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BEST PRACTICE
Page 30 >>



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'My USA-inspired traditional newsagent'

Page 22 >>

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Indies pave way on election trail



- Kent retailer organises hustings with six would-be MPs in run up to 7 May vote.
- Conservative MP Nick de Bois urges independents to engage with candidates. Page 5 >>



MAGAZINES

Comag deal wins NFRN vote

Pre-election PoS push on news and current affairs titles to benefit 500 stores.

Page 4 >>

NEWSPAPERS

Guardian latest to cut terms

Publisher's 20p price rise fails to include pro-rata margin increase.

Page 7 >>

DISPLAY BAN

Missing gantries

Nicocigs issues apology over late installation.

Page 4 >>

Vol 126 No 16
FOR TRADE USE ONLY



Full speed ahead Dorset independent retailers Dike & Son are aiming to give nearby supermarkets a run for their money with the launch of their own fully-fledged online ordering system, which will offer click and collect services and next day home delivery to customers. Page 12 >>

HIGH STREET

Parking shake-up demand

Newsagent uses blog to challenge council to amend 'outdated' charges for shoppers.

Page 13 >>

Shell to sell 185 company-owned service stations to independent operators.

Page 6 >>



RESEAL THE RAINBOW TASTE THE RAINBOW

- **NEW RESEALABLE BOTTLE FORMAT**
- **BOTTLE IS THE 2ND MOST IMPULSIVE TYPE OF PACK BOUGHT***
- **SKITTLES® IS THE 4TH LARGEST SUGAR BRAND****

Source: *TNS Research 2012 **Symbols and Independents AC Nielsen MAT data to 21.02.15
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perfect for on the go

LEADER



Even if Amazon can deliver your groceries within five hours, you can get one thing, or 10 things, you need from your local shop in five minutes



CHRIS GAMM

Editor

@ChrisGammRN

For RN's 125th anniversary commemorative issue last July, I spoke to several world-renowned futurologists about the global trends shaping the UK convenience market in the years to come. Nine months later, three of our predictions became reality in the space of a week.

First, Amazon unveiled its Dash button. The branded wireless buttons can be placed around the home to press when you run low of certain household items, which will get delivered to your door.

Meanwhile, the firm has advertised a developer programme that allows companies to build re-ordering buttons into appliances, bringing to life the "self-filling fridges" predicted in our 125th anniversary issue. It won't be long before gadgets around the home – from printers to coffee machines – are connected to wi-fi and automatically re-order when they run low.

Another key 125 trend, wearable mobile devices, materialised last week when Apple put its Watch up for pre-sale orders.

Whether neat gimmicks for early technology adopters or future parts of our daily shopping routines, these examples show sitting at computers is increasingly becoming a thing of the past.

It's worth bearing in mind that Amazon has had as many technology failures as successes, and separate devices don't make a great deal of sense when we all already have smartphones.

Its business model is encouraging shoppers to skip the last-minute trip to the shops, but do we even want this? One thing the 125 futurologists agreed on is that the future is extremely bright for independent retailers. Even if Amazon can deliver your groceries within five hours, you can get that one thing, or 10 things, you need from your local shop in five minutes.

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ELECTION SPECIAL

How your MP could transform your business



CORE BRANDS

Bestsellers you can't afford to be without

IF YOU'RE GOING TO HAVE A VOICE AT A NATIONAL LEVEL, THE ONLY WAY TO GET IT IS THROUGH YOUR MP

– RETAILER AMIT PATEL ON WHY INDIES SHOULD ENGAGE WITH MPS. Page 24 >>

NEWS

PDF calls for supply summit

The Press Distribution Forum (PDF) is inviting retailers to join wholesalers and publishers in talks about the state of the supply chain.

The 'retail roundtable' is to be held at Trinity Mirror's printing site in Oldham on 19 May and the PDF is hoping customers of both Smiths News and Menzies Distribution will attend.

Chairman of the roundtable discussion John Howard said: "The PDF looks forward to welcoming retailers - their input will highlight the areas that publishers and wholesalers need to focus on in order to ensure an effective supply chain and continued accountability of service."

Topics up for discussion include how the supply chain works, how retailers can get the best service for their store and the biggest challenges faced by retailers, wholesalers and publishers in respect of supply of newspapers and magazines.

Retailers interested in attending can contact the PDF.

Double-up Guardian

Newsagents in the Northern Irish town of Ballymena had an unexpected delivery last Friday - the Thursday edition of the Guardian.

Eugene Diamond, of Diamonds Newsagents, said it was the first time in his 36 years as a newsagent he had been supplied the same issue of a paper two days in a row.

"The whole of the town had yesterday's copies," he told RN on Friday.

He sent out a post on his Twitter asking customers who had already bought a copy to bring them back for a refund.



Get your bids in for the auction of the year

Bids are flooding in for independent retailers selling themselves for the Retail Auction. Launched this week and open until 24 April, the scheme allows suppliers to bid to win a day with a retailer to gain their perspective on the convenience industry and raise money for the Retail Trust. First to be bid on was Premier Tara's News owner Raaj Chandarana, who has already received a bid from a major company that wishes to increase its sales in London. To bid, visit www.retailauction.org

Thirst for information as election fever grips the UK Sales expected to rise in run-up to 7 May

Comag and NFRN team up to boost news mags

by Nicola Stewart

Comag has teamed up with the NFRN to help drive sales of news and current affairs magazines in 500 independent stores in advance of the election on 7 May.

The stores, selected according to proven sales history, will be visited by federation reps and provided with promotional material, including flyers and shelf talkers.

Comag independent retail and sales development

manager Dean Russell said sales were expected to rise in the weeks before the election.

"Many voters, especially the undecided, will be looking to trusted brands and sources to provide information, advice, opinion and all the facts to help them make the incredibly important decision on who they would like to see run the country," he said. "This provides an excellent opportunity to grow sales of titles within the news and current

affairs sector through promoting to both existing and new customers."

NFRN head of news Brian Murphy added: "This is one of the most contested elections in recent years and I hope this will help to bolster some of these titles, along with national newspapers."

Titles included in the promotion are The Economist, The Spectator, Private Eye, New Statesman and Standpoint.

Mystery shoppers will

be visiting the stores in the weeks surrounding the election, handing out £10 vouchers on the spot for the best in-store promotions.

The election presents an opportunity for all independents and Mr Russell encouraged retailers to create strong displays.

"We would recommend that retailers display these magazines full-facing in the news and current affairs sector, alongside newspapers where possible and on the counter," he said.

E-cig firm struggles to meet gantry demand

E-cigarette manufacturer Nicocigs admitted it has been struggling to keep up with retailer orders for its free branded gantries, leaving some stores without a solution at the start of the tobacco display ban.

The Philip Morris-owned company has apologised to retailers still waiting for

their gantry, blaming the delay on a 'surge in levels of demand'.

A statement from Nicocigs read: "Nicocigs is sorry to confirm that some retailers will not receive their permanent gantry solution in time to meet the point of sale display ban implementation date." It said it had

"deployed additional and dedicated resources" to address the shortfall.

Nicocigs had promised to provide independents with free display solutions for meeting criteria such as stocking its range of Nicolites and Vivid products (RN 6 February).

Nikhil Nathwani,

managing director at Nicocigs, said: "We take the issue very seriously and remain fully committed to rectifying this as a matter of urgency. We will supply temporary solutions and continue to regularly update our retailers, keeping them informed on the status of their fittings."

Prospective MPs attend hustings Retailers urged to get in contact with their candidates

Political parties set out platforms for industry

by Tom Gockelen-Kozlowski

Independent retailers have put themselves at the heart of the general election campaign as the country prepares to go to the polls on 7 May.

Store owners have seized the chance to engage and debate with candidates in their respective constituencies on key business issues as the major parties unveil their manifestos.

In Belvedere, south London, retailer Amit Patel invited all those standing in his constituency to speak to local businesses at a hustings organised in conjunction with the Association of Convenience Stores (ACS), where the main topics debated included business rates, fly tipping and the upcoming arrival of Crossrail.

Mr Patel said organising the event had been a relatively simple process



and encouraged other store owners to do the same: "I contacted the local candidates via Twitter or email and all of them responded very quickly except for UKIP."

The ACS is assisting other retailers to make contact with local candidates. Dan Cock of Premier Whitstone Village Stores in Devon is hoping to meet his Conservative and UKIP candidates as his traditionally-Lib Dem seat comes under pressure from the

other parties.

"Having a good local politician is more important than the party they're from," he said. He added that retailers should "collectively highlight what local businesses do" so that MPs are aware of their value during the next parliament.

Conservative MP Nick de Bois, who came to prominence as a critic of his party's support for plain packaging and for championing the needs

of small businesses, urged retailers to take time to engage with their local politicians in the run up to polling day: "Retailers need to look carefully at their candidates and try and understand what makes them tick because they are potentially going to be your representative for the next five years."

● Turn to page 24 for more on Amit Patel's event, and to page 12 to take part in our anonymous election poll. Don't miss our election special next week.

Conservative, Labour talk business

Britain's two main parties have unveiled plans to help small businesses as the country gears up to May's general election.

In its manifesto, the Labour Party pledged to set up a Small Business Administration which will

"ensure procurement contracts are accessible and regulations are designed with small firms in mind".

Also included is the formation of a British Investment Bank which will "improve access to finance"

for small and medium-sized businesses.

Meanwhile the Conservative Party made a pledge to continue the work of the British Business Bank by rolling out the Help to Grow scheme, which aims to increase the loan

market for small businesses.

Labour made a commitment to raise the minimum wage to £8 by 2019 and on business rates, the Tories promised a review while Labour promised to cut, then freeze, rates.

'Worrying' ignorance over display ban

Some retailers were still unaware of new tobacco regulations even after the 6 April display ban deadline, NFRN members heard at this week's national council meeting in Leeds.

The federation visited the premises of almost 300 retailers in the days

following the display ban and the results were outlined by NFRN head of operations Margaret McCloskey.

Of the 298 stores visited in the first week of the ban coming into place, eight retailers had yet to cover up.

Of these, three had been

let down by their suppliers, a further three were found to be using shutters that only offered a short-term solution, while two had "worryingly" claimed they had not heard of the new legislation, according to Mrs McCloskey.

Despite this, national councillor and Northern

district member Jason Birks praised the NFRN for its efforts in ensuring members were kept abreast of the changes in the law and the implications of going dark: "The NFRN has done a good job, there's been lots of information going out," he said.

Gantry confusion

Shop staff under the age of 18 are allowed to open tobacco gantries to serve customers but must not show stock to underage customers.

The confirmation came from tobacco manufacturer JTI after a query from an independent retailer over changes to the law following the tobacco display ban.

A JTI spokesperson said: "Our advice is to make sure that adult supervision is in place if this is a situation retailers find themselves in."

'Bricks' for Scots

The Scottish edition of The Times is to include the popular property supplement 'Bricks & Mortar' from this week.

The supplement, free with the paper every Friday, will have a new section focused solely on property in Scotland.

It will also bring readers the latest breaking property market news, views and trends from both sides of the border.

Bricks & Mortar won National Newspaper Supplement of the Year at the 2015 LSL Property Press Awards.



PayPoint rebrands

PayPoint is refreshing its signage, which will be rolled out to stores later in the year. The familiar yellow chevron 'double P' logo will remain but will now feature a more modern two-tone 'P'. The signage is due to be officially unveiled later this month.

NEWS

BUSINESS



State-of-the-art digital pricing comes to Walthamstow Eat 17

Eat 17 is joining forces with Market Hub Technologies to introduce state-of-the-art digital pricing and analytics kit into the Walthamstow Spar store. The technology will not only enable the store to ensure stock levels are kept up, but will also analyse shopping habits and customer needs. Eat 17's James Brundle said: "This deal with Market Hub is about making us unique and ensuring that our customers continue to have a reason to come to our Spar store and nowhere else."



London for Aldi

Aldi has announced plans to quadruple its number of small store format in London this year as the group leapfrogged Waitrose to become the sixth biggest supermarket in the UK.

Kantar Worldpanel figures in the 12 weeks to 29 March showed Aldi controlled a 5.3% share of the total grocery market, ahead of the 5.1% share controlled by Waitrose.

The news came as Aldi announced it is looking to open nine smaller stores in London by the end of the year.

Training on TAP

Spar north of England wholesaler James Hall & Co. is launching a new Training Academy Programme (TAP) for retailers and staff.

The programme covers customer service, management, fruit and veg training, conversational selling and more, many of which are modules recognised by professional bodies.

185 service stations placed on market Motor Fuel Group and Euro Garages among buyers

Independents to control former Shell-run sites

by Steven Lambert

Shell UK has agreed to sell 185 of its service stations to independent operators as part of long-term plans to reduce its number of company-owned sites.

Shell confirmed it has sold 90 of the stations to Motor Fuel Group, while 68 stations have been snapped up by Euro Garages. It is also in talks to sell off the remaining sites.

It follows on from a strategic decision made

by Shell last September to reduce its number of company-run sites to 550. The group claims it currently operates more than 1,000 branded service stations, with around half of these being company-run businesses.

David Moss, general manager of Shell Retail, said: "Our priority is to ensure a consistently excellent customer offer is available across our network, whether the

service station is owned by Shell or by an independent retailer."

The full handover of the 158 service stations to Motor Fuel Group and Euro Garages is expected to be completed before the end of the year.

Responding to the acquisition of the new sites, Motor Fuel Group managing director Jeremy Clarke said: "This gives us 90 high volume, quality stations that reinforce our commit-

ment to become one of the most dynamic and profitable independent forecourt operators in the UK."

Zuber Issa, chief executive at Euro Garages, added: "The site profile extends our UK presence and consolidates our existing forecourt estate. As a result, more customers will be able to enjoy our branded retail convenience offer, while still being able to access quality Shell fuels and lubricants."

Exeter gains bring McColl's closer to 1,000

McColl's has moved another step closer to its stated aim of reaching the 1,000 store number by 2016 after picking up another five stores.

The businesses, all Nisa-branded convenience stores in the Exeter area, follows on from McColl's

acquisition of some 60 stores throughout 2014.

The five sites were bought from Exe Trading Ltd and the sale was handled through Christie & Co, whose head of retail Steve Rodell said: "We are working closely with McColl's to assist in their

ambitious growth plans and know that they are well placed to secure deals ranging from individual stores through to larger corporate deals following their flotation last year."

McColl's CFO Jonathan Miller said: "This acquisition of multiple stores is

excellent news for McColl's and will bring us one step closer to our stated goal of 1,000 stores by 2016. Our relationship with Christie & Co was an integral part of achieving such an acquisition and we look forward to working with them in the near future."

