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TOBACCO

Display ban clarity from NFRN tie-in

Primary authority deal with Islington Council means all members can be judged on universal advice on the sale of age-restricted goods. **Pages 5 & 24 >>**



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WHOLESALE

'Great end to a great year' for Booker

Sales up 1.7% in
last three months.

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FOR TRADE USE ONLY



A SMASHING DAY

Shoppers at Ramesh and Nim Shingadia's Londis Southwater store in Horsham left with huge smiles on their faces after being treated to free Cadbury Creme Eggs and snacks last weekend. It comes as independent retailers reported sales increases of up to 15% over the Easter holiday. **Page 4 >>**

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LEADER



The little things, that often needn't cost a penny, can earn you a reputation as a store shoppers enjoy visiting as well as customers for life



CHRIS GAMM

Editor

@ChrisGammRN

Grabbing a coffee on the way to work recently, I was made to wait a few minutes in Pret A Manager as the barista hadn't heard his colleague shout out my order.

I didn't mind though as the server was cracking jokes about why he was making me wait, plus the coffee chain's service is usually – and famously – excellent. When my coffee arrived, he insisted I take a free croissant for my troubles.

I told my wife, and she said she has been given free drinks at the branch near her office, sometimes for just looking cheerful.

What I love about this level of customer service is how effortless it feels. When a branch is busy, there will be dozens of staff members serving, shouting out orders, calling customers forward from other queues. But when they're quiet, staff are automatically out front refilling and facing up stock. In comparison, my local Co-op has a sign up in view of customers saying fill this up, wipe that, stack this and the only thing missing is the instruction to smile.

One of Pret's instructors says training is focused on making staff understand the reason for doing certain things, like hairnets being blue so you can easily see if a piece falls in food. It also aims to create a passion for food so staff can explain, for example, that tortillas date back to Mayan culture when they were made between rocks. Mystery shoppers, meanwhile, reward staff for maintaining the 'Pret buzz' with awards and hard cash.

For this week's guest column, HR specialist and former supermarket manager Debra Lee shares seven ways for you to build a workforce and culture that represents your own business values.

The little things, that often needn't cost a penny, can earn you a reputation as a store shoppers enjoy visiting, as well as customers for life.

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P&G's John Drake on the company's new focus for 2015



SUMMER SPIRITS

Everything you need to know to boost sales

I MIGHT PUT SOME PACKS UNDER THE COUNTER AND A FEW IN MY POCKET

– RN INVESTIGATION SHOWS NOT ALL RETAILERS WERE FULLY PREPARED FOR THE DISPLAY BAN. Page 24 >>

NEWS



Gearing up for Small Business Saturday

The build-up to Small Business Saturday has already begun, with a series of events taking place in advance of the big day on 5 December.

The headline for this year's campaign, celebrating the importance of this "vibrant and successful" sector, is 'Five million small businesses, one big day'.

Last year, 16.5 million people reportedly backed Small Business Saturday, which is now in its sixth year.

'Inspire', a series of free workshops led by prominent small business experts and entrepreneurs, launched this month and is due to be streamed live online.

Scots set to consider ban on U21 alcohol

A proposal to raise the legal age for buying alcohol to 21 has been put forward by health chiefs in Scotland.

Experts at NHS Health Scotland say further action is needed to address "hazardous alcohol consumption in young people".

If adopted, such a law would apply in off-licences, supermarkets, pubs and clubs in Scotland.

A Scottish government spokesman said: "We remain open to the consideration of any evidence-based proposals that can contribute to reducing alcohol-related harm."

NFRN delivery campaign prompts Twitter storm

A Twitter campaign started by the NFRN to highlight problems with news deliveries has already spurred a tidal wave of comments from frustrated retailers.

Tweets using the hashtag #NewsComplaints poured in over the bank holiday weekend after allocation issues and missed

deliveries hit the south west of England.

Marcus Bergin, of SuperNews in Gloucester, said Smiths News cancelled his order for Easter Sunday, despite the fact he has an HND round. "We don't open on Sundays but we do an HND round to a couple of hotels and betting shops,"

he said. "I checked my order on SNapp and Connect2u before the deadline and everything was fine, and then I checked on Saturday and I was down for nothing."

"I rang Smiths and it said there was nothing it could do and I should ring back on Tuesday to complain."

Meanwhile, Susan Connolly, of Connolly Spar in

Wiltshire, said she only received one third of her normal allocation on Good Friday, and then had no inserts for The Sun on Saturday. "We don't usually have problems with Smiths, but on the one weekend we needed the papers and the sales, it let us down."

Sales get a seasonal boost by up to 15% Personalised confectionery tempts shoppers

Indies go the egg-stra mile to smash mults at Easter

by Steven Lambert

Personalised chocolate eggs and premium confectionery lines were just some of the ways independents were able to steal trade from the multiples this Easter, with some stores seeing up to a 15% boost in seasonal sales.

Retailers speaking to RN said they made an extra effort to offer wider Easter ranges and a 'point of difference' to shoppers during the Bank Holiday, which they said had led to increased footfall and profits.

John Vine, owner of Newsworld in Church Stretton, Shropshire said customers had travelled to his store from Shrewsbury, 15 miles away, to pick up specialist Lindt eggs he was stocking.

He added: "It's been phenomenal. Our sales were up 15% compared to last year and we were pretty much

sold out by Friday, so we could have sold a lot more."

"We had Lindt eggs at £12, the same price they were doing at Sainsbury's, and we offered a bigger range than them as well. We've spread word of mouth about our Easter selection for the last eight years and customers seem to have really got the message."

Meanwhile, Paul Gardner of Budgens of Islington in London drew attention to his business by offering customers personalised Throntons eggs (pictured right).

He said: "We sent two of our guys on a course, where they could take the egg out of the box, use icing to put a person's name on it, and re-seal it."

"It offered us a great point of difference and it's something we're looking to do again next year."

Elsewhere, Spar retailer Susan Connolly organised



an Easter party to celebrate the holiday with her customers, while Ramesh and Nim Shingadia offered shoppers free snacks and Creme Eggs at their Londis Southwater store.

Labour tempts small businesses with rates cut pledge

Labour has pledged to put small businesses first in line for tax cuts as the political parties battle for general election support.

Ed Balls, the shadow chancellor, promised to cut business rates for 1.5 mil-

lion small businesses in his first budget, and then freeze them the following year. The move is part of Labour's "Better Plan for Small Businesses", which includes action to tackle late payment, reducing unnecessary

regulation and boosting lending to small firms.

The party also spoke out on zero-hour contracts, stating that employees who had been working regular hours for more than 12 weeks should be given a

full-time contract.

Meanwhile, the Conservatives welcomed a newspaper letter signed by more than 100 company bosses backing cuts in corporation tax and other policies since 2010.

Primary authority rules on age-restricted sales 'Assured advice will have national standing'

Islington Council and NFRN to ease fines risk

by Tom Gockelen-Kozlowski

NFRN members will be judged on a universal set of rules regarding the sale of age-restricted products as part of a new deal with Islington Council's Trading Standards team.

The London borough will become a primary authority for any of the federation's 16,000 members who sign up to a scheme that means that retailers wouldn't fall victim to varying interpretations of key laws by different authorities.

It comes in the week that all shops must cover their

tobacco gantries in line with government regulation as judged by trading standards officers or face a £3,000 fine. Concerns have been voiced that cuts to trading standards budgets could lead to inconsistent policing of the law.

Retailers who follow Islington Trading Standards advice on age-restricted sales and tobacco regulation would, however, be immune from prosecution from their own local trading standards departments. This would be the case even when they disagree with Islington's interpretations.

"Becoming a primary authority means we will be able to provide assured advice to NFRN members which has standing across the whole of England and Wales," says Doug Love, trading standards officer for Islington Council. "Other authorities would have to deal with us, not an individual retailer."

Supermarkets such as Tesco have long dealt with one single Trading Standards department and Surrey Council acts as the primary authority for Association of Convenience Stores members.

Adrian Roper, head of public affairs and communications for the NFRN, said the scheme could be expanded to include advice on food safety and health and safety, which would be consistent nationally.

Mr Roper added that the scheme would be particularly good news for members with stores in multiple areas who previously have had to ensure their stores meet different local interpretations of national laws.



Would you sign up to a primary authority scheme? Tell us at: betterretailing.com

Mail on Sunday price rise

Independent retailers have welcomed a 10p price rise with pro-rata terms for the Mail on Sunday.

The title went up to £1.60 on Easter Sunday and with margins holding at 21%, retailers now earn 33.6p per copy.

Mike Rivers, of Dersingham News in Norfolk, said: "I doubt the price rise will affect sales. I think £1.60 is acceptable. It is generally accepted that papers go up in price once a year."

Gordon Shipp, of Rosemary Newsagents in Cambridgeshire, added: "I don't think the price rise will have any effect on sales."

"Some people have stopped buying papers altogether though."

Local issues mar smooth transition

Smokers laughed off the tobacco display ban in its first days but local shops fear future cigarette sales could be hit by the legislation, according to retailers speaking to RN.

Paul Howes, at Bargain Booze in Dunstable, said: "Most people think it's a little bit silly. We had a few customers comment on it,

but a lot of them are used to it from when they go to the larger shops.

"They understand why the government has done it, but customers just ask for what they want anyway – 95% of our customers are repeat customers. It hasn't had that much effect on them."

Bhupinder Singh, at

Lifestyle Express Newhouse Mini Market in Kilbirnie, said: "Customers are not very happy. It's not too bad for the regulars, but it's difficult for the new faces. I think it will cost sales, definitely."

Eugene Diamond of Diamond's Newsagents in Ballymena, said he had seen no problems, but added: "I'm

sure it makes it even easier for duty-free and counterfeit sellers in town."

Meanwhile, one retailer in Islington reported three neighbourhood shops which were flouting the law by displaying tobacco. "They obviously just don't know about the ban," he said.

● See news feature page 24

Nisa's TV 'warmth'

Nisa has launched new TV ads focusing on product offers and the personalities of store staff. Created by Green Cave People, the agency behind its 'You Say, We Say' campaign last year, the ads feature a smiling store worker displaying eyebrow-raising offers.

"That's what Nisa is all about – warmth and value," said Malcolm Green, the agency's executive creative director.

High street sales down

Poorer weather and a later Easter saw high street sales drop 4% on last year's figures for March, according to the BDO High Street Sales Tracker.

Footfall was also down as lower food and fuel prices failed to translate into higher retail spending, except at big-ticket lifestyle and furniture retailers.

Booker changes

Wholesaler Booker is looking for a new chairman after the company announced that Richard Rose would stand down in July.

Charles Wilson, chief executive, said: "Richard has been a superb chairman."

Also departing is Mark Aylwin, managing director of the Booker Direct delivered wholesale division, which will report to Steve Fox, sales director - retail as part of a restructure.



Beer and music? Sounds like a great idea

Craft beer, chilli sauce, vinyl and gourmet coffee all under one roof. What could be a finer combination? New Zealanders Glenn Williams (pictured) and Jen Ferguson, owners of Hop Burns & Black in leafy East Dulwich, London, think exactly that. Their independent off-licence sells more than 300 hand-picked beers and a 400-strong selection of sauces and reflects their quirky passion for great beer, hot sauce and great tunes.

NEWS

BUSINESS

Today's members' free ACS sign-up

Today's Group is supporting its retail members by offering them the chance to gain free membership to the Association of Convenience Stores.

The deal between the two groups will enable Today's retailers to benefit from further support and advice on legislation in the convenience sector, said Today's retail director John Kinney.

He added that store owners are now receiving the ACS's legislative guide on tobacco to ensure they are fully aware of legislation surrounding the recent display ban.

Mr Kinney said: "Legislation can be interpreted differently across different local authorities, which can be confusing for retailers.

"We will provide free membership to all of our stores in England in order for them to benefit from this protection.

Vouchers for indies

Online voucher platform MyVoucherCodes has unveiled a new service designed to give independent businesses better access to online shoppers.

The scheme, called Launchpad, will enable local stores to offer online vouchers on goods and services to shoppers. Launchpad is free to sign up to and participating retailers pay no commission for the first three months while also having access to "millions" of online shoppers, according to MyVoucherCodes founder Mark Pearson.

He added: "We are thrilled to now offer small and medium enterprises an affordable way to offer discounts and deals."



Runners turn out in force

Thousands of runners took to the streets of Omagh in Northern Ireland last month to take part in Spar's annual half marathon and 5k fun run. The group reported a record turnout, with a 25% increase in the number of competitors compared to last year's silver jubilee run, with runners raising money for good causes.

Sales and profits 'best ever achieved' Total full sales up 1.5% to £4.75bn

Booker results reflect 'a good end to a good year'

by Steven Lambert

Booker Wholesale is celebrating a "good end to a good year" after posting another set of positive results in its fourth trading quarter.

The group reported a 1.7% increase in like-for-like sales in the 12 weeks to 27 March, with like-for-like non-tobacco sales also growing by 2.3%.

In addition, total sales for the full financial year, including Makro, were 1.5% higher than the previous

year, growing to £4.75bn, while Booker like-for-like total sales excluding Makro were up 2.3% over the 52 weeks.

Booker said it remained on track with its Makro turnaround plans, despite a 7.4% dip in Makro non-tobacco sales over the quarter following a decision to stop selling various ranges.

Booker chief executive Charles Wilson said: "This was a good end to a good year. We achieved strong customer satisfaction

scores, and sales and profits were the best we have ever achieved.

