

RETAIL NEWSAGENT

THEIR MARKETING, YOUR SALES

How to take
advantage of
supplier activity

BEST PRACTICE

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Building a local dynasty
'My Dad and I set our post
office up for the future'

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NEWS • CONVENIENCE • PROFIT

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'We'll help cover 8,000 gantry gaps'



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- 500 sign up for British American Tobacco's MORE Together sliding doors. Page 5 >>

TOBACCO

Retailers lead plain pack rally

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as 100 Tory MPs
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NEWSPAPERS

Cold snap heats up HND sales

Weather and online
promotions boost
orders. Page 12 >>

Vol 126 No 6

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THINK YOU'VE GOT WHAT IT
TAKES TO BE A RETAILER?**



**WHY NOT VOLUNTEER YOUR TIME
AND RAISE MONEY FOR CHARITY
#RETAILAUCTION TO VOLUNTEER**

What's your bid? Dressing up as a brand mascot and working a day in a shop are just some of the bids retailers and suppliers can make in a new charity Retail Auction created by Simply Fresh director Kash Kherra, Kerry Food's customer marketing controller Richard Tyler and Spar retailer Susan Connolly. Page 4 >>



RetailerSaver.com
Saving money together

RETAILERSAVER

'Funding will make us even cheaper'

Online wholesaler
to expand following
crowdsourcing.

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CONVENIENCE

Londis earmarks £2.3m for 200 stores

Symbol doubles
its investment to
recruit 100 new
stores and refurbish
100 existing
businesses.

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**Herald retreats after
retailers hit back at
online subscription
coverwrap.**
Page 11 >>

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BAKED TO BUILD YOUR BUSINESS

LEADER



RN's pages are filled with opportunities to be bold – and those that get in there first and take a risk often see the biggest benefit



CHRIS GAMM

Editor

@ChrisGammRN

I have recently taken up playing chess again for the first time since my childhood and have a number of games on the go with friends and colleagues through the Chess Time smartphone app.

I am enjoying how it is making me think strategically and have noticed a number of parallels with retail. When you begin a game, you know the result you are after, but have no idea how you will get there. Very often, you just make a move in the right direction.

In this week's profile, Anish Parekh knew he needed to develop the retail side of his family post office in order to survive.

So he doubled the size of the store and learnt on his feet. Through speaking to customers, he fine-tuned his range, adapted his promotions and marketing and introduced alcohol. Last week he added fruit and vegetables.

As I slowly pick the game back up, I am experimenting with different strategies and it is clear that how you start is key. Sit back and wait for your opponent to make a move and you often find yourself on the back foot. Be positive and decisive and you can create momentum that can carry you through a game.

RN's news pages are filled with opportunities to be bold – new store formats, products and technology – and those that get in there first and take a risk often see the biggest benefit.

It's possible to assess risk though. In Chess Time, it is through the 'analyse' tool, where you can play out both sides, put yourself in your opponent's position and think about what they will do next.

This way of thinking is useful away from the game as well, and I often find myself thinking "what will be the consequences if I do this?" Let me know if you fancy a game.

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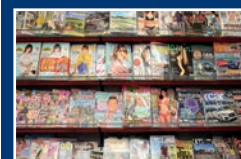
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MULTIPLE C-STORE SPY

RN goes undercover in your competitors' stores



SPOTLIGHT ON NEWSTRADE

Read RN's newstrade expert Neville Rhodes' latest column

MY CUSTOMERS ARE MORE CONCERNED WITH THE HEADLINE PRICE SO THAT'S WHAT SUPPLIERS HAVE GIVEN THEM

– COBHAM RETAILER DAVE WORSFOLD ON WHY SMALL FORMAT TOBACCO PACKS WORK FOR HIM. Page 26 >>

NEWS



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to help you grow your sales

Jury out on Horizon IT case

NFSP chief George Thomson has put his faith in the Post Office's handling of problems arising from an IT system that led to more than 150-subpostmasters being wrongly accused of theft.

His comments came after he joined six witnesses in giving evidence to the Business, Innovation and Skills committee to discuss problems with the Horizon IT accounting system.

Although a full investigation is under way, an interim report found the system had around 12,000 communication failures annually.

Speaking after the hearing, Mr Thomson said: "The Horizon computer system is a robust integral part of the franchise serving 17 million per week."

However, Lyme Regis subpostmaster Les Gilbert said: "This is not an issue about Horizon being a reliable system, this is about the way the Post Office handled problems arising from it."

Indie stars' charity turn

Leading independents and suppliers are aiming to raise money for good causes and have some fun with the launch of a Retail Auction.

The scheme will see retailers bidding to have representatives from manufacturers to spend a day working in their store. At the same time, manufacturers will also bid to get retailers to perform tasks such as dressing up as a brand mascot or being a sales rep for the day.

Those already signed up include Premier store owner Raaj Chandarana and Londis store owner Bintesh Amin, with all proceeds raised going to Comic Relief and the Retail Trust.

Winners and losers of Tesco closures

Independent retailers located near Tesco stores due to close this spring as part of the supermarket giant's cost-cutting exercise are expecting a boost in trade.

However, analysts have warned many independents will need to up their game as Tesco refocuses and redoubles its efforts following announcements of a 30% reduction in its

product range.

The multiple is closing down 43 stores, including Express and superstore sites, as part of a mass restructuring programme

Manjit Samra, from Samra Supermarkets, Smethwick, has two stores a mile either side of his business closing.

He said: "I believe it will bring in more customers

and increased footfall. I'm glad they're closing, but I do feel sorry for people like the retailer who closed his store after they opened near him.

"They shouldn't have opened Express stores in the first place."

However, analysts predict that a mass consolidation of Tesco's product range, announced this

month, could help drive cost savings and help win back customers.

Bruno Monteyne, senior analyst at Bernstein, said: "Tesco is likely to be a better retailer in the coming years. A more competitive and better run retailer is going to raise the bar for independent retailers. They should focus on running the best local shop possible."

Crowdfunding cash hoped to encourage more service use Better marketing also on cards

RetailSaver chief pledges £250k to drive lower prices

by Steven Lambert

The founder of group buying website RetailSaver has pledged to use £250,000 it has secured from a crowdfunding push to develop new marketing tools and drive lower prices for independent retailers.

Jamie Burke, chief executive at the company, told RN it has attracted eight new investors from food and drink and technology sectors following an appeal on crowdfunding platform AngelsDen.com.

It marks the third round of funding for RetailSaver, which has secured £600,000 in investment and acquired nearly 20 investors since 2013.

Mr Burke said the company will use this money and expertise to encourage more retailers to use its services and create "further disruption" in the delivered wholesale market.

"As well as our core independent retailers, we are now looking to work with independent pubs and restaurants and plan

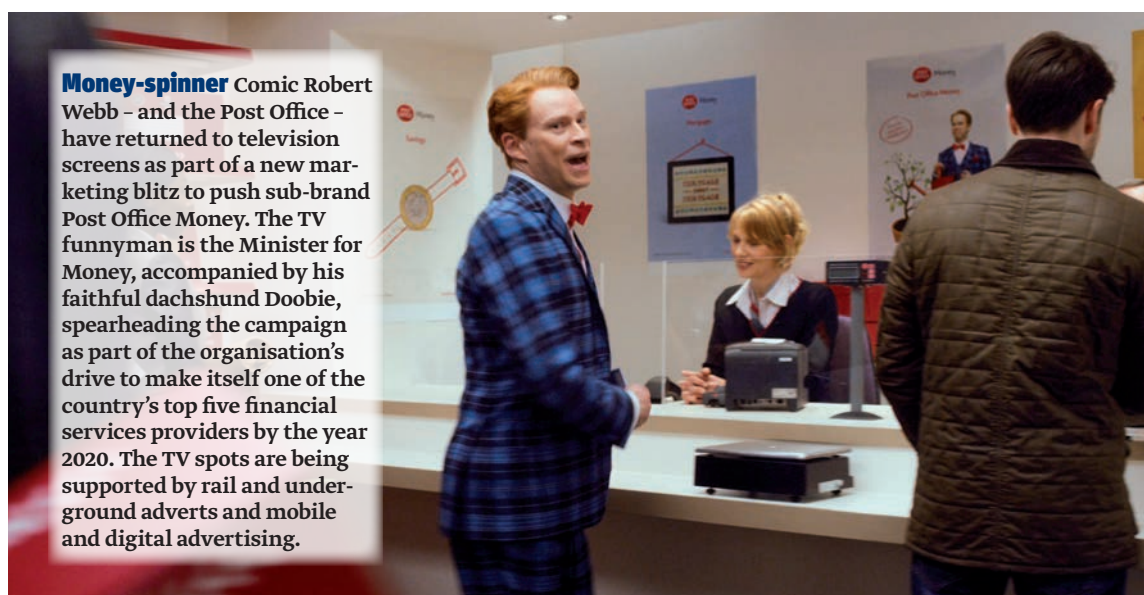
to increase the number of subscribers from 3,500 to 15,000 by the end of the year. The more volume we have, the better prices we can secure for newsagents and convenience stores," said Mr Burke.

"We currently have three key supplier relations covering alcohol, confectionery and soft drinks, and we put all our volume through them in return for preferential pricing. This is something we are also looking to develop this year."

Mr Burke said it will also use its partnership with Menzies, which handles warehousing and logistics for the group, to increase its marketing presence to some 25,000 independent retailers.

This will include direct calls to stores and social media activity targeted at retail businesses. In addition, RetailSaver is also working on developing a customer relationship management tool, which will identify key buying trends from its customers.

Money-spinner Comic Robert Webb - and the Post Office - have returned to television screens as part of a new marketing blitz to push sub-brand Post Office Money. The TV funnyman is the Minister for Money, accompanied by his faithful dachshund Doobie, spearheading the campaign as part of the organisation's drive to make itself one of the country's top five financial services providers by the year 2020. The TV spots are being supported by rail and underground adverts and mobile and digital advertising.



8,000 retailers have still to decide Just 90 days until display ban

Philip Morris and BAT unveil gantry solutions

by Steven Lambert

Two leading tobacco manufacturers have unveiled covered tobacco gantry options to target the 8,000 retailers who have yet to find a display ban solution.

Philip Morris said it will be offering free shutters branded with its Nicocig e-cigarette range to interested retailers who meet certain criteria.

This includes stocking and displaying the company's range of Vivid e-liquid and Nicolites e-cigarettes, displaying Nicocig PoS material in prominent positions and keeping gantries clear of obstructions.

The Nicocig company was purchased by Philip Morris last year.

It follows a survey of 20,000 retailers – around half of the UK trade – by the manufacturer, which found that with less than 90 days until the ban, 20% of respondents have yet to introduce a gantry solution.



Philip Morris's branded gantry (left) and the two door covered display from BAT

Gerald Margolis, director of sales at the company, said the move was a "win win" for retailers who have not signed a contract with their current gantry provider or have yet to introduce their own compliant displays.

He added: "The shutter solution is an opportunity from Nicocigs that we are happy to share with interested retailers."

Meanwhile, British American Tobacco (BAT) told RN it has recruited around 500 retailers to take on the company's own gantry solution, announced last May.

The Pall Mall and Rothmans manufacturer said it is in the process of completing site surveys to implement its two door covered displays, which are being offered to retailers signed up

to its MORE Together trade partnership scheme.

A spokesman for BAT said it will also be providing retailers with information packs and will give tools and information on understanding key tobacco trends when the display ban hits. It added that the firm was "getting more calls each day from retailers who have not yet looked into securing a solution".

NFRN members to join anti-plain packs rally

Around 70 members of the NFRN are to join a rally next Wednesday led by Conservative MP Nick de Bois calling for an end to government plans to introduce plain cigarette packaging.

The announcement comes after NFRN chief executive Paul Baxter warned MPs in last week's edition of

RN that with a general election looming, "they would be wise to listen to their local newsagents before they decide which way to vote".

As part of the action, members will seek meetings with MPs to explain that while independent retailers are in favour of legislation that stops young people from smoking, they

maintain plain packaging is not the correct method.

In the same RN article, Enfield North Tory MP Nick du Bois said he believed MPs would be prepared to "listen and respond to constituents".

Mr Baxter added: "Recently published data from Australia, the only country to introduce standardised

packaging, has shown there has been no statistically significant change in smoking rates."

In a move that will further cause embarrassment to prime minister David Cameron, the Telegraph has revealed that over 100 Conservative MPs are planning to vote against plain packaging in the coming weeks.

JTI and Crimestoppers join forces to fight illicit tobacco

Tobacco giant JTI has joined forces with crime fighting charity Crimestoppers to help stamp out the illegal tobacco trade across the UK.

The partnership, which

begins this month, will see Crimestoppers' anonymous helpline number publicised as the primary "call to action" across all of JTI's illegal tobacco campaigns.

Mark Yexley, JTI's media relations manager said: "JTI's partnership with Crimestoppers is designed to encourage local consumers and retailers to take a stand and report, in confi-

dence, anyone involved in illegal tobacco crime."

Roger Critchell, Crimestoppers' director of operations, said: "We hope to be able to clean the streets of illicit tobacco."

In brief

Generous Fed

NFRN members have been praised for digging deep and helping to support store worker Rushatharan Asok and his family after a vicious attack left him stricken in hospital.

Almost £5,000 has been donated to help Mr Asok, whose parents flew from Sri Lanka to be at his bedside following the brutal incident. NFRN president Martyn Brown thanked members and said it showed the organisation's motto ("Where'er one man can help another, thank God for such a birthright, brother") "well and truly in action".

Food prices down

Food prices fell by the highest level on record as overall retail prices reported the 21st consecutive month of deflation, according to figures from the British Retail Consortium. Food prices fell by 0.5% in January, while shop prices fell by 1.3%. Helen Dickinson, BRC director general, said: "There is some evidence that the heavy discounting in early December resulted in some retailers pulling their new season stock forward, which meant a significant amount of goods were sold at full price in January."

Online fraud alert

Small businesses trading online have been warned to be prepared for potential fraud in February as Worldpay said it is expecting "unprecedented levels" of online theft.

The company believes that hackers will be harvesting credit card details they stole over the busy Christmas period and said that fraud could rise by as much as 80%.

