

RETAIL NEWSAGENT

CTN TO C-STORE

How chilled is changing indie retail

BEST PRACTICE
Page 32 >>



The Harrods of Haringey
'Organic, gluten free, you can even do the paleo diet with us' Page 28 >>

NEWS • CONVENIENCE • PROFIT

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40 thugs is wrong footfall, PayPoint

Big wigs and little guys: Who earns what



- Retailer let down by closed call centre, as transaction dispute turns ugly.
- Independents earn pittance, while PayPoint fat cats cream in millions, RN investigation reveals. Page 5 >>



SYMBOLS

Nisa boss: 'I want to mend rift with Costcutter'

Nick Read promises talks with group within weeks. Pages 6 & 30 >>

MAGAZINES

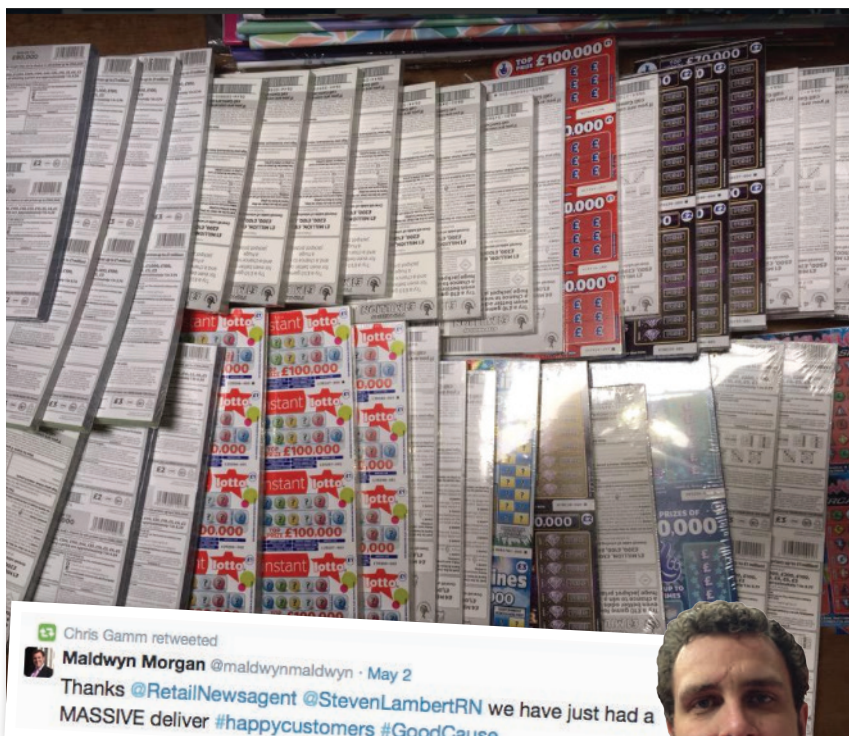
Hello! special gets royal baby push

But paper sales squeezed after bank holiday clash. Page 4 >>

RELAUNCH

T3 targets 2k indies

Tech lifestyle title to boost newsagents' share. Page 7 >>



Stock jackpot Isle of Wight newsagent Maldwyn Morgan has thanked RN for helping him fix his scratchcard deliveries. The owner of Glyn Morgan Newsagents received a flood of instant win games last week following our investigation - and has sent in the pictures to prove it.

Chris Gamm retweeted
Maldwyn Morgan @maldwynmaldwyn · May 2
Thanks @RetailNewsagent @StevenLambertRN we have just had a MASSIVE deliver #happycustomers #GoodCause

GENERAL ELECTION

Retailers vote no on cut-off extension

Calls for publishers and wholesalers to justify late delivery decision. Page 4 >>

Frenzied bidding sees Retailer Auction double takings to £10k in final week. Page 4 >>

Vol 126 No 19
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LEADER



If PayPoint wants the “small and vocal minority” to go away it is going to have to face their challenge head on



CHRIS GAMM

Editor

@ChrisGammRN

When asked last week how concerned PayPoint is that retailers will stop offering its services, a spokesman said recent complaints are from a “small and vocal minority”. Most retailers are happy with the company’s service, he said. But everywhere I turned last week I saw the opposite.

Hundreds of stores have been tweeting, posting on Facebook and commenting online, making this the biggest issue I can remember from the four years I have edited this magazine.

One symbol group boss told me last week he supports RN’s stance on the issue and is sympathetic to the position his retailers are in.

Portsmouth retailer Linda Sood, meanwhile, certainly isn’t happy with PayPoint’s service. She had to phone the police over the weekend because an irate customer challenged a transaction and the PayPoint customer service line, which could have backed her up, was closed for the day.

Retailers have got good reason to ask for better service. PayPoint blamed “tough market conditions” for cutting margins, but an RN investigation shows it posted £46m profits last year, up 41% since 2010.

At the same time it paid chief exec Dominic Taylor £2.6m, with £1.9m for finance director George Earle and £1.6m for business development director Tim Watkin-Rees. Glasgow retailer Mo Razzaq, meanwhile, is down £1,486 a year by offering PayPoint to his customers.

PayPoint obviously thinks it will withstand the legal challenge being prepared by NFRN, but there is a rumour doing the rounds that another major supplier also has its lawyers preparing a case.

Keeping its head down and parroting the line about increased footfall will only get PayPoint so far. If it wants the “small and vocal minority” to go away it is going to have to face their challenge head on.

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WHAT TO STOCK

Free exclusive indie EPOS sales analysis



BREAD AND BAKERY

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“I WILL HAVE CONVERSATIONS WITH COSTCUTTER OVER THE COMING WEEKS. WE ARE BETTER TOGETHER.”

– NEW NISA CHIEF EXEC NICK READ ON BUILDING BRIDGES WITH HIS FORMER PARTNER Page 30 >>

NEWS

Retail Auction concludes

The total raised by charity initiative Retail Auction doubled after a last-minute bidding frenzy last week.

The auction, in which suppliers and others were invited to bid for the chance to win a retailer for the day, had raised just under £5,000 at the end of April as the last issue of RN went to press. But by the time it had closed on Friday (1 May) the total had swelled to £10,575.

The winning bids included a whopping £2,000 to win Mehmet Guzel of Simply Fresh in east London and a few pounds shy of that amount for Shane Thakrar, of HKS Holdings in the Midlands.

Organisers have announced that 25% of monies raised will go to support the victims of the Nepal Earthquake via Khalsa Aid.

Welsh register fears

Independent retailers in Wales have expressed concern at plans to charge to register in order to sell tobacco.

The proposal is to be contained in the Public Health Bill and follows a similar scheme introduced in Scotland whereby retailers are required to register, although they are not charged to do so.

NFRN chief executive Paul Baxter said: "We agree that the register can help independent retailers to identify themselves, however we do not see the need to charge retailers to register."



Carver cut up by cartoonists

Under-fire Newcastle United boss John Carver has been parodied by fans online... as the manager of a convenience store. The hapless Carver has a fire blazing on the counter but fails to spot it and, in a swipe at Toon owner Mike Ashley, only stocks items from Sports Direct, rather than Twix bars. The adventures, entitled Being John Carver, featured on the Daily Telegraph's Project Babb section.

Publishers request 45-minute extra time Retailers want supply chain transparency

Retailers left in dark over election extension

by Nicola Stewart

Independents are calling for more transparency from the news supply chain after publishers requested a 45-minute cut-off extension for the day after the election.

Wholesalers notified customers of the extension last week, with Menzies saying the request came from "national newspaper publishers" and Smiths News saying it came from the Newspaper Publishers' Association - which was absorbed into the

News Media Association in 2014.

Mark Ansell, of Liskeard News in Cornwall, said retailers deserved more of an explanation as to how the supply chain came to these kinds of decisions.

"Publishers hide behind the wholesalers," he said. "It is done at a high level and nobody ever puts their hand up to say they have made the decision and why.

"That's the most disappointing part."

Stuart McClymont, of Mac's in Mansfield, said:

"Once again, the publishers say they have got to have an up-to-45-minute delay, which will throw thousands of newsagents into turmoil.

"There should be an open-door information policy. What is the criteria for an extension? Who is consulted? Who approves it?"

Chairman of the supply chain committee Roger Clapham said the decision was made "collectively" by publishers.

He added: "While there will be a small delay in delivery times on the

day after the election, the cut-off extension will enable publishers to deliver a fuller analysis of the results and provide a better service to their readers."

But Mr McClymont argued that a 45-minute extension would have no effect on coverage, as journalists would still have to rely on the exit poll results.

"They invariably will have pre-written various scenarios to publish - why can't they add the last few sentences in 20 minutes or so?"

Hello! sees Princess Charlotte boost

Copies of Hello! magazine's Princess of Cambridge souvenir issue flew off shelves on Tuesday, but retailers said the bank holiday had affected newspaper sales.

The first pictures of the princess appeared on front pages on Sunday, with the announcement of her name following on

Tuesday.

John Vine, of News World in Shropshire, said the Hello! special, which went on sale a day later than usual, had sold strongly.

"It is flying. We've sold 18 copies already and it's only the first day on sale."

However, newspaper

sales suffered on Sunday and Monday, as many customers were away for the bank holiday, he said.

Nainesh Shah, of Mayhew Newsagents in London, had also had a quiet weekend but said he was expecting sales to pick up.

Carl Pickering, of Top

Shop Newsagents in Lancashire, said he had also picked up extra sales of Hello! but hadn't noticed a rise in newspaper sales.

"There's part of our customer base who are interested. The ones who are really keen on it will always buy that kind of thing."

Gang of youths confronted retailer over voucher dispute Call centre was closed

Police called as PayPoint argument turned violent

by Steven Lambert

PayPoint has been accused of failing independents on customer service after a retailer was forced to call the police when an argument over a terminal transaction turned violent.

Linda Sood, owner of Falcon News in Portsmouth, told RN she was pushed by a customer and faced a gang of 40 youths following a dispute over a £20 Giffgaff voucher processed through her PayPoint terminal last

Saturday evening.

Mrs Sood said an argument broke out when a customer claimed a shop worker had not issued the voucher to her.

The retailer attempted to call PayPoint to resolve the issue, but received a message saying the call centre was closed.

Mrs Sood said: "I read my report at 6.45pm, which showed the voucher had been processed, and CCTV footage confirmed this.

"When I told the custom-

er I couldn't get through to PayPoint to check this, her friend started shouting that they wanted their money back and I ended up getting pushed."

Mrs Sood said she chased up the voucher with PayPoint the following day, but was told the company could not provide her with more information.

She added: "Some retailers are doing PayPoint up until midnight, but they don't have a backup service to deal with this.

"We're a community shop and we have a duty of care to look after our customers, and PayPoint should be doing the same with retailers."

A PayPoint spokesman said it will contact Mrs Sood and Giffgaff over the incident. He added that call centre opening hours were longer during the week to reflect when it receives the vast majority of its retailer calls, with the centre closing at 6pm on Saturdays.

Frontline for NFRN Newspro

The NFRN has appointed Frontline as a magazine category partner, to work with it to develop NFRN Newspro. NFRN national president Martyn Brown said: "We are confident that through Frontline, members will enjoy new insights and methodology to increase sales and profitability."

Frontline head of retail sales development Paul Sadler said the partnership would build on Frontline's existing relationship with the federation.

'Check licences'

The NFRN is urging retailers to check the renewal date of their personal alcohol licence.

Margaret McCloskey, NFRN head of operations, said: "Retailers need to double-check their renewal dates, as personal licences that expired between 1 Feb 2015 and 31 March 2015 need to be renewed." The NFRN anticipated that many store owners would be confused by or unaware of a change in the law, and is asking retailers to check their personal licence certificates.

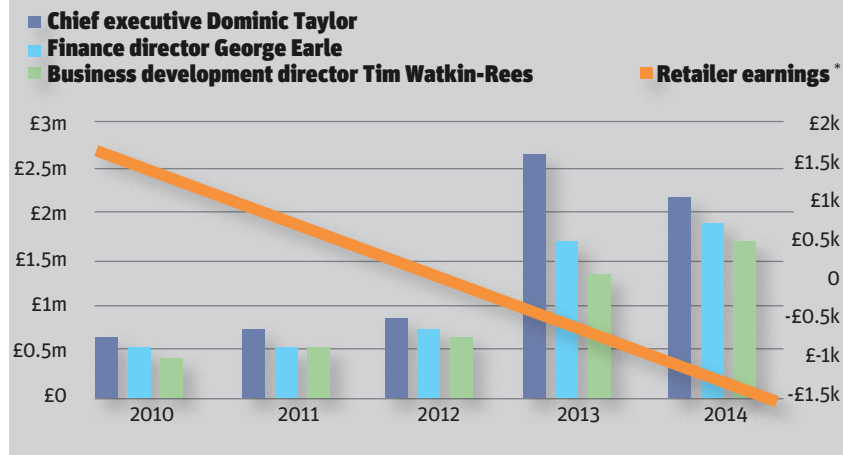
PayPoint boss's pay is £2.2m

As PayPoint continues to cut terms for retailers, an RN investigation has revealed PayPoint bosses have been paying themselves salaries of as much as £2.6m.

Analysis of the payment service operator's annual reports over the past five years reveals a steady rise in earnings at the top of the company, while retailer earnings continue to fall (see table).

Gloucester newsagent Marcus Bergin said he has processed more than £1m in PayPoint transactions since last June, but the high cost of banking means he is

Big wigs and little guys: Who earns what from PayPoint



only making a maximum of £110 a week for himself.

He said: "I understand they're a corporation but this is getting ridiculous and they can't afford to keep treating retailers this way. I think real action needs to

be taken against PayPoint."

Portsmouth retailer Linda Sood called the figures "outrageous", adding: "About 15 years ago, I was just processing British Gas and Southern Electric, but I was making more profit

then than I do now through PayPoint."

Responding to RN's questions, a PayPoint spokesman said: "The vast majority of retailers have benefited from extra sales and footfall."

Click & collect 'to grow 20%' says report

Click & collect is forecast to grow by 20% according to a new report, with new entrants into the market illustrating how this sector is set to grow.

The report, compiled by

IMRG using industry and consumer research for Collect+, described click & collect as an essential service for retailers and predicted that increasing numbers of mobile users

buying online would fuel further growth.

The report was published at the same time as a new entrant into the market revealed its ambitions to RN. NearCollect launched at the

end of 2014 with a six-store test and is now expanding its network with the aim of having 1,000 collection points, taking in c-stores, newsagents and forecourts, by the end of this year.

Hamdy out

A London newsagent who has taken a 36-year stand against the sale of pornographic magazines is retiring. Hamdy Shahein, of Hamdy's News in Stoke Newington, London, refused to take pornographic magazines from WH Smith in 1980 and rallied 500 newsagents to join his 'porn-free' network. The action resulted in WH Smith allowing newsagents to opt out of selling the material. The 62-year old has sold his business as a going concern and will concentrate on charity work.

NEWS BUSINESS

Budgens reveals council's new trio

Budgens has announced the addition of three members to its national retailer council this month.