NEWS

NEWSTRAD

WORKING WITH INDEPENDENT NEWSAGENTS TO GROW NEWSPAPER SALES

DAILY Mirror SUNDAY Mirror SUNDAY PEOPLE Daily Record sunday mail

Increased cash retail margin cushions blow for retailers Times outperforms the market in latest circulation figures

Guardian is latest to increase its cover price while cutting terms

by Nicola Stewart

The Guardian is to up its cover price from this weekend, joining a long list of national and regional newspapers to increase prices in 2015.

Monday to Friday copies of the Guardian will jump 20p to £1.80, with a cut in terms from 24% to 23%. The cash retail margin will rise from 38.4p per copy to 41.4p. The Saturday edition is also adding 20p to its cover, rising to £2.70, again with a cut in terms from 23.6% to 23%. The cash retail margin will increase from 59p to 62.1p.

A Guardian News & Media spokesman said: "The Guardian continues to offer retailers the highest cash return of any quality daily paper – and the price rise will see this return increase further.

"The change in the retail percentage margin has been a necessary decision to bring us in line with the market and ensure we can continue to invest in our journalism."

Meanwhile, the publisher is handing out more than 100,000 free samples of the Guardian to independent stores, as part of a home news delivery promotion.

The promotion, open to all independent retailers, includes samplers of the 'best of the Guardian', campaign leaflets and an exclusive four-week trial offer for customers to have the Guardian and The Observer delivered for £9.

"We've responded to feedback from retailers, who have requested more support to market their delivery services and attract new customers," said the spokesman.

Year on year sales of the Guardian were down by 9.4% on weekdays and 9.7% on Saturdays in March, according to the latest Audit Bureau of Circulations figures.

The Times continued to perform ahead of the market, though its Monday to Friday sales were down for the first time in months, dropping 0.2%.

March Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	788,874	2.2%	-6.6%	£100.67	833,874
Daily Record	194,322	-0.9%	-9.4%	£21.4	194,322
Daily Star	428,113	-0.2%	-11.0%	£41.4	428,113
The Sun	1,764,626	1.1%	-10.7%	£163.7	1,764,626
Daily Express	419,907	-0.5%	-9.0%	£55.9	419,907
Daily Mail	1,360,469	0.0%	-4.0%	£189.4	1,433,132
Daily Telegraph	434,073	0.1%	-8.4%	£121.4	434,073
Financial Times	39,981	-0.7%	-11.8%	£20.0	62,579
Guardian	145,691	-0.6%	-9.4%	£55.9	145,691
i	216,440	-2.1%	-8.5%	£10.8	279,959
Independent	37,023	-0.6%	-10.6%	£11.5	53,363
Times	329,837	0.9%	-1.2%	£93.0	353,172
TOTAL	6,159,356	0.5%	-7.9%	£885.1	6,402,811

March Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	991,333	-0.6%	-11.7%	£169.7	1,036,333
Daily Record	225,134	-0.6%	-10.8%	£39.7	229,101
Daily Star	386,713	-0.9%	-9.7%	£56.2	386,713
The Sun	2,233,428	-0.3%	-8.6%	£294.8	2,233,428
Daily Express	512,702	-1.5%	-7.7%	£93.3	512,702
Daily Mail	2,187,115	-0.4%	-4.0%	£421.2	2,258,599
Daily Telegraph	641,481	-0.9%	-8.1%	£307.9	641,481
Financial Times	80,191	-0.1%	-0.7%	£54.4	100,248
Guardian	321,180	-0.8%	-9.7%	£174.3	321,180
i	183,253	0.6%	-5.4%	£18.3	243,318
Independent	68,557	-1.1%	-8.5%	£29.1	83,730
Times	479,452	-0.4%	-0.2%	£169.0	490,540
TOTAL	8,310,539	-0.6%	-7.3%⁴	£1,952	8,537,373

March Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	214,648	-0.4%	-15.6%	£72.1	218,458
Sunday Mirror	770,403	-2.1%	-14.2%	£194.1	815,403
People	316,657	-2.0%	-14.3%	£79.8	316,657
Daily Star Sun.	253,063	-3.2%	-16.2%	£55.9	253,063
The Sun	1,457,288	-1.1%	-15.0%	£256.5	1,457,288
Sunday Express	375,567	-1.8%	-11.4%	£111.5	375,567
Sunday Post	182,586	-1.1%	-15.6%	£56.2	182,586
Mail on Sunday	1,315,531	-0.6%	-8.5%	£414.4	1,381,735
Ind. on Sunday	43,761	1.0%	-12.2%	£24.1	96,372
Observer	194,054	-0.9%	-12.8%	£140.7	194,054
Sun. Telegraph	366,500	0.4%	-12.5%	£166.8	366,500
Sunday Times	747,736	0.5%	-4.5%	£392.6	758,788
TOTAL	6,237,794	-1.0%	-12.0%	£1,965	6,416,471

¹ Core sales are newstrade sales and pre-paid subscriptions in the UK and Ireland; ² ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; ³ Total sales includes bulk sales; ⁴ Reflects inclusion of i compared to 2013 figure; Source: ABC

Sun on Sunday to give away soaps magazine

The Sun has launched a 32-page weekly TV soaps magazine to come free with The Sun on Sunday.

The magazine will feature an "in-depth look at the three major soaps – EastEnders, Coronation Street and Emmerdale

– looking at all the soap gossip and interviewing the big stars". It will also include a comprehensive 7-day TV guide. The three best-selling magazines in the UK are TV Choice, What's on TV and Radio Times.

'Sunday Best' margins

*Pence per copy in England and Wales only

SUNDAY
Mirror

25.20p

SUNDAY
PEOPLE

25.20p

sunday
mail

33.60p

NEWS

PRODUCTS

Burton's back more PMPs

Burton's Biscuit Company has announced two of its big 2015 launches, Maryland Soft Baked Cookies and Jammie Dodgers Jammie Bakes, will be available in pricemarked packs.

Both new variants will be available with a £1.39 pricemark through the wholesale and cash and carry channels from the end of April. They are each being supported by ongoing TV advertising support.

Burton's head of customer category management David Costello said: "Launching pricemarked variants of two really innovative products that stand apart from anything else on the biscuit fixture will contribute to what we envisage will be exceptionally strong growth for both brands this year."

Break deal for fryers

Crisp 'n Dry is celebrating summer with a 12-week long promotion offering up to £50 off a Haven holiday.

The campaign will feature across 1.6 million one and two litre bottles of oil and comes as parent company Edible Oils Ltd announced a strong start to the year for Crisp 'n Dry, with volume sales up more than 20% year on year.

Edible Oils marketing director Neil Brownbill said: "It's important to build on the growth that Crisp 'n Dry has experienced so we've got some exciting activity planned for the next few months."



Family court appearances for Highland Spring

Highland Spring is serving up a £1.6m marketing and sponsorship campaign which will see it encouraging families to play tennis during the summer. The bottled water brand already works with the Lawn Tennis Association, and its Everyone For Tennis campaign will encourage kids to go outside and play the game.

Premium trade-up pushed by drinks firm Malibu, Havana Club and more feature in campaigns

Pernod Ricard summer promo strategy unveiled

by Steven Lambert

Limited edition packs, novelty on-pack offers and sponsorship of major sporting events will form part of Pernod Ricard's plans to grow retailers' wine and spirit sales this summer.

The company has unveiled its marketing strategy for the coming months in a bid to encourage more shoppers to trade up to premium alcohol brands.

The activity includes the launch of a campaign on Havana Club designed to get more shoppers to create mojito cocktails for themselves and friends at home.

Pernod will give away limited edition Havana Club-branded tins as a 'gift with purchase' option when shoppers buy bottles of Havana Club Anejo 3 Anos from June. It will also launch an online hub featuring mojito recipes.

In addition, Pernod will launch limited edition Malibu packs featuring a coconut drinking cup, which coincides with a packaging update across the Malibu pre-mix range.

Meanwhile, Jacob's Creek wine will mark its fifth consecutive year as sponsor of the Wimbledon Championships with refreshed packaging and a neck collar campaign offering tickets to the Wimbledon finals and

other prizes. The brand will also benefit from the second stage of its 'Made in Australia' marketing campaign.

Chris Ellis, commercial director at Pernod Ricard, said: "We have a strong brand presence in all the key driver categories for summer. We have worked hard to create engaging marketing and in-store campaigns that will allow retailers to fully maximise the summer opportunity."

Bottle success with new Skittles pack

Skittles customers will be seeing red as the brand launches a new bottle format enabling them to buy larger, 'on-the-go' packs.

Brand owner Wrigley believes the new 125g red bottle format (RRP £1.29), complete with resealable lid and due to launch in

May, will drive further sales of the brand. It follows on from the launch of Wrigley chewing gum in bottle packs to target commuters on longer journeys.

The launch is being supported through Skittles' ongoing Touch

ads, due to run through to July as part of the brand's multimillion pound marketing investment for the year, and with social media and in-store PoS support.

Wrigley marketing manager for confections Dan Newell said: "We've

identified a huge gap in the market for the on-the-go occasion.

"Skittles is performing extremely well, and this new pack will drive sales for the brand and cement its position as one of the leaders of the sugar confectionery category."

Hot products for your shopping list



Burton's products are to be released in price-marked packaging



Havana Club is to offer limited-edition tins



Skittles joins Wrigley's range of on-the-go offerings

Enjoy fresh profits with Jack's

Diversify your store with a Jack's beans compact coffee bar and increase your profit opportunities today. We've got great coffee and our reputation is causing a stir...



"People are now actively looking for a good cup of coffee, Jack's puts us in a great position to deliver what our customers are demanding."

JULIE HAWKES
PREMIER NORTHBOUND FORECOURT, NORTHAMPTON



"Since we've had Jack's we've been selling between 15-20 cups per day and our Food To Go sales are up 20%."

IAN & DAVID LEWIS
SPAR, MINSTER LOVELL

"Jack's has helped us diversify what we can offer, it's really made us stand out from our local competitors."

GAZ BAINS
SELECT & SAVE, COVENTRY



"To find out more, visit us at the National Convenience Show and enjoy a Jack's coffee on us."

HARVEY HEADLEY
JACK'S BEANS COFFEE TEAM



NATIONAL CONVENIENCE SHOW
20-22 APRIL 2015
NEC BIRMINGHAM

STAND F79



Jack's beans
COFFEE COMPANY



To bring fresh opportunities to your store call the Jack's beans coffee team on **0845 122 22 30** or visit **www.jacksbeans.co.uk**

NEWS



@RetailNewsagent for expert advice to help you grow your sales

Raiders to grab a bigger share of market

KP Snacks has announced a new addition to its impulse Space Raiders range with the launch of grab bags for its Beef flavour.

The company said the new packs will appeal to consumers looking for more substantial snack portions, and will add value to a brand already worth £7.3m a year.

Matt Collins, KP Snacks trading controller for convenience, said: "We're confident that this bigger, great value pack will be a huge hit with consumers and retailers alike."

Space Raiders Beef grab bags will be available from this month at an RRP of 55p.

Imperial to include RYO papers

Imperial Tobacco has announced that all pouches of its roll-your-own tobacco will include rolling papers from April onwards.

It takes in its 9g, 25g and 50g packs and brings JPS into line with the rest of the existing economy RYO sector.

Imperial brand manager Madeleine Pearce said: "Around 80% of packs sold in the economy priced RYO sector already include papers and many consumers have come to expect these affordable and convenient combination packs."



Magnum in the pink (and black) with new ices

Magnum has launched a £13m marketing campaign to support the launch of Magnum Pink Raspberry and Black Espresso variants. The campaign, taking in TV, outdoor, digital and social media elements, will highlight how the ice creams fit different shopper personalities. It will also see five central London Routemaster buses being wrapped in pink and black vinyl, with free Wifi for passengers taking them to a Time Out microsite offering advice on places to go in the capital.

Mondelez invests £10m in 'biggest launch in five years' Top music star to feature in TV ads

It's in the bag - Ritz's lighter alternative to potato crisps

by Steven Lambert

Mondelez has unveiled ambitious plans to enter the bagged snacks sector with its Ritz Crisp & Thin range, which it claims will be one of the biggest product launches of the last five years.

Ritz Crisp & Thin will be promoted as a 'lighter', baked alternative to traditional fried potato crisps to 25-45-year-old shoppers

and will be an exclusive launch in the UK, where the savoury snacks market is worth £2.3bn according to Mondelez.

The manufacturer is supporting the launch with a £10m investment, including sampling and a TV campaign due to feature a 'high-profile' musician. PoS material will also be available for retailers to encourage early impulse sales.

Rick Lawrence, biscuits and savoury snacks marketing manager at Mondelez, said there was "significant room" to grow the bagged snacks category.

He added: "The UK is one of the biggest consumers of savoury snacks in Europe and we want to be a major player in this market."

"With our heritage and the investment we're putting behind Ritz Crisp &

Thin, we want this to be one of the biggest FMCG launches of the last five years."

Ritz Crisp & Thin will be available from 11 May in two 30g single bags - Cream Cheese & Onion and Sea Salt & Vinegar (RRP 79p) - and four 100g sharing bags - Cream Cheese & Onion, Sea Salt & Vinegar, Sweet Red Chilli and Sea Salt & Black Pepper (£2.19).

Walkers dispels myth of the free lunch

Walkers is aiming to prove that there is such a thing as a free lunch with its biggest ever on-pack promotion promising one in six consumers the chance to win a meal.

The three-month offer runs until 11 July and sees Walkers teaming up

with coupon and voucher company Valassis for the promotion, which is being supported by TV, digital and in-store marketing. Special Walkers packs will feature a "1 in 6 lunch" flash and a special 12-digit code. Shoppers can text the code to see if they have

won a free £4 lunch, which can be redeemed using coupons, on Walkers' website or using mobile app Shopitize.

Retailers can sign up to the campaign and get involved by visiting the bespoke '1 in 6 lunch' website.

PepsiCo field sales director Matt Goddard said: "We urge retailers who are not yet involved in the campaign to sign up to avoid missing out on this huge opportunity, and will be launching a host of in-store materials to support the promotion."

Hot products for your shopping list



Space Raiders are to be made available in grab bags



Mondelez is backing Ritz Crisp & Thin with £10m marketing spend



Rolling papers will be included in all Imperial RYO products

Grab a FREE Stand!



