

Six key daily opportunities

CATEGORY GUIDE

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Big brands, great prices
'We're getting ready for Aldi's arrival'

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Publishers deny broken delivery times promises

NFRN urges trade to meet after missed cut-off times jump 31%. Page 5 >>

PARCELS

Click & Collect red tape removed

Removing lockers legislation opens market. Page 6 >>

LOTTERY

Irish lotto nightmare

Customers turned away after terminal chaos. Page 14 >>



Eat 17 your heart out Some of the UK's top independent retailers and their suppliers came together to celebrate the 2015 launch of the Independent Achievers Academy last week. Held at the trendy Spar Hackney store and Eat 17 restaurant, guests took up the chance to check out the store with owner James Brundle, pictured left. Page 30 >>



GOING DARK

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DISPLAY BAN

Savvy suppliers seize ad openings

Lyca Mobile offers free shutters, but retailers still waiting as deadline nears. Page 4 >>

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 FOR TRADE USE ONLY



Six experts' advice for keeping your store secure.

Page 36 >>

"Our shoppers know they're getting great value and it's driving footfall in my store."

Steve Morris - ex Londis retailer



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LEADER



Imagine you are working with Apple's creative team to design your new store, with a blank piece of paper and no baggage



CHRIS GAMM

Editor

@ChrisGammRN

In the book Winnie the Pooh, the characters are preparing for a trip to the North Pole when Pooh encounters Rabbit and asks: "Hello Rabbit, is that you?" Rabbit replies: "Let's pretend it isn't and see what happens."

More than A. A. Milne's wit, I love the textbook example of Rabbit's right brain thinking which makes him look at things a little differently. Whereas the left brain is used for process, science and tactics, the right brain is creative, chaotic and challenges the status quo.

As retailers and business people, you need the correct balance of left and right brain thinking. Data, for example, is an essential tool for growing. But when you look at numbers you're looking at the past, which can make it difficult to predict a future that's any different to what you currently have.

Whereas the left side of the brain looks at what you do, the right side asks why you do it. Apple goes back to this 'why' for every product. Just think of Steve Jobs' "1,000 songs in your pocket" back in 2001. So imagine you are working with Apple's creative team to design your new store, with a blank piece of paper and no baggage. What do you think it would look like?

It could well be something like James Brundle's foodie emporium, the venue for last Thursday's launch of the 2015 Independent Achievers Academy. The burger bar, mix of branded and local goods, leather jacket uniforms, hundreds of beers and massive wine casks wouldn't show in any data reports, but he is pushing the boundaries and it's exciting.

While it is far fetched to rip up your business model and start over, a great start would be to take a fresh look at everything you do - or plan to begin - and ask yourself "does this actually add value for my customers?"

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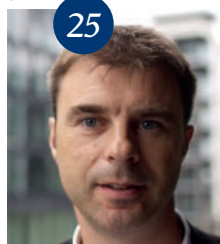
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OPEN NO MORE
RN reports as gantries go dark



DELIVERING THE BEST
How to make HND work for you

STAFF TATTOOED FAKE BARCODES ON THEIR WRISTS AND DID NOT PUT ALL CIGARETTE PURCHASES THROUGH

- LEE SINGERS DESCRIBES ONE UNIQUE TRICK CRIMINALS USE. Page 36 >>

NEWS

'Support is needed' with new e-cigs law

Retailers need training and support to cope with legislation which will make it illegal to sell e-cigarettes to under-18s, according to business support organisation Under Age Sales.

The new law comes into force on 1 October, and retailers have expressed concerns over a part of the legislation which allows e-cigarettes granted a medical licence to be sold to anyone, regardless of age, as a quit-smoking aid.

Tony Allen, managing director of Under Age Sales, said: "In an average convenience store most e-cigarettes will be age-restricted to over-18s but there will be a small number that are registered medicines." This could cause "a lot of confusion", he warned.

Protection for Sunday hours urge

The Union of Shop, Distributive and Allied Workers (Usdaw) has called on parliamentary candidates to sign a pledge to protect Sunday opening hours.

Usdaw general secretary John Hannett has written to all candidates in England and Wales asking them to pledge to oppose any proposal to weaken or abolish Sunday trading regulations.

He said: "It's very important to our members, and to all the three million retail workers, that the six hour limit on Sunday opening for large stores is preserved.

"We felt it was important that electors should know how each individual candidate would vote on keeping Sunday special."



Lights, camera, Simply Fresh

Simply Fresh Bethnal Green turned into a film set for a day after a camera crew turned up at the east London store to look at the secrets of its success for the ACS Local Shop Summit. Mehmet Guzel revealed some of the tricks of the trade to the camera crew for the forthcoming event, due to take place in Birmingham on 21 April.

Enforcement action 'last resort' says Trading Standards Build relationship with officers advised

Display ban enforcement will be 'intelligence-led'

by Helena Drakakis

Enforcement of the tobacco display ban will be intelligence-led rather than through routine inspections, Trading Standards has told RN, but it says it aims to work alongside retailers to ensure compliance.

As retailers prepare to go dark on Monday 6 April, a Trading Standards spokesperson said enforcement is a last resort. "The aim is to build business compliance by providing guidance and advice to businesses where

required," it said.

However, it is down to individual councils to enforce the ban as they see fit, with councils open to taking different approaches. Kent County Council, for example, has written to businesses inviting them to seek guidance and help.

Kent retailer Bintesh Amin invited his local officer into his Londis store, near Canterbury: "I wanted extra reassurance. We worked through the checklist and I was on track. My attitude is that Trading Standards will be

stringent and that's what I'm working to. My advice is to make friends with your local officer. It shows you're proactive and have weight behind you should you miss anything."

Martin Ward of Cowpen Lane News, Stockton-on-Tees, received a letter from his local council and was visited by an enforcement officer who told him he should expect test purchasing because he was in a high youth smoking area.

He said: "It put me on edge because mistakes

happen. If I open a gantry door to an underage person then that's a potential £5,000 fine. I want the council to work alongside me rather than hit me with a fine."

Director of public health for Stockton Council Peter Kelly said: "We have issued a guidance letter to 180 traders in Stockton outlining the new rules and offering further advice and guidance. We have no intention of enforcement work at this time. Our efforts will focus on raising awareness."

Anxieties high in run up to ban day

Many retailers faced an uncertain wait this week ahead of the tobacco display ban on Monday.

While thousands of shopkeepers had made preparations months ago, many were still seeking last-minute solutions. With gantry fitters overwhelmed by thousands of orders in

the run-up to the deadline, wily suppliers have seized on the opportunity to secure prime advertising space.

Vijay Vin, of City Mini Market in Islington, north London, said telecommunications firm Lyca Mobile had offered free cabinet doors. "A rep from Lyca

came in last week and said they were doing sliding doors free of charge. He said he is coming back to install in three shops on my road by Monday."

Glen Hansraj, of Newsflash Newsagents in Rayleigh, Essex, said he was still waiting for the cabinet cover he ordered.

"They said it would be in by Monday, but I'm extremely worried," he added. Arif Ahmed, of Ahmed Newsagents, Coventry, said: "I haven't done anything to comply with the ban. I have been told that I can pull the shutter down on my cabinet. I'm not going to spend money on it."

Crisis as assurances over supply chain fail to materialise 'Decision makers need to wake up'

Urgent talks call as missed cut-off times leap by 31%

by Nicola Stewart

The number of missed cut-off times by publishers into wholesale has spiked in 2015, despite assurances by the supply chain that it would make re-runs a priority.

Late inbound deliveries were up 31.06% in the first three months, compared to 2014, according to data from the National Distribution Monitor. This comes after a 22.7% overall drop in missed cut-offs of in 2014.

NFRN news operations manager Jerry Hayes said

the Press Distribution Forum should look to hold an emergency meeting to identify underlying issues.

"The newspaper decision makers need to wake up and realise the material damage late delivered newspapers continues to have on sales," he said.

But publishers told RN that late deliveries were already a priority and that data was easily skewed by one-off events.

John Howard, newspaper sales director for Trinity Mirror, said a major press fault had "distorted" March

results for the Mirror. The paper had the second highest number of missed cut-offs that month, 74, behind the Daily Mail with 91.

Mr Howard said: "Our work is relentless in terms of explaining to the organisation the importance of timely arrivals. We publish newspapers on all but one day of the year and we aim to arrive ahead of schedule on each one of them."

Chris Cadman, head of logistics at Mail Newspapers, said: "Although our figures do show an increase, some of these are second

or even third loads we put in to try avoid lateness to retailers, which can show as a negative performance when you look at the headline figures."

A Guardian News & Media spokesman added that late deliveries on the Guardian were decreasing, while head of circulation at The Independent John Simmonds said editorial teams were made aware of the impact lateness could have.



All the stats and
publisher reaction at:
betterretailing.com

Kraft and Heinz deal

Kraft Foods has agreed a \$100bn merger with fellow US food giant Heinz to create the fifth largest food and drink company in the world. The Kraft Heinz Company will boast brands including Philadelphia, Capri Sun and Lea & Perrins.

Heinz shareholders will own 51% of the merged company with Kraft investors taking a 49% stake. Regulators still need to approve the deal, but the boards of both companies have rubber-stamped it.

P&H set for plain packs

Wholesalers have begun preparing for the upcoming plain packaging legislation on cigarettes to minimise disruption to the distribution channel and customers.

Wholesaler Palmer & Harvey told RN's sister title Better Wholesaling that order errors could increase under plain packaging. However, to avoid this, it said it will use voice picking systems and, in one depot, an automated picking system.

Corrections

The proposed reorganisation of Menzies' depots in the north of England and Wales would make Sheffield, Preston, York, Chester, Stockton, Hull, Rhyl and Kendal spokes.

A new 100,000sq ft hub would be built at Wakefield, while the current Leeds depot would close.

Carlisle would be moved into Linwood – which is not to become a spoke of Wakefield.

The proposed changes are still under consideration by the wholesaler.

Meanwhile, John Drummond retired as chief executive from the Scottish Grocers' Federation this week.

CCTV captures driver binning retailer's papers

A contract driver for Menzies has been captured on CCTV hurling newspaper bundles into a retailer's storage wheelie bin. Malcolm Dobson, of Skinnergate News in County Durham, uploaded a video, which shows the driver tossing papers so hard into the bin that the lid slams shut, to Facebook last week. Mr Dobson, who is the NFRN northern district president, said he decided to review his footage after consistently finding his papers damaged. "I had papers in that condition every day for a month," he said. "Some of them were unsellable. I know they don't come out of Menzies in that condition so I thought I would have a look to see what was happening." Mr Dobson had planned to raise the issue with Menzies at a scheduled meeting with the NFRN, but said the wholesaler had postponed. However, he had shown the footage to a depot manager who he said was "horrified". Menzies did not respond to RN's request for comment.



New guidelines for high-strength sales

The launch of official guidance to help retailers understand local high-strength alcohol bans was this week welcomed by the NFRN.

Since 2012, local councils have been implementing schemes, known as "reducing the strength initiatives", to tackle street

drinking. Some schemes have been conducted in such a way as to potentially lead to retailers breaching competition laws.

Retailers have also reported the use of heavy-handed tactics to force them to agree to remove products.

The Competition and Markets Authority (CMA) has now published advice to stop retailers putting themselves at risk of breaching competition laws.

Martyn Brown, national president of the NFRN, said: "The NFRN welcomes the

CMA's efforts to explain these complex issues to retailers who have, up until now, been caught in the difficult position of not understanding their rights while being pressurised to join schemes by their local authority and police forces."

NEWS

BUSINESS

Do you want to see your views in RN?

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Sainsbury's to double c-stores

Sainsbury's chief executive Mike Coupe has hinted that the supermarket giant may end up doubling the number of its convenience stores to 1,500 in the UK.

As reported in last week's RN, Sainsbury's is pressing ahead with ambitious plans to grow its c-store portfolio, having seen its revenues from these outlets increase by 14% against an overall downturn in business. Sainsbury's is one of the few retailers planning to expand in the c-store market, with both Morrisons and Tesco scaling back their plans.

Promotion at Parfett's

Parfett's has promoted trading director Greg Suszczenia to the role of joint managing director to work alongside David Grimes.

Mr Suszczenia previously worked as a buyer and as trading director for the wholesaler and already works with Mr Grimes.

Commenting on the appointment, Mr Grimes said: "Greg and I have worked very closely together over the last four years, engineering the business transition from family-owned to employee ownership as well as coping with all the usual business challenges."

Brothers sign up for Future 2

Peter Mann and his brother Jay have become the latest retailers to adopt Nisa's Store of the Future 2 concept.

The Luton store owners say chilled, frozen and grocery sales have been the main beneficiaries of the refit, which also included the addition of a post office. There are now 50 converted Store of the Future 2 stores.



Focus on fresh and local produce as Budgens' flagship store reopens

Budgens' flagship London store has reopened after an £800,000 refurbishment with a focus on fresh produce and local, artisan foods. The 8,600sq ft store in Crouch End, north London, now features a butcher offering specialty meats such as venison and partridge, as well as bread from local bakeries and London ales. Budgens director Mike Baker said the London store had a new emphasis on food to go, with bars for hot porridge, hot soups and salads and

grind-your-own coffee beans. Store manager Tony Stone said: "This is where Budgens wants to go. The feedback has been amazing. People have asked if we have extended the store, but it's exactly the same footprint. It's just better designed so it feels bigger." This is the third concept store to open under the repositioned Budgens brand. A similar refit in Broadstone, Dorset, in October, saw a 25% increase in revenue.

Legislation change to boost high street trade More retailers to offer service

Planning restrictions on click and collect lifted

by Helena Drakakis

Retailers will no longer need to apply for planning permission to provide click and collect lockers under new legislation aimed at boosting trade on the high street.

Under the move, from 15 April retailers will not have to pay £195 in application fees to apply to install lockers which allow online shoppers to pick their parcels up at stores.

According to insight group Planet Retail, 76% of online shoppers will use

click and collect services by 2017, double the current amount.

Announcing the new move, planning minister Brandon Lewis said: "How we shop is changing and I want to help our high streets thrive from online competition."

"Today's measures will mean even more retailers can offer click and collect services."

A growing number of retailers have benefitted from offering a click and collect service.

