

# SUMMER'S HERE

Our UK-wide events guide will get you ready to profit  
SPORTS & FESTIVALS  
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**A taste of childhood**  
'Customers love my nostalgic local ice cream range' Page 28 >>

NEWS • CONVENIENCE • PROFIT

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# Retailers kickstart PayPoint fightback



**SYMBOLS**

## Londis sets out its 2020 vision

Bespoke promotions and leaflet drop system in new retailer scheme.

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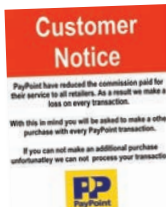
**LICENCING**

## Local laws could limit tobacco outlets

Fears over future regulation on tobacco, alcohol, energy drinks and food-to-go.

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Second generation Smiths app promises better communication and category management.  
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- Shoppers told: buy additional items or face handling fee.
- Footfall myth busted as retailer's survey finds half of PayPoint customers only use store for terminal.
- Operator refuses to back down on commission cap cut. Page 5 >>

**TOBACCO**

## 'What display ban?'

Open gantries discovered as Trading Standards visits begin.

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**REGIONALS**

## Refund for Mail mix-up

But retailers must work for it. Page 14 >>

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FOR TRADE USE ONLY



**Late opening** A battle has commenced for the title of the UK's oldest shop as current holder Boxford Stores in west Suffolk, established in 1420, faces a new challenger. Shop worker Arthur Kemp, pictured, is after the crown after his investigation found The Duck or Grouse, in neighbouring Cavendish, opened its doors earlier that year.



## LEADER



We try to make a difference by enabling you to learn from other retailers and give you practical tools you can use



**CHRIS GAMM**  
Editor  
@ChrisGammRN

I went to NFRN national council last month with Tim Murray, a regular RN freelancer, who wrote last week's report from the meeting. I overheard retailers asking Tim who he was and what he did. Tim explained his role and told them how he enjoyed working at Newtrade because we invest in proper journalism and don't just re-run press releases. Freelancers are expected to make calls and source stories, he said.

This investment works best when you engage with it. Last week's PayPoint story is a great example and there were 171 responses – online comments, letters, retweets and calls to the team – in the two days after it broke.

It doesn't only happen with news. For our 15 May What To Stock guide, we have bought EPOS data from 3,000 stores and compiled lists of the top 25 selling lines across 26 core categories in stores like yours.

At national council, I was talking to Pravin Shah about What To Stock. He told me he uses the guide by checking the top 10 lines for each category against Booker and Bestway catalogues and then filling the gaps at the best price.

Skittles Wild Berry is one of the launches to make this year's top 10s. Say this was a line Pravin identified, he'd stand to make an extra £2.10 a week – £46 a year in margin from Booker – according to the guide's average weekly sales data.

We try to make a difference by enabling you to learn from other retailers and give you practical tools that you can use in your business to make more money.

But it will only be successful if you use What To Stock when it arrives in two weeks' time. Let me know what opportunities you discover.

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## PETS &amp; PET FOOD

How to cater for your customers' four-legged friends



## GENERAL ELECTION 2015

Retailer reaction to the campaign's final days

**“STARBUCKS IS ALL ABOUT MAKING CONNECTIONS IN THE SEA OF MEDIOCRITY THAT IS SERVICE OUT THERE”**

– COFFEE CHAIN BOSS KRIS ENGSKOV TELLS THE ACS SUMMIT WHY SERVICE IS KING Page 32 >>



# NEWS

## Week of bad news for store big boys

Record losses, job cuts and calls for an inquiry into their practices by consumer watchdog Which? have combined to make the past week another tough one for the supermarkets.

Tesco announced the worst figures in its near-100 year history, with losses of £6.4bn as it wrote down the value of its property portfolio.

Elsewhere, Sainsbury's announced it is set to axe a further 800 jobs, predominantly in its stores, changing shift times and losing deputy manager positions.

Meanwhile Which? published a dossier of alleged questionable practices, including "dodgy multibuy, shrinking products and baffling sales offers" and is sending it to the Competition and Markets Authority, calling on it to act. This is the first example of a "super-complaint" brought by consumer bodies and the CMA has 90 days to respond.

## Kids learn power of the papers

North Yorkshire retailer Michael Brown is helping to ignite young people's interest in newspapers in advance of next week's election.

"Our local secondary school is doing a project on media and the election so we are getting a lot of students coming in," the owner of Brown's Newsagents said. "I am explaining to them what terms like red top and broadsheet mean and what political parties the different papers support.

"It just gives them a bit more insight into how the newspaper industry works."



## Cheque out the Londis store of the year winner

Alpesh and Bimal Patel's Ferme Park Road shop in London has been named Londis store of the year. The brothers also won the large store category and, according to judge Scott Annan (right) and Londis brand director John Pattison (left), scored 95% in the competition. Mr Pattison said: "It is a shining example of what makes our retailers great." Other winners included Geoff and Teresa Turner, Londis Hemingbrough, Brian and Joan Charlton, Middleton Service Station, and Scott Harris, Londis Carronvale Service Station.

**Harsher restrictions on alcohol and tobacco outlets** Build local relationships, retailers told

## Fears over local council power to limit licenses

by Nicola Stewart

Independents could face even harsher restrictions on tobacco sales as increasing powers are handed down to local authorities, the Association of Convenience Stores has warned.

Speaking at the ACS Summit 2015 last week, chief executive James Lowman said there was concern local authorities could potentially use licencing to limit the number of stores allowed to sell tobacco.

Councils could already restrict the number of stores selling alcohol and high strength alcohol bans had also been introduced in some areas, he said.

"Tobacco and alcohol are attracting the attention of regulators on a local and national level."

Other categories, such as energy drinks, fast food - which could include food-to-go - and e-cigarettes, could also be affected by local intervention, said Mr Lowman. "Fat and

sugar tax are already on the agenda, but the bigger risk is local ability to control the number of outlets."

Kent retailer Amit Patel, of Belvedere Food News & Wine, said: "It's difficult to imagine how something like this would work. So many stores already have off licences and sell tobacco.

"How can you say to one retailer, you can sell this, and then to another, you can't."

Mr Lowman said retailers needed to find ways

to be involved with local authorities, including councils, police, schools and other businesses, to ensure they were part of any decision-making process.

Federation of Wholesale Distributors chief executive James Bielby also encouraged retailers to stay involved with their MPs: "Locally, they give good advice on how to deal with local authorities and can put a good word in for you, but their direct power is limited."

## NFRN urges retailers to check alcohol licences

The NFRN is urging retailers to check the renewal date of their alcohol licences in the run up to a change in the law to ensure they avoid selling alcohol illegally.

The Deregulation Bill, which removes the requirement for personal licence holders to renew their licences every 10 years, didn't

get Royal Assent until 1 April 2015, which was two months later than anticipated. To cover the period between 1 February and 31 March, retailers whose licences expired during that time must apply for a renewal.

The NFRN said it anticipated that many store own-

ers would be confused by or unaware of the change in the law, and is asking retailers to check their personal licence certificates.

Margaret McCloskey, NFRN head of operations, said: "The NFRN need retailers to double-check their renewal dates, as personal licences that

expired between 1 Feb 2015 and 31 March 2015 need to be renewed."

She added: "If the designated premises supervisor has left the business, retailers need to appoint a new one immediately and ensure they complete the Personal Licence Holders Certificate qualification."

## Northern Ireland rates review welcomed

The NFRN has welcomed the announcement that the Northern Ireland Assembly is to launch a review of business rates

in the territory.

The review process is set to begin in a few weeks' time and NFRN Northern Ireland district president

Judith Mercer said: "The NFRN and its members are delighted that the government is preparing to conduct an in-depth review

into the business rates system.

"We will be encouraging independent retailers to make their voices heard."

## Cameron 'support'

David Cameron described small businesses as the "magic ingredient" which can guarantee the economic recovery in a speech to business leaders this week.

It came as the Conservative Party launched its small business manifesto and was buoyed by a letter to the Daily Telegraph in which 5,000 small firms backed its economic policies.

Signatories, including a handful of newsagents and convenience store owners, said the Coalition's "steps to lower taxes, reduce red tape, simplify employment law and get the banks lending" had been beneficial and the Conservatives should be allowed to "finish what they have started".

Labour claimed the letter had been orchestrated by the Conservatives and said its own plans to cut and freeze business rates showed it was on the side of small companies.

**'Make additional purchase or you can't use PayPoint'** One retailer's response is clear message

# Retailers defend profits in commission cut fightback

by Steven Lambert

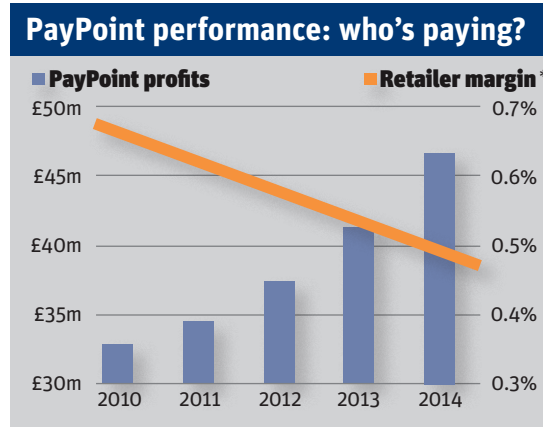
Retailers across the UK are taking action to protect their profits after PayPoint defended its decision to cut commission caps on terminal transactions.

Marcus Bergin, owner of SuperNews in Gloucester, has put up a poster in his shop (right) telling customers he will refuse to process PayPoint transactions unless they make an additional purchase.

The move was supported by dozens of retailers on Facebook and Twitter, including Nisa Mickleton Village Store owner Harj Dhasee, who said he will also use the poster.

Meanwhile, Blantyre retailer Mo Razzaq is introducing a 20p handling charge for shoppers using PayPoint who don't buy anything else.

He said: "With the banking costs as well, it's got to the point where this is



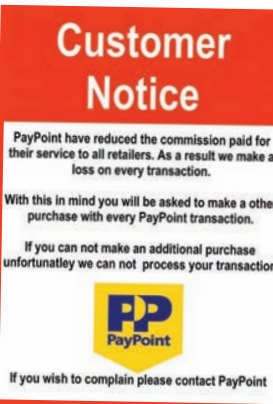
becoming unprofitable for me, so we have to introduce a charge."

In addition, retailers were also gathering evidence to disprove PayPoint's claims that its terminals are a footfall driver for stores.

Steve Barker, owner of S&J News in Rochester, Kent, monitored his customers for two days and found 50% of PayPoint customers didn't purchase a single item.

At the same time, the NFRN has unveiled its 'PayPoint, PayFair' campaign in a bid to overturn the plans, and has launched a survey to gather data from PayPoint retailers.

It follows on from NFRN chief executive Paul Baxter telling RN the organisation will refer PayPoint to the Competition and Markets Authority (CMA) on grounds of abuse of dominance.



Responding to RN, a CMA spokesperson said it could not comment on whether it would investigate the case but added it was "always willing to receive any intelligence from individuals or organisations".

PayPoint also said it could not comment on the legal challenge and re-stated its threat to remove terminals from retailers who charge a handling fee.

## Crime stats 'not giving true picture'

Official statistics might show a fall in retail crime, but they don't paint a true portrait of life on the frontline, according to the NFRN.

While the government-published Commercial and Victimisation Survey suggested that the crime rate against business premises had dropped, with shoplift-

ing down a third to 6,695 incidents per 1,000 stores, the NFRN said its own findings, backed by other research, proved otherwise.

It pointed to both MP David Lammy's Policy Exchange report and the British Retail Consortium's figures as proof that crime has far from fallen for retailers.

NFRN national president Martyn Brown said: "Our members would like to believe that incidents of retail crime have fallen as much as the survey suggests, however on the frontline, many face some form of criminal activity or anti-social behaviour on a daily basis.

"We know that many

victims are unlikely to report instances to the police as they do not believe they will get the response they deserve or, if the culprits are caught and go to court, that the sentences imposed will not fit the crime committed."

He urged retailers to report crime through the NFRN helpline.

## Award tip for LSS

RN's Local Shop Summit has been shortlisted for an award at the Conference Awards. The nomination comes as RN gears up for the 2015 event, which is due to take place in the autumn.

Editor Chris Gamm said: "The Local Shop Summit is the only conference that brings such a consistently high calibre of independent retailers and influencers together to debate and discuss the issues affecting this hugely important sector."

## Winners

Camelot has thanked retailers after it achieved record figures for the financial year ending March 2015.

The annual results showed retailers earned more than £30m in commission on total sales of £7.277bn.



# NEWS

## BUSINESS



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## Costcutter store total tops 2,600

The number of Costcutter Supermarket stores has risen to more than 2,600 for the first time, the group has announced.

Costcutter, Mace, Kwik-save, SuperShop and Simply Fresh stores now total 2,625 with more expected to join throughout the year.

This includes an increase of 41 stores in the first quarter of 2015 with eight retailers joining from Nisa.

Daniel Quest, retail director of Costcutter Supermarkets Group, said: "Simpler pricing, no membership fees and no order fees, introduced in 2014 when we entered our partnership with Palmer & Harvey, is obviously attractive.

"However, retailers are equally drawn by the value we can achieve through the £5bn buying power of Buyco, the strength of our range, and our compelling and flexible promotional programme."

## Bestway's sunshine

Bestway is aiming to cash in on the summer sun with promotions across its soft drinks and cider ranges.

The Carnival of Summer promotion throughout May and June will run on Bestway own label Best-in's natural juice range, juice drinks, waters, carbonates, energy and sports and kids drinks.

Selected products will be discounted from the standard wholesale price, giving retailers the chance to make additional margins as the demand for refreshing summer drinks increases.

Batleys will offer promotions on cider brands including Stella, Bulmers, Rekorderlig and Strongbow, which will run in all 60 Bestway and Batleys depots and online.



## Starbucks' boss talks coffee

Kris Engskov, president of Starbucks Europe, was among a number of high street retail bosses talking about the opportunities presented by coffee at this year's Association of Convenience Stores summit. Attendees at last week's event also heard from retailers Ramesh Shingadia and Linda Williams, who took part in a study tour showing new developments in six independent stores.

**Range of benefits to retailers in exciting new scheme** 'We are on a journey to deliver'

# Londis's 2020 vision of the future for symbols

by Steven Lambert

Londis has unveiled its new Londis 2020 retailer scheme to offer a more flexible and simplified business proposition for its members.

Londis 2020, which will replace the existing Brand Essentials and Partnership schemes, will offer participating stores benefits including more personalised product deals and a new promotional leafletting system.

Retailers who sign up will also have the chance to

earn rebates of up to 2.5% of sales linked to the amount of money they spend per quarter. A further rebate of up to 2% of sales will be on offer for hitting various performance targets.

In addition, 2020 retailers will be able to choose from two types of promotional leaflets - instead of the four options currently available - from July. The 'neighbourhood' option will see Londis paying to drop leaflets to 1,000 households, while a 'transient' option will allow retailers to have 500 leaflets

sent directly to their store.

Meanwhile, a new online hub called MyLondis will include a loyalty dashboard for 2020 members.

Londis brand director John Pattison said he is hopeful that all Londis members will sign up to the new initiative by 2017.

He added: "We have just had a great conference and there was a real sense of positivity among our members. They understand we are on a journey and they trust us to deliver on the promises we have made to them."

Mr Pattison also confirmed further Londis radio campaigns, one in mid-summer and one in winter, and new additions to its Smart Buy own label range, with one litre milk in May and an extension to its fresh produce range before summer.

It comes as Londis announced a restructuring of its leadership team, with Des Dunbar joining as head of trading, John Taylor moving to a new head of loyalty role and John Ridgley being promoted to retail director.

## Loyalty online from Cornershop website

Online retail platform Cornershop Online is celebrating the successful launch of its loyalty app which has already been exceeded 1,000 downloads.

Purdeep Haire, founder of Cornershop Online, also told RN more than 300 retailers have signed up to accept the app in

their business last week, after taking advantage of a three-month free trial.

