

CALLING TIME?

What's the future for high ABV beer?

RETAILER DEBATE

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Homemade profits

'We make £15k a year from our own soup'

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Plain packs: Tell MPs the full story



- Retailers urged to give politicians alternative to health lobby arguments by inviting them into store.
- Gerry Sutcliffe MP says it's not too late to help shape debate ahead of vote due within weeks. [Page 5 >>](#)



SYMBOLS

Budgens c-store lab goes live

Free coffee and renewed focus on chilled and fresh to test smaller format.

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WHOLESALE

Booker's £11m cash thank you

£190 saving for every customer.

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NEWSSTAND

Bookazine challenge on table

Prove you can handle pricepoint, says Future. [Page 7 >>](#)

Vol 126 No 5
FOR TRADE USE ONLY



What tote box shortage? Menzies continues to baffle retailers with its tote box allocations - using these 30 boxes to send out just 60 copies of French newspaper Charlie Hebdo to a single store, packed two per box. Jonathan Armstrong of Windmill Drive Post Office in Bexhill, Sussex, was left scratching his head and shop assistant Jenny Smith (pictured) was unimpressed. [Letters page 16 >>](#)

SUPPLY CHAIN

NFRN tells publishers: Show us you mean business

National president Martyn Brown calls on industry to send senior figures to delivery summit.

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Don't get caught out by 'stealth charge' phonebook listings.

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LEADER



NEWS • CONVENIENCE • PROFIT

Labour made tobacco a political issue and pushed the government to act under fear that it would be accused of being in the pockets of big business



CHRIS GAMM

Editor

@ChrisGammRN

Last August, I attended a retail crime debate in Kent involving a group of retailers, police and crime commissioner Anne Barnes and two prospective parliamentary candidates.

I asked one candidate about their position on plain packaging when, given his proximity to a number of ports, the evidence suggested it would grow the illicit trade, benefit criminals and risk the livelihoods of legitimate traders in the area.

He replied that he wanted young people to stop smoking, he believed plain packaging would achieve this, but that it would also have some negative consequences for retailers.

I was reminded of his answer this week when public health minister Jane Ellison surprised us all by announcing that the government would vote on plain packs before the general election in May.

Given that it hasn't yet published the results of its public consultation or assessed the impact of the display ban or TPD, it leaves me with little doubt that it is about election politics. Labour made tobacco a political issue and pushed the government to act under fear that it would be accused of being in the pockets of big business.

Pro- and anti-tobacco lobbyists will never agree on the true impact of plain packaging on illicit sales in Australia. But for the government to be playing politics with your livelihood with even the slightest doubt about the harmful consequences is wrong.

That is why it is crucial that you use the timing of the announcement to your advantage. Your MP will be working hard to get votes over the coming months. Invite them to your store, tell them about the impact plain packaging would have on your business and show them everything you are already doing to be a responsible retailer.

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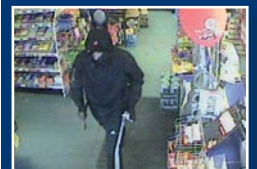
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NEWS

BUSINESS



Follow **Retail Newsagent** on Twitter
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Bestway hopeful for butchery successes

Bestway is introducing new butchery lines to its own label Best-in range as part of wider plans to grow chilled food sales for independents.

The 15-strong range includes chicken, pork, lamb and beef products, with RRP's ranging from £1.39 to £5.49. Pricemarked packs are also available, with the range offering retail margins of around 30%, according to the firm.

Steve Carter, chilled category controller at Bestway, said: "Two out of every three baskets in convenience now contains chilled products and retailers need to be offering solutions that satisfy consumers now and for the next 24 hours.

"Getting behind fresh pizza, butchery, vegetables and salads for tonight are just examples of how convenience is changing and retailers have to be ready to meet these changes."



I offer deli-style ingredients for sauces, such as premium red and white wine vinegars

William Henry

Simply Fresh, Shropshire

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'Key priorities' delivering for Landmark

Landmark Wholesale is claiming another set of impressive results with double digit sales growth through its depots last month.

The company said cigarette sales rose 14% in December, while licensed sales were also up by nearly

5%. This led to an overall 10% increase in depot sales compared to October 2013, while like-for-like sales from May to December also grew 10.5%, according to Landmark.

Managing director Martin Williams told RN in

September that keeping tobacco prices low had helped drive retailer footfall to the wholesaler.

Speaking about the recent results, Mr Williams said: "This is terrific news and highlights how our focus on our key priorities

is producing results, month after month. By ensuring Landmark delivers competitive pricing, great promotions and successful new product development, we are also seeing excellent performances right across the group."

Revamped store has more fresh and local products Changes 'well-received' in first store

Budgens' unveils second 'lab store' in concept test

by Steven Lambert

Budgens is pressing ahead with its retail development plans following the official opening of its second 'lab store' this month.

The company unveiled its revamped Budgens of Byfleet in Surrey last Saturday, which will be used as a test bed for the chain's new convenience store concept.

The revamped business now boasts a wider range of fresh, artisan and locally sourced products, along with an increased number of Budgens' 'Discover the Taste' premium own label lines.

Other additions include a bakery area, free wi-fi and a 'free coffee' scheme, where shoppers can claim a free hot drink if they spend £10 or more in store.

TV chef Anjum Anand was also on hand to greet customers, and sent 2,000 of her spice kits to local residents in a doorstep delivery promotion.

Budgens of Byfleet store



manager Dan Rapson said: "I'm delighted with our new store. We've had a great response so far and we were really lucky to have Anjum Anand in store on Saturday to help us mark the occasion."

It follows on from the launch of Budgens supermarket concept store in Broadstone, Dorset, which has seen a 60% uplift in sales since being refitted. Budgens plans to open a

third lab store in Crouch End in March.

Mike Baker, Budgens director, said: "It's great to see the new concept being adapted to a smaller format store, the changes in Broadstone have been really well-received with sales revenue up 25% and I'm confident we'll get a similar reaction here."

Meanwhile, Budgens announced a positive response to a product promo-

tion in conjunction with mobile phone operator O2.

Shoppers signed up to the O2 Moments scheme could claim a free 165g bag of Walkers Deli Market Chips from Budgens stores this month.

Budgens marketing director Anna Burleigh said 2,500 Deli Chips packs have already been given away, with 7,000 O2 members saving the offer for redemption.

Palmer & Harvey Moto-rs into 90th year

Palmer & Harvey has announced the renewal of its contract with motorway service operator Moto.

The new deal will see the wholesaler continuing to supply ambient, chilled

and frozen goods to 41 Moto service areas until December 2017.

Jez Pegg, sales and marketing director at Palmer & Harvey, said: "We are delighted to begin our

90th year by continuing to build on our successful distribution partnership with Moto.

"Our national depot infrastructure and 1,500 strong fleet makes us the

first choice distribution partner for businesses of all sizes. This reach was a significant factor in our being selected to continue supplying this key account."

NEWSTRADE

'Refresh' for premium cover price titles Streamlined technology portfolio

Future lines up bookazine bonanza for independents

by Nicola Stewart

Future has announced a refresh of its technology bookazines and says it is open to working with independents interested in stocking them.

But retail director Joe McEvoy said the publisher had to be sure retailers could accommodate premium cover prices.

"We'd be happy to work with independents on these but the price points have to be right for them," he said. "The promotion side also

has to be right – these things need a full-facing cover, so retailers have to have the space to display them properly. They won't sell unless they stand out a little bit."

The publisher has streamlined and refocused its technology portfolio, introducing four clearly defined series for different user types – Made Simple, Handbook, Guru Guide and Technology Tips Guide.

Each series will have a consistent design, with titles ranging in price from £9.99 to £12.99.

"The technology sector is very cluttered at the moment and we felt our bookazines were getting lost in there," said Mr McEvoy.

"We think this branding will make them stand out a bit more in the marketplace."

Future technology group editor-in-chief Paul Newman added: "These new series offer the perfect extension to what Future's core brands such as Tech Radar, T3 and Linux Format offer.

"Whether a novice or expert, there will be a series for all users in our core markets to ensure they get the most from their tech."

The plan was to release one bookazine under each series every couple of months, with print runs of about 10,000, said Mr McEvoy.

Future was looking at how it could expand further into the independent channel and was working with Seymour to identify opportunities, he added.

Shailene speaks The next issue of science fiction title SFX leads off with *Insurgent*, the sequel to the first hit movie based on Veronica Roth's bestselling *Divergent* book series. Star Shailene Woodley speaks exclusively to SFX about her experiences making the movie. On sale from 4 February, the issue also celebrates 10 years since the all-conquering *Doctor Who* returned to TV, with an in-depth retrospective feature, while a competition offers readers the chance to win (and forge) their very own *Game Of Thrones*-style sword. This complements the usual news, features and reviews on the most exciting sci-fi and fantasy of today. Priced at £4.99, retailers should display this title alongside film titles such as *Starburst* or *Empire*.



Pocket-money prices for return of Zomlings

Magic Box is kicking off the 2015 collectables season with the launch of a third series of the popular Zomlings toys.

Zomlings first launched in February 2014 and are now one of the best-selling collectables in the UK.

The new series goes on sale on 13 February and is to be supported by an extensive television advertising campaign.

Magic Box UK director Ben Harper said: "Zomlings has been one of the top 10 most heavily TV advertised kids toys in the last 12 months and we have a brand new campaign



launching in February to coincide with the launch of series three. "In addition to this, we work closely with the wholesalers to ensure that Zomlings is well stocked and available for independent retailers to

order and reorder."

Zomlings toys are priced at 50p, £1 and £2 and Mr Harper said the aim was to deliver a compelling product at pocket-money prices.

"We believe that this gives us a real USP and allows the product to have genuine impulse purchase potential as well as longevity as kids build up their collection."

In brief

Videogames special

The latest issue of *GamesMaster* delivers the biggest feature in its 22-year history, in the form of a 30-page look at the most exciting videogames arriving throughout 2015.

Encompassing PS4, Xbox One, PC, Wii U and more, it's packed with exclusive interviews, hands-on impressions, and all the latest information. From big-budget titles to one-man indie projects, this is an issue to appeal to everyone with an interesting in gaming, and will serve as a one-stop buyers' guide for 2015. On sale now, it is priced at £4.99.

New Economist ed

The *Economist* has announced Zanny Minton Beddoes as its new editor – the first time a woman will take the helm. She takes over from John Micklethwait, editor for the past nine years.

Ms Beddoes is currently the newspaper's business affairs editor, overseeing business, finance, economics, science and technology coverage. She takes up her appointment on 2 February.

Sporting memories

A regional daily has launched a weekly sport archives supplement as part of a major upgrade to its Saturday edition.

The Grimsby Telegraph has introduced the *Sporting Bygones* supplement, meaning the newspaper now contains more than twice the number of pages in its Saturday edition than it did less than two years ago.

It comes after the Telegraph began printing a weekend guide each Saturday to bolster its Saturday page count.



A variety of ways to increase your sales



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Innovating and investing to help you drive your sales...

NEWS PRODUCTS

Launch aims to win over youngsters ‘Something new in squash category’

Britvic’s new range of flavours is kids’ stuff

by Ed Chadwick

Britvic hopes to increase its appeal to children with the launch of three squash flavours this month.

The Robinsons Kids range consists of products developed with children in mind – Tropical Twister, Toffee Apple Tangle and Apple Berry Blitzler.

The range will be available in 11 single-concentrate packs with an RRP of £1.59 in line with the

core Robinsons 1l bottles.

The launch into wholesale and grocery this month will be backed by marketing designed to raise awareness with parents through digital and social media tools, as well as in-store with PoS.

Robinsons brand director kids and family Helen Gorman said: “Our research revealed that kids are looking for something new in the squash category – products that not only

catch their eyes on-shelf but more importantly taste great.

“As with Robinsons Squash’d, which has been a great success, we’re evolving the Robinsons range to reflect the changing desires and consumption habits of UK consumers.

“We’re really excited to launch a squash range designed just for kids and are very much looking forward to seeing how children will react to the new range.”



Hunks out Diet Coke is ditching the ‘hunks’ for its latest TV marketing campaign, which will urge its female target audience to ‘regret nothing’. The initiative, which launched last Friday, is being further supported with posters, social media activity and PoS material for retailers.

Hot products for your shopping list



Robinsons has launched a kids squash range with three flavours – Tropical Twister, Toffee Apple Tangle and Apple Berry Blitzler

ALL SET FOR THE
SPRING CLEAN?
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Eye of the tiger bread Hollywood megastar Sylvester Stallone swapped the sun-drenched streets of Los Angeles for the more humble surroundings of Bolton as part of his latest role as spokesman for Warburtons bread. The unlikely partnership will see the Rocky and Rambo actor star in TV ads alongside bakery boss Jonathan Warburton, which will air later this year.