NFRN chief executive

Paul Baxter said: "This move will provide significant benefits for members as well as providing the local community with a valuable service. With our members' shops open from early morning to late at night, customers will have the convenience of picking up their parcels from their local shops."

"Members can also expect to enjoy some tangible returns, with increased footfall and more store sales," he added.

Lancashire retailer Sophie Towers, who runs

Hillingdon Convenience Store, welcomed the move.

"I'd love this service and not having to apply for planning permission makes it easier," she said.

But she highlighted the difficulties some retailers have faced when trying to introduce a parcel service in their stores.

"I've been trying to secure a parcel delivery service but so far have been refused."

"I've made several complaints and I'm still pursuing the reason why."

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NEWS

NEWSTRADE

Johnston Press wins Express print runs

Johnston Press has won a multi-million pound contract to print four national titles for Express Newspapers.

The regional publisher has signed a five-year deal to print the Daily Express, Daily Star, Sunday Express and Daily Star Sunday at its Dinnington print plant near Sheffield.

The titles are currently printed at Broughton, Preston. It is anticipated that issues will first roll off the Dinnington presses in July.

Johnston Press' existing print clients include Local World, Guardian Media Group and Tindle Newspaper Group.

Chief executive Ashley Highfield said: "This new contract is testament to the quality of service provided by the highly trained teams at our printing sites."

The announcement came after the publisher's annual results showed its operating profits were up 2.8% to £55m, although revenues were down 4.4% at £265.9m.

News UK's new man in Scotland

News UK has appointed a new general manager for Scotland who will be responsible for delivering commercial targets and developing new opportunities for its Scottish business.

Richard Bogie, formerly group advertising sales director at Johnston Press, will be based in the Glasgow office, home to the Scottish Sun and the Scottish editions of The Times and Sunday Times.

Mr Bogie said: "I look forward to working with the team to further develop brands and grow business."



Airshow info month by month

Key Publishing is launching an 84-page guide to the 2015 airshow season. With a month-by-month rundown of all the important airshows and fly-ins from around the world, Airshow 2015 features the stories behind the events, focusing on the world's best loved aircrafts and admired pilots and crews. This premium one shot goes on sale on 9 April for £4.99.

Sticker collection tie-in to blockbuster movie Support launch to cash in on a sales cert

Avengers are latest to join Panini superheroes

by Nicola Stewart

Panini is set to launch its first sticker collection based on the forthcoming blockbuster film Avengers 2: Age of Ultron.

The movie, based on the famous superhero franchise from Marvel, is being released in cinemas across the UK on 23 April.

The Avengers 2: Age of Ultron sticker collection lands on 16 April - well timed to benefit from strong print

and television advertising linked to the film.

The launch comes eight weeks after Topps launched its Hero Attax Marvel Avengers trading card collection.

Panini is investing strongly in the Avengers brand - recently changing the name of its monthly magazine Marvel Super Heroes to Marvel Avengers Assemble.

Panini head of circulation Rebecca Smith said: "Aveng-

ers is the hottest boys' property of the moment, with the first film making history as the third highest grossing film of all time."

Retailers can make sure they take a share of the market by putting in orders with their wholesalers and dedicating space in store to displaying starter packs, especially in the first weeks after launch.

Counter display units should be used if available and stickers should be kept

near the till or behind the counter.

The collection itself features all the Avengers heroes: Iron Man, Captain America, Thor, the Hulk, Black Widow and Hawkeye.

There are 192 stickers to collect, including 48 special edition stickers for collectors to watch out for.

Starter packs include an album and 31 stickers and are priced at £2.99, while packets of stickers are an affordable 50p.

Flagging circulation sees the original lads' mag un-Loaded

Loaded - one of the original lads' mags - is to close after its single copy sales in the UK flopped to less than 7,000.

The last issue of the monthly magazine, which launched in 1994, is on sale now.

Owner Simian Publishing said in a statement: "We would like to pay tribute to our customers, staff and especially our contributors

and editorial team."

Loaded was a leading title in the once booming lads' magazines sector, reaching sales of 350,000 in 2000. It's single copy circulation for the second half of 2014 fell to just 6,903.

The closure comes despite the title promoting an "all new look and content" and a shift towards wider fashion, music, entertain-

ment and sport coverage.

It follows the demise of Nuts magazine in April last year, Bizarre magazine in January this year and Front magazine, which closed in February 2014 and then relaunched last month.

The last issue of Loaded features an interview with Oasis frontman Noel Gallagher and Trainspotting author Irvine Welsh.



Swapping models for musicians couldn't save Loaded

Pricing Communication Guidelines: Changes to pricing display

There are three types of permitted price display under the Retail Display Ban, effective 6th April 2015.

The following rules apply to Price Lists, Price Boards & Price Labels:

1. Plain black Helvetica font on a white background.
2. No underlining, bold, logos or artwork.
3. Info about the brand name & price of product only, together with number of cigarettes in a packet or weight of a RYO pouch.



Poster Price List

One poster price list on permanent display (max. size A3) where tobacco products are located & can be purchased.

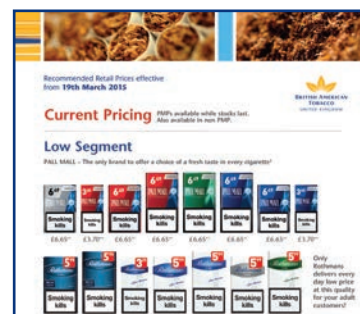
Heading must read "Tobacco Products Price List", with wording no higher than 7mm.



Price Labels

On-shelf labels must be no larger than 9cm² with the wording no higher than 4mm.

One label permitted per tobacco product either on the shelf behind the gantry cover or on the front of the gantry cover.




Picture Price List

The wording must be no higher than 4mm & can have colour pictures of some or all of the tobacco products on sale, with images of 7cm² maximum.

The picture price list **MUST NOT BE VISIBLE** unless requested by an adult customer & only for as long as necessary for the person to obtain the information they need.



- PMP are still permitted under Retail Display Ban
- Price Marked Packs reassure adult consumers of the price point of their tobacco product of choice
- Products are available in both Price Marked & Non Price Marked packs.

 If you require support on any of the above-mentioned items, please contact your BAT rep in the first instance, who will be happy to help.

For tobacco trade use only – not to be left within sight of consumers.

Smoking kills

NEWS

PRODUCTS

A stripy addition

Top-selling sweet Maoam Stripes is being added to fruity chews mix MaoMix.

The sweets will now be sold together with individually wrapped Pinballs, Joystixx and Blocs in a newly redesigned and repackaged MaoMix bag.

Maoam Stripes, which are also available in their own bag, are experiencing year-on-year growth of 7%, which maker Haribo said is ahead of the soft and chewy sector.

Nadia Abou-Ragheb, Maoam brand manager, said: "We wanted to ensure that when our fans pick up this pack they are able to enjoy the best of what Maoam has to offer.

"Now that Stripes have been added, they can do just that."



Irn Bru plays to its strength with £6m marketing investment

AG Barr has invested £6m in marketing to bolster sales of soft drinks brand Irn-Bru and grow its presence in the south of England. The campaign includes two new TV adverts which will air on 17 April and run for three months as part of the ongoing 'Gets You Through' campaign. "The adverts reflect the maverick attitude for which Irn-Bru is well loved and reinforces the message that whatever life throws at you,

Irn-Bru gets you through," said AG Barr's head of marketing Adrian Troy. The adverts will be supported by extensive digital activity and video on demand. The new marketing will run at the same time as Irn-Bru's partnership with the Football League. The three-year deal involves clubs across the Sky Bet Championship, League One and League Two, and will kick-off during this year's play-offs.

NEW FRUIT FLAVOURED SPIRIT DRINKS



Kellogg's and Kettle Chips innovation Booker unveils five new Happy Shopper products

Value and spice to drive sales of summer snacks

by Joseph Lee

Crisps manufacturers are banking on tortilla chips, Thai flavours and bargain brands to drive snack sales this summer.

Kellogg's is swapping potato for maize in its latest launch, Pringles Tortillas, available in Nacho Cheese, Sour Cream, Spicy Chilli and Original flavours. They will be on sale from mid-April, priced at £2.48.

Gareth Maguire, commercial director at Kellogg's, said: "Recent innovation in the tortilla category has had little impact, and consum-

ers think everything looks and tastes the same.

"But that's about to change with Pringles Tortilla, which we expect to drive explosive growth in both the Pringles brand and the tortilla category as a whole."

A £3.5m marketing campaign including TV advertising will support the launch. Mr Maguire said the large sharing tortilla category was worth £150m a year and Pringles intended to increase it.

Meanwhile, Kettle Chips has launched a Thai Sweet Chilli, Lemongrass & Cori-



ander variant, available until September, as its annual seasonal flavour, priced at £2.19 for a 150g bag.

At the value end of the market, Premier retailers have reported deliveries of the latest additions to the popular 2-for-£1 Happy Shopper snack range.

Booker has launched

five new products into the range, including three grab bags priced at 59p or "2 for £1" and two variety seven-packs priced at £1. Flavours include Burger Bites, Salt & Vinegar Twirls and Sour Cream & Onion Wheels.

"The Happy Shopper range has of snacks has been massively successful," said Steve Fox, sales director, retail. "Adding new variety packs and grab bags will attract new shoppers to the snacks fixture and help retailers make more profits from this important category."

On-pack promos

Nestlé Confectionery has launched an on-pack price promotion exclusively for the wholesale and convenience channel featuring a number of its best-selling impulse lines.

The two for £1 deal is available now and is price-marked on KitKat 4 Finger Milk, KitKat Chunky Milk, Rowntree's Fruit Pastilles, Aero Milk, Aero Peppermint and Toffee Crisp countlines. Non-price-marked packs remain available.

Nestlé said it had chosen the two for £1 deal after research revealed a preference for multibuy offers over rounded price points or extra-free percentage deals.

A Nestlé spokesperson said: "We recommend displaying the featured packs together in an off-shelf display."

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NEWS

PRODUCTS

Hancocks' energetic offerings

Cash and Carry wholesaler Hancocks is looking to boost its energy drinks offering with two new drinks ranges, E-on and Tornado Energy.

E-on will be available in three variants – Citrus Punch, a mix of grapefruit, orange and lemon; Ginger Crush, a mix of pomegranate, cranberry and ginger and Almond Rush, a combination of bitter almond and lemon.

The range will have an RRP of £1 for a 250ml can that offers a retailer margin of 65% and Hancocks said stores could also sell the brand on a two for £1 deal.

The second range, Tornado Energy, comes in a 500ml can. It also has a £1 RRP and comes in three flavours: Activ, Original and Ice.

Overhaul for Fingers

Cadbury is aiming to increase impulse sales of its biscuits brands with an overhaul of its Cadbury Fingers range.

Changes will include a reduction in case sizes from 24 to 12 for Cadbury Fingers and Cadbury Fabulous Fingers and a new pack design.

The move also coincides with the introduction of a sweet and savoury-mix range of Cadbury Fingers which consists of two flavours – Salted Caramel Crunch and Salted Peanut Crunch.

The new Salted Caramel Crunch flavour will be available in £1.29 price-marked packs.



7/10 THINK EXPORT IS MORE STELLAR THAN STELLA

In taste tests, 7/10 drinkers with a preference, preferred Carlsberg Export to Stella Artois.

Carlsberg Export
TRUST YOUR TASTEBUDS

Enjoy Responsibly. drinkaware.co.uk for the facts.
*Blind taste tests, April 2013. 69% of participants who expressed a preference, preferred the taste of bottled Carlsberg Export to bottled Stella Artois. Sample size = 109.

Carlsberg takes on Stella with a taste test for lager lovers

Carlsberg is taking on rival brand Stella Artois with a new advert that celebrates Carlsberg's taste credentials over its competitor. The 'Trust Your Tastebuds' ads mark the first standalone campaign for bottled Carlsberg Export in 10 years and are part of a £14m media spend for the brand this year.

Robinsons celebrates 80 years of Wimbledon link C-store sales outperform multiples

Britvic drives sales with a focus on 'family time'

by Nadia Alexandrou

Britvic is aiming to boost squash sales and grow its share of the soft drinks market with a new Robinsons TV advert and the celebration of the 80th year of its partnership with Wimbledon.

Airing on 11 April, the advert will encourage families to drink Robinsons during 'family time'. It comes as new sales data from the company reveals squash sales are falling by almost 5% in the grocery and convenience channel.

Britvic said the launch

of Robinsons's Squash'd last year, which targeted the fast-growing 'on-the-go' market, was an example of category innovation that is beginning to shape the future of the segment.

"We believe the super-concentrate squash segment is a huge growth opportunity that could be worth £200m over the next five years," said Britvic's director of category Claire Handford-Jones.

This year Britvic is celebrating the 80th anniversary of its Wimbledon sponsorship partnership and will unveil brand activ-

ity shortly. "Over a third of soft drinks sales happen over these two months of summer, and our Wimbledon partnership will be one of our major platforms to drive growth," she said.

The announcements came as the company published its Soft Drinks Review for 2014, which reported stronger value growth in the convenience sector than in grocery multiples, with sales up 2.8%, compared to -0.4%.

The highest-value segments highlighted in the report were cola, glucose and energy drinks and iced

tea and coffee. The biggest growth segments, however, were water and "water plus", which saw value sales climb by 12.6% and 9.5% respectively.

"Shaped by consumer trends such as the increasing focus on health, marketing and legislation, the rise of on-the-go consumption and demand for added value, the soft drinks manufacturers who have been the most successful are those that have adapted their immediate consumption formats," said Britvic's GB managing director Paul Graham.

Hot products for your shopping list



Hancocks has two new energy drinks, E-on and Tornado Energy



Britvic's new TV ad campaign focuses on 'family time'



Cadbury's Fingers range is to receive a major overhaul

Miracles can happen

Through the use of ginseng, acai and the best quality organic ingredients, **Little Miracles** provides sustained energy to help busy, on-the-go women—an audience previously neglected when it comes to energy—a natural alternative for when they need a little pick-me-up. Give your health conscious female customers what they want.

EXPERT CATEGORY MANAGEMENT ADVICE FROM LITTLE MIRACLES

1 Little Miracles is best sited in the chiller next to other health drinks such as Coconut Water and Aloe Vera drinks or next to water and flavoured waters. This is the part of the fixture where your health conscious customers will be shopping.