Buy 20 assorted Share Bag cases from Hancocks,

(10 x £1 RRP costing £6 per case)

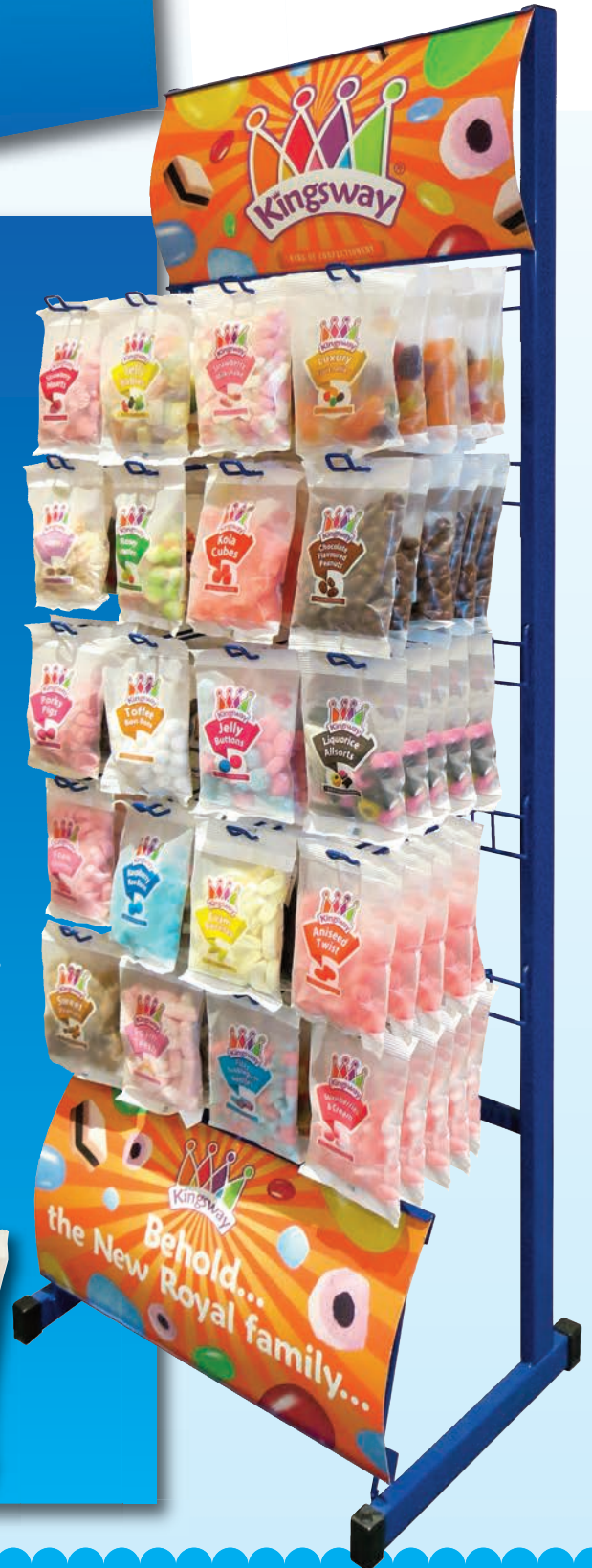
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(worth £49.99)

We're celebrating the re-launch and expansion of our popular **Kingsway Share Bag** range of classic bagged sweets with a **FREE STAND** promotion. Presenting a great new design, there are now **34 varieties in the range** including favourites such as Sour Blue Raspberry Bon Bons, Porky Pigs, Chocolate Raisins, Rhubarb & Custard, Liquorice Comfits and Jelly Buttons.

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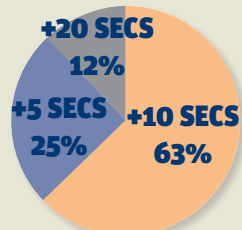
Retailers praise News UK

Independent retailers inside the M25 who receive The Sun, The Times and The Sunday Times direct from News UK have rated the publisher highly in a new satisfaction survey.

The independent survey of 800 retailers showed almost 80% of respondents gave News UK a minimum rating of eight out of 10 on all its services, including delivery and collection.

Following a drive by News UK to improve call centre, service levels, almost 90% of respondents agreed they could get through when they needed to and more than 90% said written communications were good. NFRN chief executive Paul Baxter said: "The NFRN welcome these positive results and the commitment News UK is making to the independent sector and the printed word."

RN READER POLL



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

NEXT WEEK'S QUESTION

Which party are you going to vote for in the general election? Conservative, Labour, Liberal Democrat, Green, UKIP, SNP, Plaid Cymru or other?

Have your vote now
Go to betterretailing.com/rnreaderpoll



Local offerings backed by Welsh nationalists

Supporting local produce was on the political agenda for Plaid Cymru MP Dafydd Meurig (right) and Plaid assembly member Dafydd Elis-Thomas (left) when they visited the family-run Spar Llanrwst in Conwy. Owned by Justin and Sara McIlveen, the store has been increasing its stock of locally produced food including pies and beef. "We live under the threat of Tesco arriving and we want to tell people we're here and we're local," said Mr McIlveen.

Menzies' deliveries nearly 20 minutes faster Highway given £105m improvement

Eastern delivery times slashed by road upgrade

by Nicola Stewart

A £105m upgrade to one of the main highways serving Norwich has knocked up to 20 minutes off news delivery times, according to local retailers.

The new stretch of dual carriageway on the A11, opened in December, has significantly cut travel time for publishers inbound into Menzies' Norwich depot.

Ralph Childs, of Childs

Newsagents in Great Yarmouth, said it had made a marked improvement to delivery times into stores.

"Because a very bad section of the road has finally become dual, delivery drivers are picking up about 15 minutes," he said.

"Whereas any accident used to block the road, now it takes a major accident to close it off completely."

However, a fresh bout of

roadworks on a roundabout close to the Norwich-based depot had since started to wreak havoc with deliveries, he said.

"From having our deliveries back to normal, we are now starting to see our papers up to 15, 20, 30 minutes late again," he said.

"Once that restructuring is completed though, I think we will nearly get back to our 5am delivery time."

Chris Edwards, of Edwards Newsagents in Watton, said he consistently had a strong level of service from Norwich but had noticed further improvement since the opening of the dual carriageway.

"We have no problems at all from Menzies, so it can only be an improvement on that basis," he said.

"Our RDT is 5.30am and our papers generally arrive at about 5.20am."

Late father's wish realised by website

An independent supermarket is taking on the multiples at their own game by installing its own fully-fledged online shopping service for customers.

Dike & Son Superstore & Café in Stalbridge said the new ordering website, which took three years to

develop, will enable the business to offer next-day home delivery to local postcodes and a click and collect service.

The system has been developed in conjunction with digital agency Strawberry Soup, and shoppers signing up early can take advantage of free

delivery as an introductory offer.

Andy Dike, managing director at the business, said: "My father William, who ran the business for over 40 years, used to hate watching Tesco delivery vans driving past the shop and swore he would one day be able

to compete with online shopping.

"Sadly he passed away before his dream was realised, but myself and my mother Deirdre are very proud that we have the first independent shop in the country to offer a complete online shopping service to our customers."

REGIONAL

Newsagent uses blog to put pressure on local authority 'I'm going to keep nibbling at this one'

Retailer challenges local council over parking fees

by Helena Drakakis

A Somerset retailer has called upon his local council to revise car parking charges in a bid to attract shoppers back to the high street.

Les Gilbert, who runs Chard News in Chard, used his newsagent's blog to urge South Somerset District Council to create 'true shoppers' car parks' that don't charge full price for parking at all times – a policy he believes discour-

ages customers from using local shops over out-of-town retail parks and online stores.

"Shopping habits have changed beyond recognition over the last five or ten years but South Somerset's approach to car parking has remained the same and it's now completely out of date," he wrote on the blog.

"What is the point of charging from 8am and on Saturday afternoons and bank holidays if the car parks, shops and town are

not used as a result?"

Mr Gilbert suggested free car parking be offered at off-peak times, on Saturday afternoons and bank holidays with a cheap, or even free, 30-minute stay.

"We would start to make Chard a more attractive place for people to pop in to visit the bank, post office, newsagents, bakers and butchers," he added.

As well as urging the council to extend the local market and publicise it more widely, Mr Gilbert

also asked retailers to introduce unique services to attract customers. For example, he has recently opened a competitive Bureau de Change and offers a DHL parcel service point.

While Mr Gilbert's comments have received a good response from readers, the council has not contacted him. "I'm going to be tenacious and keep nibbling at this one," he said.

"We all need to work to make Chard a destination town."

Robber held up his ex's mother

A bungling robber who attempted to hold up a convenience store was caught out when the staff member he was threatening turned out to be the mother of his ex-girlfriend.

Kyle Iveson donned a mask and brandished a kitchen knife during the raid at the Thorouggoods shop in Clitheroe, Lancashire, but was recognised by his daughter's grandmother Karen Brown, who was working behind the counter at the time.

Mrs Brown said: "He's stupid and he thought I wouldn't know it was him."

Iveson admitted to stealing £650 from the store at Preston Crown Court, and was jailed for three years.

Relief felt in Wales

Welsh NFRN members have welcomed the extension of the Retail Relief Scheme, which allows relief on yearly business rates for certain retailers.

The extension was announced by economy minister Edwina Hart last week, who also said there would be an increase in the maximum relief available from £1,000 to £1,500.

NFRN national president Martyn Brown said: "We welcome the Welsh government's efforts to support small businesses. However, a review of the business rates system needs to be considered."



Falcon News flies with Times promo

News UK's Deliver My Times promotion has already delivered strong results for independent retailers. Ronald Menezes, of Falcon News in Hampshire, said he had immediately picked up two new subscribers. "It's great for us as it's a committed sale," he said. "These were customers we didn't know. My business partner Shiva approached them and spoke of the promotion, which they took up straight away."

Payback for fake tripper

A shopper who falsely claimed to have tripped in a c-store car park to claim £175,000 in damages must now pay compensation.

Andrea Hill told lawyers she had injured herself next to Premier Gibson's News, Food & Wine in Preston, but later admitted to falling over at home 15 miles away. She was sentenced to 18 weeks' jail suspended for two years, fined £100 and ordered to do 240 hours' unpaid work.

Manc gang gets 73 years

A Manchester gang who terrorised and robbed convenience stores and forecourts have been jailed for a total of 73 years.

The criminals, some as young as 17, used baseball bats, crowbars and bits of wood to threaten staff and steal thousands of pounds of cash from businesses in Stockport and Tameside between August 2013 and April 2014.

Irish eyes are smiling for Daily Deli

A Spar in Northern Ireland is enjoying a sales boost after becoming the first to take on the convenience group's new Daily Deli food service concept.

The company-owned Spar Glenwell store is currently trialling a Daily Deli-branded food counter

and product range, which launched last month.

The scheme is part of wider plans by Spar to become the first convenience group to have its own dedicated food service offering, with plans to roll out the Daily Deli scheme to the rest of its retail estate.

Spar Glenwell store manager Aaron McMahon said: "We've already seen an increase in our sales because of Daily Deli, and a lot of customers are starting to use it. We now have the ability to make our own fresh sandwiches, sausage rolls and hot food on site

and we have noticed a rise in footfall, especially from workmen."

Spar managing director Debbie Robinson told RN that Daily Deli will run alongside plans to work more closely with food franchise partners, including Greggs and Subway.

OPINION

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Annual Subscription

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Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper
Distributor Seymour Distribution, 2 East Poultry Avenue, London, EC1A 9PT



Audit Bureau of Circulations
July 2013 to June 2014 average net circulation per issue **13,626**



Winner of the 2009 ACE gold award for circulation excellence by a smaller magazine



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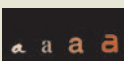
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YOUR SAY How was your first week of the tobacco display ban? Has anything surprised you?

Martin Daffin

Sands Road Mini Market, Devon
My big issue is with the way the government are trying to stop me earning a living. From outside it looks like the shop is closed. I know it sounds petty but if someone's driving past it isn't clear that we're not closed. I think all my staff are going to get time off for repetitive strain injury from opening and closing the doors. The customers all think it's stupid, every single one. It's making no difference to them at all.

Susan King

Kings Newsagents, Derby
I think sales have been a bit slower. Perhaps it's because people don't see them and it doesn't remind them that they need some. Strangely, I've noticed that people don't remember what they smoke. I know what they smoke, but



How has the first week of covered gantries been for independents?

they ask: 'What's it called?'. They really have to think. It shows how it's all visual. But we know most of our customers who smoke and we're used to them, they're all regulars.

Stuart Benson

Early News, Barrow-in-Furness
It's just a joke. It's a pain to be

honest. Customers just laugh at it. It hasn't affected sales. It just means we have to keep shuttling up and down, opening and shutting. They had a poll in our local paper, asking people to write in and of 20 letters, about 19 said it's a joke and one person supported it. That gives you an idea of how people here in Barrow feel about it.

YOUR STOCK With retailers raising concerns about the "static" chocolate confectionery market, what could manufacturers be doing to help grow sales in this sector?

John Price

Everymans Wine, Shrewsbury
It's about cost. When you look at what Mondelez has done with Cadbury – they've increased what was a £1 pricemark to £1.29 – that's a hell of an increase. With the pricemarked bags, like Cadbury's Buttons, they went from 100g to 80g. Sugar has plummeted in price

over the last six months, and it's the main ingredient in confectionery, but it's only just starting to come through in prices.

Jay Gandecha

Londis Queens Road, Watford
Most people nowadays want to go for healthy food like nuts or

organic chocolate rather than lots of sugar or big bars. The type of chocolate that's selling best for us is dark chocolate or chocolate with nuts. So it might help sales if manufacturers could produce more premium organic ranges to meet that demand.



How could manufacturers help grow chocolate confectionery sales?

Theresa Turner

Londis Hemingbrough, Selby, North Yorkshire
There are too many bloody ranges. There's too much choice. It makes it more difficult to decide, customers can't make up their mind. They launch new flavours every week but at the end of the day people always go back. We need a back to basics approach. My personal view is that after Easter, everybody's so stuffed with Easter eggs, no one wants to buy chocolate.

YOUR ISSUE

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TROUBLE AT THE DOUBLE FOR SHAHID

In his own words, “it’s not been the greatest month” for Glasgow retailer Shahid Razzaq.

Not only has the Premier and Family Shopper store owner had to contend with a malfunctioning ATM machine that broke down during the most recent bank holiday, he has also had his Lottery terminal switched off following a mix-up with Camelot.

Mr Razzaq’s woes began two Saturdays ago when a Cashzone cash machine located outside his Family Shopper business decided to stop working, just as he was preparing for an influx of shoppers keen to spend over the Easter bank holiday.



