

RETAIL NEWSAGENT

LESSONS FROM INDIA

RN's exclusive report from retail summit

BEST PRACTICE

Page 24 >>



Bargain Booze bargains
'Our alcohol is 13% cheaper than the supermarkets'

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MPs silenced on plain pack debate



Nick de Bois MP

- Nick de Bois MP warns full House of Commons debate at risk as government whips look to avoid embarrassing cabinet split.
- Home secretary refuses to endorse her own party's bill.
- Andy Burnham slammed for dodging RN questions. **Page 5 >>**



COFFEE

Beans means profits

Smiths News says Jack's will deliver as it launches recruitment drive.

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WHOLESALE

Bestway's chilled challenge

Diversification and loyalty drive following record profits. **Page 6 >>**

NEWSSTAND

First past the PoS

Kids' paper First News targets 1,000 indies with in-store support. **Page 8 >>**

Vol 126 No 9
FOR TRADE USE ONLY



Mad for it Chris and Ros Whateley took a rather different approach to promote their converted Post Office Local store by inviting local Monster Raving Loony Party members Lord Bungle (left) and Lord Toby (second right) to cut the ribbon at the revamped Whateley's Newsagents in St Ives this week.

SYMBOLS

Simply Fresh's big city small formats

Group unveils 800sq ft concept for five London locations. **Page 4 >>**

Indies' mixed reaction to Tesco's store closures and community fund pledge.

Page 14 >>

NEW!



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*IRI data 52 w/e 29 Nov 2014 ©/TM Design Mars

LEADER



Shouting support from afar, then running scared when asked for evidence just about sums up the tobacco control lobby's strategy for pushing through this crazy law



CHRIS GAMM

Editor

@ChrisGammRN

Before it had even arrived in all readers' shops, last week's RN had caused a plain packs war to break out in parliament.

It started on Thursday morning when shadow health secretary Andy Burnham replied to my tweet of last week's front cover with "time to get organised". When asked what he meant, he said "to help govt defeat the rebels and win the vote". RN asked him five times what changed his mind since 2009 when he said he would need to see "strong and convincing evidence", but still hasn't heard back.

Shouting support from afar, then running scared when asked for evidence just about sums up the tobacco control lobby's strategy for pushing through this crazy law.

RN, meanwhile, kept digging to find out where key government ministers stand on the issue. Home secretary Theresa May's office dodged all of RN's questions and told us to ask the Department of Health if the cabinet was split. It, of course, replied that it couldn't speculate on how Mrs May will vote. Hardly a ringing endorsement for government unity.

Not one of the 15 rebels identified by RN last week denied they will defy their party and vote against plain packaging. One, Harriet Baldwin, even told RN that it would be a free vote. "I have not yet seen convincing evidence, but I will listen to the debate," she said.

Our lead story this week shows the debate on plain packaging could be stymied by a legislative sleight of hand. But RN is fighting your corner. On Monday night, I sent Nick de Bois MP copies of the key stories from last week's issue to share with 160 MPs. A government spokeswoman admitted on Tuesday she hadn't considered the argument from a retailers' perspective. We're making sure your voices are being heard.

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Exclusive interviews, insights and reports

75 THINGS YOU NEED TO KNOW ABOUT GOING DARK
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TECHNOLOGY IS CHANGING PEOPLE'S LIVES AND IS BEING ADAPTED IN INDIA FASTER THAN ELSEWHERE

- INDUSTRY LEADER RAMANATHAN HARIHARAN SPEAKING IN MUMBAI ABOUT HIS COUNTRY'S TECH REVOLUTION. Page 24 >>

NEWS



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Minimum wage rise will add to pressure on retailers

The Low Pay Commission's recommendation that the minimum wage be increased from £6.50 to £6.70 will put added pressure on retailers, say industry leaders. The 3% increase, if accepted by the government, would come into force in October.

Association of Convenience Stores chief executive James Lowman said: "With inflation running at 0.5% and many prices in store going down, this cost increase will be another challenge for convenience stores, particularly for those trying to take on more staff and grow their business."