2 Two-thirds of convenience shoppers believe there are not enough healthy options on offer in convenience stores. Health considerations play a large part in where they shop and what they buy, and retailers must stock some of the healthier options they are seeking. Look not just at drinks but at other on-the-go options and promotions you run.

3 When it comes to energy, women have been neglected in the drinks category. Traditionally, drinks

that provide a lift have been in a can, which is not an ideal hand-bag format, or they have been marketed towards men.

Little Miracles attracts new and lapsed shoppers of cold drinks to the category as the offering is unlike other drinks available. The brand appeals to a valuable shopper – young, predominantly female and affluent. These are top-up consumers who shop in convenience stores frequently to suit their busy lifestyles.

4 This spring and summer, Little Miracles will triple its marketing investment in media, raising awareness in locations close to stores. It will engage heavily with influential social media bloggers and feature in key magazines read by young, busy, commuting women. Little Miracles will be the 2015 handbag 'must have'.



Raj Aggarwal

Londis,
Leicestershire

Little Miracles has to some degree been a miracle with its unique blends, we find that customers, once

purchasing the products, keep coming back. Although being aimed at women I think it is a great product for all genders.



Want more information about how to stock Little Miracles?
Contact Little Miracles at info@littlemiraclesdrinks.com
or Retail Newsagent on 0207 689 0600

NEWS

REGIONAL

Give more support, less rules

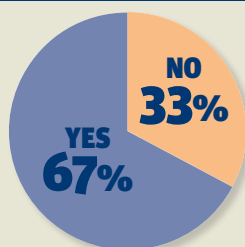
The government should focus on supporting local businesses instead of increasing regulations, high street planning red tape and restrictions on promotions and store layouts.

That was the message from the Association of Convenience Stores (ACS) this week as it responded to a new report from the Royal Society for Public Health.

The report, "Health on the High Street", called for measures such as tighter control on the number of stores licensed to sell alcohol, a ban on snack food and e-cigarette displays by tills and council powers to impose higher business rates.

But ACS chief executive James Lowman said regulation would have a "significant impact" on jobs, investment and innovation. "Government should focus on supporting businesses who want to change and innovate, instead of increasing regulations," he said.

RN READER POLL



Has your wholesaler's own label range improved this year?

NEXT WEEK'S QUESTION

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



Have your vote now

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MP all ears for Norfolk retailers

Norfolk retailers Peter and Simone Calnon put independent retailers' issues to Great Yarmouth MP Brandon Lewis when he visited their Foodmarket store, last week. "We discussed employment law, business rates and local issues," said Simone. Mr Lewis said: "It was extremely valuable to hear about the issues first hand."

Consumer confidence being damaged say retailers Operator says Spanish storm is to blame

Technical troubles throw Irish lottery into chaos

by Helena Drakakis

Retailers across the Republic of Ireland fear ongoing technical problems with lottery terminals will damage consumer confidence and affect trade following the sale of the country's national Lotto to a private consortium.

The national draw was sold by the Irish government last year to Premier Lotteries Ireland (PLI) which has run it since November 2014. However, following the takeover,

retailers have reported constant communication failure between the new terminals and the host platform.

Joe Sweeney, who runs Newscentre in Dublin, said his system had been cutting in and out for four months, sometimes with the connection down for between two and three hours.

"This is annoying and disappointing for people who have made a trip to the shops to play the lottery," he said. "People can't

keep coming out again and again. This ongoing issue really knocks customer confidence and obviously has an impact on retailers."

Due to the problems, the draw on 4 February was put on hold for a day. This marked the first time in 28 years that it had to be postponed.

While PLI blamed a Spanish storm for disrupting its telecoms provider Telefonica's network on 4 February, questions are being asked over PLI's

telecommunications provision which is handled by a third party, based in the UK, called Westbase. Problems may also lie with terminal supplier Intralot.

However, in a recent interview with the Irish Times, Intralot chief operating officer Nikos Nikolakopoulos denied the company's machines were faulty over and above 'normal teething problems'.

Both Intralot and PLI were contacted by RN but have so far not commented on the issue.

C-store group's e-cig distribution deal

Convenience and news multiple group Rippleglen has teamed up with e-cigarette distributor Real Trading to develop its stores' e-cigarette offering.

The company, which operates 90 stores across the Midlands, North West, Yorkshire and Wales that trade under the names Supercigs, Supernews, Arden News and News Shops,

forged the partnership to help its members better understand the emerging e-cigarette market.

According to Real Trading, many retailers say they are confused about the information they are given by manufacturers and want to move the category forward by working with one specialist.

Store owners have called

for advice on stocking leading brands, selling tailor-made ranges, display solutions and maximising sales in each demographic area.

Rippleglen buying director Laraine Jones said: "With rapidly growing products and new trends emerging in this lucrative market, we felt it necessary to bring the whole

category together and appoint Real Trading."

Danny Sohota, managing director at Real Trading, said: "Having worked closely with Rippleglen since 2012 when we introduced E-Lites into its stores we are really excited to be taking full control and responsibility for the whole e-cigarette category."

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NEWS

REGIONAL

Euro lobby bid to halt plain packs

Retailers from France, Britain and Ireland joined forces this week to call on the European Commission to halt plans by member states to adopt plain packaging for cigarettes.

The NFRN attended a retailers' demonstration in Paris, amid fears the policy threatens jobs and small businesses.

The UK is set to introduce plain packaging but data from the Australian Association of Convenience Retailers shows that in Australia, where the policy is in place, 77% of retailers have reported a negative impact on their businesses.

Gang search stepped up

Police have stepped up their search for a gang which attacked a Nottingham retailer by releasing pictures of the brutal assault.

The hooded trio escaped with £5,000 worth of cigarettes from the raid on MV Supermarket, leaving owner Naresh Nagarajah with a broken eye socket and other injuries. Police released CCTV footage of the attack in a bid to track down the gang.

Charge over armed raid

Police have charged one man after an armed raid on a village Post Office. Martin James Pick, aged 38, of Willow Avenue, Clifford, is charged with robbing the post office in High Street, Boston Spa, West Yorkshire on 23 March.

He is also charged with possessing a firearm with intent to commit robbery. A 32-year-old woman, who was arrested in connection with the incident, has been released on police bail pending further enquiries.



Clothing shop to post office

A former clothing shop in Gosport has transformed into a post office following months of uncertainty over its future. Dal Athwal (second from left) is the new postmaster. Gosport MP Caroline Dinenage (centre), who opened the store, said: "It looks modern, bright and welcoming – a branch the town can be proud of."

New strategy welcomed but 'more needs to be done' Report suspects, retailers urged

Illicit tobacco trade fight needs ambitious targets

by Joseph Lee

Trade associations have welcomed a new tobacco smuggling strategy released by HMRC and the UK Border Force, but have called for more ambitious targets to cut illicit trading.

The 'Tackling illicit tobacco: From leaf to light' report proposes a joint strategy which includes the introduction of a registration scheme with sanctions for raw tobacco dealers, a consultation on sanctions, the creation of a cross-governmental ministerial

group and new academic research.

It will aim to build on progress made in fighting illicit traders. Government figures show that since 2000 the illicit cigarette market has halved in size and the illicit rolling tobacco market has been reduced by a third. More than 26 billion tonnes of cigarettes and 4,300 tonnes of rolling tobacco have been seized and there have been more than 4,000 prosecutions.

But while it welcomed the strategy, the Association of Convenience Stores (ACS)

said more ambitious targets are needed to achieve more than the government's medium-term ambition of holding the illicit market at or below 10%.

"The illicit market funds criminality, damages legitimate businesses and results in a direct loss to the public purse. Government has made great strides over the last year in renewing its focus to tackle alcohol duty fraud – we need to see the same attention given to the illicit tobacco market," said ACS chief executive James Lowman.

Meanwhile, Mark Yexley, media relations manager at JTI, said that 10 million people had been reached by the company's 2014 regional campaign against illicit tobacco, which educated retailers and the public on the risk illicit tobacco posed.

He said: "Illegal tobacco products that are 'peddled' within communities pose a risk to the future existence of hard-working retailers.

"Retailers who discover criminals in their area supplying illegal cigarettes owe it to their local community to report the perpetrators."

Scots' titles play fair with pro-rata rises

Two major Scottish dailies and several local titles have increased their prices with pro-rata terms for retailers.

The Daily Record has gone from 55p to 60p on its Monday to Friday edition and from 80p to 85p on Saturdays, with the Sunday Mail rising from £1.50 to £1.60.

Local titles with mid-April price increases, also with no terms cuts, are the Wishaw Press, Rutherglen Reformer, Dumfries & Galloway Wednesday issue and Galloway News, which all rise to £1. The Airdrie & Coatbridge Advertiser and Dumfries & Galloway Friday issue both rise to £1.10,

while the Lennox Herald increases to 90p.

Sharon Sisman of C&M Sisman in Falkirk said: "We're delighted that Media Scotland understand how challenging trading conditions are at the moment and have maintained terms on these publications. I don't anticipate a problem

with customers. Most of mine are loyal to a paper and hopefully they will remain so."

Media Scotland was created in 2011 when The Record and the Sunday Mail joined forces with Scottish and Universal Newspapers to create Scotland's biggest publishing business.



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RAMESH SHINGADIA

IAA OVERALL BEST SHOP 2014

LONDIS SOUTHWATER & POST OFFICE



YOUR REGION

NFRN DISTRICT AGM REPORT NORTHERN IRELAND 24.03.2015



Kathryn Gaw reports from the NFRN Northern Ireland district council AGM

The font of all legal confusion

Members reported confusion around how local councils are interpreting tobacco display ban legislation, particularly the font of the price list.

According to the law, the typeface used must be Helvetica or Arial, but while some councils will accept either font, others are saying it should be one or the other.

"If you're getting grief from certain councils, let us know," said chief executive Paul Baxter.

Belfast North member Ken Chapman suggested that district president Judith Mercer should send a letter to each council asking for a meeting to discuss their interpretation of the law.

It was agreed that letters would be sent out to every council after the election, asking for clarification on the rules.

Another term in office for Judith

District president Judith Mercer was re-elected to the post for another term. She will continue to act as a national councillor alongside North and East Antrim member John McDowell.

North Down member Gwen Patterson was re-elected as vice president, while Belfast West member Pauline Schiefer was elected deputy vice president.

Lottery changes are not the ticket

Members raised concerns over changes to the lottery system south of



Retailers only have to pay the supplier after cards have been sold in a new 'profit on return' scheme

the border.

Ken Chapman spoke of his fear that the system could wreak havoc in Northern Ireland and asked visiting NFRN Ireland member Joe Sweeney whether Irish members had noticed much change.

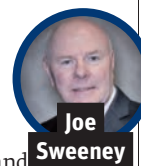
Mr Sweeney said there had been numerous complaints about the new system, and described "horrific problems" with new terminals.

"There was one week where they had to postpone the draw because the terminals were down," he said. "That's never happened before."

The Irish government sold its National Lottery license last year

and it is now owned by a consortium that includes Camelot.

While there are no plans to implement similar changes in the UK, some Northern Ireland border towns offer access to the Irish National Lottery as well as the UK National Lottery.



Joe Sweeney

Pension pointers

NFRN head of operations Margaret McCloskey warned members that auto-enrolment into pension schemes will be a big issue in 2015.

She reminded members that the staging dates will take place between September 2015 and April 2017, and every retailer will have to be prepared.

Auto-enrolment requires employers to contribute an extra 1% (rising to 3%) of employees' salaries towards a private pension fund, while employees will contribute the same.



Margaret McCloskey

Every employee is eligible as long as they are earning £10,000 per year or more, and are aged at least 22. Employees aged under 22 or earning less than £10,000 per year can still opt into the system, and the employer must comply.

Mrs McCloskey advised all members to appoint a private pension provider to handle their auto-enrolment requirements, as the DIY scheme was "too complicated".

'Van shops' fears

Several members reported ongoing problems with 'van shops' operating illegally near their businesses.

The vans are thought to be offering a door-to-door service in parts of Belfast, selling single cigarettes to customers of all ages. Paul Baxter encouraged members to report any illegal activity to their local councils.

'Profit on return'

Members were presented with a new 'profit on return' method of selling greeting cards.

Geoff Bleakley, from Original Poster Company, spoke about the benefits of the scheme, which allows newsagents to pay for cards only after they have been sold.

The Belfast-based company, which is part of a UK-wide franchise, supplies display stands and cards free of charge, invoicing only for cards sold.

The company offers 12 card ranges, with three pricing structures offering margins of between 46% and 50%.



Judith Mercer



If you're getting grief from certain councils, let us know

Paul Baxter

NFRN chief executive

Your say

What are you doing to drive sales of newspapers and magazines in your store to help offset carriage charges?



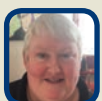
We're trying to offset the new charges by promoting the publications that give us the best discount. But it's a losing battle. I've been in business for 45 years and it was one shilling and five pence when I started.

Ken Chapman,
Ken's News,
Belfast



All I can do is advertise the shop locally. It is in the hands of the public at the end of the day.

John McDowell,
McIntyre's,
County Londonderry



We have a bigger store and we are looking at diversifying away from magazines and newspapers and towards our food offerings. I am very much going down the food to go route.

Gwen Patterson,
Clandeboyne Stores,
County Down

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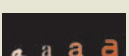
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YOUR SAY Have you been affected by any scams in your area? How have you protected your business?

Des Barr

Sinclair Barr Newsagents, Paisley
We have younger staff, they're on social media and they're more alert to what's going on. A lot of these things now are well reported on, and we can pass details on to staff straight away. They're alert to the fact people might try it on. When scams are reported, it puts you on your guard. We don't take cards apart from for newspaper accounts, so we know who the customers are. It's just cash and we look out for people trying to pass dodgy notes or 'check your change' scams.

Bal Ghuman

AK News, Shrewsbury, Shropshire

We haven't had any lately, but it doesn't surprise me they are going around. These people are finding new tactics all the time. We don't get them in store any more, it's all over the phone using vouchers. We get cold calls asking personal questions,



Have you been the victim of a scam recently? Let us know

and we give them short shrift. It's a case of always being alert and keeping vigilant.

