

RETAIL NEWSAGENT

YOUR STORE IN 2020

Symbols and
franchises
face the future

SPECIAL REPORT

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PayPoint's nemesis
**'I'll stand up for my
business and yours'**

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PayPoint's profit pledge to NFRN



- Directors Steve O'Neill and Darren Tredgett's conference promise to work with individual federation members.
- "You may be listening, but you're not hearing" – retailers challenge poor margins and high bank charges.

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SHOP DEVELOPMENT

Hat-trick of c-store revamps unveiled

Trio of retailers reveal exciting new stores of the future.

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MAGAZINES

Cutting edge mag solution revealed

Customised range system is industry first, says Frontline.

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NEWSTRADE

NFRN's exclusive i deal for indies

Double terms for Devon & Cornwall.

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Footfall driver Retailers attending this week's NFRN annual conference in Torquay queued up in their droves to put PayPoint directors Steve O'Neill (pictured inset left) and Darren Tredgett (inset right) on the spot. The pair addressed members' concerns over controversial commission cap cuts made by the company.

BUSINESS

Payzone to launch low-cost account

Payment service provider's scheme will be open to all.

Page 5 >>

In a convenience store far, far away ... Kellogg's launches Star Wars and Frozen cereal ranges.

Page 10 >>

A BOLD NEW LOOK FOR THE NO.1* BRAND



MCCOY'S IS
WORTH OVER
£107M*

CONSUMED BY
MORE THAN 1/3*
OF UK HOUSEHOLDS

1 PACK EATEN
EVERY 15
SECONDS*

MCCOY'S.
THE MUST STOCK BRAND!

NEWS

Sood set to be Fed's next DVP

Portsmouth newsagent Linda Sood is on course to become the second woman to lead the NFRN following her unopposed election as deputy vice president. The only woman to hold the post previously was Margaret Adams in 2000-01.

Mrs Sood is set to become the national president in 2017, succeeding London newsagent Ralph Patel and Weston-super-Mare newsagent Ray Monelle, who were elected president and vice president respectively for 2015-16.

In elections for national trustees, Sam Whiteside, a Mersey Dee member and former national president, was elected to serve a three-year term, and London newsagent Tom Searle was re-elected for a further 12 months.

Menzies ties-up parcels

Menzies Distribution has set its sights on the e-commerce parcel market with the acquisition of Inverness-based AJG Parcels.

Now 20-years-old, AJG makes around 9,000 deliveries and 800 pick-ups daily with a 140-strong staff team and a fleet of more than 100 vehicles.

Menzies, which traditionally makes newstrade deliveries overnight, wants to maximise business in daylight hours with a focus on hard-to-reach areas.

Forsyth Black, Menzies Distribution managing director, said: "The purchase of AJG is an important step to build on our newspaper and magazine distribution business. It is especially significant because it allows us to participate in the fast-growing market of parcel delivery and collection."



Booker boss' praise for independents

Steve Fox, Booker's sales director – retail, opened the NFRN's 96th annual conference in Torquay this week and told delegates that independent retailers had "a vital role in the future of the sector". "We are extremely grateful for the opportunity to work in partnership with the NFRN. The strength and dedication you bring to serving your local communities is second to none, and without you there would not be a thriving small store sector," he said.

Pioneering system 'is a first for the industry' Partnership with NFRN Newspro rolled out

Customised ranges from Frontline to grow sales

by Nicola Stuart

Frontline is launching a cutting-edge 'customised range solution' for magazines that aims to grow sales by creating optimised ranges for individual stores.

The system, which the distributor says is a first in the industry, uses supply and sales information, combined with specific store details, to build completely unique ranges for independent retailers.

It has already been trialled in 12 stores and

through a partnership with the NFRN's Newspro will go live in 170 stores this month.

Frontline head of retail sales development Paul Sadler said the system had not only increased sales revenue in the trial stores, but had improved cash flow and time management and reduced the amount of early returns by 25%.

It had also cut the incidences of disallowed credit by 20%.

The aim is to introduce the solution into 200 stores

in each quarter for the remainder of 2015 and then a further 200 in each quarter of 2016.

"We would like to scale the work quickly and we hope retailers will agree that it represents an excellent opportunity to not only develop the performance of the category, but also improve service and efficiency," said Mr Sadler.

"We will provide an on-going service by regularly reviewing and refreshing ranges and supplying in-

formation on performance and opportunity.

"We will also supply a category planogram, with a colour-coded title list. In the long term, we are looking at one of the outputs of the system being a store-specific planogram, to make management in-store easier."

Independents using the solution will be treated as a "retail multiple" by the supply chain and will be asked to agree objectives and to share data with the NFRN, he added.

Tougher e-cig rules won't hit sales says Wales

Retailers in Wales believe Welsh government plans to introduce tougher regulation around the sale of e-cigarettes and ban their use in public places will have little effect on sales.

Under the proposed legislation, which is likely to come into force in 2017, retailers must join a register

of tobacco and e-cigarette sellers, aimed at stopping underage sales. The 'handing over' of e-cigarettes or tobacco to minors will also become an offence, as well as using the products in public places.

Dee Goberdhan, of Albany Road Post Office in Cardiff, said while she

had seen a flurry of interest when e-cigarettes were first introduced, sales soon dropped off, leading her to pull £1,600 in stock from her store.

"We did try to invest in them at the start, the profit margin is huge, but realistically, they never sold in our store," she said.

Similarly, Wendy Boyatt, of Premier Morfa Stores in Harlech, said e-cigarettes had never taken off among her customers and she didn't anticipate that more legislation would affect sales.

"I have a few on sale, but people just don't ask for them," she said.

Payments firm makes profit pledge to NFRN annual conference 'No penalty for leavers'

PayPoint: "We will work to improve profitability"

by Neville Rhodes

PayPoint bosses told angry retailers at the NFRN annual conference they would work with all independent agents to improve the profitability of their service.

The pledge was made by marketing director Steve O'Neill during a two-hour session at the event in Torquay during which the bill payment and services company faced a barrage of criticism from delegates.

Mr O'Neill and head of UK retail management Darren Tredgett also gave firm commitments that any member

who wishes to quit the network will be allowed to do so without penalty, and that in cases where a termination notice has been issued to a member the matter will be referred to the NFRN before the terminal is removed.

Mr O'Neill described independent retailers as "the bedrock" of the company's network and said he was concerned that the impression had been given that PayPoint was not really worried about them.

The decision to lower caps on some commission payments had not been taken lightly, but PayPoint

could no longer bear all the cost of the reduced margins demanded by its clients, Mr O'Neill said.

But Republic of Ireland delegate Joe Sweeney said it was "disgusting" that independent retailers who had helped to build up PayPoint's business were now being "trampled all over". PayPoint staff would not work for nothing, and nor could retailers afford to, he added.

"You may be listening to us, but you are not hearing us," Mr Sweeney said.

Complaints voiced by other delegates included inadequate margins, the

unavailability of the call centre outside office hours, the company's failure to address the high cost of banking PayPoint cash and the timing of new five-year contracts shortly before cutting commission.

Outgoing NFRN national trustee Jim Maitland contrasted the estimated £200 average annual operating profit of a PayPoint agent with the estimated £1,423 per outlet earned by PayPoint, but Mr O'Neill argued that the two figures were not comparable as they included income from overseas operations.

Clarification

Following the 5 June 2015 edition of Retail Newsagent, we are aware that Dominic Taylor, the chief executive of PayPoint, has been accused of being a racist.

Mr Taylor was answering a question about the PayPoint Pay Fair Facebook group.

He referred to some Facebook members being based in countries outside of the UK and that those members were therefore not PayPoint clients and their views may not be representative of his UK-based business.

He was not referring to the race of those members. We are happy to make this clarification and have amended the article to reflect Mr Taylor's full response to that question.

Payzone's low-cost account

Payzone is offering all retailers access to a new low-cost business account, with no fees for cash paid in at the Post Office.

The account, serviced by Advanced Payment Solutions Ltd (APS), is being offered as part of the company's new myPayzone club. The club is also offering cashback on a broadband deal with other offers to be added.

Simon Newton, commercial director at Payzone, said: "You don't have to be a Payzone merchant to join myPayzone - we're very happy to provide our business deals to other retailers too, including those who work with our competitors in processing consumer transactions."










Terminal profits to rise £3m

New research has revealed PayPoint's profit from in-store terminal transactions will increase by £3m next year, despite the company claiming it is "making less".

The analysis, conducted by institutional stockbrokers and corporate advisors Numis Securities Limited, forecasts the payments services provider will walk away with 7.75p profit per transaction next year, up from 7.67p. Whereas retailer profit per transaction will drop from 1.56p to 1.09p.

It adds that retailers' direct loss from bill payments is expected to worsen,

Numis report PayPoint's 2015 and forecasted 2016 profits compared

	PayPoint vs. retailer economics 2015 results				PayPoint vs. retailer economics 2016 forecasts			
Who earns what (pence per transaction)	Bill/ general	Top- ups	Retail services	Total	Bill/ general	Top- ups	Retail services	Total
PayPoint receive commission from provider	19.44	45.18	35.59	25.77	19.45	45.00	34.66	25.56
PayPoint pay commission to retailer	[6.60]	[19.31]	[13.28]	[9.49]	[5.92]	[18.85]	[13.00]	[8.89]
PayPoint overheads	[8.61]	[8.61]	[8.61]	[8.61]	[8.93]	[8.93]	[8.93]	[8.93]
PayPoint profit								
								
Source: Numis Securities Research	4.24	17.27	13.70	7.67	4.60	17.23	12.74	7.75

moving from -2.95p to -3.50p, whereas the commission received by PayPoint from providers will remain largely unchanged, with commission for bill payments 19.45p next year compared to 19.44p.

PayPoint's profit across

all transactions will increase from £51.2m to £54.2m, it found.

The findings come after PayPoint told RN in April it is "now making less while our costs are also increasing".

David McCann, direc-

tor, speciality and other finance equity research, at Numis said: "It's making, in that part of the business, mid-40% operating margins so had it not cut the commission it would still be making very, very high profits."

More retailers attack PayPoint's commission cap cuts

Multi-site retailers have added their voices to the debate on PayPoint commission cap cuts.

Mandeep Singh, who has

PayPoint in his three Premier stores in Sheffield, said shop owners have become "fed up" with PayPoint, adding: "Some stronger stores

will eventually say 'we don't need this anymore'."

Kay Patel, who offers PayPoint services in four of his London stores, added:

"PayPoint's attitude seems to be they don't care about retailers. We are just a cash cow for them."

Costcutter retailer Chaz

Chahal said: "We don't want to let our customers down by not doing PayPoint, but we need to find another way of lobbying on this issue."

NEWS

BUSINESS

Landmark offers 20% margins on wines

Landmark Wholesale is giving retailers the chance to earn margins of almost 20% on its Vintners Collection of wines this month.

At £19.99 per case and with an RRP of £4.99 per bottle, the collection brings together trusted favourites such as pinot grigio, shiraz and chardonnay into one range until 20 June, with profit on return of 19.9%.

Chris Doyle, Landmark Wholesale business development director, said: "We want to support retailers as best we can so we've made wine simple by selecting the tried-and-tested favourites to create one complete great-value wine range."

"This has been a real hit with retailers and customers alike, and this limited period offer means the margins are even better."

Costcutter on the box with its own label

Costcutter is set to promote its Independent own label range on TV for the first time with a campaign starting this month.

The marketing investment is set to grow awareness of the three-tiered range, which includes Independent, Independent Trader and Independent Specialist brands.

More than 650 products have been added to Independent since its launch in 2013. Costcutter expanded the range in April with the addition of ice creams, chocolate bars and a number of new household items.

Spar joins Apple Pay in payments deal

Spar is offering its customers more contactless payment options after signing up to the Apple Pay scheme launching in the UK next month.

The move will enable shoppers to make secure mobile payments using their iPhone, iPad or Apple

Watch, without the need to store credit or debit card details on their devices.

Spar said the deal will benefit retailers by speeding up transaction times, enhancing customers' store experience and appealing to new tech-savvy shoppers.

Debbie Robinson, Spar

UK managing director, said: "We feel the UK is about to witness one of the most radical changes to the way in which shoppers pay for goods, led by Apple Pay, and Spar will be one of the first retail chains to support this new mobile payment revolution."

"Apple Pay will offer huge benefits to our customers and retailers. It is perfect for high value purchases at our forecourt garages and larger convenience stores; it will also appeal to busy shoppers doing their top-up shopping at Spar stores up and down the country."

Industry analysts predict on-going c-store successes But warn of effects of deflation on trade

Convenience sector set to grow but challenges ahead

by Steven Lambert

The convenience sector is set to grow by £6.4bn to £44bn in value terms over the next five years, but on-going deflation will mean retailers will face a number of "complex challenges".

The prediction came from analysts speaking about the future of the convenience sector at last week's IGD Convenience Summit.

Latest figures from IGD show the total UK grocery retail market is expected to grow in value from £177bn to £201bn by 2020.

However, James Walton, chief economist at IGD, said long-term deflation and falling food prices could create problems for retailers such as the erosion of brand values and promotions having less impact.

"We have had 10 consecutive months of deflation, and we know that this can have complex and often



negative impacts for retailers," he said.

However, Mr Walton, pictured, said there were also some "fantastic opportunities" to take advantage of what he called the "energy dividend" on the back of lower fuel and utility costs.

"A typical British family with a typical British car is now saving around £17 a week on petrol compared to last year," said Mr Walton.

"This may not sound like much, but this is an

easy saving for them, and creates a massive opportunity. The challenge now is to make sure that this easy saving is being diverted into the convenience channel."

Meanwhile, Michael Freedman, shopper insight manager at IGD, said the number of people doing a regular top-up shop had increased from 83% to 87% during the last year.

However, he added that some convenience stores

were failing to accommodate for a growing number of consumers looking to do larger top-up shops.

"Many shoppers we have interviewed recently have been spending more and more on their top-up shop, up to £20 and beyond, but they often feel they can't do this within convenience stores," he said.

● Learn more in our symbols and franchises feature, pages 24-40

M&S sets sights on convenience market

Marks & Spencer (M&S) is looking to grow its presence in the convenience market through its new Food To Go store format.

The concept, which offers hot and cold takeaway-style food, is being trialled

at eight sites close to travel hotspots and hospitality venues.

All the Food To Go stores are small format businesses with floor space of under 1,000sq ft, according to M&S food trading director

Andy Adcock.

Speaking at last week's IGD Convenience Summit, Mr Adcock added that the group is also pressing ahead with plans to open 250 convenience stores over the next three years.

"Shoppers are now shopping more frequently and more are looking for meals for tonight. We already consider ourselves a top-up shop, and this fits in perfectly with our plans for the future," he said.

NEWS

NEWSTRade

WORKING WITH INDEPENDENT NEWSAGENTS TO GROW NEWSPAPER SALES

DAILY
MirrorSUNDAY
MirrorSUNDAY
PEOPLEDaily
Recordsunday
mail

'It's good to see i taking the lead to increase sales', says NFRN A3 posters and shelf talkers will support retailers' efforts

i publisher teams up with NFRN for exclusive member promotion

by Nicola Stewart

The Independent is running an exclusive offer for NFRN members in Devon and Cornwall in a bid to boost sales of its i newspaper.

All 300 members in the district will receive double terms on i – half of the 40p cover price – for the two weeks between 15 and 27 June, on the proviso that they sell more in that time than in the preceding two weeks of 1 to 13 June.

The publisher is posting out A3 posters and shelf talkers to support the promotion and is asking retailers to display copies near the till.