Guy Warner of Warner's Budgens in Moreton-in-Marsh, Bidford-on-Avon and Broadway and two forecourts sites in Gloucester and Tewkesbury; Jamie O'Flynn of Budgens in Acle and Poringland; and Paul Gardner of Budgens of Islington have taken on their new roles with immediate effect.

Noel Kavanagh, chair of the Budgens retailer council, said: "I'm delighted to be able to welcome Guy, Paul and Jamie to the NRC.

"Their vast retail experience will be invaluable in helping the council drive the Budgens brand forward in partnership with Musgrave."

No3 cigs help put Landmark on map

Landmark Wholesale has posted figures showing an increase in sales from May 2014 to March 2015 of 8.9%, with cigarette sales showing a 13% rise.

The company has attributed the growth to a focus on competitive pricing, promotions, and the on-going success of its own brand No3 cigarettes.

Martin Williams, Landmark Wholesale managing director, said: "We are delighted with our sales figures throughout this financial year, particularly those around own brand No3, which illustrates the demand for a quality alternative to the leading brands."

One Stop stores entering Sub space

One Stop has revealed its ambitions to work with food service operators with the opening of the first Subway concessions in its stores.

The first Subway concession was opened in a One Stop franchise store on Evington Road, Leicester, late last month following an extensive refit of the

business. The store, which is also One Stop's first 24-hour site, took the opportunity to advertise the new service by offering its customers a free six inch Subway sandwich and drink during its official reopening.

In addition, a second Subway concession was opened 24 hours later in one of One

Stop's company-owned sites in Burton Latimer, Kettering.

A dedicated team of seven staff members have been recruited to operate Subway within the 2,500sq ft store, which will formally open at the end of May.

It comes as Subway revealed to RN that it

is looking to expand its franchise offering into more "non-traditional retail outlets" in rural areas this year, including more independent stores.

The sandwich chain is targeting an additional 350 sites in convenience and forecourt shops by the end of 2015.

New exec has 'no baggage' with former partner company Franchise model to be scrapped

Costcutter meetings on way says Nisa chief exec

by Steven Lambert

New Nisa chief executive Nick Read said he is open to the possibility of doing business with Costcutter despite the high-profile split between the two companies last year.

Speaking to RN at the group's annual exhibition last week, Mr Read said he is looking to "set up meetings with Costcutter in the coming weeks and months" to discuss potential business opportunities between the two groups.

Costcutter left Nisa last year to set up a new distribution deal with Palmer & Harvey, which also led to the creation of the BuyCo buying group. The move left Nisa with an estimated £500m volume gap to fill.

However, Mr Read said: "I have no baggage and I will have conversations with Costcutter over the



Nick Read addresses delegates at Nisa's annual exhibition

coming weeks and months. People tell me we are better together and, commercially, it makes sense for us to think about the way forward rather than being stand-offish about it.

"I'm very open-minded and I want to understand

whether there are opportunities for our businesses."

At the same time, Mr Read confirmed that he has scrapped the proposed Nisa franchise model, which was unveiled by his predecessor Neil Turton last year.

He said: "Franchising is

an excellent model - just look at One Stop, which has really developed and invested in its model over the last 20 months.

"But this is not on our road map in the next 18 months. It's not a case of never say never, but it's a recognition that we don't have the capabilities, investment and bandwidth to roll this out yet."

Nisa also used the exhibition to launch a member survey, encouraging retailers to send in their ideas and insight into how the business could be improved.

The company also announced the rollout of a personalised leaflet scheme, allowing retailers to create their own bespoke advertising featuring store-specific promotions and branding.

● Read the full RN interview with Nick Read on p30-31

Summer focus for Bestway indies

Bestway is urging independents to stock up on chilled and fresh produce this summer to encourage shoppers to trade up during the key barbecue season.

The group said it will be promoting its revamped

fresh meat and vegetable ranges over the coming months to ensure retailers don't miss out on impulse sales during warmer weather.

James Hall, Bestway symbol director, said: "Cus-

tomers will not think twice about going to their local convenience store for beer multipacks and charcoal but have traditionally made an additional visit to a supermarket for their chilled and fresh offer - meat,

salad, vegetables, rolls, etc.

"We need to make sure that we make it seem an unnecessary journey for them to visit the multiples by stocking all the essential items in their store to make barbecues a success."

NEWSTRIDE

Launch day events planned Copies to reach 2,000 more independent stores than before

Tech mag T3 targeting indies after redesign

by Nicola Stewart

Independent retailers are to play a central part in the relaunch of Future Publishing's monthly tech lifestyle title T3.

The next issue, on sale 14 May, introduces a new look and focus and will be boxed out to an additional 2,000 independent stores.

Future retail director Joe McEvoy said the relaunch followed extensive research and aimed to shift the title's position in the market.

"We are keen to expand our market share – that's a

big part of it," he said.

The new-look T3 has a broader approach to technology, with a sharper focus on how it fits into readers' lives and how to best use it.

This includes a new monthly supplement focusing on one area of tech – the first being smartphones – and a new 'Man vs Tech' section.

"We did a lot of research around this marketplace and around what was working and what wasn't working," said Mr McEvoy.

"We had reader surveys in the magazine and

online. We tracked what was trending and what people were excited about.

"There is now a bigger focus on inspiring and entertaining the reader."

The T3 website and awards were also to be relaunched as part of a "whole brand reactivation", said Mr McEvoy.

"There will be big events on the launch day that will hopefully generate a bit of social media activity and trending," he said.

"We are keen to get behind this and make it as



successful as possible."

The average single copy sale of T3 in 2014 was 7,305, down 36.7% from the previous year.

Women get WC album

Panini is set to launch an official 2015 FIFA Women's World Cup sticker collection in advance of the event kicking off in Canada in June.

The collection arrives in stores on 14 May and includes 478 stickers to collect and 29 limited edition stickers.

Sticker albums will cost £1.50 and sticker packets will cost 50p.



Four Four Two play Harry's game in June issue

The June issue of Four Four Two has an exclusive interview with Harry Kane about his Spurs future, breaking England records and being the 'new Zlatan'. On sale now, the issue also looks at 12 other breakout stars of 2014/15 and celebrates the 10-year anniversary of Liverpool's Champions League win. It should be displayed prominently in the sport section.

Tribute one-shot for new princess

Trinity Mirror is launching a commemorative one-shot to celebrate the arrival of Princess Charlotte Elizabeth Diana.

The 84-page special from the team behind the Daily Mirror is on sale 8 May with a cover price of £4.99.

The Princess of Cambridge arrived on 2 May

and RN understands a number of publishers were prepared to release special souvenir issues this week.

Retailers are advised to display these issues full facing and at the front of fixture to

maximise visibility and encourage impulse sales.

The Mirror Collection title, called Princess Charlotte Elizabeth Diana: A Royal

Celebration, will feature a collection of the best images and reaction as the baby was presented to the world for the first time.

It compares the Duchess of Cambridge's two pregnancies and takes an in-depth look into what it is like to be the second-born child in a royal family.



Courier revamped for Scots

DC Thomson's regional daily The Courier has relaunched with a fresh look and increased local news coverage.

The Dundee-based title, which publishes six different editions, has spread local news through the paper and introduced more short-format content.

Editor Richard Neville said: "We have introduced new typefaces to give the paper a modern, fresh look while remaining true to the core Courier brand."

Indy's i gets gong

The Independent's i has been named National Newspaper of the Year at the Newsawards 2015 event in London.

The daily fought off stiff competition from The Times, which was highly commended.

Judges said the i's "great design and photography all packaged in a concise daily briefing at a great value price made it a standout winner".

Regional Newspaper of the Year was awarded to the Leicester Mercury.

Pirates launch

Immediate Media is launching a children's title based on the hit CBeebies show Swashbuckle.

The magazine, on sale 13 May, is forecast to be in the top five best-selling titles in the pre-school sector.

Frontline said a CBeebies Special Swashbuckle issue delivered the highest revenue for a pre-school title in the past 12 months.

The title is expected to earn £1.9m in sales revenue in the first 12 months.

NEWS PRODUCTS



@RetailNewsagent for expert advice to help you grow your sales

Walkers six-packs pricemark

Walkers core multipack and Quavers six-pack formats will be pricemarked at £1.50 from May.

The offer is directed at price-conscious shoppers and will offer 'further sales opportunities' to retailers, according to manufacturer PepsiCo. According to a survey by researchers Him!, 61% of customers claim that knowing a shop sells price-marked packs means they are more likely to visit.

Matt Goddard, field sales director at PepsiCo said: "Pricemarked packs allow retailers to demonstrate value for money to shoppers and we are excited to launch these pricemarked packs. We are continuing to support retailers with new offerings from Walkers that will help drive incremental sales for retailers."

The Walkers core multipack contains Cheese & Onion, Ready Salted and Salt & Vinegar bags.

Holiday a day Mars

Mars is offering families the chance to win trips to New York, Orlando and Las Vegas with limited edition packs of M&Ms featuring the character Ms Brown.

Following on from M&M's Character Election campaign, Ms Brown-themed limited edition chocolate pouches, treat bags and sharing bags will be on sale throughout the offer and will include red, white and blue M&Ms to represent the colours of the US flag.

The competition runs from 22 May to 18 June with a holiday on offer every day.



Ginsters gives gig crew a hand

Cornwall food manufacturer Ginsters has joined forces with war veterans charity Help for Heroes to provide its rowing team with a kit and resources ahead of the World Pilot Gig Championships in the Isles of Scilly. Gig rowing is a sport closely linked to Cornwall's history and Ginsters will also be headline sponsor for the charity's flagship event, The Hero Bike Ride, which takes place in June.

Know Your Store scheme could help generate £5k a year Five-step plan for building growth

That's the spirit as drinks firm launches sales guide

by Helena Drakakis

A leading drinks manufacturer is aiming to educate retailers about maximising profits by increasing their spirits sales.

Maxxium UK has unveiled its Know Your Store scheme, a guide to how convenience shoppers buy their spirits and a five-step plan for building business in the impulse channel.

According to the company, spirits shoppers spend

more time and money in convenience stores, spending on average £10 more than other customers. It claims that by converting 10 existing shoppers into spirits shoppers, retailers could generate as much as £5,699 extra spend per year.

The guide also offers retailers advice on getting to know their market, keeping up to date with the latest trends and cross-merchandising, such as

placing gin, ice and lemons together in store.

Chris Richardson, customer marketing controller at Maxxium, said: "Know Your Store has been designed with input from retailers. It will help retailers analyse their business and secure untapped spirits sales."

It comes as rival alcohol manufacturer Diageo is launching a campaign called "We're Open" to promote a tie-up between

its Smirnoff brand and upcoming cultural events.

The campaign will promote 'inclusive communities' with a unique take on the general election and support of London's Pride festival, according to Diageo.

The £4.5m campaign will feature Smirnoff's No.21 bottle, with posters and other outdoor campaigns due to run from this month through to June.

'Rewards' aplenty in Tic Tac promotion

Cinema tickets, watches, headphones, phone wallpapers and ringtones are just some of the 'rewards' on offer to customers who accumulate points by buying promotional packs of Tic Tacs.

The on-pack offer, "Happy Rewards", runs from May to

August and allows customers to tot up loyalty points which they can cash in on the promotion's website to win from seven tiers of prizes.

It follows Ferrero's Tic Tac Find a Fiver campaign which ran last year and generated more than 54,000

entries and repeat purchases.

The Happy Reward promotion will feature across 18g and 48g pack formats and will be supported by a range of PoS material and a £500,000 advertising campaign including digital and social media activity.

Levi Boorer, customer development director at Ferrero, said: "Tic Tac is the fastest growing sugar confectionery brand in the UK, growing at 13.5%. This promotion is set to bolster that and we know off-shelf visibility is vital in helping retailers achieve sales."

Hot products for your shopping list



Ms Brown will be offering a holiday a day with M&Ms



Points make prizes in Tic Tacs' latest promotion



Six packs of Walkers multipacks and Quavers will have a £1.50 pricemark

Brand
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the busy ice pole
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NEWS

PRODUCTS

Minions' movie makeover

Haribo is relaunching its Minions sweets with new flavours and formats to tie in with next month's launch of the Minions movie.

The move includes the launch of Haribo Minions Tangy, a range that will use the same sour mix recipe as the brand's Tangfastics sweets.

In addition, Haribo will also launch three collectable bags, each featuring a lead Minion character – Kevin, Bob and Stuart – from the upcoming film.

In addition, an on-pack promotion launched this month will give shoppers the chance to claim Minions-themed merchandise, including toys, activity sets, umbrellas and magnets. The offer will run on participating packs until 31 August.

Alison Ball, Haribo brand manager, said: "Haribo Minions and Tangy Minions will create a great deal of excitement among consumers and retailers."

'Building a nation of chilled experts' Simple measures key to growth

Kerry guides stores to £1.5bn more sales

by Steven Lambert

Kerry Foods has produced a comprehensive guide on stocking chilled food to help convenience retailers add a projected £1.5bn in extra sales by 2018.

The firm has unveiled its 'Building a Nation of Chilled Experts' campaign, part of wider plans to grow the chilled convenience category into a £6bn market within the next three years.

Included in this is the launch of a 36 page guide designed to help retailers maximise sales of ready meals, dairy products, food to go, and other chilled lines.

The guide will include best practice advice from leading retailers, and will be split into three different levels to suit various busi-

nesses. 'Get Chilled Fit' is aimed at retailers with limited space, 'Build the Basket' will target shops with two or more chilled food bays, while 'Destination Chilled' will focus on 'best-in class' convenience stores.

Clare Bocking, convenience sales director at Kerry Foods, said: "Our own research shows that there is likely to be £719m of organic growth in chilled convenience sales by 2018, but retailers could add a further £1.5bn of sales by implementing a number of simple measures to make their chilled food offering

more enticing for customers."

Ms Bocking added that retailers can pick up a copy of the guide by emailing or calling Kerry Foods directly.

Meanwhile, the manufacturer has enlisted the help of TV celebrity Steve Backshall for a new campaign under its kids-focused Brave Bones Club.

Backshall will work alongside Kerry's Cheestrings and Yollies brands to promote the 'A Year of Adventure' scheme, which will encourage kids to spend more time outdoors with their parents.

Mini Roll revamp's £1m ads

New flavours, packaging and TV marketing have been announced by Premier Foods under its revamp plans for its Cadbury Mini Rolls.

The brand will benefit from two new permanent lines – Raspberry and Chocolate Orange – and two limited edition variants –

Banana and Cola – this month, along with brighter, bolder packaging for the whole Mini Rolls range.

The changes are being backed with a £1m TV ad campaign, the first time Mini Rolls have featured on the small screen in more than eight years.



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Menthol added to Carlton

Imperial Tobacco is expanding its value Carlton cigarette range with the addition of Menthol Superkings this month.

The launch will look to take advantage of long-term downtrading in the tobacco sector, with 'sub-economy' brands now making up 24% of all cigarette sales according to the manufacturer.

Carlton Superkings Menthol will come in 19s packs with an RRP of £6.40, with pricemarked packs at £6.19 available while stocks last.