Natural American's expansion plans Loyalty scheme to build on growth

Indies to help spread the word on Santa Fe

by Steven Lambert

Tobacco manufacturer Santa Fe UK is targeting independent retailers to help grow distribution and sales of its Natural American Spirit products.

The company said it will grow awareness of the brand outside of its London heartland by providing support to 200 local stores from 10 major cities.

The loyalty scheme will be used to build on strong growth

of Natural American Spirit roll your own (RYO) lines, with year-on-year sales up 40.8% in symbol stores and 47.7% in independents.

Alan Graham, general manager at Santa Fe UK, said the company is now looking to secure a 1% share of the total rolling tobacco market.

He added: "Independent retailers will factor into a lot of our plans on Natural American Spirit this year. We want to

build business partnerships with our customers to grow the brand and to spread the word about our additive-free tobacco."

At the same time, Santa Fe has unveiled an updated look for both Natural American Spirit rolling tobacco and cigarettes.

RYO lines will adopt a new blue colour scheme, while all products will now feature a red sun logo to give the range a consistent look.

It's getting Flamin' Hot for Walkers Max

PepsiCo is spicing up sales of its Walkers Max crisps range with the launch of a Flamin' Hot flavour exclusive to independents.

The new line will join existing variants Cheese & Onion and Paprika, and will be available in a three case stacker featuring all three flavours.

It comes weeks after Pep-

siCo extended its impulse-led snacks range with 39p price-marked Monster Munch Roast Beef and Pickled Onion packs.

Walkers Max Flamin' Hot also becomes the third product to be made available only through independents this month, following the launch of Kinder Bueno Dark and Lucozade Energy Grafrutti.

Matt Goddard, field sales director at PepsiCo, said: "Single serve snacks currently account for one third of the crisps, snacks and nuts sales in impulse and at Walkers we're committed to developing innovative products and flavours to add excitement and further sales for retailers whilst driving category growth."

Hot products for your shopping list



Flamin' Hot is the latest addition to PepsiCo's Walkers Max range



Indies are being targeted to help spread the word on Natural American Spirit



Major media coming to encourage customers to explore the range



Make sure you're fully stocked!

Free The Joy!
with the Nation's Favourite*

For the latest category advice visit deliciousdisplay.co.uk

NEWS PRODUCTS



Bahlsen's ninja dog returns

Bahlsen is following up its £4m 2014 advertising spend with a huge new TV campaign to support its Pick Up! biscuit range.

Running until the end of February, TV viewers will see the brand's Ninja Chihuahua character return to screens.

Bahlsen trade marketing manager Julien Lacrampe said: "Within the first year of launch, Pick Up! has already delivered more than £2.61m in sales and with the expansion of the Pick Up! family we are expecting to see sales rise significantly to £5m in the very near future."

Brewer focuses on British flavours Category up 30% year-on-year

Orchard Fruits cider 'exciting' for Carling

by Ed Chadwick

Molson Coors will capitalise on the growth of flavoured ciders with the launch of an Orchard Fruits variant of its Carling Cider.

The new line comes in 500ml bottles at 4% ABV and will be supported alongside the existing Carling British Cider portfolio with a £5.4m advertising campaign including TV, outdoor and digital.

The launch comes nearly a year since the launch of the brand's first range extension, Carling Cider Cherry, unveiled last March.

It also marks the latest innovation from the brewer since Carling Fruit Coolers, a low ABV combination of



lager and fruit juice aimed at drinkers looking to moderate their alcohol intake.

Carling brand director Jim Shearer said: "Cider is an exciting category and continues to attract more and more consumers with the fruit cider category registering 30% year-on-year growth. In response to this demand,

we're launching Carling British Cider Orchard Fruits. "We believe that the recipe for success for the Carling British Cider portfolio is recognisably British flavours that are simply described and distinct in their flavour."



Diamond Mist adds flavours

E-cigarette firm Diamond Mist is expanding its range of e-liquids with new flavours in a bid to stand out in the crowded vaping sector.

The company has unveiled three additional variants this month - Toonz, a mixture of berry and menthol flavours, menthol-flavoured Cool Mint, and spicy Dragon Mist.

All will be available in 0mg, 6mg, 12mg, 18mg and 24mg nicotine strengths, and will join Diamond Mist's existing 55-strong product range.



For great category advice and to find out more about the campaign visit

www.deliciousdisplay.co.uk



MAKE MORE OF
THEIR NIGHTS IN
Pages
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PG Tips set to add more herbal and fruit teas

PG Tips is building on a positive shopper response to its green, herbal and fruit teas with the launch of new lines next month.

Four variants - Vibrant Blackcurrant, Crisp Mint, Zesty Lemon & Ginger and Delicious Cranberry & Apple - have been unveiled by brand owner Unilever.

The manufacturer said its original fruit, herbal and green tea lines, launched last February, have helped grow the market, with half of shoppers buying the range being new to the category.

Lola Danlos, PG Tips brand manager, said: "By launching new flavours into our portfolio we aim to build on the growth we've seen in 2014 and attract even more new consumers to the category with relevant flavour profiles to drive incremental sales."



It's playtime Biscuit brand Oreo is showing its fun side in a new animated TV ad hitting screens this week. The 'Play With Oreo' push, which also include social media activity and PoS material, will promote the product's 'twist, lick, dunk' message and forms part of a £1.5m investment from Mondelez.

Rowntree's Randoms £500 cash prize promo

Shoppers will have the chance to claim an instant win cash prize of £500 in a new competition running on Rowntree's Randoms confectionery.

The promotion will encourage consumers to find a 'Bangers and Mash' sweet in bags of

Randoms and Randoms Tandems. In addition, brand owner Nestlé is also launching an impulse bag of Randoms Tandems for a limited period (RRP 51p).

A £1m media campaign

will be used to support the scheme, including digital and outdoor advertising, while 3,750 posters will also

be placed outside independent stores to encourage impulse purchases, according to Nestlé.



Back on TV with its biggest campaign

- Oreo the World's No1 Biscuit¹
- Fastest growing everyday treat biscuit brand²
- 29% incremental to total biscuits³



Mondelez
International

1 Euromonitor 2013 2 +21.8%, Nielsen YTD 01.11.14 3 Kantar YTD 09.11.14



NEWS REGIONAL



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to help you grow your sales

Scots say business still fine in 'dark'

Scottish retailers reported that it was 'business as usual' despite going dark months before a total tobacco display ban is enforced.

Edinburgh retailer Abdul Qadar said JTI had fitted a covered gantry to one of his shops in the last fortnight.

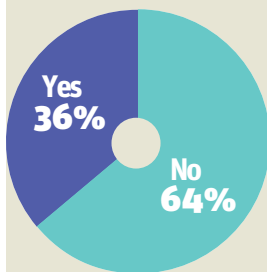
Legislation in Scotland means that retailers will only be able to open a small section of gantry at one time.

Mr Qadar said: "It looks a bit drab having a grey screen next to all the branded products but so far, there has been no effect on sales.

"My staff have been well trained and know where all the products are so there won't be an impact on serve time."

RN reader poll

Last week we asked:
Would sales be affected if The Sun permanently dropped topless models from Page 3?



THIS WEEK'S QUESTION:
Will the Post Office's partnership with major banks to offer over the counter withdrawals and deposits help to safeguard the future of the network?

Have your vote now at
betterRetailing.com

betterRetailing.com

Clampdown on pubs to c-stores

The Department for Communities and Local Government plans to safeguard local pubs by changing the rules around "change of use" rights.

However, the Association of Convenience Stores (ACS) has urged MPs to support the development of new convenience stores.

In a statement, the

department said it planned to push forward secondary legislation so that "in England the listing of a pub as an Asset of Community Value (ACV) will trigger a removal of the national permitted development rights for the change of use or demolition of those pubs that communities have identified as providing the

most community benefit".

This means retailers hoping to convert pubs that are listed as an ACV to convenience stores will have to submit a full planning application instead of going through the permitted development rights for change of use.

ASC chief executive James Lowman said: "It

is important that communities have the right to designate assets of community value but this should not act as block to new developments. The flexibility that exists in the use class system is important to meet changing needs of consumers and ensure that properties do not stay empty for long periods."

Government watchdog urged to provide clarity Retailers at risk of breaking law warns NFRN

Call for advice on voluntary 'bans' on high ABV alcohol

by Ed Chadwick

Calls have been renewed for the government's competition watchdog to provide clear advice to retailers on laws surrounding voluntary 'bans' on high ABV alcohol.

A meeting held at Westminster by All Party Parliamentary Beer Group (APBPG) last week heard that independents could be unwittingly breaking the law by signing local authority charters.

Ipswich was the first

town in the country where retailers were urged to agree to the withdrawal from sale of beer and cider in excess of 6.5%.

Similar Reducing the Strength initiatives now exist in as many as 30 towns and cities.

The NFRN said it was concerned that some members had been subjected to heavy-handed tactics by local authorities, while APBPG chairman Andrew Griffiths MP warned that some stores could be breaking competition laws.

Both have now called for the Competition and Markets Authority (CMA) to rule whether the schemes were legal.

NFRN chief executive Paul Baxter said: "While our members are stuck in a legal trap, the CMA has been supporting local authorities, leaving many retailers unsure of their position.

"We want the CMA to do more to provide advice and support to independent retailers on this issue as it is clear that many are unsure

about these schemes, but do not know where they stand when it comes to competition law issues."

Mr Griffiths said he was concerned that retailers had no access to information.

The CMA took over responsibility for preventing and reducing anti-competitive activities in the UK from the Office of Fair Trading in April 2014.

A CMA spokesman said it was aware of concerns and would consider any infringements of competition laws.



Burns Night party More than 230 wholesale workers, suppliers and guests descended on The Grand Hotel in Brighton last Saturday to take part in Palmer & Harvey's Burns Night celebrations. The black-tie event included a traditional haggis dinner and a performance by the Red Hot Chilli Pipers, and helped raise more than £80,000 for retail charity GroceryAid. Martyn Ward, managing director at Palmer and Harvey (pictured above right), said: "It is fantastic to know that our fundraising efforts with GroceryAid have been able to help former and current industry colleagues. I personally look forward to Burns Night every year and this year's event has definitely been one to remember."

NEW STOCK FOR
YOUR SHELVES

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REGIONAL

Charge increases would be 'unacceptable and intolerable' Call for 'period of stability'

NFRN reads riot act to NI wholesaler over carriage

by Nicola Stewart

The NFRN has told Newsprint that any increase to carriage charges in Northern Ireland would be "unacceptable and intolerable".

Senior NFRN management met with the wholesaler in Belfast last week to discuss carriage charges retailers have labelled as "unsustainable".

Chief executive Paul Baxter said: "We left the wholesaler in no doubt that our members in Northern Ireland still require recompense for the excessive surcharge first applied in

2013 and still applied today.

"We explained how our members now require a period of stability with neither unnecessary nor unrealistic increases in carriage charges.

"Newsprint has to recognise that any such increases would be unacceptable and intolerable given that fuel prices are so low and the volumes delivered continue to decline."

Seamus McFadden, of McFaddens in County Tyrone, said newsagents in Northern Ireland had been left with "very little margin or potential to survive".

He was paying about £120 in carriage charges a week and said cuts to terms and cover price increases on The Irish News, Belfast Telegraph and News Letter had escalated the problem.

He said: "What we have to factor in, along with increased carriage charges, is that three of the national papers in Northern Ireland have also reduced their margins."

John McDowell, of McIntyre's in County Londonderry, said the NFRN meeting with Newsprint was a positive step but he could see no easy solution.

"The problem is, we are always going to have two wholesalers so we are always going to be paying twice as much as everyone else," he said.

Mr Baxter agreed that this issue was "unlikely to be addressed until government intervention takes place". "However," he said, "for the interim we discussed ways in which we could work more closely together on clear sales opportunities for non-news products and consumables.

"I am hopeful of a better working relationship with Newsprint into the future."

New paper's sales steady

Scottish retailers say sales of the country's first pro-independence newspaper have steadied after an initial flurry of interest.

The National launched on a trial basis on 24 November and was picked up as a permanent title after selling out of an initial 60,000 print run. Sharon Sisman, of C & M Sisman in Stirlingshire, said: "I have regulars who buy it every day but there are not many impulse sales. The people who buy it obviously really like it."