"The integration of Makro into the group has gone smoothly which has allowed us to improve choice, prices and service to our catering and retail customers.

"Despite price deflation, we have grown like-for-like sales and Booker remains on track to focus, drive and broaden the business to be the UK's leading wholesaler."

Booker had previously

revealed to RN it had signed up 380 new premier retailers over the course of the financial year, with plans to improve margins on promotions and widen its range of affordable non-food products this year (RN 20 March).

Steve Fox, Booker sales director - retail, said: "Although the outlook remains challenging, by continuing to focus on increasing choice, lowering prices and improving our service we will help our customers make more profit."

Core brands bring 10% profits rise for Barr

Soft drinks manufacturer AG Barr has attributed a 10% increase in its annual pre-tax profits to a strong sales performance from its core brands.

The Scottish-based firm said profits before tax grew to £41.9m in the year to 25 January following positive

sales for its products in a "flat" soft drinks market.

This included a 20% increase in sales of its Strathmore water, with total value sales of Barr's still drinks growing 5.7% over the year.

Sales of the firm's carbonates range, includ-

ing Orangina, also grew 2.3%, buoyed by Irn Bru's association with the 2014 Commonwealth Games in Glasgow.

The results follow on from AG Barr acquiring cocktail brand Funkin in February to broaden its portfolio of products.

AG Barr chief executive Roger White said: "We have delivered an excellent financial performance in difficult market conditions over the past 12 months, while continuing to build the platform required for sustained and profitable long-term growth."

Iconic publication closes after circulation collapse Zoo reports year-on-year sales increase

Indies watch growing lads' mag casualty list

by Nicola Stewart

Independent retailers remain uncertain over the fate of lads' mags after seeing a raft of closures caused by falling circulations.

Publications to close in the past 12 months include Nuts, Bizarre, Front and, most recently, Loaded magazine.

Front was relaunched last month but newsagents RN spoke to this

week said they hadn't seen any copies of the first issue so far.

Mark Dudden, of Albany News in Cardiff, said the heyday of lads' mags had long passed and he was now lucky to sell more than a few copies a month.

"They just don't sell any more. About 15 years ago, they used to absolutely fly – we sold them by the handful. I'm not too sure what happened – maybe people have grown up a bit."

Amit Patel, of Belvedere News Food & Wine in Kent, agreed: "It is a bit of a shame that Loaded magazine is closing to be honest. It was one of the best-sellers back in its peak."

But John Vine, of News World in Shropshire, said he had a handful of steady customers who remained loyal to certain titles.

"They do still sell in my store," he said. "We have the same people who come

in to buy them.

"I sell two copies of Zoo every single week," he continued. Despite this, Mr Vine said he had not been allocated any copies of Front.

Zoo, a weekly published by Bauer, benefited from the closure of its closest rival Nuts, increasing its single copy sales by almost 5% in the second half of 2014, compared to the same period in the previous year.

I-movo and FT partner

The Financial Times has paired up with digital voucher specialist i-movo to offer a paperless voucher option to retailers and subscribers.

The daily is the first to sign on with PaperRound, an enhancement of the i-movo system, that allows retailers to automatically collect payment from publishers, without the need for paper vouchers.

PaperRound is an online news delivery management system that also offers automatic billing and application of stops and starts to round sheets and bills.

I-movo chief executive David Tymms said 46 home news delivery retailers were already using PaperRound.

Creative brides targeted

River Media Devon has launched a monthly bridal title aimed at brides who are looking for creative and practical inspiration.

Each issue of Inspired Bride, priced at £3.95, will feature expert advice, step-by-step projects, real weddings, high-end bridal wear and more.

Editor Rachael D'Cruze-Sharp said: "We have created an entirely unique concept in the market – focusing on readers who are determined to ensure their wedding day is anything but generic."



World of Warriors makes move to trading cards

Topps has launched a trading card collection based on the popular iOS and Android app game World of Warriors. On sale now, the collection includes more than 260 cards, including special edition holographic foil cards, and starter packs come with a binder, game guide, game mat and a pack of cards. World of Warriors has been downloaded five million times and Topps expects the collection to be a strong seller.

Punchers' chance

Newsquest has launched a premium one-shot based on the upcoming fight between boxing legends Floyd Mayweather and Manny Pacquiao.

The special, called Mayweather vs Pacquiao: Fight of the Century, is priced at £6.99 and provides boxing fans with background on the fighters, as well as what to expect in the lead up to the fight.

New title for Manics

A new paper, the UK's biggest free weekly, was launched last Thursday.

Trinity Mirror launched the Manchester Weekly News to replace titles in Stockport, Wilmslow, Tameside, Salford, Oldham and Trafford.

The paper is delivered to more than 265,000 homes across Greater Manchester.

Fresh look for Homes & Antiques

Immediate Media has relaunched monthly home interest title Homes & Antiques with a fresh look and more in-depth content.

The title, which focuses on designs from every era, now has more sections, antiques coverage and real-life

examples.

Homes & Antiques editor Samantha Scott-Jeffries said: "Homes & Antiques is the only newsstand home interest title with a focus on antiques."

"As vintage, mid-century modern and retro continue to gain popularity, there

is no better time to refresh the title to tap into these trends.

"The popularity of antiques can be seen by the daily broadcast of television shows on the subject and the popularity of antiques fairs and markets across the country."

The first relaunched issue, on sale now for £3.99, introduces readers to new columnist Gordon Watson, a star of the Channel 4 show Four Rooms.

It also comes with a free notebook, available in one of two patterns, by designer wallpaper brand Sanderson.

NEWS



@RetailNewsagent for expert advice to help you grow your sales

Kahlúa inspired by classic cocktails

Starting this month, bottles of Kahlúa liqueur will feature free drinks coasters inspired by some of the world's most classic and cult cocktails.

The rum and coffee drink will come with two of four different designs as well as recipes for the cocktails.

The mixes in question are White Russians, Black Russians, Espresso Martinis and Kahlúa Sours.

"We want to capitalise on Kahlúa's link to classic cocktails," said Adam Boita, head of marketing at Pernod Ricard UK.

Outer cases will feature 'free coaster' messages to encourage retailers to pick up packs in wholesalers.

Haribo's got its Heart set on blue

Haribo Hearts are set to turn blue in a 3kg bulk bag that is being launched exclusively through specialist confectionery wholesaler Hancocks.

The jelly Haribo Blue Hearts have been created to capitalise on the current craze for blue sweets. They are being targeted specifically at independent retailers.

Jonathan Summerley, the purchasing director at Hancocks, said: "We are encouraging all of our customers that sell pick and mix to stock up on what will be a volume-selling sweet."

Soft focus for Cadbury's latest bars

Mondelez is launching its first tablet with a soft-centred filling in an attempt to repeat the success achieved with Marvellous Creations.

Available from 7 April, Cadbury Dairy Milk Puddles feature moulded puddle-shapes on top of bars with a liquid centre in hazelnut or mint flavour.

Mondelez said its aim is to attract young female shoppers looking for an evening treat with the bar's unique shape and filling.

It also hopes to build on the success achieved by Daily Milk Oreo in 2012 and Marvellous Creations in 2013, which resulted in incremental sales of 67% and 72% respectively.

The bars will have an RRP of £1.49 for 90g, compared to 120g for the same price with Dairy Milk Oreo or Whole Nut.

However, Shahid Razzaq, owner of Premier Mo's Convenience in Glasgow, said that as it was a new product, consumers were unlikely to object to the smaller size.

"We need some new bars – it has been too static in the chocolate market.

"We are going to be bringing a few bars of this in and doing an upsell. We are looking forward to it," he said.

The launch is backed by a £4m marketing campaign, including TV and outdoor advertisements.

Alpaca joins United Biscuits' 'Sweet' roster Sales up since campaign began last February

McVitie's reveals animal instinct in DeliChoc push

by Helena Drakakis

United Biscuits is showcasing its DeliChoc biscuit range with new TV ads being launched under its ongoing 'Sweet' campaign.

The £1.7 million investment will continue the animal theme from previous McVitie's ads, and will introduce a new member to the 'Sweet' family – the alpaca.

United Biscuits has now spent a combined £17.3m on the campaign, which initially launched last February under its master-



brand plans for McVitie's.

It adds that the latest ads will also help McVitie's DeliChoc hit its projected target of £6.5m in retail sales by the end of the year. The brand was launched in the UK in January, and

is available to retailers in milk, dark and white Belgian chocolate varieties in 150g tray packs.

UB sweet biscuits marketing director Sarah Heynen said: "We had a fantastic response to the

McVitie's 'Sweet' masterbrand campaign last year, with sales growing by 3% across 2014 and a 26% rise in the McVitie's value share of the total biscuit market.

"Our aim is to extend the McVitie's masterbrand by offering even greater variety to consumers.

"The launch of McVitie's DeliChoc in the UK provides a great alternative to many traditional sweet treat products available, and we hope our new marketing campaign will generate excitement in the brand."

Extra revamped for Smile Month

Wrigley has announced the launch of a new brand logo and improved recipe for its Extra range.

Best-selling flavours have been reformulated and given a brand new pack design that will be rolled out across the entire Extra range across the globe. The new products

launched in wholesalers last week, along with complementary PoS material.

The launch will be communicated throughout National Smile Week, which Wrigley sponsors, starting 18 May.

Wrigley has allocated £1m to in-store activity

and trade support for National Smile Month.

"The move forms part of Extra's major brand relaunch this year, headlined by our 'eat, drink, chew' mantra, where we aim to educate consumers on the important dental health benefits that come with chewing sugar-free

gum after eating and drinking," said Wrigley's UK & Ireland's marketing director Julio Guijarro.

This year, Wrigley has invested £15m in marketing the move, which also saw Orbit bought into the Extra brand and two new flavours – Strawberry and Bubblegum.

Hot products for your shopping list



Kahlúa coasters offer classic cocktail recipes and designs



Dairy Milk Puddles is Cadbury's first liquid-filled product



Extra is updating pack designs and improving flavours

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NEWS

PRODUCTS



Britvic goes global with 'Do the Dew' TV and online campaign

Britvic brand Mountain Dew is to launch its first ever global marketing campaign that encourages adventurers to 'Do the Dew'. Two adverts will appear both on TV and online: one that features skateboarder Sean Malto and the other, Olympic snowboarder Scotty Lago. Jonathan Gatward, Britvic's marketing director, said: "Do the Dew is a concept and philosophy which embodies the attitude of Mountain Dew drinkers – a community seeking to live life to the full and with authenticity."

One-in-three chance of Caribbean dream break Latest on-pack promotion

Carling fans will go to Barbados or Brighton

by Helena Drakakis

Molson Coors is giving Carling drinkers the chance to enjoy a long weekend in either Brighton or Barbados for the lager's latest on pack promotion.

The brewer will offer 1,000 customers a trip for two or four people for £49 per person over the May Bank Holiday on a first come, first served basis.

Entrants will only find out which destination they will be heading to after booking, with a one-in-three chance of being Barbados-bound.

The holidays will be delivered by Expedia, the travel partner for the promotion.

It marks the latest brand activity on Carling following the addition of an Orchard Fruits flavour to the Carling Cider range in January.



Molson Coors added that the 'Brighton or Barbados' promotion forms part of a broader drive to link Carling to 'great British moments'.

Jim Shearer, Carling brand director, said: "Our ambition for Carling is to build a brand that can deliver value to the beer category beyond price and ultimately bring back energy and

excitement to 'familiar favourite' beers for drinkers."

Molson Coors will support the competition with a marketing campaign including digital, social media and print activity. In addition, Carling characters Dylan and Jon will return in a humorous British seaside-themed TV ad promoting the competition.

Hot products for your shopping list



Rustlers is broadening its appeal with 'less masculine' packs



Carlsberg is spending £7m to promote Somersby cider

MORE
together



BRITISH AMERICAN
TOBACCO



With the retail display ban being enforced across the UK market on April 6th 2015, retailers must ensure that they are fully prepared for the challenging times ahead.

5 ways retailers can help their tobacco category in a dark market:

1. Keep an extensive range of products in stock – including best-selling lines and the latest innovations
2. Get to know your products so you can advise your customers
3. Avoid out-of-stocks – don't risk your customers walking away!
4. Train your staff to understand the retail display ban and what it means for your business
5. Ask your BAT rep about how the MORE programme can help your profits in a dark market

To find out more about how BAT can support your business, please email regulation@bat.com.

NEWS

REGIONAL

Win a top retailer's services

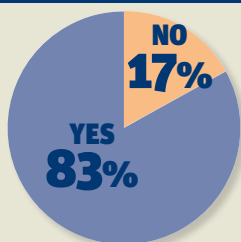
Bidding opens on Monday to win the services of 12 top independent retailers as part of a charity auction.

The Retail Auction allows suppliers to win a retailer for the day, putting them to work in their warehouse, grilling them for advice on products or learning about what works in stores.

Auction participants include Paul Cheema, owner of Malcolm's in Coventry, Ramesh Shingadia, owner of Londis Southwater, last year's winner of best overall store at the IAA awards, David Knight, owner of the award-winning Knight's Budgens of Hassocks, and Susan Connolly from Spar in Tidworth.

Proceeds from the bidding, carried out via Twitter using the handle @RetailAuction and at retailauction.org, will support current and former retailers in need through the Retail Trust. The auction closes on 24 April.