Cornershop Loyalty allows independent businesses to set up their own smartphone-based loyalty scheme, with the ability to personalise their own deals and offers to suit their store type and cus-

tomers base.

Mr Haire said he is now looking into adding more features, including m-commerce payment capabilities, and is aiming to get more than 10,000 businesses involved in the app within the first 12 months of launch.

He added that he has

also been in talks with major suppliers who have requested more information on the app, including the Co-op. "We want every store to be on this platform. No real technical ability is required to operate and manage the app, as we do the work," said Mr Haire.

## NEWSTRADE

**SNapp's four new features enable better contact** Retailers sing praises for 'fantastic' app

# Smiths News adds to its app following feedback

by Nicola Stewart

Smiths News has released a second version of its mobile customer app SNapp in response to feedback from its customers.

The updated app has four new features including the ability to email house management, customer services and accounts and marketing directly from the app.

Retailers will also be able to make claims for missing

credit, notify Smiths of changes to their businesses, such as opening hours, by updating their customer profiles, and access links to important information through their inbox messages.

John Vine, of Newsworld in Shropshire, said the app, which launched in October, had made it easier to offer a higher level of customer service than the multiples.

"You have to be enthusi-

astic and SNapp has been brilliant for that," he said.

"When a customer asks for something, you can hop on there, order it and it turns up. It's absolutely fantastic."

More than 2,500 stores now use SNapp to manage their newspaper and magazine deliveries, make alterations, claim for missing titles and organise their range - including ordering extras and new titles.

Smiths News commercial director Louise Ryan said: "Our plan is to continue to develop SNapp, using the ideas and enhancement suggestions from our users to make it an even more useful tool for our independent customers."

Customers will receive a flyer in the next few weeks explaining how the new features work and outlining further developments planned for later this year.

## Nationals see site hits drop

National titles The Daily Mail, the Guardian and the Mirror saw a drop in their daily website traffic in March, according to the latest figures from the Audit Bureau of Circulations.

Mail Online remains the biggest UK national newspaper online, despite the number of its daily unique browsers falling more than 5% to below 14 million.

The Telegraph increased its daily unique browsers by 2.4% to 4.1 million in March, while The Independent rose by 3.5% to 2.5 million.



### Mumford & Sons cover disc to boost Q

The June issue of Q comes covermounted with an exclusive compilation CD curated by cover stars Mumford & Sons. The issue, on sale now, is premium priced at £4.99, up from £4.20, offering additional revenue to retailers. It is forecast to earn £88,900 nationally, with a 32% uplift in revenue compared to a normal issue. Retailers are advised to display it prominently at the front of fixture.

## Panini set to kick off UEFA

Panini is set to launch a new football trading card game in anticipation of the long awaited 2016 UEFA European Championship.

The Road to UEFA Euro 2016 collection, on sale 7 May, aims to draw collectors into stores in the build up to the event, scheduled for next June.

Packets of cards will cost £1 and starter packs including a collector's binder, game board, 18 trading cards and a limited edition card, will cost £4.99.

● Turn to This Week in Magazines, page 43

## PhotoPlus hits 100

Future's best-selling Canon photography magazine PhotoPlus is celebrating its 100th issue with a fresh look, an increase in pagination and two free gifts.

The redesign is the first in the title's history, and includes new sections written by some of the world's leading Canon experts.

The anniversary issue, on sale now, comes with a free cover disc, plus part one of a free Portrait Posing Tips Card series, that will build into a collection.

## Newspaper relaunch

Local World title the Burton Mail has been relaunched with an increased pagination and a promise of more in-depth stories and "bigger, bolder" pictures.

The paper has a new design and layout, with extra sections including a new 24-page Weekend section.

The cover price has been increased by 5p to 55p. The relaunch follows the introduction of new editor, Emma Turton, in 2014.

# Uncut's deluxe guides re-mastered

Time Inc rock monthly Uncut has launched a series of deluxe collectors' specials as a follow on from its popular 'Ultimate Music Guide' series.

Based on the best-selling issues to come out of that collection, each special will focus on a different band or artist.

The issues are premium quality, with higher cover and paper stocks, and cover prices of £9.99.

Uncut editor John Mulvey said: "For some time now, many readers have pleaded with us to make these key issues available again, so I'm thrilled we can now bring them back

in such a fitting, enhanced format.

"Lavish expanded album reissues have become a critical part of the music business, so how better to celebrate these artists than in a similar way, with a library of deluxe editions that do their stature and art justice?"

Content from the original series has been re-mastered and combined with material from the Uncut, NME and Melody Maker archives.

The first issue, on sale now, focuses on Pink Floyd and retailers are advised to display it at the front of the newsstand and in a secondary display where possible.



# NEWS

## PRODUCTS



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## JJ gets it together

Wholesaler JJ Food Service is to expand its range of crisps, confectionery and snacks in a bid to attract independent retailers and encourage buyers to consolidate their order with one supplier.

The food service specialist trialled a selection of crisps, chocolate bars, chewing gum, cereal bars, and nuts among other products at the beginning of the year. Due to the success of the trial it now plans to expand the range.

Chief product officer at JJ Food Service, Ali Guvemli said: "Previously, people were going elsewhere to buy these products. Now they are doing a bigger shop with us. Early feedback and sales indicate that the trial period has been extremely popular. We will gradually expand the range in response to customer demand."

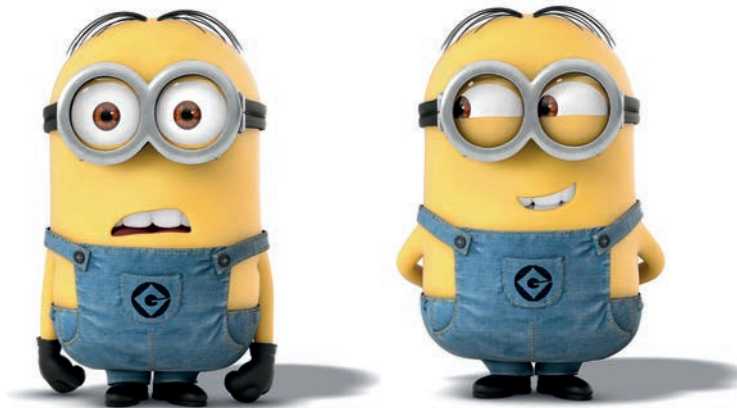
The new lines will be backed with an eight-week promotional brochure covering May and June.

## Orangina's pleasures

Orangina is undergoing a complete update, with a new target consumer, design, range and brand positioning.

The soft drink is celebrating its heritage within the UK and globally and has launched a new £4m campaign targeted around "seeking out small pleasures", according to parent company Lucozade Ribena Suntory.

New 420ml bottles will be available from the end of May with an RRP of £1.20, which will be backed with TV marketing and PoS.



## Capri-Sun winners to be one in a Minion

Customers could win a family trip to New York or one of 2,000 squishy Minions as Coca-Cola Enterprises' Capri-Sun brand teams up with upcoming film, Minions. The Minions on-pack promotion will feature on all 10 pack Capri-Sun variants, including the new No Added Sugar range now available in Orange, Blackcurrant and Tropical flavours, helping retailers to make the most of summer sales. The promotion is a continuation of the partnership between Capri-Sun and 2013's top grossing Despicable Me 2 film.

**New packs 'give a fresh look to a classic product'** Testing shows increased appeal

# John Smith's gets facelift in first update since 1993

by Steven Lambert

Heineken has unveiled its first brand activity for John Smith's in more than 20 years to take advantage of emerging trends in the ale market.

The firm is updating the look of John Smith's Original and Extra Smooth with a modernised design, featuring new fonts and logos promoting its association with the Tadcaster

Brewery. The changes will be introduced on cans and outer packaging on four, eight, 12 and 18 multipacks this month.

Heineken confirmed it is investing £2m to promote the new packs - a 40% increase on total spend for the brand last year - which will be used to launch TV ads and a digital campaign.

It marks the first update for John Smith's since the

launch of Extra Smooth in 1993.

Craig Clarkson, category and trade marketing director at Heineken, said the move will be used to address declining sales in "classic" ale in the off-trade.

He said: "We are seeing the same people buying classic ale but consuming less, while the real growth in the sector is coming from niche and

premium brands."

"The new John Smith's packs have been well received in shopper testing, with intent to purchase growing from 26% to 42%, and the design gives us a more modern feel while also celebrating the brand's heritage."

Mr Clarkson said the redesign will be followed by further marketing plans for John Smith's later in the year.

## UB signs up 12 retailer ambassadors

United Biscuits (UB) is enlisting the help of 12 independent retailers to help it better understand and grow snack and biscuit sales for local stores.

The firm has established its Ambassadors Club, made up of newsagents and convenience store owners, who will work with

UB to develop and provide feedback on new category initiatives.

The group will meet on a quarterly basis to discuss sales trends and share their thoughts on the market, with the information also being used in various initiatives on UB's category platform, Better Biscuits,

Better Business.

Ralph Patel, one of the retailers involved in the Ambassadors Club, said: "We're considered to be quite a small shop but we sell a lot of biscuits, and have eight metres dedicated to them."

"If we can help other retailers realise the opportunity of this, then it can only

be a good thing."

Hena Chandarana, trade communications controller at United Biscuits, added: "We want to work more closely with independent retailers to understand the real challenges they face when it comes to growing their sales of snacks, cakes and biscuits."

### Hot products for your shopping list



John Smith's gets a new pack design - its first since 1993



United Biscuits has unveiled its 12-member Ambassadors Club



Capri-Sun fans could win a trip to New York in a Minion movie tie-in

# NEWS

## PRODUCTS



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## Old Mout continues UK drive

Heineken-owned New Zealand cider brand Old Mout is continuing to make inroads into the UK market with the launch of a fourth flavour.

Pomegranate & Strawberry joins the existing trio of flavours – Summer Berries, Passion-fruit & Apple and Kiwi & Lime. It comes weeks after Heineken unveiled new fruit flavour Blood Orange to its Bulmers cider range.

The latest launch is being backed with a £4m marketing campaign which will, the company said, continue to build the brand in the UK, where 12 million bottles of Old Mout were sold in its first year on sale.

Heineken cider brands director Emma Sherwood-Smith said: “Pomegranate & Strawberry is exotic and unique and we know it will be a hit.”

## Art attack for Smint

Perfetti Van Melle has unveiled a trio of limited edition pack designs being launched on its Smint range this month.

The new packs feature art created by the winners of the brand’s ‘Design Our Cover’ competition held last year. They will appear on 300,000 Smint Mint 8g packs.

Perfetti Van Melle trade marketing manager Mark Roberts said: “The three strong looks are sure to be popular with consumers and demonstrate our ongoing commitment to bringing innovative and engaging activity to the confectionery category.”



## Stella saddles up for three-year Ascot deal

Stella Artois is to become the official beer and cider of Ascot Racecourse following a three-year sponsorship deal. As well as punters enjoying the Stella beer and cider range at the course, manufacturer AB InBev said the move would help raise further awareness of the brand, and follows on from similar partnerships with Wimbledon tennis and the Cannes Film Festival.

**Store feedback prompts Mondelez u-turn** Price flash will include new Cadbury lines

# Indies' power sees Dairy Milk £1 pricemark return

by Steven Lambert

Mondelez has listened to calls from independent retailers and is bringing back £1 pricemarks on its Dairy Milk block chocolate range.

The move will see £1 price flashes appear on 120g bars of Dairy Milk, Dairy Milk Fruit & Nut,

Dairy Milk Caramel, and Dairy Milk Oreo from 1 May. They will also appear on 90g bars of Dairy Milk Bubbly and recently launched Dairy Milk Puddles Smooth Hazelnut and Mint flavours.

Mondelez had previously held a long-running £1 promotion on the larger bars but moved the price

to £1.29 last year. However, retailers told RN that the increase had led some price-conscious shoppers to switch to other chocolate brands (RN 27 March).

Matthew Williams, marketing director at Mondelez, said having the £1 pricemark would drive sales for independents.

Mondelez is looking to

draw further attention to Dairy Milk with an online competition offering the chance to win one of 50 limited edition chocolates.

Cadbury Dairy Milk Spectacular 7, which features seven different flavours in a single bar, will be up for grabs for shoppers who log on to the brand’s Twitter page.

## One million football prizes on offer from Mars

Football fans will be able to win one of one million England team-designed footballs this summer as part of Mars’ latest giveaway promotion.

The on-pack campaign, fronted by Wayne Rooney, Gary Cahill and Alex Oxlade-Chamberlain, will appear on Mars single, duo and multipack formats, for

19 weeks.

It comes as the confectionery supplier celebrates six years’ involvement with the national soccer team. Mars’ trade communications manager Bep Dhaliwal said: “We’re proud to continue our partnership with the FA and enter another exciting year for the team. Our

giveaway aims to generate even more opportunities for retailers to capture the attention of customers with excitement in-store.”

To support the promotion Mars is running a £10m media campaign which will include online and TV ads to tie in with the brand’s recent ‘winning’ activity. Dumpbins

and pre-filled units will feature among the PoS made available for independents to support the promotion.

Retailers and consumers in Scotland, Wales and Northern Ireland won’t miss out either with non-team branded footballs available under the same terms.

### Hot products for your shopping list



Old Mout cider is adding a fourth flavour, Pomegranate & Strawberry



Mars is offering a million footballs as part of a summer promotion



The Smint range features art by its Design Our Cover winners



# NEWS REGIONAL

## Burglars hunted

Thieves who smashed their way into a newsagents in Essex managed to disable an alarm and a CCTV system before taking stock worth £5,000.

The burglars stole a laptop, cigarettes and magazines and damaged the till and a scratchcard machine during the rampage at M&S Confectioners in Rayleigh.

The raid took place between 6pm on Saturday 18 April and 5am the following morning.

Owner Abdul Rhaim said: "There was stuff everywhere and they had left the heater on. I came in and it really smelt of burning, it's a wonder it didn't catch fire."

His sister Sultana Majid had locked the shop up the night before.

"They knew what they were coming for," she said. "We are only a small business and it's hard to replace everything."

Police are investigating.



## Recognition for 'surplus shop'

Food surplus business Company Shop and its Community Shop supermarkets, which sell surplus food and overstocks to people on welfare, have picked up a prestigious Queen's Award for Enterprise for their "outstanding achievement". The company rescues food which would otherwise have been binned and, through the supermarkets, offers it to people on income support. Sites include West Norwood, south London, and Rotherham.

**Federation suspects trading standards visits 'happening'** One store used a cloth to cover gantry

# NFRN urges compliance with tobacco display ban

by Tim Murray

The NFRN has issued a fresh warning to retailers who have still to comply with tobacco display ban legislation as trading standards store visits have reportedly begun.

NFRN field staff are still visiting retailers across the UK to support store owners with the law change, which came into effect on 6 April, and the organisation believes trading standards officers could also be

making visits.

Of the hundreds of stores visited by NFRN retail development managers, a handful still hadn't covered their gantries.

Some reported being let down by their suppliers, while one, according to head of operations Margaret McCloskey, was "not aware of the ban" and another had merely used a cloth. In each instance, they were told to cover up immediately.

Trading standards officers spoke to one of the retailers whose gantry door supplier had failed to deliver on time and reminded them of the law.

The retailer provided paperwork and communications to prove they were working to comply with the legislation and escaped further action.

This suggests that trading standards officers may be making surreptitious store checks, as well as carrying out test purchas-

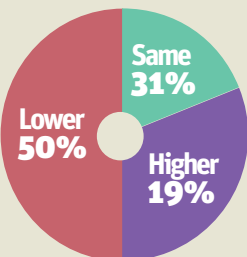
es, elsewhere in the UK.

Mrs McCloskey said: "Retailers who are covered up may not even know trading standards officers are there.

"I think they are making visits and they will communicate with retailers if they don't comply.

"We're still going out and visiting stores and if they don't comply we are telling them what they should be doing and we're following it right through."

## RN READER POLL



Is the profit you make from electronic cigarettes higher, lower or the same as this time last year?