NEWS

BUSINESS

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Nisa pair go after data leak

Two non-executive directors at Nisa have left the board following an internal investigation into a data leak involving members' information.

Harris Aslam, the teenage director who has been the subject of press coverage, and cousin Raza Rehman have both exited the board after security and data experts at Kroll and EY looked into the leak of members' information and the voting process for the company's 2014 AGM.

A leak of the information to the Sunday Times was further investigated, but Nisa has stressed the leaks did not have any financial implications.

A Nisa statement said two member directors had been reprimanded for sharing member information, while Harris Aslam and Raza Rehman left after the Sunday Times leak was traced.



Crafting beer sales Shoppers at the Sanbly Simply Fresh store in Alcester had the chance to sample a full range of craft beers from Sadler's Ales Brewery and take advantage of a one-off three for £5 deal on the products at a recent in-store tasting. Sales assistant Jeet Singh told RN: "We've never had the full range in before, and the promotion means the products are now flying off the shelves."

Wholesaler sets out stall in bid to push fascia

Blakemore Wholesale has launched dedicated 'retail club' areas promoting Lifestyle Express in a bid to advertise the fascia to potential new outlets.

The Retail Club areas across Blakemore's 11 depots are also aiming to get existing Lifestyle Express members more involved with the brand.

Each one shows the Lifestyle Express fascia, promotional posters and displays, supplier incentives, planograms and TV screens with customer testimonials.

Blakemore Wholesale stores group director Nick Rose said: "We've taken a great deal of feedback from our retailers and learnings from our BA depots to roll this initiative out to 11 of our sites."

"Early feedback from customers has been excellent."



We're thrilled to convey these mock Lifestyle Express stores in our depots. We've had a number of requests from retailers who are keen to see how they can transfer their stores."

Lifestyle Express retailer Bay Bashir (pictured), from Bellevue Convenience, Middlesbrough, said: "It is a cracking Lifestyle Express display in the front of depot. It's really eye catching, showing all the offers that are running and how to display the promotions. A great idea from Blakemore Wholesale."

Bestway delivers

Best-one has handed over full management of its drop shipments to supply chain specialist IBC Ltd, following the retirement of Bestway drop shipment manager Steve Gascoigne.

The company, which worked with Best-one for three years, is now managing all drop shipments across Best-one stores, working with more than 300 local and regional suppliers.

Bestway symbol director James Hall said: "Steve's retirement offered us the ideal opportunity to look afresh at our drop shipment model and IDC, which already has an excellent working relationship with Bestway, was the perfect choice."

Group aims to recruit 100 new stores and refit others 'We are more concerned with quality'

Londis unveils £2.3m plan to improve its businesses

by Steven Lambert

Londis is doubling its investment in store development to £2.3m as part of ambitious plans to improve its businesses and recruit new members.

The convenience chain has revealed its brand plans for the year, which include targets to recruit 100 new stores and refit a further 100 existing businesses.

However, John Pattison, Londis brand director, said the group will also continue to cut ties with unprofitable businesses and expects net

store numbers to be lower at the end of 2015.

"We went through a programme of store closures in 2014 and we are constantly reviewing this," said Mr Pattison. "We will close more stores than we will open this year, but with those that we open we'll be taking significantly more volume. We are more concerned with the quality of our operators than chasing after store numbers."

Meanwhile, Londis is introducing a separate Londis price file in April, which Mr Pattison said will give

Londis retailers the ability to set ranges, pricing and promotions relevant to their customers. It marks a move away from the old price file which was tied in with the Budgens symbol group, both owned by Musgrave.

Changes have also been made to the Londis overriding discount scheme, with retailers now having to adhere to seven measures instead of the previous 19 to receive rewards. In addition, Londis is lowering compliance on stock purchases from the group from 85% to 80% to encourage

new members.

Further plans include four national radio campaigns running throughout the year and updates to the group's SmartBuy own label.

Mr Pattison said: "This team now has the authority to run Londis and decide on what ranges to stock, what prices to sell at, what prices we recommend retailers sell at, and what promotions we run. We are not having to play to two masters."

● Read the full interview with John Pattison in next week's RN.

NEWSTRADE

Surprise gift marks AniMagic's anniversary

AniMagic magazine is celebrating its first birthday and to mark the anniversary, the DJ Murphy publication is offering up something of a surprise.

The monthly Market-force-distributed title will be offering a free blind-bagged toy with every issue going forward from its 13th edition, due out on 14 Febru-

ary. The blind-bagged element means the magazine's young readers – it is aimed at girls aged between four and seven years old – will get an added surprise and

could even encourage repeat purchases, said DJ Murphy.

The company is already expecting a substantial increase in sales and demand. It will retail at £3.99.

Two London independents get Porter fascia Title to go out to a further 2,500 indies

Fashion mag celebrates one year with indie investment

by Nicola Stewart

Independent retailers are to play a key role in the first birthday celebrations of luxury fashion title Porter.

The £5 bi-monthly was launched by online retailer Net-a-Porter in February last year and its anniversary issue (pictured, inset) is being supported by a major promotional campaign.

On sale today, the issue has been distributed to an additional 2,500 independent stores and the publisher has invested in fascias at two central London newsagents, Ziba News (pictured) and Holland Park News.

Porter head of circulation and marketing Catherine Peace said support from independents since the title launched had been "phenomenal".

"We've been really pleased by sales in the independent channel and since launching we have invested quite a lot in terms of the promotions that we've done.

"Before we even launched

last year, we did a bespoke independent marketing campaign. That consisted of two months of communication with independents, just so we had them all ready to go."

The publisher has continued to invest in the channel, providing high quality PoS packs to 1,000 independent stores for all six issues that have gone on sale.

The packs, which include shelf talkers, A4 posters and an information flyer, will continue to be sent out with each issue and independents interested in using them can speak to their wholesaler.

There is also opportunities to request free standing display units or counter-top and hot-spot units.

Mrs Peace said there were plans to run competitions for best window displays of Porter and to introduce other branded in-store material, such as doormats.

Porter released its first publishing statement to coincide with the anniversary issue and has reported a global circulation of 152,500.



In brief

Be Eco-friendly

After a successful soft launch in stores in the latter half of 2014, environmentally friendly children's magazine Eco Kids Planet is launching on 5 February.

The publication is aimed at boys and girls aged between seven and 11 and retails at £3.50. It aims to inform, educate and entertain children about the planet.

Historic five days

Dundee title the Evening Telegraph has launched a five-day series under the Front Pages Of History banner. Weekdays, from 2 February, the newspaper put together special themed supplements looking at history told through its own pages.

The five topics include world events, local crimes, the changing face of Dundee, Dundee life and local sports.

Rugby extensions

It's Six Nations Rugby time again and with the opening game, Wales versus England, taking place on a Friday night – 6 February – newspapers in both territories will have a cut-off delivery time extension of 45 minutes the following day, Saturday 7 February, to effectively cover the game, which is scheduled to finish at around 10pm.

Dinosaurs & Friends set to make newsstands roar

Following hot on the heels of My Animal Farm, partworks specialist De Agostini is launching a new collection Dinosaurs & Friends aimed at the pre-school market.

The weekly series launches on 11 February,

with each issue containing a book focusing on a particular creature or area and including a themed gift. Each book has stories, facts and illustrations.

The first issue, available for four weeks, is priced

at the introductory level of £1.99 and looks at Triceratops. It also includes a covermounted dinosaur and baby.

The second issue, featuring T-Rex and mammoth baby figures, is due two weeks later, on 25 Febru-

ary, with the price reverting to £5.99. Forthcoming creatures covered in the series for children aged between two and five will include the stegosaurus, sabre-tooth tiger and even prehistoric man.

The launch is being

backed by what distributor Comag is calling a "strong" TV advertising campaign kicking off from launch, with further support coming from email, online and social media activity throughout the partwork's life cycle.

NEWS

PRODUCTS

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Skittles' blue move

Skittles lovers are to be treated to a new blue-coloured sweet to appear in limited edition 'Once in a Blue Moon' packs.

The cherry cola flavoured blue sweets will join existing flavours blackcurrant, lemon, strawberry, green apple and orange and will be available in both 55g and 175g bags.

The launch will form part of parent brand Wrigley's multi-million pound investment for 2015. The company claims the Skittles brand is worth £40m with sales up 11% year on year.

The packs will be available nationwide for eight weeks from mid-March, accompanied by PoS material.

This will run alongside a social media campaign and the ongoing 'Touch' television campaign which will run for 24 weeks between January and December. The original 'Touch' advert, where everything an office worker touched turned to Skittles, debuted in 2011.

Celebration art for Tiger

Two London-based Singapore artists are the talent behind Tiger beer's latest promotion in celebration of Chinese New Year.

The limited edition look, created by Jacky Tsai and Shan Jiang, will be linked to food-pairing deals and free products with purchase coupons and will run alongside the 'Uncage Your Senses' advertising campaign which kicks off on 1 February.

The designs will appear on packs and outers on Tiger four-packs, 12-packs and 24-packs.

'Everything has changed but the taste' UK-first launch in preparation for dark market

Product upgrades and new-look Marlboro packaging

by Nadia Alexandrou

Philip Morris is relaunching its Marlboro brand with new pack designs and product upgrades this month.

The redesigned Marlboro Red, Gold, Silver Blue (previously Silver), Ice Blast and White Menthol lines are being introduced as part of a phased introduction plan.

Following the alerts communicating the upcoming change via pack inserts, the second phase was set into motion this Monday as the new packs hit the market

with both retailer communication – via bundle paper – and adult consumer communication – via poly wrap, printed inner frames and pack inserts – supporting the key message 'everything has changed but the taste'. The final phase will be the finished pack, without the communication messages.

The new packs have retained the Marlboro chevron but have removed the black lettering and now feature a soft touch finish and a cleaner, more contemporary design. The cigarettes have

new tipping paper designs and have been upgraded to include a firm filter with 'Marlboro' imprinted above the tip.

Apart from the brand upgrades, Philip Morris has confirmed that nothing will change for retailers.

The UK is the first market to receive all the variants, timed deliberately in preparation for the upcoming display ban. Managing director for the UK and Ireland, Martin Inkster, said: "At a crucial time for retailers, we are investing in the brand

to ensure it continues to deliver them good returns from the highly profitable premium segment.

"Although the Marlboro brand is evolving, the taste is not changing. This important message will be communicated via our national field force who are working directly with retailers to drive awareness, availability and market share."

Philip Morris has also alluded to plans for Marlboro Touch and RYO, with further details to be revealed later on in the year.



Winning ways The joy of everyday wins is celebrated in a new TV ad campaign by Mars. The 'Winning' campaign focuses on enjoying simple opportunities in life and is part of a £10m investment by the company to support its confectionery range. The campaign will give the brand three times more screen time this year compared to 2014.

Levi Roots adds taste of sunset to drinks range

Dragon's Den entrepreneur Levi Roots is building on the growing popularity of tropical-flavoured soft drinks with the launch of a guava and watermelon offering, Jamaican Sunset.

This addition to the

brand's range, which already includes Caribbean Crush, Tropical Punch and Coconut Cooler lines, will come in a 500ml (RRP £1) bottle and is aimed squarely at the convenience sector.

Available through

wholesale and cash and carries from late February, the brand believes it is the perfect drink for 'impulse shoppers looking for instant refreshment'.

Levi Roots brand manager Nina Uttley said: "We've

developed this format to help convenience retailers offer a new exotic drink from a brand in demand." Levi Roots' Soft Drinks is worth £4.7m and has reported 22% year-on-year growth.

Hot products for your shopping list



Jamaican Sunset is the latest addition to Levi Roots' soft drinks range



New packs and product upgrades are to be rolled out by Marlboro



Limited edition packs of Tiger beer feature art to mark the Chinese New Year

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NEWS

PRODUCTS

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Spar BBQ goes with the slow

Convenience group Spar is looking to summer sales with the introduction of BBQ Pulled Pork to its slow-cooked meats range.

Described as 'delicious, versatile, quick and easy to prepare, slow cooked meat', the product will be in stores from 19 February with an RRP of £4 for 380g.

Susan Darbyshire, Spar UK brand director said: "While slow cooked meat is suitable as a meal or a snack all year round, we expect our BBQ Pulled Pork to see a boost in sales through the summer."

The total slow cooked market is worth around £200m, with more than 32% of UK households now buying slow cooked meats.

Magners cider and whiskey 'innovation'

The burgeoning spirit cider category has a new entrant this month with Magners' latest innovation - Magners with Irish whiskey.

Combining the brand's apple cider with a 25ml hint of Irish whiskey, the drink will be available in stores nationwide from February.

Ed Shoebridge, head of customer marketing at C&C group said: "Magners has been at the forefront of cider innovations since it revolutionised the cider category in the nineties with its over-ice serve. Consumer appetite for new flavours keeps growing. Magners with Irish whiskey will offer a flavour both for whiskey lovers and cider lovers looking for something new."



Proud Aussies Wine company Jacob's Creek is going back to its roots with a multi-million pound advertising campaign that showcases the landscapes of its birthplace - Australia. The 'Made By Australia' push features the strapline 'Birthed from the land, Shaped by the people, Inspired by the continent, Made by Australia'. It will screen in early February on ITV, Channel 4 and Channel 5, supported by social media and PoS material.

Fanta Apple and Sour Cherry and resealable Monster Energy PoS and media support

CCE's two new special editions added to its soft drinks range

by Helena Dukakis

Coca-Cola Enterprises is introducing two new additions to its leading soft drink brands.

Replacing Fanta Peach and Apricot, new Apple and Sour Cherry flavour joins the range this month. Supported by sampling, PoS, an outdoor media campaign, and a social media campaign, the company aims to help retailers capitalise on

the growing popularity of special edition flavours.

Fanta Apple and Sour Cherry will be available in a variety of pack formats including 330ml (59p price-marked) and 6x330ml cans, as well as 500ml (£1 PMP also available) and 2l bottles.

Caroline Cater, CCE's operational marketing director, said: "Fanta continues to be an extremely popular brand with mums and teenagers. Fanta Apple and Sour Cherry

scored extremely well in consumer research."

Also new is Coca-Cola's Monster Energy drink now with a resealable cap. Called Mega Monster, it is designed to allow consumers to keep their can of Monster Energy with them and enjoy it over a longer period of time. It will be available in 553ml cans.