RN READER POLL



Are you confident you'd pass Trading Standards' gantry test if they visited you on Monday?

NEXT WEEK'S QUESTION

Have your post-display ban serving times been: the same, up to five, ten, 15, 20 or 20+ seconds longer?



Have your vote now

Go to betterretailing.com/rnreaderpoll



Shopkeeper fends off axe-wielding robber

This is the moment when a brave shopkeeper tackled an axe-wielding armed robber in his store. Dramatic CCTV footage shows Sab Dhillon taking down masked Shaun McKerry after he waves the axe at a terrified shop assistant. Mr Dhillon grabbed McKerry from behind and wrestled him to the ground at Shildon Post Office and Stores, County Durham. McKerry pleaded guilty to attempted robbery at Durham Crown Court.

Transport ticket system to roll out in shops via PayPoint Walrus brings more impulse purchases

Merseyside indies on the bus for increased footfall

by Joseph Lee

Retailers are looking forward to higher footfall and more impulse buys as a new electronic ticketing system in Merseyside doubles the number of stores selling bus, rail and ferry tickets.

Last month, Mersey-travel launched its Walrus card, a reusable contactless pass that can be loaded with one-day tickets, called Saveaways, at any retailer with a PayPoint terminal.

Liverpool transport bosses say the roll-out means about 800 stores can sell travel tickets, more than double the number that sold the paper Saveaways.

PayPoint retail director Andrew Goddard said retailers were being handed a growing market, as Saveaway ticket sales rose by more than 13% to 2.9 million last year. "This is a great opportunity to win new customers," he said.

A trial of the Walrus card in Wirral found that

60% of customers had already switched to the contactless ticket.

Rob Ireland, of Eastern News in Liverpool, said: "We have a very busy PayPoint. We already had quite a lot of footfall from tickets, we would sell about 70 to 100 tickets a week. Impulse purchases probably add up to an extra couple of pounds per person. It probably means a couple of hundred pounds a week extra."

Julie Cairns, of Supernews, said: "It definitely

brings customers into the store, they do use it and when they come in, in my experience they often buy something else as well."

One glitch at launch may also drive footfall: travellers currently have to purchase on the day of travel instead of buying the paper scratchcard tickets in advance, ensuring repeat visits.

But Merseytravel promises to develop its system to allow advance purchases, beginning this summer.

E-cigs age restrictions move welcomed

A parliamentary campaign for age restrictions to be placed on the sale of e-cigarettes north of the border has been welcomed by the NFRN.

John Mason, MSP for Glasgow Shettleston, has tabled a motion calling for the Scottish Parliament to follow Westminster's lead in introducing age

restrictions.

His motion, "The Alcopops of the Nicotine World", expresses concern at the number of young people who have bought or tried e-cigarettes.

Legislation in England means that, from 1 October, retailers must not sell e-cigarettes to under-18s.

Martyn Brown, NFRN

national president, said: "As responsible retailers, the NFRN supports age restrictions as a primary measure to prevent usage of these products by children."

"We already recommend to our members not to sell e-cigarettes to children, but we want to see the devolved governments follow

Westminster's lead and introduce age restrictions to help support retailers' actions."

Retailers in England have expressed concerns over part of the new legislation which means certain e-cigarettes, granted a medical licence as a stop-smoking aid, can be sold to anyone, regardless of age.

REGIONAL

Northern Irish retailers welcome announcement Wholesalers are 'beyond listening'

NFRN calls for an end to 'unfair' carriage charges

by Helena Drakakis

The NFRN has put its weight behind a campaign to get wholesalers to drop carriage charges in light of falling fuel prices.

In a letter from chief executive Paul Baxter to the managing directors of Smiths News, Menzies Distribution, News UK-DTR, Newsprint and EM News, the federation asked why savings hadn't been passed on to retailers and sought assurances that

prices wouldn't increase further in 2015.

The move was cautiously welcomed by retailers in Northern Ireland, where newsagents have no choice but to pay carriage charges to two separate wholesalers – Newsprint and EM News.

Both have increased their fees since December.

Eugene Diamond, of Diamond Newsagents in Ballymena, said: "We're cannon fodder to these companies. They don't care

about the newsagent. They put their prices up and we're screwed to the wall. My total carriage charges have gone up around £20 a month in the last year, and I fully expect them to rise again."

Mr Diamond added that while he welcomed the NFRN's input, he felt wholesalers were "beyond listening".

NFRN national president Martyn Brown said: "Carriage charges are blatantly unfair and it's time that ac-

tion was taken to prevent this continual squeeze on retailers' margins.

"Every year the charges go up, with the wholesalers citing increased charges for the reasons behind their actions.

"Well, this time with petrol and diesel charges so low there's no reason why they can't drop their charges and if they don't we'll be taking our concerns to the new Competition and Markets Authority."

Bhangra nights for charity

A retailer in Rutland got villagers dancing to Bhangra beats to raise money for a local children's hospice.

Ram Odedra, of Mace Village Stores in Whissendine, organised a night of Indian music at the local sports club, collecting £500 for Rainbows.

Foursome jailed

Four men behind a tobacco counterfeiting fraud, worth about £95,000 in evaded duty, have been jailed for a total of six years.

The men were arrested in May 2013 after HMRC officers seized 553 kilograms of hand-rolling tobacco from a car trailer in Holton-le-Clay, near Grimsby, Lincolnshire.

A tobacco processing plant was found in the kitchen of a house in Grimsby.

Love in store

It is hardly your typical lonely hearts advert – a note placed in a north London newsagent's window inviting local women aged 30 to 40 to attend an "interview".

But the message from 'John' has gone viral on the internet, after a photo of it was posted on Facebook.

The note, which was posted at a newsagents in Muswell Hill, London, reads: "John looking for a companion, an apprentice/worker/lover for a craft that will change your life and bring you a way of life with quality."



Topps promotion a Match made in Paradise

An exclusive in-store promotion featuring The Sun and Topps' Match Attax Extra football cards has scored for retailers. Payal Patel, pictured with her brother Saggar at her store Smokers Paradise in Essex, welcomed the promotion, offering free packs of cards to customers who buy The Sun. "It's going really well," she said. "People are asking if the promotion is still going and it will keep going until we run out of the cards."

Illicit tobacco store given third life

A shop which saw two owners prosecuted for illicit tobacco sales last year has been given a third chance by councillors.

Herefordshire Council pledged to monitor the Zabka shop as its new owner, Zardashit Karem Salh, was awarded a premises licence, following the withdrawal

of objections by police and trading standards.

Councillor Alan Seldon, chairman of the regulatory committee, told RN: "I'm confident trading standards are monitoring those premises very closely. But we had no evidence to say that the new owner had any history of misdemeanours in the

licencing world."

Previous owner Kuresheed Kadir was given a 12-week suspended sentence last November when a police raid uncovered his complex system for concealing contraband.

A wireless doorbell system could alert staff on the top floor to hide illicit

tobacco by pushing it on custom-built trays onto a neighbouring roof, through a hidden 2ft hole.

In August last year, Ali Omar Shukir, who had run the shop since January, was sentenced to 300 hours of community service and pay £750 costs after he also sold illicit tobacco.

Shoppers find WC handy

An entrepreneur in Greater Manchester has brought new meaning to the term "convenience store" – opening up a village shop in a disused public toilet.

Following the closure of Denshaw's only shop, a post office and general store, five years ago, Fred Linskey is now selling "essential" items from the small toilet block.

Alan Roughley, a parish councillor, told the Oldham Evening Chronicle: "People's shopping habits have changed a lot recently but there should always be room for a small local shop offering good service."

OPINION

Do you want to see your views in RN?

✉ opinion@newtrade.co.uk
☎ 020 7689 3350



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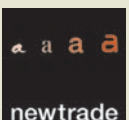


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YOUR SAY Have you noticed you are getting more late deliveries and reruns than a year ago?

Dan Cock

Whitstone Village Stores, Devon
I don't suffer so much with late deliveries but re-runs are a nightmare. It's mainly The Telegraph and the Mirror, although occasionally The Sun and The Times don't come in either. I'd say it happens once a week and if I calculate what it costs me in fuel and hours to re-deliver then we're looking at around £30 a time. We went through a bad patch a while back when it happened every other day but I'd say papers are late once a week at the moment.

Andy Banks

Andy's News, Rotherham
I've had problems with late papers for more than two years. Menzies must have a thick file of my complaints. The problem seemed to get better in November. In fact, they went from consistently delivering late to being just within my 5am deadline. Then three weeks ago, it started back up again. One of the biggest



Tony Rook's paper delivery comes from Inverness and is 'consistently late' he says

issues I have is that when I ring Menzies in Sheffield, I never get to speak to anyone. I have to ring the main office in Edinburgh. It's so frustrating.

Tony Rook

Buckley's Newsagents, Lossiemouth
My distributor is Menzies and they deliver out of Inverness which is 30 miles away. My papers are constantly late. I'm

supposed to get them at 6am but often they're as late as 7.15am. On some days I have to tell people to come back after work or school to collect. Saturdays are the worst. Menzies blames the publishers. Maybe I'm wrong but I think publishers are deliberately running right up to cut-off times so more people will go online. Whatever the reason, it's horrendous.

YOUR STOCK Which recent snacks launches and promotions have been most successful?

Rik Pandya

Premier Rik's One Stop, Gillingham, Kent

I always put new snack launches on my counter in a prominent position. If they sell well then I reorder and position them in the snack aisle, whether it's chocolates, crisps or biscuits. Booker chocolate snacks two for £1 deals go well on promotions and so do Walkers £1 bags of crisps. And the Walkers 39p pricemarked

packs sell too. Happy Shopper own label snacks fly off the shelf, in particular the £1 Jaffa cakes and I do well with Cadbury pricemarked chocolate packs.

Jonathan Leeds

Leeds News, Cheltenham, Gloucestershire

I run three-weekly promotions with Palmer & Harvey which usually go down well. Cadbury chocolate bags have been a

success as we have three for £1 promotions on Double Deckers and Boosts. In the crisps range, Kettle Chips shift and we do well on Palmer & Harvey's own-label range in chilli and sea-salt flavours. Brannigans crisps also sell well, but customers tend only to buy new flavours on promotion. When the promotion ends we tend to stop selling them, but we always do well on the old favourites.

Mark Stubbs

Dereham News, Dereham, Norfolk

My £1 pricemarked Cadbury bars used to sell brilliantly, but now they've increased to £1.29 they're not selling nearly as well. I don't sell so many crisps and I don't sell biscuits but I always have a dump bin near the till where all my promotions go. At the moment I've got a two for £1 offer on Aeros, Toffee Crisps and KitKats. Anything in the dump bin tends to sell well and I make a good 30% margin on sales.



YOUR ISSUE

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'OVERCHARGED ON HALF MY INVOICES'

In a tough economy and challenging position on the high street, the old adage 'every penny counts' has never been more apt for independent retailers.

This is especially true for newsagent and former accountant Myles Earle, who claims that he is losing money after being consistently overcharged by his local Batleys cash and carry – and fears other retailers may be in the same boat.

Mr Earle, owner of M I Earle Newsagents in Swindon, says he noticed a casting error while going through a Batleys invoice last year.

The eagle-eyed retailer then began going through each subsequent invoice with a fine-tooth comb, and found that the same problem seemed to be happening on a regular basis.

He says: "Having gone through the last 50 invoices, 24 of them have had casting errors on them.

"Being a former accountant, I'm a bit of a geek for this sort of thing, and having added up every category myself, I was finding that we were losing the odd penny here and there when I totalled it up.

"However, on 19 February, I found that we had been overcharged by 70p, and on 26 March, we had been overcharged by 30p. I've checked both invoices about four times each to make sure I'm correct and the sums add up."

All this has led to a total loss of £2.87 – not exactly a king's ransom admits Mr Earle, but he is concerned this figure will be much greater if other retailers are experiencing similar issues.

"It all adds up in the end of the year and I'm sure that if I'm having this issue, then other retailers will be going through the same thing.

"There definitely appears to be

a flaw in the Batleys system and nobody seems to be picking up on it, despite me raising the issue with my branch manager countless times.

"I think it's absolutely pathetic in this day and age that Batleys has a computer system that retailers can't depend on."

Alan Redman, general manager at Batleys Swindon, was swift to respond to Mr Earle's comments and explained the reason for the supposed errors.

"As the UK's first cash and carry, Batleys has enjoyed a fantastic relationship with all our customers over a number of years and we pride ourselves on customer service. On the rare occasion concerns do arise we aim to find a solution as quickly as possible.

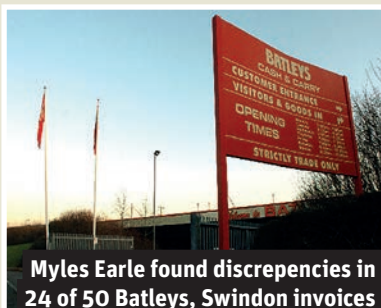
"In this instance, the depot was running a specific multi-buy

cigarette promotion. The discount is applied across all tobacco brands purchased and the system runs this to eight decimal points to ensure accuracy, but on invoices we

can only show up to two decimal points. This, therefore, led to some products' cost being rounded up and others rounded down by a fraction of a penny which had a minimal effect on the total price but balances out over the longer term.

"We are currently in the process of changing the system to alleviate the issue on these specific promotions.