## NEXT WEEK'S QUESTION

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

**Have your vote now**

Go to [betterretailing.com](http://betterretailing.com)

## Smiths News Bolton depot closure update

Smiths News has confirmed its Stockport depot would take on 257 new customers if the planned closure of Bolton passes the consultation stage.

A further 93 customers would be transferred into the Warrington depot, with 350 customers affected in total.

The proposed transfer

date is Monday 22 June and a Smiths News spokesman told RN it planned to meet with local NFRN members ahead of the move to discuss any issues.

The confirmation comes after members raised concerns over a possible drop in service levels, with Stockport already

handling a large amount of customers.

However, the wholesaler said additional measures would be put into place to ensure the transition was as smooth as possible for new customers.

"This has been discussed at a local level," the spokesman said.

"Additional benches

and routes will be added into both operations and we have planned routing against current actual delivery times.

"This will be tested in the coming weeks."

The wholesaler is consulting with employees on the proposed closure, which would result in a number of redundancies.

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# NEWS

REGIONAL

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## The final chance to 'win' a retailer

Bidding for the industry charity initiative Retailer Auction is set to close this Friday (1 May), with money raised growing sharply as the bid deadline drew near.

The scheme, which is raising cash for the Retail Trust charity, offers suppliers the chance to win one of a dozen retailers for day, and thereby gain a unique perspective on business from some of the UK's leading retailers.

As RN went to press, Nisa had stepped forward with a £500 donation, One Stop franchise director Andrew King a further £300, while total bids for the 12 participating retailers has exceeded £4,300. Richard Tyler, one of the organisers, said: "The level of interest has been really good and it's worked running it alongside trade shows.

"There's definitely more to cash to come in."

## Cash and carry killer behind bars

A man who pushed a retailer from a van to his death during a robbery in a cash and carry car park has been jailed for a total of 11 years for manslaughter and conspiracy.

Michael McInerney was one of a trio of thieves who targeted retailers in wholesaler car parks around the south east, with the botched raid at Costco in Watford leading to the death of Prasanna Arulchelvam from Watford, who had stores in Basingstoke and Sittingbourne.

Mr McInerney's accomplices had been jailed at an earlier hearing after he had gone on the run.



### 'Dark' gantry innovations

Independent retailers are continuing to show RN their ingenuity in coming up with their own bespoke gantry solutions to meet new legislation around the tobacco display ban. This includes David Woodrow, owner of Woodrow's in Bishopton, Renfrewshire, who used plastic slips to cover 172 tobacco facings in his gantry. Mr Woodrow said: "It's an idea I had when the display ban was first announced, and when other options didn't work out for us, we went for it."

## Illicit tobacco trade put in the spotlight

The scale of the illicit tobacco trade has been illustrated in separate operations in North Wales and Great Yarmouth.

More than 46,000 cigarettes and 48kg of tobacco were seized in Rhyl this month, while an undercover sting in Yarmouth and Gorleston revealed the wide availability of illicit products in the area.

Officers from North Wales Police and Denbighshire Council's trading standards team carried out the raids in Rhyl using specially trained dogs to sniff out the contraband goods.

Cash and a vehicle were also recovered as part of the Wales-wide 'Operation Fetch', set up to tackle

the illicit trade.

Wales head of trading standards chair Matthew Cridland said: "Working in partnership with HMRC and other agencies, illegal tobacco hot spots have been identified and targeted, with the aim of taking illegal tobacco off the streets."

Meanwhile, an undercover team in Great Yarmouth, led by former Met police officer Will O'Reilly, was able to buy illicit products at 15 different sites.

This included a pub where agents were told to use the code phrase "bunch of bananas" at the bar to secure a sale, and face-to-face deals with online sellers.

**Publisher agrees to pay back losses on wrongly-priced papers** Cutbacks cited for mistakes

# Welsh retailers' 'refund' for Western Mail mix-up

by Nicola Stewart

Trinity Mirror is to refund Welsh retailers after a misprinted cover price on the Western Mail caused confusion in stores last month.

The 18 April issue of the daily was printed with the weekday price of 80p, instead of the Saturday price of £1.50, though the barcode was correct.

The publisher sent a letter to retailers informing them they could make a claim for the 70p difference if they had an EPOS extract show-

ing they only charged 80p.

It has since agreed to also compensate retailers without EPOS, who need to stipulate this in an email.

But Peter Robinson, of Robinsons in Pembroke, said all retailers should be automatically refunded the difference as most people would have charged 80p.

"Retailers phoned wholesalers and were told to sell it for what was printed on the cover," he said.

"We have to sell it for the cover price. It's completely immoral to expect us to pay

the difference."

Trinity Mirror newspaper sales director - regional publications, Alan Tyldesley, said: "We apologise for the error and we are currently reviewing our internal processes in an attempt to ensure this is not repeated."

NFRN head of news Brian Murphy said there had been a number of incidents of incorrect pricing across the trade in the past two years.

"We believe cutbacks in the industry are making these kinds of things too

common an occurrence," he said.

"We need better rules in place to make sure when things go wrong they are dealt with fairly and with a minimum amount of fuss.

"Too often things are in favour of publishers and wholesalers - they have caused a problem, they have caused a level of upset at retail, but the retailer is the one who has to do the work to correct the problem.

"How is that a joined-up industry working together?"

# OPINION

Do you want to see your views in RN?

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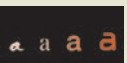
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## YOUR SAY Do you agree with the NFRN that local shops should be included in the plastic bag levy in England?

### Linda Sood

Falcon News, Porstmouth

Local shops should be included. I agree completely and I'm going to be charging for plastic bags nevertheless. I'm going to give the money we raise to local community projects. They do cost us, so I don't see any reason we shouldn't be charging and I do think giving the money to local good causes is a good thing to do.

### Sam Samra

Samra Supermarket, Smethwick, West Midlands

I tried to voluntarily introduce a charge, but people always say: 'Why should I have to pay?'

I really agree with the NFRN on this one, there's been a genuine decrease in usage and independent retailers have got a part to play. It would help to have the legislation behind us. We're proactive in some areas, we have a box of old carrier bags shoppers can re-use.



Indies should be included in the plastic bag levy, many RN readers believe

### Pradip Amin

Birds Newsmarket, Portsmouth

I don't know why independents have been left out. But I've been talking to some shopkeepers, and they say that they will be giving away free

bags, as a plus point to get one up on Tesco, but it still means an extra cost for retailers too. There's also the environmental cost. I'm surprised no one's come up with biodegradable bags.

## YOUR STOCK Would you welcome retailer-led advice from snacks suppliers such as United Biscuits and KP Snacks?

### Ravi Kaushal

Premier Burlington News, Chiswick, London

It's always good when suppliers have a point of contact and come in. The more contact the better. Yes, they want to sell their own stuff, but the best ones are honest and will focus on what will sell and works for you. It's not about being a

salesman, it's about working with retailers. There needs to be trust too, if what they're recommending doesn't sell, they need to work with it.

### John Parkinson

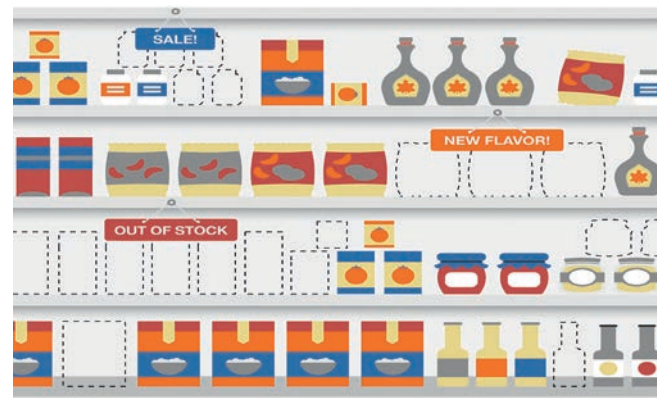
Broadway Premier, Penrhyn Bay, Llandudno

There's quite a few suppliers coming in stores and offering

advice. We get them in for different products and of course, you'll always listen to their ideas. You've got to be open-minded about it and they do know what they're talking about. Yes, they're interested in selling their own brands, but they can help you sell more products.

### Andrew Taylor

Taylor's Value and Convenience, Hull  
It's always useful. These companies spend a lot of money researching these things, so there's no harm in seeing what they can come up with. If they can show you planograms, displays and how to get the best out of your space, it's worth it. It's always good to listen to different ideas to see what you can learn. A lot of other companies are doing it, so the fact that KP is can only be good news.





# YOUR ISSUE

 Steven Lambert  
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## CAMELOT SELLING ME SHORT SAYS RETAILER

As Camelot's 2014/15 financial results, unveiled this month, have shown, scratchcard were big business for independent retailers last year.

In fact, the figures showed sales of Lottery instant win games grew by £487m over the past 12 months to hit a record high of £2.6bn. Not to mention that, over this period, Camelot also launched 45 new scratchcard games and also completed the rollout of 100,000 standalone scratchcard dispensers to local stores.

It's certainly a trend that Maldwyn Morgan has been noticing at his store, Glyn Morgan Newsagents on the Isle of Wight, over the past few years, and one that he has been keen to capitalise on.

However, Mr Morgan tells RN that while his sales have steadily increased, he feels he could be doing a lot more with his display if Camelot did not keep undersupplying him.

He explains: "When we first started working with Camelot, we were able to place our own orders for scratchcards and keep on top of stock levels. Our availability was good and we gradually increased the range as sales went up."

Glyn Morgan Newsagents now houses a scratchcard display with room for 12 games, which Mr Morgan says highlights their popularity among customers.

# “

**We've seen some people who have just looked at the terminal and have just walked away**

**Maldwyn Morgan**

Glyn Morgan Newsagents,  
Isle of Wight



However, he adds: "About two years ago, Camelot decided to change the system and started to do the allocation themselves, meaning we had no control on the amount of scratchcards we got in. We had to rely on them.

"Since then, we've had a number of problems where we've been short on a number of games."

The issue came to a head last week when he posted a picture of his scratchcard terminal on Twitter, which showed that he was only supplied five of a possible 12 games, meaning he had to double up on his available stock to fill up the space on the display.

He says: "It's a bit of a problem because some of our customers come here specifically because they know they can find a particular game at the shop. We have a £10 scratchcard and a Bingo scratchcard, which are both popular, but we didn't have any in stock."

Mr Morgan says he is concerned that, if the problems persist, he will lose business in the long term: "Customers asked us last week if we had their chosen game in and, when we told them that we didn't have it, they kept their hands in their pockets.

"We've also seen people who have looked at the terminal and have just walked away.

He adds that he has raised the issue with Camelot several times but believes the company has yet to provide him with an adequate solution to the problem.

"When we do call up Camelot, we're told to add extra facings using the stock we have, and we can't get extra scratchcards until the next delivery.

"We didn't used to have this problem before when we were able to order them ourselves. It's all well and good Camelot saying they're raising all this money for good

causes, but we could help them raise even more and grow sales if we had better availability."

To get to the bottom of Mr Morgan's issue, RN asked Camelot to look into the retailer's case and, after some sleuthing, the company appears to have uncovered the problem.

As it transpires, Camelot's records had mistakenly shown that Mr Morgan had a much smaller scratchcard display compared to one he actually has in his shop. This in turn had led to the firm allocating a smaller number of scratchcards to the shop.

A spokesperson for Camelot said the company was now in the process of fixing the problem. They added: "Our automated scratchcard replenishment system was introduced four years ago and has been hugely successful across our entire retail estate.

"In terms of Mr Morgan, it appears that his scratchcard dispenser size had been inadvertently logged in the automated system as being smaller than it actually is - hence why he was receiving less stock than he needed.

"Mr Morgan should now receive the correct level of stock, as my colleagues have updated his dispenser size in the system and have also placed a manual order to ensure he is covered in the interim. We're sorry for any inconvenience this may have caused him."

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT NORTHERN 21.04.2015



John Dean reports from the NFRN Northern district council meeting

### PayPoint terms cut 'disgusting'

Reductions in PayPoint terms were sharply criticised by members at the meeting.

Durham member Glyn Taylor said that the change would affect half of all NFRN members, with some seeing cuts of more than 20% in their terms.

He said: "It is absolutely disgusting and it has got to change. We have got as much right as them to make a reasonable living.

"We are no longer people. We are numbers that they can do whatever they want with. It can't be right. It's a moral thing now."



Glyn Taylor

He added that there was a concern that if the changes went unchallenged, other companies such as newspaper publishers would think they could follow suit.

Mr Taylor said: "There is a danger that if it goes ahead, the whole house of cards will come tumbling down."

District president Malcolm Dobson said: "We have to fight this. Soon, we will be doing this for nothing."

Durham member Gary Quinn added: "There are newsagents on the breadline who are now having money taken out of their pockets.

"It could be the straw that broke the camel's back for some of them."

NFRN chief executive Paul Baxter, who was a guest at the meeting, said the issue was being considered by the NFRN's contracts lawyer to see if a legal challenge could



Cuts to PayPoint terms will affect half of all NFRN members

be mounted.

He said: "We have got to show that we can stand up against them. These are savage cuts, this is not tweaking."

### Kieran inducted to roll of honour

Long-standing member Kieran McDonnell, of the Tynemouth branch, was inducted into the district roll of honour.

Nominating the former national president, Sunderland member Tony Pucci said that the honour was long overdue



It is absolutely disgusting and it has to change

Glyn Taylor

Durham member, on PayPoint's terms reduction

for a man who had worked tirelessly for the federation for many years.

Accepting the accolade, Mr McDonnell said that the NFRN would always be close to his heart and he had always pursued the federation's case on a national basis whenever the opportunity arose.



Kieran McDonnell

### Members get the latest N3 news

Paul Baxter updated members on the creation of the National Newsagent Network (N3) company, saying that it had been set up and was formulating its next steps.

He said that there were sound reasons for setting up an organisation that would allow independents to present a united front.

"One of the federation's strengths has always been its independence but it has also been a



Paul Baxter

weakness.

"The idea behind N3 is to create an organisation that will allow members to work together as a multiple," he said.

Mr Baxter added that the idea was not to replicate the federation, but rather to offer an opportunity for members to access competitive deals for those who were interested.

"This is not meant to be a new federation. This is a group of independent retailers who are working together for a common cause."

Glyn Taylor said he was worried that as N3 grew, it would fragment the NFRN. He said: "It does concern me that this will create a two-tier system."

Mr Baxter responded: "That is myth and fantasy. They will still be federation members. The federation will not be weakened by this, it will be enhanced by it."

### Awards event's inaugural date

Delegates agreed to stage an inaugural Northern Awards event to be held at a lunch in July to recognise outstanding newsagents in the region, comprising six categories organised on similar lines to the national event.

Malcolm Dobson also praised the social committee for organising the recent successful Sunderland Bowling Competition.

National councillor Jason Birks reported that work was nearing completion on the new Durham office.



Malcolm Dobson

### Your say

How are you promoting newspapers and news and current affairs magazines in the run up to the election?



We have displayed the federation's poster, which urges people to vote, and also used window displays and displayed the titles so that people can see what the big stories are each day.

**Malcolm Dobson**  
Skinnergate News,  
Darlington



We make sure we display the titles well in the shop. It is about making sure that people can see the headlines so that they are aware of the big stories. After that, we let them make up their own minds.

**John Abbott**  
Milbank News,  
Darlington



We have all the specialist titles displayed in the window, including The Spectator, The Economist and Private Eye. In addition, we are running a special promotion with The Guardian in the run-up to May 7.

**Mike Brown**  
Browns Newsagent,  
Stokesley



# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT EAST MIDLANDS 21.04.2015



**Tony Collins** reports from the NFRN East Midlands district council meeting

### No newspapers for 'closed' shop

Easter Sunday lost some of its sparkle for district vice president Alan Smith after he didn't have a single newspaper delivered.

"We didn't get any papers at all because Smiths News had us down as closed, even though the form was put in," he told the meeting.

"When we didn't have any papers at ten past five, I rang Nottingham and they told me we were closed. I told the chap we needed papers, but he said they didn't have many and sent someone out to get as many as they could."

Mr Smith said they managed to get some titles, including the Sunday Express and a few copies of the Times and Telegraph, and he also sent his paperboys out to see what they could find.