Shahid Razzaq: ‘It’s not been the greatest month’


Customers started going to the next cash machine further down the road and are taking their money elsewhere – I’ve told the area manager I’m pulling the plug

Shahid Razzaq

Retailer, Glasgow

And, as he explains, this is not the first time he has had such an issue with the equipment: “We got the machine in about 15 months ago when we opened the new shop.

“We agreed with Cashzone that we wouldn’t take commission on the machine so long as we didn’t have to charge customers using it.

“Initially, we had no problems but then we found that it started to break down. It got especially bad when it was busy.

“We also had an issue where the machine couldn’t dispense £10 notes, which went on for about three months.”

The final straw came when the ATM refused to function a fortnight ago, at a time when Mr Razzaq was expecting a welcome seasonal sales boost at the business. The machine remains broken at the time of writing.

“In total, we must have had more than 30 issues with it since we took it on,” says Mr Razzaq. “It’s embarrassing for us as we’ve had

customers complaining and we’ve had to explain to them that it’s not our fault. But they’ve now started going to the next cash machine further down the road and are taking their money elsewhere.

“We’ve called Cashzone many times about this but it keeps on breaking. I’ve got so fed up with it that I’ve told the area manager that I’m pulling the plug on it. He says we’ll be in breach of our contract if we do, but it’s got so bad that I don’t care at the moment.”

As if to compound matters, Mr Razzaq says he has also experienced problems with his Lottery terminal, which was recently shut off by Camelot.

The problem, he says, seems to have boiled down to confusion over a change in the direct debit being used to pay for the terminal.

Mr Razzaq says: “We recently changed direct debit details, which we gave to Camelot.

“Things were fine for the first three weeks after the switch but then I noticed that the fourth

payment hadn’t gone through. We then had our Lottery terminal switched off.

“I had to do an emergency bank transfer to get the payment and eventually we got it sorted, but I’m worried that the same thing will happen to us again. I don’t understand what the issue is, as Camelot were already taking money out of the new account.”

Regarding his Lottery issue, RN got in touch with Camelot to get to the bottom of the case. A spokesperson for the company explained that the problem related to details provided on the new direct debit account.

They said: “Mr Razzaq’s direct debit was set up in the name of the shop, as opposed to in his name with the shop as the trading name.

“This caused the bank to reject the direct debit that particular week – it sometimes takes a few weeks for the incorrect details to be flagged. We have written to Mr Razzaq asking him to fill out a new direct debit with the correct details. Once we have the new mandate, we can set up the direct debit to ensure regular payments are taken in the future. In the meantime, Mr Razzaq can continue to pay by debit card.”

In addition, RN also contacted Cashzone to find out how the company was looking to resolve problems with Mr Razzaq’s cash machine.

Cashzone did offer an apology to the retailer, but did not make it clear how it would look to fix the ongoing faults with the terminal.

A spokesperson said: “We are constantly working to provide the best service possible. We therefore regret the inconvenience that Mr Razzaq and his customers have experienced, and we would like to offer our sincere apologies.”

YOUR REGION

NFRN DISTRICT COUNCIL REPORT EASTERN COUNTIES 07.04.2015



Richard Goss reports from the NFRN Eastern Counties district council meeting

More moans over Menzies move

The decision by Menzies to centralise part of its wholesale operation to Maidstone and reduce local contacts is still causing headaches, according to members in East Anglia.

Members heard that the cost cutting operation was affecting service levels and causing problems with orders.

And the lack of local knowledge wasn't helping newsagents – Great Yarmouth member Ralph Childs said: “We have some major events in Great Yarmouth, including a top three-day race meeting, after which a lot of people stay on for holidays.

“But we are ignored by suppliers, who simply fail to understand or appreciate that there are extra sales opportunities locally.”

On the positive side, Mr Childs reported that early indications showed that the completion of the last dual carriageway on the A11 from London to Norwich had knocked up to 20 minutes off delivery times.

Archant quizzed on paper's future

Regional publisher Archant will be asked to clarify the future of the Norwich Evening News amid fears that it could be merged or even closed.

Members agreed that contacts with the publisher were at an all-time low.

Staff changes at Archant, it was claimed, meant members found



Norfolk members are helping raise awareness of the RNLI

it difficult to build up a good working relationship.

Expulsion, fines if ban ignored

It was reported that some retailers are not following the tobacco display ban legislation and members were reminded that anyone flouting the law risked expulsion from the federation, along with a £3,000 fine.

Members heard from Ralph Childs that at least one newsagent's shop in Great Yarmouth had still not complied and covered up its tobacco stocks several days after the law had come into force.



We are ignored by suppliers, who fail to understand sales locally

Ralph Childs

NFRN member,
Great Yarmouth

Young blood at a premium

The vital role played by the NFRN was underlined by members, who warned that a lack of younger members was threatening the effectiveness of the federation.

Jim Page reported that the Norwich branch had very few younger members and Alwyn Basford reported the same situation in Ipswich.

Changing patterns of running businesses meant it was often difficult for members to take time off to go to meetings – many would have to take on extra staff if they wanted to attend.

That and longer hours meant fewer retailers at meetings – and the potential loss of vital experience among older members who have been in the trade for years.

Ralph Childs said: “Many members regard the federation as an insurance policy but

they do not want to get involved or go to meetings.

“They say they are involved in running a business 24/7 and simply haven't got the time.”

One example in the district was the still unofficered status of the recently-merged Clacton and Mid-Essex branch which was still without officers or a committee.

Membership services manager Ron Kendall said this meant that up to 85 newsagents have no direct contact with the federation, which would be able to offer them invaluable guidance and support.



Alwyn Basford



Ron Kendall

Norfolk retailers join in RNLI push

Newsagents across Norfolk have been asked to back an initiative which has been launched by the Royal National Lifeboat Institution (RNLI) to help save lives at the seaside this summer.

Veteran Eastern Counties council member and local RNLI official Jim Page told the recent meeting that a new “Safety on the Beaches” campaign was being launched.

He called on members to put up posters giving details of the talks and events being arranged by the lifesaving charity to drive home the safety message by the sea and near rivers.

A total of 32 children in the UK drowned in the sea or in rivers last year – and hundreds more were saved by lifeguards and volunteer lifeboat crews.

Your say

What could the next government do to help your business after the election on 7 May?



“It would be a huge help if we were not penalised with higher rates for utilities. The cost of supplying gas, electricity and telecoms for a small shop is the same as for an average house, but we pay more for services.”

Debbie Turner,
Your Ideal Shop,
Great Yarmouth



“A reduction in business rates would be helpful. It may be easy for supermarkets to absorb any increase but the system is biased against small shopkeepers because it is still calculated on a rental value.”

Barry Startling,
Starlings,
Holt



“We just want the new government to listen to us – the country is losing its unique mix of trades and businesses like newsagents, independent small shops and garages. Not everyone can use a computer to shop and pay bills online”

Jim Page,
Norwich member

LETTERS

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

ALL WE WANT ARE SOME ANSWERS

Menzies is really winding me up at the minute.

Our recent problems have included magazines not coming in a tote box, but just with strapping around them. They weren't securely strapped so as soon as I picked them up they all fell out all over the floor. It wasn't just a few magazines either, it was quite a big bundle. We just had to dump them.

Before that, it was our allocations. Every bank holiday they send you a letter asking if you're going to be away. Every time we say "yes, we're open" and every time we don't get enough to fulfil even our orders. When you speak to them about it they say it was based on last year's orders - they didn't send us enough then either.

You phone them and ask to get a phone call back - I understand that the person answering the phone can't always give you the answer. But after a week, you're still waiting for a call back. It's just common courtesy. All we want is an answer, we don't even care about repercussions.

It took us four weeks to get an answer about missing copies of the Sunday Times. They sent us the missing papers on the Monday, but didn't phone and tell us.



Cuts to Jam's News' orders have left its newsstand half-empty as early as 10am

And these are just the latest problems. It feels like there's something new every week.

All we want is an answer. No one wants to talk to me about the problems we've got and I just don't

know what to do any more.

Julia Ashton,
Jam's News, Humberton, Grimsby

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

Frustrated by unhelpful suppliers

We always stock Panini's UEFA Champions League trading cards as we have huge demand for them in our shop.

We ran out of stock about three and a half weeks ago and so, as per normal, we ordered more through Menzies.

However, we still haven't been sent any. We have made at least 10 phone calls to Maidstone to ask about them.

Sometimes they tell me they have stock, sometimes they tell me they don't have stock - either way we still don't have them.

I have kids coming into the shop every day and I

have to say to them: "I'm sorry, we don't have any."

I only need three or four boxes. I could have sold more, but because customers have come in three of four times asking, some probably won't come back to me to buy them now.

I tried calling Marketforce and the first time I was told the person who I needed to speak to wasn't there until the afternoon. I called back the next day and spoke to someone else and they were adamant that the cards weren't one of their products. What do you do when they refuse to accept that it's their product?

It is so frustrating when I am trying to sell this product and promote it in my shop.

Menzies is not helpful, Marketforce is not helpful



It seems like there is no system in place to take care of the problem, they just take note of my call

Nainesh Shah

Retailer, Belgravia, London

- what else can I do?

I have tried everything. I don't understand why I have had no response at all from Menzies. It seems like there is no system in place to take care of the problem, they just take note of my call.

No one thinks: "This retailer has called us 10 times, he has still not got his supplies, let's help him out."

Nainesh Shah,
Mayhew Newsagents,
Belgravia,
London

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

A Marketforce spokesman responds: "We are sorry to be made aware of Mr Shah's situation regarding this fast-selling Panini collection. We have immediately arranged for Menzies Distribution to provide additional supplies.

#TOP TWEETS

Who's saying what in the retailing world?

@RetailAuction
retailauction.org is now live! 12 retailers available to bid on & raise money for some great causes including @retail-TRUST #DigDeep

@LOMASNEWS
When you greet a customer with a cheery hello and they look at you like you've just got off a spaceship...

@kirk_ella_news
#NewsComplaints
#Menzies Hull 25 mins late this morning. Knock on effect is that my biggest customer gets papers over an hour late. Worrying.

@thoughtsfromhim
The percentage of shoppers buying fresh fruit & veg in c-stores has risen from 6% in 2005 to a solid 10% now.

@CostcutterBG
Lovely day, nicer offers. Come check out our ice cream freezer too. #SpringSavings

@BudgensBstairs
And so it begins! Charcoal, skewers, amazing food - all you need for the barbecue in store now! (Rain not included.)

@NFRN_Online
Have you nominated for the 2015 NFRN Awards? Nominate yourself or a fellow retailer.

NEVILLE RHODES

✉ editorial@newtrade.co.uk
☎ 020 7689 0600
🐦 @RetailNewsagent



Going, going ... gone?

The cover price goes up, the retailer's margin goes down. But the newspaper market cannot support such behaviour indefinitely writes Neville Rhodes

There was a time when announcements of cover price increases for newspapers were invariably well received by newsagents, but that was before terms reductions became a fairly regular accompaniment.

Reducing the retailer's percentage margin at the same time as charging the reader more always struck me as a foolish decision, because it is during the period immediately following a price increase that publishers most need retailers' support – and cutting their terms is not the way to get it.

Even so, publishers have continued to couple some of their price increases with terms cuts, and in the 25 years since the late Robert Maxwell set the ball rolling, the standard retail margin on national newspapers has fallen from 28% for dailies and 25% for Sundays to the current average across the week of 22.7% – before taking account of carriage charges.

Damaging as these cuts have been for news retailers, the decline in newspaper sales has had a far greater impact on the category's profitability.

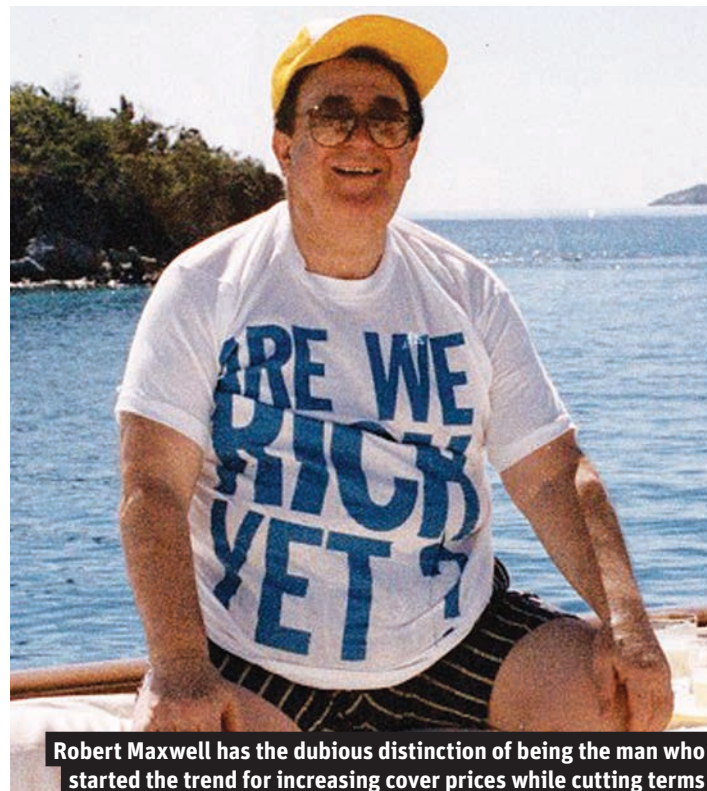
When the terms cuts started, 25 years ago, total sales of national newspapers, as reported in the

ABC's headline figures, were around 15 million copies a day, and 17 million on Sundays.

The corresponding figures today are around 7.3 million and 6.9 million respectively, and the losses show no signs of slowing.

Figures for the past six months show sales of national newspapers down by 7.8% year on year, and if this rate of decline is maintained, the market will have shrunk by another third over the next five years – down to fewer than five million copies a day by 2020.

There are at least three main reasons for this decline. The inefficiencies within the distribution system, where service levels to retailers and readers have been sacrificed to cost-cutting, are



Robert Maxwell has the dubious distinction of being the man who started the trend for increasing cover prices while cutting terms

certainly a factor, and from my observations over a long period, very little has been done about them. Newsagents' complaints about late deliveries were making headlines in RN in 1990.

Since those days, competition from other media has gathered pace, from breakfast TV to car radios to news websites to tablets and mobile phones and social media, and the only defence available to the publishers is to join in with it – which means competing against their own core product, their paid-for newspapers.

Their survival will, in my view, depend on the publishers' attitudes to cover prices. They should restrict their increases to take account only of higher costs for production

– printing and paper – and distribution, rather than use cover price increases to make up for a shortfall in advertising revenue.

