years, Hitesh believes he has done all he can to be a responsible retailer but worries about continuing to innovate and improve to maintain standards over time.



IAA ADVICE

1

Keep up to date with all relevant legal requirements for the products and services you sell

As a busy shop that has customers who are under 18, Melanie can see that Hitesh takes care to follow tobacco regulation closely, keeping his refusals register up to date, for example. She spots just one potential difficulty.

"I noticed that the A3 statutory notice is slightly hidden around the corner behind the counter, and it's important to have this in plain view of customers to send a clear message," she says.

As a CTN Hitesh doesn't sell fresh food so has less health and safety requirements and legal regulations to adhere to, although he regularly consults RN and trading standards to stay up to date.

Melanie reminds Hitesh that major tobacco manufacturers have resources for retailers. JTI's Advance website, for example, provides updates on tobacco legislation.

"The 'No ID, No Sale' pack has also just been updated, which is a useful tool for retailers and their staff," she says.

2

Make sure you are recognised as a responsible retailer in your community

Hitesh feels that maintaining relationships with authorities in the community is key to keeping his store safe and reputable, and is in frequent contact with trading standards and PCSOs.

In addition, teachers from the local boys' school stop by every day, and sometimes staff from the comprehensive, to check if any children are causing problems.

"It's great that Hitesh has such open and honest communication with teachers from local schools" says Melanie.

"To take it to the next level, he could offer to speak at community groups or local schools to strengthen his relationships and show he's taking the lead in the community when it comes to dealing with underage sales."

3

Make your business a safe place to work and shop in

Unlike some nearby shops, Hitesh tells Melanie that he doesn't limit the number of children allowed in his store at one time – treating all customers the same is important to him. Hitesh has kept a simple shop layout and uses signs to remove any temptation to steal. To make his staff and customers feel safe, the shop also has several CCTV cameras secured under a brightly-lit ceiling.

Hitesh has high standards around health and safety, risk management and fire safety, but it is important to pass his values on to his staff to ensure consistent standards are kept when he is not in the shop.

Melanie recommends he keeps his staff regularly updated on legislation through refresher courses and consider creating a list of things to check around the shop to ensure a consistently secure environment.



WHAT WE LEARNT



Melanie says

"It's clear to me that Hitesh has solid procedures and policies in place, so I encourage him to do what he's doing, but more of it. There's only a few minor things I can comment on, such as the A3 sign and keeping staff regularly updated on legislation through refresher courses. Hitesh's community relationships are already very strong."

Melanie Mills

Communications manager, JTI

Hitesh says



"It's been really interesting getting feedback from someone outside the business – it can be easy to overlook simple procedures and I am reassured now that I haven't missed much. This visit has also shown me that I am, in fact, doing a pretty good job, and feel confident in my management abilities."

Hitesh Patel

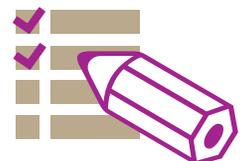
Gay's Newsagent, Hertford, Hertfordshire

Hitesh's action plan



-  Make full use of trade manufacturers' websites to keep on top of legal requirements
-  Work with local schools and the community to raise your profile as a responsible retailer
-  Regularly talk to staff members about the importance of being a safe place to work and shop in

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

RED WINE

BEST-SELLING RED WINE PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Blossom Hill California Red 75cl	£5.18	£5.99	£5.99	£6.49	-	£4.99 (Two for £9)	£5.65
Hardy's Bin 161 Shiraz 75cl	£5.04	£5.00 (Pricemark)	£5.00	-	£5.00	£5.00	-
Isla Negra Merlot 75cl	£5.00	£5.00 (Pricemark)	£5.00	£4.99 (Offer)	£5.00	£4.99	£9.99
Jacob's Creek Merlot 75cl	£7.88	£8.49	£6.49 (Offer)	£6.99	£6.49	£7.99	£7.99
Distant Vines Merlot 75cl	£4.02	£4.00 (Pricemark)	£4.00	-	£4.00	£5.00	-
Echo Falls Merlot 75cl	£6.05	£6.36	£6.39	£6.99	£6.29	£5.99	£6.49
Jacob's Creek Cabernet Sauvignon 75cl	£7.90	£8.49	£6.49 (Offer)	£8.39	£6.49	£7.49	£7.99
Jacob's Creek Shiraz Cabernet 75cl	£8.01	£8.49	£6.49 (Offer)	£8.39	£6.49	£7.49	£7.99
Echo Falls Cabernet Sauvignon 75cl	£5.93	£6.35	£6.39	£6.99	£6.29	£5.99	£6.49
Casillero del Diablo Cabernet Sauvignon 75cl	£7.07	£7.49	£7.59	£8.49	-	£7.00	-
Echo Falls Red 75cl	£4.90	£5.99	£5.59	£6.49	-	£5.49	£5.79
Hardys VR Merlot 75cl	£5.78	£6.99	£6.99	-	-	£5.49 (Two for £9)	-

Pricing strategies

RETAILER

1



NAME SURESH PATEL

STORE Premier Upholland Ltd

LOCATION Skelmersdale, Lancashire

SIZE 1,000sq ft

TYPE village

I generally stick to Booker's RRP's, however, with certain wines such as Blossom Hill we go a little lower because our competitors are selling it slightly cheaper and we try to match their offer as best we can. Australian wines seem to be doing quite well. I normally merchandise by country, then price, and this is mainly due to the way my customers shop. They seem to know exactly what they want. They'll look for an Australian red, for example, and will then choose the cheapest offer in my selection.

RETAILER

2



NAME HARJINDER DHASEE

STORE Nisa Village Stores

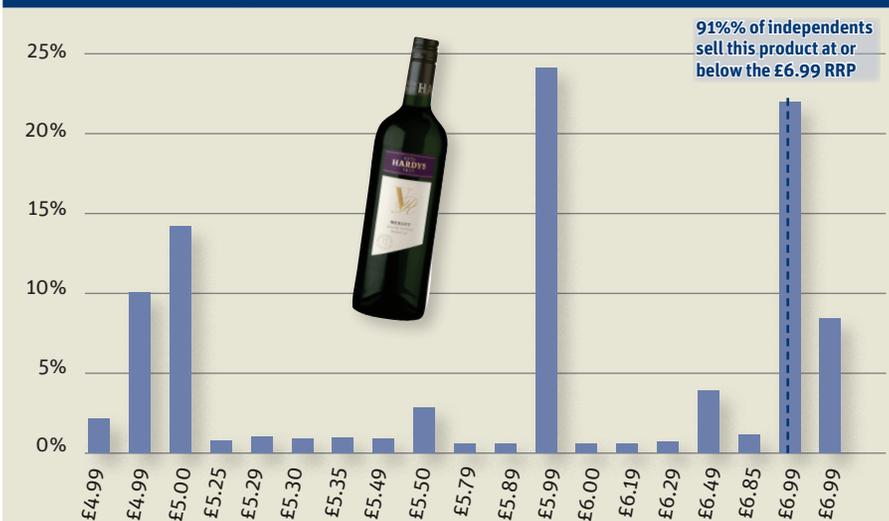
LOCATION Mickleton, Size Gloucestershire

SIZE 1,800sq ft

TYPE high street

I normally go 10-20p above RRP's, and Nisa often runs a lot of promotions in this category. Right now I have about 30 wines on promotion, which always sell well. Towards the end of the week, however, sales of more premium wines such as Rioja start to take off, and the weekend is a peak time for premium wines, too. Even though value is my biggest segment, I do sell a few lines above £15 - I sell two or three bottles a week. I merchandise by grape variety as that seems to be what customers search by.