"We finished at about 10.30, 11am. No-one would admit what they had done until the customer services manager at Nottingham apologised and said they had put the wrong number in the system.

"What should have happened is someone should have rung and asked 'are you open?' But the night staff at Nottingham bent over backwards to get us papers from wherever they could."

Jack Patel of Nottingham branch also reported that he had no inserts for The Sun on Easter Sunday, while the following Sunday his shutter was left open at 4.40am, following his delivery.

### Delivery changes to be discussed

Members have arranged separate meetings with



representatives of Smiths News at Peterborough and Nottingham.

Among the points to be raised is the transfer of deliveries for areas including Northampton, Cambridge, Peterborough and Milton Keynes to the Birmingham depot.

District president John Green said: "We need to ask if Birmingham is geared up to add an additional 2,400 boxes in two months' time."

Hinckley member Mike Hopkins suggested that it might be a good idea to ask interested parties to go to the depot in Birmingham to get to know the staff there.

### Branch merger on the agenda

The East Midlands district is looking into the issue of merging branches to improve the service for members in certain areas. John Green said they had continuing reports of branches being "fairly inactive". He added: "Mansfield and Lincoln - absolutely nothing. Skegness is having problems, so too is Grantham and Newark. We did talk about merging one part of Lincoln with Newark or Skegness and the other part of Lincoln with Grantham, and also merging Mansfield with Nottingham."

However, Derby and Burton member Alan Smith said: "It is no use merging two un-officered branches as that wouldn't work. We do have quite active members in the Mansfield area who don't go to branch meetings."

# “

**When we didn't have any papers at ten past five, I rang Nottingham and they told me we were closed**

**Alan Smith**

On his missing Easter papers

### Your say

What plans do you have to drive sales in your store over the coming summer?



We plan to increase both stock and variety of ice cream we sell, as well as pushing soft drinks, in anticipation of the hotter weather. We are also going to increase home news delivery through the National Newsagent Network.

**Sue Smith**  
Smiths News,  
Mickleover, Derby



I am going to be putting on a lot of summer promotions. We are in the Best-in Club promotions scheme run by Bestway. We are also looking to improve the front of the shop, which we have started doing by improving the window displays.

**Sunil Patel**  
Norwich Road Food Store,  
Leicester



I am planning to have product tastings for customers. Whenever any of the chocolate manufacturers do promotions, we break up the free samples to get customers to try them. We sell frozen takeaway meals so have a curry tasting planned using the different sauces.

**John Green**  
JR Green News, Sawtry



Leicester member Sunil Patel said: "We have to find a solution to get members active, but when you have an inactive branch you don't know who to go to."

### Display ban guide was 'appreciated'

Northampton member Glenn Gurney praised a leaflet sent to his shop explaining all the implications of the tobacco display ban.

Mr Gurney had asked for clarification about the effects of going dark at a previous district council meeting in March on behalf of his branch, explaining that not many people seemed to be clear on what was involved.

Within a couple of days he received a comprehensive leaflet put together by Booker and the NFRN.

He said: "It went out to everyone who deals with Booker and covers everything clearly and concisely."

### Branch support for crime victims

National councillors Alan Smith and Sunil Patel are hoping to raise money for victims of retail crime by building on the £50 they were each given by national president Martyn Brown to boost funds for the Ratcliffe Fund.

Mr Smith said they had bought gold pin badges bearing the name of the federation initially to present to East Midlands members with 25 years or more service.

The remaining badges will now be sold to long-service members throughout the country for £10 each.



# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT MERSEY DEE 21.04.2015



Glyn Bellis reports from the NFRN Mersey Dee district council meeting

### NFRN urged to start campaign

Delegates are urging the NFRN to start a campaign to encourage members to say “no” to trading standards officials who seek support for schemes banning the sale of high-strength alcohol.

It followed claims that retailers were being pressured by councils and police to sign up to the schemes.

Chester and Welsh Borders member Kevin Jones said: “Wouldn’t you agree we should have a campaign to say ‘no’ to trading standards when they request these restrictions?”

“This is an issue we should be fighting hard.”

District president David Thomas said councils were targeting the wrong businesses.

“A member in Birkenhead had visit after visit from trading standards,” he said.

“I have advised the retailer not to sign up to anything. I have tried to get hold of trading standards but the officer is never in. Nobody has ever come back about it. They obviously don’t want to talk about it and are not supplying the retailer with any evidence about why they are trying to stop the sales.”

Charley Parsons, from the federation’s public affairs team, said the Competition and Markets Authority had issued guidance on high-strength alcohol schemes.

### ‘Welsh Agenda’ on the agenda

With many powers now



devolved to governments in Wales and Scotland, members heard from the federation’s public affairs team about the ‘Welsh Agenda’.

Charley Parsons highlighted the proposed ‘tobacco retailers’ register’, which would involve an initial registration fee of £30, plus £10 for each additional store.

There would also be a charge for re-registering every three years. The legislation would introduce new offences or penalties



**This is an issue we should be fighting hard**

**Kevin Jones**

on saying ‘no’ to trading standards officials over high-strength alcohol sales ban schemes

for failing to register.

Control of business rates has also been given to the Welsh government.

During the discussion, members lamented the impact on small businesses caused by more double yellow lines and the loss of parking spaces, parking charges, and also the non-enforcement of parking time restrictions.

### Price hike for i ‘was welcomed’

A price increase with pro-rata terms on the i newspaper was welcomed.

The daily went up by 10p to 40p on Monday to Friday and to 50p on Saturday earlier this year, with margins upheld at 25%.

Delegates received a presentation from i sales and marketing manager Colin Clews, who said the publisher had a number of initiatives to boost sales and was willing to help federation members in promoting the newspaper, which was launched in 2010.

### Support for Welsh CTNs

Welsh government-backed Business Wales outlined wide-ranging support available for newsagents.

It included help with issues such as business planning, marketing skills, credit management and VAT.

Clive Barnard of Business Wales told delegates: “We are here to help.”

### Illicit tobacco crackdown

Trading standards officials checking displays and a sniffer dog searching for illegal tobacco have swooped on shops in Holyhead on Anglesey in the wake of the tobacco display ban.

David Thomas, a Holyhead retailer, warned members against becoming complacent about complying with legislation.

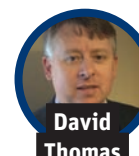
He added that he hadn’t noticed a reduction in sales since the ban, although a Ruthin newsagent reported sales down by two-thirds.

Charley Parsons said the federation’s ‘primary authority’, providing advice about the tobacco display ban in England and Wales, would be Islington Council.

A report by a district retail development manager outlined how he’d warned a member – seemingly ill-prepared for going dark because she didn’t sell much tobacco – that the new rules were compulsory and she would be fined if she did not comply.



**Kevin Jones**



**David Thomas**



**Charley Parsons**

### Your say

In light of reports that suppliers are struggling because of supermarket price wars, what do you do to support local suppliers?



We use a local dairy for milk and source crisps and soft drinks locally. Everything is based on price these days so you have to be competitive. If we went completely local we wouldn’t be able to compete with supermarkets.

**David Thomas**  
Roberts Newsagents,  
Holyhead



We source fresh bread locally from Becws Alun in Conwy. Our customers are price-conscious, but they’ll pay more when it comes to having something local and high quality. We also have local cheeses, sausages and free-range eggs.

**John Parkinson**  
Broadway Premier,  
Penrhyn Bay, Llandudno



We have always sold local food, we get bread fresh each morning from a bakery in Northwich and pies from Winsford. Customers who buy produce from local farmers know they are getting quality so they are willing to pay a little extra.

**Hemalata Patel**  
K&L Newsagents,  
Winsford, Cheshire



# LETTERS

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RETAIL  
NEWSAGENT

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

## Smiths cut-off time changes are pushing us out of business

**To the manager of Smiths News' Slough depot:** I am writing to find out what, if anything, you are doing about late deliveries of newspapers into the Slough depot?

In 25 years, I have seen the cut-off time pushed back from 4.15am to 4.30am and now to 4.45am. Why has this been done? And with next to no warning?

We, as newsagents, are worried this will be pushed back to 5am in future, a move which could potentially put us all out of business. I'm sure this is something your head office would be concerned about as your business seems to rely on small businesses like my own.

We cannot give a good service unless we are able to get our newspapers out early and that relies solely on timings at your depot.

Recently, we have been receiving complaints of late newspapers from both business and residential customers. Our hotel orders have taken a hit as a direct effect of your depot.

We have also had to put our Store2Door promotions and canvassing on hold because we cannot guarantee early delivery to new customers.

And any that do choose to have deliveries from us are not likely to stay on if we are unable to provide them with the standard of service they expect.

We have had to give up delivery of 350 newspapers at a local college - business which could have been retained if not for the stresses late deliveries put on our company. We have also had to employ extra staff to recover some of the time lost, but as you can imagine this is costing us a lot of money.

We are only a delivery agent and it is becoming impossible to manage



**Please stop sending us these magazines - we cannot sell them, asks Halifax retailer Chris Blakey**

## STOP BOXING OUT FIRM SALES

I would like to know how Menzies can justify putting firm sale titles on promotion and boxing out additional copies of these.

We used to have five orders for the Speedway Star (a firm sale title).

However, one of these customers has moved away from the area so we reduced the order to four.

Every week since then, Menzies has put this title on promotion and increased the order back up to five copies.

We didn't ask for this extra copy. We cannot return this extra copy. We will be asked to pay for this extra copy.

I ask again, how can Menzies justify

this? I know we can choose a full constraint for magazines to opt out of box outs entirely, but we don't want to do this.

We are part of Superleague and actively promote titles when they are boxed out on a sale or return basis.

What we would like to see an end to is the boxing out of firm sale copies.

**Chris Blakey**  
Kitsons Paper Shop,  
Greetland,  
Halifax

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

the situation. We have invested a lot into our company but your actions are threatening to push us out of business.

No other industry suffers at the hands of its wholesaler. Wholesalers should adapt to cater for their clients and not trap them with bad service.

We need answers soon, before it is too late.

**Raj Wadher**  
Upton News,  
Slough

“

**It is becoming impossible to manage the situation**

**Raj Wadher**

Delivery agent whose business is suffering because of Smiths' delivery issues

**A Smiths News spokesman responds:**

*"We will contact Mr Wadher directly to resolve the issues he has raised."*

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

I would like to warn other retailers of a potential problem with Payzone and Dart Charge transactions.

In January I carried out a Dart Charge transaction for a customer who was

travelling that day. She paid for two crossings and the transaction completed successfully.

A month later, the customer received a penalty warning letter from Dart Charge stating that "no valid payment had been made for her vehicle". When she rang Dart Charge and gave the transaction reference from her Payzone receipt, she was told this was not acceptable proof of payment.

To avoid a £70 fine she had to pay again. When she explained to me what had happened, I naturally gave her a refund and then wrote to Payzone, explaining the circumstances and sending copies of the transaction receipts, requesting a credit.

Initially, all Payzone said was that, since it was not a terminal fault, they would not consider a refund.

I wrote to them again asking why, if it was not a terminal fault, did the transaction not register with Dart Charge? This time I got a phone call back from someone in customer support, who admitted Payzone was having "some issues" with Dart Charge and that she would call me back within seven days with an answer.

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

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

**Kevin Willis**  
Ron Willis Newsagents,  
Whitstable,  
Kent

# ANDREW WILBY

GUEST COLUMNIST

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**General elections can create havoc in the property market. So, if you plan to sell any time soon, follow the advice of our expert**

## 10 tips for a business sale

**T**wo things are certain in the property market at election time. Sales slow before a general election, but there will be a rapid upturn in businesses coming to the market and buyers after it, whoever is voted in.

Unfortunately, in the build-up to this year's poll, I have noticed many managing agents picking up on the value of leases to themselves and their clients. Not only are they enforcing covenants to repair, they are finding more areas to hinder sales.

Recently, I've seen four issues with landlords holding sales back: refusal to allow a vendor to sub-let a flat; forcing a vendor to surrender a lease, with a new buyer taking the new lease; stating a ridiculous rent for a rent review, which killed the chances of a sale; the landlord's bank repossessing the property, then taking nine months to resolve the issue even though the tenant was able to pay a decent rent.

But buyers are out there, and while money is not as easily available as it once was, there are deals to be done.

Advisors and their clients need to get real in what is still a difficult market. The legal process is painfully slow and deals can be lost because solicitors spend too much time debating minute points at the expense of getting the deal done. Vendors need to get all their details absolutely right and leave nothing to chance.

Here are my top 10 tips to sell:

- 1. Use a professionally-qualified firm** – especially a RICS member who understands the property process and knows what to do if things go wrong.
- 2. Look at your business as a buyer would** – what are the negatives, and how do you solve them? Talk to the agent – can they identify solutions?
- 3. Address repair issues** – if you cannot afford the repairs you need to make, talk to the landlord and get a solution documented. A price reduction may help. Above all, get what



Get yourself organised and you could be on the way to a sale

you agree in writing.

**4. Make sure you have not breached your lease** – are you selling alcohol without your landlord's consent, for example? The buyer's solicitor will likely find out if you are. More detailed enquiries have been in place in conveyancing since 2007. Many, if not dealt with, can be deal breakers.

**5. Check that your rent is up to date** – if it is not and you cannot pay it, get advice and work out how to solve this problem. The last thing you need is the landlord changing the locks the day before completion.

**6. Decide whether to renew your lease** – if your lease is ready for renewal, you need to decide whether to extend it. If you do, you could still be on the hook via an Authorised Guarantee Agreement. Alternatively, you could let the buyer take the new lease, dependent on the facts and rental levels. Talk to your agent.

**7. Make sure your accounts are up to date** – has your accountant got everything they need to advise

“

**Buyers are out there, and while money is not as easily available as it once was, there are deals to be done**

you on a price apportionment? Also make sure your accountant understands about your lottery commission, which is not just turnover. Get this wrong and it distorts the gross profit.

**8. Make sure your proposed selling price is realistic** – if you really want to sell, get the price right. Don't be fooled by a smart-talking salesman who just wants your business on their books at any price. The genuine perfect buyer will be put off by a silly price and go elsewhere.

**9. Get yourself in selling mode** – keep up your enthusiasm and get your paperwork, staff contracts, equipment repairs and so on in order. Don't commit to over-priced new leases or contracts and be prepared to negotiate.

**10. Convince buyers of your integrity** – business sales are no longer about quoting a price and going to the market, they are about tactics, skill and above all credibility. Convince buyers that you are honest.

*Andrew Wilby is managing director of AWG Business Transfer and Clifford Lax*



# INDUSTRY PROFILE

 **Tom Gockelen-Kozlowski**  
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 @TomGK\_RN

## Wanis

With its Nrich milk drinks range newly-repackaged and two football sponsorship deals under its belt, Wanis is confident of strong sales through independents. Sales director John Payne tells RN how in-store theatre and sampling could further boost independents' sales

### RETAIL NEWSAGENT For those who don't know, what is Nrich?

**JOHN PAYNE** Nrich is a complex beverage, containing many nutritional components which are important in a healthy diet.

It ticks a lot of boxes for consumers including being a flavoured milk drink, a source of protein, being low in fat, rich in vitamins and minerals, and is perfect for on-the-go consumption any time of the day.

### RN Are these products designed specifically for gym users and athletes?

**JP** Sports and nutrition drinks have traditionally been perceived as the preserve of staunch sports and fitness enthusiasts. This is certainly no longer the case.

Having engaged with retailers and consumers, we have discovered that Nrich has a much wider fan base.

Alongside fitness enthusiasts, the drink appeals to people who are looking for something healthy for breakfast on-the-go, or as something to keep them going if they've missed lunch.

It's also simply a flavoured milk with a great taste.

### RN How has Nrich helped retailers to grow sales?

**JP** Functional milk is still an under-developed segment. With sales continuing to grow, retailers have a huge opportunity to capitalise on this.

Last year we revamped our packaging, with the express intent of driving up sales.

### RN How does new packaging help increase sales for independent retailers?

**JP** Our new packaging is designed to champion Nrich's product benefits, including the vitamins, minerals and protein it provides.