The Herald & Times Group said it would not release sales figures until the paper had been audited.



Happy return Shoppers young and old came out in droves to celebrate the official reopening of the Premier Waltham Chase Convenience Store in Hampshire, which has undergone a major refit. Owners Adrian and Jenny Segovia have quadrupled their floor space to make room for more groceries and newspapers, and have also incorporated a new open plan post office allowing them to offer relevant services for an extra 47 hours a week.

Fed goes to Holyrood to lobby Scots parliament

The NFRN will hold a reception for members of the Scottish Parliament at Holyrood next month.

Members north of the border will use the event on 18 February to raise the federation's profile and highlight a number of trade issues including crime,

planning and regulation of alcohol and tobacco.

The federation will also launch a policy document in the same month, mirroring the Public Affairs Agenda it launched in Westminster last year.

A similar event was held in Dublin for members of

the Irish parliament last December.

The reception will be hosted by Annabel Goldie MSP, who will be joined by members of the parliament and leading figures from Scottish politics.

The NFRN's head of public affairs and communica-

tions Adrian Roper said: "The Scottish reception is being held for the first time in a few years to help build on the work we have done at Westminster.

"The event will be a useful opportunity to raise a range of issues which affect our members."

In brief

'Onesie' job jailed

A knife-wielding robber who threatened Devon newsagents while dressed in a leopard print 'onesie' has been jailed.

Drug addict Matthew West used the bizarre disguise and a mask to steal from a shop worker at PA & DJ Drummond and attempt to rob another member of staff at Muldowney Newsagents, Plymouth Crown Court heard. He also admitted to stealing £440 from Morley Service Station. West was given a six year prison sentence. Getaway driver Cody Ware was jailed for five years.

Robber behind bars

A robber from a gang who carried out a violent attack on a postmistress before stealing £33,000 from her business is now behind bars.

Daniel Quinn formed part of the group who pushed and kicked Saima Iqbal as she was cashing up at the Rishton Post Office in Blackburn. Quinn was sentenced to 56 months in prison following a hearing at Burnley Crown Court. Two other suspects have been arrested and released on police bail.

'Hoodie' locked up

A convenience store owner in Nottingham was threatened with a knife shortly after placing a ban on 'hoodies' in his business.

The owner of the Londis in Bulwell had asked a group of hooded men to leave his shop when one of the gang produced the weapon.

Nottingham Crown Court heard how Kieran Dawson threatened the shopkeeper and his dog before leaving. He was jailed for 12 months.

YOUR REGION

NFRN DISTRICT COUNCIL REPORT WESTERN AND DEVON & CORNWALL 19.01.2015



Nick Constable reports from the NFRN Western and Devon & Cornwall district council meeting



Martin Ballinger

Print over digital publishers urged

Publishers are being urged to mount a print fightback amid claims that the boom in digital news has stalled.

The call from Western district president Martin Ballinger comes ahead of an NFRN open forum next month at which publishers and wholesalers will debate the way forward for print titles.

Mr Ballinger, who has about 2,000 HND customers in Gloucester, told members: "Last January I lost 10 people to digital. This January, I've lost no one. In fact, I have picked up HND sales.

"I'm hoping that everyone who wants a tablet for digital news now has one and a recovery can begin.

"But publishers need to jump on this and divert some of their digital budgets back to print."

National councillor Ray Monelle added: "This is one reason why the NFRN has organised a forum.

"The response so far from publishers and wholesalers has been excellent."

Latest news bad news for sales

Editors keen to run late-breaking stories should be forced to answer for sales dips caused by titles coming off-stone late, members were told.

North Devon newsagent Roy Crawford, whose rural HND rounds total

240 miles per day, said late deliveries or re-runs from wholesalers often meant no deliveries to customers.

"We can't wait," he said. "People want their newspaper first thing in the morning.

"Is it time to put pressure on editors to stick rigorously to off-stone times? Does the circulation department need to have a bigger say?"

Ray Monelle said it was crucial for publishers to understand how badly late deliveries hit their profits.

"I'm sure they often don't even know that re-runs have occurred," he said.

Indies will gain from Tesco woes

Newsagents should look forward to a more hopeful 2015 thanks to Tesco's woes and a dive in the price of diesel, Martin Ballinger told the meeting.

He said the supermarket's decision to close 43 stores - mostly from the Tesco Express brand - was the result of a failed expansion plan which had hit independent retailers hard.

"I'd like to wish members in those areas good luck as they seek to win back that business," he said.

"Meanwhile, we should all be looking forward to a reduction in carriage charges. There has been a 27% fall in the price of diesel these last few months."

Ray Monelle said the federation had already approached Menzies and Smiths asking what plans they had to pass on fuel cost reductions to newsagents.

Print problems threaten future

Unreliable printing



Last January I lost 10 people to digital. This January, I've lost no one. In fact, I have picked up HND sales

Martin Ballinger

NFRN Western district president

equipment is threatening Western Daily Press sales in Devon and Cornwall, retailers were told.

Honiton newsagent Duncan Finlayson said the WDP, which mainly serves the Bristol area, came off-stone after its stablemate the Western Morning News - which has its heartland further west.



Duncan Finlayson

Mr Finlayson warned that regular printing problems were having a drastic effect on WDP sales towards the edge of its circulation area.

"The number of copies they're losing through print breakdowns is a real problem," he said.

"Often the paper is late and sometimes we don't see it at all.

"Sales are being hit and my fear is that one day we'll look and find the WDP isn't being printed any longer."

Free gantries may not pay off

Independent retailers preparing to "go dark" in the run-up to April's tobacco display ban can unlock new business, the meeting was told.

Tobacco companies have been offering newsagents free gantries in exchange for the right to place brands in prominent display slots.

Their logic is that whenever the gantry is opened, smokers will see familiar packaging - if only for a

few seconds.

But Ray Monelle said that by paying for their own tobacco cabinets, retailers can "sell" companies prime slots in exchange for vouchers or free stock.

"They are effectively giving incentives to hold their products," said Mr Monelle, whose own overhead gantry cost £1,400.

"It is well worth considering this before you accept any free offer."

Re-runs 'quietly forgotten'

A pledge by Smiths to drop re-runs at three hubs south of the M4 has been "quietly forgotten", retailers heard.

Western North president Derek Cook said the wholesaler's Swindon house had previously agreed to meet newsagents at agreed rendezvous points in Chippenham, Marlborough and Devizes.

But recent late deliveries of the Guardian and Financial Times had highlighted a breakdown in the arrangement.

"These hubs need to be reinstated very quickly," said Mr Cook. "No newsagent is going to drive out to Swindon at 9am. Papers left there won't be going anywhere."

Sponsorship for awards draw

Organisers of the NFRN's Southern Region awards have been given £100 sponsorship by the joint district council.

The money will help finance a prize draw at the event - due to be held in Caversham on 8 May as a way of showcasing the region's best independent retailers.

OPINION

RETAIL
NEWSAGENT

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Your say

How will you be making your voice heard in the fight against plain packaging for tobacco?

I will be writing to my MP and asking her to come down to the store so I can discuss the effect plain packs would have. My MP is Penny Mordaunt, the high streets minister, so the policy should be something she wants to discuss with independent retailers. I think it's important we explain to our representatives that we are already doing a lot of work to make sure that we sell tobacco responsibly.

Pradip Amin,
Birds Newmarket,
Portsmouth,
Hampshire

I responded to the consultation, which seems to have been ignored, so it seems as though we're banging our heads against a brick wall on this I fear that government has made its mind up and will force plain packs through. It sounds defeatist, but I think a lot of retailers have become quite battle-weary from fighting

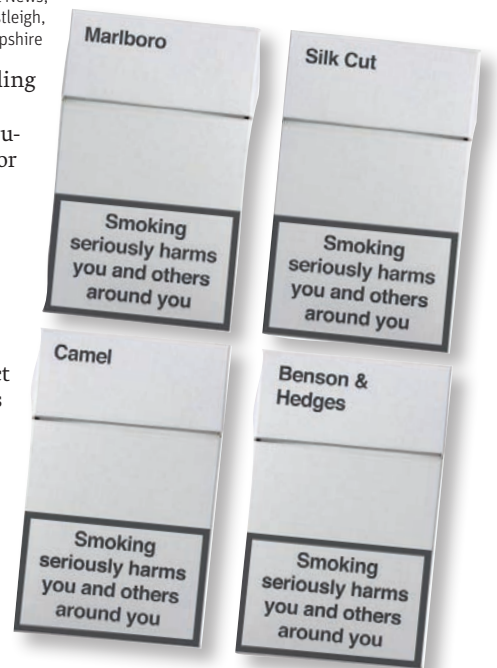
this sort of thing without any success.

Jon Dudley,
Boyatt News,
Eastleigh,
Hampshire

The NFRN is holding a parliamentary reception in February at Holyrood for members of the Scottish Parliament and we will certainly be making a lot of noise about it then. Scotland has said it will act independently as it has on the display ban requirements and they must recognise that we have already had enough draconian legislation imposed on us.

I think there's an opportunity to change the minds of MPs. It's election year and retailers need to make them realise that we will be watching how they vote.

Abdul Qadar,
Sighthill Convenience Store,
Edinburgh



Your stock

How will on-pack Comic Relief branding and donations help to drive sales of associated products?

If it is promoted well and people are aware of the promotion, customers might come in pre-

pared to make that purchase. Otherwise, if they come in and see the promotion on the front

of the product, they might make that purchase knowing they are going to be contributing towards a good cause.

Mohammed Issa
1st Stop 2 Shop,
Dundee,
Scotland



Honestly, I don't think it does help. Customers are too price orientated now. I think people like going out and getting red noses and things but when they are looking at a product on the shelf, they will still go for the one next to it that is £1.

Susan Connolly
Spar Pewsey,
Wiltshire

I don't find that it helps. I haven't noticed that my customers will buy something specifically because it is linked to a charity.

John Gnanaseelan
North Parade Convenience Store,
Aberystwyth,
West Wales

LETTERS

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

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

SOME KIDS ARE JUST TROUBLE...

The problem of a goat visiting your shop (Extra Extra!, RN 16 January) is not as rare as RN readers might think.

One Sunday morning, as I was having my breakfast, one of the paperboys barged in gesticulating wildly that there was a goat in the shop.

I didn't believe him – they are always playing pranks on me – and I sent him away.

However, he came back and said it was eating the crisps (Seabrook of course).

This spurred me into action and sure enough, there was a goat in the shop destroying the crisp fixture.

I got some Menzies string, looped it round the goat's neck and led it out of the shop, tying it to the gate.

I then called the local police station but as I did this, there was a terrible noise.

The goat was trying to escape. Unfortunately, the string was now so tight the goat was choking to death.

I managed to cut the string and the goat ran off, around the corner and into a pub car park.

I followed but could not find it anywhere. Subsequently, neither could the police.

Later that morning, I was returning to the shop with my two dogs.

A jogger approached me, followed by a jogging goat.

I stopped the jogger and asked him if he realised he was being followed by a goat.

He shrugged and carried on



running.

This time I used one of my dogs leads and tied the goat to a garden gate.

I informed the householder, who I knew, and said the goat would be collected shortly.

This time I rang the RSPCA which agreed to pick it up.

Unfortunately, nobody arrived until 4pm and by this time the

goat had made himself at home by digging a large hole in my friend's drive and slumping into it.

Unable to find its owner, the RSPCA informed me the goat was finally placed in an animal sanctuary and was doing very well.

Mike Brown
Browns Newsagents,
Stokesley,
North Yorkshire

Not boxing clever for Charlie Hebdo delivery

After taking 32 orders from our customers last week for the Charlie Hebdo paper, we were obviously extremely annoyed when we didn't receive one copy.

After placating these customers and telling them that we never received any copies, we were met with a great deal of disbelief and comments implying that we had kept all of the copies for ourselves.

We were relieved therefore to receive the 60 copies that we had ordered

this morning (23 January).

However, these papers were packaged two to a tote box meaning we received an extra 30 tote boxes this morning.

This raises a great deal of questions and comments.

How inefficient is this? Where are we supposed to store these boxes today?

What about the poor delivery drivers who have to cope with these totally ridiculous amounts

of boxes in their already full vans?

I just hope that a charge of £12.50 for each box is not going to be levied against my Menzies bill tomorrow as I certainly cannot afford it.

Jonathan Armstrong
Windmill Drive Post Office,
Bexhill-on-Sea

A Menzies spokesman responds: "Unfortunately, we experienced a technical issue with this title which affected a small number of customers."