Rob Stacey, sales and marketing manager, said: "I am convinced there will be plenty of potential for promoting the title to customers who do not currently buy a newspaper or perhaps only buy a local newspaper.

"There are many lapsed readers of newspapers who are reading their news online but are unaware of i.

"Experience has shown

us that in most instances, these people will like i and become regular readers – bringing in new customers for retailers."

Mr Stacey has also offered to work with retailers individually if they are interested in running unique promotions in-store.

Brian Murphy, NFRN head of news, said: "It's good to see i taking the lead to increase its sales. We hope to extend the same offer to members in other districts soon."

According to the latest Audit Bureau of Circulations figures, i achieved a 1.1% year-on-year sales increase on Saturdays in May, although weekday sales fell by 6.4%.

Meanwhile, three other papers achieved Saturday increases, with the Times up 4.2%, building on 0.4% growth the previous month.

The Financial Times and the Independent were up 2.9% and 1.1% respectively, recovering from year-on-year losses of 2.9% and 5.9% in April.

May Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	748,608	-1.7%	-9.4%	£95.5	793,608
Daily Record	187,990	-0.9%	-10.4%	£20.7	187,990
Daily Star	418,226	-0.3%	-12.1%	£40.5	418,226
The Sun	1,697,909	-2.3%	-13.9%	£157.6	1,697,909
Daily Express	403,728	-1.5%	-10.6%	£53.7	403,728
Daily Mail	1,382,983	2.0%	-3.0%	£192.5	1,457,954
Daily Telegraph	437,180	-0.4%	-5.4%	£122.2	437,180
Financial Times	38,850	3.5%	-8.2%	£19.4	62,160
Guardian	147,259	1.8%	-4.3%	£56.5	147,259
i	217,377	-0.1%	-6.4%	£10.9	285,441
Independent	38,097	3.6%	-5.3%	£11.8	54,274
Times	330,770	1.1%	0.3%	£93.3	353,637
TOTAL	6,048,977	-0.5%	-8.6%	£875	6,299,366

May Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	969,329	-3.8%	-12.3%	£165.9	1,014,329
Daily Record	218,017	-3.2%	-11.5%	£38.4	221,990
Daily Star	383,415	-4.2%	-10.5%	£55.7	383,415
The Sun	2,170,322	-5.2%	-10.6%	£286.5	2,170,322
Daily Express	497,208	-1.6%	-9.6%	£90.4	497,208
Daily Mail	2,214,947	0.8%	-3.4%	£426.6	2,288,857
Daily Telegraph	648,326	1.7%	-4.5%	£311.2	648,326
Financial Times	81,931	4.4%	2.9%	£55.5	101,846
Guardian	328,385	3.4%	-4.5%	£178.2	328,385
i	190,057	0.6%	1.1%	£19.0	254,578
Independent	72,928	5.3%	1.1%	£31.0	87,978
Times	494,837	2.2%	4.2%	£174.4	505,992
TOTAL	8,269,702	-1.6%	-7.0%⁴	£1,833	8,503,226

May Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	214,402	1.2%	-11.5%	£72.0	218,216
Sunday Mirror	781,974	2.2%	-9.2%	£197.1	826,974
People	316,952	2.6%	-11.1%	£79.9	316,952
Daily Star Sun.	256,725	2.5%	-10.5%	£56.7	256,725
The Sun	1,478,495	1.8%	-11.7%	£260.2	1,478,495
Sunday Express	380,265	1.4%	-7.5%	£112.9	380,265
Sunday Post	183,962	1.0%	-10.5%	£56.7	183,962
Mail on Sunday	1,328,883	1.3%	-5.2%	£418.6	1,396,310
Ind. on Sunday	44,991	-1.2%	-8.7%	£24.7	97,507
Observer	196,968	0.3%	-6.3%	£142.8	196,968
Sun. Telegraph	368,714	1.8%	-6.7%	£167.8	368,714
Sunday Times	750,035	-1.6%	-6.0%	£393.8	761,040
TOTAL	6,302,366	1.2%	-8.6%	£1,983	6,482,128

¹ Core sales are newstrade sales and pre-paid subscriptions in the UK and Ireland; ² ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; ³ Total sales includes bulk sales; ⁴ Reflects inclusion of i compared to 2013 figure; Source: ABC

Colourful addition

MyTimeMedia is launching a one-shot magazine to capitalise on the growing trend in adult art-therapy magazines.

Colourful Creations, which is priced at £4.99, is destined for 2,350 independent stores today [12 June], complete with 46 designs to colour in.

"Each illustration allows you to access your inner

creativity and balance your spiritual and emotional well-being," according to the publisher.

It follows the launch in March of the weekly title Art Therapy, published by Hachette, and the bi-monthly magazine Zen Colouring Advanced Art Therapy, by GMC Publications, alongside several other art therapy magazines.

'Sunday Best' margins

*Pence per copy in England and Wales only

SUNDAY
Mirror

25.20p

SUNDAY
PEOPLE

25.20p

sunday
mail

33.60p

NEWS

PRODUCTS

Quaker's granola hat-trick

PepsiCo has launched three new granola products to add to its Quaker range – Oat Granola, Warm & Crunchy Oat Clusters, and Wholesome Crunch Granola.

Oat Granola (RRP £2.69) is available in two flavours – Raisin, Apples & Cinnamon, and Honey & Almond flavours. The Warm & Crunchy Oat Clusters (RRP £2.69) are available in three flavours – Apples & Cinnamon, Golden Crunch, and Cranberry & Apple. Quaker Oats Wholesome Crunch (RRP £3.89) will come in two flavours – Pecan & Brazil Nuts, and Goji & Blueberry flavours.

Duncan McKay, senior marketing manager at PepsiCo, said: "Shoppers want a healthy start to their day."

Boost your Bubble

KP Snacks is aiming to increase sales this summer by introducing its Phileas Fogg American Style Bubble Chips variant in a £1 pricemarked pack format.

The packs will be available from July in 90g sharing bags. Phileas Fogg American Style Bubble Chips are available to retailers in Louisiana Sweet & Smokey BBQ flavour.

Matt Collins, trading controller convenience KP Snacks, said: "Pricemarked packs account for more than half of all sharing snacks sales. We are tapping into this growing popularity with Phileas Fogg American Style Bubble Chips."



Cheers! Lucky Liaquat is a man with a van

A Scottish retailer is the proud winner of a £12,000 Citroën van following a prize draw. Liaquat Ali (centre) who runs Key Store in Milngavie, was presented with the keys to the van by Tom Slaven from Miller Brands UK (left). The promotion ran throughout Scottish wholesalers, with JW Filshill winning for the best sales uplift of Miller Genuine Draft beer in both four and 12-packs. In turn each of the company's retailers received a draw ticket for every 25 cases of Miller Genuine draft purchased.

Advice and guidance on offer to winning retailers 'Huge opportunity' for crisps and snacks

Display makeover prize in latest PepsiCo contest

by Steven Lambert

PepsiCo is giving independent retailers the chance to win a crisps and snacks display 'makeover' and free lunches for their customers in its latest competition.

The activity, launched this week, forms part of the manufacturer's '1 in 6 Lunch' promotion currently running on packs of Walkers crisps.

Retailers can send their details to PepsiCo on a postcard or apply online to take part in the competition, with 10 July the closing date for entries.

The overall winner will benefit from advice and guidance from PepsiCo's merchandising teams, who will work with the retailer to make improvements to their crisps and snacks fixture.

In addition, PepsiCo will offer 100 free lunches, up to a value of £4 each, to the winning store's customers during one lunchtime period.

Phil Childs, impulse category controller at PepsiCo, said that while 97% of retailers agreed that meal deals and other lunchtime offers helped to drive impulse sales, only 21% of local stores were offering these to

shoppers.

Mr Childs said the figures come from a bespoke piece of research conducted by HIM on the "lunchtime opportunity", adding that this data will be widely circulated to retailers.

"More people are eating lunch on the go as we come out of the recession so this is a huge opportunity for crisps and snacks," said Mr Childs.

Lipton Ice Tea slips and slides into summer

Britvic and Pepsi Lipton International are to launch a summer campaign for the Lipton Ice Tea brand – which centres around several London-based events encouraging people to see the city in a different way.

The Lipton Ice Daybreak-

ers campaign takes place throughout June and July with a 100m slip and slide water event in King's Cross on 19 and 20 June and a DJ set at Old Street roundabout with DJ Norman Jay on 10 July, among other events.

The campaign, which targets 18 to 34-year-olds,

will be supported by advertising, a social media campaign and sampling sessions.

It follows last month's announcement that Lipton Ice Tea has updated its range by adding a new raspberry-flavoured line to the existing peach, lemon

and mango variants.

Kevin McNair, Britvic's GB marketing director, said: "By driving awareness and excitement around the new-look and extended range, we are confident the campaign will result in greater sales for retailers."

Hot products for your shopping list



Phileas Fogg is launching Bubble Chips onto the UK market at a £1 pricemark



Quaker's granola range is being increased with three new products



Walkers is offering a display makeover to winners of its latest promotion

TIA ESPRESSO ICE STAY CHILLED THIS SUMMER

Tia Maria is available to buy
in all good wholesalers

Stock up today...



ENJOY TIA MARIA RESPONSIBLY

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DISARONNO® SOUR

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NEWS

PRODUCTS

Rustlers' panini sampling

Snack brand Rustlers is to follow the launch of its panini range in April with a nationwide sampling campaign running during the summer.

The campaign will run across 32 cities targeting 80,000 consumers with products and money-off coupons. The 'Rustlers On Tour' campaign will be backed by a large-scale social media push spanning Facebook and Twitter.

John Armstrong, Kepak Convenience Foods' marketing director, said:

"The social media drive will be targeting commuters, busy workplaces at lunch-times and major sporting events."

The Rustlers panini range is available in two variants – Chicken and Pesto and Pepperoni – with an RRP of £2.29 in pack outers of four.

Coasters for Coors

Coasters to keep customers' bottles of beer cold will form the cornerstone of a £6.2m campaign by Molson Coors to promote its Coors Light brand.

As well as promotion through social media, 450,000 'Stay-Cold' coasters will be given away to consumers with three different colours to collect.

Once frozen, the Stay-Cold coasters help keep bottles and cans of Coors Light chilled.

The innovation has been inspired by Coors Light's most recent TV ad campaign starring actor Jean Claude Van-Damme.



Here come the Hugglers

Arla Foods has unveiled its new animated brand mascots, the Hugglers, who will feature in TV ads promoting the firm's Anchor Cheddar range. The eight-week campaign begins next Monday and forms part of a total £6m investment in Anchor Cheddar this year, and will also take in digital and sampling activity.

Cinema and cereal giants join together 'Unprecedented' sales reported already

Frozen and Star Wars in Kellogg's Disney double

by Helena Drakakis

Kellogg's is aiming to capitalise on the popularity of box office smash-hit films Frozen and Star Wars this year with the continued promotion of two Disney-themed breakfast cereals.

A partnership between the cereal manufacturer and the film and anima-

tion studio has led to the launch of Kellogg's Frozen cereal, containing vanilla-flavoured star and snowball shapes (RRP £2.79 for 350g), and Star Wars cereal, containing chocolate-flavoured wheat, wholewheat and rice moon shapes (£2.79 for 375g).

Both products have secured listings with several symbol accounts, including

Nisa and Londis, and are expected to benefit from the forthcoming activity for both franchises, according to Kellogg's.

It claims Frozen has raked in just under £1bn at the box office since its release in 2013, with a sequel already in the works.

Meanwhile, a trailer for the new Star Wars film,

The Force Awakens, has been viewed more than 58 million times on YouTube, with the movie hitting the big screen in December.

A Kellogg's spokesman said it is already seeing "unprecedented" sales of Frozen and Star Wars cereal.

He added: "We expect this to bring new consumers to the cereal category."

Phase two for Treasury Wine after trial success

Treasury Wine Estates is to launch a second phase of pricemarked packs, following a successful trial of its range last year.

Available from mid-June, the new range will feature wines between £6 and £8 and some at a slightly

higher price point. This will include Wolf Blass Yellow Label Chardonnay and Cabernet Sauvignon, pricemarked at £7.99.

In addition, Lindeman's Bin 65 Chardonnay and Bin 50 Shiraz will be priced at £6.99, while Wolf Blass Red

Label Chardonnay Semillon and Shiraz Cabernet remain at £6.49.

Treasury said it will highlight the prices clearly on bottle necks to drive impulse sales for retailers.

Shaun Heyes, business sector controller at Treas-

ury Wine Estates, said: "With the £6-8 segment now growing by 4.9% year on year and holding a 24.5% share of the total wine category, the new price point will offer visible value to shoppers."

Hot products for your shopping list



'Rustlers On Tour' will see sampling sessions held around the UK



Treasury Wine follows up last year's trial of pricemarked packs with a new range



Coors is giving away 450,00 'Stay-Cold' coasters

REGIONAL

Industry seminar hears of main challenges ahead 'Forecourts unfairly penalised'

Localism and business rates review top agenda

by Helena Drakakis

The forthcoming review of business rates and continued devolution of power to local authorities are just two of the challenges facing UK forecourts, according to a recent industry seminar.

The Association of Convenience Stores' (ACS) chief executive James Lowman warned that the government's localism agenda and the focus on business rates will be key priorities in the coming months.

Speaking at the Forecourt Seminar in Birmingham, he said: "The new govern-

ment will continue to give local authorities more power to pursue health and social objectives, which could affect modern forecourts looking to offer alcohol and food to go. It is key that as a sector, we inform government about the importance of convenience stores and forecourts investing at the heart of their communities."

Mr Lowman also spoke of the current review of business rates, noting the huge impact that rates have on forecourt stores.

He said: "The business rates system needs reform

to ensure that valuations are accurate and fair. We believe that forecourts are currently unfairly penalised due to the scheme used to calculate their rateable values."

Following the seminar, the ACS has set out its recommendations to the Treasury which includes addressing the disproportionate rates bills received by forecourt stores.

Meanwhile, following a report in RN last week, forecourt traders in Devon and Cornwall are demanding a U-turn in local police policy after retailers were

told that people who fill up from service stations and drive off without paying will no longer be prosecuted for theft or fraud. Instead, victims of fuel 'bilking' will be directed to the DVLA where they must fill out forms to claim 'civil recovery of debt'.

Alex Whittam, owner of Fal Garage in Tresillian, said: "It's an issue the ACS should highlight because it's not just our problem, it's everybody's. If local police forces have decided not to investigate this then who knows what will be next?"

'Bailiffs' not what they seem

Retailers are being warned about fraudsters who cold-call businesses pretending to be bailiffs and request payment for phantom debts.

The scam involves the fake bailiffs saying they are working on behalf of a court and attempting to recover funds for a non-existent debt. The caller will then request payment by bank transfer. If refused, they threaten to visit the premises to recover the debt.

Retailers are being urged not to make decisions based on the calls and report them to Action Fraud by calling 0300 123 2040 or visiting www.actionfraud.police.uk.

Cheema's the tops

The work of leading convenience retailers was recognised at the English Asian Business Awards in Manchester. Among the 15 categories were The Rising Star Award, New Business of the Year and Family Run Business of the Year. Winner of the Convenience Retailer of the Year was Malcolm's in Coventry. Store owner Paul Cheema tweeted: "Malcolm's would like to thank all for this award. It's a great achievement for the Cheema family."