The new look is also much crisper and easier to understand and it radically improves how well it stands out on the shelf.

Altogether this is making a real impact on sales for retailers.


### RN What category management advice can you give RN readers who want to boost their sales?

**JP** With so much potential to grow the category, I would recommend dual siting Nrich.

The chiller is essential to capture impulse sales, but second siting them on an ambient shelf has proved a great way to attract shoppers who drink Nrich regularly to buy in bulk in their local c-store.

Tying this into a full-case promo-




**Sampling radically increases the likelihood of purchase**

tion is a great way to drive volume and deliver value to shoppers – giving them even more reason to keep coming back to your store for their regular top-up.

### RN How can retailers attract consumers to Nrich for the first time?

**JP** Savvy retailers looking to really get value from the category should get more active by creating some theatre in store and sampling is a great way to do this.

Shoppers get a chance to try the flavours, but also hear about the product benefits.

Sampling radically increases the likelihood of purchase, bringing even more people into the category.

### RN What promotional plans do you have lined up for this year?

**JP** This year we've got a really exciting football promotion lined up.

We've re-signed as associate sponsors of the grassroots tournament, the Inner City World Cup, plus the Celebrity Soccer Six cup, both of which are taking place at the end of May.

On top of this, we'll be ramping up brand awareness throughout 2015 with a planned advertising, PR, sampling and engagement campaign.

## \*\* Company CV \*\*

**Company** Wanis  
**Sales director, Nrich Milk Drinks**  
 John Payne

**Profile** A leading importer and distributor of world foods, Wanis is a family company which celebrated 50 years' trading in 2014. Its Nrich brand is described as 'the newest player in the flavoured milk category' and is a focus for investment and support from the company this year.

**Latest news** Nrich will be a sponsor of two football tournaments, one grassroots football festival in London and one celebrity six-a-side competition, both happening later this month.



\*\*

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# ACADEMY IN ACTION



Mondelez's Susan Nash talks to Vip Panchmatia about creating effective displays

Share ideas and progress

@IAAcademy #IAA15

## In-store display

Stocking the right products is one thing, but offering them in a way that highlights promotions and demands your customers attention is the art of in-store display. The IAA's Chris Dillon joined Mondelez International's Susan Nash at Vip Panchmatia's new Gloucestershire store to find out how it's done



**Name** Vip Panchmatia

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**Store** Wharf Convenience Store (Mace)

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**Location** Stroud, Gloucestershire

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**Size** 2,000sq ft

The Independent Achievers Academy is a business development programme to help retailers like you improve your store. This is the 1st in a series of 12 features that help show how retailers are using the Academy's advice to grow their sales.



**W**harf Convenience Store is Vip's second store, the first being the IAA award-winning Hexagon Stores in Andover. Vip has been a retailer for 30 years and arrived at the new site in September, opening just before Christmas. He has worked closely with Mace on implementing programmes, but now feels it is time to add a few more personal changes and amendments. The store overlooks the wharf and is situated near to 400 workers at the local council offices and nearby residents. As a new presence in the area, Vip wants to make sure he makes a big impact within the community. "That's why I think it's really important for me to get my displays right," he says.

### My challenge

Vip has a problem with making the most of the space in store. His bakery is located in two different places and some pillars make displays difficult to create.





# IAA ADVICE

1

## Create great promotional feature displays that will draw shoppers to products you want to sell in high traffic areas

Susan's attention is drawn to how the store has been divided into sections using different flooring, for example wood in the alcohol section, to create defined areas. She compliments the bright energy-saving LED chillers and shelf barkers promoting the latest deals. Susan advises Vip to try evening meals together with meal deals as he says a lot of shoppers are female professionals popping in after work.

Susan and Vip turn their attention to what customers experience as soon as they enter the store and find that shoppers are immediately drawn to the right, meaning that the magazine display is unnoticed. Vip says because of the layout he feels this area should be a specialist section such as an ice cream parlour and Susan agrees.

2

## Refresh your displays to reflect seasonal and local events

Vip says he is looking to get involved in local events and he ensures his stores really get involved in seasonal opportunities.

"The staff all wear bunny ears and we position the chocolate eggs so they are in your face as soon as they enter," he says.

Vip has his Easter cards positioned close to the till. Susan recommends moving them to somewhere more prominent to let people know that they are in stock. Vip immediately puts them in the window, so that customers know they can stock up for Easter in store.

Stepping outside, Susan is impressed by the seasonal spring flower display but recommends turning it around so that the display can attract would-be shoppers from the road.

3

## Co-ordinate with suppliers and make disciplined use of category advice to maximise sales and improve customer relationships

Susan is pleased with Vip's confectionery feature but adds that he should consider lifting up items on the top shelf so they can be easily seen. Moving over to the hot drinks section, Susan notices that there is a mix of brand quality across the shelves and suggests organising them so that the value range is on the bottom shelf and the premium drinks on the top. "This aisle would really benefit from PoS that reminds shoppers of other items they need, such as milk or sugar," she says.

Towards the end of the visit Vip prints off his EPOS data and runs through it with Susan to see which categories need improvement. She points out that many of his customers only seem to buy three items, and says a dedicated snacking display and meal deals could drive that up.

## WHAT WE LEARNT



Susan says

"It's always good to get out to stores and see display and merchandising principles in practice. While we have guidelines for each category we operate in, every store is different and has its own challenges, so it is great to see how the principles are applied and adapted. In-store display is critical to driving business with both planned and additional purchases."

### Susan Nash

Trade communications manager, Mondelez International



Vip says

"This visit has given me a clear idea of things I need to do over the next three months. It's backed up a lot of my own ideas and has given me the conviction to make some exciting changes. I'm looking forward to seeing what effect moving my snacks together will have. We've known for a while that we needed to create a meal deal and now we can start to trial one and see how it goes."

### Vip Panchmatia

Wharf Convenience Store (Mace), Stroud



Vip created a window display with his Easter cards

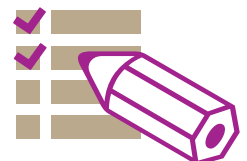
## Vip's action plan

- Create a dedicated snacking display, bringing together different types of single serve snacks
- Introduce a meal deal display, particularly for evening meal deals
- Arrange hot drinks by good / better / best



## Your action plan

- Go to [betterretailing.com/IAA](http://betterretailing.com/IAA) to download the free tools to improve your store
- Complete the benchmarking form by **26 June** to enter the IAA and be in with a chance to receive a mystery shop visit
- Email [iaa@newtrade.co.uk](mailto:iaa@newtrade.co.uk) to order your copy of the IAA's Retail Profit Guide



# PRICEWATCH WATER

## BEST-SELLING WATER PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
<b>Volvic Mineral Water Sports Cap</b> 2l + 50%	£1.01	94p	99p	£1.09	£1.00	-	£1.05
<b>Volvic Touch of Fruit Strawberry</b> 500ml	91p	84p	99p	99p	95p (two for £1)	29p (offer)	99p
<b>Volvic Mineral Water</b> 1.5l	£1.09	95p	99p	£1.19	99p	-	£1.10
<b>Volvic Touch of Fruit Strawberry</b> 1.5l	£1.40	£1.35	£1.39	£1.59	£1.25	£1.39	£1.39
<b>Volvic Mineral Water</b> 500ml	64p	46p	60p	89p	50p	29p (offer)	99p
<b>Evian Action Still Water Sports Cap</b> 750ml	67p	89p	£1.30	£1.25	£1.00	-	99p
<b>Highland Spring Mineral Water Sports</b> 750ml	92p	93p	£1.30	-	-	75p (offer)	95p
<b>Evian Mineral Water</b> 500ml	67p	57p	50p	99p	65p	-	65p
<b>Volvic Touch of Fruit Lemon &amp; Lime</b> 500ml	91p	84p	99p	-	95p (two for £1)	29p (offer)	-
<b>Volvic Touch of Fruit Lemon &amp; Lime</b> 1.5l	£1.40	£1.35	£1.39	-	£1.25	£1.39	-
<b>Highland Spring Mineral Water</b> 500ml	63p	59p	50p	-	50p	59p	65p
<b>Volvic Touch of Fruit Summer</b> 500ml	91p (offer)	84p	99p	-	95p (two for £1)	29p (offer)	-

## Pricing strategies

### RETAILER

# 1



**NAME** MITAL MORAR

**STORE** Superstore

**LOCATION** Castlefield, Manchester

**SIZE** 1,600sq ft

**STORE** residential

We try to keep our water prices the same or below our competitors' and get water on promotion where we can. The 99p pricemarked bottles of Drench are going quite well, and in fact it goes to show that this is one category where £1 doesn't seem to be the magic number. Obviously, water always sells better as soon as the weather gets hot, so we make sure we are fully stocked on customer favourites over the summer. Volvic seems to be one of the more preferred brands, but Highland Spring hasn't been doing too well for us recently.

### RETAILER

# 2



**NAME** MAIR EVANS

**STORE** Londis

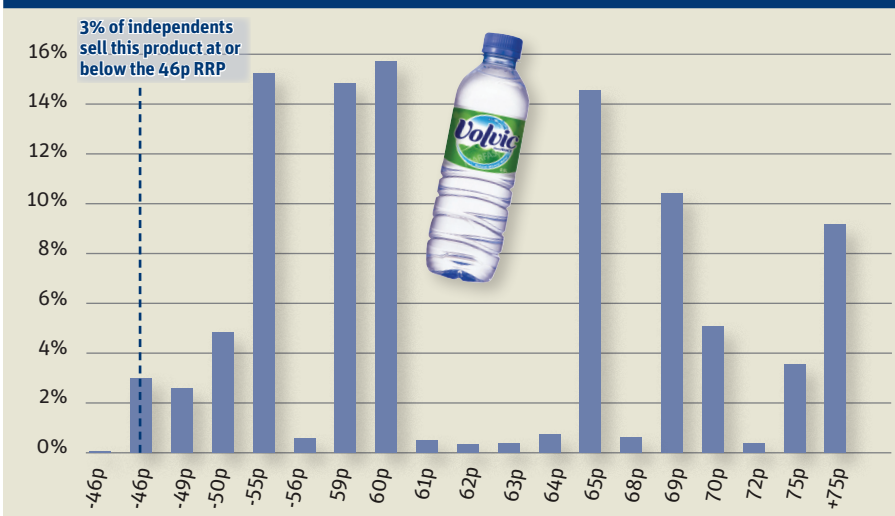
**LOCATION** Bangor, Gwynedd

**SIZE** 3,000sq ft

**TYPE** forecourt

We keep all of our 500ml bottles at the same prices where possible to make purchasing decisions easier for our customers. We're a forecourt, so we can get away with selling water slightly above RRP, and our margins are normally over 30%. When the weather gets hot, water will fly off the shelves because customers just can't get enough. We get a massive uplift in sales when brands come on promotion, for example Volvic 1.5l for £1.20, or a sports cap at two for £1 are really effective. The Londis Supervalu range is very popular, especially the large take home packs.

## VOLVIC MINERAL WATER 500ml Price distribution %



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

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



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

**RETAILER****3****NAME CHAZ CHAHAL****STORE** Costcutter**LOCATION** Bromsgrove,  
Worcestershire**SIZE** 1,300sq ft**STORE** main road

We go slightly above RRP for water, but keep prices quite low compared to other categories. Volvic Touch of Fruit is a good seller, but the plain variant is our bestseller. I'll always bulk purchase water when it's on a good deal, so I can pass this on to my customers while still maintaining a decent margin for myself. I haven't noticed the increase in water sales that a lot of people are reporting. We do stock own brands every now and then, but I try to avoid them as they take sales away from more profitable branded water.

**RETAILER****4****NAME LINDA SHEPPARD****STORE** Rampton Service Station**LOCATION** Rampton,  
Nottinghamshire**SIZE** 500sq ft**STORE** village

Apart from Highland Spring, I only get water when it's on offer. That's why I have no Evian at the moment, because I've just sold out of promotional stock. I've just moved onto Volvic, which has been getting increasingly popular. Water as a whole category is selling well, and I put all bottles in the chiller, except for the 1.5l and 2l formats. Flavoured water is definitely getting more popular - my success with Volvic Touch of Fruit stands as testament to that, which tends to be drunk more by women.

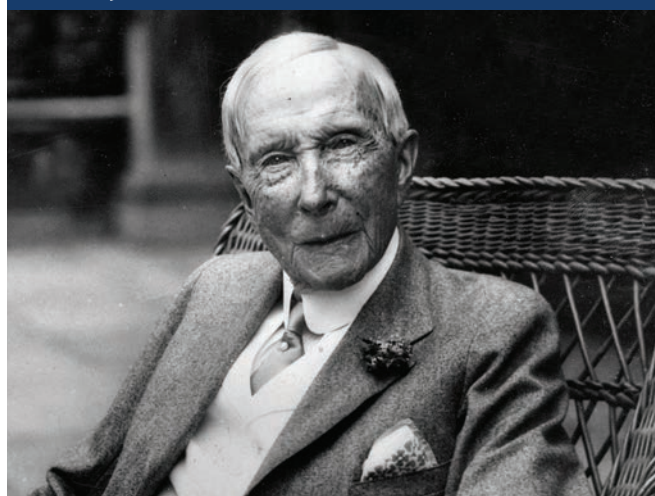
**RETAILER****5****NAME AMIT SONCHHATLA****STORE** SNA Supermarket**LOCATION** Witts Hill, Southampton**SIZE** 2,000sq ft**TYPE** main road

We have a large range of water brands and basically sell whatever shifts at the time. We keep all of our water in the chiller, even the larger bottles. Most customers buy our water to drink straight away, so if it's not chilled, it typically doesn't sell. Flavoured water goes very well, but Volvic Touch of Fruit has been particularly popular in the past year. Water is always a big seller for us during the summer, and sports cap bottles tend to be more popular in the warmer months.



# THE ENTREPRENEURS

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



## JOHN D ROCKEFELLER

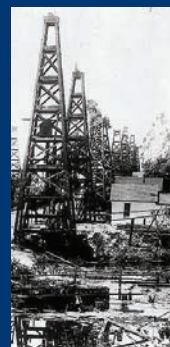
### Route to the top

Co-founder of the Standard Oil Company, Rockefeller revolutionised the petroleum industry, and along with other key contemporary industrialists, defined the structure of modern philanthropy. Rockefeller began his career as a bookkeeper with a trading company in Cleveland. He branched out first with his own trading company, and then into oil refining, followed by the formation of Standard Oil in 1970. The trust controlled about 90% of US refining capacity and attracted

political attacks, and in 1911 Standard Oil was forced to break up.

### Key achievements

- Founded both the University of Chicago and Rockefeller University and funded the establishment of Central Philippine University in the Philippines.
- His foundations pioneered the development of medical research and were instrumental in the eradication of hookworm and yellow fever.
- Rockefeller was the first American worth more than a billion dollars.



### Lessons for your store

- 1** Having knowledge of accounts helps in any business - Rockefeller extolled the virtues of training in accounts as a bookkeeper.
- 2** Give back to society - just look at Rockefeller's support of universities.
- 3** Leave nothing to luck - his fortune - the largest the US had ever seen - was said to be built through the unglamorous virtues of consistency, discipline and organisation.



# RETAILER PROFILE



## Working together works

Listening to the advice of his symbol group while paying attention to his customers' needs has proved to be a winning formula for Northern Ireland retailer Darren Craig. **Steven Lambert** reports on how he's lifted his store to the next level

**A** strong working relationship with his symbol group and suppliers and listening closely to his customers' are the two keys Darren Craig says have helped him to raise his retail game to new levels.

The owner of Today's Extra Spencer Road in Derry City, has spent the last three years gaining advice and support from his symbol group, Today's, to grow his sales and attract more customers to his business.

And he says the hard work has paid off, culminating in the shop coming runner-up in the recent Today's Symbol Retailer of the Year category.

Darren says: "It was a really nice surprise for us. The competition had around 600 entrants, and we were actually voted the top Today's store in Northern Ireland, which we were really pleased about."