In some cases, newspaper cover prices have soared way above the general rise in prices over the past 25 years. Compared with a 111% increase in the Retail Prices Index since 1990, most Sunday papers now cost three or four times more than they did then, and there have been similar increases way above inflation for most of the quality dailies.

Some of the latter used to compare their prices favourably to a cup of coffee, but now you can get their papers free, with a free cup of coffee, when you buy a small basket of groceries. What does this do to the public's perception of newspapers as offering good value for money?





For the first time I can recall, newsagents are starting to express concern, not just about trade terms, but also about cover price increases and their impact on sales. In an era of low inflation and slow wages growth, I'm sure they are right to do so.

Neville Rhodes is a former retailers and freelance journalist

* Tobacco alone is not enough

+ Several reports in national newspapers noting the extension earlier this month of the tobacco display ban to small shops mentioned that some newsagents and 'corner shops' relied on tobacco sales for 30% of their turnover. I hope there are very few shops other than specialist tobacconists where this still applies. Relying on tobacco sales to the 18% of adults who smoke for 30% of their turnover suggests they've missed the boat for convenience shopping – and urgently need to make changes.

INDUSTRY PROFILE

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 @TomGK_RN

Procter & Gamble

Stock availability and greater flexibility on pricing and case sizes is key to P&G's aim of making retailers' businesses more profitable, says the FMCG giant's John Drake. But developing new products is also in the mix...

RETAIL NEWSAGENT How are you working with independents currently to boost sales?

JOHN DRAKE A lot of work is happening with wholesalers at the moment, ensuring they're making available all the top selling products in each category. It's incredibly important that when retailers walk into a depot and are confronted with a sea of products, they pick the ones which will sell through quickly. More specifically, we're making sure we've got our core brands and our core top selling products in the right case configurations, at the right process, which hit the right margins for retailers.

RN Has this concentration on formats and case sizes been driven by the discounters?

JD I think so. We've got to make sure that the value is there. Shoppers are looking for high quality and great value and looking to make a quick convenient purchase. We've got to make sure that our products in this sector hit all of these things. Price-marked packs are something that we're also improving availability on.

RN Can you give any more examples of what you've done in this area?

JD We've gone for traditional case sizes of six which reduces the outlay but what we've done differently is reduce the number of variants and concentrate on bestsellers. It's about rationalising our range.

RN Does this mean the focus is moving away from new product development?

JD I think it goes alongside it. By focusing on our core range it enables us to introduce more NPDP. Consumers want new products so having a rationalised core range will give extra space for core products. What's difficult for retailers is when a core range grows to six or seven SKUs. It's not a model that works, because the products end up collecting dust.

RN What other trends are driving P&G's activity at the moment

JD Changing shopper missions are an interesting trend because more than 50% of store visits are now for replenishment purchases. That means we need to guarantee availability for when a shopper



“

What always impresses me is the standard of merchandising in stores

wants to top up. It means we have to be quite broad in our focus. Feminine hygiene is an area that I recommend retailers focus on too because it's a huge opportunity as a distress purchase and needs to be in retailers' core ranges.

RN It's two years since Kellogg's bought Pringles from P&G. Has this helped maintain focus on your core categories too?

JD When we look at divesting brands it's a big decision and I think it came down to two things really. First, we are not a food manufacturer and it isn't our core strength. We also thought that the brand would grow and be better served by a company like Kellogg's. It's enabled us to increase our focus and we've seen major core innovations start to come through because of this. This includes Lenor Unstoppables and Gillette Flexible.

RN What great things have you seen in the independent channel recently?

JD What always impresses me is the standard of merchandising in stores. Walking around some of the grocery-led stores where I live in central London, the ways they display food like fresh bread is as high as in places like Waitrose. It gives me a lot of ideas for how we need to improve signposting in our key categories too.

** Company CV **

Company Procter & Gamble

Head of emerging channels John Drake

Profile One of the world's biggest FMCG companies, P&G is home to brands such as Head & Shoulders, Herbal Essences, Gillette and Venus.

Latest news Recent pricemarking on key core products is part of an effort from the company to concentrate retailer's ranges on a rationalised set of products.

**

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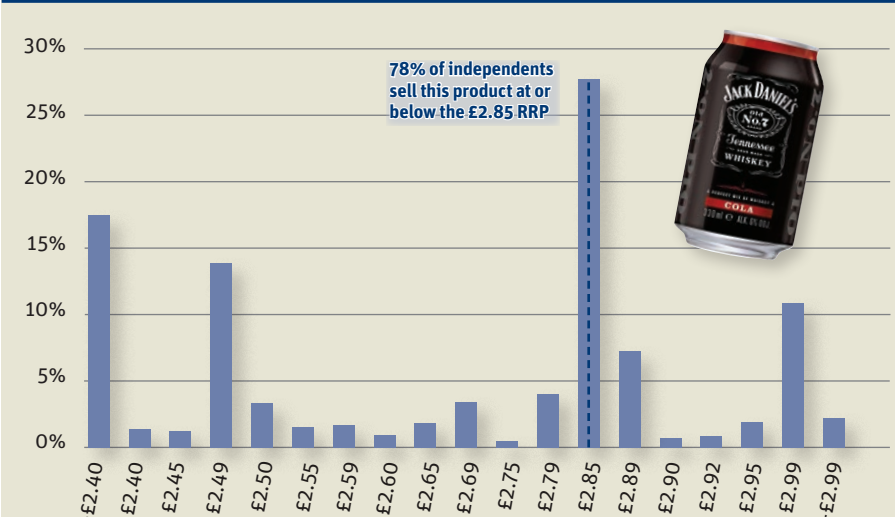


PRICEWATCH

PRE-MIX DRINKS

BEST-SELLING PRE-MIX DRINKS PRICES AROUND THE UK							
PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
WKD Blue 700ml	£3.55	£3.59	£2.99 (PM)	-	£3.75	£2.99	£2.99
Jack Daniel's & Cola 330ml	£2.64	£2.85	£2.30	£2.49	£2.85	£2.60	-
Crabbie's Ginger Beer 500ml	£2.37	£2.49	£2.48	£2.39	3 for £4 (Promo)	£2.50	-
Smirnoff Ice 700ml	£3.72	£3.75	£3.91	£3.49	£3.85	-	£4.49
WKD Blue 4-pack £4.99 PM 275ml	£4.99	£4.99 (PM)	£4.99 (PM)	-	-	£4.99	£4.99
WKD Original 700ml	£3.52	£3.59	£2.99 (PM)	-	£3.75	£2.99	£2.99
Morgan's Spiced & Cola 250ml	£1.79	£1.59	-	-	£1.59	£2.20	£1.99
Smirnoff Ice 4-pack £4.59 PM 275ml	£4.59	£4.59 (PM)	-	£4.59	-	£4.59	-
Smirnoff & Cola Can 250ml	£1.73	£1.59	-	£1.59	£1.59	£2.20	£1.99
Hooch Lemon 500ml	£2.29	£2.39	£2.30 (Promo)	-	-	-	£1.99
Smirnoff Vodka & Cranberry Juice 250ml	£1.75	£1.59	-	£1.59	£1.59	£2.20	£1.99
Crabbie's Strawberry & Lime Ginger Ale 500ml	£2.36	£2.49	-	-	3 for £4 (Promo)	£2.50	-

JACK DANIEL'S & COLA 330ml Price distribution %



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

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

Pricing strategies

RETAILER

1



NAME SHARAN BHDAAL

STORE Spar Auckley,

LOCATION Auckley, Doncaster

SIZE 2,400sq ft

STORE residential

We get our pre-mixed drinks from Blakemore, which means that we have quite a small, focused range. For us, pre-mixed drinks sell better when they're on promotion or pricemarked. WKD tends to be our bestseller, as it seems to be a better quality product and is constantly on offer, and they're primarily bought by 18-to-24-year-old girls. We make around a 20% margin on pre-mixed drinks.

RETAILER

2



NAME IAN HANDLEY

STORE Premier Handley's News and Convenience Store,

LOCATION Northwich, Cheshire

SIZE 900sq ft

TYPE residential

We're in an area with a large population of elderly people so pre-mixed drinks aren't our fastest sellers. Space is also an issue, so we keep quite a tight range. We got rid of WKD a while back as it didn't seem to be selling. Customers seemed to prefer VK Sorted, maybe because it has a lower price of £1.99, so we've stuck to that instead. We typically make around 20% to 25% on these.

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

RETAILER

3



NAME ALAN DUNN
STORE Open All Hours
LOCATION Keswick, Cumbria
SIZE 800sq ft
TYPE secondary street

We are a Premier shop and we mostly sell at the price Booker suggests. It doesn't do anything silly and gives us reasonable margins of about 25% to 30%. We stock alcopops but they don't sell very well as most of our customers are older. We're a holiday resort and we sell quite a few of the Diageo mixed drinks at two for £3, Gordon's gin and tonic, Smirnoff, Captain Morgan - people buy them and sneak them into the cinema next door. We have an offer on Crabbie's Ginger Beer with three for £4, and that's quite popular.

RETAILER

4



NAME ANJALI KARPAL
STORE Essential Convenience Store
LOCATION Horsham, Sussex
SIZE 1,000sq ft
TYPE residential

For alcopops we mostly sell pricemarked packs. I know we lose a lot of profit but it's still quicker to move, mostly for youngsters getting a few drinks before a night out, and they're on a budget. The popular drinks for youngsters change, it used to be WKD and Bacardi Breezers or Smirnoff Ice. I would think that Kopparberg and Magners are selling more now. But that can change: years ago, it used to be MD 20/20 and we don't even sell it now.

RETAILER

5



NAME RUSSELL ANDREWS
STORE Stevenson Nisa Local
LOCATION Stockton-on-Tees, County Durham
SIZE 3,000sq ft
TYPE residential

We mainly use Nisa's RRP. We've seen a bit of a decline in alcopops so we are getting a lot more pricemarked packs. We sometimes get WKD in at two for £5 and that sells quite well, so does the VK at £1.99 for 70cl. The flavoured cider market is taking a lot of the alcopop market, it seems to have been the case for the last two years, people have stopped going for alcopops. There's a lot more innovation in the cider market, people are seeing a lot of new flavours that attract people who didn't drink it before.

THE ENTREPRENEURS

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



SIMON FULLER

Route to the top

English entrepreneur, artist manager and television producer, Fuller is best known for being the creator of the Pop and American Idol franchise, and manager of celebrities such as the Spice Girls and David Beckham. He discovered Paul Hardcastle in 1985 and started his own management company (19 Entertainment) in London. After 20 years Fuller sold 19 Entertainment to CKX, Inc., of which he became director, gaining creative control over CKX's assets including the Elvis Presley Estate, Muhammad Ali's business interests, and other iconic

rights properties. In 2010 he started a new firm, XIX Entertainment, while continuing to work with CKX as a consultant and producer.

Key achievements

- Being a big reason why Beckham earned \$75m in his first year of retirement last year after collaborating with Diageo and American Idol to launch the Scotch Whiskey Haig Club.
- Takes care of the commercial interests of Honda Formula 1.
- Fuller took on personal representation of tennis player Andy Murray in 2009.

Lessons for your store



- 1** Don't take it personally - Fuller was sacked by the Spice Girls in 1997 by telephone, before the release of their feature film, Spiceworld: The Movie'
- 2** Work hard, play hard - Fuller has a handful of houses around the world, private jets, appreciates a good bottle of wine and has had a succession of low-profile girlfriends'
- 3** Fame can be a hindrance - why Fuller prefers to keep a low profile

RETAILER PROFILE



She's an Upton girl

Local hero Kate Clark stepped in to save her town's newsagent after its owner, family friend Sean, sadly died. Five and a half years later, she's turned a tragic beginning into a success story with an exciting future.

Tom Gockelen-Kozłowski reports

When Kate Clark's family friend, Sean, died seven years ago, it was not only a tragedy for her but it also left a hole in her home town of Upton upon Severn as his successful newsagents closed its doors.

"He had been in the shop for years but his estate had to be sold and our family decided to buy the store," she says.

Originally, the family were going to appoint a store manager to run the business but Kate, then an area manager for food-service operator Whitbread (owner, at that time, of the Café Rouge chain), started to get increasingly involved.

"I realised I wanted to do it myself so we renamed the business Sean's News, after our friend. I started to put in some of the things I was used to doing like fresh coffee, sandwiches and snacks."

Since the store reopened in 2009, Kate has expanded this to include soft scoop ice cream, hot dogs and added a seating area.

"I'd been to America and seen the diners where you could buy papers and sit around drinking coffee. I wanted to do that kind of thing here, rather than just a shop where customers come off the street and buy things and leave," she says.

It would be an ambitious plan for any retailer but with Sean's News 750sq ft floor space, the breadth of her range is even more impressive.

"It's a standing joke among my customers that if you can't find it in Kate's shop, you can't get it in Upton."

Many of these products – such as Rollover Hot Dogs – are brought in after customer requests and weekly sales of 75 hot dogs at £1.69 each is a testament to the success she gets from listening to her regulars.

Other new products, however, come from local business who know that Kate is a champion for supporting nearby producers.

"My scoop ice cream is from just outside of Worcester, I've got local chocolates from Hamiltons, a company in Stratford upon Avon, and when the butchers shop closed I put local eggs in and now sell 15 trays a week."

With Upton upon Severn sitting in the idyllic Malvern Hills district of Worcestershire, these local products aren't only a hit with regulars but also with the thousands of tourists who come to the area each summer.

"We've got a folk festival in a few weeks and I often see the same holidaymakers again and again."

When events like this happen Kate takes her business into the fields selling milk, newspapers and cigarettes to revellers.

"I can make the same in four days there than I can in the shop in a month so it keeps things going over the winter," she says.

It's this embracing of every opportunity



When I first opened the shop I read RN to learn about the best-selling magazines – now I’m an award winner” KATE CLARK



“I’d been to America and seen the diners where you could buy papers and sit around drinking coffee. I wanted to do that kind of thing here”

that has helped Kate establish her business again over the past five and a half years and she believes it’s in the right position to flourish even more over the coming months.

“We’ve had a great winter – the first that we haven’t had the roads up, the bridge painted or seen flooding. We’ve been open five years and people are coming to us again and again.”

This recognition is starting to spread out from the local area and the industry is waking up to Kate’s achievements. In 2013, she was named Independent Newspaper Retailer of the Year at the NFRN awards and she’s currently working on a plan with Imperial Tobacco to get her store ready for mystery shoppers from the Independent Achievers Academy.

First, however, is her nomination for an award from Worcestershire College for being one of the top employers in Worcestershire of young people, after working with apprentices in her store.