Anjali Karpal

Essential Convenience Store, Horsham, West Sussex

We had a couple of professional looking people come into the store two years ago, saying they could help us reduce our business rates. They had proper

forms, took all the details and I'm ashamed to say we fell for it and gave them a cheque for £200. But it's made us much more vigilant. It's becoming more and more common, but we won't fall for it again. We won't entertain any cold callers and we're very careful. Business rates is such an issue for retailers that criminals can catch people out.

YOUR STOCK Which pricemarks have been most effective in driving your sales recently?

Pradip Amin

Birds Newmarket, Portsmouth
I think the £1 price point is coming to an end. We haven't seen a drop in sales of Cadbury Dairy Milk, it's sustained its sales at the £1.29 price. The problem for us is the margins, they're narrower and narrower on £1 pricemarks, and at £1.29 it's better. The Dairy Milk £1.29 bars are selling well for us, as are the standard bars at three

for £1 with a healthy margin on both. Walkers has just gone from £1.29 to £1. Consumers still want pricemarked packs, but manufacturers and distributors will need to look at our margins.

Bhaves Patel

Watties News, Horley, Surrey

Pricemarked packs give customers confidence, they know they're not being cheated.

Customers are smart, they understand about increasing prices, but with pricemarked packs they know it's value. In my shop, the majority of things I sell are pricemarked. Biscuits do really well as pricemarked packs. They're great for customers, but not so much for retailers, but that's how it works at the minute.

Paresh Vyas

Paresh's, Droylsden, Manchester
The Galaxy bars for £1 are selling really well. They never used to sell before Dairy Milk went up, but now we're selling five or six cases a week. I've knocked the Dairy Milk on the head. Anything pricemarked will sell. Sanitary towels and Tampax are now pricemarked and we're selling a lot more than we used to. Bags of sweets, Cadbury Eclairs, Rolos and Munchies are flying out at £1. It used to be one box of Eclairs in a while, now they're doing really well.



Pricemarked products appeal to customers and drive more sales

LETTERS

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



Smiths News needs to ensure retailers get papers on time before offering additional products, says Jane Samson from Nottingham

WAKE UP BEFORE SELLING THE COFFEE

For the last few weeks I have been experiencing major problems with very late supplies from Smiths News' Nottingham depot.

Two things puzzle me.

First, customers supplied by Smiths' Leicester depot are not having the same level of problems I am encountering.

Second, to add insult to injury, I have today received a text message from Smiths saying: "We want to help you grow your sales by offering great coffee to your customers via Jack's Beans Coffee Company."

Smiths is quite happy to have a monopoly on newspapers, but it also wants to get involved with other products.

I would suggest that it concentrates on getting newspapers to its loyal customers on time, before it dabbles with other products.

Smiths says it wants to help grow our sales but at the moment all it is doing is decreasing them.

Jane Samson,
Gotham Spar,
Nottingham

A Smiths News spokesman

responds: "We have contacted Ms Samson to apologise for the inconvenience caused. For the past two weeks there have been high levels of roadworks across the UK motorway network overnight, specifically on the M1, which has had closures and significant diversions in place. Unfortunately, these roadworks have led to later than normal newspaper inbound times and in extreme cases, re-runs. We are continuously working with our publishing partners to identify any potential issues and, where possible, mitigate any impact."

Gantry doors are driving me to drink

Every now and then, something really irritates me but I know I'll get over it and laugh about it later over a pint.

The same can't be said for these damn cigarette display gantry doors.

We have had them for a couple of weeks now and they are really, really getting on my nerves. The thought of having to open and close these things forever – or until the damn things fall off – is driving me to more drink.

Perhaps I should consider suing the government for my impending mental problems, brought on by

the nanny state which is being imposed on us.

Every time we have to restock the gantry I break out in a cold sweat with the thought of navigating the devil's doors.

Please, Lottery gods, let me win before it's too late.

Graham Doubleday,
Newmarket,
Mossley,
Lancashire

Why can't I get a straight answer?

Like thousands of other retailers up and down the country, I too had lobbied my local MP – in my case Liz Kendall – on the display and packaging of tobacco.

I wrote to Ms Kendall on 2 February. So far, I have heard nothing. The letter was hand delivered.



I should consider suing the government for my impending mental problems

Graham Doubleday

Retailer, Mossley,
Lancashire

Then I read the leader column in the 27 February issue of RN about Andy Burnham, shadow health secretary, refusing to answer a simple, straight forward question (five times), namely: "What changed your mind since 2009 when you said you would need to see strong and convincing evidence to support the ban?"

Andy Burnham's behaviour is the same as that of Ms Kendall.

I do not hold out any hope of her supporting me or my fellow retailers. Dilly-dallying is the name of the game.

Now I am totally confused about which box to tick on 7 May.

Subhash Varambhia,
Snutch Newsagents,
Leicester

#TOP TWEETS

Who's saying what in the retailing world?

@NFRN_Online

Got a news supply problem? Why not tweet @News_Complaints

@Hovinghamstores

Nearly time for the new coffee machine #rjo42

@Chard_News

Received ten copies of @ScotonSunday. We're a newsagent in Somerset with just one sale per week. #News-Wholesalers #Waste @News_Complaints

@raaj_c

Congratulations to @IAAcademy for a brilliant launch last night and for reminding us how much it has helped retailers and their businesses

@connollyspars

Calling all my followers please go to www.retailauction.org and take a look at what is happening with @RetailAuction. Not long to go now!

@tearesnews

All our Easter eggs are only £1.50! Choose from Maltesers, Creme Egg, Buttons, Smarties and many more

@hayes_news

Nice to see papers arrived on time this morning, despite a 45 minute extension. Well done Smiths

YOUR ISSUE

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



CRACKING IDEAS FOR EASTER EGG-STACY

When it comes to selling Easter eggs, competing with supermarkets and multiple stores on price can feel a bit like a losing battle.

But speaking to retailers up and down the country this week, RN unearthed some great ways for independents to go the extra mile before Easter and entice customers to shop with them.

Retailers are reaping real rewards with innovative ideas that are catching the eyes of both new and regular customers.

At a time of increased competition in the c-store market and from online retailers, it's even more

important for local retailers to up their game and make the most of every available sales opportunity, especially when it comes to special occasions and annual celebrations. And it can be a real chance to make your mark in the community.

Create your own gift baskets

Located on a busy junction on the main street in Kilbirnie, **Lifestyle Express** attracts trade both from the local community and passing trade. So to boost sales, owners **Bobby and Raj Singh** have started creating their own bespoke gift baskets. It's an idea that Bobby had in the run-up to Christmas and orders are already flooding in for Easter. The baskets range in price from £6 to £30 and include Easter treats such as traditional eggs, chocolate balls and fluffy toy chickens. Customers can also request brand baskets, packed with Lindor or Thorntons chocolates, for example.

"We've got a Facebook page and we have ready-to-buy baskets on the counter. Customers can't miss our Easter display either," says Bobby.

"Nobody around here is offering anything like this," he adds. "We're delighted that they're so popular and that our customers love them too. It means that local people can always get a gift right on their doorstep and don't need to travel elsewhere."

Run a community egg hunt

For the past 17 years retailers in a north London suburb have run an Easter egg hunt for children.



Organised by the **Green Lanes Business Association** (GLBA), the hunt encourages residents to get out into the community and see what their local high street has to offer. Thirty eggs are placed in the windows of different independent shops each year, including several newsagents. The first person to spot them wins a Samsung tablet while runners up receive chocolate bunnies. **Costas Georgiou**, chairman of the GLBA says: "Easter is traditionally a tough time for retailers. It's the first celebration after Christmas and many people book holidays. We also have a constantly changing population so every year we want to encourage children, parents and grandparents to get out and see what's changed on their high street. We heavily promote the hunt through leafleting. It's a big event for us and retailers reap the rewards."

Make (all) your space pay

For the past two years, **Bintesh Amin** has hatched a plan to attract more sales over the Easter holiday.

The owner of **Blean Village Londis** near Canterbury says he's thought about ways to 'work the space' in his shop with eye-catching displays in prominent positions.

Bintesh builds up to Easter by displaying smaller eggs such as Cadbury Creme Eggs and Mini Eggs around the store. This is then complemented by larger promotional displays as the Easter weekend nears.

This can involve anything from

shelves of eggs to freestanding egg displays placed around the till area or near the front entrance. He says: "This year we're concentrating on a premium range of eggs because they have higher margins. We work the space as hard as we can." He adds that he tries to stay competitively priced and in previous years he's sold out of stock by Easter Sunday.

Know your customers

In Scotland, some retailers say that Easter is not such a prominent holiday as it is further south.

However, judging stock levels so you don't run out of eggs before Easter Sunday is as important as avoiding leftovers.

In Edinburgh, **Broadway Convenience** owner **Dennis Williams** and his wife **Linda** have been dressing their store for Easter for years.

"It's about knowing your customers," says Linda. "Our shoppers are very traditional and so premium brands don't fly off our shelves. Instead we stick with the Cadbury and Rowntree's favourites."

"We do well with promotions too with simple, £1, £2, £3 and £4 pricing depending on the size of the eggs." The couple also dress their store with banners and balloons, toy animals and always have a free lucky dip as an extra for children.

This year, Booker's Mega Deals on Easter eggs have helped too – encouraging sales of traditionally more expensive brands like Thorntons with eggs available for just £2, for example.



We've got a Facebook page and we have ready-to-buy baskets on the counter. Customers can't miss our Easter display either

Bobby Singh

Lifestyle Express, Kilbirnie



A community egg hunt would wow the locals

“Pricewatch is the first page I turn to in RN, it makes me money every week!”



Glyn Taylor,
newsagent,
Co Durham

Shahid Razzaq,
convenience
store owner,
Glasgow



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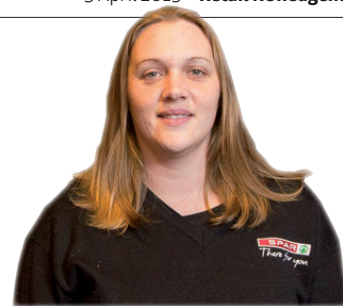
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If you want to compete in today's convenience market, you need to think creatively, make your store a destination and give your customers an experience they'll never forget, says Spar retailer Susan Connolly

Let the show begin...

We started creating in-store theatre in our stores more than a year ago, with the aim of engaging with our customers and encouraging loyalty and repeat visits.

I believe customer engagement is a key weapon in independent retailers' armoury that can help us beat the multiples hands down. The ferocity of competition in the convenience market may be the highest it has ever been, but independents should tackle it head on. We need to think creatively and make our shops our customers' stores of choice.

For us, in-store theatre is a brilliant way of achieving this. We get involved with all the highly commercial days such as Mother's Day and Valentine's Day, but also off-beat occasions such as Australia Day and Burns Night. Our ideas can be as simple as displaying relevant PoS material or decorating the store to highlight the day concerned.

We create our own 'days' too. We have had a 'Peter's Pie Day' and a 'Heineken Day' and we worked with both suppliers to pull off two brilliant events. They provided free samples and some cracking PoS, such as balloons and umbrellas. Sales rocketed and the staff had fun, but most importantly the customers thoroughly enjoyed themselves and we found a way of creating a great experience for them.

Another thing that works really well for any occasion is tasting tables. They are quick, easy and inexpensive and you can make them as plain or as lavish as you wish. We decorate ours with things like bunting and balloons and always offer a snack, an alcoholic drink and a soft drink. We always include own brand products, which raises awareness of them and people's expectations can be exceeded.



Tasting tables work well for Susan, her Spar store team and customers

It's very rare to get something for free these days so when we offer our customers a free taste of food and a drink they are amazed. While they stand around the table, we take the opportunity to make contact with them, putting them at ease by chatting to them. After tastings we take comments and add them to PoS for the product.

The multiples cannot offer such a personalised customer experience no matter how hard they try. Making customers feel that they are cared for while they shop is paramount.

Another thing we try to do is surprise and delight our customers through in-store theatre, which is something that often gets lost if a



When we offer our customers a free taste of food and a drink they are amazed

★ Five tips for great in-store theatre

- ✚ **Make activity fun for customers** – they are your priority
- ✚ **Be prepared to invest** – tastings or free gifts might cost you a little money but the loyalty you build will make them pay off
- ✚ **Make tastings about connecting** – don't just try to sell, get to know your customers too
- ✚ **Don't give up** – the first event you run may not get off to a great start but when you keep doing them, customers will keep coming back to see what you are doing next
- ✚ **Involve everyone** – get staff and suppliers engaged in the activity you organise

store's main focus is on price.

On Mother's Day, for example, we presented 10 of our customers in each store with a bunch of flowers, and on Valentine's Day we gave every female customer a chocolate heart. Activity like this does incur a small cost but it will be repaid through your customers' increased spend and loyalty.

One final point worth making is that, when organising activities like this, you need to involve your team because staff engagement is key to making them succeed.

When your staff buy into the idea of tasting days, for example, they will naturally run with it. Ours were slightly sceptical at first but after doing a couple they found themselves embracing them.

I then found the store managers were creating their own tasting days without any encouragement, even dressing up for every occasion to highlight the events in-store.

They found themselves achieving our aim; creating stores of choice that are really fun, interactive places to be, and the hubs of their communities. ●

Susan Connolly is business development manager for the four-strong Connolly Group of Spar stores. She auctioned herself to RN for this column as part of the Retailer Auction

INDUSTRY PROFILE

Diageo

Tom Gockelen-Kozlowski
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It may have one of the most iconic brands in the world in its portfolio, but there is no sign of Diageo resting on its laurels, according to Guinness's head of innovation Nick Curtis-Davis



RETAIL NEWSAGENT Which trends are inspiring Guinness's activity this year?

NICK CURTIS-DAVIS More broadly than just beer, consumers are looking for a return to more authentic values and getting interested in products with stories behind them which are created with care and attention. It's true across a lot of categories – just think of the variety of olive oils or coffees available now.

RN How is this affecting beer?

NCD The beer market is incredibly vibrant and dynamic at the moment. We've set up our Brewers Project, which is about Guinness celebrating this vibrancy and reflecting on our own history of innovation over 256 years at our brewery at St James' Gate in Dublin. We employ some of the finest brewers in the world here so we're using their passion to join in this beer revolution, by creating new recipes and rediscovering old ones.