"Our packing system had incorrect measurements of this publication causing this small quantity of titles to be packed in multiple tote boxes."

"While the error was picked up after the first few runs, Mr Armstrong was one of our customers whose supplies had already been packed and we apologise for the inconvenience caused."

"We did however distribute extra copies of Charlie Hebdo where requested, which should help toward extra sales."

#TOP TWEETS



Who's saying what in the retailing world this week?

@SparKill

It's not Easter yet but still time to enjoy Cadbury's Mini Eggs for only £1.

@BetterBuyLocal

When we're finished shop fitting @Ly-meRegisPO we'll have a massive 15m of greeting cards + stationery + @PostOffice + Bureau de Change!

@SimplyFreshE2

Looking for beef or chicken for #roast? We've got it covered! #bethnalgreen Winner of independent retail awards 2014!

@Thorncombe_Shop

OK, today's secret pass phrase for a free coffee or tea is "Greece is the word the word that you heard".

@SalthousePO

We're only top branch in our area! Thanks to @AnsdellPost for letting me know. Good excuse for a drink! #proud

@newswatts

Magiki Puppies? We have some! #Rossendale

@tearesnews

Charlie Hebdo... We have a few copies of the special edition on sale now – first come, first served.

@EDiamond136

Two days ago a lady won £1000 on a scratchcard. Today, the same lady won £100 on another scratchcard. Both sold here at Diamonds. :-)

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YOUR ISSUE

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MORE POLICE PATROLS FOR CRIME-HIT STORE

Last week's RN reported how Sudesh Patel was at his wit's end after a string of break-ins left his business on the brink.

At least £20,000 of stock has been taken from his store in the past year in three burglaries and daily instances of shoplifting.

He has caught brazen thieves loading up to £100 of chocolate and luxury ice cream into their pockets before walking out, safe in the knowledge that they won't be prosecuted in the unlikely event that the police turn up and catch them.

We're pleased to report that Mr Patel has made some progress with the police, who have promised to increase patrols, even if they have hit a dead end in their hunt for the burglars.

But he says that Islington Council could – and should – be doing more to protect the business from the crime wave.

He has been told that he can't fit shutters to the outside of the property, leaving it vulnerable to the sort of smash-and-grab raiders who have struck three times.

On each occasion they have entered by smashing plate glass



Police have promised to increase patrols around Sudesh Patel's crime-afflicted store

windows and helping themselves to large amounts of stock.

"I'm told that we can't have shutters because it's out of keeping with the area," says Mr Patel.

"I know they don't look great, but it's the only thing I can think of that will stop this sort of break-in from happening again.

"There are some other buildings

in the area that have had internal shutters fitted and I am looking into whether this sets a precedent for me."

Mr Patel is also concerned that the area immediately around the store is lacking in coverage by CCTV cameras, despite historic issues with crime.

He adds: "The Packington Estate which is at the back of the

store has suffered from crime for many years, and yet there is only one camera on the store. It doesn't seem enough."

A spokesman for Islington Council said: "Shutters themselves lead to darker streets and can contribute to a less safe-feeling atmosphere by creating areas where people can lurk at night."

BT reverses the charges after 'stealth' listing

Back in June last year, RN ran a story on retailers accusing BT of passing through a stealth charge that would cost the independent sector an estimated £6m.

The issue involved retailers being included in the classified section of the BT phone book, which would cost business customers an extra £30.72 a quarter on top of their regular bill.

BT told RN it had written to retailers about the charge, noting that any business not wishing to be included needed to opt out over the phone or online.

However, half a year on, one independent says a lack of notification from BT has led to him being unnecessarily charged by the company.

Kamal Thaker, owner of Stop Shop News in Edgware, Middlesex, was surprised to find

a 'classified paid line entry' fee on his latest BT bill.

He said: "It showed that I had been charged £10.24 plus VAT in December, as well as an additional cost of £30.72 for the first quarter of the year.

"I had received no correspondence from BT about this so I called them immediately. After talking with someone there, BT



told me it would reverse the charges."

However, Mr Thaker says he

fears other retailers who fail to check their bills thoroughly will not be so lucky.

"It's pretty concerning for the trade, and I think BT has been pretty underhand in all of this."

A BT spokesman confirmed Mr Thaker will be reimbursed in line with its policy, adding:

"BT has written to all affected customers. We have taken an opt

out approach to avoid the significant risk with an opt-in approach that the customer misses a letter leaving no option, but to wait a full year to get their entry into the next phone book, possibly resulting in business losses.

"Our opt out policy will be applied in a reasonable manner with opt outs accepted after the four-week period outlined in the letter prior to the publication of the Phone Book so no business will lose out. We also plan to issue refunds when required post publication where customers decide they do not want the listing and it will be removed from future editions.

"Businesses will continue to receive a free listing in the A-Z section of the Phone Book."

BARRY FROST

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Keeping on top of things

Maintaining your leasehold property with regular inspections and small but frequent repairs will help you to avoid a hefty bill

I often get asked by my clients to assist them with identifying which parts of their leasehold property they are responsible for maintaining themselves and when they should carry out any work they are obliged to undertake under the terms of their lease.

It's a very important issue and I have dealt with several cases recently where tenants have neglected the maintenance obligations in their lease and have therefore faced a very big bill at the end of it.

Looking after a commercial building can be expensive and, generally, the older it gets the more attention it will need. Leases will always define your repair obligations and it is very important to know and understand what these are when buying a business or opening a new shop.

The repair obligations for the majority of news and convenience retailers will either be internal or full repairs. For internally repairing leases the tenant is responsible for the internal part of the building only, with the exception being the entire shop front. For shop premises, this is always made the responsibility of the tenant, including the insurance of any plate glass.

For fully repairing leases, the tenant is responsible for the maintenance of the whole building. This includes all of the internal space and any second floor accommodation such as flats. It also includes the roof, drains, outside areas and so on. The tenant is

expected to maintain the building as if it was their own at all times and I always advise any retailers I speak to that they do just that.

Most leases will identify in general terms the maintenance items that need carrying out regularly. For example, there is nearly always an obligation that the interior of a property is repainted every three years.

Other repairing obligations are not outlined specifically as it would make the lease too long. Common sense must be used and it is a very good idea to carry out a regular inspection of the property to identify any potential problems before they escalate. If you are not confident in doing this, it is a good idea to get a reputable builder to do it for you.

Landlords will always have the right to inspect the property at any time to ensure that all is well and that it is being maintained. However, most landlords do this when a lease is coming up for renewal and many will do this informally without involving a chartered surveyor. Where the



“ It is a very good idea to carry out a regular inspection of the property to identify any potential problems before they escalate

landlord chooses to bring in a surveyor to inspect the property, this cost is normally passed on to the tenant and it can be expensive depending on the size and age of the property. The surveyor will prepare a 'schedule of dilapidations' which identifies exactly what work the tenant is expected to carry out and will also give an approximate cost.

If the tenant is vacating the premises at the end of the lease the schedule will be more detailed and exhaustive. One of my clients received a dilapidations survey recently that identified work that the landlord required costing £48,000 plus VAT.

In these cases it is a good idea to employ your own surveyors and get them to act in negotiations for you. It is possible to negotiate this figure down but you can still end up having to find a sizeable sum of money to put the building back the way the landlord wants it.

So what can you do to prevent yourself falling into this situation? Carrying out a regular inspection of the property is essential. Preventative maintenance is vital if bigger, more costly problems are to be avoided later on. It is also very important to pay attention to areas that are not always visible like gutters or things that may be hidden behind chillers or in a store room.

If you spend a little each year maintaining your shop you have a better chance of avoiding a large bill later on. ●

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

* Key points to consider

- + Make sure you read and understand the repair obligations of your lease.
- + Inspect your shop premises regularly or get a professional to do this.
- + Carry out regular preventative maintenance.
- + Ensure that any minor issues are dealt with immediately.
- + Establish an annual budget for maintenance.
- + Treat your leasehold shop like it is your own property.

INDUSTRY PROFILE

Interview by **Tom Gockelen-Kozlowski**
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Got Capital UK

Access to finance has become harder in recent years as banks' lending to businesses has declined dramatically. Got Capital UK takes a more positive approach, basing its lending on a company's future turnover rather than its collateral



RETAIL NEWSAGENT How is the financing sector changing for independent retailers?

ALEX AFEK Until a few years ago, if you wanted credit you had to go to the bank or to friends and family - there weren't a lot of options available.

In recent years, banks have turned off the tap to credit for many small businesses and an industry of alternatives has emerged to fill the void.

RN What is Got Capital's alternative model?

AA Our model is unsecured financing based on a store's future turnover, rather than collateral such as a property's value. This is already very popular in the US.

The UK industry has grown rapidly in the past two years, with many companies coming from the US.

RN How does your way of working differ from the banks?

AA It's very different from the big banks, where all the work is done from an office.

We try to meet all the businesses we work with. We believe that the personal relationships you can build, the trust and understanding, are really important and something you can never do remotely.

We think of ourselves as investors in the businesses we lend to.

RN How do retailers typically use your finance?

AA We prefer to work with businesses that are growing, rather than those who need money to stay afloat.

So expansion, refurbishment and planned improvements before joining a symbol group or franchise are common reasons why retailers

come to us. Our investment is based on turnover and we advertise that we provide loans from £1,000 to £100,000.

RN These retailers are more likely to be offered funding from banks, so what is the advantage of seeking funding from Got Capital?

AA Firstly, many retailers know that the smallest mark on your credit history can shut off all of your options. There are people who are struggling to work with banks, even if their turnover and profitability is really high.

Secondly, the banks will often try to tie you down, giving you £10,000 but leaving you stuck with the loan for up to five years with no other options to seek credit during that time.

If your fridge breaks down or you have an opportunity to bulk buy stock, the banks won't help you.

“
We think of ourselves as investors in the businesses we lend to

RN How do Got Capital's rates compare to those offered by banks?

AA As with credit card or overdraft rates compared to mortgages, our model is not the cheapest option but it is quick, reliable and flexible.

You'll be taking on a relationship with someone who is interested in your business and who'll want to partner with you long term, through the good times and the not so good.

This comes with a price but it provides a great alternative.

RN Are independent retailers more confident about using alternative financing models today?

AA Definitely. More store owners are looking to expand and they're increasingly savvy in exploring their options for financing.

If you look at the older generations they were often happy with one shop and weren't interested in expanding. That's changing.

RN What are your plans for 2015?

AA We are looking to expand to a few more offices in the north of England and Wales so that our specialists can get out and visit more retailers.

We're also looking at partnering with other companies to offer a wider range of products, but eventually we want to be a one-stop shop for all small businesses' financing.

** Company CV **

Company Got Capital UK
Managing director Alex Afek

Company profile Got Capital offers unsecured financing, with greater flexibility than traditional banking allows, to convenience stores, hotels and restaurants nation-

wide which want to expand and improve. First established in the USA, the company is now one of many aiming to ease the drought in financing since the credit crunch.

Latest news This year the company plans to open offices around the country to help its employees develop face-to-face relationships.

**

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PRICEWATCH

CHEWING GUM

by **Nadia Alexandrou**
 email nadia.alexandrou@newtrade.co.uk
 tel 020 7689 3350

BEST-SELLING CHEWING GUM PRICES AROUND THE UK

PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Wrigley's Extra Sugar Free Peppermint 14g	40p	50p	41p	45p	57p	40p	42p
Wrigley's Extra Sugar Free Spearmint 14g	40p	50p	39p	45p	57p	40p	42p
Wrigley's Extra White Bubblemint 38g	49p	54p	49p	50p	57p	49p	52p
Wrigley's Airwaves Sugar Free Menthol & Eucalyptus 14g	45p	53p	51p	50p	60p	45p	49p
Wrigley's Extra Ice Peppermint 14g	49p	54p	49p	50p	60p	49p	52p
Wrigley's Extra Strawberry Sugar Free 10pcs	40p	50p	41p	45p	57p	40p	42p
Wrigley's Extra Sugar Free Peppermint Handy Box 25s	99p	£1.03	89p	-	£1.19	£1.00	£1.05
Wrigley's Extra Ice Citrus 38g	49p	53p	49p	50p	60p	49p	52p
Wrigley's Orbit Complete Spearmint Sugar Free	72p	77p	72p	85p	69p	72p	-
Wrigley's Juicy Fruit 18g	39p	47p	39p	39p	45p	39p	39p
Wrigley's 5 Turbulence Sugar Free Gum 7s	59p	63p	59p	59p	70p	60p	69p
Wrigley's Hubba Bubba Apple 35g	39p	44p	39p	39p	46p	39p	40p

Chewing gum pricing strategies

RETAILER

1



NAME SAM CUPID
STORE Ormsgill Convenience Store
LOCATION Barrow-in-Furness, Cumbria
SIZE 1,700sq ft
TYPE council estate

We stick to Best-one's RRP's. We're fairly new to the symbol group, which we joined after being unaffiliated this August. My store's performing miles better now, as we underwent a complete shop overhaul when we joined. I also like how the pricing system is managed. We merchandise gum on two small stands that are located one by each till. They all sell pretty equally, except we had to delist the large packs as they weren't selling at all. I imagine they'd do much better in forecourts where customers buy them for long car journeys.