The launch of Mega Monster follows the success of re-sealable Monster cans

in the US and South Africa and responds to consumer research that shows almost three quarters of UK energy drinks consumers strongly like the idea of a resealable can.

Phil Thomson, associate director of franchise brands said: "The energy drinks sector continues to grow strongly, but research shows that there's a demand from consumers for the convenience of a resealable can."

First Spanish alcohol-free beer from San Miguel

It looks like lager, it tastes like lager, but San Miguel's newly launched 0.0% range is missing one vital ingredient - alcohol.

Parent company Carlsberg boasts that San Miguel is the first Spanish beer to go alcohol-free. Its first offering, San Miguel

0.0%, is available in a 330ml bottle and will launch in convenience stores in February. A second product, San Miguel 0.0% Limon, will be launched in March in a 330ml slimline can.

David Scott, director of brand and insight at Carlsberg UK, said both drinks

will look to take advantage of growing trends to towards alcohol-free beer.

"The insight is showing there is consumer desire for great tasting 0.0% beers, providing that same lager taste, for occasions when alcohol may not be a suitable choice," he said.

"Research suggests that alcohol-free beers will play an important role in attracting different demographics into the beer category in the future. Therefore our customers can expect further innovation in the alcohol-free market from Carlsberg during 2015."

Hot products for your shopping list



Slow-cooked BBQ pulled pork has been added by Spar



San Miguel has launched an alcohol-free beer with a second, Limon, to follow



Monster Energy drink now has a re-sealable cap and Fanta gets an Apple and Sour Cherry flavour

REGIONAL

Publisher responds after retailer's objection 'Damage might already have been done'

Scottish daily's u-turn on online subscriptions offer

by Tim Murray

Scottish daily The Herald has backtracked on a marketing scheme encouraging readers to take out a digital subscription on the paper following pressure from newsagents.

An ad appearing on the front page of The Herald last month offered the chance to save £157 a year by applying for a subscription online.

However, retailers said the Herald's own advert was a case of harming its

own business, as well as traditional retail and HND sales.

They also took umbrage at the suggestion that readers would not have to pick up the paper at their local shop during bad weather because they could buy the digital edition at a special offer price.

After pointing out the problems with the advert, the newspaper has withdrawn the original version and replaced it with one that pushes other channels.

David Woodrow, owner of Woodrows in Bishopton, Renfrewshire said: "It ran for about a week. We saw it on the Saturday and Monday and raised it with them. It's counter-productive for them."

"I totally accept mentioning the digital option, but you can't do that without mentioning home delivery and shop sales."

"The Herald does try and support us, but publishers, wholesalers and retailers should be working together

and the approach should be joined up. The annoying thing is it took us a few days to notice it and the damage might have already been done."

A spokesman for the Herald said: "The ad was originally aimed at readers in outlying parts of Scotland affected by the weather conditions with cancelled ferries, etc."

"This has since been changed following the feedback received from one of our gold retailers."

In brief

Illicit factory swoop

More than 2.2 tonnes of hand-rolling tobacco, representing almost £400,000 in unpaid revenue, was seized after police and HMRC officers swooped on an illicit tobacco factory in Blackpool.

The raid uncovered tobacco in various states of processing and manufacturing. Various items of machinery were also seized in the raid and investigations are continuing.

Raid on 19 sites

Illegal tobacco and alcohol was among the haul seized by HMRC officers during a clampdown on 19 premises in Crewe.

More than 14,400 cigarettes and over 142 litres of alcohol were seized from eight locations. Duty avoided ran into several thousand pounds said HMRC.

The alcohol included beer, wine and spirits. Council and police officers worked alongside HMRC staff during the initiative. Sandra Smith, assistant director, criminal investigation at HMRC, said: "Disrupting criminal trade is at the heart of our strategy to clampdown on illicit tobacco, which costs the UK around £2.1bn a year, and illicit alcohol, which costs the UK around £1bn a year."

Scratchcards raided

Thieves made off with a "large quantity" of cigarettes and scratchcards after a break in at a Dundee newsagent.

Police have appealed for witnesses and information surrounding the raid at Coldside Newsagents, which took place sometime between Saturday evening (31 January) and the early hours of Sunday morning.

Minister meeting

Irish retailers have shared concerns over business rates, retail crime, illegal tobacco and carriage charges with the government's minister for social protection at a top level meeting. The meeting between NFRN Ireland and minister Kevin Humphreys touched on key issues for the trade.

NFRN Ireland president Peter Steemers said: "NFRN Ireland was delighted to be invited to discuss our agenda with Minister Humphreys. We were able to raise the issues that are most affecting our members throughout Ireland and put into action our plan to improve awareness of these at the highest levels of governance in Ireland."



Betty's big day Young and old met at the official opening of a new-look Post Office in County Durham, as pupils from Shield Row Primary in Stanley got together with the store's oldest customer, Betty Bourguet. In keeping with the Post Office's modernisation scheme, the revamped store will have longer opening hours and improved facilities, it also has a gift section, including local jewellery designs.

Employee theft victim's anger at 'light' sentence

A postmistress, who struggled to keep her business afloat while her employee stole thousands of pounds in goods to fund a luxury lifestyle, has expressed her dismay at a court's decision to let her walk free.

Fiona Senior's post office

in Ampleforth, North Yorkshire, teetered on the brink of ruin, while mother-of-three Diane Lathlean helped herself to stock after being left in charge.

While Mrs Senior and her husband lived off mouldy bread and shopped

in charity shops, part-time shelf stacker and counter assistant Lathlean enjoyed a world cruise. The Seniors became suspicious when Lathlean booked a three-week voyage to Panama.

Lathlean, who has a previous conviction for theft

from an employer, received a six-month jail sentence, suspended for two years, at York Crown Court. Later, Mrs Senior said: "This was an extremely light sentence bearing in mind it is not the first conviction for theft from an employer."

NEWS

REGIONAL



Follow **Retail Newsagent** on Twitter
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to help you grow your sales

Evening News the next day

Edinburgh retailers have received a mixed reaction from customers as local daily paper The Edinburgh Evening News moves to a morning delivery.

Dennis Williams of Broadway Convenience said although he was given adequate notification of the switch by the publisher, sales have dropped on the first day of publication.

"Customers don't like this because the news is old," he said. "The evening edition was always up to date. I wonder how many people are now subscribing online."

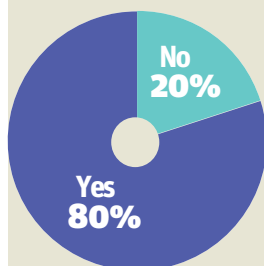
But Urfan Hussein, who runs Muirhouse Post Office, said he has experienced no fluctuation in sales. "I've had no negative feedback, but the publisher can't keep calling it the Edinburgh Evening News," he said.

Publisher Johnston Press denied it was a cost-cutting measure and said it is responding to customers' need for convenience.

RN reader poll

Last week we asked:

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



THIS WEEK'S QUESTION:

Do you feel you have received enough information on tobacco display ban legislation?

Have your vote now at
betterRetailing.com

betterRetailing.com

'Henry' takes on illicit tobacco trade

A joint operation between Nottinghamshire County Council and a specialist dog team that sniffed out £6,162 of illicit tobacco was part of a UK-wide operation, it has been revealed.

Nottinghamshire Trading Standards raided six premises in Ashfield and Mansfield and seized

13,080 contraband cigarettes and 21 pouches of tobacco.

The seizures, which took place last August, led to a loss of an alcohol licence for one shop, one community punishment order and one prosecution with sentence pending.

The raids were the result of a partnership between

Trading Standards and dog teams supplied by Wagtail UK Limited with seizures taking place nationally over eight days.

Named 'Operation Henry', the raids happened between May and November 2014 and involved 81 local authority trading standards services alongside the

tobacco detection dogs. In total it led to 67 seizures nationwide totalling 2.6m cigarettes.

HMRC estimates that in 2012-13 the UK economy lost £1.6bn as a result of illicit tobacco. Nine per cent of all cigarettes and 36% of all rolling tobacco smoked in this county is believed to be illicit.

Inclement weather helps increase numbers Door-knocking and social media boosts interest

HND off to a flying start as new year orders soar

by Tim Murray

Home news delivery retailers have reported a fast start to the year with inclement weather and new strategies helping to boost order numbers.

With temperatures remaining low and snow and ice covering parts of the country, newsagents are reporting growing numbers of consumers signing up to receive delivered news and

magazines.

It comes in the wake of comments from NFRN head of news Brian Murphy, who said the organisation will work closer than ever with publishers, the supply chain and retail groups to make 2015 the year of HND.

Jackie's News in Tenterden, Kent, has used its Twitter account to highlight the image of a man struggling against pouring rain saying: "Not a great

weekend for picking the newspapers up was it? Treat yourself and have them delivered next week."

Guy Day, owner of Jackie's News, told RN he has been hitting the pavements with another staff member for 12 hours a week, adding "We've been out door-knocking and it's bringing in new customers."

Ray Monelle from Orchard News, Weston-Super-Mare, had also noticed an

increase in addition to other new business channels.

He said: "If you go out and canvass properly it can work, it's worth putting the effort in."

Matt Clark, from Penylan News, Cardiff, said he was also planning to actively seek out new business. He said: "I will look at canvassing. We've got a meeting with our local newspaper to look at ways of promoting it and increasing sales."



Tweet charity

The Kent Air Ambulance is more than £200 better off after the latest fundraising drive from Blean Village Londis. Owner Bintesh Amin pledged to give a pound to the organisation for every retweet one Sunday morning – and before long had more than 100 from assorted customers and followers. Mr Amin then doubled the total with a further contribution. It adds to the impressive £525.24 raised for the charity last year. "It's our chosen charity for the shop and we try and help them out when we can," he said. "We expected 50 or 60 retweets, but we got a lot more than that."

YOUR REGION

NFRN DISTRICT COUNCIL REPORT LONDON 27.01.2015



Tim Murray reports from the NFRN London district council meeting

N3 'just starting to blossom'

N3, the NFRN newstrade initiative that will enable members to benefit from increased buying power and to act like a multiple while still being independent, was a key discussion point.

In his opening speech, visiting NFRN president Martyn Brown said: "N3 is just starting to blossom. Hopefully it will give us extra leverage with publishers and wholesalers. Hopefully we'll get central billing and generate some promotions."

Chief executive Paul Baxter, meanwhile, said: "We've been telling publishers and wholesalers it's coming for 37 years. After the work we've done in the past year, it is definitely coming. It will share profits and it's a model owned by those who join it."

Mr Baxter also addressed supply chain issues, saying it was becoming increasingly difficult to supply newspapers and magazines together. But he added that he passionately believed that newsprint has a future: "We still consume more news in this country than any other nation in the world."

The NFRN had to work with groups such as the Press Distribution Forum, he said, and build a relationship with them to address problems.

But he questioned the lack of support from publishers for new magazine initiatives. "When was the last time we saw a decent new publication? Where is the innovation, the investment?"

As ever, Mr Baxter encouraged all retailers to report their supply problems. "To help us fight

publishers and wholesalers, we need the stats," he said. "Ring the helpline, send an email."



Paul Baxter

Closer links will benefit members

The proposed merger of the NFRN and the National Federation of SubPostmasters was among the topics addressed during question and answer sessions with Paul Baxter and Martyn Brown.

Mr Baxter and Mr Brown updated members on the potential deal and explained why closer co-operation between the NFRN and other organisations could benefit its members.

Harry Goraya, visiting from the Kent district, said members needed to change their mindset and welcome changes like this, as well as closer industry co-operation through initiatives such as N3.

"The NFRN can negotiate a lot better than us individually. We've got to show support for them. As an organisation, we could be just below the top four [supermarkets]. When our members start realising that, that's when we become the force the NFRN should be," he said.

'No purpose' for plain packaging

Plain packaging on tobacco products "doesn't serve any purpose at all", Martyn Brown told coun-



The most important issue is the display ban. I urge you to plan your shop solution now before the inevitable last minute rush

Peter Wagg

NFRN London district president

cil in his opening address.

Branding plain packs as a move that "is just walking into the counterfeiters' arms", Mr Brown assured members that the NFRN was taking action to fight their introduction.

"Paul Baxter and his team are fighting our case. We have to fight together [with tobacco companies] on such issues."



Peter Wagg

Elsewhere in the meeting, district president Peter Wagg outlined many of the problems facing NFRN members, before concluding: "The most important issue is the display ban. It comes into effect on 6 April and I urge you to plan your shop solution now before the inevitable last minute rush."

Ambitious plans for Metro Bank

The first "new" bank in the UK for more than a century - Metro Bank - unveiled its ambitious future plans.

Two representatives from the entrepreneurial London-based operation, which has 31 seven-day opening "stores", spoke about its work and the support it aims to provide.

It aims to have around 200 stores by the end of the decade and, as local director Nita Thapar said: "If we don't have a store where you are, we will do soon."

Harry Goraya asked what Metro Bank could offer ordinary retailers.

Ms Thapar said: "We are

here for our local businesses. You have my word, you will get 100% support."

Branch support for attack victim

In keeping with other NFRN branches and districts, London delegates were keen to assist Rushatharan Asok, the man brutally attacked within days of arriving from Sri Lanka.

Announcing assorted donations from the London district council and London East and Barking branches, district president Peter Wagg said: "Districts and branches have lived up to the federation's motto."

Drivers may help charges fight

NFRN members have been urged to ask newspaper delivery drivers if they have had their contracts cut due to the fall in fuel prices.

London East member Devendra Patel said the current level of carriage charges should also be discussed with wholesalers as fuel prices continue to go down. "Fuel prices are half what they were 10 years ago, but carriage charges haven't changed."

Paul Baxter said the issue had been discussed and he now wanted to know if wholesalers were in turn pushing their contractors and drivers.

"Their initial argument was they don't make any savings themselves, but I've heard that one contractor just had his rates cut back."

"If you know your driver is a contractor, ask him if his wholesalers are honouring his contracts. Give us the evidence to say to them 'you're trying to get it at both ends'."

YOUR REGION

NFRN DISTRICT COUNCIL REPORT SCOTLAND 28.01.2015



Roy Beers reports from the NFRN Scotland district council meeting

2015 tobacco challenges

Retailers are concerned that complying with new tobacco laws and choosing which launches to stock will be a major challenge in 2015.