“My apprentice Lizzie is going to come along with me to give her a chance to meet people and to find out if I’m doing the right things with her.”

With so many customers coming back again and again, the answer surely is that Kate’s doing exactly the right thing. ●

VISIT MY SHOP

Sean’s News
11 High St
Upton-upon-Severn
Worcester
WR8 0HJ



Want to see more of Kate’s store?
Go to betterretailing.com

GENERAL ELECTION



Do you know what your local candidates want to do for your community? Amit Patel does. The south London retailer invited six party hopefuls to attend a hustings and outline their policies to local business owners. **Tom-Gockelen Kozłowski** reports

The party lines

For all that David Cameron tries to paint the general election as a “stark choice” between himself and Ed Miliband, next month’s vote is really 650 by-elections where local issues and individual candidates can have a huge impact.

This is particularly true for small businesses – for whom building work, waste management and business rates relief can be the difference between success and failure. Knowing what those standing think about your business is vital.

Amit Patel, owner of Belvedere News Food & Wine is one business owner who is acutely aware of this. Last week, he organised a hustings at a community centre where each local candidate was invited (and all but UKIP turned out) to outline their key messages for small businesses in his Erith and Thamesmead constituency.



If you’re going to have a voice at a national level, the only way you’re going to get it is through your MP



“All I had to do was get in touch with the local candidates via Twitter or email and they all responded very quickly. I contacted the Association of Convenience Stores who were happy to support me,” says Amit.

The sitting MP, Labour’s Teresa Pearce has been a regular visitor to his business to address issues including fly-tipping, Crossrail (which will reach the neighbouring area of Ab-

bey Wood when it opens in 2018) and business rates having a major effect on his local area.

“Having contact with local MPs is invaluable for retailers. If you’re going to have a voice at a national level, the only way you’re going to get it is through your local MP,” he says.

In two hours of debates and Q&As, Ms Pearce along with five challengers to her seat discussed in depth lo-

PA Photos



I'd like to see a bonfire of a lot of the unnecessary regulations

cal council issues, the need for fairer taxation for businesses, the support retailers need with regulation, plus the living wage and much more.

For Amit, and other businessmen nearby, it was an opportunity to hear what local politicians could do to affect their working lives directly. Conservative candidate Anna Firth even suggested a 'candidates' clean-up day' to deal with local rubbish from fly tipping that causes inconvenience and expense to retailers like Amit. Vague nationwide policy this was not.

For smaller parties it was also an opportunity to set out their stalls. Ann Garrett, of the Green Party, explained that her party was committed to supporting independent businesses in contrast to what she dubbed "the large corporates" while Graham Moore of the English Democrats criticised the move towards American-style out of town shopping and argued for Britain's exit from the EU.

With just three weeks to go until election day, Amit has ensured he will go into the polling booth fully aware of what his local politicians want to do in his community. The question is, will you? ●

Next week

The general election and you how your MP can help improve and protect your business

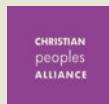
THE CANDIDATES' PITCH TO SMALL BUSINESSES

Each candidate present at Amit Patel's hustings was given five minutes to give their pitch to local businesses – here are some of the key messages from the six men and women standing.



Sidney Cordle

Christian Peoples Alliance



"When we talk about small business we're talking about lots of different types of companies. One of the things we need to look at is loans to small businesses for capital investment which needs more support from the government. There also needs to be another look at national insurance so that firms at the lower end don't pay it. The government also needs to do more to support businesses offering apprenticeships."

Ann Garrett

Green Party



"The Green Party's focus is always on small business. It's really important that local communities are vibrant. With so many large multinational corporates, it's really hard for small businesses to survive and even local investment such as Crossrail makes many shop owners worried as they think it will lead to the development of supermarkets nearby. We'd also like to see a living wage rise to £10 per hour and need to help small businesses to do this."

Graham Moore

English Democrats



"One of the big issues for convenience stores is that they can buy products cheaper in supermarkets than in their wholesaler which is completely wrong – as is the fact that their business rates are the same as the major retailers. The government is taking 20% through VAT meaning they are a silent partner in your business and yet they do nothing to help you. Companies who don't register in the UK like Lidl, but who are competing with local business, are making it really unfair for shops too."



Anna Firth

Conservatives



"As a Conservative I think that small businesses are incredibly important. In this constituency over 90% of firms are small. When small businesses work, we all gain because they not only give us a vibrant high street but they employ our young people and contribute to the exchequer. London is one of only two regions which is a net contributor to the government and successful small businesses play a huge part in that."

Samson Iriajen

Liberal Democrats



"The amount of regulation that businesses have to comply with just to remain legal is incredible. On the continent there is a different approach – it's only the British who are so zealous with regulation and I'd like to see a bonfire of a lot of the unnecessary regulations. I'm from Bristol where there is a 'Bristol Pound' – a local currency that helps to keep money locally – I'd like to see something like that in more places."

Teresa Pearce

Labour



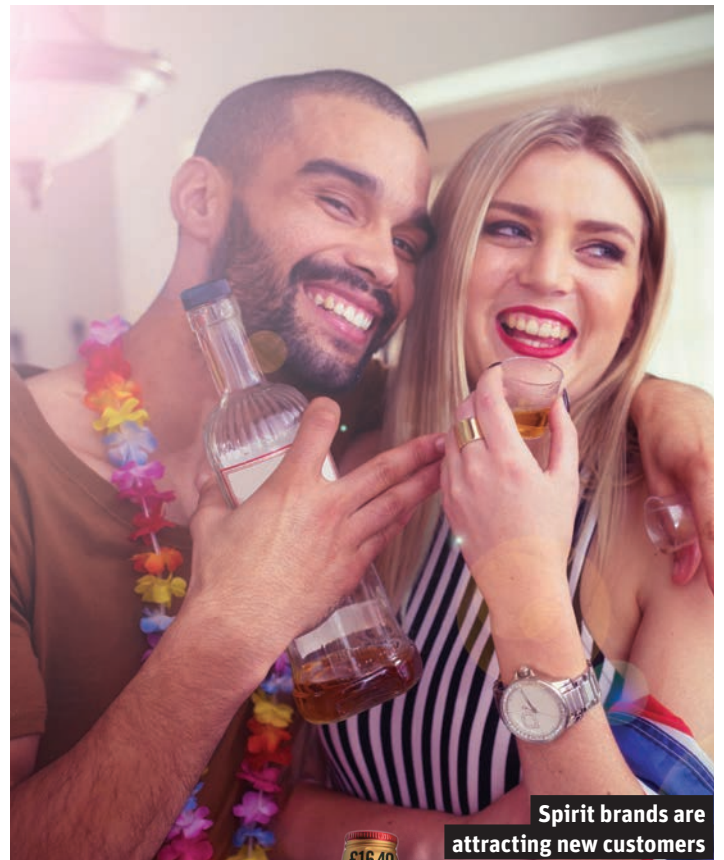
"Most people who open a small business do it because they are passionate about something. These days, however, you have to act as a payroll assistant, collect taxes and with automatic enrolment for pensions coming in, it's very hard for small businesses. One of the things that strikes me is the effect small businesses can have – where shops have closed down in our area there is a rise in mental health issues because of the isolation that communities can feel without a place to meet people. Shops do more than just sell things."

SPIRITS

Most categories see innovation at both ends of the market, from value to premium. But looking at spirit manufacturers' plans for 2015 it's clear that premium leads the way.

Nadia Alexandrou reports

11 ways premium is sweeping the spirits market



Spirit brands are attracting new customers



Captain Morgan's new white rum comes pricemarked

1 Pricemarked bottles

Yes, pricemarking is traditionally a tool for value products, but suppliers are increasingly encouraging customers to trade up to premium spirit brands by displaying keen pricepoints on bottles. So much so, in fact, that the value of pricemarked spirits in convenience has more than tripled in the past year. And there's few signs of it slowing down. Take Diageo, for example, which added Johnnie Walker Red Label to its pricemarked range last month in the belief that 50% of retailers will be stocking more pricemarked packs over the next 12 months. The move builds on the success of Gordon's 70cl and Captain Morgan Original Spiced Gold 70cl pricemarked packs which were launched last year.



The value of pricemarked spirits has more than tripled

2 Sweeter flavours

It's no accident that the majority of new spirit flavours have featured 'hints of vanilla' and honey-infused concoctions. "The addition of sweeter tastes and flavours have enabled brands to attract typically non-whiskey drinkers, who often prefer sweeter serves and cocktails," says Jack Daniel's trade marketing manager Crispin Stephens. One of the biggest launches in recent years has been Jack Daniel's Tennessee Honey, now worth £44m since its summer launch in 2012. Similar sweeter launches include Bacardi's fiery-sweet spiced rum Fuego, elderflower and cucumber flavours from Gordon's, and Pernod Ricard's Havana Club Anejo Especial rum - relaunched this February with a new recipe - now with 'notes of vanilla and caramel and an underlying hint of tobacco, cinnamon and orange peel.'



New flavours of spirits are hitting shelves

3 Fractional spirits

Pricemarking has not been the only route to opening up the premium market, and the surge in fractional branded spirits stands as witness that 'quality over quantity' is a growing preference in this market. "A number of consumers would rather buy a smaller bottle of their favourite spirit than a larger cheaper bottle of an imitation brand for their big night in," says Mast-Jaegermeister's customer marketing and insights controller Jonathan Dennys.

As a result, 35cl bottles now account for one fifth of all spirits spend in convenience.





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are *growing* +83%
year-on-year*

58% of shoppers say they
will buy more PMP's in
convenience in 2015**

Discover 5 generations of
whisky making.



*AC Nielsen, MAT value sales to 03.01.2015

**Toluna Question, posted May 2014, 2,700 respondents & CTP 2014

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SPIRITS

4 Cocktails

One of the big marketing trends for the major spirits brands in the past few years has been through on-trade cocktails and suppliers are increasingly looking to give consumers the opportunity to have the same experiences at home too. Pernod's relaunch of Especial rum, for example, will be supported by in-store activation and a neck-collar that provides its ideal serving suggestion, a Cuba Libre. Mexican coffee liqueur, Kahlúa, is similarly giving drinks coasters with purchases to highlight the myriad drinks consumers can make with their bottle.



7 American influence

As one of the largest and most developed markets, the US is making an increasingly distinctive mark on UK premium spirits. Diageo, for example, introduced pineapple flavour to its premium Ciroc vodka range in the UK following its huge success in the US. Elsewhere, Bacardi made its debut into the fast growing American whiskey category with its purchase of premium bourbon whiskey Angel's Envy, as part of its aim to meet great numbers of consumers' needs. With UK sales of American spirits up 10% last year, and by almost half since 2004, this year retailers can expect more US-inspired activity from their major alcohol suppliers.

9 Heritage

While world cultures have been played up to attract new consumers, suppliers have equally used heritage and provenance as a marketing tool position their brands as premium and top quality. Absolut, Grey Goose, Ciroc and Smirnoff have recently been launched in 'super-premium' variants (Ciroc Ten, for example) - all of which have been marketed and described in terms of origin and blend. Jack Daniel's has long based its marketing on its heritage and is produced by the Jack Daniel's distillery in the dry county of Lynchburg, Tennessee, featuring in several of its recent adverts.

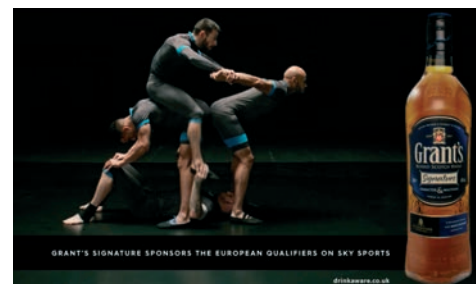


10 Celebrity collaboration

The success of two of Diageo's leading and premium brands can be attributed to their association with A-list celebrities. In 2007, the British alcohol giant worked with American rapper/entrepreneur Sean 'P Diddy' Combs to expand premium Ciroc from a brand selling 50,000 cases per year to one moving two million cases annually. Last year the company also announced the launch of Haig Club Single Malt Whiskey, in partnership with David Beckham, who has a stake in the new product.

5 Personalised bottles

What do the major whisky brands of Diageo, Bacardi Brown-Forman and Pernod Ricard have in common? Last Father's Day, they all offered some way that customers could personalise their bottles to make the perfect gift for fathers across Britain. This year is no different and it underlines the category's role (particularly at the premium end) as a last minute gift. For those buying for hard-to-impress whisky fans bottles of single malts such as Laphroaig, Ardbeg and Balvenie are guaranteed to go down nicely too.



6 Sports

Sports sponsorship has long been a wildly popular platform from which brands have fought to communicate, giving excellent access to a wide audience. Most recently, William Grant & Sons has invested £1.2m in TV sponsorship with Sky Sports with the aim of attracting younger, more discerning customers to the blended category. "Football is incredibly important to Grant's Signature drinkers and we're working closely with Sky Sports, who we share premium values with, to reach an even wider audience," says the company's brand manager Ali Cloudsdale.

8 Japanese Whisky

For the first time ever, the 2015 edition of writer-reviewer Jim Murray's Whisky Bible ranked a Japanese Whiskey - Yamazaki - as the world's best. Incidentally, it is this brand, along with Hibiki and Hakushu that was recently incorporated into Maxxium's UK portfolio, following a distribution agreement with Beam Suntory. Maxxium UK managing director Huw Pennell says: "These leading brands join Maxxium at an exciting time when consumer demand for premium products with provenance continues to grow."



Football is incredibly important to Grant's Signature drinkers

11 Craft spirits

The booming craft trend is working its way into off-trade as consumer interest in small batch, home-spun, authentic and independent brands continues to spread. The success of craft beers and ales has driven opportunistic retailers to stocking craft spirits. Luke Mansel, for example, who runs Chalbury Food & Wine in Dorset, has discovered a huge market for these spirits as gifts for special occasions. "It wasn't a risk trying out this segment. It's up to spirit manufacturers to see if there's a market, and it's up to us as retailers to embrace it," says Luke. For this reason, he stocks - and does incredibly well with - Black Cow, a pure milk vodka supplied by a farm in Dorset. ●



RETAILER

My customers seek out Jack Daniel's Tennessee Honey making it a must-stock in my store alongside Old No.7. I'd definitely recommend that other retailers stock the product alongside premium brands.



WHAT'S ALL THE BUZZ ABOUT?

JACK DANIEL'S TENNESSEE HONEY IS THE UK'S NO.1 NEW SPIRIT BRAND.*

SMOOTH AND EASY TO DRINK, IT'S ATTRACTING NEW CUSTOMERS TO THE CATEGORY.**

WATCH THE SWARM GROW IN 2015 WITH £3M HEAVYWEIGHT INVESTMENT.