RETAILER

2



NAME BHAVESH PAREKH
STORE Kwiksave
LOCATION Bolton, Lancashire
SIZE 2,900sq ft
TYPE high Street

We usually stick to the RRP's set by Costcutter, but like most corner shops we'll round up for certain lines by a few pence. It's such a small impulse item that customers are not really affected by a small price lift - and considering nearby stores sell some brands for 60p which we sell at 50p, we're quite competitive. Unfortunately, you also have to take into account that some kids steal from you. We merchandise all gum by the till on racks that were custom-made when we refitted our store. All gum sells fairly consistently, there are no outstanding favourites.

WRIGLEY'S EXTRA SUGAR FREE COOL BREEZE 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.

RETAILER

3

NAME SALEEM SADIQ

STORE Spar

LOCATION Renfrew, Glasgow

SIZE 4,000sq ft

TYPE neighbourhood



We go above the RRP, which has always been the case for both confectionery and chewing gum as we make more money on these two categories because they are impulse buys. We fit into Spar's neighbourhood format, which I think is the second cheapest price bracket out of the four formats which also include forecourts, Eurospar and Express. Our gum is accessible at all our tills. We originally had our own stands, but then Wrigley offered us nicer counter stands, so we took them. Wrigley's Extra is the most popular.

RETAILER

4

NAME BALVIR SINGH ATWAL

STORE Atwal News

LOCATION Hatton, Derbyshire

SIZE 800sq ft

TYPE village



We mostly stick to the RRP or go a few pence above. We're a village community so we try to keep prices reasonable across the whole store. We also have a Co-op and a Nisa not too far away so we need to keep our prices competitive. I've been running this shop for 27 years now, and I've noticed that people are becoming less loyal and more influenced by price – which I believe is driven by discounters such as Aldi and Lidl. We have all of our gum by the till, which was merchandised by Wrigley.

RETAILER

5

NAME ANISH KESHWARA

STORE Nisa Local

LOCATION Whittlesey, Cambridgeshire

SIZE 2,500sq ft

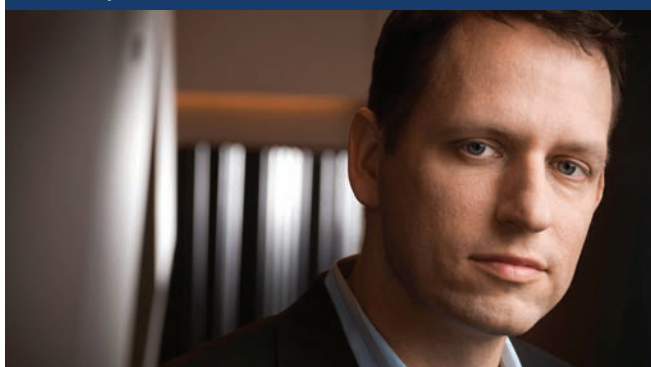
TYPE residential



Nisa's head office controls our prices, which we tweak only slightly to adjust margins. All our gum is merchandised next to our three tills on counter top units provided by Wrigley. All of Wrigley's items sell really well, as they dominate the category. The Extras are particularly popular. This is a sector dominated by impulse, and as it's probably one of the least price-sensitive categories in store there's no need to do promotions. Our big packs are probably the slowest sellers, but their cost price makes up for that.

THE ENTREPRENEURS

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



PETER THIEL

Route to the top

An investing genius, Peter Thiel is most prominently known for co-founding PayPal, the electronic payment site and being the first angel investor in Facebook. A loner of sorts, Peter was a maths genius and a national level chess player in his home country, Germany. In 1996, he founded Thiel Capital Management, a multi strategy fund, which was a pre-cursor to his next venture, PayPal. He co-founded PayPal, with some of his like-minded friends and took the company public in 2002. A year later he sold the company to eBay for \$1.5bn and turned towards his most successful career until now – investing. With a 3.7% stake in PayPal which earned him \$55m at

the time of the acquisition, he started Clarium Capital Management. His company invested in many successful startups like Friendster, LinkedIn (founded by his friend Ried Hoffman), Rapleaf, Geni.com, Yelp. Inc, Palantir and Votizen, among others.

Key achievements

- Sits on the steering committee of the mysterious Bilderberg Group – the elite band of the rich and powerful from politics, industry and business that convenes each year to discuss nobody-knows-quite-what.
- Having a net-worth of \$2.2bn, and counting
- Wrote the widely acclaimed book: Zero to One: Notes on Startups, or How to Build the Future.

ZERO
to
ONE

NOTES ON STARTUPS, OR
HOW TO BUILD THE FUTURE

Peter Thiel
WITH BLAKE MASTERS

Lessons for your store

- 1 Feed off people who inspire you – whether that's through a book or aspiring friends, as did Thiel.
- 2 Put your imagination back into work – Thiel is known for thinking far outside the box, and having the imagination of a small child (mixed with genius).
- 3 Play chess – or something similar. These strategic games reportedly help how you approach your business.

RETAILER PROFILE



Hats off to great service

The personal touch sets Rajwinder and Bhupinder Kaur's store apart from their 'big name' neighbours. Steven Lambert finds out how being at the heart of the local community has helped the couple to build a loyal customer base

Community has been at the heart of Rajwinder Kaur's retailing philosophy ever since she and her husband Bhupinder took over a run-down office and convenience store in Kilbirnie 15 years ago.

Everything about their Lifestyle Express Newhouse Mini Market business has been geared towards providing the best shopping experience for local customers, whether it's offering wholesome homemade meals for workers or introducing items specially requested by shoppers on the store's Facebook page.

"We're on first name terms with all of our customers," says Rajwinder. "They're the most important part of retailing and we do our best to give them what they want."

The couple have made gradual but significant improvements to their business over the years, starting with the acquisition of the post office business that used to trade next door to them. Knocking through the wall into the adjacent building allowed them to grow floor space from 1,000sq ft to 1,500sq ft, and formed part of a refit that transformed the business in 2012.

"We went really big when we reopened," says Rajwinder. "We had fun days, raffles and even had the Scottish Cup displayed in the shop. It helped get our name out there."

The Post Office remains a large draw for residents, and moving the fortress to the back of the business means people are more

likely to pick up a basket and add a few impulse purchases, says Rajwinder.

She adds that social media has also become an increasingly important tool for the business, allowing them to build better relationships with their customers.

"We have a Facebook account where we put up the latest deals and pick up suggestions from shoppers. We had one person who asked whether we could get gloves and scarves in over winter, which we did, and they were really popular."

This dedication to go the extra mile for shoppers is evident around the shop, especially in the excellent customer service provided by the couple's seven members of staff, who offer to accompany elderly shoppers and find products for them.

With competition from a Tesco and a Co-op, adding a personal touch has also endeared Rajwinder and Bhupinder to the local populace.

Rajwinder says: "We do our own homemade soups, which are really popular because we have a lot of factory workers in the area. We charge £1.40 for soup and a roll and we must go through about 30 a day. And we have homemade curries, which are popular with people picking up something for dinner."

"We also have lots of requests to make up hampers for shoppers, whether it's for Valentine's, Easter or other occasions, and we're more than happy to do this."

THIS WEEK IN MAGAZINES
Pages 34-37

“We saw one shop in an RN retailer profile that had saved losing lottery tickets from shoppers and had entered them into their own draw to win prizes. We’re now considering doing something similar for our customers.”

Rajwinder Kaur, Lifestyle Express Newhouse Mini Market, Kilbirnie



Relocating the post office fortress to the back of the store led to an increase in impulse sales; homemade soups are popular with local workers



“We had fun days, raffles and even had the Scottish Cup displayed in the shop. It helped get our name out there”

Add-on services have also been good footfall drivers for the store, including Pay-Point, the Lottery and dry-cleaning, while a Rollover hot dog machine has proven to be a big draw with the lunchtime crowd.

And with multiples on their doorstep, Rajwinder and Bhupinder also take full advantage of the range of value-for-money offers coming from their wholesaler, Landmark.

“We have our own £1 value zone in the shop, which is filled with good quality, affordable products,” says Rajwinder. “We used to have it in one part of the store but, when we realised our chilled sales weren’t so great, we moved the value lines next to it. Now we’ve got shoppers going to the section to pick up low price confectionery and snacks, and they are also picking up a sandwich and a drink while they’re there.”

By placing their customers at the centre of every business decision, Rajwinder and Bhupinder have ensured that, 15 years after they first opened their doors, they are the ones who are now the heart of their community.

Rajwinder says: “It’s the customers that make us hungry to do more with the shop, and it makes us value the work we do. But you’ve got to keep on top of your game, otherwise you won’t get the results you’re looking for.” ●

Visit my shop

Lifestyle Express
Newhouse Mini Market
4 Dalry Road,
Kilbirnie
KA25 6HY

Want to see more of Rajwinder’s store? betterRetailing.com

ALCOHOL



Is it time to call time?

NO

Raaj Chandarana

Premier Tara's News, High Wycombe



It's a really tough one. In the end, I'd rather make less money than sell super-strength beers to street drinkers.

But what people forget, however, is that often there is a legitimate need for these products. People who have a celebration or are going on a night out - hardworking people - will come and buy one can because they know it will give them the necessary buzz.

Our approach, therefore, is not to delist products like Special Brew but to price them higher to put off street drinkers.

Following the product bulletin from the Portman Group last week, however, I will speak to other retail-

ers and together we can consider whether we need to act further.

Yet, if there was really an attempt to cut down on problem drinkers then there'd also need to be a clampdown on high-strength white cider which is what many alcoholics drink.

While we are lucky that we've managed to avoid issues with stocking these products, if we suddenly developed a problem with street drinkers coming in I think it would be better to put prices up rather than take what is a legitimate part of the category off the shelves.

It's retailers in other parts of the country, on council estates, who get cheap alcohol from their wholesalers who would really struggle if there was a clampdown on these products. That could put a lot of them out of business.

Kay Patel

Global Food & Wines, London

If our competition is continuing to sell



“

Our approach, therefore, is not to delist products like Special Brew but to price them higher to put off street drinkers