Southbank goes Spanish

Pernod Ricard brought a spot of sunshine to London's Southbank last week with the return of its Campo Viejo Streets of Spain festival. The event saw the brand team up with two urban artists Okuda and Remed to create a new bottle design for its Campo Viejo Reserva wine, which will be available to independent retailers this month.

Luxury weekend breaks on offer Private jets to five glamorous destinations

Fly Cadbury campaign is getting ready for take off

by Steven Lambert

Shoppers will have the chance to jet off on a luxury weekend break as part of new campaign running in conjunction with Cadbury's chocolate countlines from this month.

The Fly Cadbury Air promotion is giving away holidays to five destinations – Rome, Monaco, Berlin,

Barcelona and Marrakech – with winners being flown over on their own private jet. The scheme will be tied in with Cadbury's chocolate bar range, including Dairy Milk, Wispa, Double Decker, Twirl and Crunchie.

Consumers will be encouraged to text the word 'fly' to Cadbury to enter the competition, with prize draw winners being an-

nounced on 29 May, 5 June, 12 June, 19 June and 10 July.

The launch of Fly Cadbury Air comes weeks after brand owner Mondelez unveiled a similar campaign on its Maynards sugar confectionery range, which is offering shoppers the chance to win dining experiences around the world.

Mondelez said it is

investing £2m to support Fly Cadbury Air, which will include radio and digital marketing. A full range of PoS material will also be available, with free promotional posters available to download.

Mondelez marketing director Matthew Williams said: "Retailers should stock up in advance to make the most of the opportunity."

£1,000 Boost for 20 lucky independent prizewinners

Boost Drinks will give 20 independents prizes of £1,000 for highlighting the company's range of energy drinks in their stores. For its latest campaign, running from 1 July to 31 August, Boost will reward retailers who send in pictures proving they have five Boost Energy drinks stocked in their chillers with branded PoS material. Local advertising support for the winners will also be provided, and free merchandising kits will be available to local stores. Boost sales director Al Gunn said: "This initiative is very much in keeping with our 'champion of the independents' commitment."



STOCK

CADBURY CRUNCHIE
CADBURY WISPA
CADBURY DOUBLE DECKER
CADBURY TWIRL
CADBURY DAIRY MILK
MARVELLOUS CREATIONS*

DISPLAY

ON MAIN FIXTURE AND
IN HIGH TRAFFIC
SECONDARY SITES

PROMOTE

TEXT TO WIN COMPETITION
IN YOUR STORE, TO HELP
DRIVE YOUR SALES

**HIGH PROFILE MEDIA FROM MID MAY
COMPETITION CLOSSES 9TH JULY**

NEWS REGIONAL

Spotlight on Welsh retailers

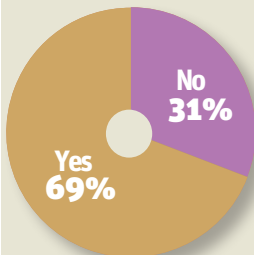
A campaign to recognise the contribution Welsh high streets make to the country's national economy is to run for a second year.

The Support Your High Street initiative will highlight the range of shops and services enjoyed by Welsh shoppers.

The focus of the campaign will be High Street Week which will run from 19-26 September. Last year, activities included a family day at Pontypool Indoor Market, food festivals in Neath and Mold and a treasure hunt in Lampeter.

Minister for communities and tackling poverty Lesley Griffiths said: "I want to build on this success and encourage even more exciting and colourful events. I hope people across Wales will get involved and support their excellent local shops and businesses."

RN READER POLL



Would you stop offering payment services if they became financially unviable for your store?

NEXT WEEK'S QUESTION

Were your newspaper and magazine sales up, down or the same around the general election?

Have your vote now

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Hitesh hits the streets with his new HND service

Ramsgate newsagent Hitesh Pandya has stepped his business up a gear by delivering papers for the first time in 32 years – on his bike. Mr Pandya, who runs Toni's News, started the delivery service after another Ramsgate shop stopped deliveries, leaving more than 100 residents without their daily paper. Now the 52-year-old starts his cycle round at 5am and has employed three new members of staff to keep up with demand.

Forecourt reaches out digitally

Forecourt Spar retailer The Winning Post has joined forces with local website The Devon Hour to offer customers money off petrol.

The offer coincides with 'Devon Hour' – which takes place between 8pm and 9pm every Wednesday – when more than 21,000 Devon Hour Twitter followers are given a variety of offers that promote Devon-based businesses.

The activity runs in addition to promotion of the businesses and the Hour throughout the week on the website and Twitter.

The deal sees The Winning Post offering 3p per litre off the price of petrol for the allotted time.

Owner Clive Sheppard said: "It's an ongoing thing. We've not had a huge uptake, but our Twitter following has shot right up and overall it's a very positive thing. It's building our name and getting exposure to a different audience."

"It's part of our overall package and another tool to reach people."

Seizures in 2014 nearly double those in 2013 But government says problem is 'being contained'

Illicit tobacco seizures in Republic of Ireland 'soar'

by Tim Murray

Illicit tobacco seizures in the Republic of Ireland soared in 2014, although alcohol seizures in the territory actually fell year on year, new Revenue figures reveal.

But despite the rise in seizures, the government has claimed that illegal cigarette consumption has fallen and is "being contained".

The figures, unveiled by the Irish tax and customs department, show that il-

legal cigarette seizures rose to a grand total of 53.4 million last year, with a value of £25.5m. That figure was up from 40 million, worth just under £19m, in 2013.

Tobacco seizures more than doubled, with a total of 9,824kg worth £4.2m confiscated. Alcohol seizures went down from a value of £1.5m to £600,000.

But while the figures revealed the rise in seizures, the Revenue's own annual survey, conducted among a sample of consumers, showed consumption of

illegal products had fallen from 15% in 2009 to 11% four years later. Revenue Commissioners chairman Niall Cody said: "Of course, the tobacco industry and organisations or surveys funded by them, produce much higher estimates of the level of illicit consumption but their claims need to be viewed in terms of their interest in minimising tax increases."

Mr Cody added: "Targeting the supply and sale of illegal cigarettes will continue to be a high

priority for Revenue in 2015 and we are satisfied that the proposed introduction of standardised packaging will not damage our efforts."

The news came as a retailer in Stroud, Gloucestershire, was jailed for 40 weeks after admitting eight charges relating to selling counterfeit and illegal cigarettes and tobacco.

Amratlal Fatania had a number of convictions, including a jail term, for similar offences, stretching back six years.



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REGIONAL

Euro lottery scam targets retailers

Retailers have been warned to be on the lookout for a new scam based around the European Postcode Lottery.

The scam came to light when a National Federa-

tion of Retail Newsagents (NFRN) member contacted the federation's helpline after receiving a letter claiming to be from the organisation.

It told him he had won

a "substantial" amount of money on the Lottery and to claim the tax-free winnings by calling a hotline and providing his details.

The NFRN has warned

retailers to be on their guard and, if they receive a letter of this kind, to keep it and contact the Citizens Advice consumer service on 037454 040506.

Legal highs warning

The NFRN has repeated its warning to members not to sell legal highs. The advice comes as the issue was recently raised in the Scottish parliament by Graeme Dey MSP. National president Martyn Brown said: "Although marketed as 'legal' substances, this doesn't mean that legal highs are safe for people to use. I cannot make it any clearer than this, you should categorically not sell them."

Country goes to polls on 7 May Plain packaging remains a hot topic for local businesses

Parliamentary hopefuls press flesh with indies

by Tim Murray

In the final week before polling day, a slew of prospective parliamentary candidates were invited to visit independent stores to discuss key business issues with retailers.

Ravi Raveendran, of Colombo Food and Wine, Hounslow, pictured with Mary McLeod, who has served as MP for Brentford and Isleworth since 2010, was among several store owners who invited their prospective local representatives to visit their businesses.

He presented Ms McLeod, who among her duties is the Prime Minister's Small Business Ambassador for London, with a copy of the NFRN's public affairs manifesto. The document outlines and campaigns on key issues faced by local busi-



nesses, including crime, illicit tobacco and alcohol trading and the effect of the minimum wage.

"I explained to her our current situation and some of the difficult issues we face, both local and nationally. She told me she was categorically against plain packaging and spent

about 45 minutes in the shop discussing issues," he said. Tobacco and forthcoming legislation was high on the agenda.

Scottish retailers, such as Abdul Qadar and Mo Razzaq, were also visited at their respective stores.

Prospective candidate Ricky Henderson called on

Mr Qadar at his Ramzan & Sons store in Edinburgh, while Mr Razzaq hosted a meeting with Scottish shadow energy minister Tom Greatrex in his Premier Mo's store in Blantyre, Glasgow.

"It was very productive," said Mr Razzaq. "It gave us the chance to talk about issues and legislation affecting us."

"We discussed the legislation coming through on automatic enrolment, the barrage of legislation on tobacco and some of the legislation on alcohol, as well as things such as sweets and sugar confectionery."



For instant election analysis, read Tom Gochelen-Kozlowski's live report on betterretailing.com on 8 May

Smasher jailed

A man suffering from schizophrenia has been jailed for 10 months after smashing five windows at a Llandudno newsagent, causing £2,000 worth of damage. Robert Denham was already on bail for an incident of threatening behaviour at Nigel Roberts' newsagent and returned after a court hearing, smashing the windows with a pool cue. Terrified staff were forced to lock themselves in the shop.

Patel reopens

Welsh retailer Ashok Patel has finally reopened his store 10 months after an out of control car smashed into it.

Deganwy News & General Store in Deganwy, north Wales, was rocked by the accident and needed a major refit, including a new floor and counter. The driver of the vehicle was later banned from driving for two years after admitting driving while under the influence.

Former E&S readers wooed back

Retailers have welcomed an upcoming weekend giveaway by Midlands-based newspaper the Express & Star to win back home delivery customers.

From this Saturday onwards, Monday to Friday HND customers will be offered the chance to receive Saturday's paper free

for eight weeks. The offer will run across five local editions, which have been reintroduced following reader feedback. In March, the Express & Star put its Saturday price up by 15p.

Included in a revamped Saturday offering will be "significant improvements," an Express spokes-

man said. "While retaining the 'Weekend' supplement, we have also included more local news, views and sports coverage."

Newsagent Julia Bywater of Bywaters Newsagents in Dudley said: "I welcome this. My HND sales have dropped off on the Saturday Express &

Star by about a third since the price rise. Readers want value for money and I don't think they feel they've had that recently."

A letter will be included in this week's papers asking readers to fill out a form to take to their retailer to claim their free Saturday copies.

OPINION

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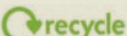
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YOUR SAY With companies such as Starbucks and Subway looking to expand their reach in the convenience sector, would you see this as a profitable addition to your business?

Nimit Patel

Londis Grays,
Essex

This kind of thing, especially Subway, could work in town centre stores. Subway is a lunch time thing. We do coffee and take away, but two of my stores are out of town, so it wouldn't work there and my town centre one is not quite the right location or size. But it definitely could work in some stores.

Bay Bashir

Belle Vue Convenience Store,
Middlesbrough

I think partnerships like this, joining forces with companies like Subway and Starbucks is where the market is going. I think they will work in stores, but mine is a little bit too small to have one in. But if you've got the space, it's definitely the way forward.



Customers love the addition of in-store Subway and Starbucks concessions

Harry Goraya

Nisa Local,
Northfleet, Kent

It can be a good addition. Anything like that would be welcome as long as it's the right environment. Whether smaller retailers can accommodate Starbucks is another matter, but you might not need a lot of space for one.

We're looking at our coffee offer at the minute and we've looked at some of these. They need to be more retailer friendly as the terms are very one-sided. They should engage with a few good retailers and find out what a fair deal is – not the cheapest – to make the business model work.

YOUR STOCK Will the return of £1 pricemarks on Cadbury Dairy Milk blocks provide you with a confectionery sales boost?

Kate Clark

Sean's News, Upton Upon Severn,
Worcester

It's the best thing they could have done; going up in price was a bad idea. It helped Mars because Galaxy sales went through the roof, so it remains

to be seen whether people will go back to Dairy Milk. They've not only got to prove themselves again, but we've got to get rid of the higher priced stock – and that's been moving very slowly. Meanwhile, £1 Aeras and Maltesers bars are flying out.

Paresh Vyas

Paresh's, Droylsden,
Manchester

I've gone into other lines since the Dairy Milk price went up. We went to Hancocks and are doing three Wispas for £1 and three Twirls too. We've got three new lines of Aero and we're selling two outers a week. I've got no space for Dairy Milk blocks unless Galaxy decide to put their price up. I think Mondelez have really shot themselves in the foot over this.

Mark Stubbs

Dereham News,
Norfolk

It's definitely welcome news. It's brilliant as long as they keep them to the same size and don't try and shrink them. Hopefully they'll be able to start selling well again.



Cadbury £1 pricemarked packs are back

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YOUR REGION

NFRN DISTRICT COUNCIL REPORT SOUTH WALES 27.04.2015



Tim Murray reports from the NFRN South Wales district council meeting

Business rates on Welsh Agenda

Charley Parsons, the NFRN's public affairs executive, spoke about the proposed Welsh Agenda, which would see members working closely with the Welsh Assembly on key issues.

The issue of minimum unit pricing on alcohol was discussed, with Pembrokeshire & West Wales member Peter Robinson saying: "It might stop some of the more irresponsible loss leaders the supermarkets run."

The assembly is also currently looking to review business rates and Swansea Bay member Dev Aswani noted that, at a recent cross party meeting with assembly members, the only subject was business rates and small shops.

Other key areas, such as car parking charges and other ways of revitalising the high street, are also likely to appear on the agenda.



Charley Parsons

Changes not on Swansea radar

With wholesalers increasingly looking towards super hubs, the future of Menzies' Swansea depot looks to be secure.

The meeting heard from Menzies' Paul Traynor, who said Swansea's unique location meant it couldn't effectively be served by any of the company's other depots.

"Changes are not on the radar for Swansea," he said. "We're too far away from anyone."



A minimum alcohol unit price would be welcomed by most, Peter Robinson told the meeting

Sunday newspapers and supplements were one of the biggest challenges facing Menzies and its customers, he added.

"Sunday used to be our greatest day, now it's the worst. Consolidated vehicles are becoming more and more part of the industry. It's up to myself and the team to challenge them. We're going to keep trying as much as we can to get the deliveries in earlier and earlier."

Swansea Bay member Tudor Webb called on Menzies to look at its carriage charges in light of falling fuel prices. He said: "They're lowering petrol prices, the



Sunday used to be our greatest day, now it's the worst

Paul Traynor

Speaking on behalf of Menzies' Swansea branch

vans carry less weight because the papers are going down, but delivery charges are still going up."

Consortium to be considered

The council is to investigate the possibility of joining the Welsh Retail Consortium. The Scottish NFRN is part of a similar organisation north of the border and Charley Parsons said: "They meet quarterly and visit an array of businesses. One of the quarterly meetings is a parliamentary reception. It's the chance to speak to other retailers about all kinds of issues."