HARDYS VR MERLOT 75cl Price distribution %



Average selling prices and best-selling products rankings are sourced by EDPM 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 DENNIS WILLIAMS****STORE** Premier Broadway**LOCATION** Edinburgh**SIZE** 1,700sq ft**STORE** neighbourhood

We get all of our wines from Booker, and stick roughly to three price points - £4, £5 and £6. There's quite a narrow market for wines in this area - our customers are all about value - and therefore only go for these price brackets. We keep a sharp eye for any promotions and deals Booker has on wine too. I find that our customers are looking for value in every category now, and although we do offer some wines at a slightly higher price I wouldn't classify them as a premium alternative.

**RETAILER****4****NAME VIP MEASURIA****STORE** The Prior Way**LOCATION** Borrowwash, Derby**SIZE** 2,200sq ft**TYPE** village

I run a lot of promotions, which I get mostly from Booker, but I also look for extra bargains from Meadow Hall in Sheffield. For me, having a successful wine range means stocking up on popular wines when they're on a good deal and running them on constant promotions. Our Echo Falls wine, for example, which Premier has just taken off promotion from £4.99, is now on offer here at two for £9, and the majority of our customers are opting for this over a single bottle at £5.49. We bulk-bought it when it was on offer, so thankfully we are not losing out on any margins.

**RETAILER****5****NAME LIZ ENTWHISTLE****STORE** St Michael's Sub Post Office**LOCATION** Tenterden, Kent**SIZE** 750sq ft**TYPE** neighbourhood

Red wine on offer tends to sell far better than wine at normal prices, which is why our Côtes du Rhone is going so well. I get all my wine from Palmer & Harvey, which has good deals in the category. I organise my wines firstly by colour, then I group the brands together, so all the Jacob's Creek bottles go together, and all the Echo Falls, and so on. Sales of whites and rosés tends to outstrip reds during summer, especially if people are shopping for barbecues and picnics. I merchandise all whites and rosés in the chiller, along with beer and cider.



THE ENTREPRENEURS

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



NARAYANA MURTHY

Route to the top

Co-founder of Infosys, the second largest India-based IT company, Narayana Murthy has become one of the most recognisable figures in the country's fast-growing outsourcing sector. This was highlighted when he stepped down as chief executive in 2011, but was asked to return two years later when it became obvious that the company had lost its way without his leadership. Described as an occasionally taciturn leader with an eye for detail, Murthy helped Infosys during his second stint in charge to rediscover some of the traits

that helped India's information technology sector flourish. Murthy handed over to his successor a year later.

Key achievements

- With just \$250 start-up capital, the company became a symbol of hope.
- Murthy and his co-founders came to represent something very unusual in India - entrepreneurs with ordinary backgrounds who created world-leading new industries through a mixture of education, innovation and determination.
- Turning around his company's downturn in just a year.

Lessons for your store

- 1** Make employees feel valued and respected - Murthy believed that intelligent people often had bigger egos and were less patient with others, but knew that was bad for a functional business.
- 2** Run a clean business - former RBS India boss praised Murthy for his honest and transparent business practices.
- 3** Be an inspiration to others - Murthy's example gave other middle-class entrepreneurs confidence to set up small businesses.



RETAILER PROFILE



Beans means profits

Since installing their Jack's Beans coffee machine, Ian Lewis and his family have seen a dramatic lift in trade, particularly from passing trade looking for hot drinks and snacks. **Steven Lambert** finds out what else the team has been doing to grow profits

An ideal balance of the traditional and the new is probably the best way to describe Spar Crescent Stores in Oxfordshire, according to Ian Lewis.

The retailer puts this down to the dynamic between the family team behind the business, which includes himself, his sister Karen, and their dad and store owner David.

"We all contribute something different to the business. My sister is a director and manager at the store, and I'm from an IT background so I'm always looking at ways we can modernise the business, whereas my dad likes to focus more on what has worked well in the past. We sometimes disagree on things but I think that's a good thing for the shop."

Their working relationship is reflected in the type of business they run, an independent store under the Spar brand, where long-running services such as home news delivery and dry cleaning run alongside more modern shopper incentives such as Collect+ parcel collection and a self-serve coffee machine.

In fact, the store's Jack Bean's coffee machine has become one of the main draws for shoppers since its installation in 2013, and has led to a steady stream of repeat visits from passing and local trade.

Ian says: "We were one of six stores

to trial Jack's Beans through Smiths two years ago. Back then, we had an unbranded machine and were doing 30 cups a week. But since then, after Smiths provided us with branding, this has gone up to 110 cups a week.

"We charge £2 per cup, which is pretty reasonable, and we had a promotion at £1.50 a little while back that helped us pick up a few extra sales, which we have maintained when the price went back up."

The coffee machine is now seen as a central hub in the store and has become so popular that the majority of shoppers are buying extra goods alongside their cappuccinos and lattes.

Ian says: "Our food to go sales are up 20% as a result of people buying something along with a coffee."

"We work with Cuisine de France and we have moved their products close to the coffee machine to encourage people to pick some up. We have things like pies, pastries and sausage rolls, which are really popular with builders on their way to work in the morning."

Ian has also been able to link the coffee machine in with the selection of goods he gets from local suppliers.

"We get lardy slices from the local Bread Bin bakery, which is easily our best-selling product, and customers are now buying these with a cup of coffee."

INNOVATION

The Cheemas newly-refurbished Malcolm's Nisa Local is the result of years of research and supplier collaborations. **Tom Gockelen-Kozlowski** takes a tour around the store

“The best of Aldi & Lidl with bits of Waitrose too”

Pinda Cheema jokes that he now understands what his brother Paul has been doing travelling round the country, and the world, visiting convenience stores over the past four years.

The new Malcolm's store, in Tile Hill, Coventry, introduced to its customers and the industry last week, contains a myriad of details, ideas and products that bare the hallmark of this painstaking research.

The store, now part of the Nisa estate, has seen a lot of families move into the surrounding area in recent times and has the added challenge of an Aldi store arriving nearby soon. It's this shift which has ultimately inspired the new direction it is taking.

“What we want is for customers to come in and feel like it's an Aldi and Lidl, with loads of great deals, but as you walk round you see the nice cheeses and bits you'd get in Waitrose or Marks & Spencer,” says Pinda.

“We want customers to think ‘I've got my bargains - now it's time to pick up the nice things too’,” he adds.

New products, new displays and a lot of new technology and equipment all work towards creating this impression.

Yet, this has not been a solo effort for the Cheema family, who own and run three other stores nearby.

From the assistance of Nisa with branding, management of chilled and the additional benefits of stocking its Heritage range, to help from brands such as Carlsberg in creating great displays, signs of collaboration exist throughout the store.

“You can't do everything but if you're prepared to help someone else you can get help yourself,” Pinda says.

With so much to see, RN presents 21 of our favourite ideas from around the new store. Some may be new to you, you may even have inspired one or two, but there's lots for everyone to learn from this great new store.

21 ideas for your business from the new Malcolm's Nisa

1 Reflect your changing customer base

Products like pancetta would never have sold previously but families moving in have been influenced by cookery shows.