"However, Mr Earle is a loyal customer of the Swindon branch and has already accepted a goodwill gesture which more than compensates him for his minimal losses and I will be in touch with him to resolve any further issues he may have."



Myles Earle found discrepancies in 24 of 50 Batleys, Swindon invoices

Sound Business Advice



To ensure that they continue to excel in a retail display ban environment, JTI has been significantly investing in the development of its reps, with customers now set to receive invaluable business advice from an upskilled JTI Sales Force.

Here **Alistair Vant**, JTI Trade Marketeer, shares how he has been helping his retail customers:



Alistair Vant, JTI Trade Marketeer

"I started conducting my pre retail display ban business reviews in June last year to help identify which tobacco brands were selling well using insight from a retailer's EPoS data. Their planogram was then adjusted accordingly to ensure they had a strong range to satisfy all sales opportunities.

"My role within the JTI Sales Force has evolved to support retailers beyond tobacco, and now encompasses wider business advice to help boost total store sales. This will be a key focus in the restricted market as I continue to support my customers through the transition and beyond."

To arrange a visit from your local JTI Representative call the Customer Care Line on **0800 163 503**.

For further advice on tobacco retailing and the retail display ban visit **www.jtiadvance.co.uk**.

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DEAN HOLBORN

IAA FINALIST 2014
HOLBORNS REDHILL, SURREY



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

DELIVERIES: THE IMPOSSIBLE DREAM?

From the front page headlines of last week's RN, the apparently unsolvable problem of late newspapers is still with us.

I can recall having issues with the Daily Telegraph in the early 1980s when the WH Smith store in Henley on Thames that I was manager of missed out on the Friday edition every week for an extended period. The explanation at that time was there were not enough copies being printed.

When I took over my own store in West Sussex, I had three wholesalers and suffered the challenges that multiple distribution brought. Needless to say, I suffered from reruns almost from the first week I owned the business.

At that time it was the DailyMail that was the chief culprit. My way out of that Daily Mail problem was to recruit a customer to phone and talk directly to the publisher. Reader power proved to be the solution that I needed as the reruns stopped on the Daily Mail for a while at least.

My business, of course, continued to get reruns and I eventually developed a title-specific set of letters that I sent out to the customers who took the particular newspaper that failed to arrive on time.

In early 2005, when my wife and I doubled the sales floor space of our store we were suffering a particularly bad spell of newspaper delivery times and reruns. My solution was to threaten to stop our HND service.

It had the necessary effect on the wholesale house and we came to a compromise; the van that my newspapers were on would be first or second to be packed and would leave the depot before the cut off time. This meant that we would get reruns, but we would get the main delivery before 5am on most days.

In 2007, I started a blog and posted my wholesaler's daily distribution bulletin every time we suffered a rerun. It got a reaction from News UK when we were being challenged by a significant number of reruns of The Times.

I received a positive visit from a News UK rep and that problem went away.

The view that I take from my own experience is that although



Last week's RN headlines came as no surprise to RN reader Steve Denham

the publishers, wholesalers, trade association and retailers all want to consign reruns to history, this goal will never be achieved.

Every news retailer needs to develop their own strategy to manage the problems that reruns cause them and their customers.

Steve Denham,

betterRetailing.com associate editor

I might just take a break next Easter...

Easter – it came and it went, unfortunately not with the big bang we were expecting. More like a sparkler at the end of its burn.

Paper sales were as flat as the half-drunk pint of beer I'd left in the kitchen overnight.

The Sun, I feel, has shot the golden goose with its price hike on its weekend editions.

Saturday and Sunday sales are down a good 20%, which is not surprising

really. And now, the Mail On Sunday has decided to take the mick out of its readers by banging 10p on the price.

Price increases do hurt sales. Looking at my sales figures this Easter, I might just take a lazy break next time.

Graham Doubleday,
Newmarket,
Mossley,
Lancashire

I am losing sales every day thanks to late papers

I am losing customers every day because of late newspapers from Smiths News.



Paper sales were as flat as the half-drunk pint of beer I'd left in the kitchen overnight

Graham Doubleday

Retailer, Mossley,
Lancashire

I open at 6am but my papers aren't coming in until after 7am, 7.15am, 7.20am, even as late as 8am on some days.

I am next to a railway station so I have customers coming in early to buy newspapers and I have to turn them away.

I have called Smiths a few times and they said it was a driver problem but there hasn't been any improvement so far.

I just want my papers on time.

Hasain Eltun,
Brimsdown Food Centre,
Enfield

Smiths News were unable to respond before RN went to press

#TOP TWEETS

Who's saying what in the retailing world?

@Thorncombe_Shop
Paul has been busy reorganising our wines this morning – with a wider range than ever, starting at just £4.95 for a really decent quality bottle. Come and see what he's found for you!

@tearesnews
All new Tasty Tub Domes in stock now, choose from six different tubs, just £1.29 each! We love them!

@GovernorsSpar
McCoys crisps two for 79p!

@sf_sukhis (Sukhi's SimplyFresh)
Double digit sales growth every month 2015, must be doing right!. #supportlocal #fantasticteam #teamempowerment #feelproud #BestIsYetToCome

@Thenewsagent
Can't believe how popular our new 'Dippy Dough' range is. Need to order more already!

@jamsnewsLtd
Not enough Daily Telegraphs to cover my orders this morning, let alone have some on the shelf #News-Complaints

@EDiamond136
Thinking of having a song played for your local newsagent today? Don't request 'Behind closed doors' #displayban 6 April :(

DEBRA LEE

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COLUMNIST

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No retailer is an island, writes Debra Lee, so surround yourself with good people, look after them and ensure everyone is pulling together

Get the best from your team

Most people don't choose retail, they fall into it, and those who love it, stay. But how do you make sure you keep getting energy from them?

While jobs in retail are generally not the best paid in the world, this is a sector in which anyone has the potential to become excellent with training and the right attitude. It's fast paced and perfect for people who enjoy interacting with the public and great employees often progress internally into management positions. So how do you get the best from the team in your store?

The first point is really simple: get to know your team personally. That means knowing who their family and pets are, their hobbies, and most importantly what makes them tick. Treat them with respect and you can expect them to respect your customers.

The second is to share information. That means letting staff know about your sales targets and figures, costs and profits. Let them be involved in setting targets and measuring their own performance. It can be as simple as achieving the daily sales target, or the planned year-on-year growth for the week or month, or saving money spent on markdowns or waste. Find a way to introduce it and bring in a sense of competition and energy into the team.

Every retailer has an opportunity to up-sell additional items and if your team understands what your average basket spend is it will also buy into the fact that extra items picked up around the checkout or sold alongside the original purchase will increase spend and sales.

The third is to ensure customers are at the heart of everything that you do – your team engages with customers constantly, who will be telling them what they love about your store, what's missing and what they'd like more of. Are staff trained



Get the most from your crew and everyone wins

to deliver the service that you want your brand or store to be known for? If you aren't leading the training agenda, no-one else is likely to be doing it and championing the approach you want towards your customers.

Does your team know the average lifetime value of a customer? It really helps when staff are dealing with a difficult complaint to know that successfully turning the situation around will be worth hundreds or even thousands of pounds over the years.

The fourth is to encourage collaboration and involvement: ask for ideas on how to improve the business, then listen and respond either way. Every member of your



The first point is really simple: get to know your team personally

team is a customer too so they will have lots of ideas and often the grassroots ideas are the ones that can help you take a giant step forward.

You may need flexibility in terms of shifts and overtime, and if you get the team involved in this, staff are more likely to get on board and cover each other when they need to. You could also get involved with the local community as a team, painting a nursery or sorting out the gardens in a church or raising money for a charity.

Next, you need to show your team the standards you expect. Coach workers on the shop floor to show how you want merchandise displayed, priced and what they need to know about products. Be clear on how you want them to dress, speak and engage. When they don't deliver, challenge their behaviour and show them a better way.

The last is to give recognition – it doesn't have to be expensive or complicated. A simple thank you goes a very long way. You can recognise amazing customer service, super sales people or champion cost savers – they are all making an amazing difference to your business.

* Top tips for teamwork

- ✚ **Your team are people, not machines.** Get to know them.
- ✚ **Share information** so your staff can buy into your sales targets.
- ✚ **Ensure customers** are at the heart of everything you do.
- ✚ **Encourage collaboration** and involvement: you aren't the only one with bright ideas.
- ✚ **Show your team the standards you expect**, and don't put up with a bad job.
- ✚ **Recognise success** and praise the team when things go well.

Debra Lee is a regional director at HR consultancy People Puzzles and an ex-Asda store manager

INDUSTRY PROFILE

News UK

Nicola Stewart
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A 12-week free delivery promotional campaign for The Sun and The Times recently reaped an additional 13,000 new orders. Meanwhile, the publisher's field force of 40 sales development executives is busy visiting 9,000 independent stores. Independents sales manager Greg Deacon tells RN about other plans in the pipeline

RETAIL NEWSAGENT News UK has invested in 12 weeks free home delivery promotions on the Sun and Times. How important is HND, and how successful has the promotion been?

GREG DEACON Publishers have always had an interest in home delivery as a way of protecting and driving sales.

This fresh investment in growing sales and customers reflects the strong appetite for print that exists and our desire to ensure our audience benefits from the accessibility and convenience which home delivery brings.

We have had about 12,000 new orders on The Sun, with about 92% seven day, so it is really helping to drive frequency of purchase.

The Times has had about 1,000 new subscribers so far.

RN Is there anything else News UK is doing to help independent retailers increase newsstand sales?

GD We have a field force of 40 sales development executives across the UK visiting 9,000 independent stores. Last summer we invested in re-branding 8,000 stores and we've installed about 4,000 main category fixtures and 1,600 secondary displays.

A secondary display unit for The Sun delivers, on average, more than 1,000 extra sales per year.

Through our field team, we've delivered more than 6 million additional sales of The Sun in the past 12 months, and £2.7m in additional revenue for retailers.

RN What are the biggest challenges facing publishers in 2015?

GD The retail landscape is always changing, with a new mix of

independents, franchisee models and symbol groups.

For publishers, the challenge is dealing with the different ways the category is perceived by each operator.

Will news display stands stay at the front of stores? Or will they be replaced by food-to-go solutions?

RN What is News UK doing to overcome these challenges?

GD We are setting sales up for the future by investing in displays to ensure our titles are positioned near store entrances, or in the most highly-penetrated area of the store.

This is also beneficial to retailers as it helps to bring in regular customers every day and a knock-on significant basket spend.

Getting the category in the right position in store drives sales on a daily basis and creates a platform so, when we do a promotion like £9.50 holidays, retailers are well-placed to maximise sales.



Getting the category in the right position in store drives sales

RN How important will the election be in boosting sales of The Sun and Times?

GD The election will be very important for both titles.

The Times is the paper of record and a trusted source of political information, while audiences have historically turned to The Sun in their droves to see what it is saying on crucial issues in the run up to election day.

Combined with the impending birth of a royal baby, followed by a summer of sport, including the Rugby World Cup, we expect a strong period of activity that should benefit both the news category and independent retailers.

RN What will the independents sales team be focusing on in 2015?

GD There will be a strong focus on our field sales force and how we take it to the next level, integrating it with other trade partners and creating new sales and commercial opportunities for independents – whether that's promotions, display or category advice.

I will also be looking to grow our home delivery business, an area in which we have ambitious plans that will be of benefit to independents.

Plus, there is scope to develop our Retail+ trade website so it offers ever more valuable information and advice.

** Company CV **

Company News UK
Independents sales manager Greg Deacon

Profile News UK is the publisher of the UK's best-selling daily newspaper The Sun, as well as The Times and The Sunday Times.

Latest news Saturday copies of The Sun have just had a price rise to 70p, while the Sunday edition is now selling at £1 – the same cover price as News of the World.

**

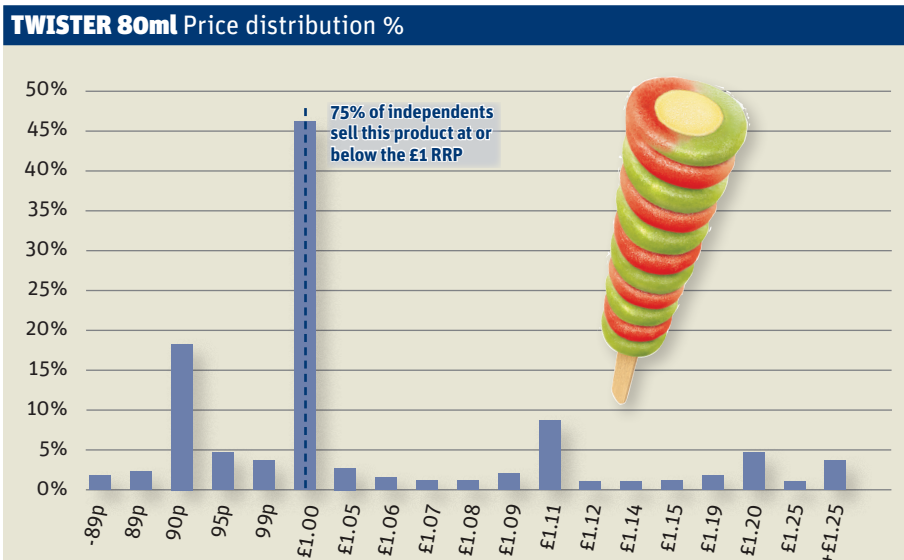
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PRICEWATCH

ICE
CREAM

BEST-SELLING ICE CREAM PRICES AROUND THE UK							
PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Magnum Classic 120ml	£1.76	£1.80	£1.80	£1.60	£1.60	£1.60	£1.65
Magnum White 120ml	£1.76	£1.80	£1.80	£1.60	£1.60	£1.60	£1.65
Twister 80ml	£1.01	£1.00	£1.29	90p	90p	90p	99p
Wall's Feast 92ml	£1.05	£1.00	£1.20	£1.00	£1.00	£1.00	£1.05
Calippo Orange 105ml	£1.01	£1.00	£1.20	90p	90p	90p	95p
Magnum Infinity 100ml	£1.89	£1.90	£1.80	£1.76	£1.60	£1.75	£1.85
Magnum Mint 120ml	£1.73	£1.50 (BESTWAY RRP)	£1.80	£1.60	£1.60	–	£1.65
Magnum Double Caramel 100ml	£1.72	£1.90	£1.80	£1.60	£1.60	–	£1.65
Cadbury Flake Ice Cream Cone 125ml	£1.66	£1.69	£1.89	–	–	£1.60	£1.69
Cornetto Strawberry 120ml	£1.28	£1.20	£1.00 (PM)	£1.20	£1.20	£1.20	£1.65
Magnum Almond 120ml	£1.75	£1.50 (BESTWAY RRP)	£1.80	£1.60	£1.20	£1.60	£1.65
Solero Exotic Explosion 90ml	£1.30	£1.25	£1.50	£1.20	£1.20	£1.20	£1.29



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. RRP's are sourced from Booker and are correct at time of going to print.