Scottish president Sharon Sisman summed up the general feeling by pointing out that the NFRN has worked extra hard to inform retailers how urgent it is to be properly prepared for the tobacco display ban that will come into force on 6 April.

Anyone who isn't fully compliant can expect a rough ride from authorities which are already geared up for robust test purchasing, she said.

Yet, despite all the work the federation has put in, Ms Sisman said she was concerned the NFRN would still be getting phone calls from retailers who fall foul of this latest major change to an already fraught system.

Retailers at the meeting spoke of the difficulty of managing tobacco ranges in the current market.

Aberdeen member Jim Maitland spoke of the proliferation of products and how trying to gauge exactly what would sell was becoming a job in itself.

"We've got to ask ourselves just what we should be buying into, and whether we're taking the risk of being left with a lot of stock that won't ultimately sell," he said.

He also flagged up a worrying "curve ball" facing Scottish retailers.

"One retailer told me they had been approached by someone trying to sell a gantry which cost £400," he said. "There was

a suggestion of a link with trading standards too – which I very much doubt – and the fact it had sliding doors meant that it simply wasn't compliant with Scottish legislation."

There was danger that retailers could pay a hefty fee for equipment which doesn't fit the bill – only to find they're out of pocket and worse off than before, he said.

Retailers facing new e-cigs laws

The Scottish district has responded to the Scottish government's consultation on e-cigarettes and strengthening tobacco control as it looks to pave the way for legislation on e-cigarettes.

Voicing misgivings, Glasgow president Rory O'Brien asked: "Are we agreed we're going to sign up to this nonsense?"

He feared the consultative element could prove cosmetic, and that the NFRN could spend valuable time "embroiled in a talking shop" while the important decisions had already been made.

Glasgow vice president Ray Parry agreed, arguing that the whole exercise could just be "a day out for civil servants".

But despite their misgivings, the district agreed that it was right to take part in the consultation. Members were concerned that unwillingness to



Sharon Sisman



It doesn't guarantee footfall, and many just use it as a service – PayPoint is not viable in current trading conditions

Hassan Lal

Retailer, Paisley

engage would mean the district risked having no say at all.

Sharon Sisman outlined the scope of the dilemma posed by the products themselves.

Pharmacies will be stocking medically-approved e-cigarettes which are owned by tobacco companies, and will be on the Scottish Tobacco Retailer Register.

Independent retailers, meanwhile, look set to face legislation that would put e-cigarettes on the same footing as cigarettes in terms of a minimum purchasing age of 18.



David Woodrow

Digital edition offer slammed

Paisley member David Woodrow was incensed at a front page promotion on west Scotland broadsheet The Herald, which advised readers not to worry if weather made it difficult for them to collect their paper – they could sign up for a digital option instead for just £175 per year.

The title has since replaced the ad with one encouraging readers to sign up for voucher subscriptions.

"They are cutting their nose off to spite their face," he said. "They shouldn't be knocking our channel."

Meanwhile, Jim Maitland reported that he had been offered a free copy of the Daily Record in a Spar shop and asked other members to report back if

they were offered a similar deal.

PayPoint usage 'not viable'

Paisley member Hassan Lal told the meeting there needed to be a major improvement in the way PayPoint operated.

"It doesn't guarantee footfall, and many just use it as a service – it's not viable in current trading conditions," he said.

It was also noted that below a certain level, retailers are charged a levy for their machines.

Retailers also raised the issue of now-traditional 2 January bank charges. With most banks closing for this Scottish holiday, many retailers assume they can defer banking, but suffer charges if they then become overdrawn.

Sharon Sisman advised that retailers should shop around for the best business banking account because good deals were available.

Centenary year 'magnificent'

The meeting ended on an optimistic note with immediate past president Des Donnelly noting that the district's centenary in 2014 had been "magnificent".

The district is now looking forward to its awards events, for which judging is currently in progress.



Jim Maitland

OPINION



NEWS • CONVENIENCE • PROFIT

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Your say

Following last week's RN column on leasehold properties, what steps do you take to keep up regular repairs and maintenance on your business to avoid hefty bills?

I have internally repairing leases on two stores so I'm required to paint inside every three years. I don't do that, but I do keep my shops in a good state and I don't let things fall into disrepair.

I had a situation recently when I was vacating a shop and the agent claimed it wasn't how I'd found it. The repair work he was suggesting would have come to around £10,000.

I asked if he could supply pictures of the original shop to prove it had been changed but he couldn't and so the landlord dropped the action. I would have fought it all the way.

Stephen Ansell

Shillington Village Stores,
Bedfordshire

I have residential property above my shop which my landlord is responsible for. The shop,

however, is down to me and I'm responsible for paintwork and glass and I also budget for minor refurbishments every few years.

I put a little aside every year to make sure the decor in the premises is kept to a good standard.

It's in my interests to keep the shop looking good and it keeps my landlord happy.

Daniel Cock

Premier Whitestone Village Stores,
Holsworthy,
Devon

My advice is always to take pictures when you start renting a shop. I have a 25-year fully repairing lease so I'm responsible for everything including windows, doors, the roof and the internal maintenance.

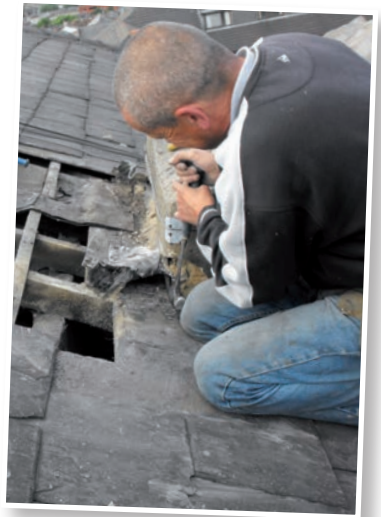
When I pass this shop

on I want it to be in the same condition as I found it, but I've learned through experience to record the evidence.

Once, I had to pay £300 for the repair of a roof because I couldn't prove it was damaged when I came into the building. If it had been more money I would have been up against it.

Ian Taylor

Keystore Portgordon,
Buckie



Your stock

Industry experts predict fresh and chilled food will become an increasingly profitable area for independents this year. What are you doing to capitalise on this opportunity?

We've not really got the room for a larger chiller display, so it's not necessarily something I'm going to be looking at.

We have sausage rolls and sandwiches in a smaller chiller and we have hot dogs and an ice cream scoop section, as well as handmade chocolates.

We've brought lots of new products in and they all seem to have worked, we're up year on year. With the hot dogs, we've created a monster.

Kate Clark

Sean's News,
Upton Upon Severn,
Worcester



We've seen a very small increase in this section but not as

much as some people would say. It's something we're keeping an eye on, but we won't

go all out on it.

Costcutter is bringing out a new range of ready meals and we'll look at those.

We've got a Tesco 100 yards up the road, so we need to look at quick and easy things.

Andrew Cruden,

Market Square News,
Northampton

We don't do a lot of fresh and chilled. It's limited and never going to be a big growth area for us because of the competition – we've got a big Marks & Spencer and a big Co-op right near us.

I have to look at other areas for growth. It's hard to go into that area.

Look at milk – it's 89p for two litres round here. I'd rather look for other profitable areas.

Eugene Diamond

Diamonds Newsagents,
Ballymena,
Co Antrim

LETTERS

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

WHOLESALE SIMPLY DOESN'T CARE ABOUT US

I have to say, my Menzies deliveries are normally on time without any problems, unlike so many retailers who continue to experience problems and fail to see any improvement.

However, on Saturday 31 January, no Daily Records arrived. So I phoned the helpline, only to listen to the previous day's update (I will however point out that this is the same as my three previous calls – all with the answering machine message not working correctly).

On getting through to the call centre, after five minutes with logging in to the slow system (as the operator put it), I was told that my call would be logged and

papers would be sent out to me. I pointed out that the answering machine message was the previous day's and was told this would be logged as well.

The call eventually finished after just under seven minutes and I requested a rebate for the cost of the call, which I was told would appear on my credits in two to three days.

Five minutes later the shop phone rang and it was a man from my local Menzies branch at Maidstone asking me to explain what I had rung in about, as he could not understand the email he had received from his company.

Explaining the two points I was told that the Daily Record was running 24 hours late and he couldn't understand why his white board message had been deleted and not gone through to the call centre.

Regarding the answering machine message, I was informed this has not worked properly since the Sheffield branch closed. I asked why it had not been reported and was told it was reported every day.

No wonder so many retailers get annoyed and throw their hands in the air in despair at the wholesalers. It simply does not care about these problems because, if it did, the same problem would not be happening every day for months on end.

Last year I wrote into RN and asked the question 'do Menzies really care about their PR of their



Steve Barker suffered days of frustration after the Daily Record failed to turn up

company as every week they answer so many problems?'

The letter was not read by the PR in reply, as he said if I had particular problems to contact them. I wasn't on about my problems, I was pointing out about the company's PR and how bad it is.

The following week my local Menzies rep appeared in the shop and said 'I understand you are having problems as you wrote to RN'. I asked if he had read the letter and she said no. Upon reading it, the lady said 'Oh, so it's not you'. Once again, a complete utter PR disaster.

Please Menzies, upon reading this don't reply 'We shall contact Mr Barker and explain the problems'. Reply with Every answer to the questions here so all your customers can see in case they

are experiencing the same sort of problems. I wait with baited breath for a reply.

Steve Barker,
S & J News,
Rochester

A Menzies spokesman responds:

"We are pleased that Mr Barker normally receives his deliveries on time and without disruption but we're sorry to hear about his unfortunate experience on this occasion. A technical issue at Maidstone branch meant that the voice message had not updated correctly – this has now been resolved. Having reviewed Mr Barker's call, the seven minutes was above average for similar queries and our customer service centre has taken measures to address the issue. We apologise for the inconvenience caused, and will endeavour to resume the usual higher standard that Mr Barker has come to expect."



No wonder so many retailers get annoyed and throw their hands in the air in despair at the wholesalers

Steve Barker

S & J News, Rochester

Do you know the news break-even level?

At an NFRN branch annual general meeting last week, we discussed a member who was losing money on news and magazines. He has a weekly newsbill of £200, but pays significantly more in charges.

I suspect there are many retailers in a similar position who think they

are making a 20% margin, but are actually having all their profit swallowed up by their delivery charge.

Retailers need to be aware of the break-even point on their newsbill – I calculate it at £237 a week – and if the numbers don't add up, be aware of what other options, like sub-retailing, are available to them.

Narinder Randhawa,
Randhawa News,
Birmingham

Brian Murphy, NFRN head of news, responds: "The NFRN is very mindful that a lot of members are operating

below the break-even point on their news bill. One of the key objectives this year is to offer help and advice to improve this situation, including robust sub-retailing models. It is obviously important that a store balances the financial aspect of handling news with the footfall it drives into a store. I recommend that you do the sums and don't make any hasty decisions. Where pockets of retailers are in a similar situation, I recommend working together to improve their profitability and keeping a strong news presence in their area.

Problems with Charlie

I have had all sorts of problems trying to get hold of Charlie Hebdo.

Despite having one of Menzies' bigger newsbills and being only 15 miles from central London, it seems as though I wasn't in line to receive any copies.

I repeatedly asked Menzies' contact centre to send me some and was told several times that they didn't have any.

So imagine my surprise to pick up RN 30 January

and see that there were plenty of copies in the country.

However, when I called Menzies, I was told that there must have been some mistake because there had been none supplied.

The call handler even told me that the spokesman who was quoted on RN's letters page must have been mistaken.

All I can conclude is that the left hand doesn't know what the right hand is doing.

Ed Fox,
Pollingtons,
Weybridge,
Surrey

YOUR ISSUE

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JOE FALLS OUT WITH PAYZONE OVER FEE ADD-ON

Ask many independent retailers what they make of having a payment terminal in their business and most will probably tell you it's a double-edged sword.

On the one hand, it provides businesses with the ability to offer a whole set of additional services to their customers, everything from gas and electric bill payments through to bus ticketing, and are seen as a great way of increasing footfall.

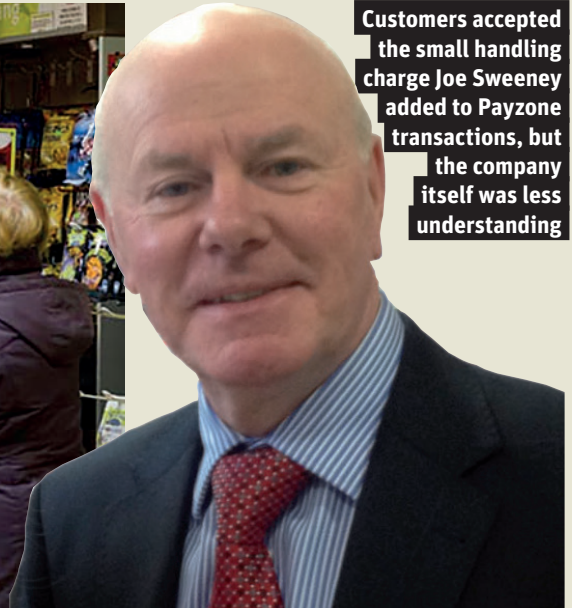
But on the other hand, some business owners would also argue that the small retail margins they make from such transactions make operating terminals difficult to justify.

It's a conflict that newsagent and Payzone retailer Joe Sweeney is very much aware of. The owner of News Centre at Donaghmede Shopping Centre in Dublin said he has built a number of loyal customers through his Payzone terminal but, equally, he is finding it increasingly challenging to make it a profitable part of his business.

This has led Mr Sweeney to make the difficult decision to start adding a handling charge



Customers accepted the small handling charge Joe Sweeney added to Payzone transactions, but the company itself was less understanding



When I explained to people why I was adding on a fee they were very understanding and supported me

Joe Sweeney

News Centre, Donaghmede Shopping Centre, Dublin

of 25 cents for each Payzone transaction, which he introduced in June 2013. He puts this down to a number of reasons.

"When we introduced the charge, it had just been announced that bank lodgement charges were rising from 17 cents per €100 to 45 cents," says Mr Sweeney.