4 Relevant ambient products in the chiller

Tortilla wraps, jalapenos and burrito kits don't need to be chilled but merchandising a whole meal's worth of products encourages extra sales.



2 Tailored signage

“Welcome to Malcolm's your neighbourhood store” is one of many tailored messages around the store that makes it feel unique. Suppliers have got involved too, with Carlsberg providing a “probably the best convenience store in the world” image for the new window screen.



5 Belgian shelving

Delivered in one lorry and constructed mostly by the family themselves, the easy-to-assemble shelving gives uniformity across the store. An added benefit is that only one back is needed for two sides of shelving, freeing up a lot more floor space.

3 Utilise wine cellar styling

To give the wine and beer aisle its own distinct atmosphere, wood-style flooring has been put down. Sophisticated lighting is set at different levels to make the wines, beers and spirits all look their best.

6 Make your store disabled friendly

This extra space, twinned with a new ramp outside the store, means wheelchair users can now shop independently.



21 Indulgent desserts

There's lots of inspiration from the discounters, but luxurious desserts such as the Gü range bring a feeling of Waitrose to the store. ●



20 Free cereal bowls

Want breakfast on the go? Malcolm's will give you a free plastic bowl and spoon to enjoy your cereal with.

19 Pret-style salads

The days where c-store snacks were always bad for your health are long gone, as highlighted by these salad boxes.



17 Old fashioned pet food

Roast beef knuckles and tripe bites are part of a range of nostalgic pet food snacks.

18 Promotional bays

Another benefit of the Belgian shelving is the promotion bays at the end of each aisle. The Cheemas say suppliers love their products being positioned here. The flexibility they offer means they can be used for seasonal displays too.

14 Celebrate craft beers

Byatt's brewery is just a few miles away from the store in Coventry. It gets pride of place in the new craft beer fixture.

13 In-store brand launches

Such was the excitement around the new Malcolm's store that Halo Veg Co. decided to launch its Alterna' meats range of meat-free foods at the event. It highlights to other suppliers and the Cheemas' customers how high the esteem is in which it is held.

12 Hi-tech projectors

Sunshine can render LCD screens in windows useless. The brothers' new projector is designed to work in all lighting. A beacon below the projector's display then records how many people look at the offers, providing data to the store and to the brands being promoted.



15 Local produce at bargain prices

Another local supplier, Lester Eggs, provides 12 eggs for just £1 – a sign that local doesn't have to mean premium priced.

11 Continental brands

Another lesson learned from the discounters, lesser-known continental biscuit brands offer a new experience at a keen price.



16 £1 Gluten-free cakes

A product at every retailer's favourite price that meets one of the big food trends of the decade, gluten-free.



Now it's time to pick up the nice things too



7 Brand alternatives

Heinz Worcester Sauce? Bali Coconut and Caribbean Rum? Like Aldi and Lidl, brands that offer lower prices mean more choice.



9 Magnetic signs

Want to move lagers to a new chiller? Clear space for more PoS? Magnetic signage can be removed in an instant.



10 Aldi aisle

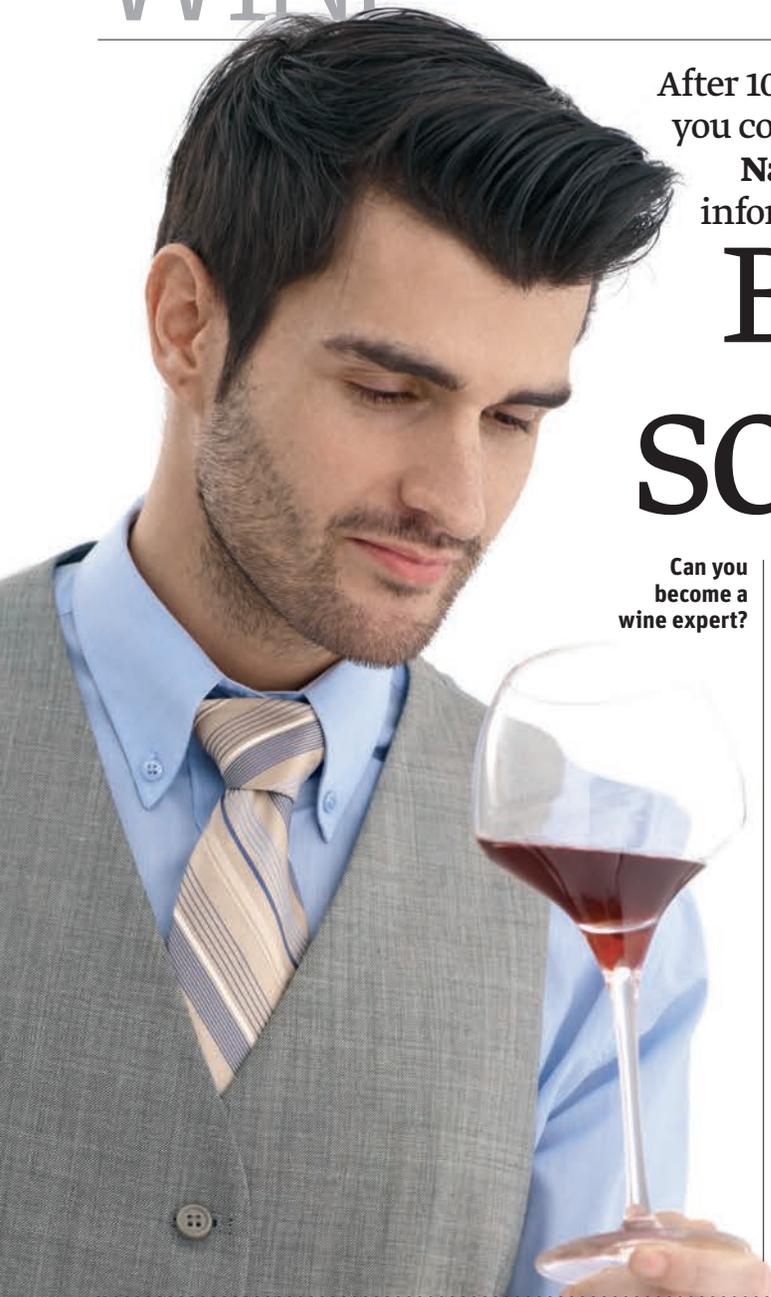
Just like Aldi and Lidl, an area given over to toys, homewear and other unexpected items gets locals browsing for longer.

8 Chalked deals

Where the team find their own bargains, chalked labels add to the personalised feel of the deals on offer.



WINE



After 10 years of studying the finest wines in the world you could become a master sommelier. Alternatively, **Nadia Alexandrou** gives you top advice and information to be an expert in just a few minutes

Be a c-store sommelier

Can you become a wine expert?

What is a sommelier? For the uninitiated, a sommelier is a wine expert who can have trained for anything up to 10 years to be recognised for their knowledge about the taste, provenance and quality of wines. Their job is to recommend the perfect wines for every meal in restaurants and hotels worldwide, making profits for the owners by convincing diners to

buy a more expensive bottle.

While RN doesn't necessarily recommend that retailers sacrifice a decade to gain such in-depth knowledge, we thought it time to bring a little of the sommelier to convenience - giving you easy-to-read bite-sized facts and advice about the market, creating great displays and even food matches for you to impress your customers with.