'PayPoint needs to get message'

Members were urged to compile PayPoint data to help the NFRN in the battle against the new commission structure.

Dev Aswani said that trying to get PayPoint to reward retailers more was like "banging your head against a wall". He said the federation should be looking at is-

sues it could have more of an effect on, such as bank charges. But, as South Wales Western Valleys member Rob Holdaway concluded: "We should get the message through to PayPoint, then we can do things about other problems further down the line."

Plain packaging pricepoint poser

Plain packaging legislation due in 2016 will mean the end of price-marked packs, but members are divided as to the importance of them.



Peter Robinson

"It's a lot easier for us to remember prices with pricemarked packs," said Rob Holdaway.

But, as Cwm Rhymini member Clive Birkby noted: "Pricemarked cigarettes are everywhere. When there's no pricemarks at all, we will be able to make a decent margin."

Agreement will clarify advice

Members welcomed plans to set up a primary authority agreement with Islington Council, which will mean all NFRN members who sign up will get clear, consistent advice.

After hearing about the proposals to work with the London borough, Clive Birkby said: "Trading standards are so picky, each time one comes in, they pick up on a different thing."

Peter Robinson added: "When it includes food inspections and things like that, that's when it will come into its own."

Your say

Following the display ban, do you think there is a bigger opportunity to grow sales of e-cigarettes?



I don't sell many at the moment. I've seen people who have turned their gantry space into e-cigarette space, and it looks very effective, so that's the kind of thing we'll look at.

Rob Holdaway
The News Kiosk,
Merthyr Tydfil



I've been surrounded by e-cig shops for a while now, and there's another one opening nearby soon as well. I don't think they'll last. But while they're there I won't be doing much.

Mark Dudden
Albany News,
Cardiff



I'm not sure we can make a big business out of it. There's so much of it, and doing it properly means stocking a big range. We haven't got the time, the energy or the money to do that.

Dev Aswani
Jasmins Stores,
Swansea

YOUR REGION

NFRN DISTRICT COUNCIL REPORT WEST MIDLANDS 28.05.2015



Tony Collins reports from the NFRN West Midlands district council meeting

E.ON deal up for consideration

A presentation was given by energy supplier E.ON which is proposing a unique deal for the benefit of members in the West Midlands.

E.ON said it was looking to introduce the deal in the West Midlands before rolling it out nationally.

The company's partnership development manager Andy Oliver said: "NFRN members may be paying a lot more than they should as they are either out of contract or simply paying too much with their current provider."

He said the main benefits of the proposed NFRN scheme included a dedicated accounts and support team, no-negotiation rates, a fixed price promise, and a cashback deal. Members would also qualify for free smart meter installation and a free energy saving monitor which showed where most energy was being used in a customer's business.

The district council agreed to look at the scheme in more detail before deciding whether or not to join.

District to call for MPs' support

District president Ramesh Sahota plans to invite local MPs following the general election to discuss ways of revitalising the high street.

Mr Sahota said too many small shops were closing due to pressures put on them by larger stores that continued to spring up.

He said: "Hopefully



The Express & Star promotion will see a free paper and letter going with the title to encourage more sales

whoever comes in after the election will look at the high street and see how small stores are struggling to cope because of so many new big stores opening."

'Free' Express & Star promotion

Regional publisher the Express & Star is promoting a new offer to newsagents aimed at boosting Saturday sales.

Wolverhampton and



Smiths completely ignored it

Kate Clark

On using the Newspro scheme, which took three hours to go through and implement

Dudley member Julia Bywater said: "They are going to run a promotion where they give a free paper with a letter to try to encourage that customer to come back."



She said the Saturday edition had gone up to 70p compared to the weekday price of 55p.

Wolverhampton and Dudley member Kuldip Sekhon said the recent Saturday price rise would result in the paper no longer selling copies outside the Wolverhampton Wanderers football stadium on match days.

He said: "On the last match day they only sold 20 copies and the reason is that it's now costing 70p." Members were also told of a problem with the Birmingham Mail on Saturday 28 March.

South East Birmingham member Narinder Singh said: "The normal price for the Saturday edition is 80p but we had some copies showing a price of 60p and



some that were completely blank with no price on at all.

"I was asking the publisher what I should sell them for because customers didn't know what they should pay. So, I sold the 60p papers for 60p even though I was being charged the full price of 80p."

Mr Singh said it took him five weeks to receive a credit for the price difference.

Newspro issues in the spotlight

Members reported problems with Smiths News and the Newspro scheme, which is aimed at ensuring appropriate stocks of magazines.

The scheme examines titles sold over 13 weeks in order to identify those magazines which are not selling, or moving slowly, and increase the quantity of those that are.

Under the scheme, the wholesaler should not be able to alter the order of any titles over the next 13 weeks once a sales plan has been implemented.

Worcester branch member Kate Clark said: "I did this scheme. We went through it for three hours, title by title, and then implemented it, but Smiths completely ignored it."

Kings Norton member Aman Aneja added: "I had Newspro a few months ago and a lot of my titles were cut, but then I got a call from Smiths who said I wasn't getting enough titles.

"So I started getting rural, farming stuff that wasn't relevant. Smiths were just adding rubbish."



Your say

How do you keep your magazine range vibrant and in line with your customer base?



I do home news delivery so I know my customers. I interact with customers coming in and, over the years, have got to know what type of magazines to offer them. I also keep an eye on trends on social media.

Aman Aneja
Village News,
Moseley, Birmingham



I keep a finger on the pulse, especially with children's magazines, because I'm next to a nursery and you have to know what they are into. You also actively keep looking at your supply, so if it's cut you find out why.

Narinder Randhawa
Randhawa News,
Stechford, Birmingham



You do it by using information from wholesalers and trade magazines, and also by using point of sale material and rotating facings on a daily basis so there are always new titles on display.

Steve Worrall
S & W Worrall,
Shrewsbury, Shropshire

LETTERS

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

PayPoint caps on commission spark online outpouring

Independent retailers have taken to betterRetailing.com to share their views on the change to PayPoint's commission caps. Here, we share some of their responses

Ash Patel:

This argument has been going on for ever. The point that it brings customers in may be true, but this is what Alan Sugar calls 'busy idiots'. You might as well start giving away free papers or pints of milk - this will also bring in customers at a cost (you will also become the most liked retailer). Each and every product in the shop has to pay its own way and be profitable.

Amit:

We do all the donkey work and still suffer. Everyone that asks me about PayPoint, I always discourage them.

Charlie Roper:

My staff spend more time doing PayPoint transactions than anything else, and for them to cut the commission rates is an absolute travesty. I put through over £1m worth of transactions through them last year and all this means is I will be working harder for less. Cheers PayPoint.

Kieran Woolfenden:

Now I know why PayPoint is badgering me to sign a five year contract, even though I have been doing PayPoint for over 10 years. The contract is 44 A4 pages long. Included in contract: a £500 termination fee plus £25 per month until the end of the five year contract. We do less than 200 transactions per week. My bank charges are already more than PayPoint commission.



O, THAT EXPLAINS THAT THEN

In response to Mr Willis' letter (Payzone needs to be responsible for its faults, RN 1 May), Payzone would like to apologise for any inconvenience caused in regards to his Dart Charge issue.

The issue with the transaction that Mr Willis had made was the number '0' was entered instead of a letter 'O' for the registration number. When the receipt was printed, the 'O' looks exactly the same as a '0' would, therefore neither Mr Willis nor the

...now we can choose a full con-
...or magazines to opt out of box
...irely, but we don't want to do

...e part of Superleague and
...promote titles when they are
...ut on a sale or return basis.
...t we would like to see an end to is
...ing out of firm sale copies.

Chris Blakey
Kissons Paper Shop,
Greenland,
Halifax

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

**A Smiths News
spokesman responds:**
"We will contact Mr Wadher
directly to resolve the issues he
has raised."

**ig
o
Payzone needs
to be responsible
for its faults**

I would like to warn other
retailers of a potential
problem with Payzone and
Dart Charge transactions.
In January I carried out
a Dart Charge transaction

with Dart Charge? This
time I got a phone call
back from someone in cus-
tomer support, who admit-
ted Payzone was having
"some issues" with Dart
Charge and that she would
call me back within seven
days with an answer.

That was over a month
ago and in spite of a num-
ber of chasing phone calls
I am still waiting. The
time and cost of making
the phone calls to pursue
this matter now far ex-
ceeds the pittance I get for
carrying out the original
transaction and although
I carried out the correct
procedures I will have to
carry this loss.

It seems that Payzone
wash their hands of any
responsibility for these
faults. They have not
provided any information
to justify not providing the
service my customer paid
for and it seems there is
nothing I can do about it.

Kevin Willis
Ron Willis Newsagents,
Whitstable,
Kent

customer would
have noticed the dif-
ference through no
fault of their own.

Because of this,
Sanef had not
recognised the car
registration number
as it wasn't a valid
registration, which
is why they then is-
sued the fine to the
customer.

We have now
resolved this issue
with Sanef and
have since spoken
to Mr Willis who
has been fully
refunded and is
happy with the
final resolution.

Payzone spokesman

profit. My expiry date for
PayPoint is 31 January
2018. Otherwise I have
to pay £1,200 to cancel.
Absolute joke.

Please deliver dry titles – and on time

After weeks of dry weather,
it rained. Great for my
garden, disastrous for a
newsagent.

Both my papers and the
contents of the tote boxes
were soaked.

Since they were also late,
they came directly off the
van into the shop, yet they
were wet.

Can anyone explain to
me, why?

Wholesalers and publish-
ers have been delivering
papers for over a hundred
years, yet they appear to
have learnt nothing.

Fact – newspapers and
magazines are perishables
and have limited shelf life.
Don't deliver them wet and
late!

Kevin Jones
Level Stores,
Hawarden,
Deeside

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



My staff spend more time doing PayPoint transactions than anything else, and for them to cut the commission rates is an absolute travesty

Charlie Roper

On betterRetailing.com

Satvinder:

How low can they go? Zero per cent? Or will we be paying them to use the PayPoint service in our shops? The monopolies commission should never have stopped Camelot entering the bill payment market. Competition is good, right?

Ram Odedra:

I think what PayPoint is

doing is absolutely wrong. In my words – "it's daylight robbery". Everybody can see it but no one can do anything. Let's hope they do not get away with it.

Ahmed:

PayPoint must think of having its own bank account as charges are going up from 9p per £1 to 50p per £1. My bank charges are going up to

£200 instead of £60. I'm paying monthly now. On top, commission is going down. It is impossible to keep the terminal going. Only other idea is charge customers 50p a transaction to cover the bank charges.

Jay:

They tell you it increases footfall but the only thing it does is make PayPoint



INDEPENDENT Achievers Academy

12%

IAA WINNER
PAUL MATHER'S
SALES INCREASE

after engaging
with the IAA

RECOGNISING THE BEST

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



SEE HOW YOUR STORE
MEASURES UP AT:

betterRetailing.com/IAA

It's free and takes just 20 minutes



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

SAMANTHA COLDBECK
IAA AVAILABILITY WINNER 2014
PREMIER WHARFEDALE CONVENIENCE



MORTEN NILSSON

GUEST COLUMNIST

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Pensions in focus

Are you ready to comply with the UK's new pension legislation? Do you know what you're expected to do? With auto enrolment on the horizon for many independent retailers, RN asked Now Pensions to shed some light on the new law

Automatic enrolment, the UK's new workplace pension initiative, is looming large on the horizon for thousands of independent retailers across the country.

Designed to get a larger proportion of the population saving for retirement, the policy makes it a legal requirement for all employers to automatically enrol any employee who meets certain requirements into a workplace pension and make contributions to it.

In total, more than 46,000 companies will have to begin providing their employees with a workplace pension this year, while next year, a staggering 512,000 will be affected.

All employers have an automatic enrolment "staging date" based on how many employees were on their largest payroll on 1 April 2012. This date is the deadline by which employers need to have a scheme in place and be ready to enrol employees.

Staging dates are assigned to PAYE numbers and, in general, employers with more employees in their PAYE schemes have the earliest ones. The smallest companies will have the latest staging dates, and the Pensions Regulator writes to all employers at least 12 months before their date to advise them when it is.

To manage auto enrolment

effectively, planning ahead should not be underestimated.

The Pensions Regulator recommends firms to begin planning six to 12 months in advance of their staging date.

Leaving auto enrolment to the last minute will inevitably result in increased administrative pressure and unnecessary stress. The simple truth is the longer businesses allow themselves to implement the changes, the easier the process will be.

When it comes to explaining which employees are eligible for auto enrolment, the answer is not entirely straightforward.

All employees aged between 22 and the current state pension age of 65 who earn more than £10,000



Are you up to date on auto enrolment?

Automatic enrolment pensions

Date	Employer minimum contribution	Total minimum contribution
Until 30 September 2017	1%	2%
1 October 2017 to 30 September 2018	2%	5%
1 October 2018 onwards	3%	8%

per year are eligible and must be auto enrolled.

Employees aged between 16 and 74 earning more than £5,824 but less than £10,000 are not eligible and won't be auto enrolled. But they can opt in and employers will be required to contribute.

Employees who earn more than £10,000, but are under 21 or over the state pension age are not eligible and won't be auto enrolled. But they can opt in and employers

will be required to contribute.

Those aged between 16 and 74 who earn less than £5,824 will not be auto enrolled, but they can opt in. In this case, though, employers will not need to contribute.

Employees can opt out but those who do will need to be re-enrolled every three years.

With many news retailers unfamiliar with pensions, complying with the complex auto enrolment legislation can feel daunting.

To recognise this and help support retailers through the process, the NFRN has selected us as its preferred provider for auto enrolment, but you can also speak to your accountant or financial advisor for advice.





The bottom line is auto enrolment is a legal obligation and the penalties for non-compliance can be steep. But, tackle it early and there's little to fear.

Morten Nilsson is CEO of workplace pensions provider NOW: Pensions, the NFRN's preferred provider for auto enrolment

★ 5 ways to prepare for auto enrolment

- 1 Make sure you know your staging date** – if you don't, visit the Pension Regulator's website www.thepensionsregulator.gov.uk
- 2 Don't leave auto enrolment until the last minute** – a little planning can make a big difference and firms are recommended to begin this six to 12 months in advance of their staging date
- 3 Be sure about what you need to do** – speak to your accountant or financial adviser or the NFRN
- 4 Cleanse your payroll data** – one of the biggest stumbling blocks in the auto enrolment process is inaccurate or incomplete payroll data. Taking the time to ensure that this information is complete and entirely up to date will help avoid problems further down the line
- 5 Auto enrolment is an ongoing responsibility** – commit to making it part of your usual business activity.

INDUSTRY PROFILE

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KP Snacks



Flexibility over stock and case sizes is just one of the ways KP is aiming to move forward working with independents. The company's vision, says Matt Collins, is clear – category-wide growth, not just for KP's own products

RETAIL NEWSAGENT What are your plans for developing KP Snacks over the next year?

MATT COLLINS We have a clear channel vision, and that's to drive total category growth rather than just our brands, and through that gain a larger share of the market. We put this at the heart of what we do. There are two key aspects we're focusing on, and they are to engage with customers more in store (through display, promotions etc), and give incentives to retailers.