Four held after raid

Four men were arrested on suspicion of tobacco smuggling after 60 HMRC officers working with Southwark Council trading standards officers raided 10 residential and business premises in Bermondsey, south London, and Crawley, Sussex. Around £20,000 in cash, 200,000 cigarettes, 80kgs of tobacco and three vehicles were seized. The estimated revenue loss of the seized tobacco is around £80,000. The men have been bailed until September.



Cumberland celebration for 200th anniversary

The first edition of The Patriot, which was later to become The Cumberland News, first rolled off a press in Carlisle in June 1815. Now, the local newspaper is celebrating its 200th anniversary with a series of special editions. Pictured celebrating (left to right) are: Robert Wood, marketing and media sales manager, David Helliwell, editor of The Cumberland News, Robin Burgess, CN group chief executive, and Mike Mitchelson, NFRN national councillor.

JTI rips gantry out after illicit cig sales

JTI has ripped out another gantry from a store caught selling illicit cigarettes in the same month it reported an 80% increase in public calls regarding tobacco-related crime following a media campaign.

Crown Convenience Store in Preston was caught selling illegal tobacco hid-

den away in crisp boxes following an investigation by Lancashire Trading Standards. Dilaver Patel, store owner and director of Crown Retail, pleaded guilty to illicit trading and was fined £590, while his company was ordered to pay a £1,945 fine, £120 surcharge and £371.99 costs.

Charlie Cunningham-Reid, UK head of corporate affairs at JTI, said: "JTI has decided the removal of our gantry was the most appropriate course of action."

Meanwhile, JTI has hailed impressive results following a joint scheme launched with Crimestoppers in February, which

urged people in Yorkshire and the West Midlands to report incidents of illicit tobacco trading.

Mark Yexley, JTI media relations manager, said: "The number of tobacco related reports to Crimestoppers during the campaign period increased by 80%."

£22k for quake aid

More than £22,000 has been donated to the Nepal Earthquake appeal by Today's Charitable Trust together with Today's member wholesalers. Bill Laird, managing director of Today's Group, said: "The donation will bring relief to a small number of the many hundreds of thousands of people who have been affected by the disaster."

NEWS

REGIONAL

Nissan easy does it, Roger

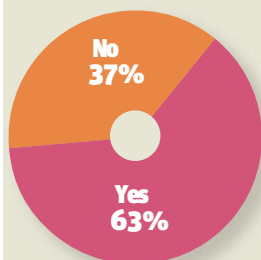
Leamington Spa retailer Roger Brown has been named as the first winner of a new Nissan van in Bestway and Batleys' Great Rebate prize draw.

By using the additional shopping list to increase his profits by buying volume deals, the owner of Spar in Leamington Spa, Warwickshire, also earned himself an extra 1% in addition to the 3% cashback he received through the promotion.

Mr Brown said: "It made sense to buy more from the shopping list as the deals were great and they were fast sellers. Every additional case I bought gave me an entry to win the van. I didn't think I would win. I was overwhelmed when I got the call."

Five more Nissan NV200 vans will be given away to Bestway and Batleys customers with one up for grab every month until September.

RN READER POLL



Do you feel prepared for auto enrolment on staff pensions?

NEXT WEEK'S QUESTION

Do you think that the new Welsh e-cigs legislation should be rolled out to the rest of the country?



Have your vote now

Go to betterretailing.com



Celebration (left) at Kay Patel's Stratford store, 'Captain Jack Sparrow' (right, top) helped Roli Ranger's Ascot store relaunch and crowds flocked to Saffron Walden for the relaunch of John Visana's Checkout Supermarket



Relaunches and refurbishments delight customers Retailers report trade already increasing

Terrific trio unveil new-look stores to the public

by Gurpreet Samrai

Three retailers have celebrated store relaunchees, having undergone extensive refurbishments and introduced new ranges.

Kay Patel's flagship Global Food & Wine business in Stratford, London, reopened this week following a £120,000 refit, including the introduction of new flooring, lighting and fixtures. Mr Patel has worked with Bestway to remove slow-selling lines and create room for more profitable categories, such as a new coffee and a food to go area.

Space dedicated to chilled and frozen products has increased by 20%, while Mr Patel is also trialling innovations such as mini chillers embedded in his front counter, which have increased impulse sales.

"We are finding the same customers are now picking up extra products because they're passing by more promotions and products on the way to the counter," he said.

Mr Patel said he will now turn his attention to completing a refit at his Global Food & Wine store in Wanstead.

Ascot retailer Roli Ranger worked with Musgrave on bespoke branding for his new Londis store in Sunninghill, which was formally launched last week.

He designed the store himself after six months of visiting food stores across the country and has sourced meat, vegetables and cakes from local suppliers, refillable oils and vinegars from niche suppliers, and the store now has a grind-your-own coffee area.

He said he was aiming for the best of Starbucks, Costa and whole foods in a convenience format.

The new look store is already proving to be a success with Mr Ranger saying he hit his target year one numbers in the first week of trading.

Saffron Walden retailer John Visana relaunched Checkout Supermarket at the end of last month after a £160,000 interior refurbishment, in addition to structural work increasing the store's size from 2,000sq ft to 2,800sq ft. He has worked with Nisa to add food to go and extend popular lines including chilled.

He has already seen a 30-35% turnover increase.

Community-minded Jempson's get on board

Independent chain Jempson's has introduced a community board with a difference to two of its sites.

Information can be uploaded to the What's Local community information points by charities, schools, organisations and individuals

holding events in the area free of charge. Once events are uploaded, maps showing where they will be held can be seen and details can be printed. Businesses can advertise their companies for a fee.

The information points

were added to the company's Peasmarsh superstore and Rye supermarket last week. If successful, they will be rolled out to other Jempson's sites.

Dominic Plomar-Roberts, marketing manager, said: "We have had a great

response to it already." The company will receive a percentage of the fee What's Local charges business advertisers.

He said: "We are passionate about the local community which is why we have brought them in."

Newsagent's mercy mission back to homeland

Tunbridge Wells newsagent Anil Acharya returned to his homeland Nepal last month to help build shelters after the country was devastated by earthquakes earlier this year.

The owner of Camden News raised around £2,700 with help from his wife and customers to pay for materials such as corrugated iron, which will help villagers stay protected

from torrential rain during the summer months.

Mr Archarya, who met prime minister Sushil Koirala during his visit, said 90% of houses in Gorkha, the village where his wife's

family live, are damaged.

Mr Archarya said he will continue to raise funds to send back to Nepal for those most in need and to help rebuild the country's schools.

OPINION

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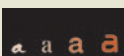
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YOUR SAY Have police ever not responded to a crime in your store? What did you do next?

Jai Singh

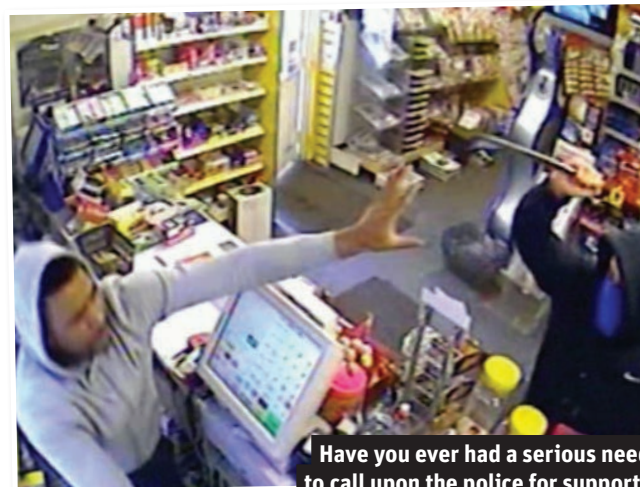
Singh's Go Local Extra, Sheffield

I haven't had that problem, but the police are a bit slow when it comes to responding to crime in shops. It seems they don't see it as something important. When we've had trouble in the past with people running off with a case of beer or threatening staff it has taken them a day to respond. If the police were more proactive it would make people think twice about committing a crime in a store.

Tariq Majid

Hounslow Service Station, Hounslow, Middlesex

I had someone fill up their tank and drive off without paying in March. They were gone in five seconds, but it took the police more than 30 minutes to get here. I filled in their form and got a crime reference number, but then didn't hear from them again.



Have you ever had a serious need to call upon the police for support?

When I tried to call them I didn't get an answer, no one called back and no one has been caught.

Amit Patel

Belvedere News Food & Wine, Belvedere, Kent

No, never. If we have issues we call 999 or 101 depending on the severity and always get a

response. For 999 calls they are usually here in 15 minutes and for 101 calls they are usually here the same day. I also try to attend ward panel meetings once a quarter where we can raise issues or concerns and set policing priorities for the forthcoming quarter. Officers often pop in when they are on patrol in the area too.

YOUR STOCK Have you experienced more demand for specialist dietary foods? Which do you stock?

Bimal Patel

Londis, Crouch End, London

There has been more of a demand for these products for about three or four years. We get a lot of regular customers coming in for them and we find people who are not gluten intolerant, but want to be healthier, buy these items as well. Last year, there was more of a demand for organic and whole foods, which seems to have continued this year. We sell gluten-free, lactose-free, vegan and vegetarian products. We are always looking to expand our range.

Nachatar Khera

Simply Fresh, Alcester, Warwickshire

There has been more of a demand for these products in the past two years. No one else sells them locally so we get a lot of people asking for them and have a lot of regular customers. We have quite a

big range and sell gluten-free, lactose-free, dairy-free and organic foods.

Jayesh Parekh

Costcutter, Fallowfield, Manchester

I started selling gluten-free biscuits about two weeks ago after people came in asking for them. I am selling around

seven or eight varieties for £1 each. They are selling very well and I have sold around 25% of my stock in two weeks. I think I will repeat the line and look at others, but only long-life products as there isn't a great demand for them here and I don't want to risk bringing in items that might not sell.



Pinda Cheema with one of his gluten-free products

YOUR ISSUE

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COMMUNITY THROWS ITS WEIGHT BEHIND RETAILER FACING EVICTION FROM HIS SHOP

Many newsagents forge a unique place for themselves at the heart of their community, so it's not surprising that hundreds of villagers have rallied together in a bid to save Sunny News in south London.

Owner Sunny Patel says he was served an eviction notice by his landlord Nirbhel Singh Johal in October last year after 28 years at his Southfields shop. Mr Patel says his lease will expire on 24 June. A planning application has been submitted by Mr Johal's son Billy to Wandsworth council to change use of the building from retail to residential.

Mr Patel, a community stalwart who regularly makes donations to the two local schools' summer and Christmas fêtes and to his local church, says: "There has been a shop here since the 1920s, just after the First World War. It would be a major loss to the community if I was to disappear."

He says that since October last year letters have been "ping-ponged" between the two party's solicitors with Mr Patel saying he wants to stay and Mr Johal standing firm on his decision.

"This is a lone shop so there is no alternative site in the immediate area," he says. "I'm going to fight and challenge it legally. We have also been listed as an Asset of Community Value. We are the only shop for a distance and have a small community here."

The 54-year-old father-of-two added: "At my age I cannot retire yet. I still have a livelihood to retain and a family to support. I am too young and too poor to retire."

He says he has had great support from the local community with 350 signatures on a petition to save the newsagent and dozens of objections to the planning application submitted to the council.

"We have had a great reaction in terms of support," he says. "I have got councillors involved as well and I have written to my local MP."

Billy Johal says the decision to change the property from retail to



residential is for personal reasons rather than financial gain.

He says: "Mr Patel is running a profitable business and I have a lot of respect for him and the way the community has supported him. But what they don't seem to be aware of is that we want the property so my parents who are 78 and 68-years-old can move back to an area where they have been part of the community for a long time."

"My parents currently live in a room in my house in Maidenhead. My mother has a brain tumour and we have to make several trips a month to St George's Hospital. They are active members of the Southfields temple and they want to move back there. I grew up there and so did my sisters and we have done a lot for the community. There are a lot of senior citizens in the

area and that's why it would be great for them to live there."

"We have put forward a number of proposals to Mr Patel to give him time to find new premises, but he has turned them down."

"We are doing this for personal reasons not financial gain, and to be honest feel a little victimised and unfairly treated."

A date for the council's planning committee to meet and make a decision on the application is yet to be set, but the deadline for comments on the application is 17 June.

A spokesman for Wandsworth council said: "We have a planning application and we will be considering that in the coming weeks. We will take on board all the comments and objections before a decision is made."

“

I'm going to fight and challenge it legally. We are the only shop for a distance and have a small community here

Sunny Patel

LETTERS

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

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

'MY PLAN TO GET A LIVING WAGE OUT OF PAYPOINT'

I read the latest issue of RN this morning, which in my mind is one of the best retailer publications available.

The articles on PayPoint have reiterated my drive to make this company accountable. This cannot be done in the short term and requires us to talk to our councils, in my case South Lanarkshire Council, and government, this being both SNP and Scottish Labour for me.

Having spoken to my four local councillors, they are in agreement that PayPoint's policies are in contradiction to those of the council, this being people earning a living wage.

It is no use addressing a meeting of the council unless you have a plan. Mine is simple – when the next series of payment contracts are being tendered, I want my councillors to agree to put in conditions to the tender and if possible canvas the opinions of the retailers who will supply this service on behalf of payment provider.

Councillors from all parties are keen to discuss this and I am in the process of getting a series of meetings arranged. They are looking for more information and also the financial information to back up my concerns. I have told them that this is not only a financial matter for them, it is a political one as well.

I am gathering information and attended the NFRN conference to this end as well.



Mo Razzaq (above) is enlisting the help of local councillors as Scottish first minister Nicola Sturgeon (left) launches her living wage campaign. In his campaign, he condemns PayPoint chief executive Dominic Taylor's (right) attitude to retailers



The next item on my agenda has been speaking to our government. Our first minister Nicola Sturgeon launched her living wage campaign on 26 May and has signed up the Scottish government to this pledge. This is good news for PayPoint retailers as we can prove that the "wage" we are earning is way below the minimum wage, never mind the living wage.

Again, having spoken to staff in

Scottish office, this is something that is of interest to the Scottish government.

Chief executive Dominic Taylor has been quoted as saying "if you don't like us, leave". This is a silly statement as retailers are leaving, and other retailers like myself are not willing to accept this and are doing something about it.

I would urge my fellow retailers to sit down, have a look at your

average basket spend, the commission you are receiving, the percentage of customers purchasing products along with PayPoint and the profit from these purchases. I feel that most newsagents and convenience stores will find that they are making a net loss with PayPoint.

Mo Razzaq

Premier Mo's and Family Shopper,
Blantyre

The Sun has lost its shine and Mail is having a laugh

The Sun, I feel, has killed the golden goose with its latest price hike. Saturday and Sunday sales are down a good 20%, which is not surprising really.

And now the Mail on Sunday has decided to take the mick out of its readers by adding 10p on the price too. Price increases hurt.

Looking at my sales figures this Easter, I might just take a long short lazy break next time. The national daily newspapers must have made an absolute mint on 2

June, too. Half size papers, full size prices. Are they having a laugh, or do they just not care if the industry goes under?

There was more to read on the billboards I put outside the shop – and we get them for nothing. When the delivery arrived this morning, I thought: 'Here we go, another re-run'. Shame on you all.

Graham Doubleday,
Newmarket,
Mossley,
Ashton under Lyne

Nestlé's new bar has small chance of sales

I am outraged with Nestlé and its new Aero Mousse

chocolate bar.

I've just bought three boxes of the product from a Nestlé rep, which I pre-ordered, and I've been told that this is the new fantastic product that's going to make me money.