"This was coupled with some of the ridiculous margins that Payzone was offering us and continue to do so to this day. For example, we only get 1% for processing road tolls. Put that on top of staff and energy costs, overheads and everything else, we had to find ways of recouping our money."

Mr Sweeney adds he did not make the decision lightly, informing his customers weeks in advance of the changes he was making.

"When I explained to people why I was adding on a fee they were very understanding and supported me. We must have only had three complaints since we introduced it, and we always tell shoppers about the charge before they use the Payzone terminal."

However, things changed when Mr Sweeney received a letter from Payzone Ireland in January, informing him that it had received complaints about the

additional charge from various companies including road toll operator eFlow, energy provider Bord Gais and Leap travelcard.

In the letter, Payzone also told Mr Sweeney: "The utility company has advised consumers to seek out another Payzone agent within the area who is not adding additional fees and pay for their items there instead."

It went on: "We would hope that you will reconsider charging extra fees on these transactions as it is penalising your customers for topping up in your store."

However, Mr Sweeney said he had heard no such complaints and has since sent a written response back to Payzone Ireland.

In his letter, Mr Sweeney says: "You say the utility companies have advised consumers to seek out another Payzone agent in the area. In fact, there are two more outlets providing this service within the shopping centre where my shop is. This is why we advise our customers of the handling charge in advance of making their purchase."

"Customers choose our store for the professional and friendly service provided by our award-winning staff, and not necessarily because we have a Payzone terminal."

"I would also remind you that this category of our business grew by 25% in 2014, so you are not justified in telling me I am doing something wrong."

Mr Sweeney tells RN he is waiting to hear back from Payzone, but adds he will continue his current policy on the terminal: "I've always maintained that this is a handling charge - we are not charging our customers for the product. There is no point doing it if we can't operate on a profit."

"I've also told Payzone time and time again that whenever they are going after new business or are making changes they need to get independent retailers involved in the process, but they never listen."

RN contacted Payzone for a response to Mr Sweeney's comments but is yet to hear back from the company.

However, it points out in its letter that 80% of customers choose a store specifically because it provides Payzone services, while eight out of 10 customers visit their local Payzone store every week, according to independent research.

We will continue to follow this issue and keep you posted regarding future developments.

BINTESH AMIN

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It pays to be responsible

Doing away with super-strength beers enabled me to get rid of nuisance drunks, create a better environment and build the kind of customer base I wanted – one comprised of workers, parents and kids



As soon as I took over each of my shops I got rid of super-strength beers. Instantly, I had less trouble and fewer theft problems.

We used to get a handful of customers who came in drunk in the mornings, plus some who hung around Whitstable drinking later in the day, but the type of shoppers I wanted to attract were workers, parents and kids.

So I got shot of six or seven brands like Kestrel and Tennent's and, at the same time, delisted a lot of cheap ciders like White Lightning and Frosty Jack's.

In the Budgens, customers who had been buying these brands started going to the Co-op nearby instead, although it did take a few weeks for them to realise that they couldn't buy their beer from me anymore. We had to hold our nerve until they got the message.

People adapted far more quickly in Blean, but in both stores new customers started coming in because we were able to offer a nicer and safer environment to shop in.

Initially, we noticed a drop in profits because super-strength drinks were fast-selling products with regular buyers.

But with the new shelf space we had available we were able to add more sophisticated drinks that customers asked for.

This was when fruit ciders were a fairly new thing so we experimented with them. EPoS was useful because

we could keep an eye on what was working.

Today, we sell strong beers, but these are specialist high-end brands like Hoegaarden or Polish beers.

We've looked at other products besides alcohol too. We've banned sales of energy drinks to under-16s, for example, and will only allow kids aged 16 or over to buy one drink at a time.

We used to have lots of kids buying energy drinks so we asked their parents whether they were OK with that. Many of them weren't, and said they didn't know their kids were buying them. The kids stopped asking for them pretty quickly and bought other drinks instead.

It's important to me to be seen as a responsible retailer. I want to make sure that my shop stays within the law and that I work with the wider community where I can too.

I work with trading standards,



We talk to the council about law changes, asking them to visit and check that we're compliant

the parish council and also with the nearby schools.

We talk to the council about law changes, asking them to visit and check that we're compliant so they are familiar with how we work and can help us ensure we will easily pass any official tests.

With schools, we have classes visiting the shop every three months or so for projects.

This gives us a chance to talk to children about things like the dangers of drinking too much, what the law says about certain products and also to point out the health benefits of some of our other products.

We also promote the fact that we are a safe place for children to come – a couple of kids had problems last year with being followed, so it was important to get that message out.

Bintesh Amin runs two stores – a Londis and a Budgens – in Kent

* Use EPoS data to plan for your future

+ My EPoS data has been invaluable for helping me get ready for Valentine's Day. I've looked at four years worth of data on sales, prices and profits for individual products, and the time of day that they sold, to forecast what should work this year. Boxed chocolates are among the bestsellers, for example, but while I got a lot of Cadbury products in for Valentine's Day and Mother's Day last year, I didn't get high enough sales from them, whereas Thorntons did really well. So this year I've aimed for a more premium range. Also, I noticed that I sold more single roses than bunches, so I'll sell those again. We need to raise awareness of our range by getting displays up early, but with Valentine's Day being on Saturday this year, I'll just move them to a more prominent position on the Thursday before. My male customers do a lot of shopping between 5pm and 7pm so that's a good time to upsell my Valentine's Day cards and gifts. And I'll aim to get people to buy whole baskets buy running promotions that include cards, chocolates, Prosecco and gift bags.

INDUSTRY PROFILE

Interview by **Chris Rolfe**
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United Biscuits

With nearly a 30% share of the savoury biscuit and branded snacks markets, United Biscuits' Jacob's brand is a profit driver for independents. And with its first independent-facing field sales team in over a decade, director of savoury brands Ted Linehan is confident of sales growth in your store

RETAIL NEWSAGENT How is the UK savoury snacks market performing?

TED LINEHAN It is expanding at 5% year on year. Around 18% of biscuits eaten in the UK are savoury, but while the figure has doubled in the last 15 years it remains far below the USA and Australia, which are both around 40%.

Jacob's has a near 30% share of the savoury biscuit and branded snacks markets and is growing by more than 9% year on year in each.

RN How are you investing in Jacob's to capitalise on this?

TL The largest growth driver for Jacob's has been its recent relaunch, which involved bringing all our crackers and baked snacks except Carr's under the Jacob's banner and supporting them with a £10m campaign.

This was preceded by product developments such as the launch of Jacob's Crispreads last January.

RN What plans do you have for 2015 to help retailers grow sales?

TL Last month, we introduced new packaging and a revamped logo for our entire Jacob's range. We have also just announced an on-pack promotion for Twiglets, which teams the brand with Top Gear's The Stig and includes limited edition 'Stiglets' packs.

We have promotional activity and product development in the pipeline too.

RN Jacob's is a well-known and established brand. How can you maintain its relevance in a dynamic market?

TL One of the core objectives of our Jacob's relaunch was to simplify shopping. By bringing all our

savoury products under the same banner and revitalising their design, brands like Oddities, Twiglets, Mini Cheddars and Crinklys are now instantly more recognisable as part of the Jacob's family, but still maintain their specific identities.

The key to maintaining the relevance of a brand like this is to innovate and bring messaging up to date, while not losing its heritage.

RN How are you working with independents to improve category management and sales?

TL For the first time in over a decade, UB has invested in a new national field sales team to support our existing regional sales team – an annual £4m investment.

The field sales team is working with convenience retailers to guide them on our Better Biscuits Better Business programme, pre-launch trials of which resulted in average unit sales growth of 68%.

We also conducted depot tours to highlight core ranges and the products convenience retailers must stock to grow category sales.



“
One of the core objectives of our Jacob's relaunch was to simplify shopping

This gives us the opportunity to talk to retailers and provide advice, such as which biscuits to stock for maximum returns and how to draw shoppers to displays, communicate pricing effectively and make the most of impulse purchases and special events.

RN Which wider trends are affecting sales?

TL There is a strong focus on healthier snacking, with consumers increasingly conscious of diet and nutrition. Savoury biscuits have a strong role to play, which is one reason the category has huge growth potential. Biscuits are baked, as opposed to fried, so many consumers regard them differently to other snacks.

Also, with the decreasing popularity of bread at lunchtime, savoury biscuits are now regularly consumed as an alternative.

RN How are you responding to ongoing pressure on household spending?

TL Many new developments and format innovations are tailored towards smaller basket shops and increased visits to c-stores. Our focus is on offering value.

For example, for independents we have over 40 products in price-marked packs and our £1 Mini Cheddars sharing bag is one of the best-selling lines for them.

** Company CV **

Company United Biscuits

Director of savoury brands Ted Linehan

Profile The owner of McVitie's, Jacob's, Go Ahead and Carr's, United Biscuits is the UK's biggest snack manufacturer.

Latest news McVitie's has just introduced new-look packaging and a new logo for Jacob's, having brought all its cracker and baked brands, except Carr's, under the Jacob's brand name.



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PRICEWATCH

ROSÉ WINE

by Nadia Alexandrou

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BEST-SELLING ROSÉ WINE PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Echo Falls Rosé 75cl	£5.00	£5.55	£5.79	£4.99	–	£4.19	–
Blossom Hill Rosé 75cl	£5.16	£6.49	£6.29	£5.65	£6.99	£4.19	£5.99
Jacob's Creek Shiraz Rosé 75cl	£7.36	£7.99	–	£5.99 (offer)	£6.99	£6.00	£8.89
Mateus Rosé 75cl	£6.19	£5.99	£6.79	–	£6.99	–	£7.15
Isla Negra Merlot Rosé 2003 75cl	£6.25	£7.99 (Costcutter)	£3.99 (offer)	£4.99 (offer)	£4.99 (offer)	£5.00	–
Casillero Del Diablo Shiraz Rosé 75cl	£6.96	£7.99 (Bestway)	£5.99 (offer)	£5.99 (offer)	£7.99	£5.49	–
Wolf Blass Yellow Label Rosé 75cl	£8.07	£8.49 (Bestway)	£10.29	–	–	–	£8.99
Hardys Bin 545 Rosé 75cl	£5.91	£6.99 (Costcutter)	£4.99 (offer)	£5.49	–	–	£8.39
Kumala Rosé 2003 75cl	£6.21	£6.35	–	–	£7.35	£5.00	£7.25
Kumala Zenith Rosé 75cl	£6.01	£10.99 (Costcutter)	£5.49 (offer)	–	£5.50 (offer)	£5.00	£7.25
J P Chenet Cinsault Rosé 75cl	£6.06	£6.49	–	–	£6.69	£5.00	£6.99
Premier Estates Pinot Grigio Blush 75cl	£4.29	£4.79	£4.99	–	£4.99	–	£5.99

Rosé wine pricing strategies

RETAILER

1

**NAME SAT DEO****STORE** Costcutter**LOCATION** Maltby, Rotherham**SIZE** 1,400sq ft**TYPE** estate

We tend to stick to Costcutter's RRP's, as well as its promotions. We merchandise our own wines as I find the planograms quite inflexible in terms of format. It's quite basic so it's not too hard to organise, we just block by colour. Echo Falls is probably our bestseller, and provides consistent sales all year round. Not wanting to stereotype my customers, but it's mostly young women or newcomers to wines that buy rosés, as they are a little bit 'milder' than whites or reds. We always experience a peak in rosé sales over summer – rosé seems to go well with good weather.

RETAILER

2

**NAME GORDON HENDERSON****STORE** Hendersons Newsagents**LOCATION** Luton**SIZE** 2,000sq ft**TYPE** residential

We're very keen on pricing, and mostly go below the RRP on rosé. We always have something on promotion as customers are more influenced by price for this category. Once the wine comes off promotion, we won't put it up to its original price until we get more stock in. By the time it comes to us ordering again, the same product is back on discount, so we can usually keep our prices consistently low, although our margins do take a hit. The 'I Heart' range is our bestseller, not just for rosé, but white and red wine as well.

BLOSSOM HILL ROSÉ 75cl Price distribution %



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

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

RETAILER

3

NAME JOHN STEVENSON

STORE Nisa Local

LOCATION Stockton-on-Tees

SIZE 3,000sq ft

TYPE residential

I don't have a particular pricing system for rosé, but I have been meaning to review the category. For the most part, if it's not on promotion I'll normally go slightly above RRP to make up for the margins lost on deals. Gallo White Zinfandel is probably our bestseller, closely followed by Blossom Hill. I've never stuck to a planogram in my entire career, and for wines I simply group by country. That seems to work well for my customers. Rosé is more popular in the summer, but in general it sells fairly well all year round.



RETAILER

4

NAME ANDREW WRIGHT

STORE Wright Way

LOCATION Rackheath, Norfolk

SIZE 550sq ft

TYPE residential

I buy rosé from a nearby cash and carry, Select, which offers better margins than Booker. Even allowing for that, the margins aren't great, which is quite typical for wine – between 12% and 20%. However, I find that I can make up margins elsewhere, which is what I do for tobacco too. The Barefoot brand does really well across all wines including rosé, which we sell for £5 a bottle. Rosé sells really well in the summer, whereas reds sell more in the winter, but both sell fairly consistently. January tends to be the quietest month.



RETAILER

5

NAME NARESH PUROHIT

STORE Marseans

LOCATION Dartford, Kent

SIZE 1,300sq ft

TYPE residential

We normally put 20p-30p on the RRP, but obviously lower it slightly if it's a slow seller. We can sell Blossom Hill at £5.99 because we got it at a good price before Christmas from Prime, a small private wholesale company. We then pass on those types of deals to customers, which sell really well, especially given that wine is a category where people are quite price sensitive. We don't arrange rosés in any particular fashion – rosé is rosé, and as long as you keep them together you can't really go wrong.