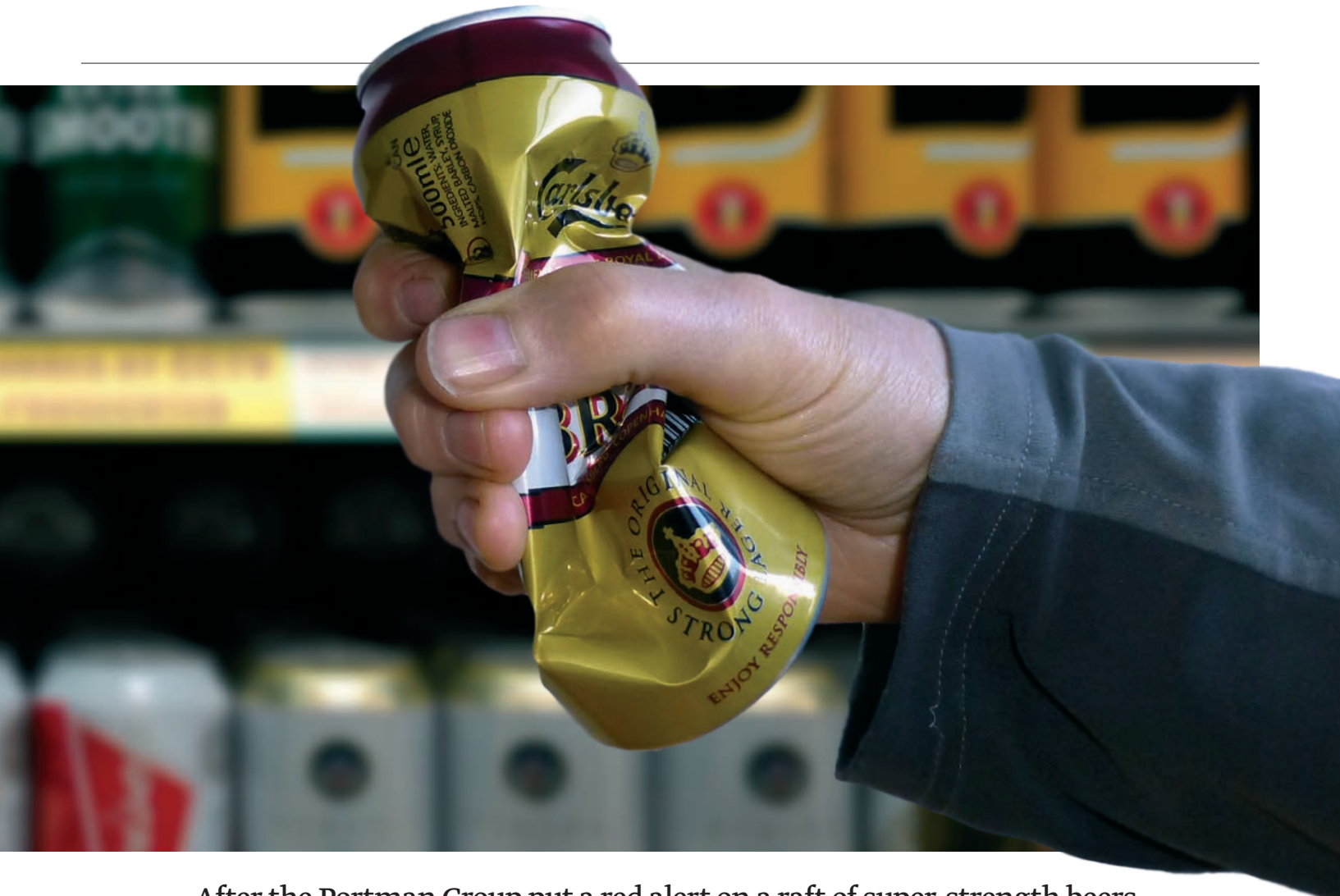
super-strength alcohol and it's legal I don't see why we should have to take it off our shelves.

We're in competition with many other shops here and we can't afford to lose trade by stopping selling products like this while our competition continues to have it on their shelves.

We stock large cans of Skol, Tennent's Super and similar products, and have many different types of people buying them, all the way up to men in suits. We sell it responsibly and, at the end of the day, it's still a legal product. And wasn't Special Brew created specifically for Winston Churchill?

Obviously, if these products are banned and everyone has to take them off, we will follow the law.

We're also willing to work with manufacturers if they're thinking about introducing smaller cans to the trade, but we can't just give away business based on recommendations made by the Portman Group.



After the Portman Group put a red alert on a raft of super-strength beers, is it time for the independent sector to call it a day stocking these products? RN spoke to two retailers on either side of the debate. **Tom Gockelen-Kozłowski** reports

YES

Amit Patel

Belvedere Food & Wines, Kent



There's a very strong case for super-strength beer to be removed from the market, as long as it's a level playing field and not just one or two shops being told to remove it by police or councils.

I have a friend who owns a store in Woolwich where there was a real problem with street drinkers. There's now a dispersal zone meaning people are instantly fined for drinking on the street and local retailers have agreed not to stock super-strength beers. It was a really effective way of dealing with this problem.

While there may be an initial hit for retailers who delist these

NO

While there may be an initial hit for retailers who delist these products, they are also turning themselves into a shop that people will want to visit

products, they are also turning themselves into a shop that people will want to visit and footfall will rise.

Without an agreement locally for all retailers to remove these products from shelves, I'm still stocking them, but I've managed to deal with a lot of the social issues by putting up my prices.

I also try to be a responsible retailer by restricting sales to some customers and I find that if you explain to people that you think they are drinking too much, then some go elsewhere but many actually accept it.

Dean Holborn

Holborn's, Redhill, Surrey



About 10 years ago we delisted extra strong cider because I'd noticed that the problem people who came to our store were picking up the really cheap £3 bottles. I thought, I don't need the worry

that these people bring. I stopped selling everything, including White Diamond.

We're now looking at getting rid of Special Brew too, it's the kind of product that provided the huge hit these people want.

We had one persistent thief who would come in when I wasn't in the shop, pick up four cans of Special Brew and whatever else they wanted and just walk out. It happened three times, even after he'd been prosecuted for it. It really affected my staff.

I'm not being a snob, but do I need the problem? These customers come in and buy a can here and a can there so, although they provide good margins, I might put a double facing of a product in its place that a regular customer really wants and will add to their full basket spend.

Even if this is a big part of your business, you never know who'll want to come in your shop and spend more if you don't attract these problem drinkers. ●

BNI: DATE NIGHT

Your customers' date nights in are a great way to drive sales in key categories such as confectionery and alcohol. Ahead of Valentine's Day, **Nadia Alexandrou** asks what kind of dates your customers will be having and how you can meet their needs

Show them you care



Can your customers' quiet nights boost your sales?

The lazy night in

Most couples have experienced this night, where a lack of planning and energy leaves them opting to simply curl up in front of the TV with their favourite programme and some comfort food. These informal nights are a key opportunity for retailers, according to one senior industry figure. "Relaxed nights in are more spontaneous, and can be serviced by a quick top-up shop," says Mondelez's trade communication manager Susan Nash.

How you can cater for them

Indulgent chocolates, in particular, are a popular option for many couples around Valentine's Day, and national bestsellers such as Cadbury Milk Tray and Ferrero Rocher position themselves as perfect accompaniments for couples' quality time together. Premium options such as Lindt or specialist chocolate brands from wholesalers such as House of Sarunds also offer something special with greater opportunities for retail-

ers to profit from higher margins.

Merchandising confectionery and snacks with drinks – whether that's on a stand-alone display or a promotional bay – can also tempt customers into making incremental purchases. Industry data shows that over half of consumers look for drinks to accompany the snacks they eat.

One sub-sector that continues to show growth is sharing bags of confectionery, a trend one key supplier says should continue into 2015.

"The bite-size category has grown by 22% thanks to the ongoing popularity of nights in," says Mars' retail excellence director Tony Lorman. Commanding just under half of this market, Mars has three of the top five brands including Maltesers, Minstrels and Revels. >>

Big brands offer romantic choices



ENGAGE YOUR CUSTOMERS BY... decorating the display with Valentine's Day PoS material

Themed PoS material is a good way to catch busy couples' attention and encourage impulse sales on their romantic-yet-lazy nights in with easy grab-and-go food and drink.

Drinks advice

Reasonably priced wines are a perfect partner to lazy nights in.

Seven Tenths Red, RRP £5



BNI: DATE NIGHT



Great food, easily cooked

The last-minute date

With Britons living busier lives than ever before, quick-fix food options from convenient locations are popular, with date nights being no exception – even on Valentine’s Day “Most stores will have a steady stream of customers coming through the doors on their way home having completely forgotten what day it was,” says Budge Brand’s CEO Budge Dhariwal.

How you can cater for them

Wholesalers and symbol groups are increasingly catering for the needs of shoppers who want to buy an easily-cooked meal for that night, with bigger chilled ranges for retailers of all kinds.

This means that offering your busy daters good quality meal ideas is possible even in the most price-sensitive areas. Own label brands from all the major groups are regularly adding to and improving their ready meal ranges, for example. Nisa recently expanded its Heritage range to 21 meals, all with improved recipes

and new packaging.

Yet, this is still date night, and many customers will also be attracted by premium products that will impress their loved one.

Premium brands Cook and Charlie Bigham both reported significant growth last year despite the overall decline in the frozen and chilled market. Indeed, premium ready meals bucked the trend completely and enjoyed an 8% sales increase, demonstrating a renewed focus on quality and value over price in this sector.

Harry and Jazz Goraya, meanwhile, plan to go one step further in their Nisa Local in Kent, recognising the potential that good quality convenient meals offer stores like theirs. Having already established their store as a destination for hungry lunchtime shoppers looking for freshly made sandwiches, they’re in process of launching a range of evening meals including home-made curries. “In trials they’ve been received extremely well by customers,” Harry says.



A touch of sophistication can impress

ENGAGE YOUR CUSTOMERS WITH... a designated food to go area

Make things easy for customers with last-minute date plans by having the solution to their needs in a prominent position in store. Grouping the rest of your Valentine’s Day items – including alcohol, boxed chocolates, flowers and cards – around this area can then drive incremental sales. “This provides a complete solution to shoppers’ needs all within a few feet of each other, a true one-stop shop,” says Mr Dhariwal.

The industry is also

working to cater for these busy customers by launching alcohol-free alternatives for those who can’t risk a sore head the morning after. Halewood International’s January campaign to support its alcohol-free wine Eisberg and Echo Falls’ launch of its own alcohol-free sparkling range are just the latest examples of this trend.

Drinks advice Recognisable mid-priced wines will stand out to busy shoppers.

Blossom Hill White Zinfandel (av. price £6.24)



Cooking from scratch together

With expectations slightly higher around Valentine’s Day, anticipate more of your loved-up customers to plan an elaborate meals cooked together from scratch.

How you can cater for them

A good variety of fresh produce is a key element to catering for these shoppers’ needs. It’s easier to get customers enthusiastic about recreating a recipe if your range of herbs, spices, vegetables and fresh meat is both well presented and fully in stock.

Simply Fresh retailer William Henry in Shropshire entices his customers in this way with over 90 herbs and spices that he sources from a local supplier – The Shropshire Spice Company – including saffron and Madagascan vanilla pods.

“I know people who come to me from miles away to get these

spices, a lot of which you can’t find in supermarkets,” he says. As well as herbs and spices, William offers a wide variety of fresh meat and fish including steak, salmon, crab and cod. “I also offer deli-style ingredients for sauces, such as premium red and white vinegars, which helps inspire my customers to do their entire grocery shop at my store.”

Offering value for money remains key for most customers, however, and wholesalers’ increased attention to core fruit and vegetable ranges, for example, has provided a significant shift in this sector. Customers will be drawn into this section and encouraged to purchase. Spar’s ‘Fresh for less’ initiative, for example, provides shoppers with a minimum of five fresh products for £1 or less, showing that cooking from scratch can be for everyone. ●

ENGAGE YOUR CUSTOMERS WITH... a meal deal

As well as inspiring gourmet cuisine, William encourages his less culinary-minded customers to cook meals that require less preparation and effort. His store currently has a promotion that offers all the ingredients needed for spaghetti bolognese, plus a red wine, for £10. This includes Dolmio sauce, Napolina pasta, steak mince and a bottle of Lindemans wine.

Drinks advice A bottle of bubbly is the order of the day but needn’t break the bank.

Premier Wine Estate’s Prosecco and Rose Prosecco, RRP £7.99



Inspire extra sales with recipe suggestions

HOUSEHOLD CLEANING

1 Stock smaller formats

Smaller pack sizes have clear benefits, not only for shops with limited shelf space, but also for customers looking for something to tide them over until their next big shop. Mark Smith, who runs Smiphee's in Cornwall, also finds it essential to stock small formats for his mainly-elderly customer base. "My customers are far more likely to pick up a two-pack toilet roll than a 16-pack, especially my elderly shoppers who are not as physically capable of carrying a big shop home," he says.



A great range can inspire four customers

2 Offer a range with £1 price points or lower

It doesn't matter whether you're based in an affluent area or a council estate; £1 price points attract customers from every demographic. According to one retailer, as these are considered essential but less-than-glamorous purchases, many consumers are willing to forgo big brands in return for a keen price. County Antrim-based retailer Eugene Diamond has a paper range consisting of just a four-pack of Nicky toilet roll, and a Fiesta kitchen roll, both priced at £1. He is enthusiastic about what these value brands can add to a range. "They sell very fast, and offer decent margins," he says.

3 Inspire your customers to spring clean

Mark Smith encourages his customers to spend more through a promotion that offers a range of five household and cleaning products for £5 including bin liners, gloves, anti-bacterial sprays, dish cloths and dusters. "My customers find it hard to say no to an offer like this, and even more so when the products included in the deal are priced for more than a pound, such as Happy Shopper multipurpose cleaner priced at £1.50," he says. Mark recommends other retailers give shoppers a nudge with their own clearly-displayed multibuy deals across items that customers are likely to need for a spring clean.

As spring arrives, it's time to focus on an easily overlooked area of your business: cleaning products, paper towels and toilet rolls. Spruce up your category management now with **Nadia Alexandrou's** 10 sales-boosting tips

Time for the spring clean

No one looks forward to shopping for cleaning products and paper towels, but as the spring cleaning season arrives, your customers' minds will turn towards clearing out the winter build-up of clutter and mess. As well as catering to house-proud families doing their annual tidies, this is a category which attracts a large

proportion of distress purchases - be that after the arrival of bathroom mildew or a late night wine spillage. Retailers and suppliers nationwide are working hard to harness the full potential of this category, forming essential best practice advice and insights every retailer should follow.