RN How is this being reflected in the way that you are working with independents?

MC Last year we worked with six independent retailers and relaid their entire fixture according to category plans which we have developed. On average the shops experienced a 40% sales uplift over the space of just eight weeks.

RN How did you achieve such dramatic sales rises?

MC We went in, stripped and cleaned the shelves and then adjusted each retailer's range, according to nationwide bestsellers – not just KP products but from across every supplier. We then merchandised them according to our planograms along with PoS material such as shelf edge labels. These are simple yet effective things any retailer can do. We are now rolling this out to more stores,

and are currently working with 150 independent retailers from across the UK.

RN What tools are available to retailers to improve their displays?

MC We have dump bins, nut dispensers and baskets for crisps, which retailers can put under the chiller, to help with meal deals. All of it is aimed at driving incremental sales. In addition, and as part of our two year sponsorship with the Football League, we have offered themed PoS material promoting our two-for-one on-pack ticket promotion last September. This month we have another burst of activity planned.

“

On average the shops experienced a 40% sales uplift in just eight weeks

RN What's the biggest challenge you face supporting retailers?

MC Space. Expecting retailers to give space over to new products all the time is entirely unrealistic. For this reason, a big focus for us in 2015 is to improve our core range, with only a few new products. For example, our recently-launched Space Raider's sharing bags, Hula Hoops Puft and the McCoy's redesign all build on our existing best-selling brands.

RN What other challenges do you face?

MC Most retailers don't want their cash out of the till, tied up in stock, so another challenge is slow rate of sale which can even cause wastage. We've responded by adjusting case sizes for different store types, for example reducing McCoy's from 36 to 30 packs in a case. We also offer plain boxes for ranges previously available in just large shelf-ready packages. This gives retailers more flexibility.

RN Give us a brief update on the KP Snacks business

MC We have a 15.6% market share in independents and symbol groups, making us a clear market leader. Since the company was bought by German-based Intersnack in 2013 we've been focused on streamlining our business. Our biggest segment is handypacks – single bags – in the impulse channel, and this continues to grow year on year.

** Company CV **

Company KP Snacks
Trading controller convenience Matt Collins

Profile One of the biggest snack operators in the world, KP Snacks has been part of German-based Intersnack since 2013. Key brands include Space Raiders, Hula Hoops, Pom Bear, Nik Naks, McCoy's, Choc Dips and KP Nuts.

Latest news As well as continued activity planned around its Football League sponsorship, KP Snacks has been working on its core brand, including a redesign of McCoy's and the launch of Hula Hoops Puft.



**

**

ACADEMY IN ACTION



Wrigley's Raj Jadeja advises Amit Patel on his counter display unit

Share ideas and progress
@IAAcademy #IAA15

Merchandising

With most purchases in convenience stores being made on impulse, best practice merchandising is essential for prompting sales. The IAA's Steven Lambert visited Amit Patel's east London store with Wrigley's Raj Jadeja to discuss how retailers can get displays right



Name	Amit Patel
Store	Stratford Post Office
Location	Stratford, London
Size	2,200sq ft

The Independent Achievers Academy is a business development programme to help retailers like you improve your store. This is the 2nd in a series of 12 features that help show how retailers are using the Academy's advice to grow their sales.

Located on a busy parade and right next door to the Stratford and Westfield shopping centres, Amit Patel enjoys a constant stream of passing and local trade throughout the day at his Stratford Post Office business. He explains his store is split into three main areas – a dedicated post office section, a CTN offering drinks, snacks and other impulse goods, and a fixture offering ink cartridges from specialists Cartridge World. However, he adds that a lack of time and floor space makes it difficult for him to focus on merchandising. “We want to get more stock in, especially around our main counter, but we don't have the space and we're constantly busy,” he says.

My challenge

Amit says a constant stream of customers and a wealth of products on shelves means space is at a premium and effective merchandising is difficult.



INDEPENDENT
Achievers Academy

WRIGLEY

A Subsidiary of Mars, Incorporated

IAA ADVICE

1

Keep your products and shelves clean and dust free

Amit tells Raj he uses several methods to make it easier to keep his display clean and tidy. For example, his chiller features a plastic bar in the middle of each shelf to stop drinks from being pushed to the back of the unit. Amit says this helps with stock rotation and also makes it easier for the drinks to be removed when the shelves need cleaning.

However, he adds: "We get staff to clean the shelves whenever it's quieter, but it's quite hard because we're busy most of the day."

Raj says he understands the challenge faced by Amit and his team, but urges them to make this more of a priority during their daily schedule. He advises Amit to choose a particular area to clean and dust when the store is less busy, and to rotate this throughout the week to cover the entire shop.

2

Ensure presentation of products and services is consistent and easy to shop

Amit struggles when it comes to presenting products the way he wants to, especially on his profitable confectionery range. Chocolate, mints and other sweets are housed in shelves underneath his front counter, while he also has two Wrigley chewing gum displays by his main till. He says: "We want to stock more confectionery but we always have to take out one line and replace it with another because of space."

"We tried using dump bins and free-standing units but elderly customers with scooters kept knocking into them."

Raj notices that Amit has two fixtures holding confectionery sharing bags, one at the till and another on the other side of the shop. He advises Amit to condense these into a single fixture, keeping the best-selling lines, and to use the other fixture by his counter to add new products and increase facings of more popular lines.

3

Make sure your pricing is clear and accurately displayed

Amit feels clear pricing is one of his store's strengths. This is evident from the amount of self-made, black and white labels, which feature prices in a large font.

He says: "We print them ourselves. Because we're near the station, a lot of customers want to get in and get out as quickly as possible and they don't want to take forever trying to find prices."

"We also have elderly customers who have trouble with their vision, so we wanted to make sure they were able to see prices clearly."

Raj encourages Amit to continue with his approach. He also suggests personalising his existing Wrigley gum counter unit to include prices for each product.

Amit adds this will draw customers' attention and encourage further gum sales.



Amit says clear pricing is one of his store's strengths

WHAT WE LEARNT



Raj says

"With such a busy shop, I'm impressed with what Amit has been doing when it comes to merchandising. He understands that space is at a premium, especially around his front counter, so I'm hoping that what we talked about today will help him organise this space."

Raj Jadeja

FMCG territory manager, Wrigley



Amit says

"Today has been really helpful and I've had some really good advice from Raj. I think combining the sharing bags is a really good idea and should give me some more space. I've been trying to find better ways to promote our range of sugar confectionery and imported American sweets, so this should help to give us more room to do this."

Amit Patel

Stratford Post Office, London

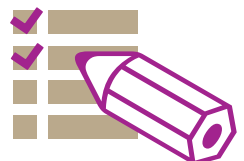
Amit's action plan

- Put confectionery sharing bags on a single display and increase the number of best-selling sweets
- Organise a cleaning schedule to take place during quieter times of the day
- Personalise counter unit to include price labels



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



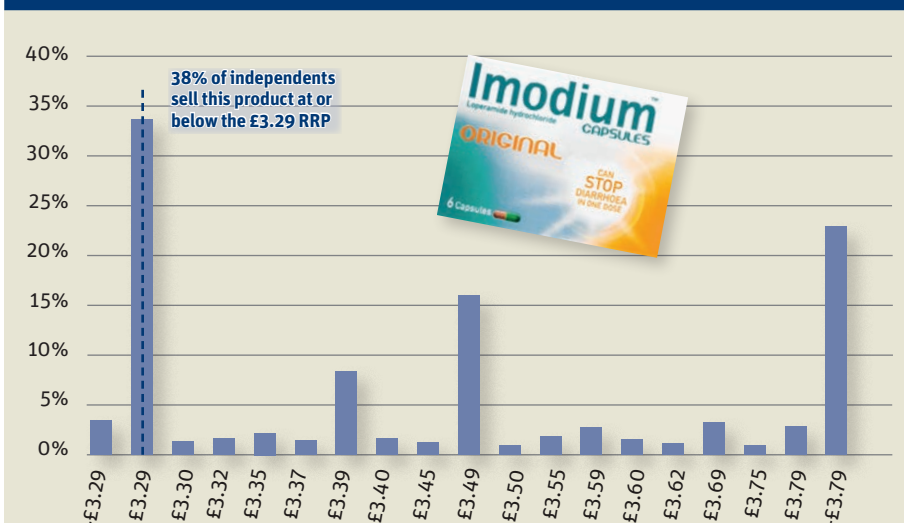
PRICEWATCH

OTC MEDICINES

BEST-SELLING OTC MEDICINES PRICES AROUND THE UK

PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Nurofen Tablets 12s	£2.39	£2.46	£2.29	£2.36	£1.99	£2.35	£2.49
Nurofen Express Caplets 12s	£3.39	£3.50	£3.50	£3.99	-	£3.20	-
Aspar Paracetamol Tablets 16s	59p	69p	69p	-	65p	75p	79p
Calpol Six Plus Bottle 80ml	£3.59	£3.68	£3.99	£3.45	£3.49	-	£3.89
Anadin Extra 12s	£2.22	£2.33	-	-	£1.99	£1.85	£2.15
Imodium Capsules 6s	£3.29	£3.57	£4.15	£4.57	£1.99	-	-
Rennie Peppermint 12s	£1.79	£1.90	£1.99	-	£1.79	£1.80	£1.95
Lemsip Cold & Flu Original Hot Lemon Powders 5s	£2.39	£2.60	£2.39	£3.17	£2.49	£2.89	£2.29
Strepsils Honey & Lemon 16s	£2.69	£2.88	£2.19	£2.96	-	£1.75	£2.89
Covonia Cough Mixture 150ml	£3.79	£3.83	£3.19	£4.75	£3.49	-	-
Lemsip Cold & Flu Maximum Strength Powder 5s	£3.85	£3.83	£3.69	£4.23	£3.99	£3.25	£3.89
Anadin Extra 16s	£2.65	£2.75	£2.99	£2.55	£2.99	-	£2.15

IMODIUM CAPSULES 6s 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 JAYESH PAREKH

STORE Jay's Costcutter

LOCATION Manchester

SIZE 1,800sq ft

STORE neighbourhood

We price a little higher than RRP and have a lot of competition, so keep our range quite tight. I was at my local pharmacist just down the road the other day and I saw that our prices were almost the same - the pharmacy was probably 5-10p cheaper. The Aldi behind us also sells paracetamol for 29p. This is not a big concern for us because we are competitively priced in other areas, and even this morning a new customer came in and spent £25, saying that our prices were very good compared to other nearby shops.

RETAILER

2



NAME VIC GREWAL

STORE Simply Fresh

LOCATION Thames Ditton, Surrey

SIZE 5,000sq ft

TYPE neighbourhood, high street

We stick to the prices we get from Budgen's head office and our customers seem to be happy with that. We get decent margins so I see no reason to adjust them. Own brand tablets do the best in this category, and we typically get through two cases of Supervalu ibuprofen and paracetamol every day. We have our range out on the shop floor, which reflects our symbol group's planograms, but we would do that anyway as they don't sell anywhere near as much as they do when they're behind the counter. We don't get much theft, either, which helps.

➔ **Nadia Alexandrou**
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 ☎ 020 7689 3350

RETAILER**3****NAME BAY BASHIR****STORE** Belle Vue Convenience**LOCATION** Middlesbrough, Cleveland**SIZE** 800sq ft**STORE** neighbourhood

We try and be competitive in this area, and we often get reps in who give us a good deal that allows us to make a 35-40% margin. Retailers might think this is just an impulse category, but even with OTC medicines people will remember which shop is cheaper, and next time they need some painkillers or something, will return to the place they know offers the best deal. Own label does really well in our store, particularly the Happy Shopper Nurofen and Paracetamol 16s. We keep our whole range behind the counter; it's not worth the risk to take them out.

RETAILER**4****NAME HITESH PATEL****STORE** Gay's Newsagent**LOCATION** Hertford**SIZE** 550sq ft**TYPE** high street

I don't sell a lot of OTC medicines, and just keep the core range. This is because I've got a pharmacy next door so when customers buy from me it's normally urgent and when everywhere else is shut. For this reason I can normally price quite high, but when I do get a good deal from the wholesaler I'll pass it on. The peak sales period is typically early in the morning or later at night when the pharmacy is shut. I keep these behind the counter, which is particularly important as I've got a lot of customers who are children.

RETAILER**5****NAME MEHMET GUZEL****STORE** Simply Fresh**LOCATION** Bethnal Green, London**SIZE** 1,500sq ft**TYPE** urban

I'm quite happy with Simply Fresh's RRP's, so that's what I stick to. I keep my whole range behind the counter, although I have recently been considering taking it out onto the shop floor. It's just space that would be the biggest issue. My bestsellers are standard painkillers – including ibuprofen and paracetamol, and then it's closely followed by Lemsip. OTC medicines always sell better during winter, and I adjust my range so it caters for whichever season I'm in. Lip balm, for example, does better during the winter. This is mainly a category which my customers buy in urgent need.

THE ENTREPRENEURS

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

**INGVAR KAMPRAD****Route to the top**

The founder of Swedish flat-pack furniture-maker Ikea, Kamprad commercialised the Scandinavian style and built a business empire that employs almost 150,000 people in more than 300 stores worldwide. Born in southern Sweden, Kamprad started selling matches at the age of five, buying them in bulk in Stockholm and selling them individually, making a small profit on each one. He founded Ikea – which takes its name from the initials of his name, farm and village – in 1943, and five years later added furniture to the plethora of

objects he sold such as jewellery, pens and stockings.

Key achievements

- Revolutionised the world of design, bringing affordable furniture to a mass audience.
- Changed the logic of furniture business – pressing prices lower by making people assemble their own furniture, building out-of-town stores and reducing transport costs by flat-packing goods.
- Kamprad was famed for his frugality; he reused teabags, took bags of salt and pepper from restaurants and only ever flew economy.

**Lessons for your store**

- 1** Make your layout a sales-driver – Kamprad came up with many ways to keep his customers inside Ikea, from a labyrinthine layout to play areas for children.
- 2** Treat your customers how you want to be treated – Kamprad worked hard to give his customers the best price and value.
- 3** Create a company culture that reflects your business plan – Kamprad believed in saving money, good prices and high value – something reflected in Ikea.

SCORE *your* STORE

BABY CARE

The baby feeding category is worth £638m* and value has grown at an average of 7%** over the past eight years. Unlike many established grocery categories, Baby Feeding continues to grow each year and is now the largest sub-category within the total baby category at 39%*** - that's bigger than nappies and wipes! Mums are typically holders of the purse, and so attracting mums with a reliable range can be valuable for retailers, as they spend on average £5.17 or 38%**** more per trip than shoppers without babies.

Milk range



1 Are you offering the top three milk brands, #1 Aptamil, #2 Cow & Gate and #3 SMA? Mums are very brand loyal and are highly unlikely to switch brands.

Tick box

2 Are you stocking, as a minimum, baby milk powders in stage 1, hungry and stage 2 (Follow On Milk)? If possible, extend the range to include Growing Up Milks (Age 1+) and Ready to Feed Liquid Milks for mums on-the-go.