THE ENTREPRENEURS

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



J.K. ROWLING

Route to the top

J.K. Rowling is the creator of the Harry Potter fantasy series, one of the most popular book and film franchises in history. A graduate of Exeter University, Rowling moved to Portugal in 1990 to teach English. There, she met and married the Portuguese journalist Jorge Arantes. The couple's daughter, Jessica, was born in 1993. After her marriage ended in divorce, Rowling moved to Edinburgh with her daughter to live near her younger sister, Di. While struggling to support Jessica and herself on welfare, Rowling worked on a book, the idea for which had reportedly occurred to her while she was traveling on a train from Manchester

to London in 1990. After a number of rejections, she finally sold the book, Harry Potter and the Philosopher's Stone (the word 'Philosopher' was changed to 'Sorcerer' for its publication in America), for the equivalent of about \$4,000. The book, and its subsequent series, chronicled the life of Harry Potter, a young wizard, and his motley band of cohorts at the Hogwarts School of Witchcraft and Wizardry.

Key achievements

- Author of the fastest-selling book in history, Harry Potter and the Goblet of Fire
- Earning \$480m in three years for her first three Harry Potter books
- Rowling is now wealthier than the Queen



Lessons for your store

- 1 Don't stop after your first success – Rowling has continued to write books even after making millions.
- 2 Don't stop after rejection – Rowling was let down by several publishers before being taken on.
- 3 Look for inspiration everywhere – Rowling found her multi-million pound inspiration on a train.

RETAILER PROFILE



Hitesh Parekh with his 2013 Post Office award



Success at the double

Doubling the floor space at their Londis store was a challenge for Hitesh Parekh and his son Anish. But, as Steven Lambert discovered, it paid off thanks to listening to customers' needs and offering great value

When the Post Office decided to close a host of branches as part of its Network Transformation scheme five years ago, it seemed that Hitesh Parekh's business would be one of the many casualties.

That was until the local community stepped in to defend the retailer and convince the organisation to think twice. Their support was well guided, with Broadoak Post Office going on to win the best performing branch award in 2013.

Hitesh's son Anish Parekh picks up the story: "My dad took over the business in 1997, which at that time was a small post office and newsagents."

"He became well known in the area, so when the Post Office said he would have to close there was a local outcry."

"He had support from MPs, councillors and residents, who all signed petitions. They also held meetings about it at the pub and restaurant close by, which were filled with about 300 people."

Looking to give something back to residents and push the business forward, Hitesh decided to transform the shop into a convenience store while maintaining his much-loved post office service.

This in turn led to Anish quitting his job in sales at Kellogg's and coming on board full time to run the new convenience side of the business.

The pair decided to adopt the Londis

fascia and, following a refit that doubled its retail floor space from 500sq ft to 1,000sq ft, the store reopened with a big fun day for customers in March.

The shift to a bigger format had its teething problems, admits Anish: "It was a steep learning curve for me. The shop went from selling between four and 10 loaves of bread a week to between 130 and 140, for example."

"At the beginning we let Londis estimate our stock allocation but, over time and when I got more confident, I began to take more control of this."

Anish says speaking to his customers was vital for helping him to fine-tune his range and introduce new, profit-driving products early on.

"One of the first areas we looked at was alcohol. We soon discovered after talking to customers that they were looking for different types of ale, which we didn't have in."

"Londis is quite flexible about us getting products from elsewhere, so we were able to source some ales quite cheaply and put them out at £1 during a promotional period. They're now a big seller for us and we have them on a three for £5 deal."

"We also put our own deals on where we can, and we always tell customers a week in advance when an offer's about to finish. For example, we had Yellow Tail Shiraz at £5 a bottle and we had people buying whole boxes of six when we told them the deal was ending soon."

“We’re always looking through RN, especially the products section. We want to be first with the latest products and trends, so this really helps us to plan ahead and get new lines in as soon as possible.”

Anish Parekh, Londis Broadoak and Post Office, Ashton-under-Lyne



Anish Parekh and his father Hitesh doubled the retail floor space at their Ashton-under-Lyne Londis store



“Early on, some people still believed that we were just a post office and a small shop, so we wanted to change that perception quickly”

Anish has also worked hard to increase exposure for the business, getting coverage in local newspapers, using social media to push promotions, and producing his own leaflets to send out to 500 homes.

“Early on, some people still believed that we were just a post office and a small shop, so we wanted to change that perception quickly,” says Anish.

That said, some elements of the old business do remain, including home news delivery. Anish says the store still delivers to more than 100 homes in the local area.

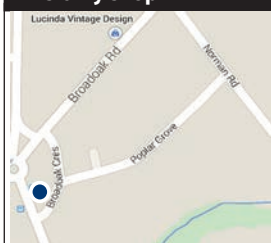
And Londis Broadoak also has its own set of unique services, including free book loans.

Anish explains: “We work with the local library and stock a small selection of books in the shop.

“People can come in, sign their name, rent a book and return it when they like. It’s become quite popular, especially with more elderly customers.”

The road to improvement has been a challenging one for Anish and Hitesh but, by focusing on their customers’ needs and communicating the changes to their business, the father and son team have created a store their community can be proud of – and that might even pick a few extra awards in the future. ●

Visit my shop



Londis Broadoak and Post Office,
6 Broadoak Crescent,
Ashton-under-Lyne
Greater Manchester
OL6 8QE

[buckley](#)
@BroadoakLondis

Want to see more
of Hitesh’s store?

[betterRetailing.com](#)

CRIME PREVENTION



Two weeks ago, RN reported on the story of Sudesh Patel, a London Budgens retailer who has lost an estimated £20,000 due to shop thefts in 12 months.

In the same issue, we also reported on the jailing of a knife robber, the hunt for two thieves who threatened a store owner with a baton and the sentencing of a teenager for drawing a knife on a retailer and his customers.

While crime figures in general are historically low, it appears that retailers are experiencing something of a crimewave, and store owners need to make sure they are as protected as possible.

RN asked leading industry experts for advice on reducing a business's risk of falling prey to criminals and how to remain safe in the face of an attack or theft.

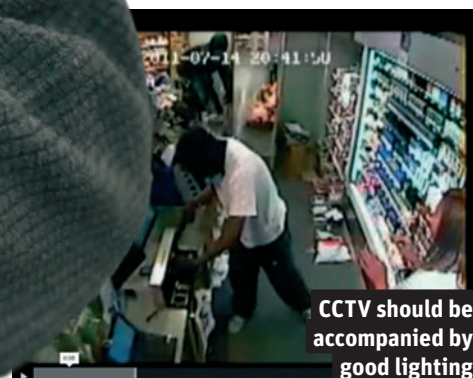
Offer great customer service

Stephen Govier, regional director of London Against Business Crime, offers "Safe In Doors" training sessions for retailers and says that staying safe starts with the service you offer. "Greet every customer who comes through the door and be aware of the space around the store," he says. Being polite and helpful can defuse many situations, including refusals for tobacco and alcohol sales.



Layer your security measures

Shutters, CCTV and good lighting are all effective at deterring criminals but work most effectively when put together, says property expert Barry Frost. "A criminal might think that it will take them an hour to jack up your shutters but if they know that they will be visible and recorded by CCTV then they will often think the risk is too high," he says.



CCTV should be accompanied by good lighting

Staying safe: expert advice

Crimes against retailers present a problem for the whole industry. Tom Gockelen-Kozlowski asked five retail experts how RN readers can cut the risk of falling prey to thugs and criminals

Minimise potential gains

"With the right controls around cash and high value stock you can reduce losses from an armed robbery to a few hundred pounds," says Blakemore's loss prevention manager Mark Stevenson. Criminals, he says, are looking for an easy life and if you limit their ability to gain from you they're less likely to see you as an easy target.

Sudesh Patel has lost £20,000 through theft



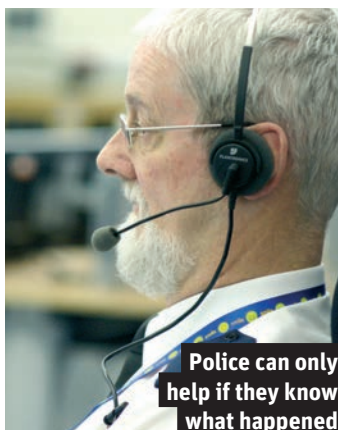
Offering great service is a first great step

Remember details

If the worst happens and you are the victim of an armed robbery, Stephen Govier says retailers should avoid trying to make eye contact with the attacker as this could escalate the situation. "Look at your feet and concentrate on remembering details such as names they use, if there are two of them, smells that could indicate where they might have been and any details of their clothing."

Report everything

"Security measures are only good if you follow the procedures," says Stephen Govier. Any crime needs to be reported, with a crime reference number written down and recorded, he says. "If you've got CCTV, go back and look at any crimes you suspect then share any evidence with the police."



Police can only help if they know what happened

Don't become a fortress

Although it's tempting to react to a theft by locking up high value items behind the counter and transforming your business into an anti-crime fortress, Mark Stevenson warns against overreacting. "At the end of the day, retailers are business people and their priority is making money," he says. "You might stop a crime but you'll stop sales too."



Having an alarm that just makes noise is no good

Be vigilant – everywhere

"The key to avoiding theft at the cash and carry is awareness. Wholesalers are investing in CCTV and security barriers, but criminals do slip through the net," says David Visick, director of communications at the Federation of Wholesale Distributors. Vigilance is key to reducing your risk. "Simple steps such as not leaving stock unattended on a trolley and locking vehicles when you're away from them can help," he adds.

Keep records

"You may not realise that someone's been trying to get in to your property until you see damage a few days later, so rotate your CCTV tapes and keep records for as long as possible," says Barry Frost.

Assist the police

"Retailers want to reopen the shop as soon as possible, but it's important to give access to the police in order for them to collect evidence," says Mark Stevenson. Even if you are shut for 12 hours, this could mean the difference between the perpetrators being caught or not.



Experts can help you stay safe

Call in the specialists

"I was a commercial landlord for many years and would refer new companies to a specialist security firm who could provide advice and a service that would keep their premises safe," says Barry Frost. He says that many insurers now expect retailers to have a safety assessment done as part of their agreements.

Monitored alarms are a must

Just as insurers can demand that a security specialist has provided guidance to a business, many also now want retailers to have a monitored alarm linked to the police via a security firm. "Having an alarm that just makes noise is no good," says Barry Frost.



Police work can take time

What's the most valuable thing in your store?

"We ask this question at our training sessions and retailers will suggest computers, tobacco or other items like this," says Stephen Govier. In truth, however, the answer is you and your staff. "You're the only things in your store that are unique – everything else can be replaced."



Get your team involved

Get staff on board

"If your staff are on board it's possible to reduce crime, but if they don't care then you will have a crime problem," says Mark Stevenson. He advises retailers not to "scaremonger" staff about the risks of crime but to make sure you make them aware of the need to be vigilant. "It's a difficult balance," he adds.

You won't prevent it entirely

"No one can stop you being the victim of robbery," says Mark Stevenson. Instead, retailers should use the advice and insights of experts to ensure that, when an attempt is made, the perpetrators are left with as little possible and that there is evidence on camera of the crime. "You've got to make sure they don't want to try it again," he says. ●

ECONOMY TOBACCO

As we stand in the shadow of stagnant wages and the looming dark market, **Nadia Alexandrou** looks at seven reasons why economy remains the most innovative tobacco sector, and what this means for the future of your sales

More value for money



1 Growth of 19s cigarette packs for value brands

With customers more price conscious than ever and tobacco duties continuing to soar, manufacturers are having to find new ways to offer value to customers with limited cash to spend. Offering packs of 19s and 18s has been an effective means to this end, and in fact many value brands are now available only in these formats.

"These packs may not work out as better value per stick, but my customers are more concerned with the headline price, so that's what suppliers have given

them," says Dave Worsfold at Far-rants News in Cobham. Dave sells Pall Mall Super King Reds, for example, in packs of 18s priced at £6.49, cheaper than Lambert & Butler Blue 19s, or Richmonds 20s, regardless of its price per stick.



2 Increasing popularity of smaller RYO pouches

It's not just cigarettes where smaller formats are entering the market, and over the past year rolling tobacco pouches under 12.5g have more than doubled to 7.3% of the RYO market as suppliers find new ways to keep their price rises in check.

For example, last year JTI launched a number of its value RYO brands in smaller pouches, including Sterling Rolling 9g and Holborn Smooth Taste 9g. In the same year, Imperial Tobacco also brought out a 9g pouch for JPS RYO, one of the fastest

growing tobacco brands in the UK.

While new laws contained in the European Tobacco Products Directive (EUTPD) will ban all RYO products under 30g from 2016 (as well as all cigarette packs containing under 20 sticks), retailers can be confident that manufacturers will continue to support these smaller pack sizes.

Just as in other areas of convenience, customers' growing tendencies towards shopping 'little and often' have encouraged manufacturers to further invest in developing these particular formats.



3 More RYOs with papers

Including papers in rolling tobacco is no new thing, but over the past few years the number of brands doing so has peaked as manufacturers work to offer even better value – and with good reason. Imperial Tobacco's ongoing research shows that 62% of RYO tobacco shoppers prefer their tobacco to come with papers. "This has led to an uplift in sales of our GV Smooth 8g Handy Packs, which include rolling papers," says Imperial Tobacco's head of independent retail Andrew Miller.

Similarly, JTI's Sterling Rolling and BAT's Pall Mall and Cutters Choice brands all recently added papers to their respective packs, boosting customers' confidence in the quality and value of the product. »





CARLTON
the UK's
No.1 Sub-Economy
brand*

***Stock up now
to meet demand***

*ITUK Estimates 2014



www.imperial-trade.com

For Tobacco Traders Only

ECONOMY TOBACCO

4

Wider availability of single cigars

Minis are not the only cigars to show resilience in a rapidly shrinking market. Singles have proved to be an equally good investment to suppliers and retailers, allowing them to offer customers higher quality through single purchases. "While some consumers seek out value for money in terms of the lowest cost per stick or cigar, there are some who still want premium products, but for a lower price," says Scandinavian Tobacco Group's head of marketing and public affairs James Higgs.

STG recently launched Henri Wintermans Half Corona and Slims as singles, allowing retailers to sell them separately.

Andy Swain at Ritmeester, which produces Royal Dutch Miniatures, believes it will be value brands that survive and the activity that all suppliers are undertaking to add additional value to their ranges means there is confidence about the category's post-ban performance. "We have grown every year since the multiples went dark, and in 2013 we were the only manufacturer to show growth in the cigar category," he says.