But the bar in question is just 34g, a 20% reduction from the standard Aero bar, yet Nestlé is expecting us to sell it at the same RRP of 63p. I could not believe how small it was.

Nestlé is really taking the mickey and I think I'll have to start selling these at two for £1 just to sell them through. I know my customers will not be prepared to pay 63p for something so small.

There's a customer

helpline number that we've called, and we're looking to get some feedback from the company on this.

But this seems to be a growing trend among the manufacturers, and I'm now looking to get my money back.

Graeme Pentland,
Ashburton Newsagents,
Gosforth,
Newcastle-upon-Tyne

A Nestlé spokesman responds: "Early feedback from the launch of Aero Mousse has been overly positive. Aero Mousse is an indulgent treat and the portion guidance on the wrapper reflects this – our local representative will speak to Graeme directly to discuss his concerns."



I know my customers are not going to be prepared to pay 63p for something so small

Graeme Pentland

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All plain and no pleasure

Tobacco regulation is about to change dramatically and the next two years look set to be chaotic

The news last month that tobacco companies have started legal action against the UK government over the removal of branding from their products served as a stark reminder. In less than a year's time, regulations agreed by parliament in March for the standardised packaging of tobacco will come into effect, bringing changes that are likely to be at least as significant for retailers as the display ban.

From 20 May 2016, cigarettes and hand-rolling tobacco – but not cigars or pipe tobacco – manufactured for sale in the UK must be packaged in a drab brown pack (Pantone 448, to be precise), the same as in Australia. Pictorial health warnings must take up 65% of the front and back surfaces, the brand name must be printed in cool grey (Pantone 2) and upper and lower case Helvetica typeface no more than 14-point size (about 5mm) and pricemarking will be outlawed.

With all brands looking much the same, retailers' counter service will undoubtedly be affected, as it has reportedly been in Australia. And although it will be essential for clearing branded stock, a 12-month transitional period until May 2017, during which the regulations will not apply to cigarettes and hand-rolling tobacco

manufactured prior to the May 2016 commencement date will probably make matters worse.

During this period, some supplies will be on sale in brands' traditional packaging, while others will be in plain packs. So some shops will have smokers' favourite brands in familiar form, while others will have them only in drab brown. This will be confusing both to smokers and shop staff – as will the minimum pack size changes.

Managing the gradual disappearance of 10, 18 and 19-packs of cigarettes to comply with the 20-stick minimum regulation, and sell-through of the various hand-rolling tobacco sizes below the new 30g minimum, looks set to be even more challenging for retailers, with big implications for



Plain packaging legislation may not have the effect parliament had in mind when laws change

higher prices and how to maintain availability of popular sizes for as long as possible. Running out of cigarettes in 10s or 12.5g hand-rolling tobacco packs while nearby shops still have them will test customer loyalty.

The government has acknowledged that there is little hard evidence that the changes will have the intended effect of reducing smoking's appeal, particularly to children. They may even turn out to be counter-productive, generating more legal personal imports from countries that have not adopted plain packaging, more smuggling of genuine brands, and worst of all, more counterfeits.

This would reduce the government's revenues, undermine its anti-smoking programmes and further damage the legitimate tobacco trade.

Whether plain packaging succeeds or not in reducing smoking, it is unlikely to be the last tobacco control measure to affect retailers. Licensing of outlets, already in force in Scotland and mooted for Wales, looks certain for the UK as a whole before long.

That would pave the way for restricting tobacco sales to specialist outlets, and that would make it easier to implement minimum price controls for tobacco products.

These things may not happen – but hardly anybody was talking about plain packaging while the display ban was being considered.

The good news for retailers, especially independents, is that the end of pricemarking will free them to set their own prices and profit margins for tobacco products – enabling them finally to discover the true value of the category to their business.

Neville Rhodes is a former retailer and freelance journalist

* Carriage charges must fall

✚ **It's coming up** to the time of year when carriage charges are reviewed, and the circumstances have never looked better for retailers to take the initiative and ask wholesalers how much they intend to reduce them by. Fuel prices are lower than they were five years ago and over the same period van drivers' wages have increased only marginally, if at all, while the volume of national newspapers delivered to shops is down by more than 30%. A reduction of two thirds of the cumulative increases since 2010 would be a reasonable starting point for negotiations. A standstill wouldn't be good enough, and any increase would be an outrage.

INDUSTRY PROFILE

Collect+

There's now 300 businesses – from ASOS to Thomas Pink – who can deliver to customers through local shops thanks to Collect+. Chief executive Neil Ashworth believes there's room for everyone in an industry that's turning your store into a shopping mall



Gurpreet Samrai
 gurpreet.samrai@newtrade.co.uk
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 @GurpreetS_RN

RETAIL NEWSAGENT What has your biggest success story been in the past 12 months?

NEIL ASHWORTH Our client base – the online and high street stores who deliver through us – reached more than 300 so we are now dealing with retailers of all sorts of different sizes and shapes. We have broadened the portfolio of retailers, increasingly in the Click & Collect space.

RN What major challenges have you faced doing this and how have you overcome them?

NA In the first three or four years of the business we went through an accelerated expansion programme and got to around the 5,000 store mark without always looking at the quality of the locations we were in.

We have spent a lot of time looking at locations – which ones are good, why they're good, where we had gaps – and have started to address that.

So while we said we would accelerate our growth, we haven't actually done that. We've reduced the portfolio during the year by about 500, so the growth we've had to 5,800 or more is a net figure because we've taken out quite a lot of locations that weren't providing the right kind of service. We have started to add in new types of location.

RN Will there be more of a focus on locations outside the convenience sector over the next year?

NA If you look at our core network it's always been convenience retailers, both independents and multiple groups. That's still the lion's share. Outside of convenience we have fewer than 20 locations, but we always try new things. We have one or two trials for later this year that will be different, such as shopping centres and workplaces.

RN Is the controversy surrounding PayPoint having an impact on your relationship with retailers?

NA It doesn't affect our relationship with them in any way. We have a commission arrangement with all our participating retailers and we have no plans to review that at the moment.



The way PayPoint interacts with its retailer base is a matter for PayPoint

The way in which PayPoint interacts with its retailer base is a matter for PayPoint and it's not something I get involved with.

RN As more companies enter the market, what makes you stand out from your competitors?

NA Each of the competitors that come into the market are looking at it in a slightly different way. We're different because we have a broader set of retailer relationships and we are truly a nationwide business.

The way the market is growing means there's enough volume for all of us, so while any new entrant will always take volume away from the market leader, the fact we're still growing our volume means we will continue to grow the business.

RN What's next for Collect+?

NA Our intention is to grow the network so we will try a few new locations during the year. We will work with more retailers – we have some great names in the pipeline in terms of new brands, but in the coming months we want to work with existing brands that we traded with on returns on Click & Collect.

In five years' time we believe the UK has the ability to support a network of in excess of 10,000 locations. Whether we ever get to 10,000, only time will tell. But over the course of those years we will also add different kinds of locations and opportunities into the network.

** Company CV **

Company Collect+

Chief executive Neil Ashworth

Profile A convenient and easy-to-use parcel delivery and returns service founded in 2009. It is a joint venture between PayPoint and parcel delivery company Yodel. It operates in more than 5,800 stores, representing more than 300 retailers.

Latest news The company will add New Look, Jack Wills and Thomas Pink as new click and collect options for customers at Collect+ locations across the UK during the summer.



**

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ACADEMY IN ACTION



Tony talks to Susan and Andrew about flagging up promotions digitally

Digital Engagement

Share ideas and progress

@IAAcademy #IAA15



The way retailers reach out to customers and suppliers is constantly evolving, with more emphasis being placed on digital communication. The IAA's Keon Dadgostar joined News UK's Tony Parker to see what advice he could give Susan Connolly in her Spar store in Wiltshire



Name Susan Connolly

Store Spar Beech Hill Road

Location Tidworth, Wiltshire

Size 900sq ft



The Independent Achievers Academy is a business development programme to help retailers like you improve your store. This is the 7th in a series of 12 features that help show how retailers are using the Academy's advice to grow their sales.



When customers approach Susan Connolly's store in the small village of Tidworth, they are immediately met with a large sign encouraging them to join its Facebook page. This is just one of many innovations implemented by Susan to engage with customers digitally. Beech Hill Road Spar is one of four stores belonging to the Connolly Group, the family company where Susan is the business development manager. The business has been serving its local community for more than 50 years, but Susan and her father Andrew are always looking for ways to keep up with the times. Along with store manager Lucy Durbridge, Susan and Andrew are eager to learn more about digital engagement, as they know that this category's importance is only going to increase.

My challenge

Susan would like to see a bigger return on investment from digital communication, including an increase in engagement with customers and suppliers.





INDEPENDENT
Achievers Academy

News UK

IAA ADVICE

1

Communicate with your customers online, using Facebook, Twitter and/or a shop website

All of Susan's stores have their own Facebook pages, which are used to engage with customers in a variety of ways. Susan explains that all of the in-store promotions are publicised here, with a large photo and short description. There are also fun pictures of staff members and updates on what is happening in the store.

Susan tells Tony she would like to see more comments from customers, as they are a great way to collect feedback, which can help improve the business. It is no secret, she says, that getting customers to write about their shopping experience is difficult if there's no incentive. Tony suggests that customers should be given the opportunity to enter a prize draw by leaving a comment on the page about a purchase they made in-store.

2

Implement processes that ensure your digital presence is kept up-to-date

Susan explains she uses a social media management tool for all of her Facebook and Twitter accounts.

This, she says, allows her to compose multiple posts, which she schedules to be published at various times. If she is too busy to go online, automatic posts mean her digital presence does not suffer.

Susan adds that she measures the response her posts receive so she knows for the future what kind of posts work with her audience. Up until now, Susan has run all of her stores' Facebook pages by herself, but Tony says it would be beneficial to assign the managers of each store an admin role.

Store manager Lucy agrees to take co-ownership of this store's page, so she and Susan will be able to monitor and update it more regularly.

3

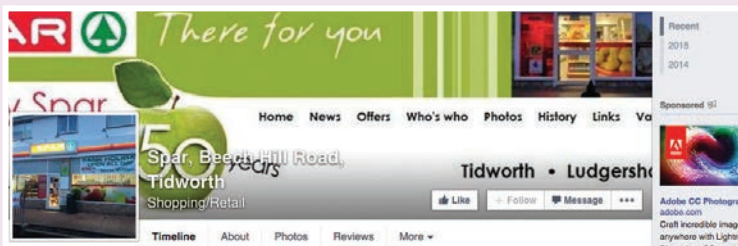
Actively engage with suppliers through social media and online

Susan uses Twitter predominantly to connect with other businesses. She has over 850 followers and tweets several times a day to fellow retailers and suppliers. With so many brands using Twitter, Susan says it is a helpful way to learn about new products. Susan also interacts with suppliers through their websites, as many of them contain resources for retailers.

After advising Susan to rearrange her newspaper display to show the headlines as well as the titles, Tony recommends the category management section on the News UK website to ensure she maximises sales.

To make products more visible to customers, Susan says she is willing to try digital screens. Tony says News UK can provide regular content for the screens, which can help to push small and large-scale promotions at a moment's notice.

Having a regularly updated Facebook page is essential



WHAT WE LEARNT



Tony says

"Susan and I have a few things we can work together on over the next few months while measuring sales to make sure what we are doing is making a difference. Being able to download promotions tonight that are happening tomorrow, which can go straight onto the digital screens, can be an efficient way to increase profits. Also, if we can encourage customers to make comments online, we will learn more about how they feel about the store."

Tony Parker

Field partner manager, News UK



Susan says

"It has been a valuable morning with the IAA. Tony has shown us a new way of looking at news. While we take it for granted as a footfall driver, there are certainly benefits of promoting stories with the headlines in the window and on digital screens that can lead to an increase in sales. Having more members of staff involved in social media will certainly help us interact with our customers more."

Susan Connolly

Spar Beech Hill Road, Wiltshire

Susan's action plan

Investigate the possibility of installing digital screens in-store

Run a prize draw on the Facebook page to encourage customer feedback

Make store managers admin of Facebook pages and start making regular posts

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

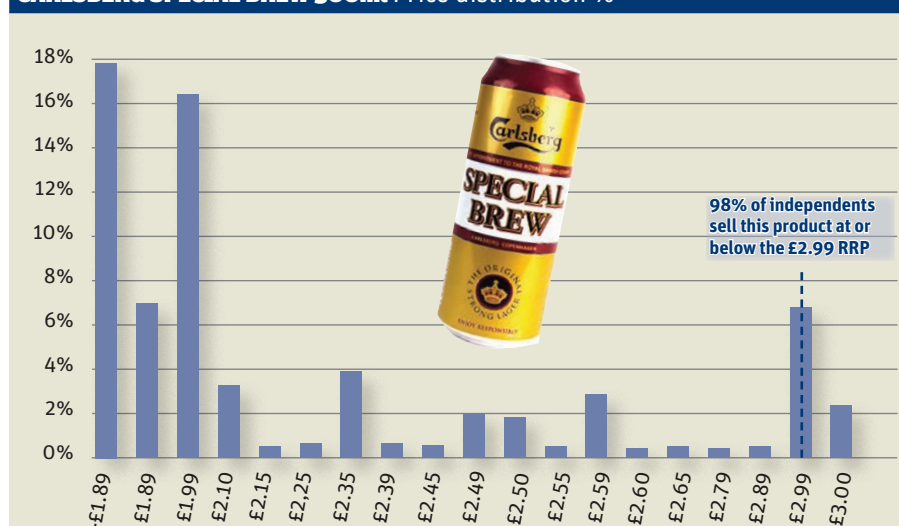
PRICEWATCH

LAGER

BEST-SELLING LAGER PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Foster's 15-pack 440ml	£12.96	£14.49	£10.00	£12.00 (2 for £20)	£10.00	£10.00	£10.00 (Offer)
Carling 15-pack 440ml	£13.41	£12.99	£10.00	£12.00 (2 for £20)	£10.00	£10.00	£10.00
Stella Artois 4-pack 500ml	£2.37	£5.00	£5.49	£4.49	£5.49	£4.00	£5.49
Foster's 4-pack 500ml	£4.21	£4.39	£4.39	£3.75	£4.39	£4.00	£4.39 (PM)
Carlsberg Special Brew 500ml	£2.04	£2.99	£2.65	£2.50	£2.39	–	£1.99
Carling 4-pack 568ml	£5.32	£5.49	£5.00	–	£5.00	£5.00	£5.00 (Offer)
Carlsberg 15-pack 440ml	£13.07	£14.49	£10.00	£12.00 (2 for £20)	£10.00	£10.00	£10.00
Kronenbourg 1664 500ml	£1.32	£1.59	–	£1.59	£1.35	£1.69	–
Carling 4-pack 500ml	£4.07	£3.49	£4.39	£3.75	£4.49	£4.00	–
Budweiser 4-pack 500ml	£5.18	£5.49	£5.49	£5.49	£5.00	£5.49	£5.60
Coors Light 4-pack 500ml	£4.77	£4.99	£5.00 (Offer)	£3.99	£4.49 (2 for £8)	£4.99	£4.49 (PM)
Carlsberg 4-pack 568ml	£4.89	£5.00	£5.00	£3.99	£5.00	–	£5.00 (Offer)

CARLSBERG SPECIAL BREW 500ml Price distribution %



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

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

Pricing strategies

RETAILER

1



NAME ALAN DUNN

STORE Open All Hours

LOCATION Keswick, Cumbria

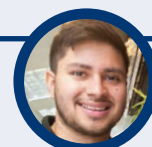
SIZE 800sq ft

TYPE secondary road

We're a Premier store, so our prices are set by Booker, and the majority of our products are pricemarked, so there's not much freedom with pricing in that. Most of the time the margins we get are quite fair, but I've just dropped the four-pack Budweiser pint cans because I was only getting a 13% margin. They were pricemarked at £6, which is a good price, but given the margins and that they were slow sellers anyway, it just wasn't worth it. The average margin I get with pricemarked beer cans is 20-22%, which is good, and that's what I always aim for.