RN How does the new Golden Ale fit into this?

NCD It's about giving consumers the chance to try something new from a much-loved brand, which has the character and quality they'd expect from Guinness. We're bringing new people into the category with this.

RN How have your previous Brewer's Project beers sold and how do you expect Golden Ale to perform?

NCD Our West Indies Porter and Dublin Porter have exceeded expectations. It was the first time that we'd launched two beers simultaneously and they've been absolutely flying. They were respectively the number one and number three performing innovations in the bottled beer market over the past 12 months. We're thrilled by this and expect Golden Ale to do similarly well.

RN And in terms of category management, how should the new ale fit into retailers' chillers?

NCD It should slot right in next to the two porters as all our PoS material is integrated for our Brewer's Project beers. This should create a

In my inbox right now I have a list of 25 new beer ideas

consistency in the display which ensures that the new Golden Ale is seen by shoppers. We know that consumers have a repertoire already so placing it near our two porters should give them a shortcut for discovering it.

RN Is this the last new beer we'll see from Guinness for a while?

NCD Not at all – we've unleashed the beast now. Our brewers are a creative bunch and we're giving them a licence to explore these ideas. In my inbox right now I have a list of 20 new beer ideas. Guinness is famously just 256 years into a 9,000-year lease, so there's a lot of beer we still need to brew. It's a new journey for us and we've just taken the first steps. It's going to be interesting to see where it takes us but you will absolutely see new beers from Guinness in the near future.

RN With Guinness such a traditional, trusted brand, how do you ensure that these new products live up to the existing portfolio?

NCD It's a great challenge to have. When I spoke to the brewer who created our Golden Ale, at the heart of his thinking was how to turn a black beer into a light refreshing accessible beer while retaining that 'Guinnessness'. It's about maintaining the character, quality and story that customers know the brand for.

** Company CV **

Company Diageo
Head of innovation, Guinness Nick Curtis-Davis

Profile One of the oldest drinks brands in the world, Guinness is among Diageo's most valuable assets. Its status as an Irish icon, advertising campaigns and Guinness's widespread popularity has made it internationally famous.

Latest news The Guinness Brewers Project produced two new porters last year. Diageo's latest innovation is to launch a Golden Ale, part of a plan to ensure that there's a beer available for every customer from within the Guinness portfolio.



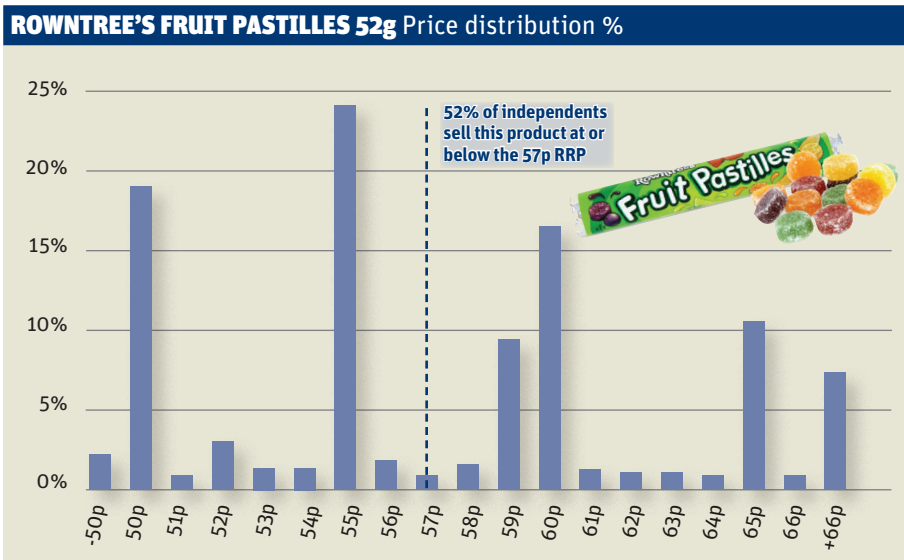
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PRICEWATCH

SUGAR CONFECTIONERY

BEST-SELLING SUGAR CONFECTIONERY PRICES AROUND THE UK							
PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Rowntree's Fruit Pastilles 52g	57p	50p	60p	55p	65p	57p	50p
Skittles 55g	57p	49p	60p	65p	65p	60p	55p
Trebor Soft Spearmint Roll 50p PM 45g	50p	50p (PM)	60p	–	50p	55p	55p
Rowntree's Jellytots Bag 42g	56p	50p	60p	62p	60p	55p	55p
Starburst Original 45g	56p	49p	60p	65p	65p	58p	60p
Rowntree's Fruit Gums 48g	57p	50p	60p	70p	65p	57p	51p
Maynards Wine Gums 48g	59p	51p	60p	75p	65p	55p	55p
Skittles Sours 55g	58p	49p	60p	65p	65p	–	55p
Rowntree's Randoms 50g	57p	50p	65p	65p	65p	58p	55p
Bassett's Cherry Drop Roll 49g	59p	51p	60p	–	80p	57p	50p
Polo Fruits 37g	55p	50p	55p	60p	65p	52p	50p
Vimto Fizzy Roll	45p	–	–	45p	–	45p (PM)	45p



Pricing strategies

RETAILER

1



NAME **JON POWELL**

STORE The Newsagent

LOCATION Newport

SIZE 320sq ft

TYPE high street

I normally add a few pence on RRP's. I do look at my rivals' prices regularly and judge it from there, but I try and stick to a 40% margin. Werther's, Soft Mints and Skittles all do really well. My worst selling sweet is Mr Tom Peanut in Toffee, which is a shame as they sponsor my local football team. The £1.50-£2 bags of sweets sit on the shelf whereas I could sell pricemarked bags all day. The £1 packs fly out.

RETAILER

2



NAME **YOGI TATLA**

STORE Crown Wood Londis


LOCATION Bracknell, Berkshire

SIZE 1,500sq ft

TYPE secondary road

I try to keep to suppliers' RRP's but in the last two years I've also looked at what sells. If a line sells well I put the price up by around 5p. Londis's RRP's can be high anyway so I choose carefully. In the sweet category, rolls of Rowntree's and Maynards brands sell well. We have a dedicated aisle for sweets which is just opposite the tills. We sell them no matter what season, but that area of the shop is always busy around 3.15pm when children come from school.

 **Nadia Alexandrou**
 nadia.alexandrou@newtrade.co.uk

 020 7689 3350

RETAILER

3

NAME ADRIAN RODDA**STORE** AR News**LOCATION** Harrogate, Yorkshire**SIZE** 400sq ft**TYPE** town centre

I usually go above the RRP and mix premium-priced sweets in with offers. I always display offers prominently in-store, usually in a dump bin which I rotate stock around in. I also put any promotional posters up too. I've found sugar confectionery sells best in the summer. People don't want to buy chocolate when it's warm and the best time of day for sales is usually early morning as kids come in on their way to school. Fruit Pastilles and Skittles sell at double the rate of other sweets, but Polo is probably my consistent bestseller.

RETAILER

4

NAME NIGEL KENDAL**STORE** Meadow Stores**LOCATION** North Wootton, King's Lynn**SIZE** 600sq ft**TYPE** village

We look at RRP and the prices at which our biggest competition – Tesco Express – is selling things at, and adjust accordingly. As well as my usual wholesaler, I always keep a lookout for sales reps selling confectionery at a good price so I can pass this on to my customers. I always highlight these promotions with stars and PoS material. Pricemarking works really well, and multibuy deals are very effective in encouraging customers to spend more. Vimto Fizzy rolls are our bestsellers, and Skittles and Soft Mints do quite well too.

RETAILER

5

NAME PERRY PIRAPAKARAN**STORE** S&M Supermarket**LOCATION** London**SIZE** 1,200sq ft**TYPE** residential

We normally stick to the RRP set by Palmer & Harvey. Starburst is our best-selling brand – it has been for a while now. We always do a lot of promotions around sweets, finding that multibuy deals – especially ones at £1 – work really well. Starburst is selling even faster right now precisely for this reason. We merchandise sweets all around the store, as we tend to second site them around high footfall areas.



THE ENTREPRENEURS

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



KATIE PRICE

Route to the top

Love her or loathe her, there is one indisputable fact: Katie Price has built a successful global brand around one key factor: personality. At 17 she burst onto our news pages as a Sun page three model. But far from going bust, she used her notoriety as a platform from which to launch a publishing empire consisting of her own autobiographies, novels and children's books and baby wear, perfume, shoe, jewellery and equestrian clothing ranges, to name a few. She is also the global ambassador of hair-colour product Colour B4. Katie Price is a self-

confessed workaholic who wants to be remembered as being 'a grafter'.

Key achievements

- No publisher would buy Price's first autobiography in 2004, so she sold it for £10,000 to a small independent. It sold almost one million copies in its first year.
- Price's equestrian range has gone from strength to strength after achieving record-breaking sales in its first two months.
- Price juggles her business empire with looking after five children, the eldest of whom, Harvey, was born with severe disabilities and is autistic.



Lessons for your store

- 1 Communicate your passion for what you do well and you will attract more customers.
- 2 Never be afraid of to think outside the box and try out new ideas. If they fail, dust yourself off, learn from your mistakes and move on.
3. Hard work really does pay off.

RETAILER PROFILE



It's all about people

Edinburgh retailers Dennis and Linda Williams understand the importance of community. In fact, they've just received a top award in recognition of the work which has grown their business.

Chris Rolfe reports

A box of pebbles, a miniature trolley and a bright red promotional bag. These three things that first strike you as you walk into Broadway Premier convenience store sum up what owners Dennis and Linda Williams have been focusing on for the past six months.

The couple have prioritised supporting their community through initiatives and offering great value in their 1,700sq ft store in Edinburgh. It is a focus that was recognised when they were named Independent Community Retailer of the Year at last month's NFRN Scottish Regional Awards.

"We are very community based," says Dennis. "You've got to get to know customers, because they're the biggest part of your business."

After setting up a breakfast club with local schools and encouraging healthy eating among customers, their latest community initiative is designed to be educational as well as to build links with future customers.

"We have a great relationship with the head of the local primary school," says Dennis. "We have a 'pebble challenge' on at the moment where kids have to answer questions about prices and money at the till to get a pebble. The class that gets the most pebbles wins a prize."

Serving the area has also meant an increasing focus on value to help cash-strapped customers. So the miniature trol-

ley parked by the till is kept stocked up with short dated stock.

"Some people shop from it every day," Dennis says.

Booker's Mega Deal promotions have been a particular hit with locals, so much so that Dennis and Linda now have them on three island ends, highlighted with bright red PoS.

Current deals include Easter eggs, and Dennis says that these strong promotions make investing time and money in seasonal stock worthwhile.

"Easter eggs were so popular last year that we ran out of them," he says.

"With Mega Deals like £2 for a Thorntons egg this year we pre-ordered from Booker and made a good display a few weeks ago. In-store theatre is a big thing here."

Another popular addition has been the newly added range of £1 household, stationery and pet products.

Strong prices have also helped the store face the challenge of new alcohol legislation.

"There are a lot of retailers struggling to sell alcohol with the new drink driving laws in Scotland, but our sales are up three per cent and I think everyday low prices help," says Dennis. "Spirit sales are steady too because bottle prices are good, and we do well with half bottles on promotion."

Dennis says he and Linda refresh their store annually, and one beneficiary of last

Get to know your customers – they are the biggest part of your business

DENNIS WILLIAMS



Dennis Williams was named Independent Community Retailer of the Year in last month's NFRN Scottish Regional Awards



“We have a ‘pebble challenge’ on at the moment where kids have to answer questions about prices and money at the till to get a pebble. The class that gets the most pebbles wins a prize”

VISIT MY SHOP

Broadway Premier

10 Oxfangs
Broadway,
Edinburgh
EH13 9LQ



@MyLocalPremier

year's changes was Dennis's favourite section – fruit and vegetables.

“We looked at the whole shop with the merchandisers, who analysed our sales then cut down tins and packet grocery because sales were shrinking. We used the space to increase our fresh section.”

The wide range on offer is a far cry from the bananas, apples and potatoes the couple sold at the start. “Whoever thought then that we'd be able to sell root ginger and loose chillies?” says Dennis. To minimise waste they eat any unsold fresh produce at home themselves or give things away to regulars.

This focus on community and value is important as a new Aldi is opening after a campaign against it failed, but Dennis says that good prices will help his store fight back. “We'll combat it with big brands,” he says. And the new chillers and doors arriving next month are projected to shave up to 30% from the store's electricity bills.

The Williams' confidence in the future is bolstered by their annual spend with Booker being up 9% and sales up 5.8% year on year.

“Ask me why that is and I think it's simple,” he says. “We're clean, tidy, well stocked, we offer great value and great customer service.” ●



Want to see more of Dennis and Linda Williams' store? Go to betterretailing.com

IAA LAUNCH

The Independent Achievers Academy opened its doors last week for another year of networking, business development and retail success stories. **Tom Gockelen-Kozlowski** reports from the launch

How to be your best

Convenience retailing in 2006, the inaugural year of the Independent Achievers Academy, was a very different place to that of today.

At that point discounters were yet to be fully recognised as a key part of the market, supermarkets were still in their pomp and the idea of a Subway or Greggs concession in a local independent store would have seemed a fantasy.

Since then retailers have undoubtedly become more professional, more entrepreneurial and more ambitious. It's these attributes that can be clearly seen in the way that the IAA operates: "The IAA provides a second set of eyes and a great benchmark for improving your business. It brings a fresh perspective," says Mark Dudden, of Albany News in Cardiff.

He is one of the more than 1,000 store

owners to benefit from the programme, which was launched for 2015 in Spar Hackney last week.

The IAA will now be open for the coming eight months, with case studies on suppliers and retailers working together appearing in Retail Newsagent to give you ideas on how to improve your businesses and better serve your customers.

Launching this year's programme, Newtrade managing director Nick Shanagher said: "Our purpose is to share best practice and inspiration with local shopkeepers around the UK so they can build their businesses in ways that will attract and retain local shoppers. The new Retail Profit Guide is designed to give store owners the benchmarks needed to achieve this."

The only question remains, how are you going to improve your business?