Price segmentation has led to more choice in the value market

Long-standing brands' identities are being repositioned



5

Pricemarked packs

Not all pricemarked products necessarily offer better value than supermarkets, but an upcoming investigation for RN's pricemarking feature (20 February) will show that, once again, tobacco manufacturers are providing opportunities for retailers to undercut supermarkets in this key category.

The even better news is that retailers are encouraged by suppliers to stock pricemarked variants with rewards available for compliance. BAT, for example, is providing access to its MORE advice and award programme to retailers stocking pricemarked variants of its new Cutters Choice addition, Exquisite blend.

The vote on plain packaging may now be planned for before May's election, but suppliers suggest retailers continue to stock pricemarked



Pricemarked packs help independents complete

packs for as long as they are able. "Retailers should not question the value of pricemarked products after the display ban, as we anticipate that this will be precisely when they'll be most needed to demonstrate best value," says BAT's brand executive for other tobacco products Harry Barnes.

6 Price repositioning

Lowering price points of mid-tier brands has allowed manufacturers to reposition their products and attract value-seeking customers. "Particularly in the RYO market, which two years ago was dominated by a couple of brands, price segmentation has led to more choice in the value market," says JTI's head of communications Jeremy Blackburn.

JTI recently lowered the price of Sterling Rolling and Holborn Smooth Taste, and completely repositioned the previously-premium Benson & Hedges Silver brand last year with lower prices on all formats.

The company has also studied the effect of display bans in markets such as Canada and believes the UK market will see similar activity over the coming months and years.

To find out about brands recently positioned in the value sector, read Nadia Alexandrou's guide at betterretailing.com/value-brands

7 Brand extension into the RYO sector

Even brands which are not value focused are now expanding into the profitable RYO sector, as simply a way to offer customers the same quality heritage and branding at a lower cost.

For the first time since its launch 90 years ago, Philip Morris launched its iconic Marlboro cigarette brand as a RYO product in the UK last September. Despite being at the premium-end of the RYO sector, the supplier expects more custom-

ers to see Marlboro as an affordable everyday option. "Customers can now enjoy the perfect blend of taste and price from the UK's number one premium brand," says PML's marketing director Zoe Smith.

While Marlboro Gold RYO is at the premium end of the market, it is still considerably less expensive than its existing cigarette range, opening the door to more customers for whom its brand, taste and heritage hold a strong appeal. ●



IT'S MASSIVE



Ok it doesn't look big. But with an **85% increase in sales** last year*
it's the fastest growing miniature cigar in the UK.
And if customers are asking for it - you should be stocking it.

* Source: SymphonyIRI

THIS ADVERTISEMENT IS FOR THE INFORMATION OF TOBACCO TRADERS ONLY



Smoking seriously harms you and others around you

MARKETING

As one of the biggest areas of investment for suppliers, how do marketing initiatives benefit you and your store? **Nadia Alexandrou** looks at five types of campaigns and asks five retailers how they profit from them

Turn their hard work into your hard cash



WE SAY
CHING DOW
青島啤酒

International brands are increasingly providing strong marketing campaigns to sell their products



1 Television adverts

A good TV advert can stick in a customer's head for years, and has a bigger influence over buying habits than most of us give it credit for. "We still get kids singing the Birds Eye Potato Waffles tune in our store, as well as the Quality Street ad that ran at Christmas years ago," says Adam Hogwood at Budgens Broadstairs.

Recent examples With healthy living at the forefront of most people's minds, milk alternative brands Alpro and Blue Diamond have invested in multi-million pound national TV campaigns this month to support their respective almond milk brands – Almond Unsweetened and Almond Breeze. "Almond milk is driving growth in the market, second only to soya. Healthy living is front of mind in the new year so it's the perfect time for Almond Breeze to be on TV," says John Beadle, managing director of Blue Diamond Consumer Brands Europe.

Jatinder Sahota

Max's Londis,
Minster, Kent

I make sure I get the most from TV ads by getting in PoS for the product on promotion – which works even better when it's a launch. I'm lucky enough to be on Heineken's retailer panel, so they always give us a heads-up with campaigns. My best example is when Foster's Radler cloudy lemonade first came out over the summer – we supported it with PoS and secondary sitings. What's more, it coincided with a Londis price promotion, and that summer it just flew off the shelf.



2 Limited editions

Given that limited editions are designed to boost impulse purchases, it's little surprise that suppliers tend to target them at convenience stores. Almost every week for the past six weeks, RN has reported on various limited edition launches, showing the incredible investment and continued innovation in this area.



Recent examples Two major snacks brands have brought out limited editions and new flavours this year. PepsiCo is launching new flavours on its Walkers Max Deep Ridged range and Mars has launched limited edition Xtra Choc bar. For those with a more adventurous customer base, Halewood has unveiled limited edition packs of Tsingtao beer ahead of this month's Chinese New Year.

John Vine

Newsworld, Church
Stretton, Shropshire

Limited editions have worked extremely well in my store. A big reason is that I go all out with merchandising and will site them in up to four different areas around my store. My customers don't want to miss them. KitKat Toffee is doing well now. We got a good deal on them from a rep – buy three cases and get one and a half free – so I'm selling them at 50p, which makes it an even more attractive offer for my customers.





3 Customer competitions

If you run a losers' lottery or community raffle prizes in your store, you'll be fully aware of how easily tempted customers are when given the chance to win something. Both symbol groups and suppliers are good at capitalising on this on a large scale.

Recent examples

Spar recently rolled out the second phase of its Shop & Win competition, and from 5 January to 15 February, Spar customers have the chance to win £500 cash every day. Similarly, Prince's kicked off new year offering customers a chance to win 'great days out' with every can of Branston Beans bought. Over 12 million promotional four-packs have been produced, giving shoppers the chance to win family trips out, as well as smaller runner-up prizes.



Sharan Bhdaal

Spar Auckley, Doncaster

Before Christmas Spar's promotion offered a chance to win an iPad, which I found easier to entice customers with than a cash prize. These are really good selling points to talk to shoppers about when they get to the till – where all they have to do is enter their receipt number on Spar's website.



Promotions and competitions excite consumers and help retailers to communicate the value they offer



4 Symbol group promotions

Every symbol group operates a promotional cycle, whether it changes every three weeks or four. This not only communicates good value to customers but also helps retailers tap into national wholesaler activity and marketing.

Recent examples Nisa has created upselling units, which are specifically designed for £1 deals, new products or seasonal Lines. Its deals offer margins of at least 20% and change every three weeks. Booker's Mega Deals, meanwhile, feature new promotions every four weeks, and in 2013 made £2m of additional sales for Premier retailers, it says.

Dan Cock

Whitstone Village Stores, Whitstone, Devon

The Booker Mega Deals offer my customers very strong promotions on good brands, for example I have Pot Noodle on at the moment for buy one get one free. Lenor Fabric is selling well with a £1 pricemark, and we're running a two for one deal on all major chocolate brands including Maltesers, Galaxy and Twix.



5 Digital campaigns

Love it or hate it, this type of marketing is here to stay, with some aspect of digital activity featuring in most marketing campaigns today. Those focusing solely on digital, however, are still quite rare – a sign that these tools are most effective when working in tandem with traditional methods.

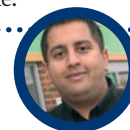
Recent examples

One campaign aimed at benefiting independents directly through social media was Boost's six week 'Selfie' campaign, which invited consumers to buy any drink from the Boost range, take a selfie with their purchase outside their local independent retailer, and then upload it through the 'Boost Up Your Selfie' microsite. There were six weekly winners who each received a £50 iTunes voucher, and one ultimate victor who received a 3D TV. Last September also saw Tetley launch its first digital campaign to promote its range of green teas by targeting consumers who had searched for health or detox online.

Bintesh Amin

Blean Village Londis, Blean, Kent

Some of the most effective social media campaigns have been when we've collaborated with local suppliers. We get them to tweet about us, and we'll use social media to promote their products. It's a mutual partnership where we benefit from each other's online profile, which helps drive awareness and those products sell much faster than if we were working separately.



RED NOSE DAY

Most retailers will be involved with their communities in some way – whether that's supporting a local charity or school – and will know of the positive effect such service has for their stores. But don't underestimate the power that suppliers' good cause-supporting campaigns can have on independent businesses too. Several brands are now geared up for the UK's next big charity event – Red Nose Day. PG Tips, Persil, Maltesers and Weetabix are all lining up limited edition packs or promotions in the run-up to the event on 13 March and the combination of advertising, big brand involvement and a popular, high-profile campaign create a great opportunity for you to boost your profits. ●



PREVIEW



Walkers' hot addition

The launch of a Flamin' Hot flavour to the Walkers Max range will be supported by three-case display units for retail.

RRP 79p

Outers 32

Contact 0118 930 6666



No regrets for Diet Coke

Diet Coke has ditched the hunks from its advertising in favour of a new 'Regret Nothing' campaign, which aims to appeal to consumers' 'impulsive' sides.

RRP various

Outers various

Contact 08457 227222



Scents fit for the catwalk

Lenor has worked with British fashion designer Giles Deacon to create packaging for three new softer scents - Ruby Jasmine, Yellow Zephyr and Topaz & Magnolia.

RRP £3.50

Outers not given

Contact 0800 597 3388



Trigger happy cleaning

151 Products is adding Oven Brite Trigger Spray to its range of household cleaning products for ovens, grills and barbecues.

RRP £1.49

Outers 4

Contact 0161 839 5949



Pricemarked Princes

Princes is launching pricemarked packs of its peaches, pineapple, fruit cocktail, pears, mandarins and strawberries for independents.

RRP £1

Outers 6

Contact 0151 966 7000



New-look Santa Fe

Manufacturer Santa Fe has redesigned packaging for its range of Natural American Spirit RYO products, replacing beige with blue.

RRP various

Outers various

Contact 020 8582 0240



Little screen, big pies

Pie manufacturer Holland's is hitting TV screens nationwide to promote the heritage of its convenience range, featuring the strapline 'Lancashire's finest since 1851'.

RRP various

Outers various

Contact 01706 213591



Robinsons' new flavours

Britvic is launching three new flavours of Robinsons squash to its kids range - Tropical Twister, Toffee Apple Tangle and Apple Berry Blitz - backed by PoS.

RRP £1.59

Outers 12

Contact 0845 755 0345



Carling adds more fruit

Molson Coors is adding an Orchard Fruits flavour to its Carling British Cider range, available in single 500ml bottles.

RRP £2.09

Outers 12

Contact 0845 6000 888

THIS WEEK IN MAGAZINES

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



Kung Fu Panda is one of Dreamworks' most popular characters

Film studio special

NEW MAG FEATURES THE BEST OF DREAMWORKS

From the creators of some of the most popular animated stars comes a monthly magazine packed with puzzles, facts and info

HOT ON THE HEELS of Oscar-nominated How To Train Your Dragon 2 and box office hit Penguins of Madagascar comes this new boys' title from Immediate. DreamWorks Magazine is the official title for fans of the studio's huge portfolio of films. It will feature characters from films such as Shrek, How To Train Your Dragon, Kung Fu Panda and Madagascar. Aimed at boys aged six to 10, each issue comes full of puzzles, facts, comics, and things to make and do, along with exclusive covermounts. Issue one comes with a Toothless grabber, jumping Po and Shrek swamp slime. The launch is supported by a television, radio, print and digital campaign and in-store marketing.



**DREAMWORKS
MAGAZINE**
On sale 11 February
Frequency monthly
Price £2.99
Distributor Frontline
Display with Mega,
Toxic

Round up



NICOLA STEWART
Magazines
reporter

TAILOR MADE FOR SUCCESS

It is surely a sign that there is still life in the magazine industry when premium priced titles continue to launch and are not only surviving but thriving.

This is exactly what £5 high-end fashion title Porter has done, reporting a global circulation of 152,500 after just six issues.

The publisher, an online retailer called Net-a-Porter, has not released UK-specific figures but says the UK and US are its biggest markets.

Porter is in a somewhat unique position as it has access to a database of six million customers who shop on the Net-a-Porter site.

This has allowed the publisher to tailor its marketing strategies to directly appeal to these potential readers and to allocate the title to stores that they know these women have access to.

It is perhaps for this reason that the title has been able to bring new customers to the magazine category, rather than switching existing customers from other titles.

Nectar research showed that half of women who brought a single copy of Porter hadn't engaged with the category at all in the past 12 months. Sales of the magazine through the independent channel have been strong, according to the publisher, and more retailers are being encouraged to stock it.

Independents who sell fashion titles such as Vogue or Harper's Bazaar should seriously consider adding Porter to their range.

It is well supported within the independent channel, with PoS packs sent to 1,000 independent stores with every issue.

**BRAND NEW
STICKER
COLLECTION**

**OUT
NOW**

**Starter Pack:
£2.99**
**Sticker Packet:
50p**

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PANINI
www.paninigroup.com

THIS WEEK IN MAGAZINES



Bestsellers Pre-school

Title	On sale date	In stock
1 Peppa Pig Bag-O-Fun	12.02	<input type="checkbox"/>
2 Fun to Learn Peppa Pig	19.02	<input type="checkbox"/>
3 Disney Princess	11.02	<input type="checkbox"/>
4 CBeebies	11.02	<input type="checkbox"/>
5 Thomas & Friends	11.02	<input type="checkbox"/>
6 CBeebies Art	25.02	<input type="checkbox"/>
7 CBeebies Special Gift	25.02	<input type="checkbox"/>
8 Fun to Learn Friends	11.02	<input type="checkbox"/>
9 In the Night Garden	04.03	<input type="checkbox"/>
10 Disney Stars	25.02	<input type="checkbox"/>
11 Fun to Learn Bag-O-Fun	18.02	<input type="checkbox"/>
12 Something Special	18.02	<input type="checkbox"/>
13 Sofia the First	19.02	<input type="checkbox"/>
14 BBC Toybox	18.02	<input type="checkbox"/>
15 Fun to Learn Favourites	05.03	<input type="checkbox"/>
16 Thomas Express	25.02	<input type="checkbox"/>
17 Octonauts	25.02	<input type="checkbox"/>
18 Mister Maker	11.02	<input type="checkbox"/>
19 Doc McStuffins	05.03	<input type="checkbox"/>
20 Fireman Sam	11.02	<input type="checkbox"/>

Data supplied by Menzies Distribution



OFFICIAL PLAYSTATION

The March issue of Official PlayStation Magazine focuses on the most dedicated PlayStation gamers, with a hardcore games theme. Featuring hands-on tests of PS4's sternest new challenges, including Battlefield Hardline, Bloodborne, N++ and The Witcher 3: Wild Hung, plus a collection of readers' and developers' favourite moments from past consoles, the special is rounded off with a free pub quiz book, with more than 780 questions designed to put readers' PlayStation knowledge to the test.