With 15 years of experience working in the independent trade, Darren, along with the help of his wife Karen and a team of eight staff members, has endeavoured to offer as many products and services to customers that he can fit into his 1,000sq ft business.

He says: "We're limited a bit with the size of the shop. This is why we decided to have a refit to bring it up to date and to give us a bit more room."

Working in partnership with Today's and wholesaler Savage & Whitten, Darren

has been able to better utilise space in his shop without having to invest in an extension.

He says: "We used to have chillers spread across the shop floor but we've moved these to the walls and extended the amount of fresh and chilled products we have. We now have more ready meals, fresh fruit and veg and dairy products."

"We also added new LED lighting to make the store look brighter and to save us money on our energy bills. We've also made the aisles wider, so the store looks bigger to customers."

"I have to give credit to Today's and Savage & Whitten, they've done a really good job for us."

With the nearest supermarket a quarter of a mile away, Darren says he enjoys a steady stream of trade from local residents and people using the nearby health centre.

But, he adds that he still places a great emphasis on offering the best deals and promotions to make his store appealing to shoppers.

"We do all the promotions we get from Today's, which change every three weeks. We also have a lot of pricemarked products around the shop to show that we offer good value to customers."

"When we do have new deals in, we advertise these on our Facebook page and



**“Both Today’s and Savage & Whitten have been really helpful when it came to planning our refit. It helps when you have good relationships with your suppliers”**

**DARREN CRAIG**



**Darren and Karen Craig have worked hard to secure customer loyalty at their Northern Ireland store**



**“We do all the promotions we get from Today’s, which change every three weeks. We also have a lot of pricemarked products around the shop to show that we offer good value to customers”**

do leaflet drops, which helps to get the word out.”

Along with PayPoint, the Lottery and an ATM machine, Today’s Extra Spencer Road offers visitors a slightly more unique service in the shape of an ice cream parlour.

Darren says: “We got the stand from Morelli, who are a local supplier here, and we installed it around St Patrick’s Day.

“Since then, we’ve had a lot of customers young and old who have been buying from it. I think a lot of it is down to people having memories of having Morelli ice cream at the seaside, so it has been a big draw for us.”

Darren says he currently offers nine flavours of scoop ice cream at the concession but, with Morelli offering a choice of around 40 different lines, he says there is potential to rotate these over the course of the year to encourage repeat visits from shoppers.

By following money-driving trends and modernising his store, Darren says he has been able to cement customer loyalty and has secured the future of his business for many years to come. “We’re now in a really strong position and we want to keep doing what we’re doing.” ●

#### VISIT MY SHOP

**Today’s Extra  
Spencer Road**

166–168  
Spencer Road,  
Derry,  
Londonderry,  
Northern Ireland



**Want to see more of Darren’s store? Go to [betterretailing.com](http://betterretailing.com)**



# ELECTION 2015

It's sunny outside, you've got the chance to sell hundreds of soft drinks and cold beers, so the last thing you've got the time or inclination to do is read the main parties' manifestos. **Tom Gockelen-Kozlowski** sacrificed his tan to find out what they're promising for you and your business

## Are they on your side?

	<b>Conservatives</b> 	<b>Labour</b> 
<p><b>Access to finance</b> Investing in your business is vital for it to grow, and even survive. Each party looks to tackle this in its manifesto.</p>	<p>The 'funding for lending' scheme will continue into 2016 and use the British Business Bank to plug the current £1bn funding gap. The party will treble its 'start up loans' programme for 75,000 business men and women.</p>	<p>A British Investment Bank will be established which will have the resources to "improve access to finance for small and medium-sized businesses". A network of regional banks will be created.</p>
<p><b>Minimum wage</b> While minimum wage rises hit your overheads directly, they make your customers richer too. Though Labour and Conservative policies are not radically different, other parties are more varied.</p>	<p>Will accept the Low Pay Commission's rise to £6.70 this autumn, which the party says puts it on course for it to be £8 by 2020. Pledge to "encourage" employers to pay the higher living wage.</p>	<p>Commitment to raise the minimum wage above £8 by October 2019, "bringing it closer to average earnings". Tax rebates will promote the minimum wage in the private sector.</p>
<p><b>Youth Employment</b> Independent retailers have a major role to play in giving young people a step on the job ladder and every party has a policy for supporting more opportunities in this area.</p>	<p>The party pledges to end youth unemployment with three million more apprenticeships to ensure all young people are "earning or learning".</p>	<p>An apprenticeship guaranteed for every school leaver attaining the grades. The party promises to improve the standard of education in vocational and technical subjects.</p>
<p><b>Business rates</b> All parties agree that the current system is not working and should be changed. There are different ideas for how this should be done, however.</p>	<p>A major review will be completed by the end of this year with a 'better, clearer and more efficient' system promised by 2017. The current small business rate relief will be continued.</p>	<p>Will put "small businesses first" by scrapping a planned cut in corporation tax to lower business rates. Those rates will then be frozen for 1.5 million smaller businesses.</p>
<p><b>Local communities</b> Your area is at the heart of what business is and should be. Can politics help local centres become stronger?</p>	<p>Support for business development districts and other "business-led collaboration" with more say on planning, cleaning and parking. Support for local shops fighting unfair parking charges.</p>	<p>More power for communities to "preserve their local identities". Councils given powers to block the opening of betting shops and payday lenders.</p>
<p><b>Regulation</b> Regulation is one of the things that causes retailers the most complaints. Almost every party wants to ease the burden.</p>	<p>Commitment to cut £10bn of 'red tape' in the next five years. Continue to veto measures that would end small businesses' exemption from much EU regulation.</p>	<p>Setting up a Small Business Administration to ensure regulation is designed to impact small businesses as little as possible.</p>







Britain only succeeds when working people succeed. This is a plan to reward hard work, share prosperity and build a better Britain.



 <b>Liberal Democrats</b>	 <b>UKIP</b>	 <b>Green</b>
<p>The British Business Bank would be put at the centre of the economy. Regional growth funds will be set up alongside a Green Investment Bank to make business banking more competitive.</p>	<p>Government would back 'trade credit insurance' agreements between lenders and small businesses to encourage greater borrowing levels.</p>	<p>Local finance schemes set up to help businesses and the promotion of credit unions and mutuals.</p>
<p>Will ask the Low Pay Commission to "look at ways to raise the minimum wage without damaging employment opportunities".</p>	<p>No rise but a promise to take minimum wage earners out of tax.</p>	<p>Will lobby at the EU for a "directive on a European minimum income".</p>
<p>A regional growth fund will provide two million apprenticeships. By 2020 the party will deliver cheaper travel costs for young workers and support them in renting their own homes.</p>	<p>Schoolchildren aged 14 will be able to replace four non-core GCSEs with an apprenticeship.</p>	<p>Support will be provided to the EU's youth employment initiative, calling for job guarantee schemes for young people across Europe.</p>
<p>Like the Conservatives, they will wait for the completion of the current review but then promise to prioritise reforms that lessen the burden on small business. A land value tax would replace business rates long term.</p>	<p>A 20% relief for one site businesses with premises under a rateable value of £50,000. Businesses with more than one site will be eligible only if all sites are below this threshold.</p>	<p>Business rates will be replaced by a land value tax, set at a local level.</p>
<p>Powers for councils to block the opening of betting shops.</p>	<p>Push to require every council to give at least 30 minutes of free parking to encourage local trade.</p>	<p>A wide range of measures to give powers over planning, governance and maintenance to communities.</p>
<p>A commitment to continue to reduce the burden of EU 'red tape'.</p>	<p>Leave the European Union, cutting 3,580 laws. Plus the repealing of plain packaging and the smoking ban in pubs.</p>	<p>Ban on advertising of processed foods, those high in sugar or fat before the 9pm watershed. ●</p>

PA Photos

# BUSINESS IDEAS

Last week some of Britain's most progressive retailers and host of other leading industry figures come together for the ACS summit.

As **Chris Gamm** discovers, it was a great chance to collect brilliant ideas for your store

## 13 business ideas from leading independent retailers and high street bosses

### 2 Know your customers

**Paul Chamberlain**, ACS commercial director: "The best stores don't have to look the best, they just have to sell what customers need. There is a garden centre in Surrey a few hundred yards from an American school and it has a big, signposted range of American food. It is the last thing you would expect to find in a garden centre."



### 4 Feed them now

**Paul Stone**, Spar Princess Street, Manchester: "We focus on customers who want a snack to fight their hunger immediately and do this 24 hours a day. We specialise in hot food-to-go, coffee, lunch meal deals and fast food like burgers and wedges. In our latest store we created a seating area so customers have somewhere to consume their food as well."



Starbucks boss wants to make you grin



Employ staff who care as much as you do

### 1 Employ passionate people

**David Sands**, David's Kitchen, Glenrothes: "We've grown our kitchen sales - counter and packaged food - to £5,000 a week in a year. This is all thanks to employing staff with a passion for good food. Look for personality and attitude rather than background when recruiting. You can then teach them the skills they need."

### 3 Be famous for something

**Joanna Giacomazzi**, Giacomazzi's, Milnathort, Kinross: "This store has been in the family for four generations and started off as an ice cream parlour. We've kept that to this day and sell high quality ice cream by the scoop and tub alongside traditional convenience goods. We do multi-buys so you can get a great deal on a 3l tub and we encourage tastings, especially on all new flavours."



### 5 Make customers smile

**Kris Engskov**, Starbucks president Europe, Middle East and Africa: "Starbucks is all about making connections in the sea of mediocrity that is service out there. We get grief about putting names on cups, but that stuff makes a difference. We get customers at their most vulnerable time of the day and have a single minute to help decide if their day is going to be a good one or a bad one."

### 6 Make the most of your golden mile

**Michael O'Loughlin**, Applegreen: "Our forecourt customers are 'transmurers' - consumers in cars - and most of our sales are eaten, drunk, smoked or read immediately. The golden mile is the area between the door and the till, so we make sure all the key categories, including coffee, sandwiches, lottery, crisps and chocolate are located in it."





## 7 Give your fresh offer commitment

**Mehmet Guzel**, Simply Fresh, Bethnal Green: "We specialise in seasonal fruit and vegetables, the things shoppers will see on Saturday Kitchen. Waste is easy to manage if you give it the commitment it deserves. Better management means you'll sell more and waste less. We're lucky and are near Spitalfields market, but the internet makes finding local suppliers easier than ever."

## 8 Build community relationships

**James Lowman**, ACS chief executive: "I'm more worried about local authorities having the power to limit the number of tobacco, alcohol, food-to-go and energy drink outlets than I am about fat or sugar tax. You need to build relationships with councillors, school heads, town teams and other local businesses and talk to them about how responsible you are as a retailer. Tell them about how you are investing in your business, as it's these investments that create jobs and grow the economy."

## 9 World of opportunity

**Adam Hogwood**, Budgens Broadstairs, Kent: "I've found a supplier of Japanese snacks which are low cost, offer high margins and are completely different to what you can get from wholesalers. It's all about 'chili coconut' for me at the moment."



## 10 Create counter a-peel

**Raaj Chandarana**, Premier Tara's News, High Wycombe: "The best thing I learnt is that bananas are the seventh biggest selling single item in supermarkets. Putting them at the counter creates a new impulse sales opportunity."

## 11 Display your credentials

**Paul Chamberlain**, ACS commercial director: "Great display sets the tone for your shop, communicates your values and reassures people they've made a good choice. If a great fresh display can give shoppers confidence in the business as a whole, why not put it out the front? And use local produce as the 'best' in your 'good-better-best'."



Is the till an out of date idea?

## 12 Think about your layout

**Nick Lloyd**, Symonds Forecourts: "If you'd never seen a c-store and were designing one from scratch, would you put a barrier between you and the customer? If we're all going to be contactless by 2020, will we need counters, especially in a dark tobacco market? I think there is an opportunity to shake up store layouts and use staff for packing bags, helping customers and answering questions."

## CALLS FOR RETAILERS' MP INVOLVEMENT



Get involved: MPs can help your business

### James Lowman, ACS chief executive, calls on store owners to engage with their MPs after the election

Engaging with MPs is an incredibly valuable thing for retailers to do that can have a significant positive impact on their business.

MPs have significant influence locally and can help to campaign on issues affecting a store in the area.

Never underestimate the potential of an MP writing a letter on behalf of a business. Dean Holborn, for example, spoke to his local MP and managed to change the road outside his store from having double yellow lines to featuring a parking space for customers. This has had a direct effect in increasing footfall to his store, and it all came from a meeting with his MP.

When meeting with their MP, retailers have a great opportunity to raise issues that are affecting them locally, whether that's local business rates, parking, engagement with local schools or issues with crime and anti social behaviour.

The local shop sector has a great story to tell – providing flexible jobs for local people of all ages, investing in new technologies and supporting other businesses such as fresh food providers, schools and charities.

The best way to approach engagement with an MP is simply to invite them into store and show them first hand what the issues affecting your business are.

## 13 Smell the coffee

**Kris Engskov**, Starbucks president Europe, Middle East and Africa: "Customers are demanding innovation and the opportunity to discover something different. We've created a Willy Wonka coffee store in Seattle where you can see every step of the process from bean to cup and drink super premium coffee. It's about creating experiences, dramatic innovation and authenticity." ●

# SPORTS & FESTIVALS

Whoever headlines Glastonbury, wins Wimbledon or lifts the FA Cup you can be sure that Britons everywhere will need little excuse to celebrate throughout the summer. In this special double feature, **Nadia Alexandrou** profiles the essential events you should be ready for, giving you advice from top retailers around the country on how to capitalise on them

## It must be summer...

### 1 Glastonbury 24-28 June

Pilton, Somerset

With acts such as Kanye West and Foo Fighters, the world's most famous festival will not just be for those who bought tickets. The BBC is broadcasting highlights on TV, radio and on-line. Turn over to read about retailer **Peter Graham's** plans to showcase local produce to festival goers.

### 2 Reading and Leeds Festivals 28-30 August

Richfield Ave, Reading and Bramham Park, Leeds

A blend of indie and rock music is on show with Mumford & Sons and Metallica due to play. The same line-up plays in Reading and Leeds on different days.

### 3 The Isle of Wight Festival 11-14 June

Newport, Isle of Wight

Made famous by Jimi Hendrix, this festival heralds the start of the summer season for music lovers and Isle of Wight retailers alike.

### 4 Festival No. 6 3-6 September

Portmeirion, Wales

A festival set in idyllic scenery of sea, mountains and forest, this is one of



They'll need feeding round the campfire

the biggest events in Wales this summer.

### 5 T in the park 9-12 July

Strathallan Castle, Perthshire

Scotland's biggest musical festival attracts an 80,000-strong beer and snack-hungry crowd each year. The Libertines and Kasabian are among the highlights for 2015.

### 6 Bestival 10-13 September

Robin Hill Country Park, Isle of Wight

Isle of Wight retailers have one of the last opportunities of the year to profit from festivals. Bestival's annual 'theme' this year is 'Summer of Love'.

### 7 Creamfields 28-30 August

Daresbury, Cheshire

The North West gets its moment to shine with Creamfields, a dance music festival that has also been held in Lisbon, Rio and Mexico.





## 8 Green Man 20-23 August

Brecon Beacons, Wales

Set in yet another beautiful location in Wales, Green Man is at the foot of the Black Mountains and has a bargain entry price compared to many other festivals.

## 9 Latitude 16-19 July

Henham Park, Southwold, Suffolk

The family-friendly festival will bring thousands of people of all ages to East Anglia. Fruit Shoots and cocktail sausage rolls, rather than crates of lager, may therefore be the order of the day.

## 10 V Festival 22-23 August

Hylands Park, Chelmsford and Weston Park, Weston-under-Lizard

V is all about the pop, and is typically a muddy affair. The line-up includes Calvin Harris, Stereophonics, Kasabian, The Script, Ellie Goulding, Paloma Faith, Olly Murs, Sam Smith, Clean Bandit, Hozier and more.



Hot, thirsty and ready to spend

## 11 Proms July-September

Royal Albert Hall, London

The BBC-organised classical music festival returns to London's Royal Albert Hall for its 120th year in July. Like Glastonbury, music lovers can enjoy the proms at home thanks to blanket broadcasting.