STOCK UP NOW AT ALL GOOD WHOLESALERS.

JACK DANIEL'S TENNESSEE HONEY NOW AVAILABLE IN 5CL, 20CL, 35CL, 70CL AND 1.5L SIZES

**A LITTLE BIT OF HONEY.
A WHOLE LOT OF JACK.**

Fly straight. Drink responsibly.
for the facts drinkaware.co.uk

IN STORE SERVICES

The traditional convenience store is increasingly a thing of the past as new services provide additional reasons for local customers to visit their store. **Nadia Alexandrou** looks at the services transforming the sector.

And that's not all!

Nationwide Providers

An increasing number of businesses are providing retailers with new services for their stores on a national scale. Here are three top services offered.

1 Contactless

Why contactless?

Contactless payments, with its much quicker transaction time, reduce queues during busy times and make buying goods even easier for customers. As well as this, lower costs to retailers mean there is an extra benefit for retailers.

Has it reached convenience yet?

Yes, and it's growing fast according to the ACS. So much so, in fact, that it featured for the first time in its Local Shop Report last year. Seventeen per cent of convenience stores reportedly offer the service.

Who's providing these systems?

The majority – just over 80% – of local stores with contactless payments are supplied by PayPoint. According to the company, more than 7,500 of the 10,000 PIN pads in circulation are contactless enabled. Other compa-



We send an engineer or local rep to install the PayPoint pin pad

Andrew Goddard

Retail director, PayPoint



Contactless: easy does it

nies are offering similar contactless services too, however, with Payzone among the other big names involved.

How much does it cost to switch to contactless?

Really not that much. For retailers using PayPoint, there is no extra cost, no additional technology requirements, and has the same monthly fee as non-contactless. "Our PIN pads are pre-configured to be compatible with the PayPoint terminal and we send an engineer or local rep to install the PIN pad," says PayPoint's retail director Andrew Goddard.

What's the catch?

There really isn't one. Even the transaction fees for contactless payments is lower than non-contactless – 11.5p compared to between 13.5p and 15.5p. Each transaction has an upper limit of £20.

No use for customers buying a single malt whiskey or doing their weekly shop then?

Not yet, but the upper limit is rising to £30 in September this year, way above most stores' average basket spend.

Isn't it more risky than non-contactless?

Retailers and consumers are protected by a requirement for a PIN to be used after a certain number of contactless payments within a specified period of time, generally five transactions within 24 hours.

2 Click and collect

Parcel delivery? Doesn't sound too radical.

With cuts and changing consumer behaviour hitting revenue, the Post Office isn't necessarily the go to service for retailers in 2015. With the UK the worldwide leader in online shopping, however, click and collect offers customers the possibility of making your store the market place for hundreds of other businesses.

Isn't it just high street retail giants doing this?

Not by a long stretch – companies such as Hermes, CollectPlus and



Contactless payments are becoming more popular with customers



Up for the cup: coffee culture is feeding profits



We've always offered a delivery service to elderly people

recently launched Nettle: Click & Collect all cater for independent stores. CollectPlus serves 5,800 stores and it's worth remembering that their service means those high street giants can deliver products into your stores.

Are there any costs involved?

For CollectPlus, there is no initial or ongoing cost involved. Retailers do need to be a PayPoint retailer to operate this system, however.

Any other requirements?

CollectPlus has some basic evaluation criteria, including whether you've got available parking, offer disabled access or are near to transport links. Early morning and late evening opening times, and safe storage space for a minimum of 20 parcels all helps.

And the benefits?

CollectPlus pays stores 35p for each parcel handled. "On top of that, we know from research that convenience stores in our network earn on average an additional £3,095 a year from CollectPlus customers who buy items while dropping off their parcels," says the company's CEO Neil Ashworth.

3 Hot drinks

Not exactly an earth-shattering service innovation...

No, but the fast-growing coffee culture has led to the explosion of the premium bean-to-cup end of the market. Innovative and sophisticated systems such as Expottuto Coffee Corners - which fit in the space that removing your cigarette gantry frees up - and the Melbourne hipster brand Streat are pushing the envelope all the time.

Sounds expensive though.

Most companies offer some sort of loan or revenue share scheme. Costa Coffee, for example, provides free installation, along with free coffee and consumables, and income is split at an agreed rate.

What can I make from this?

It will vary depending on what coffee machine you invested in. Expottuto's Coffee Corner, for example, retailers can earn £45 if they sell 30 cups for £1.50, which amounts to a total of £16,200 a year. The company also offers take home packs of the Italian coffee sold in-store, giving retailers the opportunity to add extra sales. ●

SERVICES PROVIDED BY RETAILERS

You don't always have to rely on another company to let you offer a new service. These retailers have gone it alone...

Shopping Delivery

Mark and Sam Coldbeck

Wharfedale Premier, Hull



What do you offer?

We've always offered a delivery service to elderly people, or those who have recently been hospitalised, free of charge. Our main delivery service, however, is the Savings Club - previously called the Christmas club.

How does it work?

We're in a reasonably deprived area, so our service allows our customers to save up over a year, which they can then use to buy gifts from our Christmas catalogue. Customers usually start saving up around Easter, and every time they come into the shop, they'll give an extra £2 or £10, and normally save up to around £120. At Christmas, we wrap gifts in brown paper so the children don't recognise them.

What are the costs?

Apart from fuel for delivery, nothing.

How do you benefit?

We don't actually charge for this service, and everything customers save, they spend. However customers are incredibly appreciative, especially the fact that they don't have to rely on neighbours or family for delivery. It's also a great way to strengthen our relationship with our customers.



Photo Studio

Mark Dudden

AJ & B Dudden, Cardiff



An in-store photo studio? What gave you that idea?

I was approached by a photographer who wanted to rent out the back of my shop for his photography studio business. I never knew what to do with the back of my shop, so this was a perfect opportunity.

Are there any costs involved?

No, he provides all the equipment, and runs everything himself.

How do you benefit?

It's a huge footfall generator - people will come from all over to get their photos done - mainly passport photos - and they'll normally always buy something. We're in an area of massive competition, so this is a great point of difference, too.



Lights, camera, action: Mark Dudden's store has a studio

PREVIEW



Get on track with Lewis

Monster Energy is running a three-month promotion offering customers the chance to win a race track experience with Lewis Hamilton.

RRP various

Outers various

Contact 08457 227222



Hunt the hidden spice

Doritos is adding Doritos Roulette to its range, which contains a number of spicy crisps hidden in each bag.

RRP £1.99

Outers 12

Contact 0118 930 6666



Dew unto others

Mountain Dew is launching its first global marketing campaign built around its 'Do the Dew' slogan including two films airing online and on TV.

RRP various

Outers various

Contact 0845 755 0345



UB unpacks an alpaca

TV ads launched this month promoting United Biscuit's just-launched McVitie's DeliChoc product, featuring an alpaca.

RRP £1.99

Outers 6 - 12

Contact 0800 138 0813



Wrap and roll Ginsters

Ginsters has introduced a microwavable breakfast range with two initial products - Bacon Roll and Breakfast Wrap - available later this month.

RRP £2.49 - £2.99

Outers 6 - 12

Contact 01579 386 200



Cider's big freeze

Koppaberg is launching the world's first frozen cider, available in strawberry & lime and elderflower & lime flavours.

RRP £2.99

Outers not given

Contact 0560 118 5623



Scooby's Butlins promo

Crosse & Blackwell 4Kids Meatballs will offer consumers a chance to win a trip to Butlins with a Scooby-Doo themed on-pack promotion.

RRP not given

Outers 6

Contact 0151 966 7000



Life's a bleach

Parozone has improved the formulation on its Original bleach to offer greater cleaning power.

RRP not given

Outers not given

Contact 01223 269100



Rustlers for the ladies

Rustlers has updated pack designs on its microwaveable snacks to broaden the appeal of the brand among women.

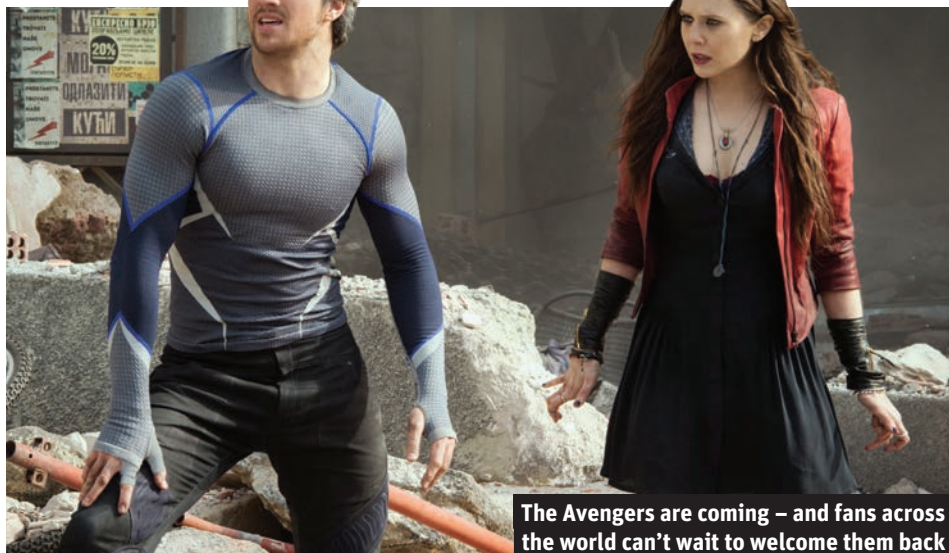
RRP various

Outers various

Contact 01772 688300

THIS WEEK IN MAGAZINES

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



The Avengers are coming – and fans across the world can't wait to welcome them back

Movie tie-in

AVENGERS ASSEMBLE FOR MARVEL-OUS SALES

As the movie world anxiously awaits the next chapter in the Avengers series, Panini's official movie special paves the way

THE WAIT is almost over for the highly anticipated release of the second film in the Avengers series – and Panini is ensuring retailers have plenty of opportunity to cash in. Further to the rebranding of its Marvel Super Heroes title to Marvel Avengers Assemble, the publisher has released a new sticker collection dedicated to the franchise, along with this official movie special. On sale for 12 weeks, the one shot features comic strips, behind the scenes content, interviews with stars of the film and concept art. It will also come cover mounted with an Avengers sticker album and stickers, as well as a steering wheel car launcher.



AVENGERS: AGE OF ULTRON
On sale 16 April
Frequency one shot
Price £4.99
Distributor Marketforce
Display with Avengers Assemble, Ultimate Spiderman

Round up



NICOLA STEWART
Magazines
reporter

NEWS MAGS IN POLL POSITION

The election is less than three weeks away and, according to the national press, there are still plenty of people out there who are undecided. This is positive news for retailers, as people traditionally turn to trusted newspapers and news and current affairs titles for opinion, information and analysis.

The news and current affairs magazine sector is worth about £8m per year to independent retailers – almost a quarter of sales in the sector are through newsagents (according to Smiths News).

Comag, whose portfolio includes The Economist, New Statesman, The Spectator, Private Eye and Standpoint, is running a promotion on its titles with 500 indies (see page 4) and is advising others to dedicate space in store to the titles. It may seem a bit obvious but it is worth taking note of what is capturing public interest at any one time, or what kind of investment is being made by publishers, and reflecting that on the newsstand.

Coming from a newsroom and speaking to publishers on a regular basis, I know how much time, thought and debate is put into perfecting a front cover. Covers are designed to capture attention, and retailers should find they attract more customers by displaying a few full facing issues at the front of each section, rather than packing as many titles front of shelf as they can.

With that in mind, why not try choosing several news and current affair titles and making sure their covers are highly visible on your newsstand in the lead up to the election?

BRAND NEW!

MARVEL
marvel.com
©2015 MARVEL

MARVEL

AVENGERS

AGE OF ULTRON

STICKER COLLECTION

ON SALE NOW!

STARTER PACK:
£2.99 RRP

STICKER PACKET:
50P RRP

PANINI
www.panigroup.com

THIS WEEK IN MAGAZINES



Bestsellers Air, boat & rail

Title	On sale date	In stock
1 FlyPast	01.05	<input type="checkbox"/>
2 Rail	29.04	<input type="checkbox"/>
3 Railway Magazine	06.05	<input type="checkbox"/>
4 Steam Railway	24.04	<input type="checkbox"/>
5 Airliner World	13.05	<input type="checkbox"/>
6 Practical Boat Owner	23.04	<input type="checkbox"/>
7 Aeroplane Monthly	24.04	<input type="checkbox"/>
8 Heritage Railway	07.05	<input type="checkbox"/>
9 Steam World	17.04	<input type="checkbox"/>
10 Modern Railways	23.04	<input type="checkbox"/>
11 Rail Express	16.04	<input type="checkbox"/>
12 Airforces	16.04	<input type="checkbox"/>
13 Railways Illustrated	07.05	<input type="checkbox"/>
14 Today's Railways	12.05	<input type="checkbox"/>
15 Steam Days	16.04	<input type="checkbox"/>
16 Aviation News	16.04	<input type="checkbox"/>
17 Flight International	21.04	<input type="checkbox"/>
18 Combat Aircraft	07.05	<input type="checkbox"/>
19 Motorboat & Yachting	07.05	<input type="checkbox"/>
20 Warships Int Fleet Review	17.04	<input type="checkbox"/>

Data supplied by Menzies DISTRIBUTION



LUFTWAFFE EAGLES - BATTLE FOR BRITAIN

The latest edition of the popular Luftwaffe Eagles special publications zooms in on the exploits of the fighter and bomber crews and the wider air conflict of the Second World War. The 100-page magazine from the team behind FlyPast includes firsthand accounts, features by leading aviation writers and contemporary artwork and photographs.



On sale 23 April
Frequency one shot
Price £5.99
Distributor Seymour
Display with FlyPast, Combat Aircraft



TES

April is a key period for recruitment within the education sector, so the next issue of TES comes with a special supplement dedicated to the topic. The following issue, on sale 24 April, will also have an extra supplement called Funding for Independent Schools. Seymour will be supporting these added value issues by increasing supply and retailers can benefit by displaying them prominently alongside newspapers.



On sale 17 April
Frequency weekly
Price £1.90
Distributor Seymour
Display with national newspapers



YOUR CAT

The May issue of Your Cat comes cover mounted with a free sample of premium cat food and offers readers the chance to win £1,000 worth of cat goodies. Your Cat is the best-selling cat magazine in the UK, providing cat owners with advice and information on everything from health and nutrition to behaviour and training.