NFRN chief executive Paul Baxter said: "While we agree that employees deserve a fair wage, many independent retailers are struggling to make ends meet and will therefore find an inflation busting rise in the national minimum wage is a step too far."

Indies up 110% in five years

Independent stores have grown by 110% in the past five years, with the number of food retailers and coffee shops alone doubling in that period, a new report has found.

Independent food stores and coffee shops are among the most popular independent businesses being started up, according to the annual High Street Tracker put together by Simply Business.

The results of the survey, which gathered data from almost 70,000 retailers around the UK, tally with supermarket figures that show consumers are instead looking to independent retailers.



Jack-ing up profits Smiths News's coffee company Jack's Beans is launching a campaign with the aim of signing up more retailers to its barista-style coffee-to-go offering. Jack Bean's general manager Ray Conway said: "We wanted to highlight how retailers can diversify with a Jack's Beans coffee bar and see their profits grow. We enlisted a number of retailers to help us highlight how Jack's Beans has increased their profits, made their store stand out from local competition and bring more customers through their door." Spar retailer Ian Lewis from Minister Lovell said: "We've been selling between 15-20 cups per day and our food-to-go sales are up by 20%."

Five new London stores to open soon 'M&S'-style meal solutions being trialled

Simply Fresh reveals plans for expansion in 'key year'

by Steven Lambert

Simply Fresh director Kash Khera said 2015 will represent a "key year" for the company as he revealed more details on its store expansion.

Mr Khera said the firm is close to opening five new Simply Fresh sites in London, with locations including South Wimbledon, St James's Park and Kensington Olympia.

The sites will feature smaller format Simply Fresh stores, which will offer a tighter range of fresh produce and quality



Simply Fresh is to open more London stores, following its success in areas such as Bethnal Green

ready meals. Mr Khera said: "We're looking at around the 800sq ft to 900sq ft mark with the London stores.

"We know city space

is pretty tight and really competitive, so we'll be looking hard at lunchtime and meal-for-tonight opportunities."

Mr Khera said the group

is also looking to capitalise on this by trialling "M&S-style" meal solutions.

"We're looking at giving retailers ready-prepared core ingredients such as noodles and garnishes that don't require cooking and can be put together to create meals in stores," he said.

The news comes as five Simply Local stores opened in Manchester this month, with more soon to open in Newcastle. Mr Khera said: "This is going to be a key year for us and I can really see Simply Fresh and Simply Local coming into their own light."

'Never been a better time to buy or refit'

Extra high street competition and better access to funding means there has never been a better time to refit or purchase new stores, according to convenience retailers and industry experts in a snap RN survey.

Wolverhampton retailer Serge Khunkhun said he

is already reaping the benefits after he and business partner Joe Dail converted a council-owned property into a new Premier store, which opened late last year.

He said: "I think it's absolutely vital that retailers expand and up their game."

Roli Ranger, owner of Londis Ascot, is also due

to open his second store: "We've spent about six months doing store visits. We're picking the best examples and adapting them to our new store."

Barry Frost, managing director at finance and property consultancy Commercial Plus, said business- he has helped negotiate

refits for have doubled their weekly turnover.

"Increasingly, finance funders in this market are asking the question 'are you part of a symbol group' and those who have a badge above their door are finding it much easier to get this funding," he said.

RN uncovers government's division on the increase 'Many MPs will be denied a say'

Government whips set to avoid plain packs debate

by Tom Gockelen-Kozlowski and Chris Gamm

Government whips are clamping down on the debate on plain packaging because of a split government, according to Conservative MP Nick de Bois.

He told RN this week that the government is using a parliamentary legal strategy to avoid a debate in the full house and possibly avoid a vote.

Mr de Bois expressed fears that rather than a full debate, the law will

be pushed through by a committee of back benchers handpicked by government whips.

"After it's been through this committee, it then gets raised at the end of business on another day," he said.

"If no one objects it will go through without a vote. If they do, it could then be deferred division, meaning we get the right to vote but not debate.

"If the debate is going to be confined to a committee in this delegated legislation, then many members of par-

liament will be denied the chance to have their say."

This news comes as RN uncovers the government's division on plain packs and calls into question the support of what will be the most high profile law change prior to the election.