Pricing strategies

RETAILER

1



NAME SERGE NOTAY
STORE Notay Convenience Store
LOCATION Batley, Yorkshire
SIZE 1,600sq ft
TYPE main road

We price ice cream above RRP like other categories that attract impulse purchases. We also need to allow for the fact that ice cream doesn't sell consistently all year round and factor in the cost of keeping the freezer running. We tend to stick to the same range for summer and winter. Magnum's limited editions normally sell really well, and we're expecting Cornetto Taco to sell well, too.

RETAILER

2



NAME JON POWELL
STORE The Newsagent
LOCATION Newport
SIZE 300sq ft
TYPE high street

I normally mark prices up on an impulse category like this, but I've kept to the RRP since I moved into my new shop to attract more customers. I also sell scoop ice cream – a Welsh-Italian brand called Sidoli's, of which I have 22 flavours in a 2m chiller. I sell single scoops at £1.40 and double scoops at £2.40. I also offer six different sauce flavours with salted caramel definitely the most popular flavour. I also sell slush drinks – four barrels during the summer, and two during the winter, and can make £200 a day if it's really good weather.

➡ **Nadia Alexandrou**

✉ nadia.alexandrou@newtrade.co.uk

☎ 020 7689 3350

RETAILER**3****NAME** BALVIR SINGH ATWAL**STORE** Atwal News**LOCATION** Hatton, Derbyshire**SIZE** 800sq ft**TYPE** village

All of the Euro Shopper brands come pricemarked and I'll only get Mars and Cadbury ice cream when on a deal. Impulse ice cream sells all year round, but I find brands like Mars and Cadbury are only worth selling during peak times in summer. Other than that I stick to Wall's RRP's. Magnum does well year round – mint flavour is probably the most popular. I stock big tubs as well, including Wall's Soft Scoop and Euro Shopper's family tubs. I find these formats sell fastest on Sundays. Impulse, on the other hand, does better during the week.

**RETAILER****4****NAME** ELIOT SAVAGE**STORE** Itteringham Village Shop**LOCATION** Norwich**SIZE** 800sq ft**TYPE** village

All the Magnums are big sellers, the Infinity or the Champagne ones are the biggest. It's the novelty that's a big part of it – people like something to try. We do sell ice cream through the year, and while it doesn't sell as well at other times, people do come in with their kids and ask for ice cream. We don't really do promotions because we don't need to. Our ice cream is priced at around 40% more than the wholesale price. It's what we've always done and it works.

**RETAILER****5****NAME** VIP PANCHMATIA**STORE** Hexagon Stores**LOCATION** Andover**SIZE** 1,400sq ft**TYPE** residential

We generally follow the RRP's unless there's a promotion, and normally add a few pence for electricity. Our margins are about 35% to 40%. It's mainly Magnum we sell a lot of, as well as Häagen-Dazs. This month we have got Ben & Jerry's for £2.35, half price, so that's selling well. Last month we did the same thing with Häagen-Dazs. For some ice creams we do a deal to buy four or five and get one free. It often depends on the weather: if we get good weather, ice cream sells itself. But it sells well during Christmas too.



THE ENTREPRENEURS

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

**DAN WAGNER****Route to the top**

Daniel Maurice Wagner (born 28 July 1963) is a British internet entrepreneur. He is best known for being one of the youngest chief executives of a public company, Dialog (originally known as MAID), and for presiding over its share price collapse during the dot-com crash and ultimate sale to Thomson Reuters (originally The Thomson Corporation). In his youth, Wagner got a job working for an advertising agency and came up with the idea of creating an information database on businesses as a resource for marketers. He created MAID, which provided these services in 1984.

Afterwards he continued to invest in and run internet technology companies, such as Venda, Powa and Bright Station.

Key achievements

- According to The Observer he was one of the first people to realise the benefits of packaging electronic information and data for scientists, librarians and other specialists.
- Wagner founded the on-line information company MAID (Market Analysis Information Database) when he was just 21 years old.
- Wagner made £36m in just two days, on the back of a spectacular rise in the value of his company's shares in 1995.

**Lessons for your store**

- 1** Investors need to be more adventurous with funding business ideas.
- 2** Failure makes you stronger – something Mr Wagner learnt through peaks and troughs of his companies.
- 3** You're never too young to succeed – Wagner's big success began in his early twenties.

RETAILER PROFILE



Quality equals loyalty

Mumbai retailer Laxmichand Gada has plenty of competition near to his Society Stores business. But with his strong focus on the best products while stocking a tight range, he has built a strong reputation. **Chris Rolfe** reports

Mumbai retailer Laxmichand Gada has achieved a rare thing with his new Society Stores shop.

In the middle of India's most-populated city, he has established an immaculate, spacious, well-merchandised store with stock and service that is tailored to meet the needs of its affluent clients, all within eight months of opening.

The 2,500sq ft store stands out because Laxmichand has managed to avoid many of the pitfalls that other Indian c-stores – kiranas – fall into.

With fierce competition from other kiranas and large discount stores, and margins for Indian retailers notoriously low at around 12-15%, Laxmichand has worked to combat both with a focus on premium quality goods and services.

"We get the cream of shoppers in here – customers who want quality at a good price with a good environment and great service," he says. "People will flock to the big stores to buy on discount and to local stores to buy heavy things like oil for delivery, but they'll come here because the quality of grocery products isn't high in these stores."

The store specialises in the very best pulses and boasts a large chiller and confectionery counter for customers to select specialist chocolates. Around 30% of its sales come from grocery, 30% from home and personal

care products, 30% from fruit and vegetables and 10% from cosmetics. But while his competitors cram several equivalent brands into any available space, Laxmichand keeps his range tight and keeps a close track of it via his EPoS system.

"We only sell one brand of each product and it's the best quality," he says. "Ninety per cent of stores sell packaged goods but the packaging is horrible, which is why a good store does a good trade."

This store is the third Society Stores shop to open in Mumbai and Laxmichand says the reputation the other stores have built among loyal customers, plus the extensive range and high standards, attracts shoppers.

"If customers come into a store, don't find a good environment and there is no-one there to help them, they'll walk out. But here, they know they'll find good products, service and experience. They know we won't lie and push high-margin products."

Laxmichand's staff are also key to the success of the store. High staff turnover, long hours, low pay, no official retail training schemes or recognition by managers that great training is essential are all significant problems in India. But Laxmichand keeps attrition to around just 20% and holds weekly meetings to address issues and provide training. It's a long, slow process to cultivate good practice around promotions and keeping abreast of sell-by dates, he says,

I keep my staff accountable. I get them to give me a till report at the end of each day and account for all sales”

LAXMICHAND GADA



Fruit and vegetables account for 30% of Laxmichand's sales



“If customers come into a store, don't find a good environment and there is no-one there to help them, they'll walk out. But here, they know they'll find good products, service and experience”

VISIT MY SHOP

Society Stores

W Linking Rd,
Khar West,
Mumbai,
Maharashtra
400052



but he tries to emphasise training rather than criticism, and ensures that staff are well looked after.

“We take care of our staff – we'll give them a loan or an advance, if their families need help we'll give that too, and if they need lunch, we'll provide it. Some staff from the slums have really bad lives, but here they will find a good environment.”

With three stores to oversee, Laxmichand relies heavily on his managers and cashiers. He has put processes in place to minimise the potential for theft.

“At the end of every day the cashier has to give us a report – how many sales he has made, how much cash is in the till and account for card sales with receipts. If there is a shortage, this is taken from his salary.”

His ultimate aim is to persuade his son to join the business once he finishes university.

With India's retail market predicted to double in size by 2020, Laxmichand believes there is further scope for expansion.

“Many stores have a lack of vision, don't manage their products, merchandising or cleaning and don't want to change. But we have a good relationship with our customers and they trust us. There could be more Society Stores in Mumbai in the future.” ●



Want to see more of Laxmichand Gada's Mumbai store? Go to betterretailing.com

TOBACCO DISPLAY BAN

As the display ban for small stores edged closer, **Tom Gockelen-Kozlowski** took a walk around RN's north London office to see how local retailers were preparing. Along the way he discovered that what happens in Islington could affect every RN reader

Who's afraid of the dark?

In the days leading up to the dark market, visitors to betterRetailing.com were greeted with a handy reminder: "The tobacco display ban is approaching" followed by "5 days to go", "4 days to go" and so on.

With retailers having had a three-year window to watch, think and prepare for the change after it happened in supermarkets in 2012, RN decided to see how its own local area – Islington, North London – was doing in the final hours before the law came into force for small stores.

First, we spoke to the local trading standards officer whose responsibility it will be to enforce the measure.

"It's been fairly low key to be honest," says Doug Love, trading standards officer for Islington Borough Council. "Wandering around and speaking to retailers over the past few months it has become apparent that they know about the display ban and most of them have already prepared for them."

Such has been the level of preparation that Mr Love and his colleagues have delayed or scaled back their planned support. "We haven't sent out guidance to tobacco retailers yet simply because we haven't felt the need to."

"It's the kind of legislation that almost enforces itself because it's in nobody's interest not to comply," he adds.



We put the doors up a few weeks ago and saw an initial dip in sales so we're going to wait until the night before to put them up permanently



Islington's Trading Standards officers will, he says, therefore take an "advisory and educational" approach to enforcement that means that, unless retailers blatantly and repeatedly flout the law, any minor missteps will not be treated strictly. A letter of final guidance will likely be delivered to retailers in the next few weeks.

Lining up this upbeat softly-softly approach with the situation on the ground, however, RN discovered the picture on Islington's streets was much more mixed.

In a Budgens at the edge of the fashionable Exmouth Market, store supervisor Mohammed Sharif was very comfortable with the prospect

of his shop going dark and had his gantry already covered up. The store had experienced no dip in sales since its doors went up last summer – a move made so early because it is now centrally managed-by Musgrave. "The only challenge is going to be the extra induction given to new members of staff," he says.

Another retailer, running a Best-one just one hundred metres away, hadn't got his gantry doors up yet but, as we moved to speak away from the shop floor, at the entrance of the storeroom, his dark blue panels were clearly visible – ready to be put up.

"We put the doors up a few weeks ago and saw an initial dip in sales so



we're going to wait until the night before to put them up permanently."

With staff at the store well aware of the way the gantry is organised, he feels like staff training is less of a priority than it would be in a larger store where turnover of employees might be quicker and the team itself is likely to be larger.

Though both Vishal and Mohammed are taking different approaches to the ban, their knowledge and readiness vindicated Doug Love and his team's confidence. Elsewhere the picture was less clear.

In one store, the man behind the counter – who identified himself as 'Paul' – said his plan was to merely use



I might put some packs under the counter and a few in my pockets

the existing security shutter. "I might put some packs under the counter and a few in my pockets," he said – only half joking. Across the road another retailer was similarly planning to use this security door for every transaction. It will be interesting to see for how long both of these stores are happy to use these 'non-solutions'.

Interesting, too, to see how this Trading Standards department deals with other retailers whose lack of planning mean that they are in breach of the regulations.

Plus, while this is just one borough of London, what happens here in Islington could affect thousands of retailers across England. The council

is only days away from becoming a primary authority for NFRN members meaning that the guidance they produce, if followed by a member, can protect them from local trading standards if they find them not meeting their interpretation of the legal requirements.

"I'm at home writing up the guidance as we speak," Mr Love tells RN – explaining that while the final processing of this status is still going through final approval, Islington Trading Standards is readying itself for a national role.

What will please retailers about this situation is the understanding that Islington has of the important role that they play in other law enforcement, a partnership that its trading standards department values immensely.

"The only way we hear about illicit tobacco is through retailers," says Mr Love. "Most other people don't care or don't think it's a problem." This relationship with local retailers has borne fruit too.

"The last two seizures I've made in Islington have been in discount stores which don't traditionally sell tobacco and both times we heard about it because legitimate retailers nearby saw sales going down and reported it."