On sale 15 April
Frequency monthly
Price £3.35
Distributor Seymour
Display with Cat World, Small Furry Pets



FUN TO LEARN PEPPA PIG

Peppa Pig continues to be a leading brand in the preschool sector, with both its Fun to Learn and Bag-o-Fun titles consistently featuring in the top four. This issue of Fun to Learn Peppa Pig has a special medical theme and comes cover mounted with a free doctor's play set. It also includes a sheet of workbook stickers, along with the usual mix of stories and activities.



On sale 16 April
Frequency monthly
Price £1.99
Distributor Comag
Display with Peppa Pig Bag-o-Fun, CBeebies



MAKING MAGAZINE

The May issue of Making Magazine taps into the art therapy trend with a 16-page supplement called Zen Colouring, Advanced Art Therapy. The magazine itself contains 30 projects, including a summer tee, a fresh flower chandelier and leafy pincushions. Making Magazine is a contemporary craft magazines covering a wide range of techniques and disciplines, clear how-to's and style advice and regular features and shopping pages.



On sale 23 April
Frequency monthly
Price £4.99
Distributor Seymour
Display with Crafts Beautiful, Mollie Makes, Simply Homemade

STOCK AND DISPLAY

THE TOP 10 PUZZLE MAGAZINES IN INDEPENDENTS

publishes 9 out of 10 of the top-selling puzzle magazines



NO 5



NO 4



BBC GARDENERS' WORLD

The May issue of BBC Gardeners' World features its biggest ever '2 for 1' entry Gardens to Visit Guide and card discount entry scheme - with 360 UK and Irish gardens included. The discount card gives two adults entry for the price of one on all gardens featured in the guide. This special issue is traditionally the best-selling of the year and retailers are advised to display it prominently with any PoS available.



On sale 24 April
Frequency monthly
Price £4.25
Distributor Frontline
Display with Garden News, Amateur Gardening



CYCLING WEEKLY'S COMPLETE GUIDE TO...

Cycling Weekly's Complete Guide to Nutrition provides cyclists with all the essential nutritional information needed to help them achieve their goals. The 132-page guide educates readers on what to eat and drink before, during and after racing or training to fuel riding, improve performance and reduce recovery time.



On sale 16 April
Frequency two per year
Price £5.99
Distributor Marketforce
Display with Cycling Weekly, Cycle Sport, Cycling Active



VOGUE USA

More than five million copies of US magazines are sold in the UK every year, with independents holding a 40% share of all imported magazines. The next issue of Vogue USA, premium priced at £6.50, features Serena Williams on the cover. Inside, it features the well-publicised Calvin Klein photoshoot of Justin Bieber and Kendall Jenner, along with a feature on young Hollywood actors, including Ansel Elgort and siblings Dylan and Hopper Penn.



On sale 24 April
Frequency monthly
Price £6.50
Distributor Comag
Display with Cosmopolitan USA, Harper's Bazaar USA, Vogue



WOMAN FASHION

The Spring/Summer 2015 issue of Woman Fashion is the second of this twice-yearly special from Woman. Focusing on the best high street looks for woman aged 35 and up, this 100-page magazine celebrates the season's biggest trends and offers style and beauty inspiration and advice. The issue features fashion icon Twiggy on the cover and offers readers a 20% off voucher and online discount code for Wallis.



On sale 16 April
Frequency two per year
Price £1.99
Distributor Marketforce
Display with Woman, Woman's Own



HORSE & HOUND

This issue of Horse & Hound reveals a refreshed look, along with brand new content. New regular features include: 'Horse Hero', celebrating the real stars of equestrian sport - the horses; 'Move it like', bringing weekly training insight and advice; and a property section which will showcase the best equestrian properties on the market each week.



On sale 16 April
Frequency weekly
Price £2.70
Distributor Marketforce
Display with Horse & Rider, Your Horse

Industry viewpoint

Dominic Murray

Publishing director,
 BBC Gardeners' World Magazine



The nation's interest in gardening remains incredibly strong and resilient. Each year, the UK's gardeners collectively spend more than £5bn on garden products, indulging their passion.

Millions of viewers enjoy inspiring and practical gardening programmes on television every week, and over the past 12 months, retail sales of gardening magazines have grown by 4% year on year, outperforming many other categories.

As we welcome the start of spring, this marks the beginning of the peak gardening season, during which time demand for gardening magazines will increase threefold compared to winter months.

BBC Gardeners' World Magazine has been the category market leader since its launch nearly 25 years ago - and with 26% share of retail sales value and a cover price of £4.25 - continues to present a real revenue opportunity.

The May issue of BBC Gardeners' World Magazine, on sale from 24 April, will again feature our free '2 for 1' Gardens to Visit Guide. It is our best-selling issue of the year, and this year's is the biggest yet - with 360 gardens taking part. Readers using the guide can save a maximum of over £2,000 in entry fees visiting gardens across the British Isles, and we're expecting heavy publicity and high demand.

We're supporting newsstand sales of the issue with additional copy supply, so to make the most of the opportunity please ensure you have stock from your wholesaler, display prominent full-facings at the front of the fixture, and use any additional or promotional space to support your copy sales.

We encourage you to continue to support the gardening category through spring and summer months too, and you'll be rewarded with returning customers, additional and impulse sales.

Independent newsagents remain vital to the success of UK gardening magazines - thank you for your support and I wish you all a successful and fruitful season.

NEW FROM TOPPS!

The Rebel Attax Trading Card Game features characters and vehicles from the hit TV show Star Wars Rebels, now showing on Disney XD.

ON SALE NOW

PACKETS £1

STARTER PACK £4.99

© & ™ Lucasfilm Ltd.
 © Topps Europe Limited 2015

THIS WEEK IN MAGAZINES

Partworks

Title No Pts £

Amercom

Great British Locomotives 31 48 **8.99**

Amermedia

Giant Warplanes 33 48 **7.99**

Military Vehicles 35 48 **5.99**

DeAgostini

Build the Millennium Falcon 15 100 **8.99**

Cake Decorating 161 180 **2.99**

Cake Decorating Relaunch 110 165 **2.99**

Dinosaurs & Friends 8 60 **5.99**

Official Star Wars Factfile 64 120 **2.99**

Something Sweet 66 90 **2.99**

EagleMoss

3D Create & Print 13 90 **6.99**

Batman Automobilia 60 80 **9.99**

DC Chess Collection 85 96 **8.99**

Disney Cakes & Sweets 85 120 **4.50**

Doctor Who 43 70 **6.99**

Knit & Stitch 118 176 **5.00**

Marvel Chess Collection 35 64 **8.99**

Marvel Fact Files 109 150 **2.99**

Military Watches 31 80 **9.99**

Star Trek Off. Starships Coll. 44 70 **9.99**

Hachette

Art of Knitting 12 90 **2.99**

Art Therapy 4 100 **2.99**

Black Pearl 66 120 **5.99**

Build the Mallard 33 130 **7.99**

Build the U96 33 150 **5.99**

Classic Pocketwatches 69 80 **8.99**

Judge Dredd Mega Collection 7 80 **9.99**

Marvel's Mightiest Heroes 34 60 **9.99**

My 3D Globe 15 100 **5.99**

Your Model Railway Village 73 120 **8.99**

RBA Collectables

Amazing Dinosaur Discovery 7 80 **5.99**

Precious Rocks, Gems & Minerals 12 100 **5.99**

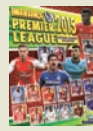
Real Life Bugs & Insects 30 85 **5.99**

Collectables

Topps



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



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



Disney Frozen Fashion Pack
Packets **£1.00**



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



Disney Princess
Starter **£4.99**
Cards **£0.75**



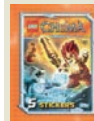
Moshi Monsters Poppet
Starter **£2.99**
Stickers **£0.50**



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**



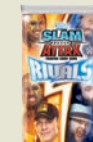
Match Attax Extra
Starter **£3.99**
Cards **£1.00**



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**

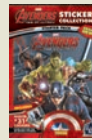
Panini



Animals
Starter **£2.99**
Stickers **£0.50**



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



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



One Direction
Starter **£2.99**
Stickers **£0.50**



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



Peppa Pig's World
Starter **£3.99**
Stickers **£0.50**



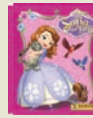
Disney Cinderella
Starter **£2.99**
Stickers **£0.50**



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



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



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



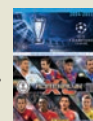
Disney Frozen Photocards
Starter **£3.99**
Stickers **£1.50**



Teenage Mutant Ninja Turtles
Starter **£4.99**
Cards **£0.75**



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



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



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



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



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



COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

BINTESH AMIN ON HOW TO PLAN YOUR LAYOUT AROUND SHOPPER MISSIONS

Plus, RN talks to One Stop about developments in new technology and its plans for expansion into Scotland. And don't miss our general election special



STOCKTAKING

STOCKTAKING

***** VERY LOW FEES GUARANTEED *****

**HENDERSONS ARE THE ONLY STOCKTAKING
COMPANY RECOMMENDED BY THE NFRN
EXTRA 15% DISCOUNT
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Energy Rating E 0117 946 8500 34/10273 C1/F

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PROFITABLE BUSINESS

£325,000 F/hold-£100,000 L/hold
• £6,500 pw core sales
• Good 29% gross profit margin
• Post Office receipts c. £1,500 per month
• Double fronted c. 1,100 square foot shop
Energy Rating C 01622 656 000 32/16986 F

NORWICH



CONVENIENCE STORE & NEWSAGENT

£125,000 Leasehold
• Total sales £575,341 exc VAT year end 30.04.14
• Gross profit £134,256 year end 30.04.14
• Well established local store and CTN
• Prime prominent city centre location
Energy Rating C 01473 256588 14/18062 F

EAST MIDLANDS



CTNS DISPOSAL

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Village News/PO Eden Valley
Freehold £297,500 Ref: S31662NWL

Village news & PO, idyllic location
Retirement sale, scope to increase
Spacious 3 bed accom, garage and garden
T/o £4000pw + PO remun £16,803pa



Newsagents/Sandwich bar Anglia
Price Guide £324,950 Ref: T32104E

Great tourist location
Plenty of passing trade
Lottery
Part freehold, part leasehold

Northwest 01704 211900

Anglia 01603 280873



Newsagents Hanley/Staffs
Leasehold £95,000 Ref: T31224V

Good gross margin
Shop sales at £13kpw, lotto at £11kpw
ANP for a working couple of £52,558pa
2014 a/c show nets sales £568,193k

Staffs 01782 711022



Newsagents South East London
Leasehold £75,000 Ref: T31543SY

Busy high street location
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Advised takings £6,000 per week

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Back in the day

100

YEARS AGO

10 April 1915

Newsagents and booksellers were urged to stock "Jovial Jottings From The Trenches" by Captain Wide-Awake, a book written by a pseudonymous Major, promising with its sketches and rhymes "delightfully funny glimpses of the life of our soldiers at the front".



50

YEARS AGO

10 April 1965

A letter writer urged newsagents to stand firm against plans to increase carriage charges by 1,900%, arguing that wholesalers would look "silly" suing all 53,000 of them. "This is one thing we must fight if we are to exist at all!"

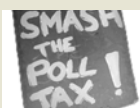


25

YEARS AGO

7 April 1990

The largest poll tax demonstration ended in a riot in central London with smashed windows and pilfered newspapers for some retailers. Others had better luck in the crowds: one Strand newsagent said: "I sold out of drinks, sweets and crisps."



How much is that, doggy at the serving window?



If working behind the counter sometimes seems like a dog's life, maybe you need a dog to help out? That's what happened for Japanese tobacconist Hisako Suzuki when his dog Shiba learned how to serve customers.

The seven-year-old Shiba Inu responds to the ringing of a bell, leaps up and opens the window of the kiosk in west Tokyo, which has become a tourist attraction after videos of the diligent dog became an internet hit.

Mr Suzuki, 72, said: "I would open the window and interact with the customers whenever

they come. I think he learned it naturally by watching me. When he started doing it himself, the customers would greet him cheerfully."

Customers reward Shiba with treats for his prompt and friendly customer service, and overlook his occasional lapses into napping on the job or snacking on cucumbers below the counter.

Carrie Furlong, a shop assistant on holiday from the UK, told Reuters: "I would've sat on that plane for 20 hours if I had to, just to see the culture and everything, but I wanted to see him."

Kinder Egg's art of toys

Here's one use for old stock: artist Duncan McKellar has built a giant sculpture in the centre of Bristol out of thousands of pounds worth of Kinder Eggs.

Called Anak Kinder - meaning "the child's child" - the sculpture features a 7ft Kinder Egg sitting on top of a volcanic landscape, populated by thousands of the plastic toys.

The 35-year-old artist, a graduate of the Slade School of Art, made it in tribute to his childhood love of chocolate-encased plastic figurines.

But what does it all mean? Well, according to Mr McKellar's website: "The teeming neverland of Anak Kinder is no apocalyptic vision of hell; rather it is a garden of delights, atop which a vast revolving egg, symbol of fertility and new life, surveys the craggy terrain like a surreal yet benign eye.

"Anak Kinder thus holds out the possibility of a more creative, more compassionate world: a 'Kinder-World!'"

It's just possible he's on something stronger than chocolate.

OVER THE VILLAGE COUNTER with Doug McLellan



The good weather promised by the forecasters arrived in time for Easter and has brought a welcome increase in trade for my shop.

The new Kettlewell camping field was open for the first time and after we closed the shop on Easter Sunday my wife and I walked over to the field with the campsite owners and looked at the new utility block.

It is very smart and even has underfloor heating in the shower rooms. When I went camping in the late fifties and early sixties we didn't have a toilet block, let alone a heated shower room!

I must say thank you to Menzies, as over the Easter holidays my papers arrived on time and in the quantities that I had ordered. I think I managed to get it about right as there were not many returns at the end of each day.

My son, who is based in Shanghai, came home for a visit last week. We hadn't expected him so it was a lovely surprise to see him. He was on his own as his wife and children were still in China so we had him to ourselves for three days.

We visited a local town by his request and inevitably visited the two different supermarkets where we commented on the stock, layout and general ambience, much to the embarrassment of my wife.

All our farmers in Upper Wharfedale are busy with lambing at the moment so we are getting requests for babies' bottles to feed sickly lambs, while having an increased number of back-door shoppers as farming families come for food. They are so busy at present that they eat when they can, so I made take-away pie and peas at around 9pm for two hungry souls who hadn't realised how late it was and hadn't time to eat at home.

I enjoy this time of year and it is always a delight to see all the lambs being born, even if I know I could be eating them next year.

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