## 12 Hay Festival 21-31 May

Hay-on-Wye, Wales

Hay celebrates influential writing of all kinds. Sponsored by the BBC and Telegraph, it attracts academics and members of the literary establishment in equal measure.

## 13 Edinburgh Festival Fringe 7-31 August

The Edinburgh Festival Fringe is the largest arts festival in the world and will bring thousands of performers and even greater numbers of visitors into the city's convenience stores.

## 14 Royal Ascot 16-20 June

Bringing a multitude of excitable hat-clad spectators from all over to watch the races, Royal Ascot is one of the biggest dates in the sporting calendar. Local retailer **Sandeep Patel's** plans can be discovered on the next page.

## 15 Rugby World Cup 18 September-31 October

Twickenham Stadium

This Heineken-sponsored event will be taking place in 11 cities across England and Wales. The one to watch out for will be the final, hosted by Twickenham Stadium on 31 October.

### Friday 18 September

England v Fiji, Twickenham, London

### Saturday 19 September

France v Italy, Twickenham, London

### Saturday 26 September

England v Wales, Twickenham, London



## 16 Cricket – Ashes, England vs Australia 8-12 July

The first test match of the Ashes will take place in Cardiff to start a busy summer of cricket.

### Second test

16 – 20 July, Lord's London

### Third test

29 July – 2 August, Edgbaston, Birmingham

### Fourth test

6 – 10 August, Trent Bridge, Nottingham

### Fifth test

20 – 24 August, The Oval, London

## 17 FA Cup final 30 May

Wembley Stadium, London

With live coverage from the BBC and BT Sport, the reach of this game extends far beyond Wembley Stadium. Find out what Manchester retailer **Bhavesh Parekh** has planned for football fans and how Wembley retailer **Jeetendra Kanji** has a very different event on his mind on the next page.

## 18 Wimbledon Championships 29 June-12 July

South London

Wimbledon is set to be celebrated by tennis fans everywhere at the venue and around the world. Find out how Kent retailer **Bintesh Amin** gets involved overleaf.

## 19 Tfest, Strathclyde Park, Scotland 31 July – 2 August

Motherwell,  
Lanarkshire

Tfest offers festival goers an affordable and family-friendly weekend of music dance and comedy. Retailer **Shahid Razzaq** is preparing to profit from this local event.

## 20 Welland Steam & Country Rally 24-26 July

Malvern, Worcestershire

One of many smaller festivals around the country, this family event attracts campers from across the UK. Find out how **Kate Clark** takes advantage on the next page. ● >>

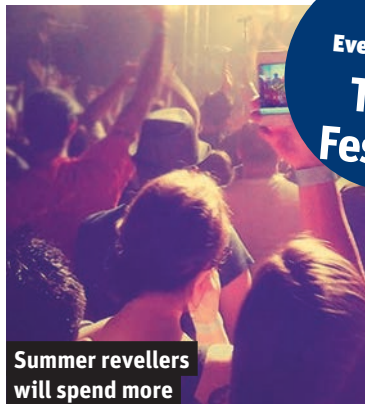
Find out how retailers make the most of these events on the next page



Football will continue to inspire big nights in



# SPORTS & FESTIVALS



Event  
**Tfest Festival**

Summer revellers will spend more

**Shahid Razzaq**  
Premier Mo's Convenience, Blantyre, Glasgow



Building on activity Shahid organised around last year's Commonwealth Games, the focus this year for him is Scotland's tribute music festival, Tfest, on 31 July.

**Lessons from Shahid**  
**Get planning** From last year's sales data Shahid knows that beer and

confectionery is a big seller for such events, in particularly Portuguese Sagres beer.

**Promote** Shahid is selling four packs of Sagres for £2, down from £4.99

**Bulk buy** To be able to make a profit out of these promotions, he bulk buys them ahead of time for a good discounted price.



**Building on activity Shahid organised around last year's Commonwealth Games, the focus this year for him is Scotland's tribute music festival, Tfest, on 31 July**



Event  
**Local charity event**

**Jeetendra Kanji**  
Vineyard's Food & Wine, Wembley, London

Although his store is close to Wembley Stadium, retailer Jeetendra Kanji finds that a somewhat smaller local charity event has a bigger impact on sales. The Zumbathon, hosted by EducAid, is a six hour dance-exercise marathon with both children and adults taking part to help raise money to educate children.

**Lessons from Jeetendra**  
**Look for local events** Whereas Jee-

tendra's location means his shop is little affected by Wembley Stadium, his involvement with Zumbathon reaps far bigger rewards.

**Get in touch with charities** In the name of raising money for children's charity EducAid, Jeetendra can both connect with his customers and have a popular event organised on his doorstep.

**Donate** Jeetendra offers around 240 bottles of water for the annual Zumbathon ensuring that the goodwill felt for his business continues well after the event finishes.



Dance events make Jeetendra a local hero



Hats off to the summer of sports

Event  
**Live Sport**

**Sandeep Patel**  
Costcutter, Ascot, West Berkshire

Despite being located in an affluent area and close to a high-profile event, almost all the same rules apply for the races as all major sports events, as Sandeep has learned.

**Lessons from Sandeep**  
**Be fully stocked** As long as he gets this right, Sandeep enjoys an easy

sales lift of 80%.

**Order extra wine and beer** These are typically the two fastest sellers for any cultural event, and if these sell out, profits will plummet.

**Don't promote** If you're near to any high-profile event that attracts a lot of affluent customers, you don't need to run extra promotions to drive sales.

## FOUR NEW PRODUCTS FOR SUMMER

Here are four recent product launches designed to make the most of the summer of sport, music and fun



**Pringles tortilla**  
As a generally popular snack choice for any evening in, Pringles Tortilla, launched in mid-April, is expected to drive 'explosive growth' for both the Pringles brand and tortilla category as a whole. **RRP** £2.48



**Magnum Pink Raspberry**  
Launched in April, Magnum's latest limited edition is being supported by a £13m marketing campaign, and is likely to be on the radar of many festival fans.



**Pimm's Cider Cup**  
Designed to tap into the boom of fruit ciders, Diageo is looking to 'revolutionise cider' with this new variant, and drive new customers ahead of this summer's line up of music and sports events.



**Lipton Raspberry Ice Tea**  
With sales of iced tea and coffee up almost a third year on year, Britvic timed this launch to coincide with summer and 'unlock further sales for retailers over the coming months'.





# SPORTS & FESTIVALS



**GO THE EXTRA MILE**  
Kate Clark – Sean’s News, Worcester



**Event**  
**Summer holidays**

**Bintesh Amin**  
Londis, Blean, Canterbury



Arranging store activity around key events is a big focus for Bintesh. This year he’s looking at events such as Wimbledon and family barbecues to drive store sales.



customers on their summer high. **Sample some local produce** This is going to be a big focus for Bintesh, who has found that there’s big demand in his community for organic and local produce. **Have a summer theme** With Wimbledon round the corner and the weather heating up, Bintesh is concentrating on items such as strawberries and Pimm’s.

**Lessons from Bintesh**

**Organise in-store tastings** Bintesh is planning in-store tastings before and after the summer holidays to catch



**Event**  
**TV sport**

**Bhavesh Parekh**  
Kwiksave, Bolton, Lancashire



Thousands of people may be attending Wimbledon, but millions will be watching it at home with friends and family – and this is something every retailer can take advantage of.

rial to highlight his promotions for these two events, including 15-packs of Carling for £8.45 (for the FA Cup) and 1l squash and cordials for £1, down from £1.75 (for Wimbledon).

**Buy ahead of time** This is the only way Bhavesh can get good enough promotions to run, and profit from, for these events.

**Reward your customers** Bhavesh leaves it up to the judgement of his staff members to decide which two customers deserve free tennis rackets he gives away to create excitement around Wimbledon.

**Lessons from Bhavesh**

**Use in-store theatre** Bhavesh has used themed point of sale mate-



**Event**  
**Music Festival**

**Peter Graham**  
Croscombe Village Stores, Croscombe, Somerset



Being located on the route to the Glastobury music festival has its perks, and new store owner Peter is looking to tempt festival goers on their way in and going home with something a little bit different.

travellers always expect to see different things in shops, and Peter makes sure he offers a good range of premium and fresh meats and cheeses.

**Give them a taste of local life** Offering produce from the farmer down the road speaks volumes about a store’s values, and is a good way to make sure you’re remembered next year.

**Stock camping essentials** It can be easy to get too carried away with fancy produce and forget basic necessities such as 2l water bottles and tea bags. ●



**Lessons from Peter**

**Meet visitor expectations** Long distance

**Event Local festivals**

Kate Clark has taken full advantage of local festivals in her area to bring in crucial extra sales while the weather is good to keep her business strong during quieter times. As you’ll see below this means a bit of organisation and not being afraid of a little mud.

**Kate’s advice for a profitable summer**

**1 Do your research** The reason why summer is one of the most profitable times of year for me is because I proactively hunt out opportunities – by just searching on the web and asking around friends and colleagues I find out what’s happening in my local area. I’m attending six different festivals this year, including a first for me, the Lake Festival.

shop, they know exactly who I am and stop me for a chat, and will always come to my store if they need to top up on groceries.

**2 Bring your shop to them** Rather than just wait for holiday makers to come to me, I have a van in which I take a whole range of non-perishable products such as tea bags, coffee, cigarettes and newspapers and sell them to campers on site. This takes customer service to a whole new level, and I will often get specific requests which I will bring the next morning, for example, the Independent delivered to them for the next three days.

**4 Offer fresh produce where possible** A big reason why I’m asked to go back every year is because I mostly sell local produce at a reasonable price. At one festival I’m able to not restrict myself to non-perishable goods and I will order a large quantity of milk from a local dairy farmer and sell fresh bread from a bakery.

**3 Form relationships with campers** Chatting away to campers in the morning while they’re still in their pyjamas and wellies is a great way of forming good relationships. That way, when they do venture into town and see me on my ice cream bike or in my

**5 Be smart with stock orders** The Welland Steam & Country Rally is the only time Booker ever deliver to me, on site at the rally itself. On top of all the local produce I order, I’ll take about £10,000 worth of stock from Booker – including a wide range of essential products. To sell these products we have a big marquee with a large chiller display.

**Big sales from the steam rally**





# PREVIEW



### King for a day

Maynards is offering consumers a chance to Celebrate Like Royalty as part of a voucher code promotion.

**RRP** various  
**Outers** various  
**Contact** 0870 191 7343



### Kit for purpose

Colman's has launched a new meal kit in three variants - Chicken Risotto, Tagine and Curry.

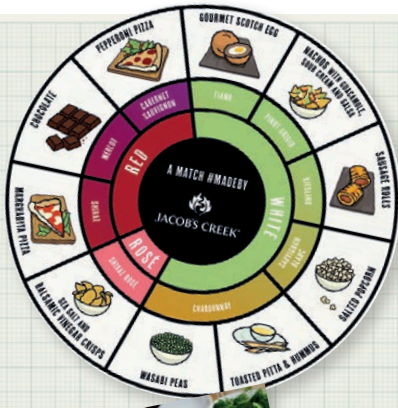
**RRP** £2.49  
**Outers** 5  
**Contact** 01293 648 000



### Berry good

Lipton Ice Tea is launching a new Raspberry variant, as well as reducing the sugar content.

**RRP** £1.13  
**Outers** 12  
**Contact** 0845 7581781



### Perfect partners

Jacob's Creek has been promoting its range using wine guru Rebekah Richardson and TV expert Jo Pratt.

**RRP** various  
**Outers** various  
**Contact** 01293 648 000



### Popcorn treat

Nature Valley has launched Popcorn bars in two flavours, Cranberry & Yoghurt and Peanut & Sunflower Seed.

**RRP** £2.89  
**Outers** 18  
**Contact** 01895 201367



### You're my Venus

Gillette's female brand Venus will now include two new razors, Snap With Embrace and Embrace Sensitive.

**RRP** various  
**Outers** various  
**Contact** 0800 597 3388





### On your bike

Tsingtao Beer is sponsoring Italian team MV Agusta for this season's fast-growing British Superbike Championship.

**RRP** various

**Outers** various

**Contact** 0845 6000 666



### Pastry party

Heinz's pastry range sees four additions – Baked Beans With Chicken & BBQ Sauce, Beans With Cheese and Firecracker Sauce and HP Texan Style BBQ Sauce.

**RRP** various

**Outers** various

**Contact** 020 8573 7757



### Rustling up snacks

Kepak is broadening its Rustlers brand by launching two panini products, Chicken & Pesto and Pepperoni.

**RRP** £2.39/£2.49

**Outers** 4

**Contact** 01772 688300



### Crest of a wave

Dairy Crest is launching price-marked packs for its 250g Utterly Butterly and Country Life brands aimed at the convenience sector.

**RRP** various

**Outers** 8

**Contact** 08457 811 118



### Spray that again

Dairy Crest's Clover range is extending with the launch of three spray cooking oils – Buttery, Chilli and Garlic.

**RRP** £2

**Outers** not given

**Contact** 08457 811 118



### Piece of cake

Mars is adding to its cake range with the launch of a new Mars Bar Cake.

**RRP** £15

**Outers** not given

**Contact** 01753 550055



# THIS WEEK IN MAGAZINES

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@NicolaStewartRN



## Round up



**NICOLA STEWART**  
Magazines  
reporter

## MOUNTING PROBLEMS

I was picking up a magazine in the airport a few weeks ago and, as I always do, spent a bit of time checking out the display and range on offer in the store. It was a WH Smith and, as is often the case with WH Smith, I was impressed by the amount of premium priced bookazines they had in store.

These titles were £9-£12, fantastic quality and covered a wide range of topics. I know from speaking to distributors that they are high earners and I encourage independents who think they could sustain the price point to speak to their wholesaler about stocking them.

The other thing I always look out for is something that comes up regularly when speaking to newsagents - management of children's titles. It is a tough category to keep looking tidy. Children come in and pull the section apart and, especially in busy stores that don't have someone dedicated to magazines, it can end up a shambles.

Part of the difficulty comes from oversized covermounts, which I understand can cause frustration for many retailers. Shelf space is always at a premium and some of these toys can scarcely fit on newsstands. I was curious, then, to speak to some publishers about how important covermounts are to sales, and the consensus so far is 'very'. Children's publishing is fiercely competitive (no surprise considering the amount of titles in the sector) and covermounts are a major part of that. So, I invited Redan Publishing (think Fun to Learn Peppa Pig) to write about the topic in this week's Industry Viewpoint (see page 44).

## Swift sales for comic

# FLASH MOB IS COMING TO SPLASH THE CASH

He's DC Comics' latest superstar superhero and Titan Publishing's new quarterly will fly off the shelves as fast as he solves crime

**POPULAR DC COMICS** character The Flash was introduced to the small screen last year and the series was recently renewed for a second season. Airing on Sky One, the show follows the high-speed superhero as he fights crime and protects the citizens of Central City. Now, Titan Publishing is introducing this fully licenced and official comic based on the hit series. Each 100-page issue will feature four adventures as The Flash takes on the multiple threat of mob rule. The launch issue will share his secret origins and will have a special guest appearance from the Green Lantern. Retailers are advised to display it alongside other comics.



**THE FLASH**  
On sale 7 May  
Frequency quarterly  
Price £3.99  
Distributor Comag  
Display with  
Astonishing  
Spiderman, Batman  
Arkham, Avengers  
United

Take a  
Break's  
Take a  
Crossword

If you only stock one  
puzzle magazine

*This should be it!*

UK'S TOP SELLER THROUGH INDEPENDENTS







## ROAD TO UEFA EURO 2016

In anticipation of one of the most eagerly awaited sporting events of next year, Panini is releasing this new Adrenalyn XL trading card game. The collection will prepare fans in the run up to the event, featuring all of the top teams and players. Starter packs will include a collector's binder, game board, 19 trading cards and a limited edition card. There are a total of 333 cards to collect, including 92 limited edition cards.