RETAILER

2



NAME JAS BHATTLE

STORE Simply Local

LOCATION Newton-le-Willows, Merseyside

SIZE 2,500sq ft

TYPE residential estate

I bulk buy – for example a 144-case crate – when my wholesaler runs strong deals, which gives margins of between 25-30% on beer. On top of this, I do my own promotions – such as two for £20 – which I can do thanks to bulk buying. This also works to increase my footfall and sales by a significant amount. It also helps that I have a massive storage area to put excess stock in. Sales of super-strength lager are slowing down, as prices are going up and shops around me are selling illegally.

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

RETAILER

3

NAME BAY BASHIR**STORE** Belle Vue Convenience Store**LOCATION** Middlesbrough, Cleveland**SIZE** 800sq ft**TYPE** neighbourhood

We stock a lot of 15-packs at £10, and they sell well but only give a 10% margin. Our other beers typically have a 20-25% margin. We have a small range of super-strength lager and even though we'd like to stop selling them, we can't if we want to remain competitive. There's a big grey market locally, where shops sell at a ridiculously low price which tends to attract the wrong type of customer. I've noticed that while four-packs have declined, 15-packs have increased, driven by customers' growing demand for value.



RETAILER

4

NAME JAYESH PAREKH**STORE** Jay's Costcutter**LOCATION** Manchester**SIZE** 1,800sq ft**TYPE** neighbourhood

To get good margins it's all about buying the right stock at the right time. We visit two other wholesalers – as well as P&H – only buying stock on promotion so that we are able not only to keep prices consistently low, but to remain profitable. Through this we are able to make margins of between 20-25%. We're finding that 15-packs are doing incredibly well; we easily sell 50 cases a week. Bootlegging is a big problem round here, which is partly why we don't sell super-strength lager.



RETAILER

5

NAME BALVIR SINGH ATWAL**STORE** Atwal News**LOCATION** Hatton, Derbyshire**SIZE** 800sq ft**TYPE** village

The majority of my stock is pricemarked from Booker. Over the past few years this category has become almost completely pricemarked. I don't notice a drop in sales when I sell non-pricemarked products, it's just that the option to have them in both variants is simply not there anymore. Where we do have non-pricemarked products, we do sometimes charge a bit more to try and get a good margin. I don't stock any single cans except Special Brew, which sells in such large volumes that I'm not willing to give it up.



THE ENTREPRENEURS

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



BARBE NICOLE CLICQUOT-PONSARDIN

Often referred to as the grand dame of champagne, Barbe Nicole Clicquot-Ponsardin is responsible for giving champagne its clear quality, selling her Veuve Clicquot in international markets. After the death of her husband in 1805, Clicquot persuaded her father-in-law to allow her to take over the family wine business, a move that later prompted the inclusion of 'veuve', or 'widow', in its name. Production slumped initially, and Britain's naval blockade forced her to look east to Russia, at one point shipping champagne bottles hidden in barrels to skirt an embargo the Tsar had placed on French wine. In 1810, she

produced the world's first vintage champagne and its popularity spread among Europe's elite, who soon began to associate it with celebration and luxury.

Key achievements

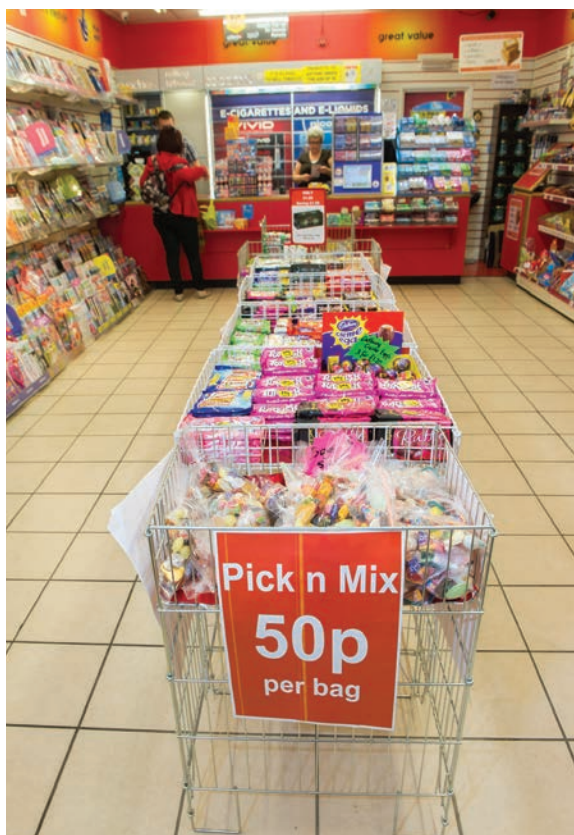
- Pioneering the 'riddling' process – tilting bottles and turning them for several weeks to collect and remove dead yeast and give champagne its clear appearance.
- Becoming one of France's first successful female business leaders in a male dominated world.
- Putting an anchor on each cork as a form of branding in an era when bottles were not even sold with labels.

Lessons for your store

- 1 When trade suffers, get creative. During embargos and blockades Clicquot expanded into selling red wines in a domestic market and cut costs.
- 2 Business can be therapeutic. Clicquot threw herself into work after her husband's death, often working from 7am until 10pm.
- 3 Specialise to survive. Clicquot steered the company away from banking and wool trading to focus entirely on champagne, which thrived.



RETAILER PROFILE



Why I'm fighting PayPoint

Over the past two months, Marcus Bergin has created a social media storm with his fight against PayPoint's commission caps. **Nicola Stewart** visited his CTN in Gloucester to see the business and meet the man behind the PayPoint Pay Fair campaign

When Gloucester retailer Marcus Bergin took over an ailing CTN last summer, he was looking forward to building a business that would support his family of six. Little did he know that less than a year later, he would create a social media storm with his protest against PayPoint's commission caps and cause close to 2,000 retailers and supporters to unite online.

SuperNews, he explains, is a traditional 750sq ft newsagent in a busy shopping centre. "The business wasn't doing well under the previous owners. There was hardly any stock on the shelves but I could see its potential," he says.

Marcus introduced a strong range of magazines, newspapers, confectionery, and other CTN bestsellers and put good customer service at the heart of the business.

"I wanted to reintroduce that old-fashioned CTN thing of friendly, talkative staff. I thought the shop should be a nice place to spend time in," he says.

He employed staff member Michelle Probert and focused on building relationships with customers. "We now have the same people coming in every day. The store just needed the right person behind the till."

This has helped Marcus develop one of the store's specialisms, partworks, and he now sells over 80 copies a week, many on regular shop saves.

"It comes back to having a friendly conversation and asking secondary questions," he says. "I have a customer who likes Marvel so I asked if he had seen the Doctor Who figurine collection. He hadn't, so I showed it to him, he liked it and I put an order in."

He has also built strong links with Smiths News and is therefore happy to order any title a customer asks for.

This too has helped him to launch a small HND service, delivering copies of the Racing Post and betting guides to local bookmakers and supplying newspapers to several hotels.

But the store has also faced some big challenges, not least being directly opposite a Poundland. Marcus has fought this by introducing 450 items at or below £1.

"I use the space in the centre for £1 pricemarked chocolate multipacks and that has been a big success. We sell about 40 a day," he says. "I also have 50p pick and mix bags right at the front and they draw a lot of people in."

His investment in customer service, availability and specialist services means the store now has around 600 customers a day, an average basket spend of £3 to £4 and is set to turn over £500,000 in its first year.

But while footfall has been growing, Marcus noticed early on that many customers only visited to use his PayPoint terminal. He quickly calculated that after bank charges,



I wasn't aware of the PayPoint issue until I read about it in RN. It's so important to know what is happening instead of focusing on your own little world."

MARCUS BERGIN



In just one year Marcus Bergin has turned a failing CTN into a successful business and is determined to protect his profits



"I decided something had to be done, so I started fighting for myself and for all retailers"

VISIT MY SHOP

SuperNews

Eastgate Shopping Centre,
9 Bell Walk,
Gloucester,
Gloucs.
GL1 1XH

Twitter: @supernewsglos



he was making a loss on payment transactions, and PayPoint's recently-announced commission caps escalated the problem.

"I decided something had to be done, so I started fighting for myself and for all retailers," he says. His campaign – which has involved everything from in-store posters, the creation of the near-2,000 member PayPoint Pay Fair Facebook group and coverage in national newspapers such as the Times – ensued and has kept PayPoint's treatment of retailers firmly in the headlines.

Marcus has vowed not to back down until conditions are improved, but he says the campaign has also helped him identify ways to drive his own business forward.

His efforts to encourage customers – including PayPoint users – to increase their spend have prompted him to tailor his range to better suit his shoppers.

The next step, he adds, is to advertise what he is doing more effectively.

"The PayPoint campaign has shown me how powerful Facebook and Twitter can be, so I need to use them to promote my store."

Of the past 12 months, Marcus says: "I have worked hard to build this business back up and that's why I will always stand up against companies like PayPoint." ●



Want to see more of Marcus's store? Go to betterretailing.com/marcusbergin

SYMBOLS & FRANCHISES

What will your store look like in 2020?

The golden age of convenience retailing is set to continue, according to last week's IGD figures. The challenge now is to be a part of the success.

Steven Lambert looks at how symbol and franchise groups are making sure that you are

I think I've seen more change within the convenience market over the last 18 months than I have over the last five years."

These comments from Sheffield retailer Jai Singh encapsulate what many individuals and groups are thinking about the current state of the convenience and symbol market.

Retail experts agree that the sector is continuing to go from strength to strength, buoyed by a combination of more shoppers switching from large supermarket shops to top-up shopping, improved ranging and better standards in stores, as well as new opportunities being presented by the major wholesale and convenience groups.


In fact, it is becoming harder than ever to keep track of new developments. In the last three months we have seen Tesco's franchise model One Stop break through the 100 store barrier after just over a year of being launched. And more recently, Booker dropped a bombshell with the announcement of its £40m move for Londis and Budgens owner Mus-

grave GB, one that has been touted by many experts as a "game-changer" for the channel.

But the question on everyone's lips is just how long this growth can be sustained for. Recent figures from retail analysts IGD predict the total UK grocery retail market will grow in value from £178bn to £201bn by 2020. Within that, the convenience sector is expected to grow by £6.4bn to £44bn over the same period, with convenience sales also increasing by 17%.

However, the firm adds that this growth will be more measured compared to the convenience sector's rapid rise between 2010 and 2015. It also warned that the growing presence of online and discount shopping will eat away at this share if retailers grow complacent.

So what does this all mean for your business? RN takes a closer look at the IGD report, asks where the independent sector is likely to be in five years' time and - over the next 10 pages - asks how symbol and franchise groups are helping stores to prepare.



The IGD 2015 Convenience Summit gave the industry an insight into the next five years

KEY IGD NUMBERS

10

the number of top-up shops consumers are doing per week

46%

of consumers say they are doing more top-up shops compared to two to three years ago

41%

of consumers say they are putting more in their basket while on a top-up shop

53%

of shoppers buy fresh fruit with their shopping in discount stores, compared to just one in five in convenience stores

£17

the typical saving families are making on petrol.

IGD Convenience Summit LESSON 1

The top-up shopper is changing

The growth in top-up shopping is expected to continue in the near future, according to Michael Freedman, shopper insight manager at IGD.

"The number of people doing top up shops has risen from 83% last year to nearly nine in ten. As well as this, 9% of shoppers say they now no longer do a main shop, up from 5% last year," he says.

Yet Mr Freedman says the convenience sector's definition of top-up shopping - a distress purchase of one or two items such as milk and bread - may differ from that of shoppers. "Convenience may be first for top-up for a handful of items, up to £5, but more and more shoppers are topping up with a full basket," he says.



IGD's Michael Freedman discusses c-stores' future



"Many shoppers we have interviewed recently have been spending more and more on their top-up shop, up to £20 and beyond, but they often feel they can't do this within convenience stores."

Mr Freedman says this customer perception meant many convenience retailers were missing out on potential sales.

"Convenience is lagging behind the supermarkets on range, value, promotion and even customer service according to the shoppers we have spoken to," he says.

Despite these challenges, Mr Freedman says there are opportunities for retailers to grow their top-up sales.

"Shoppers tell us Friday afternoon is the time they most often do a top-up shop and want to avoid shopping at the weekends," he says. "Retailers can take advantage with stress-busting alcohol deals, creating a special meal deal or using social media to create that Friday feeling."

IGD Convenience Summit

LESSON 2

Austerity is good for convenience

Steve Fox, sales director – retail at Booker says value



Every business, regardless of size, should have a website



Fewer but stronger promotions is the future predicts Booker's Steve Fox

for money will remain a key point of consideration for shoppers and retailers over the coming years.

"We think about austerity and the future is going to be challenging, we can't hide from that. As a nation we have a huge debt, which has gone up every year in last seven years. But austerity is good news," he says.

Mr Fox points to his company's own Euro Shopper range, which has grown into a £150m brand while only offering 100 lines.

He adds that promotions will remain crucial for the sector but says these need to be "fewer, bigger, and better".

Mr Fox also advises convenience retailers to think hard about the number of products they have in their stores.

"We are taking range out of our stores because the consumer wants to see the value," says Mr Fox.

"Sixty-five percent of our sales come from the 1,200 core lines we put in our stores. You don't need proliferation, you don't need duplication."

IGD Convenience Summit

LESSON 3

Use retail technology wisely

New technologies represent great ways for convenience stores to attract customers but retailers must use these wisely, according to Purdeep Haire.

The owner of e-commerce platform Cornershop Online says store owners must use technology to enhance their unique identity.

"It's our belief that every business, regardless of size, should have a website, and social media is great way of getting people interested in your business.

"But just because the technology is there, it doesn't mean that convenience retailers have to use it.

Take beacon technology, for example. Many customers don't like to have a constant stream of messages and prompts about deals and this takes away one of the key aspects of convenience retailing – customer service. You shouldn't treat customers like a barcode on a Tesco clubcard."

niency retailers have to use it. "Take beacon technology, for example. Many customers don't like to have a constant stream of messages and prompts about deals and this takes away one of the key aspects of convenience retailing – customer service. You shouldn't treat customers like a barcode on a Tesco clubcard."

IGD Convenience Summit

LESSON 4

Fuelling your sales

IGD chief economist James Walton says 10 consecutive months of ongoing deflation and low food prices created a number of "complex challenges" for convenience retailers, such as the undermining of brand values and price promotions.

However, he added that low fuel and utility prices would create some "fantastic opportunities" for businesses to capitalise on extra expendable income from families.

"A typical British family with a typical British car is now saving around £17 a week on petrol compared to last year," says Mr Walton.

"This may not sound like much but this is an easy saving for them, and creates a massive opportunity. The challenge now is to make sure that this easy saving is being diverted into the convenience channel." ●



Purdeep Haire urges retailers to reach out to customers online



SYMBOLS & FRANCHISES

Formats

About half of UK convenience stores are smaller than a squash court and some are even smaller. That lack of space can hamper attempts to bring new ranges and services into businesses, and it becomes a case of 'one in, one out,' says IGD's James Walton.