Your customers will be thinking about spring cleaning



4 Don't confuse your customers with more of the same



Customers driven to your store with an immediate need for cleaning products are likely to be time-pressed and less willing to browse a cluttered aisle of products that have essentially the same purpose, says Andy Palmer. His Yorkley Village Post Office in Gloucestershire recently reduced its range to offer just one value brand and one known brand for every item, giving his range clarity. "There's no point having the full range of Mr Muscle and Flash, because my customers are more likely to make a quick impulse purchase when a shelf is neat and spacious," he says.

7 Be there for your customers at all hours

Discovering you're out of loo roll at 10pm on a Sunday evening is a unifying and frustrating experience. Retailers' longer opening hours can help cement a store's position as the first port of call in these kinds of minor emergency. Eugene was lucky enough to feel these benefits on a grand scale when all supermarkets in his area pulled back their hours. He consequently experienced a huge uplift in sales, and in particular household goods.

8 Be prepared for the specialist distress purchase

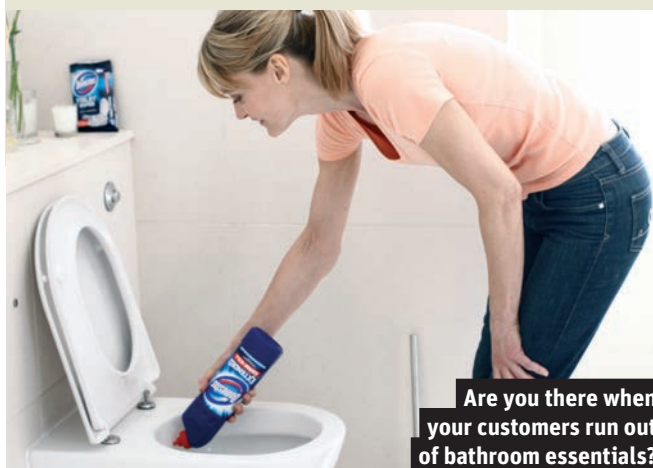
Carry your profits even further during these hours by stocking specialist niche products, such as a mildew cleaner or even a mobile disinfectant. Mark Smith stocks Astonish Mould & Mildew Remover. "They're not found on your typical planogram, but it's one of the most popular cleaning products in my store," he says. Do you have a range of specialist products for all your customers' cleaning needs? Conducting surveys is a quick and easy way to find out.



5 Stock something for everyone

While stores like Andy's benefit from the no-frills essentials approach to this category, others – particularly community-centred shops with little competition – need to reflect the broader demands of their customer base.

"It's crucial that we offer the right range to get good sales," says Londis retailer Marc Jones, whose store is more than 10 miles from the nearest supermarket. It's also useful to keep abreast of wider trends, for example, so-called 'toilet and bleach products' are the fastest-growing segment within household cleaning, with Domestos bleach taking a 22.2% share of the bleach category, according to brand-owner Unilever.



Are you there when your customers run out of bathroom essentials?

“These products are a key distress purchase and part of a £1.2bn market

9 Look out for category innovation

Product innovation is particularly important for the toilet paper and kitchen roll sectors, according to Today's Group trading controller Ashleigh Ritchie. "It's even more vital to the convenience sector as these products are a key distress purchase and part of a £1.2bn market." Kimberly-Clark has revealed plans to introduce new, smaller formats for its Andrex brand, both for retailers and customers, later this year.

Home cleaning company Vileda, meanwhile, recently conducted a six month study showing "that consumers are constantly on the lookout for products that make their life easier," says Vileda's shopper product manager Lindsey Taylor. In response, the company has developed a series of new products for 2015 to cater to these findings.

Have you got the products your customers need?



More fragrances are growing consumers' choice

6 Offer different fragrances

Typically a big focus for laundry, new and exotic fragrance are now being used to drive sales of household products as suppliers respond to shoppers' increasing fascination with new smells. Procter & Gamble, for example, is to launch a new spring collection across its Febreze and Ambi Pur air fresheners ranges with three new scents including Freesia Bloom, Vanilla Flower and Lotus Verbena (from RRP £2.99).

"Launching new fragrances at key times of the year is a great way to attract new shoppers to the category, and we encourage retailers to use the new scents to create in-store theatre during spring," says P&G's home care brand manager Will Herbertson.

10 Go online to get support

To brush up on merchandising advice, take a look at planograms tailored to your store type, and to get ideas for staff training, look out for the growing number of suppliers producing online tools. For example, Unilever's Partners-for-Growth or P&G's ShelfHelp websites. ●

Think you know everything about household cleaning? betterretailing.com/five-things-you-didnt-know-about-household-cleaning

PREVIEW



rn
RETAIL NEWSAGENT
RECOMMENDS

Comic Relief Weetabix

Weetabix has launched a limited edition strawberry flavour to help raise money for Comic Relief, with 5p donated from the sale of every pack.

RRP £2

Outers 6

Contact 01536 721 405



Warburtons' hearty loaf

Warburtons will be donating 5p from special packs to the British Heart Foundation as part of the baker's two-year partnership with the charity.

RRP various

Outers various

Contact 0800 243684



Three, the magic number

Sunmagic has launched a three-strong range of children's juice drinks which comply with new government healthy eating guidelines.

RRP 69p

Outers 12

Contact 020 7274 6090



One to pour over

Premier Foods has launched a new range of Loyd Grossman Pour Over sauces in four flavours to help bolster the brand's £54m market value.

RRP £1.49

Outers not given

Contact 01727 815850



Monkey nose what's best

PG Tips is producing special packaging across its range to help raise money for Comic Relief. Packs will feature its Monkey character wearing a red nose.

RRP various

Outers various

Contact 01293 648 000



Pom-Bear plus one

Pom-Bear is adding a cheese flavour to its multipacks and single bags from this month after research with families.

RRP various

Outers various

Contact 01207 291910



Marketing machine?

Kepak is hoping to double sales by investing millions in advertising and a promotional partnership with the new Terminator Genisys film.

RRP various

Outers various

Contact 01772 688300



See you in the paddock

Greenall's Original Dry London Gin has signed a three-year sponsorship deal which will see its name tied to the Cheltenham Festival and the Grand National.

RRP various

Outers various

Contact 01925 286400



Sausage with a kick

Sausage brand Mattessons will tell mums how they can spice up dinners with a new advertising campaign launching this month.

RRP various

Outers various

Contact 01784 430777



Butterkist in loving mood

Butterkist will spend £2m on an advertising campaign across terrestrial and Sky to raise the brand's profile ahead of Valentine's Day.

RRP various

Outers various

Contact 01253 603613



Expect a sales Boost

Boost's new campaign will have the tagline 'Bad Things Happen When You're Tired' and is due to feature on PoS and digitally.

RRP various

Outers various

Contact 0113 240 3666



Go nuts for own label

Spar has refreshed the packaging of its own label snack brands and added unsalted mixed nuts and sweet chilli peanuts to the range.

RRP various

Outers various

Contact 0208 426 3690

email nicola.stewart@newtrade.co.uk
tel 020 7689 3358

THIS WEEK IN MAGAZINES



Shaun The Sheep's flock... no-one pulls the wool over their eyes

Fun on the farm

CUSTOMERS WILL FLOCK TO BUY SHAUN SPECIAL

You'd be baa-rmy to miss out on this Titan one-shot, released to coincide with the release of the superstar sheep's new movie

CELEBRATING THE RELEASE of the new Shaun the Sheep film, in cinemas on 6 February, comes this one-shot from Titan Magazines. Totally... Shaun the Sheep The Movie Magazine follows Shaun, Bitzer, The Flock and other popular characters as they race against time to save The Farmer in an epic adventure. The title includes mazes, wordsearches, jokes an exclusive look at the film and much more. It comes covermounted with a free catapult and cut-out targets, along with a project to make-your-own sheep ears. It also offers readers a chance to win a set of Shaun the Sheep The Movie books. The launch is supported by online and print advertising.



TOTALLY... SHAUN THE SHEEP THE MOVIE MAGAZINE
On sale 29 January
Frequency one-shot
Price £3.99
Distributor Comag
Display with Beano, Simpsons

Round up



NICOLA STEWART
Magazines
reporter

A BRIGHTON BREEZY IDEA

A few weeks ago I wrote about a first time retailer who opened a store in Brighton exclusively selling independent magazines. Curiosity proved the better of me, so last week I paid a visit to the store in the trendy maze of streets known as North Laine.

Martin Skelton's shop is surrounded by other independent offerings – coffee shops with clever names, vintage record stores, that kind of thing. It is the perfect location for a store that refuses to sell anything that can be found down the local Sainsbury's or Tesco.

On entering Magazine Brighton, it is immediately clear that this isn't a typical newsagents, nor is it a book store. High-quality magazines, some with cover prices of £25 or more, take pride of place, displayed on a 9m long stretch of wall. Most come directly from distributors such as Comag, while others come direct from the publisher.

I was interested to see if customers would be happy to pay for the premium priced titles, or if they would stick to the more affordable ones on offer. I was surprised to find that most spent at least £15 on one or two magazines, with one customer shrugging and explaining she was "treating herself".

It was proof enough for me that there is definitely a market for high-end independent magazines – although location is an important factor. Brighton is a cultural hub, with an abundance of art and design schools and plenty of people working in the creative industries.

Once again, an example of knowing an area and catering for it.




TWO MUST-STOCK MAGAZINES

ON SALE 5 FEBRUARY

**UK'S No 1
Arrowwords
magazine**

**UK'S
top-selling
prize
magazine**



EXTRA TIME AND BACKPASS

Retro football title Backpass has been relaunched with a fresh look and feel, new writers and columnists and a new name. Now called Extra Time & Backpass, the magazine still caters for fans of football in the 60s, 70s and 80s, but also includes a new section on current football. The February issue includes features on two "wing wizards" including the cover star Gareth Bale and an eight-page special on Sir Stanley Matthews.



On sale 31 January
Frequency monthly
Price £4.20
Distributor Comag
Display with FourFourTwo, When Saturday Comes



TOP MODEL

This issue of Top Model comes with a sheet of free tattoos, all scented with the exclusive Top Model perfume, My Dream from Candy. Inside, it features ideas, designs and templates for DIY presents readers can make for their best friends, along with horoscopes for 2015. The issue also takes a look back at the 2014 Top Model of the Year contest, along with the usual fashion news, comics, puzzles, quizzes and more.



On sale 30 January
Frequency monthly
Price £2.99
Distributor Comag
Display with Girl Talk Art, Pink, Go Girl



INSTYLE

The March issue of InStyle comes with the annual Best Beauty Buys supplement, revealing 105 must-have products as voted by 105 industry experts. Produced in association with John Lewis, the 52-page booklet covers make-up, skincare, body care and hair. Now in its 15th year, Best Beauty Buys is a favourite among readers. The issue also offers readers a chance to win £3,100 worth of products featured in the supplement.



On sale 29 January
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Marie Claire



AIRFIX MODEL WORLD

The upcoming issue of Airfix Model World comes with a free supplement that looks at aircrafts involved in the Battle of Britain. Focusing on model aircraft, Airfix Model World also features cars, ships, sci-fi and space, armour and figures. It includes the latest model news and reviews, along with easy to follow step-by-step tips and illustrations.



On sale 5 February
Frequency monthly
Price £4.30
Distributor Seymour
Display with Air Modeller, Model Aircraft



NYLON

This issue of Nylon features popular actress Anna Kendrick on the cover. Inside, the Pitch Perfect and Into the Woods star talks about her use of social media, including the "racy" tweet she sent about actor Ryan Gosling, and her latest films. The issue also includes 349 style tricks, a field guide to whisky and an article on US rock band Sleater-Kinney.