Tick box

3 Availability is key, a mum will go to another store if her milk brand is not available. Are you ensuring your shelves are fully stocked with no gaps?

Tick box

TIP:

The key shopping mission for baby milk is top up, as a mum is unlikely to run out. Unlock incremental sales by stocking Ready To Feed liquid milks for busy mums and mums who are on-the-go.

Total /3

Food range



1 Are you stocking a mixture of key food products? As babies grow, the products they eat change - ensure your range covers as many stages as possible.

Tick box

2 As the primary shopping mission in this channel is top up, mums are looking for the key items from their regular shop. Do you stock a mixture of jars, cereals and snacks?

Tick box

3 Are you catering for both top up and on-the-go shopping missions? Snacks and pouches are convenient on-the-go products for mums.

Tick box

Total /3

Display

In
association
with



1 Have you brand-blocked the milks and merchandised them by stage? This will help mum immediately find her brand, and the right stage for her child.

Tick box



3 Is your baby fixture sited near the health and beauty section? This is a section that mums will already be shopping when they come into stores.

Tick box

2 Have you grouped foods by format (jars, cereals etc.) and then by stage/age so Mum can easily find the product she's after?

Tick box

TIP:

Merchandise milks as follows:
First Stage, Hungry, Follow On Milk, Growing Up milk.

Ensure that the baby fixture is in a location that is easy for a mum with a pushchair to access.

Total /3

Training

1 Are your staff familiar with the WHO code on infant formula?

Tick box

2 First and hungry milks have restrictions on any form of advertising. It is illegal to advertise these products in any form, TV, print, barkers, etc.

Tick box

3 This also includes any promotions on these products both via media or on shelf, so any activity around these products are illegal. Have you ensured you do not have promotions on these products?

Tick box



Total /3

How did you score? 10-4: It looks like you're not as prepared as you should be. Take this opportunity to review your range and ensure you are stocking the best range. **5-8:** It's clear that you are investing time and effort in the category but there's still room for improvement. Ensure you are fully prepared by making some small changes in store today using the tips provided. **9-12:** Well done - you clearly know your baby care category well and are maximising your sales by following these simple steps. Remember that maintaining your category is an on-going challenge and it is essential to continually review your range and execute events excellently in store. Keep up the good work and you will reap the rewards!

RETAILER PROFILE



Harrods of north London

Extensive planning, hard work and plenty of 'panache' has earned Alpesh and Bimal Patel's award-winning store the nickname Harrods of Haringey. But how do you make such a great store even better? **Steven Lambert** finds out

How do you make an award-winning store even better? With further investment in your business and by acting on customer requests is the answer given by retailers Alpesh and Bimal Patel.

The brothers are celebrating after winning the latest in their long list of accolades, the Londis 2015 Store of the Year award, which they picked up during the convenience group's annual conference last month.

Their store, Londis Ferme Park Road in Haringey, London - which is also an IAA Top 100 shop - has become something of a haven for shoppers, stocking everything from freshly baked bread and craft ales to organic and gluten-free goods.

Alpesh says: "One of our customers recently called us the Harrods of Haringey, which was a great piece of feedback for us.

"We achieved this by putting in a lot of hard work and doing things with plenty of precision, planning and panache."

Londis Ferme Park Road underwent a major refit in 2013, with floor space growing from 480sq ft to a whopping 2,800sq ft. This allowed the brothers to greatly expand their product ranges, with an emphasis on offering more chilled, fresh and frozen lines and a large bakery section.

"We now have more than 9,500 lines in the shop now so we can offer a lot more to

customers," says Alpesh.

As well as the added space, the brothers also invested in LED lighting for the whole store along with energy efficient chillers, helping them to save 60% on their energy costs.

Alpesh and Bimal have also sought to stand out from local competition by stocking a wide selection of healthier and diet-specific lines, a suggestion they received from a number of shoppers. Products such as gluten-free pizzas and specialist antioxidant juice drinks now sit among more standard brands on their shelves.

Alpesh explains: "We have a suggestion box in the store and that was one of the big things customers were asking for.

"We have all types of people coming from surrounding areas like Crouch End and Muswell Hill, so we're in quite an affluent area, and they have been asking us to get in more healthy lines.

"It's not just organic products either, as we have a big gluten-free range and we have products that are suited to paleo diets."

To this end, fresh fruit and veg is another big growth area. Alpesh says more space is now being dedicated to this side of the business, while the use of wicker baskets and a custom-made wagon display helps to catch the eye of passing trade.

"We get all of our fresh and chilled goods from the Budgens side of the Musgrave



We don't worry about the supermarkets and what they're doing. To improve, you have to focus on what you do best..."

ALPESH PATEL



Alpesh and Bimal Patel offer more than 9,500 lines, catering for the diverse needs of their customers



"We've been doing this for 36 years but we're still on a journey and we're learning new things every day"

estate, so it's really good quality and we have good availability as well," adds Alpesh. "I think in this day and age you really need to be with a delivered wholesaler if you want to improve your business."

With average basket spend at the store sitting at a healthy £7.50 and with their customers prepared to spend a bit more to treat themselves, Alpesh says premium lines are another big draw to the store.

This includes freshly baked artisan bread sourced from a local bakery, such as loaves filled with black olives and garlic.

In addition, chilled ready meals from specialist supplier Pegoty Hedge and soups from fine food company Smoke & Pickle offer a point of difference to shoppers, while the store's Twitter feed is constantly updated with the latest craft lagers and ale being supplied by local and national brewers.

All their efforts have meant Alpesh and Bimal are leaving their larger rivals trailing in their dust. "We don't follow what the supermarkets are doing. If anything, they're the ones who are following us," says Alpesh

"We've been doing this for 36 years but we're still on a journey and we're learning new things every day." ●

VISIT MY SHOP

**Londis
Ferne Park
Road**

5 - 13 Ferne
Park Road,
Haringey,
London N4 4DS



Want to see more of Alpesh
and Bimal's store? Go to
betterretailing.com

THE RN INTERVIEW



Nick Read

Tackling infighting, building bridges with Costcutter and rationalising ranges to improve service - new Nisa boss Nick Read has had an eventful start to life in convenience. As he tells Steven Lambert, his focus is now on the future

Moving from the “corporate managed” world of Tesco and Aldi to the more “entrepreneurial” convenience sector, Nick Read is a man who likes to seek out new challenges for himself.

This is even before you consider the major task he faces in his new role, taking over from Neil Turton as chief executive of Nisa. With the company’s loss of Costcutter to Palmer & Harvey leaving it with huge volume gaps, coupled with recent unwelcome press attention over management power struggles, Mr Read certainly appears to have his work cut out.

After two months of research, speaking to retailers and workers, and the launch of an independent review into the company’s practices, however, he tells RN he is confident of steering Nisa towards a much brighter future - even if there is still much to learn.

He says: “A key part of my first month at Nisa has been listening to members, customers and colleagues, and it became clear to me that the member nature of the business was far more important than I’d given credence.

“Coming from a corporate background, I had underestimated the passion of the member retailers not only for their own business, but for Nisa as well.”

Mr Read says the research has also given him valuable insights into Nisa’s strengths and weaknesses: “Availability and on-time deliveries are the jewels in the crown, and the members I have spoken to told me they’re happy for us to tinker so long as it doesn’t affect these two areas.

“But, strategically, there is more that we can do on pricing, on providing greater clarity on promotions and on improving our Heritage range.”

While Mr Read claims he has had a “ cursory glance” at his competition - an area he says will be the next focus over the coming months - he has already identified several areas where Nisa could learn from its rivals.

“Price and value are what people really want to talk about. We’ve already been seeing this, along with range rationalisation, at the likes of Tesco, Morrisons, and Sainsbury’s.

“When I talk to my trading team

Interview by **Steven Lambert**
 email steven.lambert@newtrade.co.uk
 tel 020 7689 3357



Stoneleigh was a chance for members to meet the man at the helm

about where we want to position ourselves in the marketplace when it comes to pricing, it's clear that Tesco, Tesco Express and Booker are widely considered to be the leaders that we want to benchmark ourselves against.

"The interesting thing for me is making sure we at Nisa have a clear USP in the marketplace. We also need to make sure we offer our retailers the right range, products and availability to free them up to deliver great, independent service."

Mr Read also refuses to shy away from the big elephant in the room – last year's high profile split between Nisa and Costcutter, with the loss of the £500m supply deal leaving the former with a massive hole to fill.

"There's no question that when 30% of your business from a volume perspective is moved, it has a huge impact operationally on your performance," says Mr Read. "But Nisa has done a really good job signing up McColl's, which has gone a long way to filling the gap, and the recruitment of ex-Costcutter members has been steady."

Interestingly, though, he adds that he has not ruled out the possibility of working with Costcutter on business opportunities in the near future.

"I have no baggage and I will have conversations with Costcutter over

the coming weeks and months. People tell me we are better together and, commercially, it makes sense for us to think about the way forward rather than being stand-offish about it.

"I'm very open-minded and I want to understand whether there are opportunities for our businesses."

Mr Read has also been quick to act on recent bad press caused by a data leak to the Sunday Times, which revealed ugly in-fighting for Nisa management positions and led to the sacking of two non-executive directors.

He has now restructured his team and opened up to an independent review of the company led by former City minister Lord Myners, who

NICK READ ON DISCOUNTERS

As a former director at Aldi, RN asked Mr Read for his thoughts on the threat of the discounters in the convenience sector.

"Convenience, in its purest sense, might be a step too far for the discounters," he says. "The efficiencies that they are able to achieve and the types of ranges and services they will need to offer in convenience would hugely erode their numbers.

"Aldi works because it has one clear model, and they'll have to think hard if they want to change that proposition."

This message of "simplicity" is part of the reason why Mr Read has scrapped the

proposed Nisa franchise model, announced by his predecessor last year.

"Franchising is an excellent model – just look at One Stop, which has really developed and invested in its model over the last 20 months.

"But this is not on our road map in the next 18 months. It's not a case of never say never, but it's a recognition that we don't have the capabilities, investment and bandwidth to roll this out yet."



I will have conversations with Costcutter over the coming weeks. People say we are better together

has previously conducted a similar investigation at the Co-op.

Mr Read says: "I don't think the Sunday Times story has affected customers' perceptions of Nisa particularly, but it does have an impact on the morale of colleagues and members.

"We're making sure that every member has had the chance to see the report and have their say before we take action. We're also setting up a transition team made of management and from our retail board, who will come up with a set of recommendations based on what Lord Myners has said."

Despite an early bumpy ride, Mr Read believes the work he and his team are putting in will pave a smoother road for Nisa and its members in the near future. He says: "It's still early days, but I do have four priorities I would like to meet.

"Firstly, I want to get the company back in growth following the Costcutter departure through greater participation of our membership. Secondly, in light of the Myners report and the challenges we've faced, I want to build member engagement, whether that's through communication, support or greater transparency.

"Thirdly, and with my Aldi hat on, I want to make the business simpler and easier to work with. And finally, I want to get more pride and trust back into the business. I want everyone to be proud to be part of the Nisa family." ●



Nisa members and industry figures arrive

CHILLED & DAIRY



Dairy has emerged as a key category for retailers

Such is the rise in importance of the chiller to many stores' revenue that even retailers who'd never considered it are now ready to think again. **Nadia Alexandrou** talks to four retailers adapting to this in very different ways

The chilling effect

The newsagent

Helen Drew

Wright News, Nottinghamshire



I have a small newsagents – under 600sq ft – that caters largely to students, younger children and men over 40. My chiller can only fit a limited number of dairy products, so I only offer a basic range for distress purchases.

My range

I imagine what a customer would need to make a sandwich or a cup of tea, and make sure I have at least one item that caters to that need.

I allocate quite a lot of space to milk, and double or triple face each bottle size. I stock one spread – I Can't Believe It's Not Butter – and one standard cheddar, normally Pilgrim's Choice.

What works well for me

Pricemarking I recently stocked pricemarked packs of Pilgrim's

Choice which showed it was cheaper than the original by about £2, and that just flew off the shelf. Also, £1 pricemarked bottles of Yazoo sell really well.

Milkshakes I stock three flavours of Yazoo, which I put next to milk, and they are all very popular among the majority of my customers, especially students and older men.

My challenge

Space I would like to know how to make this part of my business more profitable without having to buy a bigger chiller.



I imagine what a customer would need to make a sandwich or a cup of tea, and make sure I have at least one item that caters to that need

Quick Fact

Flavoured milk performed well in convenience last year, and achieved sales growth of

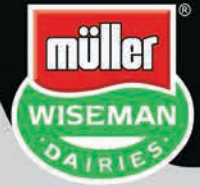
8.2%

Supplier advice

According to Dairy Crest, retailers should prioritise variety over double facings to cater to more customer needs. "Retailers should avoid duplication, particularly different sizes of the same product," says Dairy Crest's shopper marketing controller Adam Mehegan.

Mr Mehegan also suggests retailers should consider merchandising flavoured milk beside soft drinks. Dairy Crest's research revealed that less than one in 50 convenience shoppers who visit the dairy chiller browse flavoured milk, but when positioned next to soft drinks, this figure increases to more than one in five.





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CHILLED & DAIRY

Expanding into convenience

Kamal Thaker

Stop Shop News, Middlesex



I'm a newsagent in a suburban area who wants to turn my business into more of a convenience store. I'm currently talking to a symbol group who can help me do this.

My range

Apart from milk, I stock mild and mature blocks of St Ivel cheese. While this is sufficient to ensure customers don't go elsewhere, I'm keen to expand my chilled range with a symbol group.

What works well for me

Linking up with a symbol group

Just by talking to other retailers and looking up symbol group planograms, I already feel confident about the direction of my chilled and dairy segment. I plan to stick closely to their advice and top sellers.

Supplier activity Simply keeping an eye on what's being advertised, or receiving materials from visiting reps really helps me to be aware of what's on my customers' radar.

My challenge

The biggest challenge I'm expecting is wastage. Getting that balance of range, shelf life and price right will be really important if I'm going to keep it down.

Supplier advice

"You have to look at the opportunity rather than wastage," says Bestway's symbol group director James Hall. Best-one, like other major symbol groups, offers schemes to help retailers build a range suited to their store type.

The company's business development executives can help retailers set up due diligence and wastage reports, as well as help with product range and merchandising.

Symbol groups can also help their members reduce wastage through flexible order procedures. Best-one retailers, says Mr Hall, are able to order 80% of chilled products as singles rather than full cases to help offer a wide range of chilled without taking up too much space.



Just by talking to other retailers and looking up symbol group planograms, I already feel confident about my direction

Quick Fact

By 2020 the share of overall sales that chilled accounts for will be

40%



Ian Handley's chilled and dairy range

The established convenience store

Ian Handley

Handley's Newsagents, Cheshire



After 31 years as a 500sq ft CTN, my decision to expand into convenience led to almost double weekly turnover in a year. Five years on, my shop now offers a comprehensive range of fast-selling dairy produce.