Despite this, he predicts a growing number of shoppers will visit smaller format stores over the next five years, provided they are offered a wide selection of the goods and services they are looking for.

John Kinney, retail director at Today's, agrees convenience retailers must use their space more effectively to attract customers.

"One trend we expect to see more of is smaller businesses coming together; c-stores offering a bakery and a butcher, for example."

Trends like this are having an increasing effect on the development of symbol and franchise groups' stores.

Landmark, for example, says it is phasing out its standard store format on its Lifestyle Express fascia, with its Evolution model becoming its entry-level option instead.

It is also due to launch two formats by the end of the year. Lifestyle Extra will be a neighbourhood convenience store carrying a full range of chilled, fresh and frozen foods, while Lifestyle Value will focus on deals, value and pound zones for shoppers on a budget.

"It's up to symbol groups to inspire retailers, show them that change is healthy and encourage them to evolve to meet customer demand and expectations," says Landmark's retail controller Stuart Johnson.

One way this can be done is through "hybrid" store formats, according to IGD's James Walton.

He predicts an increase in "multichannel" shoppers who buy goods online, from discounters, supermarkets and convenience, which will lead to a blurring of traditional boundaries between different store types.

Symbol groups are already beginning to make inroads on this. Premier, for example, has been experimenting with introducing £1



Retailers like Pinda Cheema look out for discounter-style opportunity



Landmark is phasing out its standard format

non-food lines and other discount elements into its Premier stores following positive sales from its Family Shopper stores.

Another key development, according to retailers, will be the need for store owners to create their own brand and identity to stand out in the crowded retail market.

Ascot retailer Roli Ranger says he has worked closely with Londis to create bespoke branding for his new Roli Ranger's Londis of Sunnyhill store.

Similarly, Paul and Pinda Cheema have relaunched their flagship Malcolm's store in Tile Hill, Coventry, emphasising the Malcolm's brand to differentiate themselves from Nisa stores in their area and help grow relationships with suppliers.



One trend we expect to see more of is smaller businesses coming together

Building my future with Booker Dennis & Linda Williams

Premier
Broadway
Convenience
Store, Oxfords,
Edinburgh



You've got to look at your business every week. Next week we've got a merchandiser from Booker coming to look at our store and see if there are changes we can make to improve it. The sector changes every day so it's important to do this regularly. One of the most useful things which Premier does is Mega Deals, with TV adverts and leaflets to advertise them. They drive footfall and help our customers know that they are getting value for money. With Londis and Budgens coming into our stable we'll have even greater buying power for these deals and we'll also see Booker's fresh and chilled range expand.

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Alex Kapadia

Runs 2 Bargain Booze stores in Bedfordshire and 3 Wine Rack stores in Surrey

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Or contact our brand development team

Ian Stephens T: 07715 269723

Samantha McIlreavy T: 07711 593166

Select Convenience

from **Bargain Booze**

Bargain Booze wine Rack BB'S WAREHOUSE

SYMBOLS & FRANCHISES

technology

With ever increasing pressure and time constraints on convenience stores, companies are looking at new ways of using technology to give retailers greater control of their businesses.

The majority of symbol groups now offer remote stock ordering capabilities on smart devices, along with other benefits.

Today's recently launched its Plan for Profit app, for example, which gives its retailers the chance to download the group's 2015-16 Plan for Profit category guide, along with downloadable point of sale.

Meanwhile, convenience groups are also looking to use technology to develop new ways of building trade in stores.

Martin Swadling, head of Premier at Booker, says it is about to trial near-field communication kits in 100 of its stores, which will send prompts on deals and offers to passing shoppers with smartphones.

"Many people today have grown up with smartphones, so we need to find new ways to take advantage of this to grow sales and footfall," he says.

In addition, Bargain Booze is due to trial its 'Click and Sip' concept in 150 stores from the end of July, allowing shoppers to place click and collect orders with participating stores.

Looking further ahead, Anx Patel, founder of retail stock ordering app GoKart, believes innovations like the Apple Watch could have a big impact on the way consumers shop.

He says: "Mobile payments and near-field communications haven't taken off but the Apple Watch could potentially be a game changer, as it offers a uniform system to shoppers."

However, Mr Patel says more recent technological developments present retailers with the best chance to build and develop customer relationships.

"New things like i-beacons might take off but they're seen as a nuisance by shoppers. They also need Bluetooth to work, which many people have switched off.

Could your watch be your next wallet?

"We know that home delivery, websites and social media are already great ways for retailers to work with their customers and learn more from them."

Today's Plan for Profit app helps retailers order remotely



“

The Apple Watch could potentially be a game changer, as it offers a uniform system to shoppers

Building my future with One Stop

Dee Sedani

One Stop,
Matlock,
Derbyshire



Making changes to our store means working closely with the One Stop team to agree them. If you have an idea or want to bring in a product they will look at your numbers, put them through their model and it's very systematic. We are part of an 800-store estate and everything has to be consistent, so what happens in my store has to work for the rest too. One example of this is click and collect, which I'd like in my store tomorrow but is still being worked on by One Stop. One thing that's worked well, however, is food to go. This was something that worked well before I joined One Stop and they are happy for me to continue it.

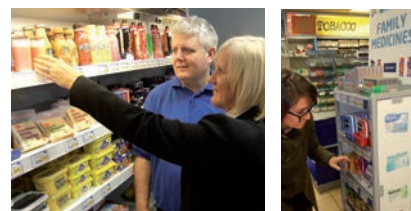




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* Bestway Direct Sales YTD Jan-Aug 2014 ** IAA Sept 2014

SYMBOLS & FRANCHISES

FRANCHISING

The rapid growth of franchise businesses cannot be ignored when looking to the future of the convenience sector.

Tesco franchise One Stop has arguably made the biggest move in this part of the market, having signed up more than 100 franchisees just 15 months after the model was launched.

The group is now looking to make inroads into Scotland, claiming it has already received hundreds of calls from interested retailers north of the border.

Andrew King, franchise director at One Stop, says he sees franchising as “a catalyst for change” in the convenience sector.

“Consumers are used to shopping in environments like Tesco Express and Sainsbury’s Local, so they expect more from small shops,” he says.

“Our franchisees are able to take advantage of better prices on the back of Tesco’s scale and scope, such as our £1 price point on es-

sential purchases including bread and milk.

“It’s about making things simpler for retailers, such as having auto-replenishment, to give them more time to work with their teams.”

His thoughts are backed up by Rhyl retailer Aleem Choudhry, one of the first retailers to take on the One Stop franchise.

He says: “Stock ordering is easy and simple and One Stop are very flexible and open to suggestions from retailers, so I think we are set for the future.”

Mr King also believes symbol operations will need to up their game to keep up with the efficiencies offered by franchises.

“Symbols will have to do more than just supply stock. They will have to invest in their customers’ businesses and do a lot more in the back office around routines,” he says.

Mr King’s optimism over the franchise sector is backed up by

Conviviality Retail, owner of the Bargain Booze chain.

Amanda Jones, chief operating officer at the group, says she expects many of its franchisees to adopt a more convenience-led approach to remain competitive in the future, including taking advantage of the company’s Select Convenience format.

She says: “There is this perception that Bargain Booze is just about booze, but this couldn’t be further from the truth.

“We need to challenge that perception.”

“We now have 141 Select Convenience stores with a full grocery and fresh offer with food to go, coffee and meal solutions.

“We expect to see more and more Bargain Booze Select Convenience shops opening in the future, and where we have existing Bargain Booze shops, we will work with them to make sure they will be as relevant with their offering as they can be.” ➤➤

Building my future with Best-One Kay Patel

Global Food & Wine (Best-one), Wanstead, east London



My main ambition is to keep expanding the number of businesses I operate. As I’ve grown my store numbers my relationships with suppliers have improved, not just with Bestway but with manufacturers, because they’ve seen how much I spend on their products far more clearly than if I diluted my sales through a number of wholesalers. Two of the really important areas where I’m developing my business are hot food to go and chilled. In both these areas Bestway has really improved its offer in recent years.



Bestway’s investment in chilled is paying off says Kay Patel

One Stop benefits from Tesco’s buying power



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Peter Saleem - ex Londis retailer.



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SYMBOLS & FRANCHISES

Foodservice & Food to Go

One trend that retailers will certainly need to keep track of is the growth of foodservice-style concessions in convenience stores.

Building my future with Today's Stephen Brown

Today's Extra
Donaghmore,
Donaghmore, Northern Ireland

Before Christmas we changed the floorplan of our store – four narrow aisles to three longer and wider ones – and Savage and Whitten, which is a Today's wholesaler, sent a team and were able to move our shelving units easily. Our customers' needs are changing and Today's make sure that we can keep up with this. For example, we do full English breakfasts, bacon rolls and even chicken curries for lunch. We do a very good trade but the counter shuts at 2pm so we're working with Today's to have a hot cabinet and a coffee machine open throughout the day.



Today's helps
Stephen Brown
keep up

Today's John Kinney says: "The blurring of foodservice and retail will continue over the coming years.

"The natural progression will be for c-stores to offer a wider foodservice offering, for instance take-away meal solutions. C-stores are no longer just a place for pre-packed food."

Spar managing director Debbie Robinson says the growth of what she terms "foodvenience" is set to accelerate on the back of increased shopper demand for high quality, hot meals in convenience stores.

As well as looking to add more foodservice concessions such as Subway and Greggs in its stores, Spar has also launched its Daily Deli concept.

"If the trial is successful there will be six different Daily Deli opportunities available to Spar retailers," says Mrs Robinson. "These will range from an entry-level offer comprising a self-service counter selling sandwiches, baguettes, chilled snacks and coffee, to a complete Daily Deli offer including a served counter selling hot meals, as well as a self-service option on the shop floor with sandwiches, baguettes, wraps, croissants and more."

Nottingham retailer Anish Keshwara is one retailer who is also looking to stay ahead of the curve on foodservice.

Anish and his brother Jamie have created a bespoke, open-plan foodservice counter in one of their three Nisa stores, selling everything from fresh rolls, baguettes and pastries through to pizzas, covering everything from breakfast to dinner.

Anish says: "We're now looking to have a hot baguette and hot food option in all of our stores.

"We're also looking to create our own kitchen prep room to make our own fillings, which will enhance our margins. And we're looking to invest in a sealer packing machine and create our own ready meals, such as curries and chilled pizzas."



Spar's new Daily Deli
concept comes in six
levels, from entry
level to expert



We're looking to invest in a sealer packing machine and create our own ready meals, such as curries and chilled pizzas

Building my future with Nisa Pinda Cheema

Malcolm's
Nisa Local,
Tile Hill, Coventry



One of the things that Nisa has given us is the flexibility to tailor our store and build our own brand – Malcolm's – while being part of their brand too. We have been able to create our own Malcolm's radio station, for example, through Nisa and pick and choose which deals go onto the leaflets we have delivered so that they are tailored to our store. It's a massive advantage. We're looking to grow the number of stores that we run and knowing that we can use this model in each store is really useful.



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Amjed Pervez

Lifestyle Express, Burnside, Glasgow

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*30% average retail sales growth when an independent retailer converts to Lifestyle Express

The Symbol Group from
LANDMARK WHOLESALE



www.lifestyle-express.co.uk

SYMBOLS & FRANCHISES

distribution & deliveries

GoKart's Anx Patel predicts a more joined up supply chain for convenience and symbol groups in the near future on the back of new market challenges, such as the launch of Amazon's Fresh delivery service.

He says: "Amazon Fresh is potentially the largest threat to retail competition in the near future."

"Amazon is looking into running its own logistics and controlling the whole supply chain, and to make micro-deliveries with smaller quantities of goods."

"Independents and convenience retailers naturally struggle with this because they deal with a large complex supply chain."

To this end, Mr Patel believes wholesalers and convenience groups will need to work more collaboratively to combat this, with the prospect of more consolidation between companies to improve delivery operations.

Booker claims its

move to acquire Musgrave will provide benefits of an improved national and local supply chain and greater economies of scale for both sets of retailers.

At the same time, Costcutter says it is progressing with improving its buy and supply deal with Palmer & Harvey, which it claims will provide long-term benefits to its retailers.

Costcutter retail director Dan Quest says: "The flexibility of this network is a big benefit to retailers affording them a very flexible system which has already led to improved on-shelf availability."

"The scale of the delivery network supports our growth ambitions and, as we increase volume, all of our retailers will benefit from even greater buying power."



Amazon Fresh is potentially the largest threat to retail competition in the near future

Building my future with Lifestyle Express

Bhupinder Kaur
Lifestyle Express,
Kilbirnie,
Scotland



I get a lot of help with re-merchandising and managing my range from the Landmark team. At the moment I'm trying to grow our fresh and chilled range and they will come to our store – even senior members of the company – to see what we're doing. They also provide great deals and a £1 range that bring in customers and I can get cashback if I sell more. I've been in this business for a long time and our store has offered services such as dry cleaning, hot food and the post office – Landmark is very happy with what I bring to the business too.



Dry cleaning has long been part of Bhupinder Kaur's business





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Just what you need

SYMBOLS & FRANCHISES

Fresh, Chilled & meal solutions

Fresh produce, chilled and frozen food and meal solutions have all been highlighted as future growth areas for convenience stores by fascia and franchise groups.

Costcutter's Dan Quest says c-stores are "lagging behind" the multiples in terms of where shoppers are picking up fresh fruit and veg, but adds: "This presents a significant opportunity to grow sales, particularly as the basket spend of shoppers who include fruit and veg is typically higher than those who don't."

Davinder Jeeta, director at Simply Fresh, believes changing lifestyles will also play into the hands of retailers who are expanding their fresh offering.

"With shopping habits being little and often, fresh be-



comes a requisite. You don't need to worry about product lifespan if you are shopping for two days," he says.

Elsewhere, Budgens has been trialling a number of 'meal for tonight' solutions through its new concept stores, with plans to

develop and roll these out across its entire retail estate

Budgens director Mike Baker says: "The biggest trends will revolve around what people need – good quality top-up items at the right price, interesting food to go options, meal for tonight, and what people want – local seasonal products and a good fresh offer."

And Bestway symbol director James Hall predicts chilled and food to go will account for 40% of a convenience store's turnover in the near future.

"For too long we have been obsessed with impulse, but with shoppers now visiting stores for their daily meal solutions, symbols need to offer larger pack formats, fresh and chilled, a credible alcohol offer, more services and attention grabbing promotions," he says.

Building my future with Spar

Susan Connolly
Connollys Spar,
Wiltshire



Owning four stores, I work very closely with Spar and consider them part of the family. Because they know us and that we like to try new things we get to trial things like the new EPoS system which they have developed. In our Pewsey store we're now looking to add a butchers counter and although we won't work directly with Spar on this they are very supportive because they know that we are looking to bring more customers into the store, which will increase our spend with them too.

Building my future with Bargain Booze

Alex Kapadia
Bargain Booze
Dunstable,
Bedfordshire



The team at Conviviality have made it really worthwhile to expand my business and though I already run three Bargain Booze businesses, I'm currently looking for more sites. They provide further rebates, at higher percentages, the more you grow. They are working at the moment on their fresh range and I think this will help add to the number of shopper missions that we cater for. There is also a Bargain Booze app which has been launched and helps us to communicate with our most loyal customers. Suppliers also use the app to offer promotions and we get more information on our customers.

Staff & retailer development

Savvier and more demanding shoppers will mean disciplined staff and high store standards will become the norm for successful convenience retailers, according to retail experts.