While most members of the public might turn a blind eye to the blight of illicit tobacco, Mr Love predicts that they will be a lot more phone calls about retailers not meeting display ban requirements. "There are a lot of people who are staunchly anti-tobacco who will get in touch pretty damn quickly if stores don't comply." ●

COMING UP: RN goes on the road with Islington Trading Standards

HOME NEWS DELIVERY

With HND a clear 'good news story', you would think data was available on what's driving its success. Not so, says **Nicola Stewart**, who speaks to two roundsmen to learn more

Doorstep profits

Home news delivery offers huge potential to retailers to expand their newspaper and magazines sales and for many newsagents it is the most profitable part of their business. Publishers have identified HND as crucial to maintaining sales and the NFRN has committed to helping independents become the first choice for delivering subscription copies.

You would expect it, then, to be easy to find national data on home news delivery retailers but, for the most part, this doesn't exist. The supply chain cannot clearly identify which retailers offer HND services, a frustration for retailers who are blighted by reruns and late deliveries.

Despite this, many home news delivery businesses are thriving, and this week RN asks two top roundsmen to share some of the lessons they have learned.



Rory O'Brien

Papersdirect,
Glasgow

Rory O'Brien has been a newsagent for 21 years, but for the past seven he has focused solely on home news delivery. Covering the entire city of Glasgow, he delivers to 1,100 customers, including a number of businesses, and employs seven to eight people at any one time. Sales at Paperdirect are up 38% year on year.



Guy Day

Jackie's News,
Tenterden, Kent

Former city traders Guy Day and Neill Cox bought Jackie's News in 2007. Starting with a customer base of 1,200, they have since expanded to cover an area of 152 square miles and now deliver to 3,300 customers across southern Kent. They have 26 employees.



Get customers' papers to them consistently on time to build loyalty



Charge the right amount

Home news delivery is a world class service and deserves to be treated as such. If you consider a first class stamp costs 63p, and then consider the value in having a national newspaper delivered to your door the same day, usually before 8am, up to seven days a week, it should be easy to justify a reasonable delivery fee. The average delivery charge, according to the NFRN, is about £1.60 per week. Rory O'Brien recently reviewed his charges,

increasing to £3.10 per week, and says he hasn't lost a single customer. "The number one mistake is not charging enough for delivery," he says. "You have got to realise that you are providing a damn good service and your delivery charge should reflect that." Guy Day adds: "Speak to some of the other businesses nearby, find out what they are charging, and make sure you are charging enough. People are prepared to pay for a great service."

Be proactive

Home news delivery retailers should be consistently seeking new business and keeping tabs on their customer base. Customers do move on, and if retailers are to maintain sales, they need to promote their services. "I treat myself as a sales rep," says Mr O'Brien. "I am always out looking for business, knocking on doors and approaching businesses." Speaking to people directly is the most effective way of reaching potential customers, and although it can be discouraging at times, it is worthwhile in the end, says Mr Day. "You can knock on a hundred doors and get no one, then you can knock on five doors and get four people. It's a slow uptake but it's worth it to take on new business." Dropping flyers also helps to spread the word and Mr Day says he has found including a special offer for new customers successful. "We offer eight weeks free delivery and eight weeks half price on national papers."



Readers really want their papers to be there before they are up in the morning

Push subscriptions

Driving frequency of purchase is one of the keys to locking in and maintaining newspaper sales. Subscriptions not only commit customers to a certain number of days – it can save them a significant amount of money. The Guardian and Observer, for instance, just ran a promotion offering customers 50% off on a seven day subscription. "Make sure your customers are aware of the huge savings that can be made," says Mr Day. Mr O'Brien adds: "Encourage customers to try it because, once they are in, if

it is a good service, they will stay. I don't believe in long-term half price offers or free delivery but it is a good way of getting customers in the habit, and if the paper is there waiting for them every morning, they won't have a reason to change or stop." Having customers on subscription also had a positive effect on cash flow, he says. "It's great because you are sending subscription vouchers off each week instead of waiting for customers to pay their bill at the end of the month."

STARTING FRESH

If you are thinking about starting a home news delivery service, here a few things to consider.

1 Is there demand for it in your area? Do any nearby businesses already run a service? Talk to as many people as you can to establish any interest.

2 Do you have commercial businesses in your area – hotels, cafés, offices – that could benefit from a news delivery service?

3 Can you commit to providing a service that sees newspapers delivered to customers before 8am every morning?

4 Do you need help or advice? The NFRN's Store2Door scheme was designed to help retailers build on their HND business or to start a new one.



You have got to realise that you are providing a damn good service and your delivery charge should reflect that



Paying bills should be a breeze

Make paying easy

Making it as easy as possible for customers to pay their bill means less hassle for them and saves time chasing people up each month. Mr Day recommends offering customers the choice to pay by direct debit. "We have 1,000 people on direct debit and it's brilliant, especially for small bills. It means you don't have to produce a bill, stuff an envelope, get a cheque, record that, put it in the bank and be charged to do that. There are so many efficiencies that come with it." It is also worth considering sending bills out by email, rather than through the post.



Everyone wins with subscriptions

Offer best service

Once customers are signed on to home news delivery, the most important thing is to not provide them with any reason to stop, says Mr O'Brien. This is why he delivers to every one of his 1,100 customers by 7am, seven days a week. "Readers really want their papers to be there before they are up in the morning," he says. While late deliveries from wholesalers can throw schedules out the window, it is important to reassure customers that their papers will arrive as soon as possible, he says. "Customers need to know that they can rely on that paper being there every day." Mr Day adds: "Customer service includes 100% making sure people get a reply to emails or any communication in a timely manner." ●

MINTS & GUMS

Welcome to RN's annual mints and gums category quiz designed to get you up to speed on the latest news, trends and advice. **Nadia Alexandrou** sets the questions

Chews the correct answers

1 Two major trends are driving mints and gum sales – can you spot the odd one out?

- a) Sugar free
- b) Fruit flavours
- c) Caffeine flavours



ANSWER (c)

Although this is not new news, these trends are still at the forefront of recent mint and chewing gum developments – and this is why Wrigley added a strawberry flavour to its Extra range and Ferrero launched Apple Burst Tic Tacs last year. Likewise, over 95% of Wrigley's gum brands are sugar-free, and this year the company announced its £15m investment into its best-selling sugar-free Extra brand.

2 Which brand was incorporated within the Extra range last December?

- a) Hubba Bubba
- b) Orbit
- c) Airwaves



ANSWER (b) Orbit, which was launched almost 40 years ago as the UK's first sugar-free gum, was rebranded under Extra after a dip in sales. Despite the name change, the gum itself was not altered and continues to sell in 14-piece packs with its normal 69p RRP. Bubblegum and strawberry were added to the existing peppermint and spearmint flavours.

3 What animated food does Ashton Kutcher pretend to break up with on Wrigley's TV ad campaign for Extra chewing gum?

- a) Pizza
- b) Hot dog
- c) Lasagne



Ashton Kutcher sees one relationship collapse - at least he's still got Mila Kunis



ANSWER (a) The year-long TV ad campaign, which first aired in January, sees Ashton Kutcher promote the company's 'Eat Drink Chew' message, which highlights the oral care benefits of sugar-free gum. Shot by director Matt Piedmont, the ad shows him 'break up' with an animated pizza, who finds he can only rid himself of the food when he turns to Extra sugar-free gum.

4 What time does Sophie Ellis-Bextor encourage families to take part in the 'Chew O'clock Challenge'?

- a) 1am
- b) 4pm
- c) 2pm

ANSWER (b) Last month Wrigley teamed up with singer, songwriter and model Sophie Ellis-Bextor for a campaign to support the launch of Extra's new strawberry and bubblegum flavours. The campaign is aimed at encouraging more parents to get their children chewing sugar-free gum during the so-called 'key post-school snack time'.

5 Ferrero is offering retailers the chance to win a three-night trip to which city?

- a) Bruges
- b) New York
- c) Vienna

ANSWER (b) This January, Ferrero launched a trade promotion offering convenience and independent retailers the opportunity to win a three night trip to New York. The 'Win a trip to the Big Apple' trade promotion follows the successful launch of Tic Tac Apple Burst in January last year. Retailers have until 11 May to have a chance to win this trip by purchasing a promotional case of Tic Tacs, which also includes a counter-top display unit. ➤➤



**BEST
TASTE EVER***



**EXTRA'S
FRESH NEW LOOK**



STOCK UP NOW
ON THE UK'S NO. 1 GUM BRAND**



THINK  TWICE

†Extra® sugarfree gum is beneficial for dental health as it helps neutralise plaque acids

*Applies to Extra® Peppermint, Extra® Spearmint and Extra® Cool Breeze only

**Nielsen Total Coverage MAT 27.12.14

WRIGLEY
A Subsidiary of Mars, Incorporated

MINTS & GUMS

6

What are Mondelez' top three best-selling Trebor products? Spot the odd one out.

- a) Trebor Extra Strong Peppermint
- b) Trebor Softmints Peppermint
- c) Trebor Extra Strong Spearmint
- d) Trebor Softmints Spearmints



ANSWER (c) According to research carried out by Mondelez, almost two-thirds of customers stick to one mint variant, with less than 10% of Trebor shoppers purchasing both flavours. "There is an extremely low customer cross over, so stocking all three varieties is recommended for retailers who want to maximise their sales," says Mondelez' trade communications manager Susan Nash.

7 Which animal takes the starring role on Mondelez' TV advert for Halls?

- a) Penguin
- b) Polar Bear
- c) Arctic fox



Mondelez is investing in new advertising for its Halls brand

ANSWER (b) Mondelez aired a TV ad this February to drive sales of Halls. The 20-second TV ad features a motorcyclist, and miniature polar bears riding a cloud of Halls Air. "The TV ad is just one part of a campaign for Halls throughout 2015, which will also be supported through digital and social media," says Mondelez' Susan Nash.

8

What Tic Tac flavour, launched in 2012, was inspired by a famous Beatles song?

- a) Strawberry Fields
- b) Hey Chewed
- c) Eleanor Wrigley
- d) Magical Mystery Sour
- e) Happiness Is A Warm Gum



ANSWER (a) Launched in April in preparation for the summer, Ferrero added Strawberry Fields three years ago to take advantage of the fastest growing segment in confectionery – fruit flavours. The success of the launch was shortly followed by Apple Burst in 2013.

9

How many chewing gum pieces are there Wrigley's bottle formats?

- a) 55
- b) 46
- c) 1,230



CHOOSE YOUR TREBOR



ANSWER (b) First launched in January 2013, Wrigley added bottle formats to three of its brands. These are Airwaves Menthol & Eucalyptus, Extra Ice Peppermint and Extra White. According to market insight data from Wrigley, bottle formats are seeing increasing success, driven by trends such as snacking while at work, and eating and drinking on the road.

10

Which mint brand is appearing on screens for the first time in four years?

- a) Frosty's
- b) Chupa Chups
- c) Trebor

ANSWER (c) Airing on 20 April and supported by radio and PR activity, the nine-week campaign uses humorous sketches to encourage the British public to 'Choose Your Trebor' and celebrates Trebor's heritage as the 'unapologetically minty' brand since 1918. "Trebor is already by



To make the most of mints and gums, it is important for retailers to ensure that these products are seen in-store by shoppers

far the market leader in mints, but bringing the brand to the forefront of consumers' minds represents a significant opportunity to drive sales," says Elena Mallo, senior brand manager.

11

Which type of purchase do mints and gums typically fall under?

- a) Impulse
- b) Emergency
- c) Planned

ANSWER (a) According to Mondelez' Susan Nash, mints and gums are not usually a priority for shoppers when they enter a store. As a result, they can be easily forgotten. "To make the most of mints and gums, it is important for retailers to ensure that shoppers see these products in-store," she says. In order to help retailers do this, Mondelez introduced 'Fresh Stop' units, which are designed to hold the supplier's best-selling mints and gums with eye-catching display to attract impulse shoppers.

12

Which brand became known for its explosive reaction with Coca-Cola?

- a) Millions
- b) Mentos
- c) Trebor

ANSWER (b) The reaction between Diet Coke and Mentos mints causes the beverage to spray out of its container, making a huge explosion. First recorded in 1999, Steve Spangler's televised demonstration of the eruption in 2005 went viral on YouTube, launching a chain of several other copycat experiment viral videos. The prank has also inspired people to break several world records, with the most recent organised by Perfetti Van Melle and Chupa Chups last November in Mexico where 4,334 Mentos and Soda fountains were set off simultaneously. ●



To find out more on Wrigley's insight on the mints and gums market go to betterretailing.com/wrigley-on-mints-and-gums

THE NO.1 MINT BRAND*

ON TV FROM 20th APRIL

FOR THE BEST CATEGORY AND
DISPLAY ADVICE GO TO
WWW.DELICIOUSDISPLAY.CO.UK

*The Nielsen Company, Total Value MAT to w/e 24.01.15

PREVIEW



Kettle adds flavours

Kettle Chips has introduced a new flavour to its offering of hand-cooked sharing chips – Thai Sweet Chilli, Lemongrass and Coriander.

RRP £2.19

Outers 18

Contact 0800 616 996



Pringles gets spicy

Pringles has launched its new Tortilla range with four flavours: Nacho Cheese, Sour Cream, Spicy Chilli and Original.