RN approached all 15 MPs identified last week as potential plain packs rebels, none of whom gave their backing.

The office of home secretary Theresa May repeatedly avoided commenting on her support for the measure.

Government whip Harriet Baldwin meanwhile admitted she'd yet to be convinced there was sufficient evidence for her to support plain packaging.

A government spokeswoman contacted RN to explain the consultation process it had been through.

When asked how the impact on independents had been considered, she said: "I don't know if we've been asked that before."

● See next week's issue for an exclusive column by Nick de Bois.

Shadow health secretary 'silencing' debate

Shadow health secretary Andy Burnham has been slammed for avoiding RN's questions on his support for plain packaging.

Initially responding to last week's 'plain packs rebels' front cover, Mr Burnham tweeted "time to get organised". When pressed on what he meant, he replied "to help govt de-

feat the rebels and win the vote". But when RN asked Mr Burnham five times what changed his mind on plain packs and how he has considered the impact on local shops he refused to comment.

Nick de Bois MP said: "It's frustrating that the debate has not only been silenced in the House of Commons,

it's been silenced by the one man who is driving this policy through for Labour, who won't enter into debate.

"It's all very well being loud and vocal on Twitter, but I think he should start engaging with those stakeholders who want to challenge his policy."

In 2009, while he was health secretary, Mr Burn-

ham said: "No studies have shown that introducing plain packaging of tobacco products would cut the number of young people smoking." However, in 2013, before any evidence had come from Australia, he said: "Standardised cigarette packets are key to deterring our young people from taking up smoking."

E-cigs tax fears voiced

The European Commission is considering placing a tax on e-cigarettes that experts fear could send prices on vaping products soaring.

Tax policy makers have met in Brussels to consider the "best way to achieve fiscal equal treatment" between e-cigarettes and standard tobacco, according to a document seen by the Financial Times.

However, British American Tobacco said any taxes should reflect "the significantly reduced risk profile e-cigarettes provide compared to regular cigarettes".



Aussies tell Joe: Plain packs boost black market Plain packaging in Australia is a "disaster" that has only helped black market racketeers. That's what NFRN Republic of Ireland national councillor Joe Sweeney has discovered on his fact-finding mission to the country to hear first-hand the devastating effect it has had on Australian retailers. "I'm getting the same response from every retailer: plain packs have had no effect on people smoking but are terrible for business and are pushing more customers to the black market," he said.

In brief

Simpler finance

The NFRN is backing a report from the Business, Innovation and Skills Committee looking into simplifying the process for retailers to gain financial support from the government.

The federation took the opportunity to reiterate its argument that many independents are put off from receiving financing due to time-consuming application processes.

NFRN president Martyn Brown said: "We believe it is important there is more information for businesses about the options available to help them grow."

Asda sales down 1%

Sales at Asda were down 1% in 2014, dropping further towards the end of the year as price wars hit the company's performance.

Asda posted a 2.6% fall in like-for-like sales in the 12 weeks to the beginning of January.

It cited a "structural shift in the market" as the cause.

Competition from Aldi and Lidl has put pressure on UK supermarkets, with Asda chief executive Andy Clarke saying the market is in "one of its most challenging and changeable periods in history".

Take our ban survey

RN is calling on retailers to take part in our online survey to find out how prepared you are for the forthcoming tobacco display ban.

The industry-wide survey will take two minutes to complete and can be found at www.surveymonkey.com/r/RNtobacco, with results published next week.

NEWS BUSINESS

Do you want to see your views in RN?

email letters@newtrade.co.uk
tel 020 7689 0600

Costcutter rethinks its marketing

Costcutter has recruited media agency Boutique to handle a new operations and marketing model being unveiled by the group.

The convenience chain said the move would complement its existing marketing strategy, and will help provide Costcutter retailers with tailored marketing support targeting their particular customer base and audience.

Costcutter marketing director Jenny Wilson said: "Our new vision and model marks a significant step change for us, and we were keen to work with a media agency which would provide a strategic media plan with a difference.

"Boutique's industry experience offered the best of both worlds – an ability to support us on a full-scale, national level while supporting our 'proud to be local' ethos."