Nisa is helping its stores prepare for this trend with the launch of its e-learning portal, allowing retailers and staff members to take online modules covering topics ranging from sales and service through to food hygiene.

One Stop's Andrew King says his franchise group is also rolling out recognised training and qualifications for all of its leadership teams, field teams and store managers, working in conjunction with the Chartered Management Institute.

"In addition to the extensive training we provide as part of

the transition process, we'll be introducing a full suite of training packages for our franchisees, for themselves or their teams to participate in," he says. ●

Staff are a major asset of any business



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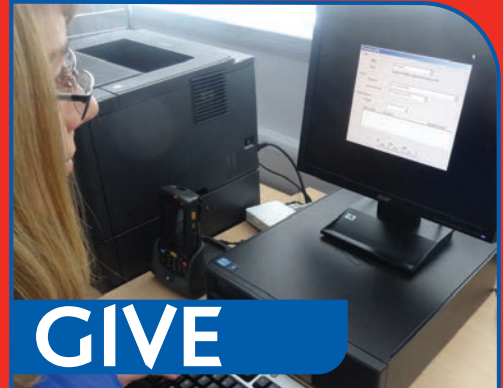
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and margins



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SYMBOLS & FRANCHISES



Do you see yourself working with a symbol or franchise group in the next five years? **Tom Gockelen-Kozlowski** asked industry experts what questions you need answering before you sign up

With so many opportunities open to retailers who work with a symbol group or franchise operator, it's little wonder that membership numbers are swelling.

According to James Lowman, chief executive of the Association of Convenience Stores, it's a serious decision that takes a lot of thought. "Whatever choice a retailer makes about the symbol group that they want to join, they will be entering into a new relationship that has the potential to boost their business and drive new customers into their store," he says.

It's something recognised by symbol groups and franchise operators too.

"I've never been able to walk into a shop and get a retailer to switch from one symbol group to another in one visit," says former operations director at Bestway Wholesale David Gilroy, whose role was once to recruit new members to the Best-one group. "It takes months of meetings – it's a big decision and switching too regularly can put your business in jeopardy."

With this in mind, RN asked key industry figures what they thought retailers should ask ahead of joining one of these operators.



I've never been able to walk into a shop and get a retailer to switch another in one visit

Bhavesh Parekh is one of many retailers to choose a partner to work with



"Line it up and look at the whole offer"

David Gilroy – convenience retail lead at W2 Commercial, and former operations director at Bestway Wholesale, says the right symbol group should help you embrace the future on convenience retailing.

Questions to ask

- How good is the group's brand – does it have the ability to reach out and attract your customers?
- Each convenience store operates in its own micro market. How much investment and time are service

providers willing to put in to understand your store?

■ What is the service provider's plan to help you get maximum yield out of every square foot of your store?

■ How much gross profit are you going to make out the symbol group provider's range while still remaining competitive enough to win business?

■ What kind of own label range does the symbol group provider have and is it a credible alternative to the multiples' own labels?

■ What is their fresh offering like? This is the new battleground in the convenience sector and some symbol group operators have a good fresh offer and others are pretty dire.

■ Have they got a bakery offer that will work in your store? Have they got food to go and coffee operation? Even pizza?

■ Have they got a pound range or discounted range? Some wholesalers are getting a lot of traction with discount operations. ➤➤



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James Brundle, Co-owner,
SPAR Walthamstow & SPAR Hackney

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SYMBOLS & FRANCHISES



“What investment will they make to your store?”

NFRN Commercial's store development manager Kevin Ransom thinks any symbol or franchise group should have a plan for your business.

Questions to ask

- What is the most important thing you will do to help me grow our business?
- What level of investment will you put into our rebranding?
- What margin does an average member make if they are loyal?
- What was your overall availability

in stock percentages last month?

- Do you deliver? How often will they do so and are there any charges associated with it?
- How often will I see a business development manager?
- What is your EPoS solution, what are the costs and are there other options?
- What credit terms will I get?
- What is my buying commitment and what are the penalties if I do not hit it?
- What are my exit penalties if it doesn't work out?



Can an operator help bring services like Camelot to your store



“Examine your contracts closely”

NFRN head of operations Margaret McCloskey says retailers should look at the fine print of the agreements that they sign on to.

Questions to ask

- What is the minimum turnover that the franchise or symbol group expects before they consider putting their sign over the door?
- Some contracts can ask for a commitment of as much as five

years so check out the breach and the charges associated – you could be surprised what's in there!

- Will Camelot come on board when the status of a shop turns to a symbol? This is not always the case.
- Does the symbol or franchise look for a 95% lock in? If it does it means that it will not allow retailers to purchase products cheaper elsewhere.



It is vital to understand a group's delivery system



Retailing needs to be your top priority. Not property development, not driving around in the van



“Keep your side of the bargain”

David Gilroy says retailers who engage with a symbol group or franchise model need to be ready to play their part to making it a success.

Retailing needs to be your top priority. Not property development, not driving around in the van for all hours.

If you join a symbol or franchise provider you need to keep to your side of the bargain and comply and conform to what is asked of you. You need to stock the range, the promotions – put them in the right place at the right price – and use the PoS they provide.

Also, try to order on time and regularly.

When it comes to store management it's your responsibility to make sure that fresh produce is rotated, that the hygiene is good and the lighting is right and the service levels are good.

For it to work it's got to be a proper partnership.

Franchising is even more exacting. They lay down some pretty strict rules, and quite rightly, because it's a brand marketed strongly to the customers.

It's like McDonald's, you can't have a thousand franchisees all deciding to cook burgers a different way.

Whatever agreement you take on make you sure you play your part. ●



DO YOU FEEL VALUED BY YOUR SYMBOL GROUP?

☐ YES

Congratulations, you're probably with Today's. When asked,
81% of Today's retailers said they felt valued, the highest score
out of all **12 symbol groups** that took part.*

☐ NO

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with a Symbol group, talk to us at Today's and benefit from
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value independent retailers. To join our winning team visit
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*Source: him! Symbol Track 2014

Today's
Group

INTERNATIONAL FOODS

Busy consumers, immigrant communities and enthusiastic foodies are all having an effect on the international foods sector. **Nadia Alexandrou** looks at one popular dish – chicken curry – and how three retailers cater for these different consumers' needs

Spice up your range

NAMES TO KNOW IN THE WORLD FOODS INDUSTRY

There are a several key brands in the international foods market. Here are some of the main ones.

Grace Foods

The company accounts for more than one third of all Caribbean food and drink sold in the UK, and boasts a broad range of products and ingredients including spicy sauces brand Encona.

TRS The company has grown to become one of the largest suppliers of ethnic foods within the UK and imports and packs over 900 lines from its Southall facility.

The Bart Ingredients Company
This Bristol-based



company offers over 350 herbs and spices, and is known for its more up-market produce.

Homepride

Part of Premier Foods, this cooking sauce brand features on nearly every wholesaler's sauce planogram. Its Cook-in Curry is in its core range.

Tropical Sun Foods
First created to meet the needs of immigrant communities



who were making the UK their home, the company now supplies specialist ingredients including products such as Ackee, Callaloo and Breadfruit from the Caribbean, and African staples such as Pounded Yam and Gari.



Curry in a hurry

Busy families and working professionals are increasingly in search of exotic tastes that don't require too much effort. Premier retailer Jeff Oliver knows his store needs to offer an easy-to-cook option for chicken curry.

Jeff's busy customers' chicken curry ingredients

How many do you stock?

- ☐ Ready-made sauce
- ☐ Frozen chicken
- ☐ Rice
- ☐ Vegetables – onions, peppers, tomatoes
- ☐ Naan bread, poppadums



Jeff Oliver

Premier Beechley Stores, Wales, Cardiff



As part of our refit three years ago, we decided to dedicate more space to world foods. Over the years I've built up my range to now provide everything people would need for a quick curry, and while people don't come into my shop looking for exotic finger pressed Italian-style pasta, they do want a decent fresh range and choice.

Jeff's tips to cater for a quick curry

1 Fresh is still important

While some customers do just pick up an Uncle Ben's Tikka Masala sauce, more people want basic fresh ingredients, too, such as onions, garlic and tomatoes to go with it.

2 Offer multibuy deals and own label where possible

I sell Booker's Happy Shopper garlic granules and chilli powder at two for £1.35 to tempt those looking to make their quick curry more exciting.

3 Encourage incremental purchases

I put the above ingredients next to typical Indian takeaway foods such as poppadums and naan breads to encourage people to go all out for their curry.





Authentic Indian curry

With many Britons having family ties to countries with rich culinary cultures, giving them the opportunity to buy everything they need to cook authentic meals can mean extra profits for you. For retailer Harry Goraya, this means having all the ingredients of his own chicken curry recipe in his Nisa Local.

The Goraya family chicken curry ingredients

How many do you stock?

- ☐ Fresh chicken
- ☐ Garlic
- ☐ Onions
- ☐ Cumin Seeds
- ☐ Fresh ginger
- ☐ Tomatoes, fresh or tinned
- ☐ Turmeric
- ☐ Green chillies, fresh, not dried
- ☐ Fenugreek leaves (acquired taste, not for everyone)
- ☐ Coriander leaves, fresh, to finish off



Harry Goraya

Nisa Local,
Kent



We have built up our world food section to reflect the growing number of customers looking for authentic ingredients to make a curry. While we stock a good range from an Asian fine foods cash & carry, we also stock more mainstream brands such as Schwartz spices, as well as Nisa's Heritage range. We also stock a lot of Eastern European foods for a growing Polish community.

Harry's tips to cater for an authentic Indian curry

1 Be ready to advise your customers Improve service and encourage loyalty with friendly advice – I even guide some around our world food section to help them with their specific needs.

2 Broaden the appeal If customers aren't used to cooking curries, I always recommend they use green chillies instead of red, as it's easier on the stomach.

3 Select the right wholesaler We go to Asian fine foods cash & carry TRS, based in London, which supplies authentic Indian produce that meet our immigrant customers' needs.



Foodie curry

Our final chicken curry is for the enthusiastic home chefs, those for whom Nigella Lawson is an idol. Her Mughlai curry, with its long list of ingredients, highlights why meeting the needs of these consumers can mean lots of incremental purchases. Retailer Peter Lamb knows all about this opportunity.

Nigella Lawson's Mughlai Chicken Curry ingredients

How many do you stock?

- ☐ Fresh root ginger (peeled)
- ☐ Cloves garlic (peeled)
- ☐ Ground cumin
- ☐ Ground coriander
- ☐ Dried chilli
- ☐ Ground almonds
- ☐ Cardamom pods (bruised)
- ☐ Cinnamon stick (broken in half)
- ☐ Bay leaves
- ☐ Cloves
- ☐ Vegetable oil
- ☐ Boneless, skinless chicken thighs (each cut in two)
- ☐ Onions
- ☐ Greek yogurt
- ☐ Chicken stock
- ☐ Double cream
- ☐ Golden sultanas
- ☐ Garam masala
- ☐ Caster sugar
- ☐ Salt
- ☐ Flaked almonds (toasted)



Peter Lamb

Lambs Larder,
East Sussex



Most of our customers come to us knowing what they want, and are planning ahead for a particular meal. We've spent years building our store's reputation as being the go-to place for natural and wholesome ingredients.

Peter's tip to cater for a foodie curry

1 Signal your availability and range A clear fruit and vegetables display is vital. Not only are they cheap, but stocking them is essential to giving customers a good impression of your store and keeps them coming back.

2 Keep fresh produce fresh If customers see anything mouldy, you're definitely going to lose them. Buy little and often to avoid this.

3 Encourage requests Customers know that they can request anything we don't stock – like golden sultanas for their curry – and get it as soon as the next day. We have very good relationships with local supplier P K Produce and Peter Speight Butchers, both of which we can get same-day deliveries from. ●

PREVIEW



Fresh from the US

PepsiCo is distributing US snack Cheetos in the UK for the first time with the launch of Cheetos Twisted and Cheetos Crunchy.

RRP 39p - £1

Outers not given

Contact 0118 930 6666



Life and Sol

Beer brand Sol will promote independent businesses and traders in its new Local Heroes campaign.

RRP various

Outers various

Contact 0845 301 0330



How refreshing

Westons Stowford Press cider is being backed with a £2.5m marketing campaign titled 'Effortlessly Refreshing'.

RRP various

Outers various

Contact 01531 660233



Be happy with Coca-Cola

Coca-Cola Great Britain has launched its latest TV ad, called 'Choose Coca-Cola', under its ongoing 'Choose Happiness' campaign.

RRP various

Outers various

Contact 08457 227222



Squeeze the Day

Capri-Sun has launched its 'Squeeze the Day' on-pack promotion offering the chance to win prizes from shoppers' bucket lists.

RRP £1.12

Outers 15

Contact 08457 227222



Smirnoff, modernised

Diageo is introducing modernised designs to Smirnoff No. 21 vodka bottles as part of a rebrand.

RRP various

Outers various

Contact 0845 7515 101



Skittles are game on

Skittles is giving away Xbox One consoles until the end of the year as part of an on-pack promotion.

RRP various

Outers various

Contact 01752 752094



Tango on the telly

Tango is back on TV in a multimillion pound ad campaign set to run throughout the summer.

RRP 75p

Outers 24

Contact 0845 755 0345



Live like a Rockstar

Rockstar is linking up with the Entourage film release by offering VIP trips to Los Angeles in an on-pack promotion.

RRP 99p

Outers 12

Contact 01204 664295

THIS WEEK IN MAGAZINES

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

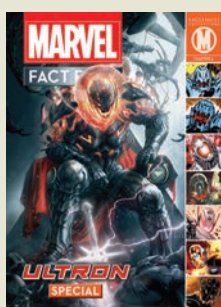


So bad he's good

ULTRON IS NO ENEMY OF SALES FOR YOUR STORE

If you're a Marvel superhero he's bad news; but for newsstand sales – and fans of the Fact Files – it's good news all the way

FIRST APPEARING in the Avengers comic in 1968, robot villain Ultron has returned many times as an enemy of the superhero team, most recently as the main adversary in the blockbuster film Avengers: Age of Ultron. Based on the mechanical menace's appearance in the 10-part 2013 Marvel Comic series, Age of Ultron, the latest standalone issue of Marvel Fact Files comes with a highly detailed, 145mm tall model of the character. It also includes a 20-page magazine, looking at the robot's 50-year history. The one shot will be supported by trade flyers in two issues of the regular collection, along with a pointer sticker on the issue, also on sale on 18 June.



**MARVEL FACT FILES –
ULTRON**
On sale 18 June
Frequency one shot
Price £16.99
Distributor Comag
**Display with regular
Marvel Fact Files
collection, Empire, SFX**

Round up



NICOLA STEWART
Magazines
reporter

PARTWORKS' BIG RETURNS

I remember being a bit surprised when Smiths News first told me partworks was the fourth-highest earning magazine sector for independent stores. It is one of the trickier sectors to manage, and it can take a fair bit of effort from both publisher and retailer to hold a customer's interest through an entire collection. But then I started to look at the cover prices, and the amount of money spent on advertising to support launches, and it started to make more sense.

Take, for instance, the 31 partworks listed in RN on p49. The average price of an issue is £6.60, with more premium collections fetching £9.99. Then there are the special standalone issues – such as our top launch this week – which often reach prices up to £25. These specials are promoted to collectors through the regular collection and retailers can help sales along by simply mentioning to customers that there is something coming up. (I was reminded of how good retailers can be at doing this when I visited Marcus Bergin's store in Gloucester.)