RETAILERS' IAA PLANS

RN spoke to 11 of the great retailers who attended the launch to find out how they will be focusing on their businesses and improving them in the coming weeks and months, using IAA insights and then – they hope – doing enough to impress the judges and gain a coveted IAA award.

Sunder Sandher

One Stop,
Leamington Spa

For me, my customer experience should be second to none – that's what we're working on. We're also putting in double-glazed doors on to the chillers as well. Along with our new LED lights, it's going to save money and they look good.

Alkesh Pankhania

Best-one, Sunbury-on-Thames, Surrey

Just last week I got a new Tchibo coffee machine and we're already selling a lot of cups. We're going to be really pushing this concept of fresh coffee in a local shop. We're actually looking to purchase the building from our landlord and want to knock the store through to expand our range.

Mark Coldbeck

Wharfedale Premier,
Hull

Because the area around our store is changing, we're looking at how we can reflect this in our store. On the one hand this might mean expanding our range of Polish food but also Siemens are doing some major work nearby and so there will be a lot more workmen in the area. We've got to adapt to what they're going to want – this could even mean starting a delivery service.

Julian Taylor-Green

Spar,
Hampshire

One part of it is about community work and I'm looking to become a governor of the local school. I'm also going

to see the Women's Institute next week to talk about the changes to the post office which are happening. On the other side I'm focusing on offering more local artisanal ranges that multiples won't have.

Ramesh Shingadia

Londis
Southwater

The challenge is to win the IAA a second time. The leap would have to be really great to win again so we are looking to take store execution to the next level. On top of this I'm looking to work on our financial controls, our management systems and staff training to raise the benchmark for that. After seeing Spar Hackney and some Budgens stores in the past few weeks I also want to introduce more



Leading suppliers and retailers met last week to network and exchange ideas at the IAA launch event in east London; speakers included Ramesh Shingadia, left



local produce so that we develop a point of difference.

Dee Sedani

One Stop, Matlock, Derbyshire



We need to do what we're doing already, but do it better. We've got great standards already but it's about keeping it maintained seven days a week. That goes for my staff, too, because it's not me that's going to keep us up at that really high level.

Mark Dudden

Albany News, Cardiff



I deal with a specialist range of magazines that are available nowhere else in Wales. I call it the 'London Look'. I'm looking to

publicise this and am talking to a publisher to get a few free copies of magazines that sell for £15 each. There are some wine bars near to my store so I want to give them to these businesses with my store details on the back. If the customer loves it they won't be able to get it anywhere but in my store.

Dean Holborn

Holborn's, Redhill and South Nutfield, Surrey



In one of my stores we're doing a mini makeover with new shelving and refrigeration. In the other store were looking to bring in more of the imagery and branding to go along with the 40th anniversary material that we put in last year. We entered the IAA last year just two weeks

after reopening our store so now we'll have a year of experience behind us.

Vip Panchmatia

Hexagon Stores, Andover and Mace Ebley, Gloucestershire



We're getting the basics right to start with, but in the new store that we've opened, I'm also looking to introduce an ice cream parlour. I've also loved seeing the wine barrels in Spar Hackney where customers can fill their own bottles. That's superb.

Serge Khunkhun

Premier Woodcross, Wolverhampton



I'm going to go back, look at the

entry form and make sure each of the points mentioned are tip top in my store. I also really loved the barrels of wine in the Spar store. I've got a space in my store where I think it might work and I'm really going to try and put something like that in there.

Ravi Kaulshal

Nisa Burlington News, Chiswick, London



I'm not sure whether I'll be able to reach the standard to get an award but I'm going to enter the IAA to really motivate me to improve my business. That means laying my store out better, making it cleaner and brighter. If I could do that it would be winning an award for myself. That would then give me a platform to build a food-to-go range for the year after. ●

CRISPS & SNACKS

With supplier support, retailers are getting an increasingly sophisticated understanding of their shoppers' snacking habits.

As **Nadia Alexandrou** discovers, this knowledge is paying dividends



It's crunch time

The UK has one of the largest savoury snack markets in Europe according to the European Snacks Association, but how can this translate into more sales for convenience retailers? "Understanding shopper missions is critical

for convenience stores, where placement in store and visibility is key," says Tyrrell's marketing director Jocelyn McNulty. To find out which shopper missions work best for crisps and savoury snacks, we talk to retailers and use suppliers' market insight.

Tip

Second site larger sharing bags and multi-buy crisp deals near your lunchtime offering to encourage customers to up spend.

The quick lunch

Whether it's another excuse to get out of the office, or needing to re-fuel on a weekend shopping trip, lunchtime is when many stores find themselves selling the most snacks. One of these stores is Kay Patel's Global Food & Wine in Stratford. He finds that it's not just his lunchtime meal deal that works to drive snack sales. "More of my customers are buying the big £1 sharing bags on top of the meal deal, as something to snack on in the afternoon," he says.

Tip

Put snacks in a wire basket underneath the scratch cards on your Lottery stand. In any high footfall area, Adrian finds that second sating popular snacks works particularly well.

Mid-morning break

For store owners like Adrian Rod-dha, who runs AR News in York-shire, a major proportion of his snack sales come from nearby office workers on their mid-morning breaks. Noticing that his customers like to buy tea and coffee during these late mornings, Adrian puts savoury snacks such as Mini Ched-dars, along with flapjacks and cereal bars, by his hot drinks machine. "This works particularly well for my customers who are not so sweet-toothed, but still want something to go with their coffee," he says.

In the market

Industry data shows that customer demand for savoury biscuits is growing every year, and suppliers continue to develop products to allow their consumers to eat them on the go. Last summer, for example, Mondelez launched smaller, more portable packs of Ritz biscuits – Ritz Breaks – and has pledged to help drive category growth this year with more innovations.

Family-friendly launches are proving popular



In the market

KP Snacks is attracting more consumers to its Pom-Bear brand with a cheese flavour, specifically aimed at families. "Time and time again, cheese has come out as the most popular flavour among families, and accounts for a quarter of all multi-pack sales in the UK," says KP Snacks' trading controller for convenience Matt Collins.



Cadbury Dairy Milk

ON TV APRIL
2015

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Follows the Top Chocolate
Singles confectionery
Launch of 2014!*

Available in the confectionery aisle

For further information go to deliciousdisplay.co.uk

Mondelēz
International

* The Grocer Top Products Survey 2014 Top Launch Cadbury Dairy Milk Ritz & Lu

** Nielsen Total Chocolate, UK Total Coverage MAT 01.11.14

CRISPS & SNACKS

Builders on a mid-afternoon low

If you're near to a construction site, hungry bricklayers and plasterers are probably your biggest snacking customers. This is the case for Andrew Wright, of Wright Way, in Norfolk, who concentrates his range on more hefty and filling snacks such as Wall's slices, Ginster's, pork pies and meaty sandwiches. "Anything meaty goes down really well with these customers," says Andrew.

Tip

Second sight meaty snacks next to energy drinks. This is what Jon Powell does to up sell his crisps by second siting them next to the Lucozade fridge.

Smaller packs are ideal for impulse snack sales

In the market

Meat snacks have been of growing interest to suppliers, and in the past year beef jerky brand Jack Link's has more than doubled its sales in the UK. "Meat snacking is continuing to grow in popularity, and our beef Jerky is the perfect solution for consumers looking for a snack that's high in protein and low in fat," says Euro Foods Brands' brand manager Victoria Hughes.



Jack Link's sales have doubled in the past year



Dinner time

Andy Singh's Premier store in Tyne and Wear experiences a second 'lunchtime' rush hour, which peaks just after customers finish work. "People who've not taken their lunch hour often come into my shop too hungry to wait until they get home, and end up buying a sandwich and a packet of crisps," he says. By simply having his lunch time deal and range available at this time helps lift the store's overall sales.

In the market

Major snacks manufacturers continue to use pricemarking and promotions to boost their value ranges, with many of these falling within children's brands. PepsiCo's Walkers brand, for example, has just extended its 39p pricemarked snacks range by adding two Monster Munch packs, in roast beef and pickled onion flavours, adding to the existing promotion on Cheeseballs, Snaps, Frazzles, Twisted and Chipsticks. Walkers is also supporting the 39p value snacks with a '3 for £1' promotion.

If you want to find out what other recent activity PepsiCo has got involved with, don't forget to go online to betterretailing.com/snackbrandactivity

After school rush

Any community-based store can enjoy the after school bustle of parents and hungry children, who often end up buying a few snacks on impulse as well as the essentials - like milk and bread - for the next day. "Kids go for what I like to call 'novelty' bags, like Nik Naks, Squares, Monsters and Onion Rings," says David Brown, who runs a Nisa Local. To make it easier for parents and their children to single out favourite brands, David separates these 'novelty' snacks on separate shelves to adult lines.



Tip

Pricemark children's snacks to help them make quick and simple impulse purchases, especially if it's their own pocket money they're spending.



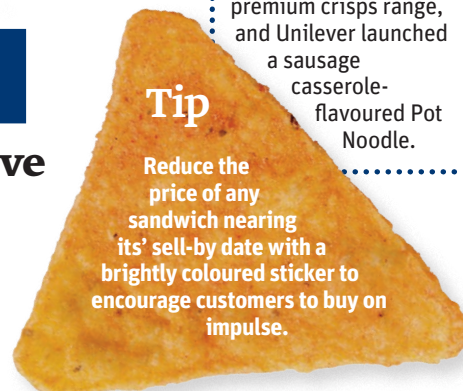
People who've not taken their lunch hour end up buying a sandwich and a packet of crisps

In the market

Meat-flavoured snacks are at the forefront of many brand innovations in this increasingly competitive and mature market. Last month, for example, Burt's Chips' added Devon Roast Beef to its premium crisps range, and Unilever launched a sausage casserole-flavoured Pot Noodle.

Tip

Reduce the price of any sandwich nearing its sell-by date with a brightly coloured sticker to encourage customers to buy on impulse.



Evenings in

Regardless of location, size or customer demographic, any local store will get people coming in every day looking to buy something for that evening. For Eugene Diamond in Ballymena, having a good range of multipacks and sharing bags is absolutely crucial to driving 'evening in' sales. "I find pricemarked sharing bags of best-selling brands works particularly well, for example Sensations and Doritos," says Eugene. In addition to these brands, he stocks well-known Irish favourites such as Tayto Cheese & Onion and Golden Wonder.

Tip

Offer a brand that your local supermarket isn't selling. Years after Jon Powell delisted Marmite crisps, the brand is now back on his shelf and the best-selling crisp line in his store, and sells two boxes a week

Growth in sales of premium brands have prompted launches



I find pricemarked sharing bags of best-selling brands works particularly well

In the market

The polarisation between value and premium snacks is becoming ever more marked, with products such as popcorn and hand baked crisps headlining the premium end. Recent activity includes the launch of Tyrrell's Poshcorn range – with two gourmet sweet flavours; Lemon Cupcake and Coconut & Caramel. United Biscuits has also just improved the recipe of its baked snack brand Jacob's Crinkly's, and is supporting the move with a £3m media and store support plan. ●



Find out what other recent activity PepsiCo has got involved with. Go to betterretailing.com/snackbrandactivity

INCREASE YOUR SHARING SALES WITH WALKERS

The sharing sector is currently growing at +6.7%¹, providing a huge sales opportunity for retailers.

Walkers, the number one brand in the crisps, snacks and nuts category² is helping retailers drive sales by developing products and formats which cater for different consumers and sharing occasions.

The Walkers portfolio offers a wide variety of popular snacking options and multiple sharing bags for shoppers to choose from...

HOW TO BOOST SHARING SALES WITH WALKERS

Make sure you stock a range of the best-selling sharing bags to maximise sales

Walkers has 6 of the top 10 best-selling sharing brands

in impulse, with 3 in the top 5 - Doritos, Sensations & Walkers Core³

PMPs allow you to demonstrate 'value for money' to consumers

61%

of shoppers say knowing a shop sells PMPs makes them more likely to visit⁴



For more information about how to make the most of your Walkers sharing offering, visit - www.countsformore.co.uk

Alternatively get in touch with your PepsiCo sales representative or call: 0118 930 6666
e: field.sales@pepsico.com
twitter: @PepsiCo_UKTrade



STORE SECURITY

Despite the Association of Convenience Stores' report last month that crimes against retailers were falling, three quarters of those surveyed still fell victim to shop theft in 2014. **Nadia Alexandrou** speaks with two businesses looking to improve stores' security

Do not let the criminals win

Sinso Retail

As part of the service package it offers, Sinso uses merchandising, education and technology to cut theft and wastage, and sales director Lee Singers says his company builds an 'intelligent retailing' strategy that protects store owners' profits.

RETAIL NEWSAGENT How does Sinso create its wide-ranging theft reduction plans for businesses?

LEE SINGERS Firstly, video evidence is of paramount importance. This is especially true if – as is often the case – it is employees who are stealing from you. Having a good CCTV camera in plain sight will remove any temptation to steal.

RN What else can retailers do to secure their businesses?

LS Educating staff and retailers to be safety-conscious is similarly crucial. Much of what they need to know is common sense, but it's something you don't think to do until you're made aware of it. For extra technological support we also work with partners such as Brook Security, Custom Technology Solutions, and AVN solutions.

RN Can you give an example of where you have worked to improve a store's security?

LS We worked with one store and discovered that staff members had tattooed fake barcodes on their wrists and were not putting all cigarette purchases through the till. Consequently, the store was losing hundreds of pounds every week.

RN How did you catch these members of staff out?

LS After doing an audit that showed discrepancies between electronic stock data and actual stock, we helped the retailer link up his CCTV to his EPOS system. By looking at what the EPOS data was processing and what the footage showed at the time, we were able to prove that the staff were not putting through all cigarettes on the system.

RN How do you ensure these benefits work long term?

LS Usually, progress has been made in terms of reduced theft and less wastage, but we offer periodic revisits at customers' request to ascertain that progress has been made on controlling losses where we have put in place new policies and procedures to govern this area, and offer extra support if it's needed.

Under Age Sales Ltd

While most retailers can manage to reduce theft with simple strategies and staff training, others can find themselves in more serious



Having a good CCTV camera in plain sight will remove any temptation to steal

LEE SINGERS' TIPS ON STORE SECURITY



1 Keep promotions in sight

Put promotional displays and gondolas in clear view of the till, especially dump bins, where the temptation to grab and run is high.