Co-op man's future focus

Retail turnaround expert Allan Leighton said he wants to take the Co-operative Group "back to the future" after being appointed as the company's first independent non-executive chairman.

Mr Leighton, who has held high profile roles at Asda and Royal Mail, said he was inspired to take on the role by his late father, Albert, who had previously run a number of Co-op stores.

It comes as the Co-op's retail business faces increasing pressure from rival convenience groups and discounters on the high street, and continues to struggle to fill a £1.4bn hole in its banking operation.

Mr Leighton said: "I intend to take the Co-op back to the future and take away its underdog status."

New depot for Fine Foods relaunch

AF Blakemore has announced the second phase of its Fine Foods relaunch with the division being moved to a larger warehouse next month.

The new depot includes 15,000sq ft of warehouse space, five times that of the previous premises, with

Blakemore also promising improved transport systems and an expanded customer service team.

At the same time, the company is launching a customer online ordering portal for Fine Foods, which will allow retailers to read about and see

photos of products before ordering.

Caoire Blakemore, commercial director at Fine Foods, said: "The core focus of all these changes is to improve efficiencies and better serve our customers and producers, enabling us all to grow our respective

businesses collaboratively.

"Since January we have also begun to offer a small international and wholesale range following requests from customers. This allows our customers to have access to the ranges supplied across the wider AF Blakemore Group."

Group posts pre-tax profits growing by nearly 50% Retail clubs model proving a success

Bestway cites its strong growth for record results

by Steven Lambert

Strong growth in its wholesale business and retail clubs have helped the Bestway Group post record financial results with pre-tax profits growing by nearly 50%.

The company saw annual turnover increase by 1.2% to £2.55bn from £2.52bn for the year ended 30 June 2014, with profits before tax up 44.7% to £267.1m.

Turnover at the group's wholesale business was

£2.38bn compared to £2.34bn in 2013, with pre-tax profits up from £54.2m to £54.3m.

In addition, its Best-one and Xtra Local retail clubs are now turning over £640m per annum, representing a 6.7% increase over the period.

Zameer Choudrey, Bestway Group chief executive, said: "Despite a challenging business environment both in the UK and globally during the year under review, all the group businesses continued to enhance their

respective market share. In the last twelve months we have continued to demonstrate the strength of our business model and to create value for all our stakeholders."

James Hall, director of symbol at Bestway, said the group will look to consolidate this growth by building loyalty with retailers. This includes plans to develop its chilled and frozen offerings, as well as providing guides and support for stores ahead of the upcoming

tobacco display ban.

Mr Hall also revealed that Bestway is looking to bring back its lunchtime meal deal promotions using its own label Best-in sandwiches, following a successful push last year.

Mr Hall said: "We have developed our Xtra Local club and we have new ways for retailers to use our services such as online ordering.

"It's about having the right format for the right retailer and becoming more accessible for them."



The right formula A family retail business is gearing up for a fast start to its latest venture, a £2m state-of-the-art site complete with 1,800sq ft Nisa Local store, 24-hour Shell forecourt and Starbucks drive-thru. The Woodman Services site in Leeds opened its doors this month with a two day fun event, which included curry tasting and the chance to see a Shell Formula 1 racing car. Woodman Services co-owner Idris Patel said: "Inviting the community was the perfect way to celebrate our brand new development."



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NEWS

NEWSTRADE



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to help you grow your sales

Publisher vigorously denies free NME claims

Time Inc has told RN that rumours NME is to go free are "categorically untrue".

Speculation started last Tuesday after Vice published an article claiming that newsagents had already been told of the move. A Time Inc spokesman said: "I can tell you categorically that those local shopkeepers are wrong and it's untrue that next week's edition is the last paid-for issue of NME."

The article came days after the most recent Audit Bureau of Circulations figures revealed newsstand sales of NME had fallen below 10,000 in the second half of 2014. Its single copy sales saw a 27% drop compared to the same period in 2013, from 11,994 to 8,717.

Marie Claire covermount worth £11

The April issue of Marie Claire comes covermounted with a free Nails Inc polish in a choice of four limited edition colours.