RRP £2.48

Outers 18

Contact 0800 0135000



Fingers on the pulse

Cadbury Fingers have introduced two sweet and savoury offerings to their range – Salted Caramel Crunch and Salted Peanut Crunch.

RRP various

Outers various

Contact 0870 191 7343



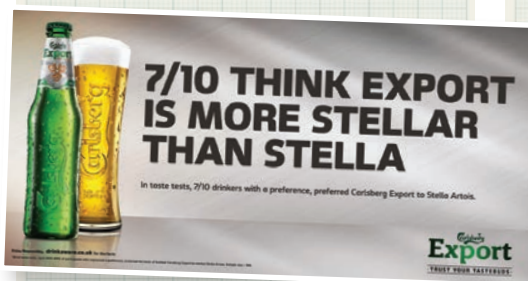
Earning its stripes

Fruity chew manufacturer Maoam have included top selling Stripes alongside individually wrapped Pinballs, Joystixx and Bloxx in their MaoMix bags.

RRP £1.29

Outers 16

Contact 01977 600266



Trust your tastebuds

Carlsberg Export's new advertising campaign will see the lager go head to head with Stella Artois with a campaign to challenge drinkers' tastebuds.

RRP various

Outers various

Contact 0845 820 820



Energy drinks boosted

Hancocks have introduced two energy drink ranges. E-ON and Tornado are available in various flavours including Citrus Punch and Ginger Crush.

RRP £1

Outers various

Contact 01509 216 644



Family Robinson

Britvic's squash brand Robinsons is back on TV with the new 'Play Thirsty' advertising campaign with the tagline, 'They grow up fast, play thirsty'.

RRP various

Outers various

Contact 0845 755 0345



Stork delivers

Stork with butter is the new offering from Unilever aimed at bakers seeking an all-in-one margarine and butter spread for light, fluffy cakes.

RRP £1.99

Outers 16

Contact 01293 648 000



Believe the Vype

'Vaping Made Simple' is the new slogan to accompany the on-the-go chargeable Vype stick which, when charged, can last up to five days.

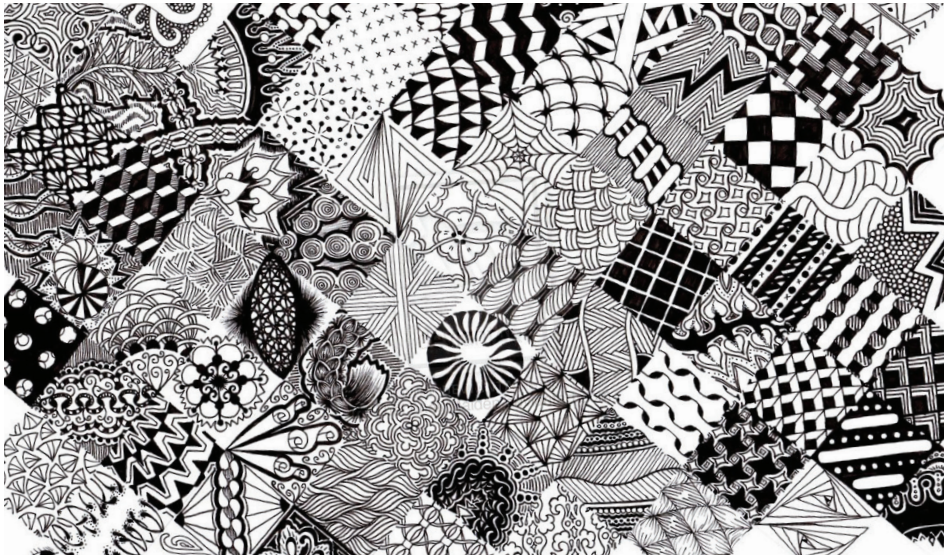
RRP £16.99

Outers various

Contact trade@nicventures.co.uk

THIS WEEK IN MAGAZINES

✉ nicola.stewart@newtrade.co.uk
☎ 020 7689 3358
🐦 @NicolaStewartRN



On trend

KEEP CALM AND CARRY ON SELLING ZENTANGLE

With life rushing by at an ever-increasing pace, people are finding inner peace through art and this one-off is totally picture perfect

COLOURING AND DRAWING for adults is the trend of the minute and this one shot taps into a unique aspect of it – Zentangle art therapy. Zentangle is an easy-to-learn method of creating images by drawing structured patterns. It is said to promote “an increased sense of wellbeing and tranquillity”. The quality magazine comes with everything readers need to start drawing, including theory and general background on the Zentangle method, tools and materials, tips and techniques, and comprehensive step-by-step guides. While it is targeted at all age groups and abilities, Seymour anticipates the primary audience will be women aged between 25 and 55.



ZENTANGLE
On sale 23 April
Frequency one shot
Price £5.99
Distributor Seymour
Display with Zen
Colouring, Art Therapy

Round up



NICOLA STEWART
Magazines
reporter

POUR YOUR ART OUT...

I am always a bit hesitant to refer to something as a ‘craze’ but the evidence for art therapy is certainly stacking up.

Launched on 18 March, the first issue of Hachette’s Art Therapy partwork shot straight to the top of the bestsellers list (according to Smiths News sales data). I heard from one RN reader who sold 150 copies of the issue – perhaps helped along by the 99p price, which will rise to £2.99 from the second issue.

Hot on the heels of this release was the launch of the bimonthly title Zen Colouring Advanced Art Therapy, featured in this section last week. Published by GMC, it is a quality publication priced at £5.99. It is too early to comment on the success of the title, on sale since 2 April, but based on the success of the Hachette partwork, I think it should be a safe bet on the newsstand. Thrown into the mix, we also have this week’s featured launch, Zentangle Art Therapy, to look forward to.

It’s not just on the newsstand that the trend is taking hold – an adult colouring book called Secret Garden, created by Scottish illustrator Johanna Basford, has sold 1.4 million copies and hit the top of Amazon’s bestseller list last month. To add to that, it has been reported that colouring in books for adults now outsell cookery books in France. Columns on the topic have been popping up in national newspapers, including The Guardian, and splashed across the internet.

So, it appears that art therapy is indeed a craze – and hopefully retailers should see some real benefit.

BRAND NEW!

Disney

CINDERELLA

STICKER COLLECTION

ON SALE NOW!

STARTER PACK
£2.99
RRP

STICKER PACKET
50p
RRP

PANINI
www.paninigroup.com

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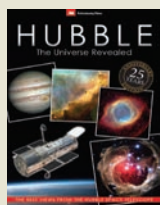
THIS WEEK IN MAGAZINES



Bestsellers Primary boys

Title	On sale date	In stock
1 Beano	15.04	<input type="checkbox"/>
2 Lego Legends of Chima	13.05	<input type="checkbox"/>
3 Ben 10	22.04	<input type="checkbox"/>
4 Doctor Who Adventures	22.04	<input type="checkbox"/>
5 WWE Kids	15.04	<input type="checkbox"/>
6 Ultimate Spiderman	16.04	<input type="checkbox"/>
7 Mega	22.04	<input type="checkbox"/>
8 Teenage Mutant Ninja Turtles	30.04	<input type="checkbox"/>
9 Skylanders Universe	29.04	<input type="checkbox"/>
10 Disney Cars	29.04	<input type="checkbox"/>
11 Dennis the Menace and Gnasher	22.04	<input type="checkbox"/>
12 Simpsons Comic	09.04	<input type="checkbox"/>
13 Horrible Histories	08.04	<input type="checkbox"/>
14 110% Gaming	29.04	<input type="checkbox"/>
15 Simpsons Comics Presents	23.04	<input type="checkbox"/>
16 Dinosaur Action	30.04	<input type="checkbox"/>
17 Marvels Super Heroes	23.04	<input type="checkbox"/>
18 Strike It	16.04	<input type="checkbox"/>
19 Scooby Doo	09.04	<input type="checkbox"/>
20 Star Wars Rebels	22.04	<input type="checkbox"/>

Data supplied by



HUBBLE - THE UNIVERSE REVEALED

Astronomy Now is celebrating the 25th anniversary of the launch of the Hubble Space Telescope with this special one shot. Hubble - The Universe Revealed features 116 pages of photos taken from the telescope including nebulae, galaxies, planets and stars. Each image is accompanied by expert commentary, describing what readers are seeing.



On sale 9 April
Frequency one shot
Price £4.99
Distributor Comag
Display with Astronomy Now, Sky & Telescope



THE AUTOMOBILE

Published for more than 30 years, The Automobile is the only magazine in the world specialising in pre-1960 motor cars. The title features original and in-depth articles, with specialist authors delving deep into the archives to find information and images that have never been published. The May issue includes a report from the Goodwood Members' Meeting, the restoration story of a Grand Prix Bugatti and a road test of an unrestored 1931 Lancia V8.



On sale 17 April
Frequency monthly
Price £5.50
Distributor Marketforce
Display with Classic & Sports Car, Octane, Classic Cars



AUTOMOBILSPORT

Launched in 2014, German motorsport magazine AutomobilSport has a focus on the history of the sport, complemented by the latest news, race reviews and interviews from today's scene. Issue number four has more than 30 pages dedicated to Sauber Group C, the successful team founded and run by Peter Sauber before he turned to Formula 1, including an exclusive interview with the man himself.



On sale 9 April
Frequency quarterly
Price £5.99
Distributor Comag
Display with Vintage Motorsports, Classic Motorsports



PERFORMANCE FORD

Performance Ford magazine has had a complete overhaul, with a new design, new editorial team and new format. Every inch of the title has been freshened up, including the eye-catching new cover. With an extra 16 pages of content and a return to saddle-stitching, the magazine is a hub for the best cars, tech and event coverage from the world of modified Fords.



On sale 16 April
Frequency monthly
Price £4.20
Distributor Seymour
Display with Fast Ford, Performance BMW



STEVEN GERRARD: LIVERPOOL LEGEND

'Captain Fantastic' is nearing the end of his time at Liverpool FC, so the team behind the club's official magazine has put together this commemorative special. Gerrard debuted for Liverpool in 1998, becoming captain in 2003. In his 16-year career he has won two FA Cups, three League Cups, one UEFA Champions League, one UEFA Cup and two UEFA Super Cups.



On sale 9 April
Frequency one shot
Price £5
Distributor Seymour
Display with Liverpool FC, Four Four Two



**STOCK AND DISPLAY
THE TOP 10 PUZZLE
MAGAZINES IN
INDEPENDENTS**





DREAMWORKS

Launched in February, DreamWorks brings together the studio's popular characters including Shrek, Hiccup and Toothless and Po the Kung Fu panda. This issue focuses on the number one box office smash Home, with a mini magazine on characters Tip and Oh, and a chance to win stacks of Home prizes. It also comes covermounted with a Penguins of Madagascar iceberg launcher toy and 40 How To Train Your Dragon stickers.



On sale 15 April
Frequency monthly
Price £2.99
Distributor Frontline
Display with Lego Ninjago, Mega



AVENGERS 2: AGE OF ULTRON

Panini's Avengers 2: Age of Ultron sticker collection lands next week, with 192 stickers to collect. The launch is timed to coincide with the UK release of the film on 23 April. It is also supported by a major marketing campaign, including covermounting on related Panini magazines, nationwide sampling at selected Odeon cinemas, press activity and investment at retail.



On sale 16 April
Frequency ongoing
Price starter £2.99, stickers 50p
Distributor Marketforce
Display with other collectables



HOW TO RETIRE IN STYLE

The 2014 Budget dramatically changed the rules around retirement, increasing the flexibility of what retirees can do with their savings. With changes coming into effect this month, this one shot explores the options available so that retirees can arm themselves with the knowledge they need to make informed decisions. Topics include pre-retirement planning, state benefits and generating extra income.



On sale 9 April
Frequency one shot
Price £4.99
Distributor Seymour
Display with Moneywise, Money Observer



MAXIM USA

Lily Aldrige, Victoria's Secret model and wife to Kings of Leon frontman Caleb Followill, features on the cover of the latest Maxim USA. Inside, she talks about modelling, music and motherhood. Other features include interviews with Danish actor Mads Mikkelsen and David Beckham, a look at the Mustang GT and an investigation of the world's strangest heist.



On sale 15 April
Frequency monthly
Price £4.70
Distributor Comag
Display with GQ USA, Esquire USA



GRAZIA

The next issue of Grazia comes with a 25% off voucher/online discount code for luxury fashion brand L K Bennett. The offer is advertised on the front cover and, with additional marketing activity surrounding the issue, retailers are advised to display the issue full facing at the front of the shelf. The issue includes the usual mix of celebrity news, fashion and beauty updates.



On sale 14 April
Frequency weekly
Price £2
Distributor Frontline
Display with Heat, Closer

Retailer viewpoint

Gordon Bird
 Mellors Newsagents,
 Cudworth,
 Yorkshire



Nowadays, convenience stores sell magazines alongside all their other goods. They treat magazines like a tin of beans, but I'm old fashioned. Magazines and newspapers are my bread, butter and jam. They are the lifeblood of my newsagents and without them, I'd be finished.

I stock a good range of magazines with around 20% of the shop given over to them. I position them on three racks and they're displayed in a waterfall system.

At any given time, I've got around 10 magazines with full covers visible and the rest with headers on show. If any new magazines come in I always make sure the whole cover is visible.

Fifty per cent of my trade comes from magazines and newspapers so it's important to promote what I have.

The rack is also visible as soon as you walk through the shop door and I use any promotional material that the publishers send.