The fact that most partworks now remain on sale or return for the entirety of a collection is telling of how strong independents are at selling them. Other premium priced publications, particularly bookazines, are often held back from the independent channel for fear of early returns.

But independent retailers have proved they can handle higher price points and that by offering shop save schemes and HND, they can see customers to the end of a 100-part collection better than any multiple ever could.

BRAND NEW!

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THIS WEEK IN MAGAZINES



Bestsellers Sport

Title	On sale date	In stock
1 Match of the Day	16.06	<input type="checkbox"/>
2 Cycling Weekly	18.06	<input type="checkbox"/>
3 Kick	24.06	<input type="checkbox"/>
4 Four Four Two	01.07	<input type="checkbox"/>
5 Match	16.06	<input type="checkbox"/>
6 Angling Times	23.06	<input type="checkbox"/>
7 Cycling Plus	23.06	<input type="checkbox"/>
8 Angler's Mail	16.06	<input type="checkbox"/>
9 Rugby Leaguer & League Express	15.06	<input type="checkbox"/>
10 Shooting Times & Country Mag	17.06	<input type="checkbox"/>
11 Mountain Biking	26.06	<input type="checkbox"/>
12 Countryman's Weekly	17.06	<input type="checkbox"/>
13 Runner's World	03.07	<input type="checkbox"/>
14 Racing Plus	13.06	<input type="checkbox"/>
15 Boxing News	18.06	<input type="checkbox"/>
16 British Homing World	12.06	<input type="checkbox"/>
17 Today's Golfer	09.07	<input type="checkbox"/>
18 Muscle & Fitness	18.06	<input type="checkbox"/>
19 League Weekly	15.06	<input type="checkbox"/>
20 Cyclist	24.06	<input type="checkbox"/>

Data supplied by



THE PUZZLER

Puzzler Media is relaunching its flagship title with more pages, more puzzles and an increase in supply. The Puzzler has been bumped up to 64 pages and its classic puzzles are now complemented by newcomers 'five ways' and 'accroswords'. The relaunched issue, along with several afterwards, is being sent to an additional 2,500 independent stores, with sales to be monitored.



On sale 17 June
Frequency monthly
Price £1.99
Distributor Marketforce
Display with Puzzler Collection, Take a Puzzle, Q Puzzle Compendium

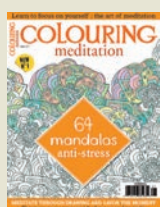


UNCUT – THE ULTIMATE MUSIC GUIDE

The June issue of The Ultimate Music Guide is a deluxe edition dedicated to rock legend David Bowie. The striking cover features an iconic image of Bowie from the peak of his career. Unearthed from the archives of NME, Melody Maker and Uncut, the issue features classic interviews with Bowie from throughout his career, along with reviews of all 26 of his albums.



On sale 11 June
Frequency one shot
Price £9.99
Distributor Marketforce
Display with Uncut, NME



COLOURING MEDITATION

Another addition to the art therapy sector, Colouring Meditation focuses on the ancient spiritual symbol, the mandala. Considered a symbol of active meditation, the mandala has been used by Buddhists for centuries to detach from the world and achieve inner peace. Featuring 64 mandalas to colour in, this premium title is printed on high quality paper and is perfect bound.



On sale 18 June
Frequency bimonthly
Price £4.99
Distributor Comag
Display with Zen Colouring, Art Therapy



RAF SALUTE – BATTLE OF BRITAIN

This special from Key Publishing is an officially endorsed Royal Air Force souvenir publication commemorating the RAF's involvement in one of history's biggest air battles. Written and edited by expert contributors, the 100-page magazine provides insight into the RAF's role before, during and after the battle.



On sale 11 June
Frequency one shot
Price £5.99
Distributor Seymour
Display with FlyPast, Aviation History



GIRL TALK

The next issue of Girl Talk is a bumper pack that comes with a free pair of sunglasses, two lip balms, a dress up kitten, a Minions poster and a free ticket to Thorpe Park. The title recently featured on CBBC's Newsround because of its use of 'real' models that promote positive body images. Girl Talk consistently appears in the top five bestsellers for primary girls and should be displayed prominently in this section.



On sale 17 June
Frequency fortnightly
Price £3.99
Distributor Frontline
Display with Go Girl, Jacqueline Wilson



A top-selling collection and for a bumper £3.29

Stock and display





TRAIL

Trail celebrates its 25th anniversary in the July issue with 'summit celebrations, shiny new gear, muddy boots, awesome views, epic blizzards, starry mountain skies, stunning photos, realised ambitions and lifelong memories'. The UK's best-selling hill walking magazine, Trail has a newsstand circulation just shy of 12,000 copies per issue and retailers are asked to support the title by displaying it prominently.



On sale 18 June
Frequency monthly
Price £4.45
Distributor Frontline
Display with Climber, Country Walking



BBC HISTORY MAGAZINE

The next issue of BBC History Magazine comes with a special supplement revealing the results of the title's 2015 History Hotlist. Inside, the issue explores the greatest disaster to ever afflict mankind – the Black Death. Leading experts offer a fresh perspective on the medieval pandemic that is thought to have killed around 60% of Europe's population. Other topics include the Battle of Britain, Genghis Khan, Queen Victoria and a mountaineering tragedy.



On sale 18 June
Frequency monthly
Price £4.60
Distributor Frontline
Display with History Today, History Revealed, All About History



JACQUELINE WILSON MAGAZINE

Consistently popular among primary girls, the next issue of Jacqueline Wilson is expected to sell 40% more copies as it comes with an exclusive sampler of the author's new book. The sneak peek includes the first three chapters and should be a major draw for Jacqueline Wilson fans. The issue is also cover-mounted with a rainbow notebook and a keyring, offering plenty of added value for customers.



On sale 17 June
Frequency fortnightly
Price £3.99
Distributor Marketforce
Display with Girl Talk, Go Girl



GQ USA

Jurassic World, one of the most anticipated films of 2015, opens in UK cinemas on 11 June. This issue of GQ USA arrives soon after, featuring lead actor Chris Pratt on the cover. Alongside an interview with the star, the issue also includes advice on how to throw a 'kick-ass' wedding and a travel guide to Cuba. The title should be displayed alongside GQ and other US titles.



On sale 19 June
Frequency monthly
Price £7.95
Distributor Comag
Display with GQ, Esquire USA, Details



DOCTOR WHO COMIC

Doctor Who continues to captivate fans both on- and off-screen and this licenced comic from Titan has been a welcome addition. Now on its fifth issue, the 84-page comic is reaching the conclusion of storylines based on the tenth, eleventh and twelfth Doctors. Comag is reminding retailers that the comic is not aimed at children, but at Doctor Who fans aged 12 and above.



On sale 18 June
Frequency monthly
Price £3.99
Distributor Comag
Display with Doctor Who Magazine, SFX, Starburst

Industry viewpoint

Simon Ingram

Editor, Trail



BLAZING A TRAIL 25 YEARS LATER

Trail is celebrating its 25th anniversary this month.

It is a magazine about climbing mountains, which – in the manner of many specialist magazines – is something people do for pure joy, not the practical point.

For a magazine to not only survive but thrive while promoting such a thing, it has to have a very strong understanding of the needs of its readers. It needs to be positive, fun, knowing but never patronising, reliable but never stuffy, inclusive and exciting but never intimidating. And above all it needs to be inspiring.

Trail readers not only take what Trail gives when they buy it every month – they give it back.

A huge amount of Trail is dedicated to its readers and what they get up to; we know our audience actually go out and do the things we suggest: because they can't wait to tell us about it and send us a picture.

It's the perfect circle of feedback and it just keeps getting better and better.

Trail does this so well because it quite simply knows what its readers want. And long may it continue.

In order to support and highlight Trail's 25th anniversary, please ensure that you display the magazine at front of fixture and double face where possible in order to drive sales within your store.

Top tip

Support special issues by displaying the magazine at the front of fixture and using double facings where possible.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



LUTON RETAILER PETER MANN ON HOW HE DEVELOPED HIS STORE WITH NISA

Plus, take advantage of the summer sun with our refreshing cider feature and award-winning retailer Bintesh Amin's exclusive monthly column



THIS WEEK IN MAGAZINES

Partworks









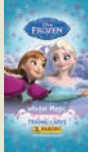


Title	No	Pts	£
Amercom			
Great British Locomotives	35	48	8.99
Amermedia			
Military Vehicles	39	48	5.99
DeAgostini			
Build the Millennium Falcon	23	100	8.99
Cake Decorating	169	180	2.99
Cake Decorating Relaunch	118	165	2.99
Dinosaurs & Friends	16	60	5.99
Official Star Wars Factfile	72	120	2.99
Something Sweet	74	90	2.99
Eaglemoss			
3D Create & Print	21	90	6.99
Batman Automobilia	64	80	10.99
DC Chess Collection	89	96	8.99
Disney Cakes & Sweets	92	120	4.50
Doctor Who	47	70	7.99
Knit & Stitch	126	176	5.00
Marvel Chess Collection	39	64	8.99
Marvel Fact Files	117	150	3.50
Military Watches	35	80	9.99
Star Trek Off. Starships Coll.	48	70	9.99
Hachette			
Art of Knitting	20	90	2.99
Art Therapy	12	100	2.99
Black Pearl	74	120	5.99
Build the Mallard	41	130	7.99
Build the U96	41	150	5.99
Classic Pocketwatches	73	80	8.99
Judge Dredd Mega Collection	11	80	9.99
Marvel's Mightiest Heroes	38	60	9.99
My 3D Globe	23	100	5.99
Your Model Railway Village	81	120	8.99
RBA Collectables			
Amazing Dinosaur Discovery	15	80	5.99
Precious Rocks, Gems & Minerals	20	100	5.99
Real Life Bugs & Insects	38	85	5.99

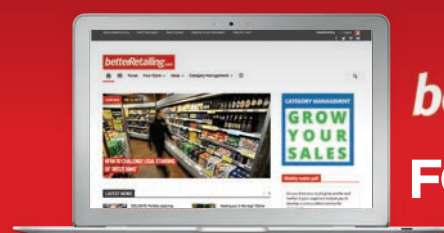
Collectables

Topps

	Disney Frozen Activity Cards Starter £4.99 Cards £1.00		Merlin's Official Premier League 2015 Starter £2.00 Cards £0.50
	Disney Frozen Fashion Pack Packets £1.00		Minions Starter £2.99 Stickers £0.50
	Hero Attax Marvel Avengers Starter £4.99 Cards £1.00		Minions Starter £4.99 Cards £1.00
	Lego Chima Starter £2.99 Stickers £0.50		Moshi Monsters Mash Up Party Starter £4.99 Cards £1.00
	Lego Friends Starter £2.99 Stickers £0.50		Skylanders Trap Team Starter £4.99 Cards £1.00
	Match Attax 2014/2015 Starter £2.99 Cards £0.50		Star Wars Rebels Starter £2.99 Stickers £0.50
	Match Attax Extra Starter £3.99 Cards £1.00		WWE Slam Attax Rivals Starter £4.99 Cards £1.00
	Match Attax SPL 2014/15 Starter £4.99 Cards £1.00		

Panini

	Avengers 2: Age of Ultron Starter £2.99 Stickers £0.50		Manchester United 2014-2015 Starter £2.99 Stickers £0.50
	Big Hero 6 Starter £2.99 Stickers £0.50		Road to UEFA Euro 2016 Starter £4.99 Stickers £1.00
	Disney Cinderella Starter £2.99 Stickers £0.50		Sofia the First Starter £2.99 Stickers £0.50
	Disney Frozen Photocards Starter £3.99 Cards £1.50		UEFA Champions League Adrenalyn XL Starter £4.99 Cards £1.00
	Disney Frozen Winter Magic Starter £4.99 Cards £0.75		UEFA Champions League Starter £2.99 Stickers £0.50
	Jurassic World Starter £2.99 Stickers 50p		2015 FIFA Women's World Cup Album £1.50 Stickers £0.50



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Back in the day

100

YEARS AGO

12 June 1915



A kilted officer walked into a newsagent-bookseller's, not far from Piccadilly Circus, said he wished to place an order for several thousand cheap novels, wrote a cheque for £50 and walked out again. Let us add that the cheque has been duly honoured.

50

YEARS AGO

12 June 1965



A Kent headmaster has attacked "unscrupulous booksellers" for spreading indecent and pornographic literature. Mr J L Watts, of Sidcup, said: "Some on these series are described in advertisements as 'adult and sophisticated' but the titles and descriptions reveal that they are just plain filth."

25

YEARS AGO

16 June 1990



The Financial Times hot air balloon made a spectacular flight over Mount Fujito to mark the start of the FT's printing facility in Japan. The first copies of the paper's International Edition rolled off the Japanese presses on 5 June.

No, No, NO!! Now the deep-fried Mars bar has gone PC



Wrong. In so many ways

Cornish pasties, Kendal mint cake, Melton Mowbray pork pies – just some of the regional dishes that many traditionalists would argue should not be messed with.

But it seems the same could not be said of the more dubious deep-fried Mars bar, which has undergone something of a posh re-imaging in Scottish parliament this month.

MSPs in Holyrood were bemused when being presented with a chip shop-style menu

for lunch, which included the option of 'Mars Bar in filo pastry'.

Outgoing Scottish Labour leader Jim Murphy posted a picture of the gentrified snack on social media, joking that it was the "healthy option".

The traditional deep fried version, thought to have originated from the Carron Fish Bar in Stonehaven, is estimated to contain a heart-attack-inducing 1,200 calories.

The tracks of my beers...

An alleged convenience store thief in the US may turn out to be 'nacho' brightest criminal – after leaving a trail of Mexican snacks for police to track him down.

Francisco J. Munoz is accused of breaking into the Creekside Market in Iowa while drunk, and causing around £650 of damage.

Police officers attending the scene arrested Munoz after following a trail of food and lottery tickets leading away

from the shop to his location just 100 yards away from the business.

He was found carrying two crates of Corona beer and with nacho cheese on his shirt, and was described as having blood-shot eyes and "being under the influence".

He is now in hot water with the authorities, having been charged with third degree burglary, second degree criminal mischief and public intoxication, reports The Mirror.

OVER THE VILLAGE COUNTER with Doug McLellan



I have now sold the Village Store which I owned for almost 20 years. I shall miss the day-to-day contact with customers and the challenges of ensuring that the shop was fully stocked and meeting their needs.

But I shall enjoy my retirement and I have lots to keep me occupied.

I am surprised at the very different reactions I have had from my suppliers. Most of the local suppliers have wished me well and have already started supplying the new owners. I wish I could say the same about Booker and Menzies.

Booker has told the new owner he must sign up to 'drop and drive' which means he will have to store cage pallets each week. It has also said that in order to continue having deliveries, each delivery should be valued at more than £1,000 excluding cigarettes and tobacco.

In a small shop such as Kettlewell Village Store £1,000 is just about achievable in June, July and August when there are lots of visitors, but at other times to achieve £1,000 it will have to be a fortnightly or three weekly order.

This will mean that inevitably some items will sell out, but it will also mean a considerable negative cash flow when the orders are made as Booker insists on upfront payment for all orders.

Menzies told me that I should have given four week's notice so that it had time to obtain references and set up an account for the new owners. Unfortunately, in the real world we only exchanged contracts five days before we had to move out.

Until we exchanged contracts, as I am sure you are all aware, there was no guarantee that a sale will take place.

Hopefully the new owner is not going to have to deal with too many problems with his newspaper deliveries.

He has not worked in a shop before, so he has a steep learning curve in front of him.

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