Grape Variety

One of the most influential factors affecting the flavour of wine, there are hundreds of grape varieties available. The c-store sommelier really needs to know these seven most popular grapes:

- White** Sauvignon Blanc, Chardonnay, Pinot Grigio
- Red** Merlot, Pinot Noir, Cabernet Sauvignon, Syrah



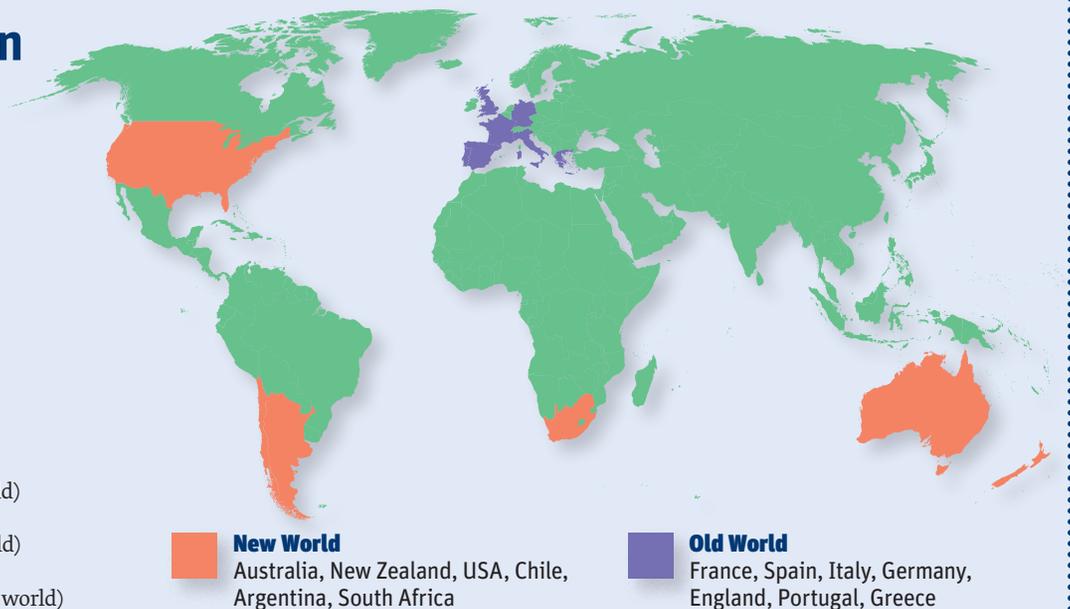
Merchandising tip

Place red, white, rosé and sparkling wines in separate bays where possible
(TWE)

Country of Origin

A c-store sommelier looks at their customer base before determining the ratio of new and old world wines that they should stock. RN's What to Stock's entire top 25 bestsellers may comprise only New World wines, with the top five listed below, but Old World wines, such as Reisling (Germany) and Bordeaux (France) offer higher margins, a more loyal customer base and the opportunity to gain a reputation as a premium store.

- 1 Echo Falls Rosé and White. Country of origin: USA (New World)
- 2 Blossom Hill: USA (New World)
- 3 Hardys VR: Australia (New World)
- 4 Isla Negra: Chile (New World)
- 5 Casillero Del Diablo: Chile (New world)





Food Pairing

Everyone knows wine sells well when put next to cheese, but a recent study commissioned by Jacob's Creek paired up the UK's favourite snacks with wines that best complimented each other, shown in the diagram above. Remembering the results can get you well on the way to achieving c-store sommelier status. "Sausage rolls pair perfectly with a Riesling due to the buttery pastry and rich pork balancing the lime and green apple flavours of the wine," says Rebekah Richardson, Jacob's Creek wine maker.

Ben Smith

Head of communications, Concha y Toro



There is a simple rule of thumb, which is to match the wine to the strongest flavour in the dish – so a strong sauce demands a more powerful wine, a delicate sauce and you need a lighter wine. Red meat goes with bigger reds, white meats favour white wines or light reds.



Old world wines tend to be more understated, while new world wines generally have more fruit and are more 'fun'

Ben Smith

Head of communication, Concho y Torro

Shopper facts

Quick facts on wine customers for the busy c-store sommelier

- White wine shoppers tend to drink the same, lighter bottles all year round, such as sauvignon blanc or pinot grigio.
- Red wine drinkers, in contrast, shift their purchasing habits more frequently experimenting with different grapes and wine varieties
- Wine shoppers spend more than double than average convenience shopper spends
- Wine shoppers' use of convenience stores for top-up shopping and to buy that night's meal is supporting the growth of wines priced at over £6.
- Shoppers are choosing sparkling wines more often as the rise of prosecco and cava have made this sub-sector more affordable.



Pricing

As one of the most important skills for any c-store sommelier, getting the right balance of value and premium brands is crucial. Treasury Wine Estate's business sector controller Shaun Heyes gives his advice.

Top-priced wines need space

According to Treasury Wine Estate's business sector controller Shaun Heyes, dedicating more space to higher priced wines is one of the biggest opportunities independent and symbol group retailers have to boost profits. "More consumers are choosing

to treat themselves to a more premium wine, and even though entry-level wines are growing 5% year on year, they only make up less than a third of all wine sales," he says.

Pricing tip

Merchandise your display from lower to higher price to encourage shoppers to trade up

Pricing tip

Follow good, better, best ranging principles by stocking top selling wines at under £6, £6-8, and £8-£12

Pricemarking has reached the wine sector

While premium is important, value still plays a key role for wine in convenience, as evidenced by the increasing popularity of pricemarked packs – something that has never before been a big focus for the wine category. "This is why we launched a range of pricemarked packs on some of our most popular brands for the first time last year. As a result, we have seen an increased rate of sales and frequency of purchase," says Mr Heyes.

Earn an extra £1,000

Treasury Wine Estates recommends that stocking Bin 65 Chardonnay and Bin 50 Shiraz pricemarked at £6.45, instead of the standard packs, can increase wine sales by up to £1,000 a year.



Congratulations: you're a c-store sommelier

Learn these facts and apply the advice here and you've made the grade as a convenience wine expert. Assess your first summer as a c-store sommelier by checking them against Nielsen's figures for 2014. Are you beating the average?

1 On average, white wine monthly volume sales were 5% higher during July and August than the rest of the year.

2 Volume share of rosé increased during the summer, up by 1.3% last summer to take a 16.6% share of all wine sales over the period. ●



To discover why retailers are falling in love with wine barrels visit betterretailing.com/winebarrels

❄️ **NEW** ❄️

FROZEN

INNOVATIONS FROM

DIAGEO



Available now

STOCK UP FOR SUMMER

NEW

Growing category now
worth £17 million¹



78% of pouches sales are
incremental to ready-to-drink sales²



Take your share of this **fast growing**
category with the **#1 SKUs¹**

- **Smirnoff Sorbets** - #1 Frozen Pouch Brand
- **Parrot Bay** - #1 Frozen Cocktail Brand
- **Gordon's and Pimm's** – NEW additions to attract
new shoppers

- Drive impulse purchase by displaying pouches
on clip strips
- Include pouches in your frozen section – selling
pouches frozen can increase sales by 291%³
- For your chance to receive a free Diageo freezer
worth £450, email chilledspace@diageo.com

Also available in PMP

drinkaware.co.uk for the facts

The GORDON'S, PIMM'S, SMIRNOFF and PARROT BAY words and associated logos are trade marks © Diageo 2015

1. Nielsen Total Trade, 23.03.15 2. Nielsen Homescan MAT TY Data to WE 06-12-14 TBA includes Beers, Ciders, Wines, Spirits and RTS
3. Symbol store retail trial, Summer 2013

BARBECUE TOOLKIT

We Britons are not often blessed with good weather, so when the sun does come out, the temptation to barbecue is impossible to resist. Retailers who can provide the products we need here have a great opportunity to profit, **Nadia Alexandrou** finds

All set for summer?