If there are posters, they go in the window. I could do with a lot more material though, especially for children's magazines.

I'm finding a real downturn in children's titles because everything is moving online. I just don't get the custom I used to.

I also find that TV magazines like Take a Break and Radio Times shift the best. Then there's all the usual women's magazines like Vogue and Woman's Own.

Around eight weeks ago, Hachette brought out the new Art of Knitting partwork and I sold around 60 copies.

If a magazine sells well I reorder straight away. I mainly cater to regulars so I know what my customers want.

But gone are the days when I could control my own stock.

Menzies is my wholesaler and not only are many of my titles late, but because magazines are on sale or return, there's always a lot of waste.

NEW FROM TOPPS!
COLLECT, BUILD AND
BATTLE AN ARMY OF
WARRIORS, FROM
AZTECS AND SAMURAI
TO KNIGHTS AND
VIKINGS.



ON SALE NOW
PACKETS £1
STARTER PACK £4.99



World of Warriors and all related elements TM and © 2015 Mind Candy Limited

THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
Amercom			
Great British Locomotives	30	48	8.99

Amermedia

Giant Warplanes	33	48	7.99
Military Vehicles	34	48	5.99

DeAgostini

Build the Millennium Falcon	14	100	8.99
Cake Decorating	160	180	2.99
Cake Decorating Relaunch	109	165	2.99
Dinosaurs & Friends	7	60	5.99
Official Star Wars Factfile	63	120	2.99
Something Sweet	65	90	2.99

Eagle Moss

3D Create & Print	12	90	6.99
Batman Automobilia	60	80	9.99
DC Chess Collection	84	96	8.99
Doctor Who	43	70	6.99
Knit & Stitch	117	176	5.00
Marvel Fact Files	108	150	2.99
Military Watches	30	80	9.99
Star Trek Off. Starships Coll.	43	70	9.99

Hachette

Art of Knitting	11	90	2.99
Art Therapy	3	100	2.99
Black Pearl	65	120	5.99
Build the Mallard	32	130	7.99
Build the U96	32	150	5.99
Classic Pocketwatches	69	80	8.99
Judge Dredd Mega Collection	6	80	9.99
Marvel's Mightiest Heroes	34	60	9.99
My 3D Globe	14	100	5.99
Your Model Railway Village	72	120	8.99

RBA Collectables

Amazing Dinosaur Discovery	6	80	5.99
Precious Rocks, Gems & Minerals	11	100	5.99
Real Life Bugs & Insects	29	85	5.99

Collectables

Magic Box



Zomlings Series 3
Starter £2.99
Toys from £0.50

DeAgostini



Magiki Puppies
Toys £2.50

Collectables

Topps



Disney Frozen Activity Cards
Starter £4.99
Cards £1.00



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



Disney Frozen Fashion Pack
Packets £1.00



Moshi Monsters Mash Up Party
Starter £4.99
Cards £1.00



Disney Princess
Starter £4.99
Cards £0.75



Moshi Monsters Poppet
Starter £2.99
Stickers £0.50



Doctor Who Regeneration
Starter £2.99
Stickers £0.50



Skylanders Trap Team
Starter £4.99
Cards £1.00



LEGO Chima
Starter £2.99
Stickers £0.50



Star Wars Rebels
Starter £2.99
Stickers £0.50



Match Attax 2014/2015
Starter £3.99
Cards £1.00



Top Gear Turbo Attax
Starter £4.99
Stickers £1.00



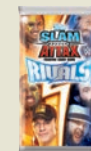
Match Attax Extra
Starter £3.99
Cards £1.00



Transformers
Starter £4.99
Cards £1.00



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



WWE Slam Attax Rivals
Starter £4.99
Cards £1.00



Hero Attax Marvel Avengers
Starter £4.99
Cards £1.00

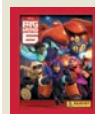
Panini



Animals
Starter £2.99
Stickers £0.50



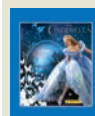
One Direction
Starter £2.99
Stickers £0.50



Big Hero 6
Starter £2.99
Stickers £0.50



Peppa Pig's World
Starter £3.99
Stickers £0.50



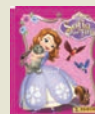
Disney Cinderella
Starter £2.99
Stickers £0.50



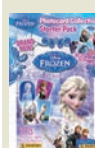
Disney Princess Palace Pets
Starter £2.99
Stickers £0.50



Disney Frozen Enchanted Moments
Starter £2.99
Stickers £0.50



Sofia the First
Starter £2.99
Stickers £0.50



Disney Frozen Photocards
Starter £3.99
Stickers £1.50



Teenage Mutant Ninja Turtles
Starter £4.99
Cards £0.75



Disney Planes
Starter £2.99
Stickers £0.50



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



UEFA Champions League Adrenalyn XL
Starter £4.99
Cards £1.00



Liverpool FC 2015
Starter £2.99
Stickers £0.50



UEFA Champions League
Starter £2.99
Stickers £0.50



Manchester United 2014-2015
Starter £2.99
Stickers £0.50



DON'T MISS IN NEXT WEEK'S RETAIL NEWSAGENT

AWARD-WINNER KATE CLARK ON HOW SHE MEETS HER COMMUNITY'S NEEDS

Plus, newtrade expert Neville Rhodes' latest exclusive column, and learn about the amazing new services you can offer your customers in our must-read feature



Newspaper terms

Daily newspapers				Margins/pence
Sun	40p			9.28p
Mirror	55p			12.76p
Mirror (Scotland)	65p			15.08p
Daily Record	60p			13.20p
Daily Star	40p			9.68p
Daily Mail	60p			13.92p
Express	55p			13.31p
Express (Scotland)	50p			12.10p
Telegraph	£1.40			32.62p
Times	£1.20			28.20p
FT	£2.50			50p
Guardian	£1.60			38.40p
i	40p			10p
Independent	£1.40			31.08p
Racing Post	£2.20			53.35p
Herald	£1.30			29.90p
Scotsman	£1.30			29.25p

Daily newspapers				Margins/percentage
Sun	40p			23.20%
Mirror	55p			23.20%
Mirror (Scotland)	65p			23.20%
Daily Record	60p			22.00%
Daily Star	40p			24.20%
Daily Mail	60p			23.20%
Express	55p			24.20%
Express (Scotland)	50p			24.20%
Telegraph	£1.40			23.30%
Times	£1.20			23.50%
FT	£2.50			20.00%
Guardian	£1.60			24.00%
i	40p			25.00%
Independent	£1.40			22.20%
Racing Post	£2.20			24.25%
Herald	£1.30			23.00%
Scotsman	£1.30			22.50%

Saturday newspapers				Margins/pence
Sun	70p			14.98p
Mirror	90p			19.26p
Mirror (Scotland)	90p			19.26p
Daily Record	85p			18.70p
Daily Star	60p			14.52p
Daily Mail	90p			19.26p
Express	85p			18.19p
Express (Scotland)	80p			18p
Telegraph	£2.00			48.00p
Times	£1.50			35.25p
FT	£3.00			67.80p
Guardian	£2.30			54.28p
i Saturday	50p			12.5p
Independent	£1.80			42.48p
Racing Post	£2.50			58.125p
Herald	£1.70			39.10p
Scotsman	£1.70			38.25p

Saturday newspapers				Margins/percentage
Sun	70p			21.40%
Mirror	90p			21.40%
Mirror (Scotland)	90p			21.40%
Daily Record	85p			22.00%
Daily Star	60p			24.20%
Daily Mail	90p			21.40%
Express	85p			21.40%
Express (Scotland)	80p			22.50%
Telegraph	£2.00			24.00%
Times	£1.50			23.50%
FT	£3.00			22.60%
Guardian	£2.30			23.60%
i Saturday	50p			25.00%
Independent	£1.20			23.60%
Racing Post	£2.50			23.25%
Herald	£1.70			23%
Scotsman	£1.70			22.50%

Sunday newspapers				Margins/pence
Sun	£1.00			21p
Sunday Mirror	£1.20			25.20p
People	£1.20			25.20p
Star Sunday	£1.00			22.10p
Sunday Sport	£1.00			24p
Mail On Sunday	£1.60			33.60p
Sunday Mail	£1.60			33.60p
Sunday Mail (Scotland)	£1.60			33.60p
Sunday Telegraph	£2.00			45.50p
Sunday Times	£2.50			52.50p
Observer	£2.90			72.50p
Independent on Sunday	£2.20			55p
Scotland on Sunday	£2.10			49.90p
Racing Post	£2.50			60.625p
Sunday Herald	£1.30			30.55p
Sunday Express	£1.40			29.68p
Sunday Post	£1.40			30.80p

Sunday newspapers				Margins/percentage
Sun	£1.00			21.00%
Sunday Mirror	£1.20			21.00%
People	£1.20			21.00%
Star Sunday	£1.00			22.10%
Sunday Sport	£1.00			24.00%
Mail On Sunday	£1.60			21.00%
Sunday Mail	£1.60			21.00%
Sunday Mail (Scotland)	£1.60			21.00%
Sunday Telegraph	£2.00			22.75%
Sunday Times	£2.50			21.00%
Observer	£2.90			25.00%
Independent on Sunday	£2.20			25.00%
Scotland on Sunday	£2.10			23.00%
Racing Post	£2.50			24.25%
Sunday Herald	£1.30			23.50%
Sunday Express	£1.40			21.20%
Sunday Post	£1.40			22.00%

Newspapers

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

Insertion payment guide

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

Weight Watchers 4 - 5 April					
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	1,120g	740g	60g	2	55g
Telegraph	1,110g	825g	50g	3	25g
Mail on Sunday	776g	455g	11g	3	55g
Times	720g	435g	25g	3	10g
FT	695g	375g	0g	0	0g
Sunday Telegraph	685g	405g	30g	1	30g
Guardian	660g	190g	65g	3	50g
Mail	520g	210g	20g	2	15g

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Back in the day

100

YEARS AGO

3 April 1915



Labour shortages caused by the war had prompted a crisis in the recruitment of paperboys. Retailers said they could not compete with the 14 to 15 shilling a week wages offered to boys from factories on government contracts. "Girls are out of the question," one said, blaming local by-laws.

50

YEARS AGO

3 April 1965



Attempts to offer a free colour supplement in local newspapers, called "Friday", were floundering as overworked newsagents wanted to charge for distributing it.

25

YEARS AGO

31 March 1990



Coronation Street finally answered the question on everyone's lips – is local newsagent Rita Fairclough a member of the NFRN? As her shop, The Kabin, moved premises, the show provided an answer by adopting the NFRN's Mr News window striping.

Young crimefighter cops a warning from the rozzers

Many a "have a go hero" have come to the rescue of shopkeepers over the years, but it is unlikely any of them were as dedicated to the cause as one Chinese teenager.

Wang Shih, 16, was so eager to deter thieves at his local market that he dressed in a police uniform and carried fake identification.

The schoolboy, too young to join the force, even modified a car to make it look like a police vehicle, complete with a blue flashing light.

Unfortunately for the lad, his behaviour attracted the attention of the real boys in blue and he was arrested in Shijiazhuang, northern China.

The teenager, who claimed to have made civilian arrests, told police that he enjoyed helping fellow citizens. "When I found I was still too young to join the force, I didn't want to wait any longer," he said.

Wang was given a police warning.

Vicar to aisle 24, please...



Many a young girl dreams of walking down the aisle on their wedding day – but few would envisage the fresh produce aisle of their local supermarket.

But for Rebecca Wooller, 44, the Morrisons in Cambridge, Cambridgeshire, provided the perfect setting for her marriage to Blake Green, 53.

Shoppers were shocked to hear the bride's arrival being announced over the loudspeaker system, before a ceremony was held in the café. A celebrant presided

over the wedding in-store, following an official service at a register office.

When the couple first began courting Rebecca was suffering from an illness, so they had their dates over curry and chips at the Morrisons café because it was convenient. Blake proposed to Rebecca after just two weeks.

Rebecca, a former undertaker, told the Daily Mirror: "People may think we're as mad as a box of frogs but [the store] holds real memories for us."

AROUND WITH THE ROUND SMAN with Blanche Fairbrother



Well Saturday 28 and Sunday 29 March were just dreadful mornings.

It was 5.30am before the papers arrived on the Saturday and I can only presume that was because England were playing football on the Friday night, as every paper was late getting into Wednesbury.

I just wonder if all those concerned with the printing the papers were busy watching it and not bothered about what time they got them out to be sold.

We certainly had a rush, especially with all the supplements that had to be inserted and, of course, on Sunday morning everyone had put their clocks forward – except the publishers and Smiths News.

You would think that in the age of modern technology they could get their act together, so that was another very late 5.30am arrival except for The Observer, which was still missing, so I went without it.

I put something else in its place with an apology on them and returned my copies, which had been delivered well after I went on my round.

March certainly went out like a lion. The last two days were so windy and wet that trying to keep the car door on its hinges and hang on to a paper at the same time as trying to get out was a tad tricky.

I am writing this on Good Friday morning while I'm waiting for my papers to arrive and I was just thinking I don't suppose anything will be late this weekend. It's odd they never seem to have any problems on Bank Holiday weekends.

Mr and Mrs Clews decided that, because I had kept up my deliveries throughout the period when I was suffering sciatica and never missed a day, I deserved a special treat, so they brought me a large Thorntons Easter egg and they had my name put on it.

Some people are just so thoughtful.

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