My range

I have a double-doored two and a half metre chiller containing milk, yogurts, milkshakes, single, double and whipping cream. I have a good selection of cheese, from £1 Euro Shopper blocks and Happy Shopper to Cathedral City and Pilgrim's Choice.

What works well for me

Always asking customers I've only recently started stocking a camembert and a blue cheese – both from Booker – after chatting with a few of my customers about what they like.

Adapting to the seasons Particularly when I was a CTN with limited space, I would prioritise seasonal products. For example, stocking sliced cheese during the summer for customers' barbecues.

My challenge

Staying on top of core bestsellers and cutting out the slow sellers. Consequently, I'm constantly refining and redefining my range.

Supplier advice

Building sales in this category when the basics are in place means better understanding shoppers' buying habits, suppliers say.

"Most cheese snacks are consumed by children, and parents want to build a lunchbox that they know their kids will enjoy, and often seek the reassurance of well-known brands," says Bel UK's head of category management Steve Gregory.

Block cheese, on the other hand, is where own label holds over 50% of the market. This gives retailers little room

to play with in terms of branded lines, and is therefore crucial to stock those well-known brands to act as signposts to the category, according to Dairy Crest.

Quick Fact

80%

The number of customers aged 55-64 who buy their dairy products from convenience stores



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*Nielsen value and volume sales 52 w/e 28.03.15.

CHILLED & DAIRY

Looking for the next level

Suresh Patel

Premier Upholland Ltd, Lancashire



I've switched symbol groups in the past few months, trying to find one that best suits my customer base – I'm now deciding which dairy items to keep from the last group's planogram.



Suresh's store before his recent changes

My range

I'm in the process of building my new range, so I'm yet to have a settled approach. My last symbol group, Spar, recommended a much larger range including pâté and meat snacks. I'm now deciding which of these worked well, and finding their equivalents with Premier.

for replacements with Premier. I'm dropping some of the cheeses and meat snacks.

Spar's two for £2 milk deal

I've switched back to my local dairy supplier – which Premier gets delivered to other nearby retailers – but I've kept on this higher price, it's had no effect on sales volume and I get better margins out of it.

Quick Fact

Buying milk is the most popular top-up mission and those shoppers who add milk to their basket spend a third more than those who don't.

What works well for me

Trying out new items Spar's pâté and cream cakes sold incredibly well – something I never would have considered stocking – so I'm looking

My challenge

I'm still adjusting my range, and one big challenge I face is setting the right prices which my customers will be happy to pay.



One big challenge I face is setting the right prices

Supplier advice

Once a shop has found its core range, Arla Foods says that promotions, day-part merchandising and in-store display are the key to driving sales, whatever a retailer's range or prices may be. "Promotions are key to encouraging impulse purchases so link deals on key categories such as milk and bread present a huge opportunity to drive incremental sales," says Arla Foods' business unit director Mike Walker.



For retailer and supplier insight on this category, go to betterretailing.com/chilled-tips

PRODUCTS

Getting the core range right is important, whatever your store type. Here we list just a few which can signpost your chilled and dairy category



Yazoo, 475ml bottles

These are Yazoo's biggest sellers commanding a 65% share of the flavoured milk market in the independents. Last month brand-owner FrieslandCampina introduced new, more environment-friendly plastic bottles.



Lurpak Spreadable Slightly Salted 250g

This was the highest ranked product for spreads in terms of value sales, according to Nielson data.



Philadelphia Light Soft White Cheese 180g

As one of the biggest soft white cheese brands, brand-owner Mondelez suggests stocking its lighter variant as the demand for healthier eating continues to grow.

Müllerlight Greek Style yogurt

Müller Dairy says



that its Greek-style yogurt consistently proves a hit with consumers, and is the biggest launch in the category since 2012. Last month, the company also launched Müller Pud Corner and Müller Rice Remix: Greek Inspired.

Cheestrings Popular in lunchboxes, Cheestrings is Kerry Fresh's most



valuable brand in its portfolio, worth £47m. Last month it launched Cheestrings Strong, aimed at older children. ●



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The YAZOO logo is written in a bold, blue, rounded font with a white outline.

PET FOOD

Catering for furry and four-legged locals can build links with their owners and drive incremental sales. How do two very different retailers approach this fast-growing category? **Nadia Alexandrou** finds out

Two pet pioneers



The small store with a big range

Ralph Patel
The Look In, Surrey



Despite being a small 400sq ft shop, Ralph's diverse pet range stretches out over five shelves. Over the years, he has made it his store's point of difference, catering to both the value and premium ends of the market.



1 Price-sensitive owners attract own label

Typically always pricemarked and on promotion, Happy Shopper and Euro Shopper pet food is an increasingly important part of my range as the difference in size and price between branded and own label becomes more obvious. The Happy Shopper cans, pricemarked at 55p or two for £1 are doing particularly well.

2 A specialist range encourages customers to spend more

When I expanded my range with pet products from manufacturer and wholesaler Ho-Jay, I found that rather than drawing sales away from my core range, customers bought supplementary items. For example, as well as buying canned chunky cat food, a lot of shoppers now buy Ho-jay's dried bags to mix in.

3 Experimenting with your range can bring new customers

Only when I expanded my range did I meet more pet owners and discover



Only when I expanded my range did I meet more pet owners and discover more about my local market

more about my local market. It took a few months of experimenting with bestsellers recommended by reps, such as guinea pig and hamster food, before customers started requesting items themselves. I now stock pond sticks, seeds for cockatiels, sawdust and parrot food.

4 Niche brands can tailor their service for you

I met Ho-Jay at a Leicester trade event, and though the rep initially said I was too far away to get deliveries from them, he eventually found a few other London retailers to make it work. They are flexible with minimum orders (around £150) because they know I am a regular customer. On top of this, I find specialist suppliers like these always offer good margins – with Ho-Jay's they are between 25% and 30%.



Your furry consumers can drive sales

The big store with a small range

Julian Taylor-Green

Spar, Hampshire



Julian's 1,550sq ft store reduced its pet food range to just one shelf last year as he continues to expand fresh and chilled. Nonetheless, he still gets on average £150 turnover every week from it and has invested in in-store theatre to drive category sales.



1 Have pet brands which reflect your customer base

I'm in a fairly affluent area, and I find that there's a rather narrow demand for established pet brands such as Deli Bakes, Bakers, Whiskas, Pedigree Chum and Felix. I know that own label does well in some areas, but I find no need to stock them for pets as my customers prefer to pay a higher price.

2 The smaller your pet range, the more important display is

Through Spar I've just added a red stand on which I promote all pet products on offer. The performance of well-known brands and products on promotions on the standalone unit more than makes up for the smaller space I give to pet food. I find that pouches such as Felix are frequently on promotion, and have been doing increasingly well.

3 It's a shrinking market, but not in the obvious way

I find that my customers have moved away from traditional

LESSONS FROM THE WHOLESALERS

Hilary Nithsdale

Own-label trading controller, Today's Group



Peter Brame

Category controller for pets, Bestway Wholesale



1 Single packs of pet food on multibuy deals are doing very well at the moment.

2 There's a growing market for specialist pet foods. This includes wholefood, gluten-free and allergen-free.

3 Premium pet food and treats are bought more frequently on weekends.

4 Become a one-stop shop for all pet needs by stocking accessories and extras such as toilet bags and cat litter tray liners.

5 Merchandise food and accessories together. That includes cat litter, dog waste bags, litter tray liner, shampoo and worming tablets, if you have them.

6 Shoppers are more likely to buy a treat for their animal on impulse in the convenience sector rather than a toy or bowl.

7 Dog and cat products will make up 99% of retailers' pet sales.

8 Cat litter is a frequently-missed sales opportunity, as it's often bought as a distress purchase locally.

9 The minimum sized fixture a shop should have is 2m, although there are solutions for retailers who have less space.

10 Almost a quarter of pet owners coming into convenience stores do not know they stock pet products, therefore visibility and availability is crucial.



Even in an affluent area, customers are always tempted by a bargain

400g cans toward smaller pouch-style packets and tins of pâté. I've also noticed a decline in dry dog food, coupled with an increase in dry biscuits and bite-size treats, instead. I can't help but notice that all my customers' pets have been getting smaller, too.

4 Utilise £1 ranges

Clear pricing is popular even in pet products, and my customers will often buy Deli Bake dog treats or chew bones on impulse when priced at £1. Again, these sell even faster on the promotional stand, which goes to show that even in an affluent area, customers are always tempted by a bargain. ●



Five ways you can grow category sales now. Go to betterretailing.com/pet-food-sales-tips

PREVIEW



Daz to Go

Procter & Gamble is offering the best of budget and premium worlds with the launch of liquitabs Daz Go Pods in three sizes - 12, 16 and 27 washes.

RRP £3.50-£7

Outers not given

Contact 0800 597 3388



Sprinkling magic

Home-baking specialist Dr Oetker is adding three sprinkles to its range; Salted Caramel Crunch, Sour Power Strands and Rose Crystals.

RRP £1.29

Outers not given

Contact 0113 823 1400



Pole position

Slush Puppie is diversifying with the launch of Ice Poles in four flavours, for home freezing, or Slush Pops, for retailers to sell individually.

RRP 25p-£1

Outers 15-60

Contact 01509 211538



That Radox feeling

Radox is launching its Feel Indulged range with four products under 'Feel' banners. The entire shower gel collection is also being relaunched.

RRP £2.15

Outers various

Contact 01293 648 000



Funkin' great new-look

Cocktail specialist Funkin has unveiled new-look packaging across its entire range of mixers, purees and syrups.

RRP various

Outers various

Contact 020 7328 4440



Rule Britannia

Britannia, along with the Trex and Crisp 'n Dry brands, has launched a new smaller 250g pack format aimed at seasonal bakers.

RRP various

Outers various

Contact 0151 966 7000



John's makeover

Ale brand John Smith's is getting a new look. A spruced-up image will appear across the Extra Smooth and Original in all pack-sizes.

RRP various

Outers various

Contact 0845 301 0330



Persil in pouches

Unilever is introducing its first ever pouch format for Persil Small & Mighty eco-packs, boasting more washes and less plastic per pack.

RRP various

Outers various

Contact 01293 648 000



Comfort and joy

Southern Comfort has unveiled a new look for bottles across its range with a new 'Whatever's Comfortable' logo.

RRP various

Outers various

Contact 01962 762200

THIS WEEK IN MAGAZINES

✉ nicola.stewart@newtrade.co.uk
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@NicolaStewartRN

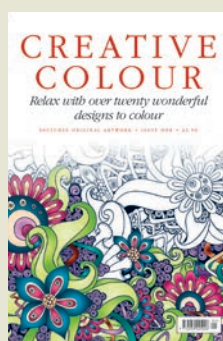


Art therapy

READERS LOVE PUTTING COLOUR IN THEIR LIVES

In a world where everybody seems to be glued to some kind of screen, this new monthly brings some calm and relaxation for all

COLOURING IN for adults has earned its own place on the newsstand almost overnight and this latest launch from Puzzler is an apt addition to the sub-category. Creative Colour contains more than 20 images to colour in, including original artwork. Puzzler Media marketing director Lynda Newland said: "As experts in pastimes, we have monitored the growing popularity for adult colouring and have published Creative Colour in response. Colouring allows people to spend time away from screens and unwind." Retailers are asked to support the launch by displaying the title prominently on fixtures and, where possible, in secondary displays near the till.



CREATIVE COLOUR
On sale 6 May
Frequency monthly
Price £2.99
Distributor
Marketforce
Display with Zen
Colouring, Relax with
Art

Round up



NICOLA STEWART
Magazines
reporter

RELAUNCHES TAKING OFF

The number of titles relaunching in 2015 is adding up – showing many publishers are still confident investing in print.

Relaunches provide a fresh opportunity to promote a title and can help to prompt customers who need that extra push to pick something up. Changes to titles aren't arbitrary. They are backed by research into what will keep customers coming to the newsstand, rather than heading online. Looking back at the last four issues of RN, we saw the relaunch and/or refresh of Homes & Antiques, Performance Ford, Horse & Hound, Car, Organic Life, Complete Kit Car and PhotoPlus.

It could be worth striking up a conversation with customers who have shown an interest in any of these titles in the past, letting them know there is something new on offer.

The latest title to undergo a major relaunch is T3, the monthly tech lifestyle title from Future Publishing. I spoke to the retail director at the publisher and he said Future was committed to pushing the title as much as possible in the coming months.

This includes supplying two or three copies of the relaunched issue to an additional 2,000 independent stores. This will continue for several issues following, however if sales fall off, will be scaled back.

It is always encouraging to see publishers show a willingness to work more closely with independents – of course in a bid to sell more copies, but if this means the market share of independents increases, it can only be positive news.

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THIS WEEK IN MAGAZINES



Bestsellers Motoring

Title	On sale date	In stock
1 Motorcycle News	13.05	<input type="checkbox"/>
2 What Car?	28.05	<input type="checkbox"/>
3 Autocar	13.05	<input type="checkbox"/>
4 Classic Car Weekly	13.05	<input type="checkbox"/>
5 BBC Top Gear	20.05	<input type="checkbox"/>
6 Auto Express	13.05	<input type="checkbox"/>
7 Classic & Sports Car	07.05	<input type="checkbox"/>
8 Auto Express Specials	20.05	<input type="checkbox"/>
9 Autosport	07.05	<input type="checkbox"/>
10 Practical Classics	13.05	<input type="checkbox"/>
11 Classic Car Buyer	13.05	<input type="checkbox"/>
12 Truck & Driver	26.05	<input type="checkbox"/>
13 Land Rover Monthly	27.05	<input type="checkbox"/>
14 Land Rover Owner	13.05	<input type="checkbox"/>
15 Commercial Motor	07.05	<input type="checkbox"/>
16 Motorsport News	13.05	<input type="checkbox"/>
17 Ride	20.05	<input type="checkbox"/>
18 Classic Bike	27.05	<input type="checkbox"/>
19 F1 Racing	21.05	<input type="checkbox"/>
20 Bike Monthly	27.05	<input type="checkbox"/>

Data supplied by Menzies DISTRIBUTION



T3

T3 is relaunching with a fresh design and a broader, more practical approach to the latest technology. Focusing on new, more accessible gadgets, the monthly will guide tech-hungry readers around the new toys making their way to the market. A free supplement, T3 Squared, has been introduced, with tutorials and tips on making the most of the featured tech. The first relaunched issue takes a look at the highly anticipated Apple Watch.



On sale 14 May
Frequency monthly
Price £4.99
Distributor Seymour
Display with Stuff, Wired



WOODWORKING CRAFTS

GMC has replaced Woodworking Plans & Projects with this new monthly for wood craft enthusiasts, dedicated to encouraging, inspiring and showing how everyone can be creative, irrespective of skill level, time, space of resources. The title has more pages, a broader range of woodworking crafts, including upcycling, DIY, restoration and 'green' woodworking, more step-by-step guides and increased community features.