**On sale 7 May**  
**Frequency ongoing**  
**Price starter £4.99, cards £1**  
**Distributor Marketforce**  
**Display with other collectables**



## RELAX WITH ART

The art therapy craze continues with the launch of this monthly colouring title from Bromleigh House. Relax with Art is aimed at women aged 30 and above and features 'stress-relieving and fun' colouring projects. Each issue will be themed and covermounted with a free gift. Retailers should ensure they cash in on the popularity of colouring titles by speaking to customers and creating strong displays.



**On sale 30 April**  
**Frequency monthly**  
**Price £2.99**  
**Distributor Marketforce**  
**Display with Art Therapy, Zen Colouring**



## ECO KIDS PLANET

Aimed at children aged seven to 11, Eco Kids Planet teaches kids about the wonders of the Earth. The magazine is filled with facts, photographs and projects. Each issue focuses on a different part of the world, with topics such as the Amazon and the Arctic. This educational title should appeal to both children and parents and should be displayed prominently alongside similar titles.



**On sale 30 April**  
**Frequency monthly**  
**Price £3.30**  
**Distributor Marketforce**  
**Display with National Geographic Kids**



## RIDE CYCLING REVIEW

Ride Cycling Review has been sold in Australia for more than 15 years and was introduced to the UK newsstand in October 2013. The quarterly title includes detailed race reports, bike product tests - presented in the innovative 'build report' - and bike reviews. This runs alongside contributions from successful riders such as Brad McGee and Cadel Evans. Premium priced at £7.95, the title is high value for retailers.



**On sale 30 April**  
**Frequency quarterly**  
**Price £7.95**  
**Distributor Marketforce**  
**Display with Cycling Weekly, Cycling Plus, Bike Monthly**



## CLASSIC & SPORTS CAR

The next issue of Classic & Sports Car comes with a 32-page supercar supplement, featuring a selection of some of the most influential models spanning five decades: the Lamborghini Miura, Ferrari 365BB, Porsche 959, McLaren F1 and Bugatti Veyron. It also includes a guide to buying comparable performance cars for less than £30,000 and a round-up of famous failures. This issue should be displayed prominently in the motoring section.



**On sale 7 May**  
**Frequency monthly**  
**Price £4.70**  
**Distributor Frontline**  
**Display with Practical Classics, Octane**



## Bestsellers News & current affairs

Title	On sale date	In stock
1 New Scientist	07.05	<input type="checkbox"/>
2 Private Eye	13.05	<input type="checkbox"/>
3 The Economist	01.05	<input type="checkbox"/>
4 Weekly News	06.05	<input type="checkbox"/>
5 BBC Focus	30.04	<input type="checkbox"/>
6 Spectator	01.05	<input type="checkbox"/>
7 National Geographic	29.05	<input type="checkbox"/>
8 BBC History	21.05	<input type="checkbox"/>
9 New Statesman	01.05	<input type="checkbox"/>
10 All About History	30.04	<input type="checkbox"/>
11 The Week	01.05	<input type="checkbox"/>
12 Investors Chronicle	01.05	<input type="checkbox"/>
13 History Revealed	30.04	<input type="checkbox"/>
14 Monocle	21.05	<input type="checkbox"/>
15 How It Works	21.05	<input type="checkbox"/>
16 BBC Sky At Night	21.05	<input type="checkbox"/>
17 New Scientist The Collection	13.05	<input type="checkbox"/>
18 National Geographic Special	21.05	<input type="checkbox"/>
19 Wonderpedia	30.04	<input type="checkbox"/>
20 Oldie Monthly	30.04	<input type="checkbox"/>

Data supplied by **Menzies** DISTRIBUTION

From the movie

# FROZEN

STARTER PACK  
£4.99 RRP

TRADING CARD PACKET  
75p RRP

# TRADING CARD Collection

# ON SALE NOW!

**BRAND NEW!**

www.paninigroup.com

www.disney.com/frozen ©2015 Disney Enterprises, Inc. All rights reserved.

# THIS WEEK IN MAGAZINES



## MOTHER & BABY

This issue of Mother & Baby comes with a free 36-page sleep booklet. The supplement is a mums' guide to some of the best kept secrets for helping a baby sleep through the night. It features expert advice on how to identify the best sleep schedule for both parents and babies. The issue also comes with a 20%-off voucher code for baby clothing store Vertbaudet and has more than £2,000 worth of giveaways.



**On sale 6 May**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Frontline**  
**Display with Prima Baby, Gurgle**



## POPULAR PATCHWORK

The 2015 'bag special' of Popular Patchwork is 100-pages and includes 45 ideas and inspirations for making handbags, totes and more. The issue is premium priced at £4.99, up from the usual £4.50, and comes with a free, full size pattern sheet. Published by My Time Media, the magazine is dedicated to patchwork and quilting and is aimed at all ability levels, from beginner to expert.



**On sale 1 May**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Seymour**  
**Display with Love Patchwork & Quilting**



## GLAMOUR USA

The annual 'power women' issue of Glamour USA for 2015 features Michelle Obama, Sarah Jessica Parker and Kerry Washington on the cover. Inside, the trio speak out about why they have teamed up to advocate for servicewomen, female veterans and military wives. US magazines typically carry a higher price point than their UK counterparts and add variety to the newsstand.



**On sale 8 May**  
**Frequency monthly**  
**Price £4.50**  
**Distributor Comag**  
**Display with US editions of Cosmopolitan, Vogue & Harper's Bazaar**



## HEAT

The next issue of Heat is on sale for just £1, a saving of 65p for readers. Frontline is expecting sales on the issue to increase by up to 80%, based on sales from previous £1 promotions. The £1 price tag is for one issue only, with the price returning to normal the following week. The reduced price aims to sample a different audience and renew interest in the title.



**On sale 5 May**  
**Frequency weekly**  
**Price £1**  
**Distributor Frontline**  
**Display with OK!, Grazia, Hello!**



## INSTYLE

The June issue of InStyle is covermounted with a free Clinique Smart Custom Serum valued at £11. The special 'summer glamour' issue features British model and 'it girl' Daisy Lowe on the cover and is guest edited by internationally renowned fashion designer Roberto Cavalli, who answers readers' style dilemmas, gives his opinion on key summer trends and offers InStyle readers an intimate look into his world. The issue should be displayed prominently in the women's monthly section.



**On sale 30 April**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Marie Claire, Glamour, Red**

## Industry viewpoint

**Lisa Lowarch**  
 Commercial manager,  
 Redan Publishing



**I** think publishers and retailers alike will agree that covermounts have become a necessary evil in terms of magazine sales promotions.

These days it can be hard to tell if you're selling a magazine with a gift attached or a gift with a free magazine.

At Redan, we ensure that our magazines contain the highest quality editorial content and this is all important in terms of securing the most popular characters like Peppa Pig and Ben & Holly for inclusion, but I doubt we'd sell half the number of copies we do if we didn't include a free gift.

I keep a keen eye on what our competitors are offering and there is no doubt that the gifts are getting bigger and better with each issue. I have even seen some magazines entirely obliterate their front cover in order to showcase a particularly strong covermount.

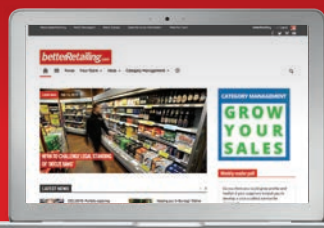
It's very easy to demonise covermounts, as they must make the whole job of displaying and re-stocking the newsstand a real nightmare at times. But like publishers, retailers need to embrace them as they are a huge driver of sales and without them the children's magazine market may not survive.

The lure of physical treats is still strong for young children and the covermounts create a USP that you can't get by purchasing a digital app.

When ordering the gifts for our titles, safety and quality is my number one concern, followed by the effect it will have on the magazine's display for retailers - I always try to ensure that they are not too heavy or wide and that they are securely attached to the cover.

Covermounts are a hugely important part of our sales strategy.

If retailers want a thriving children's section that attracts young families into their shops, they need to keep their shelves tidy and well stocked, because, I'm afraid they are here to stay.



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**FOCUSSED ON INDEPENDENT RETAILING**



# THIS WEEK IN MAGAZINES

## Partworks

Title	No	Pts	£
<b>Amercom</b>			
Great British Locomotives	32	48	8.99

<b>Amermedia</b>			
Military Vehicles	36	48	5.99

<b>DeAgostini</b>			
Build the Millennium Falcon	17	100	8.99
Cake Decorating	163	180	2.99
Cake Decorating Relaunch	112	165	2.99
Dinosaurs & Friends	10	60	5.99
Official Star Wars Factfile	66	120	2.99
Something Sweet	68	90	2.99

<b>Eagle Moss</b>			
3D Create & Print	15	90	6.99
Batman Automobilia	61	80	9.99
DC Chess Collection	86	96	8.99
Disney Cakes & Sweets	86	120	4.50
Doctor Who	44	70	7.99
Knit & Stitch	120	176	5.00
Marvel Chess Collection	36	64	8.99
Marvel Fact Files	111	150	2.99
Military Watches	32	80	9.99
Star Trek Off. Starships Coll.	45	70	9.99

<b>Hachette</b>			
Art of Knitting	14	90	2.99
Art Therapy	6	100	2.99
Black Pearl	68	120	5.99
Build the Mallard	35	130	7.99
Build the U96	35	150	5.99
Classic Pocketwatches	70	80	8.99
Judge Dredd Mega Collection	8	80	9.99
Marvel's Mightiest Heroes	35	60	9.99
My 3D Globe	17	100	5.99
Your Model Railway Village	75	120	8.99

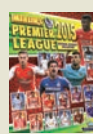
<b>RBA Collectables</b>			
Amazing Dinosaur Discovery	9	80	5.99
Precious Rocks, Gems & Minerals	14	100	5.99
Real Life Bugs & Insects	32	85	5.99

## Collectables

### Topps



**Disney Frozen Activity Cards**  
Starter £4.99  
Cards £1.00



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



**Disney Frozen Fashion Pack**  
Packets £1.00



**Moshi Monsters Mash Up Party**  
Starter £4.99  
Cards £1.00



**LEGO Chima**  
Starter £2.99  
Stickers £0.50



**Skylanders Trap Team**  
Starter £4.99  
Cards £1.00



**Match Attax 2014/2015**  
Starter £3.99  
Cards £1.00



**Star Wars Rebels**  
Starter £2.99  
Stickers £0.50



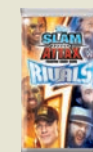
**Match Attax Extra**  
Starter £3.99  
Cards £1.00



**Top Gear Turbo Attax**  
Starter £4.99  
Stickers £1.00



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



**WWE Slam Attax Rivals**  
Starter £4.99  
Cards £1.00



**Hero Attax Marvel Avengers**  
Starter £4.99  
Cards £1.00

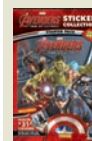
### Panini



**Animals**  
Starter £2.99  
Stickers £0.50



**Liverpool FC 2015**  
Starter £2.99  
Stickers £0.50



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



**Manchester United 2014-2015**  
Starter £2.99  
Stickers £0.50



**Big Hero 6**  
Starter £2.99  
Stickers £0.50



**Disney Princess Palace Pets**  
Starter £2.99  
Stickers £0.50



**Disney Cinderella**  
Starter £2.99  
Stickers £0.50



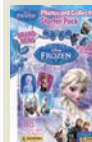
**Sofia the First**  
Starter £2.99  
Stickers £0.50



**Disney Frozen Enchanted Moments**  
Starter £2.99  
Stickers £0.50



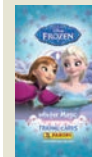
**UEFA Champions League Adrenalyne XL**  
Starter £4.99  
Cards £1.00



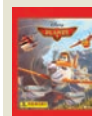
**Disney Frozen Photocards**  
Starter £3.99  
Cards £1.50



**UEFA Champions League**  
Starter £2.99  
Stickers £0.50



**Disney Frozen Winter Magic**  
Starter £4.99  
Cards £0.75



**Disney Planes**  
Starter £2.99  
Stickers £0.50



COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

## ALPESH AND BIMAL PATEL ON HOW THEY BECAME AWARD-WINNING RETAILERS

Plus, RN speaks to four independent retailers about how they are developing their businesses to accommodate the rise of the chilled and dairy category



# EXTRA! EXTRA!

 Steven Lambert  
 steven.lambert@newtrade.co.uk  
 020 7689 3357  
 @StevenLambertRN

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## Back in the day

# 100

YEARS AGO  
1 May 1915



Among the hot news items covered during the height of fighting in World War I was the story of a delivery boy who arrived 15 minutes late for work at an unnamed south England newsagent saying that his boiled egg was bad and he had to sort something else for breakfast instead.

# 50

YEARS AGO  
1 May 1965



Benson & Hedges followed the recent budget by announcing the launch of a new cigarette brand, Mayfair. The launch saw the new brand available in 10s and 20s, the former retailing at 2s 1 1/2d, the latter for 4s 3d.

# 25

YEARS AGO  
5 May 1990



The women's magazine wars were heating up, after a relaunched Chat magazine managed to nearly sell out of its doubled print run of 1.5m copies. The move saw the weekly shifting away from a newspaper format and into a more display-friendly magazine style.

## Hey good looking – how do you fancy a bit of discount?

If you've seen scores of journalists wielding notebooks around your local branch of Pret A Manger, then it's odds-on they were following up one of the more intriguing retail-based stories to emerge in recent weeks.

For it appears as if the sandwich and coffee establishment has given its baristas and staff the green light to give away the odd free cup of coffee or tea to customers they like the look of.

It could be purely because

the staff like someone's manner or the way they compose themselves.

Alternatively, according to Clive Schlee, the Pret chief who revealed the policy, it may be because they fancy them.

The news has sent scores of people scurrying to Pret outlets, many of them journalists, eager to write not-as-funny-as-they-think-they-are pieces for their newspapers' feature pages.

But you can't knock the resulting PR it's brought...

## MasterChef eat your heart out



The search for the next great recipe to rival that of the deep-fried Mars bar continues, as chefs (if chefs is the right word here) around the globe – well, the UK and US, mainly, to appease their larger citizens – try to dream up something that's so good it's nearly enough to give anyone who eats it a major coronary.

The latest creation to come out of the frying pan is these

bacon-fried Oreos.

From what we can gather, the recipe for this exceedingly unhealthy snack is simple: wrap an Oreo in bacon, put a cocktail stick through it so it doesn't fall apart, then fry.

Your heart attack will arrive shortly afterwards, by the look of things. We're not entirely sure though, so let us get back to you once we've tried it out...

## OVER THE VILLAGE COUNTER with Doug McLellan



Have you all noticed how many contradictory instructions we are now receiving from our wholesalers? I can only comment on Menzies as I have no experience of Smiths, but I am sure they are similar.

On the voucher envelope which we receive, the instruction is to place the envelope and vouchers into the tote box. We are, however, continually told via instructions on the delivery notes to ensure that voucher envelopes are put in our newspaper returns, not in the tote box, to ensure prompt action. Which instruction do I follow?

Similarly we are told to ensure that we use the A4 delivery notes on our newspaper returns, not the small notes, as they are less likely to be lost in transit. This seems a good idea until the realisation strikes that the A4 notes only come with magazines. I don't get magazines on Saturday, Sunday or Monday, therefore don't receive A4 notes on these days. Another instruction I can't follow.

Likewise we are instructed to ensure all the magazine returns are made in tote boxes. Now I seldom receive a tote box delivery on Saturdays, Sundays or Mondays and I never get one on Tuesdays with all the TV magazines (where do they all go on Tuesdays. Is it a tote box day off?). How do I return magazines in a tote box if I don't have one?

I think a little joined up thinking may be called for at Menzies. Please don't issue instructions that are either contradictory or impossible to follow. I can cope, but I know some of my colleagues are totally confused.

Hasn't the recent weather been marvellous? It has brought out visitors in large numbers and has produced some very good sales figures. It has also been very good for the large numbers of lambs now being born and adorning all the fields. The Yorkshire Dales look marvellous in good weather. I really appreciate living here.

# betterRetailing.com



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