Everything they need should be in their local shop

Retailers like Samantha Coldbeck and Paul Mather work hard to offer a one-stop shop for their customers, and during the summer barbecues provide a great opportunity to underline the breadth of their range.

With customers spending as much as £35 on food and drink alone for a barbecue, the opportunity to up-sell on a sunny day is something every retailer can take advantage of.

Here we've put together an essential 'tool kit' for convenience stores, speaking to both suppliers and retailers to find out exactly which items you should be stocking.



When it's sunny I'll put out a Facebook or Twitter-based promotion

Andrew Wright
Wright Way, Norfolk

Customers having barbecues on a whim are not that price sensitive, so it's well worth having a few disposable barbecues handy and clearly on display.



Disposable barbecue

Those unwilling to invest in a barbecue with our unpredictable summers will be grateful if their local store offers a disposable option.



Paul Mather

Sherston Sub Post Office, Wiltshire

My customers tend to buy the easiest options here, and instant-lighting charcoal always sells well on an unexpected hot day.

BBQ accessories

People who own a barbecue, meanwhile, will probably need to top up on firelighters and lighting charcoal to get it going.



Snacks

Starting the barbecue can take a while, so crisps, nuts and cocktail sausages will be valuable extra products to stock.

Christine Hope

Hopes of Longtown, Herefordshire

Any customers coming through my store for barbecue stuff are already hungry. I'll have a good range of large sharing bags of crisps and snacks on display, and put a few more around the store to drive impulse purchases.



Sandeep Bains

Simply Fresh, Kent

Pre-mix cans sell incredibly well on these days, particularly Gordon's Gin and Tonic and Pimms - we always have a pricemarked two for £3 promotion on these. Frozen Smirnoff Cocktail pouches are popular, too.



Alcohol

Anything cold and alcoholic will be incredibly popular in the heat, with more customers hankering for chilled white wines, rosés, beers and ciders as well as mixers.



New formats are transforming the alcohol market



Andrew Wright
Wright Way,
Norfolk

BBQ meats

From chicken thighs to burgers and sausages, customers will be looking for easy-to-cook meats to throw on the barbie.

It's important to have a good range of meat on offer when the sun comes out, and on top of my regular order from Booker, I'll buy some meat from a premium wholesaler, such as Coles.



SUPPLIERS' TOOLKIT

Suppliers are gearing up for summer, too, and here's a few items they say should be on your list for this summer



Susan Darbyshire
Brand director, Spar
UK

Marinated meats

Marinated, ready-to-cook meats can add flavour and sophistication without any extra effort for customers.



We've updated our range of marinated meats ahead of the summer, adding 'on-trend' flavours such as Chinese, Piri and Smokey BBQ. All of our fillets, kebabs, drums and thighs are pre-prepared and ready to cook.



Paul Keys
Keys News &
Stores, South Yorkshire

When it's sunny I'll put out a Facebook or Twitter-based promotion on the local farmer's sausages I stock, which always gets people through my door.

Local produce

A good selection of fresh and local meats will tempt foodies and confirm your local credentials - it may even lead to trading up in other categories.

Pulled pork is an on-trend barbecue essential in 2015



Fruit and veg

Customers looking to make a decent hamburger will need lettuce, onions and tomatoes. Carrots, cucumber and houmous make healthier snacks too.

Sandeep Bains
Simply Fresh,
Kent

I'll always put fresh rolls and bread alongside salad and meat so customers can buy it all in one go. There's been a slow shift toward packaged salad, such as Florette.



Plastic cutlery

No one wants to do washing up after a barbecue and stocking plastic cutlery means customers can avoid a supermarket trip.



Christine Hope

Hopes of
Longtown, Herefordshire

Unlike a lot of other wholesalers, Booker has a catering section - which is very useful for this season - and I will always buy small paper cups from them, as adults don't want their children to drink too many fizzy drinks.



Nyree Chambers

Head of marketing,
Grace Foods

We've found that consumer interest in hotter flavours is continuing to grow with Extra Hot Pepper Sauce our third best-selling flavour. The Encona Sauces brand has recently undergone a label refresh to attract more shoppers to the fixture.



Condiments

Ketchup and mayonnaise are not the only sauces customers are looking to spread on their buns, and according to the industry, tastes are getting broader.



Gareth Maguire

Pringles
Spokesperson

We've worked to create excitement around the Pringles brand and tortilla category ahead of summer with Pringles Tortilla, launched in April. Flavours include Nacho Cheese, Sour Cream, Spicy Chilli and Original (RRP of £2.48). ●



Sandeep Bains

Simply Fresh,
Kent

I'm right opposite a park, and people having a picnic will always pop in for something sweet - ice cream in particular.

Dessert

An area where winning combinations can inspire extra sales: strawberries and cream, jelly and ice cream and even cheese and wine.



Paul Mather

Sherston Sub Post
Office, Wiltshire

I'll put my entire barbecue range outside on display, including extras such as skewers and oven gloves, which many of my customers grab at the end of their shop on impulse.



Cooking utensils

Whether it's something to flip the burgers with or a pair of tongs, customers will welcome the opportunity to get fully kitted out.



Crisps

As one of the most popular snacks to go with beers and wines, suppliers are quick to innovate their brands ahead of the summer.



For more tips on how to upsell in BBQs go to: betterretailing.com/sellmore4bbqs

PREVIEW



Shaking things up

Mr Kipling is extending its slices snack pack range with three milkshake-inspired flavours – Strawberry, Vanilla & Chocolate and Banana.

RRP £1.29 - £2.39

Outers not given

Contact 01727 815850



Cherry Burst Boost

Boost is adding Cherry Burst to its range of energy drinks as an exclusive to independent retailers.

RRP 49p

Outers 24

Contact 0113 240 3666



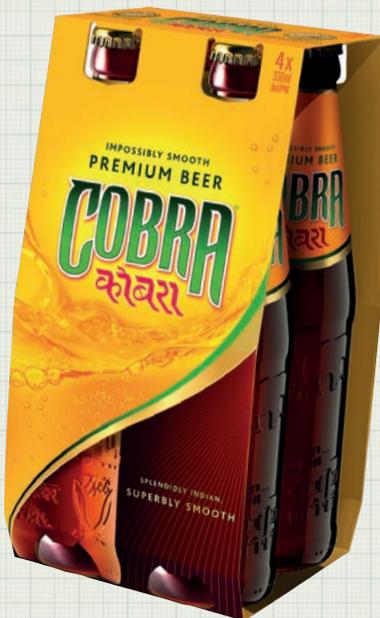
Art of kids' chocolate

Ferrero is offering the chance for kids to get their artwork featured on Kinder chocolate packs in its latest shopper competition.