On sale 14 May
Frequency monthly
Price £4.50
Distributor Seymour
Display with Woodturning, Woodworker



NEW SCIENTIST THE COLLECTION

The latest issue of the popular New Scientist The Collection series has a focus on medical frontiers. The premium quality bookazine has a cover price of £9.99, offering high value to retailers. Content-wise, the issue takes a look at the future of medicine, including body regeneration, brain implants, ultrasound surgery and radical resuscitation.



On sale 13 May
Frequency irregular
Price £9.99
Distributor Marketforce
Display with New Scientist



CAKE DECORATING

This special standalone edition of Cake Decorating is packed with projects and recipes for people looking to make cakes, sweets and treats for summer sweet tables. The issue comes with a 24-page magazine as well as a cameo cutter, a fluted oval cutter, a filigree stencil for creating designs, treat bags and ribbons. Projects include cameo cookies, mini cakes with ribbons, a pom-pom cake and more.



On sale 6 May
Frequency one shot
Price £4.99
Distributor Comag
Display with regular Cake Decorating partwork



AIRLINER WORLD

The June issue of Airliner World comes with a free world airliners poster, along with a 24-page world airliner guide. Inside, it takes a look at lessons learnt from the disappearance of flight MH370, the maintenance of older aircrafts and the half century of East Midlands Airport. Launched in 1999, Airliner World is the best-selling civil aviation magazine in the UK.



On sale 13 May
Frequency monthly
Price £4.70
Distributor Seymour
Display with Aeroplane Monthly

READERS LOVE OUR COLOURFUL SELECTION OF PUZZLES

ISSUE 5 ON SALE 14 MAY



SWASHBUCKLE

This new title from Immediate Media is based on the hit CBeebies show for three- to six-year-old boys and girls. With new and exclusive Swashbuckle covermounts and activities in every issue, the title is forecast to be in the top five best-selling titles in the pre-school sector. Issue one includes an exclusive competition to win a 'money can't buy' prize that includes the show's cast visiting the winner's school.



On sale 13 May
Frequency six weekly
Price £2.75
Distributor Frontline
Display with CBeebies Magazine



2015 FIFA WOMEN'S WORLD CUP

Panini is back with another world cup sticker collection, this time centring around the 2015 FIFA Women's World Cup. Including all 24 teams, the collection profiles the world's best known female soccer stars. Collectors will find special glitter stickers featuring badges, official emblems and the FIFA Women's World Cup trophy, with a total of 478 stickers to collect, and 29 limited edition stickers.



On sale 14 May
Frequency ongoing
Price sticker album £1.50, stickers 50p
Distributor Marketforce
Display with other collectables



RECIPE COLLECTION

Produced by the team behind Healthy Food Guide and Delicious, every issue of this tailor-made collection is dedicated to a single subject. The next issue focuses on vegetarian cooking, with 100 healthy and nutritious recipes. Each recipe comes with in-depth nutritional information, signposted with at-a-glance symbols for ease of use for shopping, preparing and cooking.



On sale 14 May
Frequency five per year
Price £5.99
Distributor Comag
Display with Healthy Food Guide, Delicious, Jamie



OSPREY'S BATTLES OF WORLD WAR II

Launched in 2009 to commemorate the 70th anniversary of the start of the Second World War, Osprey's Battles of World War II collection is back to mark the end of the conflict. On sale just after the 70th anniversary of VE Day, the relaunched series will see the release of two 96-page books from the original collection every month for six months.



On sale 13 May
Frequency monthly
Price £4.99
Distributor Comag
Display with Second World War one shots



ESSENTIALS

The June issue of Essentials comes with a 20%-off hair and beauty offer at Saks salons, with the promotion highlighted on the cover. Content-wise, the 'beauty special' is packed with the latest summer trends, time-saving tricks and summer problem solvers. It also includes an exclusive interview with cover star Emma Bunton.



On sale 7 May
Frequency monthly
Price £2.99
Distributor Marketforce
Display with Marie Claire, InStyle, Glamour

Retail viewpoint

Hitesh Patel

Gay's Newsagent,
Hertford



My core business is newspapers and magazines. I don't do convenience so over the years I've established myself as a destination shop for magazines. I stock the bread and butter but I also stock all the breadcrumbs. So, alongside the mainstream magazines like Country Life or Hello! I also do a great trade in specialist magazines. I stock highly specialised, niche titles – anything from cycling to tattoo art, sailing, snowboarding, or fishing to electronics titles. In fact, a man came in the other day and said: "I bet you won't stock any electronics magazines," and my assistant pulled out Practical Wireless for him. He was shocked.

I'm passionate about magazines. For 30 hours a week I'm reading about the latest trends and watching who my customers are. Take tattoos, for example. Even David Cameron's wife, Samantha, has a tattoo on her ankle – it's in fashion. So I stock several tattoo magazines and they do well. I see choosing what to stock as an art rather than a science and I don't follow the publisher's advice at all. I know what sells and when it sells, so I display accordingly. For example when the annual BBC Gardeners' World magazine comes in with a 2 for 1 offer on garden entry it flies out, so I display it in a prominent position.

My window display also brings many more customers in. I'm on the main street in Hertford but it's a small, quiet town so I've built a reputation for stocking obscure titles that people can't get anywhere else. I display many of them in plastic folders in the window and always keep that display spotless – free of cobwebs and magazines discoloured by the sun. I also change the stock around every eight to 10 days.

That display is the main advert for my shop so I really make the most of it as so many potential customers see it and then decide to come in.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



HOW NARISH GAJRI BUILT REWARDING LINKS WITH HIS LOCAL COMMUNITY

Plus, find out which customer types bread and bakery suppliers are targeting to get their sales rising, and read newstrade expert Neville Rhodes' exclusive column



THIS WEEK IN MAGAZINES

Partworks











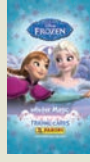

Title	No	Pts	£
Amercom			
Great British Locomotives	32	48	8.99
Amermedia			
Military Vehicles	36	48	5.99
DeAgostini			
Build the Millennium Falcon	18	100	8.99
Cake Decorating	164	180	2.99
Cake Decorating Relaunch	113	165	2.99
Dinosaurs & Friends	11	60	5.99
Official Star Wars Factfile	67	120	2.99
Something Sweet	69	90	2.99
EagleMoss			
3D Create & Print	16	90	6.99
Batman Automobilia	62	80	9.99
DC Chess Collection	86	96	8.99
Disney Cakes & Sweets	87	120	4.50
Doctor Who	45	70	7.99
Knit & Stitch	121	176	5.00
Marvel Chess Collection	37	64	8.99
Marvel Fact Files	112	150	2.99
Military Watches	32	80	9.99
Star Trek Off. Starships Coll.	45	70	9.99
Hachette			
Art of Knitting	15	90	2.99
Art Therapy	7	100	2.99
Black Pearl	69	120	5.99
Build the Mallard	36	130	7.99
Build the U96	36	150	5.99
Classic Pocketwatches	71	80	8.99
Judge Dredd Mega Collection	8	80	9.99
Marvel's Mightiest Heroes	36	60	9.99
My 3D Globe	18	100	5.99
Your Model Railway Village	76	120	8.99
RBA Collectables			
Amazing Dinosaur Discovery	10	80	5.99
Precious Rocks, Gems & Minerals	15	100	5.99
Real Life Bugs & Insects	33	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		Moshi Monsters Mash Up Party Starter £4.99 Cards £1.00
	LEGO Chima Starter £2.99 Stickers £0.50		Skylanders Trap Team Starter £4.99 Cards £1.00
	Match Attax 2014/2015 Starter £3.99 Cards £1.00		Star Wars Rebels Starter £2.99 Stickers £0.50
	Match Attax Extra Starter £3.99 Cards £1.00		Top Gear Turbo Attax Starter £4.99 Stickers £1.00
	Match Attax SPL 2014/15 Starter £4.99 Cards £1.00		WWE Slam Attax Rivals Starter £4.99 Cards £1.00
	Hero Attax Marvel Avengers Starter £4.99 Cards £1.00		

Panini

	Animals Starter £2.99 Stickers £0.50		Liverpool FC 2015 Starter £2.99 Stickers £0.50
	Avengers 2: Age of Ultron Starter £2.99 Stickers £0.50		Manchester United 2014-2015 Starter £2.99 Stickers £0.50
	Big Hero 6 Starter £2.99 Stickers £0.50		Disney Princess Palace Pets Starter £2.99 Stickers £0.50
	Disney Cinderella Starter £2.99 Stickers £0.50		Road to UEFA Euro 2016 Starter £4.99 Stickers £1.00
	Disney Frozen Enchanted Moments Starter £2.99 Stickers £0.50		Sofia the First Starter £2.99 Stickers £0.50
	Disney Frozen Photocards Starter £3.99 Cards £1.50		UEFA Champions League Adrenalyn XL Starter £4.99 Cards £1.00
	Disney Frozen Winter Magic Starter £4.99 Cards £0.75		UEFA Champions League Starter £2.99 Stickers £0.50
	Disney Planes Starter £2.99 Stickers £0.50		

Newspaper terms

Daily newspapers Margins/pence

Sun	40p	9.28p
Mirror	55p	12.76p
Mirror (Scotland)	65p	15.08p
Daily Record	60p	13.20p
Daily Star	40p	9.68p
Daily Mail	60p	13.92p
Express	55p	13.31p
Express (Scotland)	50p	12.10p
Telegraph	£1.40	32.62p
Times	£1.20	28.20p
FT	£2.50	50p
Guardian	£1.80	41.40p
i	40p	10p
Independent	£1.40	31.08p
Racing Post	£2.20	53.35p
Herald	£1.30	29.90p
Scotsman	£1.30	29.25p

Daily newspapers Margins/percentage

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

Saturday newspapers Margins/pence

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

Saturday newspapers Margins/percentage

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

Sunday newspapers Margins/pence

Sun	£1.00	21p
Sunday Mirror	£1.20	25.20p
People	£1.20	25.20p
Star Sunday	£1.00	22.10p
Sunday Sport	£1.00	24p
Mail On Sunday	£1.60	33.60p
Sunday Mail	£1.60	33.60p
Sunday Mail (Scotland)	£1.60	33.60p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£2.90	72.50p
Independent on Sunday	£2.20	55p
Scotland on Sunday	£2.10	49.90p
Racing Post	£2.50	60.625p
Sunday Herald	£1.50	34.50p
Sunday Express	£1.40	29.68p
Sunday Post	£1.40	30.80p

Sunday newspapers Margins/percentage

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

Newspapers

Scale of third-party advertising insert payments

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

* By negotiation

Weight Watchers 2 - 3 May

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	1,190g	680g	115g	3	65g
Telegraph	985g	720g	10g	2	5g
Sunday Telegraph	925g	575g	105g	3	60g
Mail on Sunday	845g	315g	110g	4	65g
Guardian	815g	375g	35g	1	35g
FT	795g	445g	10g	1	10g
Times	785g	460g	65g	3	30g
Observer	630g	105g	0g	0	0g

Insertion payment guide

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

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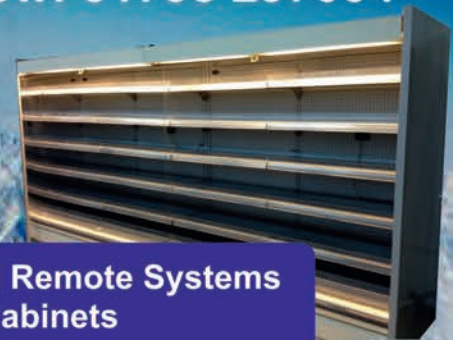
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Back in the day

100

YEARS AGO

8 May 2015



Scottish retailers urging magistrates and police to act against street traders had succeeded in forcing the introduction of new by-laws. The moves came after an increase in street newspaper sellers at the outbreak of war the previous year hit traditional shops.

50

YEARS AGO

8 May 1965



Two key launches at different ends of the spectrum were due in May, as Wall's unveiled what it described as an "unusual new product" with a continental image called Cornetto, while Pan was due to publish a new James Bond novel, On Her Majesty's Secret Service.

25

YEARS AGO

12 May 1990



The trade was split after controversial comments from Mail on Sunday circulation director Mike Newman, who told the NFRN's North Western district council that it should "stop acting like a second-rate trade union."



Decaf for Ed, bitter for Nigel

One politician's bitter beer is another politician's brussels

As you're reading Extra Extra, it's either polling day or just after the general election and, according to a series of surveys, retailers are just as likely to know about voting intentions as anyone else. For it appears as if party preferences spill over into buying snacks and food.

YouGov research and Kantar figures suggest that Labour and UKIP voters favour cheese and onion when it comes to crisps, while Tory supporters prefer, not unsurprisingly, the more conservative ready salted.

What about fruit and veg? Somewhat ironically, UKIP fans might not like Brussels, but they are more likely to have Brussels sprouts than anyone else. Labour voters prefer loose leaf tea, Sharon fruit and chillies, Tories tend to go for bacon, avocados and ground coffee. Greens, again not unsurprisingly, prefer pak choi, mangoes and herbal teas. Strangest choice of all is a preference for offal over meat.

And as for the Lib Dems, their hot beverage of preference is instant decaf coffee. Quelle surprise, eh?

Cops is US hit the jackpot

Convenience stores are never slow to spot a new niche or potentially profitable side-line. But it appears as if one US c-store has gone a touch too far. For police officers investigating the Buy-N-Bye, Claremore, Oklahoma, discovered a whole other business.

The officers were originally investigating reports that legal highs, including synthetic marijuana and bath salts, were being sold from the store. But they chanced upon a storeroom with a

bank of one-armed bandits.

It was a Vegas-style operation, with thousands of dollars of receipts and machines stuffed full of coins and winners using a fob system and walking away with cash or credit. Police said the scale of the business may account for the fact that the c-store didn't have much stock, as the revenue was coming from elsewhere.

Investigations are continuing as police investigate the "enormous" paper trail left in its wake.

AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



Well, it's nice to be able to start off with some good news. If you recall two weeks ago, I told you about the lorry and motorbike accident leaving a man and his son very seriously injured.

I am so pleased to be able to tell you that they are both on the road to recovery. It will of course be a long time before they are fully fit again but at least they survived and that's the main thing.

There is also some pleasing news on my round as well. The swans that live on the pool at Adbaston Hall Farm have ten cygnets. Mr Billington who lives there says he has never known them to hatch so many.

Of course, sadly they won't all survive because of predators in the form of pike that are in the pool and buzzards overhead.

It is so pretty all around the countryside at the moment. There is a great deal of oil seed rape grown in this area and it is now all in flower, so everywhere is a blaze of bright yellow glory.

Mind you, the smell is rather pungent and the pollen from it does cause some people a great deal of discomfort with symptoms of hay fever and sore throats.

I read Doug's column last week with interest. What a palaver he seems to have with his vouchers - it is a lot more straightforward with Smiths.

We just put a return sticker in the envelope and put it in the tote box with the magazines and that is it.

I always send mine on a Thursday morning and it works very well. Maybe Smiths could show Menzies how simple it is with a bit of coordination.

I am writing this on Thursday 30 April and it will be the Canal Festival at Norbury this bank holiday, so I hope the weather is good for them.

betterRetailing.com



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