2 Have your data to hand

Have regular stock reviews to check for discrepancies between EPOS stock data, and actual stock.

3 Integrate your technology

Connect CCTV to the EPOS system if you struggle with theft.



GADGET INVESTMENT

Elsewhere in the ACS crime report, figures showed the average store invested over £1,700 in crime prevention measures (including CCTV, product tagging and anti-theft devices) during 2014. We asked four members what their money had gone on.

"I spent £600 up-grading my CCTV to a Honeywell system. I now have a camera outside my store, as well as three inside. The video quality is far clearer, and the DVD recorder can store footage for a month rather than just a week."

Marco Sinforiani
Sinforiani Bros,
Kilmarnock, Ayrshire



"I'd rather be safe than sorry, so I invested a lot right from the start in security. I've invested in a spot monitor, so customers can see themselves when they walk into the shop, as well as shutters on every door and several cameras."

Raj Aggarwal
Wigston Londis,
Leicester



"I spent £4,000 integrating the cameras in both my newsagent business and my hardware store into one system. I can now automatically search for any time and date of footage I choose, significantly reducing the number of scams and arguments over change given."

John Vine
Newsworld, Church
Stretton, Shropshire



"I put spent £1,100 plus VAT putting in brand new shutters on the front of my store. My old perforated one collapsed, and a company called All Secure came in at short notice to put in a new one. I've now got a completely solid steel shutter, which makes me feel a lot safer."

Alan Waterson
J Walsh, High Wycombe,
Buckinghamshire



trouble and in need of an intense program of support. Enter Tony Allen, founder and managing director of Under Age Sales.

RETAIL NEWSAGENT What problems do retailers have who come to you for the most intense support?

TONY ALLEN These stores typically have a long-standing reputation for selling age-restricted items to young people. It's this reputation that tends to encourage them to hang in and around the store, consequently attracting anti-social behaviour and increased crime.

RN What are retailers who get into these kinds of situations doing wrong?

TA I see shops which stock just a few loaves of bread on a shelf, but a huge row of White Lightning. If young people see that, they're going



Retailers need to have a balanced stock, with a wider range that discourages under age sales

to expect to get served. Retailers need to have a balanced stock, with a wider range that discourages under age sales.

RN How does your intensive program work to turn these businesses around?

RN After two weeks of training staff and consultation, when shops are still likely to encounter resistance from customers who've previously been served there illegally, we organise an 'immediate emergency response procedure'. This is about working closely with Trading Standards and community police offers to make them aware of our turnaround programme and to make certain they provide the maximum security and support required.

RN What else can retailers do in store to discourage this type of anti-social behaviour?

TA We offer conflict management training to ensure staff can protect themselves in confrontations. Yet more fundamental is a store's layout, as it can prevent crime in the first place. Our aim is to influence customer expectation through the tone of the shop, which ideally should encourage customers to think "there's no way I can get away with buying this without ID".

RN What other benefits are there?

TA Retailers normally experience a sales uplift across the whole shop, as the balanced range and clearer layout encourages customers to spend more. Staff feel a lot safer, too. ●

TONY ALLEN'S TIPS ON STORE SECURITY



1 Visibility is key

Ensure you can see who's coming in and out of the shop and that age-restricted items are in view from the till.

2 Merchandise smartly

Keep shelves stocked, neat and tidy and keep high value, age restricted products away from the entrance to the shop.

3 Use signage properly

Use appropriate age-restrictive point of sale material near the till, but increase your visibility by not having too many stickers on your windows.

PREVIEW



Man on the move

Yorkie is launching an on-pack promotion under the Man Pass banner, offering all-expenses paid trips to European destinations.

RRP 60p

Outers 36

Contact 01904 604 604



Into the valley

Nature Valley is launching two protein bars - Peanut & Chocolate and Roasted Peanuts with Pumpkin & Sunflower Seeds.

RRP 69p

Outers 18

Contact 01895 201 367



Mint selection

Trebor has launched a £2m ad campaign, including TV, for its mints range, asking consumers to "choose their mint".

RRP various

Outers various

Contact 0870 191 7343



B&H, but in 18s

JTI is launching new packs of 18s for its B&H Blue King Size and Smooth Flavour King Size brands, both price-marked at £5.99.

RRP £5.99

Outers not given

Contact 0800 163503



Diageo's cup winner

Diageo is launching Pimm's Cider Cup, blending Pimm's No. 1, cider and strawberry and cucumber.

RRP £2.29

Outers 8

Contact 0845 7515 101



A sweeter choice

Rekorderlig is launching a Dry Apple variant, which it says is sweeter than your average dry cider.

RRP not given

Outers not given

Contact www.rekorderlig.co/gb



Kopparberg's new beer

Kopparberg is launching a new Swedish beer, Fagerhult, in 330ml cans, available from May.

RRP £5 4x330ml cans

Outers 6

Contact info@fagerhultbeer.com



A good crust and comedy

Pie and pastries specialist Holland's is teaming up with the Frog & Bucket Comedy Club in Manchester to offer free tickets to customers.

RRP various

Outers various

Contact 01706 213591



Price is right for pets

Today's Group is launching an own label pricemarked pet food range, with two 1.2kg flavours for dogs and four smaller 400g variants for cats and dogs.

RRP £1.15/55p

Outers 6/12

Contact 0844 247 0700



Primula position

Primula is relaunching its dips with new designs and five characters, one for each of its flavours.

RRP £1.39

Outers not given

Contact 0191 497 0100



Crabbie's grand gesture

Crabbie's is launching marketing activity and a new charity initiative supporting Help For Heroes as part of its Grand National sponsorship.

RRP various

Outers various

Contact 0845 6000 666



Mustard makeover

Colman's is back on TV for the first time in eight years for its "Meals That Say It All" campaign.

RRP various

Outers various

Contact 01293 648 000

"I want inspiration and ideas on topics that are relevant to my business"

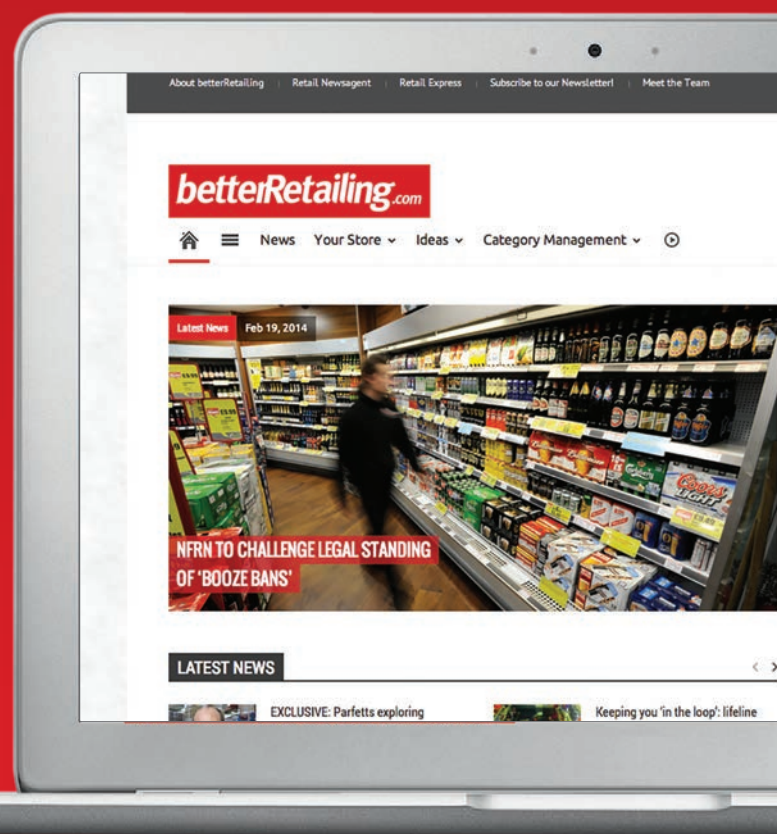
betterRetailing.com

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THIS WEEK IN MAGAZINES

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☎ 020 7689 3358



Rory McIlroy is set for another amazing season

Get in the swing

WEEKLY GOLF PAPER TO DRIVE TEE-RIFFIC SALES

It's going to be an exciting summer for sports enthusiasts, and this title will keep golf fans on par with news from the majors

TEETING OFF just in time for the majors, Greenways Publishing is set to launch the first weekly golf newspaper. The Golf Paper will feature top-line writers and guest columnists and will cover tournament play throughout the world including majors, the women's tour and junior competitions. There will also be a section at the back dedicated to the amateur game. Managing director and editor in chief David Emery said: "This is a thrilling time for golf fans in the UK with Rory McIlroy heading a host of young stars in the game. We believe The Golf Paper can tap into that new wave of interest and reflect the ever-growing status of the game."



THE GOLF PAPER
On sale 8 April
Frequency weekly
Price £1.50
Distributor Mail
Newspapers
Display with
newspapers

Round up



NICOLA STEWART
Magazines
reporter

A HOLE LOT OF POTENTIAL

I can't profess to know a huge amount about golf, but I do know it's a sport with an established and dedicated following.

Millions of people tune in to watch every major tournament and with a 25-year-old from Northern Ireland leading the game at the world number one ranking, there is even more reason for UK fans to pay attention.

Rory McIlroy, who was voted runner up as the BBC Sports Personality of the Year in December, has sparked fresh interest in the game, along with a raft of other young up-and-coming players. This spells a positive opportunity for retailers, with steady sellers such as Golf Monthly, Today's Golfer and Golf World tapping into the market.

Greenways Publishing is looking to chip in from a new angle, launching the UK's first weekly newspaper dedicated to the sport. Responsible for other sporting tabloids including the Rugby Leaguer and League Express, The Football League Paper, and the newly launched The Cricket Paper, Greenways specialises in combining sports with newsprint.

The Golf Paper will be on sale every Wednesday and the publisher is encouraging retailers to display it prominently alongside national newspapers, other sporting papers and regional titles that cover local sport.

Pos material is available from the publisher and with the first major of 2015 teeing off next week, it is the perfect time to promote the title.

Retailers are also encouraged to recommend the paper to customers buying monthly golf titles. It could be a win-win.

BRAND NEW!

Disney

CINDERELLA

STICKER COLLECTION

ON SALE NOW!

STARTER PACK
£2.99 RRP

STICKER PACKET
50p RRP

www.paninigroup.com

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THIS WEEK IN MAGAZINES



Bestsellers Women's monthlies

Title	On sale date	In stock
1 Good Housekeeping	02.04	<input type="checkbox"/>
2 Glamour	02.04	<input type="checkbox"/>
3 Cosmopolitan	01.04	<input type="checkbox"/>
4 Prima	02.04	<input type="checkbox"/>
5 Take a Break Series	23.04	<input type="checkbox"/>
6 Elle	02.04	<input type="checkbox"/>
7 Vogue	09.04	<input type="checkbox"/>
8 Marie Claire	02.04	<input type="checkbox"/>
9 Red	02.04	<input type="checkbox"/>
10 Essentials	02.04	<input type="checkbox"/>
11 Women's Health	09.04	<input type="checkbox"/>
12 Chat Passion Series	23.04	<input type="checkbox"/>
13 People's Friend Special Series	23.04	<input type="checkbox"/>
14 WeightWatchers	01.04	<input type="checkbox"/>
15 Chat It's Fate Series	21.04	<input type="checkbox"/>
16 Take a Break Fate & Fortune	09.04	<input type="checkbox"/>
17 Tatler	02.04	<input type="checkbox"/>
18 Spirit & Destiny	09.04	<input type="checkbox"/>
19 Psychologies	24.04	<input type="checkbox"/>
20 Good Housekeeping Travel	02.04	<input type="checkbox"/>

Data supplied by



DISCOVER YOUR ANCESTORS

Launched in 2011 to capitalise on the surge of people interested in genealogy, Discover Your Ancestors is a perfect bound, quality magazine full of stories, case studies, features, advice and technical tips. The 2015 issue has 196 pages of features about social history, places and military history, along with a free DVD loaded with £130 worth of resources including maps, charts, software and subscriptions.



On sale 7 April
Frequency annual
Price £7.99
Distributor Comag
Display with BBC Who Do You Think You Are? Family Tree



WHAT CYCLE?

Published twice a year, What Cycle? is a complete guide for new bike buyers, with 188 pages of dedicated content covering everything cyclists need to make an informed purchase. The spring issue is packed with 45 bike reviews for budgets of all sizes, including expert opinions on great value road and mountain bikes. Elsewhere, there is essential bike buying and fitting advice, cycling clothing gets tested and the Cycle to Work tax saving scheme is explained.



On sale 3 April
Frequency two per year
Price £5.99
Distributor Marketforce
Display with Cycling Weekly, Cycle Sport, Cycle Active



MINI WORLD

Mini World will introduce a new look from its June issue, with a new, brighter logo and perfect binding. Editorial changes will include a bolder approach and fresh design. The Mini Scene News section will be enhanced to advise readers of all events coming up around the UK. There will also be a new archive feature with experts talking about the iconic car.



On sale 17 April
Frequency monthly
Price £4.40
Distributor Seymour
Display with Practical Classics, Classic & Sports Car



JAMIE

This special Italian issue of Jamie has a strong cover that will benefit from a full facing position on the newsstand. The issue includes some of the top Italian names in cooking including Antonio Carluccio, Theo Randall and Gennaro Contaldo, along with a selection of Italian-inspired recipes from Jamie himself. It also features an insider's gastro guide to Milan and a profile of Italian wine-makers working in Australia's King Valley.



On sale 2 April
Frequency monthly
Price £3.99
Distributor Comag
Display with Delicious, Olive, BBC Good Food



DELICIOUS

The April issue of Delicious has a new 'Cook School' section that should appeal to both starter cooks and readers who are more experienced in the kitchen. It also has a feature on the latest 20-minute supper trends and a recipe for Portuguese custard tarts. The issue offers readers a chance to win a £1,000 Scottish break including the chance to taste fine wine and the best Scottish whisky.