On sale 6 February
Frequency monthly
Price £4.75
Distributor Comag
Display with US editions of Vogue, Elle, Cosmopolitan



Bestsellers Photography & design

Title	On sale date	In stock
1 Amateur Photographer	03.02	<input type="checkbox"/>
2 Digital Camera	30.01	<input type="checkbox"/>
3 Digital Photo	29.01	<input type="checkbox"/>
4 N-Photo	12.02	<input type="checkbox"/>
5 Practical Photography	19.02	<input type="checkbox"/>
6 PhotoPlus Canon Edition	03.02	<input type="checkbox"/>
7 Leisure Painter	30.01	<input type="checkbox"/>
8 Outdoor Photography	12.02	<input type="checkbox"/>
9 Artists & Illustrators	30.01	<input type="checkbox"/>
10 Artist	30.01	<input type="checkbox"/>
11 Digital SLR Photography	10.02	<input type="checkbox"/>
12 Black + White Photography	19.02	<input type="checkbox"/>
13 What Digital Camera	13.02	<input type="checkbox"/>
14 Photography Masterclass	12.02	<input type="checkbox"/>
15 Imagine FX	30.01	<input type="checkbox"/>
16 Digital Photographer	12.02	<input type="checkbox"/>
17 Net	19.02	<input type="checkbox"/>
18 International Artist	03.02	<input type="checkbox"/>
19 Web Designer	05.02	<input type="checkbox"/>
20 British Journal of Photography	04.02	<input type="checkbox"/>

Data supplied by Menzies Distribution

BRAND NEW STICKER COLLECTION

Starter Pack: £2.99
Sticker Packet: 50p

OUT NOW

© Disney
PANINI
www.paninigroup.com

THIS WEEK IN MAGAZINES



W
With seven covers and sub-titled the “Movie Issue”, the February edition of W celebrates some of the best performances in film in 2014/15. Cover stars include Benedict Cumberbatch and Keira Knightly, Bradley Cooper, Emma Stone and Julianne Moore. Inside, Bradley Cooper talks about preparing for his role in Oscar-nominated film American Sniper, and stars in a nude photo shoot.



On sale 3 February
Frequency monthly
Price £4.95
Distributor Comag
Display with US editions of Cosmopolitan, Vogue, Glamour



HELLO! FASHION MONTHLY (HFM)
HFM returns to monthly frequency after a January/February double issue. At £1, HFM brings readers style tips, celebrity and catwalk looks, beauty news and the latest high street buys. An attractive impulse buy, retailers are encouraged to display it prominently alongside Grazia and monthly fashion titles.



On sale 3 February
Frequency monthly
Price £1
Distributor Hello!/Marketforce
Display with Grazia, InStyle, Elle



WONDERPEDIA
This issue of Wonderpedia comes with a free Discovery into Deep Space Cosmos DVD worth £15.99. The award-winning Channel 4 series charts the history of human space exploration and is narrated by Jon Snow. The special offer will be promoted on social media and on the front cover, so retailers are advised to display the title at the front of the newsstand. Wonderpedia is among the top four science titles in the UK.



On sale 29 January
Frequency monthly
Price £3.50
Distributor Frontline
Display with How It Works, Explore



HEAT & CLOSER
The next issue of Heat comes in a multipack with Closer, offering readers more than £1 in savings. Retailers are advised that there will be no standalone version of Heat, so the pack should be displayed with Heat as the facing cover. The issue is expected to have a 60% sales increase compared to a normal issue and retailers are asked to display it prominently.



On sale 3 February
Frequency weekly
Price £1.99
Distributor Frontline
Display with OK, Grazia



TOP SANTÉ
This issue of Top Santé offers every reader a free pass to a British Military Fitness session. British Military Fitness is the biggest provider of outdoor fitness classes in the UK, with more than 140 outdoor venues. The issue is expected to be a strong seller and retailers are asked to display it prominently in the health and beauty section.



On sale 4 February
Frequency monthly
Price £3.20
Distributor Frontline
Display with Natural Health Beauty, Health & Fitness



Industry viewpoint
Bob Hughes
Circulation manager, Country Publications

How can you introduce variety to your magazine offering? It is worth considering delisting some of the slower-selling national titles and replacing them with vibrant regional ones. Local newspapers are very popular with customers in their core areas and the same is true of regional magazines. There are six circulating in Yorkshire, of which two are ours, and five in Cumbria, again two are ours. These titles can generate good sales when displayed well.

The February editions of our titles went on sale earlier this week, including our national, 87-year-old Oxfordshire-born title The Countryman. This issue follows TV presenter Tony Francis as he explores the Chiltern village of Turville, famous as the location for The Vicar of Dibley and Midsomer Murders.

Our other titles on sale this week are The Dalesman, the best-selling regional magazine in the UK, Yorkshire nostalgia magazine Down Your Way (DYW) and Cumbria Magazine.

We sometimes find that display can be an issue, as three of our titles are A5 size and DYW is only slightly bigger. The solution? Clear Perspex hook-over units, offering full face display while preserving other titles' existing space. I will do my utmost to assist any retailer to ensure our titles are displayed and promoted in the best possible way.

While understanding the many wholesale issues faced by retailers, I sometimes feel that a simple, old-fashioned SoR box-out in Yorkshire and Cumbria might solve a lot of our availability issues.

The March/April edition of our bi-monthly A4 title Lakeland Walker – the only outdoor title dedicated to this beautiful part of Britain – goes on sale on 8 March and I would encourage retailers to put in an order.

All our titles are available nationwide through wholesale. Problems obtaining them? Require a display unit? Don't hesitate to contact me directly.



YOUR INDUSTRY NEEDS YOU

Publishers - if you care about the future of newspaper sales and have the power to make a difference, we need you to attend the NFRN's publisher summit.

- 6th February at 10:30am
- Thistle City Barbican, EC1V 8DS
- Contact **Brian Murphy** on 0207 077 8865 to confirm your attendance



Partworks

Title	No	Pts	£
Amercom			
Great British Locomotives	25	48	8.99
Amermedia			
Giant Warplanes	28	48	7.99
Military Vehicles	29	48	5.99

DeAgostini

Build the Millennium Falcon	4	100	8.99
Cake Decorating	150	180	2.99
Cake Decorating Relaunch	99	165	2.99
Official Star Wars Factfile	56	120	2.99
Something Sweet	55	90	2.99
Sovereign of the Seas	126	135	5.99

Eagle Moss

3D Create & Print	2	90	6.99
Batman Automobilia	55	80	9.99
DC Chess Collection	79	96	8.99
Doctor Who	38	70	6.99
Knit & Stitch	107	176	5.00
Marvel Fact Files	98	100	2.99
Military Watches	25	80	9.99
Star Trek Off. Starships Coll.	38	70	9.99

Hachette

Agatha Christie Collection	81	85	5.99
Black Pearl	55	120	5.99
Build the Mallard	22	130	7.99
Build the U96	22	150	5.99
Classic Pocketwatches	64	80	8.99
Judge Dredd Mega Collection	1	80	1.99
Make & Bake w/Peppa Pig	50	50	4.99
Marvel's Mightiest Heroes	29	60	9.99
My 3D Globe	4	100	5.99
Your Model Railway Village	62	120	8.99

RBA Collectables

Precious Rocks, Gems & Minerals	1	100	0.99
Real Life Bugs & Insects	19	85	5.99

Collectables

Magic Box



Zomlings
Starter £2.99
Toys from £0.50

DeAgostini



Magiki Puppies
Toys £2.50

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



Disney Princess
Starter £4.99
Cards £0.75



Moshi Monsters Poppet
Starter £2.99
Stickers £0.50



Doctor Who Regeneration
Starter £2.99
Stickers £0.50



Skylanders Trap Team
Starter £4.99
Cards £1.00



LEGO Chima
Starter £2.99
Stickers £0.50



Star Wars Rebels
Starter £2.99
Stickers £0.50



Match Attax 2014/2015
Starter £3.99
Cards £1.00



Transformers
Starter £4.99
Cards £1.00



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

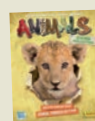


WWE Slam Attax Rivals
Starter £4.99
Cards £1.00



Marvel Hero Attax
Starter £4.99
Cards £1.00

Panini



Animals
Starter £2.99
Stickers £0.50



One Direction
Starter £2.99
Stickers £0.50



Big Hero 6
Starter £2.99
Stickers £0.50



Peppa Pig's World
Starter £3.99
Stickers £0.50



Disney Frozen Enchanted Moments
Starter £2.99
Stickers £0.50



Disney Princess Palace Pets
Starter £2.99
Stickers £0.50



Disney Planes
Starter £2.99
Stickers £0.50



Teenage Mutant Ninja Turtles
Starter £4.99
Cards £0.75



Hello Kitty is...
Starter £2.99
Stickers £0.50



Liverpool FC 2015
Starter £2.99
Stickers £0.50



UEFA Champions League Adrenalyn XL
Starter £4.99
Cards £1.00



Manchester United 2014-2015
Starter £2.99
Stickers £0.50



UEFA Champions League
Starter £2.99
Stickers £0.50



DON'T MISS IN NEXT WEEK'S RETAIL NEWSAGENT

ANISH PAREKH ON FINDING SUCCESS WITH LONDIS AND THE POST OFFICE

Plus, United Biscuits brand Jacob's new pack design in the spotlight, and Nadia Alexandrou shows why economy tobacco is driving category-wide innovation





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Back in the day

100

YEARS AGO

30 January 1915



This week has seen the issue of a new Jewish newspaper, the Daily World, a half-penny journal devoted to Jewish interests. Though not a Zionist organ, it is nationalistic and designed to interest Jews all over the world.

50

YEARS AGO

30 January 1965



Churchill, Churchill and more Churchill! Publishers have responded to the death of "the greatest Englishman" with a mountain of in memoriam literature. The first paper in the country to publish news of the death was the Birmingham Sunday Mercury.

25

YEARS AGO

3 February 1990



Sales of the Independent on Sunday, according to estimates from its rivals, were somewhere between 700,000 and 750,000 for the first week - comfortably above its 500,000 target but less than the 1.24 million print run.

Forget Posh Spice, Holly's more into Spicy Nik Naks

Po-faced fashion designer Victoria Beckham was shot in her Mayfair boutique for an interview with couture bible Vogue.

So when comedian Holly Burns wanted to send up the oh-so-serious film, she chose to set it in her local c-store of course.

Perhaps it was a sly dig at the model's famously healthy diet, which eschews processed treats and carbohydrates.

Certainly, there's no such concerns for Holly. Dressed like the star, she outlines her



love for Pop Tarts and Nik Naks.

Victoria used the Vogue video as a chance to show off her favourite pieces as she struts through, as well as debuting her new

sunglasses range.

Holly, meanwhile, chooses a Gillette shaving foam as her 'favourite item' in the store and showcases the shop's latest cheese offerings.

Mrs B proved she hadn't got the hump with the YouTube spoof by retweeting it.

Pig prizes are on the cards

Pork-loving punters will get the chance to win pig with a new bacon-scented scratchcard.

Players of the instant win game are sure to squeal with delight if they turn rashers into cash by revealing images of bacon strips under the layer of foil to win \$1,000.

Not only that, but the I Heart Bacon Scratch Ticket will also unveil the aroma of sizzling streaky when it is scratched at by gamblers in New Hampshire, USA.

Charlie McIntyre, ex-

ecutive director of the New Hampshire Lottery, said: "The NH Lottery is focused on developing fun ways to engage customers.

"The I Heart Bacon Scratch Ticket combines two things people love: the chance to win cash and the wonderful, enticing smell of bacon."

We reckon this would go down well in the UK and if the current lottery operator isn't interested, we might launch our own company - called Hamelot of course.

Round up



AROUND WITH THE ROUNDSMAN with Blanche Fairbrother

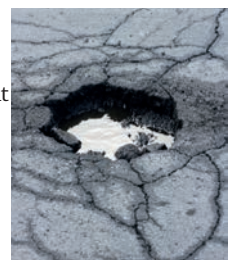
I consider myself to be very lucky with the weather, up until writing this at least. Of course it may well yet take a downturn, but we have escaped the snow so far, although it has been very frosty and the wind has had a bite to it that any dog would be very proud of.

Mind you, there is one housing estate in Woodseaves, known as Barn Common, that with the slightest hint of frost becomes lethal for some reason. So I make sure I gave got my rubber shoe covers with spikes on. That way when I deliver there, I stay vertical at all times.

It was the AGM for the Stafford and Cannock branch of the NFRN on Thursday, so off I went clutching all forms that needed to be signed and sent back to HQ but there was a tiny fly in the ointment.

Mr Chahal, who was the president of the branch, has retired, so I was the only one there. Two gentlemen who came from the federation itself told me that nothing could be signed because there weren't two people present. I pointed out that from where I was sitting I could count three with them, but red tape came into play so nothing was sorted. We can't be flexible anymore because of protocol, so that's me finished with being the branch secretary.

I am sitting writing this in a rather chilly office at BJ Motor Services waiting for my little car to be fitted with two bottom arms on the front wheels. The potholes and rough weather have taken their toll. That's another nervous breakdown for the bank account.



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