On sale 13 February
Frequency monthly
Price £5.99
Distributor Seymour
Display with Official Xbox Magazine, Play Unofficial PlayStation



TOTAL FILM

Dwayne "The Rock" Johnson heads up this high-octane action issue talking about his blistering performances in earthquake disaster movie San Andreas and Fast & Furious 7. Readers can catch up on all the best upcoming action films including Spectre, Bourne 5, M:I 5 and Mad Max: Fury Road, plus features on sci-fi flick Chappie and interviews with Chris Hemsworth and Al Pacino.



On sale 13 February
Frequency monthly
Price £3.99
Distributor Seymour
Display with Empire, Sight & Sound



KNITTING MAGAZINE

The March issue of Knitting Magazine is a bumper 164-page spring fashion edition, with more than 40 patterns. It will be premium priced at £6.50, up from its usual cover price of £5.99. The special includes two collections - striking brights and dusky pastels - and patterns include a long chunky cardigan, a lace stitch sweater and a candlelight lace top.



On sale 12 February
Frequency monthly
Price £6.50
Distributor Seymour
Display with Let's Knit, Simply Knitting, Knit Today

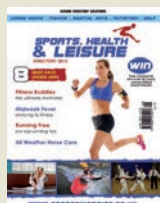


SHOUT SOCIAL

Shout Social is a new one-shot from the team behind monthly teen title Shout. Launched in response to extensive reader research, it features the best of the web in a 36-page magazine. It includes exclusive interviews with famous YouTubers, an advice column with Sprinkle of Glitter, extracts from Alfie Deyes' The Pointless Book and Tanya Burr's new lifestyle book. It also comes with a "selfie styling set", nail and phone stickers and nine posters.



On sale 11 February
Frequency one-shot
Price £3.99
Distributor Marketforce
Display with Shout, We Love Pop, Top of the Pops

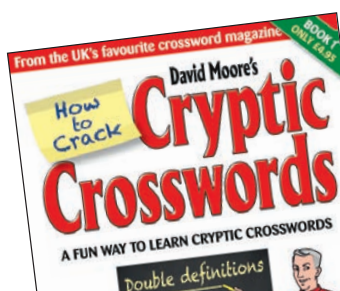


LEISURE DIRECTORY SOLUTIONS

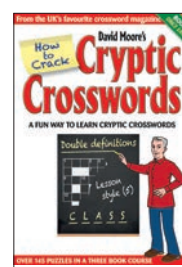
Leisure Directory Solutions is an A5 magazine packed with useful articles and information on health and fitness. It is aimed at people of all ages and covers a wide range of both gym activities and outdoor sports including golf, horse riding, fishing and martial arts.



On sale 12 February
Frequency three per year
Price £3.75
Distributor Diamond Magazines
Display with Athlete Weekly, Health & Fitness, Yoga



- On sale 12 Feb
- High cover price
- Promoted in Daily Mirror
- Copies available from wholesale - order now





SIMPLY SEWING

Launching in response to the explosion of interest in sewing across all age levels, Simply Sewing is aimed at those who have a desire to learn to sew or to reunite with an old hobby. This title will feature fun and easy-to-follow beginners' projects covering a wide range of needlecrafts including hand sewing, embroidery, patchwork, quilting and dressmaking. Each issue will come with an exclusive covermount.



On sale 12 February
Frequency monthly
Price £5.99
Distributor Frontline
Display with Sew, Love Sewing

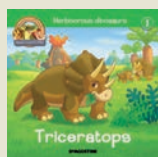


ZOMLINGS SERIES 3

Zomlings Series 3 will introduce more than 100 new characters. The collection also features the new Zomlings Ghost Trains, as a replacement for the Towers from the first two series. There are a variety of different colour trains and carriages to collect, including a rare gold train. The houses are also bigger and brighter than in past collections and come in a selection of crystal colours. The £2.99 starter pack comes with an exclusive Zomlings Mansion.



On sale 13 February
Frequency ongoing
Price starter £2.99, toys from 50p
Distributor Seymour
Display with other collectables



DINOSAURS & FRIENDS

Each issue of this new partwork from DeAgostini comes with a hardback book full of colourful illustrations, stories and dinosaur facts, as well as special collector items. Published in a smaller format for little hands, the books are aimed at children aged two to five and feature prehistoric animals including dinosaurs, mammoths and sabre-toothed tigers. The launch is supported by a television campaign, with the first issue on sale for four weeks.



On sale 11 February
Frequency weekly
Price issue one £1.99, issue two onwards £5.99
Distributor Comag
Display with partworks



i-D

This pre-spring issue of i-D is the youth culture magazine's annual music issue. It includes all the latest fashion, culture and lifestyle news, with a focus on pop stars, bands and DJs from across the globe, as well as fashion designers who take inspiration from music. Global superstar Rhianna appears on the cover and talks inside about her upcoming eighth studio album.



On sale 5 February
Frequency bimonthly
Price £6
Distributor Comag
Display with LOVE, Vogue, Vanity Fair



ANIMAGIC

The AniMagic toy brand is growing – year-on-year sales were up by 60% in 2014 and publisher DJ Murphy is certain its new free monthly toy, a blind bag containing an AniMagic colour change pet, will help sales rise by as much as 50%. This issue also comes complete with a dog care set containing a food bowl, ball and toy bone.



On sale 14 February
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Sparkle World, Cute and Pony

Industry viewpoint

Managing director
- leisure portfolio,
Bauer Media



The gardening market is looking green, with more Royal Horticultural Society members, more garden centres, more TV shows and more online usage.

With changing lifestyles, consumers are finding it therapeutic to spend more time in their gardens. A staggering 86% of people agree that spending time outdoors is an important part of their day to day life. The number of gardeners is growing, with research showing that today's 20-somethings like nothing better than pottering in the garden.

In reflection of the above, the gardening newsstand is also thriving. Gardening magazines generate over £10.3m in sales per year, of which £4.5m is made up from the two weekly titles, Garden News and Amateur Gardening.

Bauer Media publishes Garden News, the best-selling weekly gardening publication. A magazine for every gardener, it is topical, with attainable projects and expert columnists covering all aspects of gardening. It makes you want to get your hands dirty. Garden News is an accessible and easy read for all levels of gardeners from beginners through to experts.

As well as Garden News, Bauer Media also brings you Garden Answers, the magazine for gardening enthusiasts who want creative design ideas, planting inspiration and friendly expert advice to create a beautiful garden.

With the gardening season almost upon us both Garden News and Garden Answers have sprung into action to bring our readers more value for money. There are free seeds with each issue and advice on how to plant them, with Garden Answers starting with a world exclusive sweet pea seed. Garden News will also be showcasing 10 seasonal specials to coincide with the highs in the gardening calendar.

To ensure that gardening magazines continue to flourish in your store, please ensure a full facing for each title, and where possible a dual siting to capitalise on the strong seasonal sales over the spring, summer and autumn months. Don't forget: "Life begins the day you start gardening".

DON'T MISS IN NEXT WEEK'S RETAIL NEWSAGENT



MOTHERWELL RETAILER ADEIL HUSSAIN ON RUNNING HIS IN-STORE FOOD BANK

Plus, Londis brand director John Pattison on the future of the symbol group, your guide to growing collectables, and retailers' confectionery sales strategies in focus



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
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Amercom

Great British Locomotives	26	48	8.99
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Amermedia

Giant Warplanes	28	48	7.99
Military Vehicles	30	48	5.99

DeAgostini

Build the Millennium Falcon	5	100	8.99
Cake Decorating	151	180	2.99
Cake Decorating Relaunch	100	165	2.99
Official Star Wars Factfile	57	120	2.99
Something Sweet	56	90	2.99
Sovereign of the Seas	127	135	5.99

Eagle Moss

3D Create & Print	3	90	6.99
Batman Automobilia	55	80	9.99
DC Chess Collection	80	96	8.99
Doctor Who	38	70	6.99
Knit & Stitch	108	176	5.00
Marvel Fact Files	99	100	2.99
Military Watches	26	80	9.99
Star Trek Off. Starships Coll.	39	70	9.99

Hachette

Agatha Christie Collection	81	85	5.99
Black Pearl	56	120	5.99
Build the Mallard	23	130	7.99
Build the U96	23	150	5.99
Classic Pocketwatches	64	80	8.99
Judge Dredd Mega Collection	2	80	6.99
Marvel's Mightiest Heroes	29	60	9.99
My 3D Globe	5	100	5.99
Your Model Railway Village	63	120	8.99

RBA Collectables

Precious Rocks, Gems & Minerals	2	100	5.99
Real Life Bugs & Insects	20	85	5.99

Collectables

Magic Box



Zomlings
Starter £2.99
Toys from £0.50

DeAgostini



Magiki Puppies
Toys £2.50

Collectables

Topps



Disney Frozen Activity Cards
Starter £4.99
Cards £1.00



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



Disney Frozen Fashion Pack
Packets £1.00



Moshi Monsters Mash Up Party
Starter £4.99
Cards £1.00



Disney Princess
Starter £4.99
Cards £0.75



Moshi Monsters Poppet
Starter £2.99
Stickers £0.50



Doctor Who Regeneration
Starter £2.99
Stickers £0.50



Skylanders Trap Team
Starter £4.99
Cards £1.00



LEGO Chima
Starter £2.99
Stickers £0.50



Star Wars Rebels
Starter £2.99
Stickers £0.50



Match Attax 2014/2015
Starter £3.99
Cards £1.00



Transformers
Starter £4.99
Cards £1.00



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



WWE Slam Attax Rivals
Starter £4.99
Cards £1.00



Marvel Hero Attax
Starter £4.99
Cards £1.00

Panini



Animals
Starter £2.99
Stickers £0.50



One Direction
Starter £2.99
Stickers £0.50



Big Hero 6
Starter £2.99
Stickers £0.50



Peppa Pig's World
Starter £3.99
Stickers £0.50



Disney Frozen Enchanted Moments
Starter £2.99
Stickers £0.50



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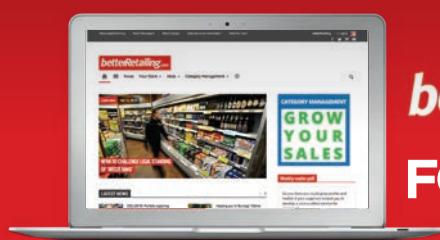
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Back in the day

100

YEARS AGO

6 February 1915

The war has been responsible for the issue of the first all-British newspaper in the Sudan. It is called the Seventh Manchester Sentry and is largely concerned with the doings of the 7th Manchester Regiment which is stationed there.



50

YEARS AGO

6 February 1965

The best-selling novel by Harold Robbins, *The Carpetbaggers* (more than six million sold), has been ruled obscene by a Birmingham magistrate. The book was confiscated from Birmingham newsagent Mr T J Windridge.



25

YEARS AGO

10 February 1990

Steel pennies may replace our bronze 1p and 2p coins, the Treasury has announced this week, because the cost of the bronze now exceeds the value of the coins.



Crooks push the envelope to post booty back home

It's hardly the Great Train Robbery, but crooks on Merseyside have been exploiting the postal service to help them get around security at an Asda store.

Since a post office branch opened at the Ellesmere Port superstore, thieves have been placing DVDs inside padded envelopes and posting them to their home addresses.

When post is taken out of the store by a separate entrance, it avoids security scanners and the criminals get the latest blockbusters arriving at their

house the next day, ready for them to watch or sell on.

And if that wasn't bad enough, they weren't even paying for the envelopes.



Asda staff have finally cottoned on and relocated the envelopes far away from the post office counter to deter the shoplifters.

An Asda spokesperson confirmed that "a small number of customers" were posting items to themselves using the in-store post office.

Hershey's stops Cadbury's (Dairy) Milk-ing US market

More controversy follows the recipe-switch 'Creme Egg-gate' for Cadbury - this time over the export of Dairy Milk to America.

The Birmingham-made bars are revered by chocolate fans in the US, but will no longer be sold there.

Hershey's claimed the sale of Cadbury's Dairy Milk and other British-made chocolate products breached trademark laws in the States. The firm, founded by Pennsylvania entrepreneur Milton S Hershey in the late 19th century, makes Cadbury bars for the

US market under a licensing deal. But, crucially, it uses a different recipe - sparking long-held complaints that it does not taste as good.

Cadbury itself has acknowledged the taste differences between products sold under its name around the world, because of different food laws.

Hershey's launched legal action against importer Let's Buy British which has agreed to stop selling British-made Cadbury products, as well as other UK brands including KitKats, Rolos and Maltesers.

Round up



OVER THE VILLAGE COUNTER

with Doug McLellan

Shortly after writing my previous article, Menzies credited me for the returned DVDs so that is now all sorted. Everything else has been fine with my deliveries and returns lately.

I do have a suggestion, though. We are asked to return vouchers at the beginning of the week, but until I receive the credit note on Sunday morning, I have no idea whether the voucher envelope has reached Menzies. Would it not be possible to add a line to a delivery note just to say "voucher envelope received, credit to follow"? It would put minds at rest, but also if it hasn't been received, it can be chased up much more quickly.

My wife and I spent last weekend at Center Parcs, with most of my family and our oldest friend's family - 14 of us in three chalets. We had a great time and the weather was very kind to us. Not having to get up to sort the papers was a real treat. Plans are already being made to return next year.

We have recently been providing information about our business and property to potential purchasers. We are selling through Rightmove - much cheaper than using a business transfer agent - which means we have to answer all the queries being made ourselves. Having made the difficult decision to retire, I would now like it to happen fairly soon as I feel I am now just marking time in the business.

The youth hostel in our village has just been sold by the Youth Hostel Association to a couple with two young children. They will continue to run it as a privately owned hostel and have already made the decision not to close during the winter. This is helping the shop, as guests staying at the hostel come to the village Store for most of their provisions.

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