RRP various

Outers various

Contact 01923 690 300



Cobra's Smooth promo

Cobra is giving away 78 prizes every week this month under its new 'Win Smooth' campaign.

RRP various

Outers various

Contact 0845 6000 888



Giant movie support

Green Giant is backing the upcoming Minions film with an on-pack promotion, backed with social media activity and a Heart FM radio campaign.

RRP various

Outers various

Contact 01895 201100



Haribo in a Frenzy

Haribo has unveiled Starmix and Tangfastics Frenzy Editions, a new range of tropical-flavoured sweets.

RRP not given

Outers not given

Contact 01977 600266



Cathedral adds three

Cathedral City has added a new range of 180g cheese blocks in three flavours – Smoked, Caramelised Onion and Sweet Chilli.

RRP £2.50

Outers not given

Contact 08457 811 118



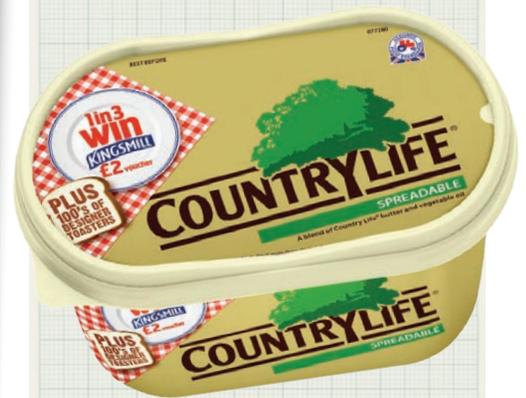
Cool for summer

AG Barr has launched Barr Tropicoola as a limited edition flavour available throughout the summer.

RRP 39p - 69p

Outers 12 - 24

Contact 01236 852400



Bread & butter deal

Country Life is giving a one in three chance of winning a £2 voucher for money off Kingsmill products

RRP various

Outers various

Contact 08457 811 118



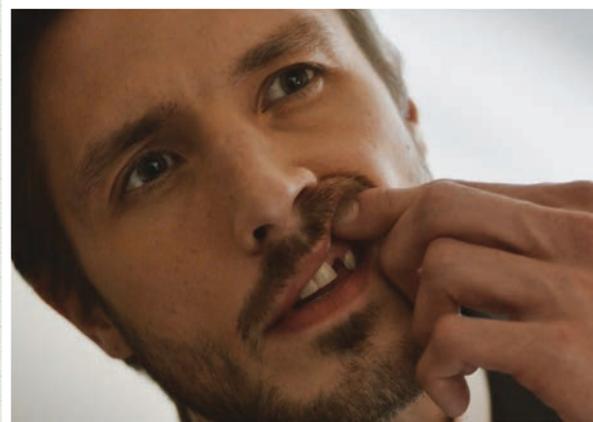
Heritage celebrated

Diageo is introducing updated designs on Guinness Original bottles and cans celebrating the brand's heritage.

RRP various

Outers various

Contact 0845 7515 101



Invest in better gums

Corsodyl has launched a £7m marketing campaign promoting its mouthwash as an effective way to prevent gum disease.

RRP various

Outers various

Contact 0845 762 6637



Zesty new look

Molson Coors is updating packs of its low-ABV Carling Zest to help the brand stand out more on retailers' shelves.

RRP £3.49 - £9

Outers not given

Contact 0845 6000 888



Get business tips from the UK's leading retailers and suppliers.

Rav Garcha, convenience store owner, Broadway

RN speaks to more than 2,000 retailers and 200 suppliers every year to bring you advice and inspiration that will make a difference to your store.

Order RN from your news wholesaler today, or order online at www.newtrade.co.uk



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THIS WEEK IN MAGAZINES

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☎ 020 7689 3358
🐦 @NicolaStewartRN



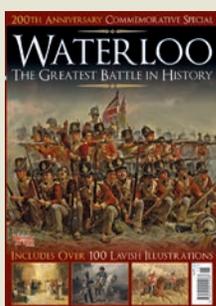
The Battle of Waterloo claimed 48,000 lives

War story

NAPOLEON'S WATERLOO DOWNFALL RECALLED

It was the greatest battle of them all. Now the team behind Britain at War brings the drama of Europe's great conflict to life

FOR MORE THAN 20 years, Europe had been torn apart by war. Dynasties had crumbled, new states had been created and a generation had lost its young men. When it seemed that peace may at last settle, the terrible news was received - Napoleon had escaped and was marching upon Paris. Europe braced itself once again for war. In this 100-page commemorative special from Key Publishing, the team behind Britain at War magazine explores the many myths and controversies surrounding one of the greatest battles the world has ever seen - the Battle of Waterloo.



**WATERLOO 200th
ANNIVERSARY
COMMEMORATIVE
SPECIAL**
On sale 28 May
Frequency one shot
Price £6.99
Distributor Seymour
Display with Britain at
War, History of War

Round up



NICOLA STEWART
Magazines
reporter

DO EXPECT THE UNEXPECTED

Since I started reporting on the magazine industry in August 2014, I have seen a succession of trends topping up newsstand sales.

Most are connected to major events, film releases, popular television shows or the latest toy brands to take over the playground.

These trends - take Frozen or World Cup football, for instance - are relatively easy to predict and publishers plan well ahead to launch titles or collections that tie into them.

However, every now and then, something springs up from nowhere and the industry has the chance to prove its agility.

Loom bands was a prime example in 2014, and now, colouring-in and art therapy for adults is putting publishers through their paces.

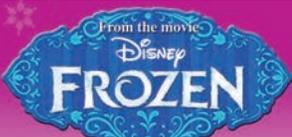
The first launch into this new sub-category came in late March, with Hachette's weekly Art Therapy partwork.

This was followed in quick succession by the monthly Relax with Art, from Bromleigh House, the bi-monthly Zen Colouring, from GMC, the Zentangle one-shot, also from GMC, and the monthly Creative Colour, from Puzzler.

Bromleigh House is also set to launch a bi-monthly, Relax with Art: Holiday Special, on 27 May, and independent publisher Iceberg Press has a special colouring covermount on its title The Simple Things on sale the same day (see page 42).

These launches have seen a new sub-category emerge in less than two months, with both publishers and independents reaping the benefits.

We can expect more launches and one shots in coming weeks and retailers should continue to promote these to ensure their share of sales.



From the movie
Disney FROZEN

ON SALE NOW!

Starter pack: £2.99
Sticker packet: 50p

BRAND NEW!

Enchanted moments

STICKER COLLECTION

Manufactured under licence by



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© Disney

THIS WEEK IN MAGAZINES



Bestsellers Women's weeklies

Title	On sale date	In stock
1 Take a Break	21.05	<input type="checkbox"/>
2 Hello!	25.05	<input type="checkbox"/>
3 Closer	26.05	<input type="checkbox"/>
4 OK! bumper pack	26.05	<input type="checkbox"/>
5 Chat	21.05	<input type="checkbox"/>
6 Woman's Weekly	27.05	<input type="checkbox"/>
7 Woman	26.05	<input type="checkbox"/>
8 That's Life!	21.05	<input type="checkbox"/>
9 Bella	26.05	<input type="checkbox"/>
10 People's Friend	27.05	<input type="checkbox"/>
11 Woman's Own	26.05	<input type="checkbox"/>
12 New!	26.05	<input type="checkbox"/>
13 Now	26.05	<input type="checkbox"/>
14 Grazia	26.05	<input type="checkbox"/>
15 Look	26.05	<input type="checkbox"/>
16 Heat	26.05	<input type="checkbox"/>
17 Best	26.05	<input type="checkbox"/>
18 OK!	26.05	<input type="checkbox"/>
19 Reveal	26.05	<input type="checkbox"/>
20 My Weekly	26.05	<input type="checkbox"/>

Data supplied by Menzies DISTRIBUTION

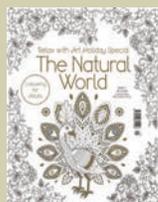


THE SIMPLE THINGS

Reacting to the colouring-in trend, the next issue of The Simple Things comes with two free colouring card designs. The issue is housed in a special oversized wallet to make it stand out on the newsstand. The card giveaway is being promoted on social media, with the publisher inviting its 21,000 followers to share their coloured-in cards online. Retailers are advised to display this issue as prominently as possible.