On sale 1 April
Frequency monthly
Price £4.10
Distributor Comag
Display with BBC Good Food

Take a Break's Take a Crossword

Now the UK's best-selling puzzle magazine through Newsagents

ISSUE 4 ON SALE 9 APRIL





GURGLE

Following a move to monthly frequency, Gurgle magazine has taken on a fresh new look and is gearing up for a major promotional push. Publisher Media 10 says it is looking to become the bestseller in the parenting sector and is therefore increasing its print run and availability for independents. Gurgle appeals to modern mums by combining quality lifestyle editorial with sound parenting advice.



On sale 1 April
Frequency monthly
Price £2.99
Distributor Comag
Display with Mother & Baby, Prima Baby



OFFICIAL GIRO D'ITALIA GUIDE

The Giro d'Italia joins the Tour de France and Vuelta a Espana to make up cycling's prestigious Grand Tours. The annual Official Guide to the Giro d'Italia is the only official programme for the race and is traditionally a strong seller in the lead up to the event. This year's issue comes with a free 66-page booklet of Giro tales, along with the usual coverage of the route, rider profiles and complete stage analysis.



On sale 8 April
Frequency annual
Price £5.99
Distributor Frontline
Display with Cycling Weekly, Cycling Plus



MANAGEMENT TODAY

The April issue of Management Today includes an exclusive interview with its cover star, the renowned English designer Thomas Heatherwick. The founder of London-based design practice Heatherwick Studio is the creative mind behind the Boris bus, the 2012 Summer Olympics cauldron and, most recently, the extravagant £175m Garden Bridge to be built over the Thames in Westminster.



On sale 7 April
Frequency monthly
Price £4.90
Distributor Frontline
Display with Bloomberg Business Week



THAT'S LIFE! SUMMER 1

That's Life! releases two summer specials every year and each one generates around £350,000 in sales nationally. The first issue of 2015 comes just in time for Easter and is filled with true life stories, puzzles, recipes, fashion and blockbuster fiction for readers to enjoy over the long weekend. Retailers are advised to display the issue at the front of the newsstand, full or double facing where possible, to attract new customers, as well as regular That's Life! readers.



On sale 2 April
Frequency two per year
Price £1.50
Distributor Frontline
Display with That's Life!, Take a Break



ZEN COLOURING

Colouring in for adults is a trending topic at the moment and this quality bimonthly is well placed to tap into the market. Zen Colouring Advanced Art Therapy aims to help adults relieve stress and anxiety with its intricate line drawings. Each issue has a dedicated theme – the first is flowers – and aims to help readers relax, while also stimulating creativity.



On sale 2 April
Frequency bimonthly
Price £5.99
Distributor Seymour
Display with Art Therapy, The Simple Things

Industry viewpoint

Richard Schofield
 Publishing director – sports,
 Immediate Media



Cycling is the zeitgeist sport of the moment and is a sport that has moved at a rapid pace from niche to mainstream.

With the cycling season now upon us, retailers can benefit from the renewed interest in the sport by giving prominence to cycling titles.

Immediate Media's portfolio holds the market leading titles in both road and off-road cycling and the interest in the sport has been steadily increasing since the Olympics, with the number of road cyclists up 12% year on year.

Participation is booming with RideLondon rapidly becoming the new London Marathon and numerous events and new bike shops springing up across the country.

You have an idea of how mainstream it has become when you find out that last year there were three times as many participants in cycling as there were playing tennis in the UK.

Additionally, 20% of lapsed golfers have taken up cycling in the past 24 months as it has truly become the new hobby of the moment for many men in their 30s and above.

Cycling titles have benefited from this and have had a gravity-defying circulation performance in the past few years.

Cycling Plus is the best-selling cycling title and outsells its nearest rival by nearly two to one.

The monthly has taken on a clean and contemporary new look for its 300th issue, which is on sale now. This refresh offers a newer, sophisticated style, brilliant photography and new testing awards to appeal to existing and new readers.

The April issue also features Cycling Plus's Bike of the Year announcement, one of the most anticipated events in the cycling calendar. This has been promoted via a significant marketing and PR campaign with the brand at the forefront of the road cyclist's mind.

With the season upon us retailers could benefit from tapping into rising interest in the hobby by displaying this copy prominently in store.

DON'T MISS IN NEXT WEEK'S RETAIL NEWSAGENT



MUMBAI RETAILER LAXMICHAND GADA ON CREATING A CUTTING-EDGE C-STORE

Plus, News UK talks to RN about its field force, promotions and the General Election, and former Asda manager Debra Lee on getting the best from your staff



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
Amercom			
Great British Locomotives	30	48	8.99

Amermedia

Giant Warplanes	32	48	7.99
Military Vehicles	34	48	5.99

DeAgostini

Build the Millennium Falcon	13	100	8.99
Cake Decorating	159	180	2.99
Cake Decorating Relaunch	108	165	2.99
Dinosaurs & Friends	6	60	5.99
Official Star Wars Factfile	62	120	2.99
Something Sweet	64	90	2.99

Eagle Moss

3D Create & Print	11	90	6.99
Batman Automobilia	59	80	9.99
DC Chess Collection	84	96	8.99
Doctor Who	42	70	6.99
Knit & Stitch	116	176	5.00
Marvel Fact Files	107	150	2.99
Military Watches	30	80	9.99
Star Trek Off. Starships Coll.	43	70	9.99

Hachette

Art of Knitting	10	90	2.99
Art Therapy	2	100	2.99
Black Pearl	64	120	5.99
Build the Mallard	31	130	7.99
Build the U96	31	150	5.99
Classic Pocketwatches	68	80	8.99
Judge Dredd Mega Collection	6	80	9.99
Marvel's Mightiest Heroes	33	60	9.99
My 3D Globe	13	100	5.99
Your Model Railway Village	71	120	8.99

RBA Collectables

Amazing Dinosaur Discovery	5	80	5.99
Precious Rocks, Gems & Minerals	10	100	5.99
Real Life Bugs & Insects	28	85	5.99

Collectables

Magic Box



Zomlings Series 3
Starter £2.99
Toys from £0.50

DeAgostini



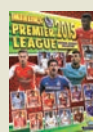
Magiki Puppies
Toys £2.50

Collectables

Topps



Disney Frozen Activity Cards
Starter £4.99
Cards £1.00



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



Disney Frozen Fashion Pack
Packets £1.00



Moshi Monsters Mash Up Party
Starter £4.99
Cards £1.00



Disney Princess
Starter £4.99
Cards £0.75



Moshi Monsters Poppet
Starter £2.99
Stickers £0.50



Doctor Who Regeneration
Starter £2.99
Stickers £0.50



Skylanders Trap Team
Starter £4.99
Cards £1.00



LEGO Chima
Starter £2.99
Stickers £0.50



Star Wars Rebels
Starter £2.99
Stickers £0.50



Match Attax 2014/2015
Starter £3.99
Cards £1.00



Top Gear Turbo Attax
Starter £4.99
Stickers £1.00



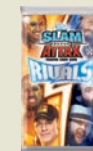
Match Attax Extra
Starter £3.99
Cards £1.00



Transformers
Starter £4.99
Cards £1.00



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



WWE Slam Attax Rivals
Starter £4.99
Cards £1.00



Hero Attax Marvel Avengers
Starter £4.99
Cards £1.00

Panini



Animals
Starter £2.99
Stickers £0.50



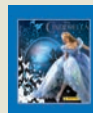
One Direction
Starter £2.99
Stickers £0.50



Big Hero 6
Starter £2.99
Stickers £0.50



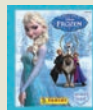
Peppa Pig's World
Starter £3.99
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Disney Cinderella
Starter £2.99
Stickers £0.50



Disney Princess Palace Pets
Starter £2.99
Stickers £0.50



Disney Frozen Enchanted Moments
Starter £2.99
Stickers £0.50



Sofia the First
Starter £2.99
Stickers £0.50



Disney Frozen Photocards
Starter £3.99
Stickers £1.50



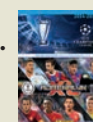
Teenage Mutant Ninja Turtles
Starter £4.99
Cards £0.75



Disney Planes
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Stickers £0.50



Hello Kitty is...
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Stickers £0.50



UEFA Champions League Adrenalyn XL
Starter £4.99
Cards £1.00



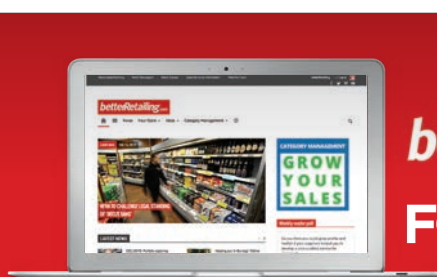
Liverpool FC 2015
Starter £2.99
Stickers £0.50



UEFA Champions League
Starter £2.99
Stickers £0.50



Manchester United 2014-2015
Starter £2.99
Stickers £0.50



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Newspaper terms

Daily newspapers Margins/pence

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

Daily newspapers Margins/percentage

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

Saturday newspapers Margins/pence

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

Saturday newspapers Margins/percentage

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

Sunday newspapers Margins/pence

Sun	£1.00	21p
Sunday Mirror	£1.20	25.20p
People	£1.20	25.20p
Star Sunday	£1.00	22.10p
Sunday Sport	£1.00	24p
Mail On Sunday	£1.50	31.50p
Sunday Mail	£1.60	33.60p
Sunday Mail (Scotland)	£1.60	33.60p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£2.90	72.50p
Independent on Sunday	£2.20	55p
Scotland on Sunday	£2.10	49.90p
Racing Post	£2.50	60.625p
Sunday Herald	£1.30	30.55p
Sunday Express	£1.40	29.68p
Sunday Post	£1.40	30.80p

Sunday newspapers Margins/percentage

Sun	£1.00	21.00%
Sunday Mirror	£1.20	21.00%
People	£1.20	21.00%
Star Sunday	£1.00	22.10%
Sunday Sport	£1.00	24.00%
Mail On Sunday	£1.50	21.00%
Sunday Mail	£1.60	21.00%
Sunday Mail (Scotland)	£1.60	21.00%
Sunday Telegraph	£2.00	22.75%
Sunday Times	£2.50	21.00%
Observer	£2.90	25.00%
Independent on Sunday	£2.20	25.00%
Scotland on Sunday	£2.10	23.00%
Racing Post	£2.50	24.25%
Sunday Herald	£1.30	23.50%
Sunday Express	£1.40	21.20%
Sunday Post	£1.40	22.00%

Newspapers

Scale of third-party advertising insert payments

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

* By negotiation

Weight Watchers 28 - 29 March

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,460g	915g	285g	10	125g
Sunday Times	1,340g	755g	240g	6	55g
Sunday Telegraph	905g	575g	50g	2	45g
Mail on Sunday	845g	320g	170g	6	50g
Guardian	825g	365g	35g	2	20g
Times	735g	455g	0g	0	0g
Observer	635g	120g	55g	2	30g
Mail	615g	240g	45g	3	30g

Insertion payment guide

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

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Back in the day

100
YEARS AGO

27 March 1915



More Sunday launches led to a resolution by the general committee of the National Free Church Council that it had "grave concerns" that this would lead to seven-day journalism, meaning more Sunday labour and making "further inroads on the reverent observance of Sunday".

50
YEARS AGO

27 March 1965



Publisher Lord Thomson had a full mailbag after assorted Newsagents' Federation members penned him letters complaining about the weight of the Sunday Times and its colour supplement – 1 1/4 lbs.

25
YEARS AGO

24 March 1990



Still a comment made by comedians short of new material and presented as recent news, it was 25 years ago this week that Mars began the process of changing the name of its Marathon brand to Snickers. It said Marathon was "internationally known as Snickers".

Woman goes bananas after close shave with Brazilian

We recently ran a piece on items found in packaged goods, after bemoaning the lack of them, as our dream headline – "man finds potato in packet of crisps" – became a reality.

And now we welcome the return of another old favourite – finding a strange creature in some fruit from the other side of the world.

The scenario was all-too familiar – spider found in some bananas. It wouldn't normally warrant a mention here, nor was the spider that special – the Brazilian Wandering Spider is also known as the banana spider.

What truly elevates the story is Tesco's response. "Our policy is for the customer to take the product to the store where it can be investigated," said a spokesman. "We don't have a service whereby someone can go out to the home."

Oh, and also the hitherto unknown fact (to us), that not only can the spider kill within two hours, it can give a man an erection that lasts for four hours.

This fact made it headline news and will also make it much easier to spot any bloke who's bringing the spider back to Tesco for investigation...

KitKat sandwich anyone?



KitKat is famous for innovating with limited edition variants on these shores, but Japan takes things to extremes – soy sauce and green tea flavours are included in its huge range.

And now a café is selling KitKat sandwiches, featuring the crispier, dunk-friendly version (KitKat For Café,

covered in orange peel and whipped cream inbetween two slices of white bread. First Kitchen, the outlet that came up with the idea, is only charging £1.23 for it. We've put money on a KitKat Café opening somewhere in east London any time now. And a KitKat sandwich will cost a lot more than that too...

OVER THE VILLAGE COUNTER with Doug McLellan



I have been working hard to try and encourage my customers to place magazine orders with us. When one young mother ordered Octonauts for her son, I checked the price for her on i-Menzies and confirmed it was £2.99.

So imagine my shock when I received the first ordered copy this week and discovered it was £4.99, 66% more than expected. It does not do my reputation as a shopkeeper much good when I appear to be incapable of quoting the correct price. I cannot see any reason for such an increase and do not know whether this is permanent or a 'one-off'. If it is permanent I will have lost the order.

Newspapers are starting to be delivered late again as publishers seem unable to get their deliveries to Menzies in good time. On Tuesday I had a text telling me the Yorkshire Post, my most ordered newspaper, had missed the cut-off time.

Unfortunately my Mail delivery was also missing. I eventually received both these papers at 10.15am, almost four hours late. Unsurprisingly, I sold none over the counter as they had missed the morning paper-buying rush. This is not the first time recently that the Yorkshire Post has been on a double run. Perhaps its management would like to comment and give newsagents an assurance that it will not happen again?

While I'm on this subject, I have just received notification that the papers will be up to 45 minutes late on Saturday as there is an England football match on Friday night. This means that yet again any plans I have for my Saturday off are disrupted as I shall be delivering newspapers up the Dale for some time. In my village, anyone interested in football will watch the match on television. I am sure this is the case everywhere, so why the delay? If they are interested they will know the result long before the papers arrive.

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