On sale 27 May
Frequency monthly
Price £4.99
Distributor Comag
Display with Country Living, Living etc

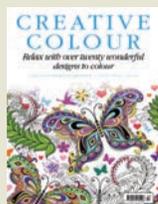


RELAX WITH ART: HOLIDAY SPECIAL

The adult colouring-in sub-category is exploding and following the success of its Relax with Art launch, Bromleigh House is introducing this spin-off, Relax with Art: Holiday Special. The bimonthly title will have a different theme for each issue, with the launch copy focusing on the natural world. Priced at £5.99, the title offers a healthy margin for retailers and should be displayed in a strong position.



On sale 27 May
Frequency bimonthly
Price £5.99
Distributor Marketforce
Display with Relax with Art, Zen Colouring, Creative Colour

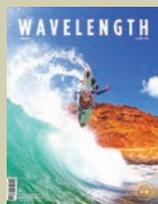


CREATIVE COLOUR

The first issue of Creative Colour has already been a hit on the newsstand and the second issue, out just three weeks later, looks to follow suit. Among the more affordable titles to come out of the colouring-in craze, Creative Colour features more than 20 designs to colour, including original artwork. Puzzler Media says interest in the title has gone global, with newsagents as far as New Zealand requesting copies.



On sale 27 May
Frequency monthly
Price £2.99
Distributor Marketforce
Display with Zen Colouring, Relax with Art, Art Therapy



WAVELENGTH

Summer is just over a week away and with it will come a peak for surfing and other watersports titles. Wavelength is Europe's longest-running surfing magazine, covering all aspects of surfing in the UK, across Europe and internationally. The latest issue is an 'explorers' edition' featuring a look at surf spots in Iran and India, as well as Iceland and the hidden paradise Cape Verde.



On sale 21 May
Frequency bimonthly
Price £4.99
Distributor Marketforce
Display with Curves, Surfing Life



STREETFIGHTERS 2.0

Two years on from the last published issue of Streetfighters, and by public demand, comes this special standalone issue. The one shot is made up of 116 pages of high gloss, high definition, high quality content. Features include a jet-powered bike that is so fast its rider has to be strapped on, a technological marvel, and a retro machine capable of speeds to rival modern bikes.



On sale 25 May
Frequency one shot
Price £6.99
Distributor Seymour
Display with Back Street Heroes, 100% Biker

IF THEY LIKE THESE

THEY'LL WANT TO BUY THIS

THE UK'S TOP-SELLING ARROWWORDS MAGAZINE

ISSUE 6 ON SALE 29 MAY



TATTOO FLASH BOOK

A spin-off from the popular Tattoo Ideas, Tattoo Flash Book will not feature photographs, but instead will be full of drawings and tattoo design ideas, with each issue dedicated to a single theme. The first will be devoted to tribal tattoos and will include designs based on ink from Maori, Polynesian and Pacific Island tattoos. Future issues will focus on themes including flowers and animals.



On sale 22 May
Frequency bimonthly
Price £4.50
Distributor Comag
Display with Tattoo Ideas, Skin Deep, Inked



CHOICE

Seymour is increasing supply of Choice Magazine into independent stores that sell Yours and The Lady, citing proven links between the titles. The distributor is encouraging retailers to accept copies if they are allocated to them. The next issue of Choice has an exclusive competition to win a Fred Olsen mini cruise, which is highlighted on the cover.



On sale 29 May
Frequency monthly
Price £2.95
Distributor Seymour
Display with Yours, The Lady



THE PEOPLE'S FRIEND MULTIPACK

The People's Friend is running a one-off multipack available exclusively through independent retailers. The pack will contain both The People's Friend and The People's Friend Special and will be great value for readers at £2.99 (a saving of £1.05). Stand-alone issues of both titles will still be available, and retailers are advised to display the multipack alongside them.



On sale 3 June
Frequency one-off
Price £2.99
Distributor Marketforce
Display with The People's Friend, My Weekly, Woman's Weekly



HAPPINEZ

Originally launched in the Netherlands, Happinez is a 'mindstyle' title aimed at contemporary women aged between 29 and 55. Content-wise, the title includes features on a variety of subjects based around wisdom, psychology and spirituality. The UK launch issue will have an in-depth feature on happiness, what it means and how to achieve it, along with insight into Buddha and why magnesium is considered the most 'zen' mineral.



On sale 21 May
Frequency quarterly
Price £6.95
Distributor Comag
Display with Psychologies, Red



THE COUNTRYMAN

The June issue of The Countryman celebrates the best of Britain, with illustrated features on North Wessex Downs including the Kennet & Avon Canal and Highclere Castle (the setting for Downton Abbey). The issue also explores 'ecopods' at Waveney on the Norfolk Broads, looks at Britain's best gardens to visit and uncovers the rural backdrop to Jane Austen's life and novels.



On sale 21 May
Frequency monthly
Price £3.70
Distributor Warners
Display with Country Life, BBC Countryfile, Evergreen

Retail viewpoint

Lynda Newland

Marketing director,
Puzzler Media



ADDING COLOUR TO NEWSSTANDS

Summer is on its way and we're looking forward to the holiday period and a chance to de-stress.

An estimated 15 million working days are lost each year in the UK through stress-related conditions and one of the things that many Brits are adopting to combat stress is colouring.

Our title Creative Colour launched this month in response to the demand we've had for an affordable adult colouring magazine.

Our high-quality magazine also includes original artwork – not seen in many titles – and is something we're incredibly proud of.

Colouring is a fun, creative and relaxing pastime, which can help incite mindfulness.

Mindfulness means paying attention to the present moment without worrying about the past or future.

The action of colouring focuses the mind on the now, distracting from negative thoughts and creating an atmosphere of calm.

A recent study published in The Lancet has shown that the practice of mindfulness is a valuable tool that helps lower stress levels and promote wellbeing.

People are turning to colouring in their thousands. The leisure magazine category has seen a significant increase in new customers and has also shown that people are switching hobbies such as card-making, sewing and patchwork in favour of colouring-in.

Top tip
 Give adult colouring magazines prominence and position colouring pencils nearby. It's a great opportunity to maximise profit by cross-selling.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



GARY PILSWORTH TALKS ABOUT HIS NEW KITCHEN AND FOOD TO GO SALES

Plus, don't let customers' allergies and food intolerances stop them shopping with you by getting your specialist range right and how the display ban is affecting your sales



THIS WEEK IN MAGAZINES

Partworks

Title No Pts £

Amercom

Great British Locomotives 33 48 **8.99**

Amermedia

Military Vehicles 37 48 **5.99**

DeAgostini

Build the Millennium Falcon 20 100 **8.99**

Cake Decorating 166 180 **2.99**

Cake Decorating Relaunch 115 165 **2.99**

Dinosaurs & Friends 13 60 **5.99**

Official Star Wars Factfile 69 120 **2.99**

Something Sweet 71 90 **2.99**

Eagle Moss

3D Create & Print 18 90 **6.99**

Batman Automobilia 63 80 **9.99**

DC Chess Collection 87 96 **8.99**

Disney Cakes & Sweets 89 120 **4.50**

Doctor Who 46 70 **7.99**

Knit & Stitch 123 176 **5.00**

Marvel Chess Collection 38 64 **8.99**

Marvel Fact Files 114 150 **2.99**

Military Watches 33 80 **9.99**

Star Trek Off. Starships Coll. 46 70 **9.99**

Hachette

Art of Knitting 17 90 **2.99**

Art Therapy 9 100 **2.99**

Black Pearl 71 120 **5.99**

Build the Mallard 38 130 **7.99**

Build the U96 38 150 **5.99**

Classic Pocketwatches 72 80 **8.99**

Judge Dredd Mega Collection 9 80 **9.99**

Marvel's Mightiest Heroes 37 60 **9.99**

My 3D Globe 20 100 **5.99**

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Collectables

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Cards **£1.00**



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Stickers **£0.50**



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FOCUSSED ON INDEPENDENT RETAILING

Newspaper terms

Daily newspapers Margins/pence

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

Saturday newspapers Margins/pence

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

Sunday newspapers Margins/pence

Sun	£1.00	21p
Sunday Mirror	£1.20	25.20p
People	£1.20	25.20p
Star Sunday	£1.00	22.10p
Sunday Sport	£1.00	24p
Mail On Sunday	£1.60	33.60p
Sunday Mail	£1.60	33.60p
Sunday Mail (Scotland)	£1.60	33.60p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£2.90	72.50p
Independent on Sunday	£2.20	55p
Scotland on Sunday	£2.10	49.90p
Racing Post	£2.50	60.625p
Sunday Herald	£1.50	34.50p
Sunday Express	£1.40	29.68p
Sunday Post	£1.50	33.00p

Daily newspapers Margins/percentage

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

Saturday newspapers Margins/percentage

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

Sunday newspapers Margins/percentage

Sun	£1.00	21.00%
Sunday Mirror	£1.20	21.00%
People	£1.20	21.00%
Star Sunday	£1.00	22.10%
Sunday Sport	£1.00	24.00%
Mail On Sunday	£1.60	21.00%
Sunday Mail	£1.60	21.00%
Sunday Mail (Scotland)	£1.60	21.00%
Sunday Telegraph	£2.00	22.75%
Sunday Times	£2.50	21.00%
Observer	£2.90	25.00%
Independent on Sunday	£2.20	25.00%
Scotland on Sunday	£2.10	23.00%
Racing Post	£2.50	24.25%
Sunday Herald	£1.50	23.00%
Sunday Express	£1.40	21.20%
Sunday Post	£1.50	22.00%

Newspapers

Scale of third-party advertising insert payments

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

* By negotiation

Weight Watchers 16 - 17 May

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,365g	955g	175g	9	55g
Sunday Telegraph	1,255g	445g	560g	6	410g
Sunday Times	1,110g	725g	40g	3	20g
FT	895g	525g	0g	0	0g
Mail on Sunday	875g	510g	35g	4	20g
Times	800g	500g	40g	3	20g
Guardian	755g	270g	45g	2	30g
Observer	735g	240g	60g	1	60g

Insertion payment guide

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

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Back in the day

100

YEARS AGO
22 May 1915



The series of reproductions of recruiting posters, which will be the leading feature of the Windsor Magazine for June, is certain to lead to a very big sale. Collectors have experienced the utmost difficulty in obtaining the posters.

50

YEARS AGO
22 May 1965



Following a mystery explosion which police and fire officials have been unable to explain, the wholesale newsagents of Crawford Jones and Sons of Oxford Street, Wellingborough, Northants, was gutted by fire and a car parked nearby was burnt out.

25

YEARS AGO
26 May 1990



The first winners of Skilball were announced on Tuesday, despite the fact that many retailers were still without a working terminal a week after the game was launched. Bharat Nakaraja, NFRN Fulham & Chelsea branch secretary, has a Skilball terminal but it broke down on the first day. "It has been lousy," he said.

Shoppers alarmed at sight of armed cops in Scottish shops

Here at RN, we're all for retailers beefing up their security to protect themselves from the threat of crime against themselves, their staff and their businesses.

But it seems a Waitrose store in Scotland is taking things a little bit too far – after shocked shoppers spotted a pair of armed policemen casually walking around the supermarket.

Customers at Waitrose's Stirling branch were quick to take to Facebook and Twitter to express their alarm over the officers, who were

equipped with several guns in plain sight.

Police Scotland has come under fire over the incident after chief constable Sir Stephen House recently promised to only send armed officers out on the street when there was a threat to life, says the Daily Record.

Now, we're not suggesting that independents go down a similar route when it comes to updating their security. But we can imagine that there hasn't been much stealing going on at the Waitrose since.

Insects bee-hiving badly

Retailers in a Surrey town said business was 'buzzing' this week but for all the wrong reasons, as thousands of bees descended on the high street.

The bizarre incident took place in Farnham on Wednesday, and was described as being "like something from the Bible."

Terrified shoppers and pedestrians ran for cover as the swarm turned the sky black, according to locals witnessing the spectacle. Local worker Rob Swift captured the scene on

his phone, which has since been picked up by the Mirror. He said:

"It was mad. They just came from nowhere."

There were thousands and thousands of them coming down the high street. Outside the office everyone was running around."

Still, the news probably wasn't all bad.

We're sure forward-thinking independents in the town have already captured some of the insects and are now in the process of producing their own brand 'Farnham Honey'.



AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



I would like to thank the person at The Times who was responsible for making my day on Wednesday 13 May. I thought the picture of Prince Harry with the little tot in New



Zealand (above, right) was just gorgeous. They both looked so delighted with each other that you couldn't help but get a warm glow from it.

On another note, I don't think there was any need to for the papers to turn up late the morning after the general election. After all, it was on TV and radio all night long so we were put on the back foot for nothing really.

I can't understand why the powers that be at the Mirror Group have decided to put the Daily Mirror up to 60p each day – let's face it, it's a tad on the meagre side. Of course, when it's got things in it like the Argos booklet then it feels thicker. There is not a lot left when all the advertising is taken out.

I would like to send my sympathy to Doug and his wife for the loss of her beloved mother. It is never easy to organise a funeral but it's extra hard when you are upset and still have to carry on running a business and deal with the public as normal. I lost my much loved brother last July so my heart goes out to them as I know how difficult it is.

I don't know about the weather. One day the sun is shining and it's shirt sleeve time, and the next it is blowing a gale, raining and cold enough for coats, sweaters and having to light a fire when you come home.

The canal festival I told you about at Norbury was a great success. Literally hundreds of people attended it over the three days it was on and it was helped by the fact that the weather was nice, which encouraged people to go outside.

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