The nail polishes have a retail value of £11 each, offering readers the chance to collect all four for a saving of £44.

The issue itself features Gwyneth Paltrow on the cover and reveals the winners of Marie Claire's Prix d'Excellence de la Beauté awards, which honour the best beauty products of the year.

It also includes a focus on spring trends, keeping readers up to date with this season's key looks.

The issue, on sale now, should be displayed next to Vogue and Elle.

Clarkson & co. gear up with Turbo Attax

Topps is hoping to drive sales home with the launch of its first ever Top Gear Turbo Attax trading card game.

On sale now, the collection includes more than 200 trading cards featuring cars from the world's

leading car manufacturers, alongside hosts Jeremy Clarkson, Richard Hammond, James May and The Stig.

Turbo Attax challenges players to become the master of the legendary Top Gear test track.

Starter packs are priced at £4.99 and come with a game mat, collector guide, binder, limited edition card and a packet of trading cards.

Packets of eight cards will cost £1 with mini tins available for £5.99.



First News to work more closely with c-stores PoS and display stands to raise profile

Indies are top of the class for growth says kids' paper

by Nicola Stewart

Children's newspaper First News is targeting independent stores as part of its expansion plans for 2015.

The weekly, which has a newsstand circulation of 6,110, is currently sold in around 2,000 newsagents and the publisher said it aims to be in another 1,000 stores by the end of the year.

Managing director Charlotte Le Butt, who joined the title in January, said there were also plans to support

independents with PoS and display units for the first time. "The independent newsstand accounts for about 35% of our newsstand sales," she said. "We have made a decision to make independents a really big focus for 2015."

The newspaper is launch-



ing a major brand awareness campaign that will include sampling

and a presence at events such as the Hay Festival of Literature and the Arts in May.

It hopes to run four or five special editions with tie-ins to films or other brands in

the next 12 months, with glossy covers exclusive to the newsstand. The last special it ran, in January, featured Harry Potter on the cover and generated a sales increase of 54% compared to average sales in the previous three months.

Retailers who stock First News are advised to display it alongside newspapers, rather than with children's magazines, and to introduce customers to the paper to help build awareness of the title.



Great display Spar North Street in Wiltshire was one of the first independent stores to receive a free display unit from News UK on Friday. Retailers were invited to enter on the @NewsUK_Retail Twitter by posting using the hashtag "WONAVND". Other winners so far include The Bridge Shop in Winchester, Keinton Stores and Chard News in Somerset and Tara's News in High Wycombe. The promotion is part of a drive to support independent retailers.

News UK Retail Team
@NewsUK_Retail

As we LOVE independent retailers
@keintonstores @retailsusan
@chard_news and @bridgeshopnews have
#WONAVND DM me to get it delivered!

Connolly Spar
@connollyspars

Our @sparnorthstreet has received their new VND that we won. It looks amazing!
Thank you @NewsUK_Retail

50

% POR



ON A RANGE THAT KEEPS ON GROWING

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NEWS PRODUCTS

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Green tea and coffee for Taylors

Taylors of Harrogate has revealed plans to launch a range of green teas and enter the coffee capsule market as part of its strategy for the year ahead.

John Sutcliffe, convenience channel controller at Taylors, told RN the company is looking to tap into new trends by extending its Kew Gardens tea range, and will also support the independent sector with more pricemarked packs on its hot drinks brands.

He said: "One of the things we've done with Yorkshire Tea is price-marked packs and, whereas some of our competitors have made these 10-12% more expensive, we've made the pricemarks equivalent to our prices in supermarkets.

"We'll be doing the same thing with our top three coffee blends, likely towards the end of the year."

● *Industry profile – page 26.*

£5m promo from Kerry

Kerry Foods is launching an on-pack promotion backed by a £5m marketing campaign across its Cheestrings and Yollies brands.

The promotion, which offers consumers the chance to win an adventure weekend at PGL centres around the country, is part of its Brave Bones Club activity and follows a similar promotion that highlighted the club last year.

The packs will include stickers and challenges as well as the chance to win one of the 60 weekends up for grabs.



Monkey aims high PG Tips' infamous monkey character has scaled his way to the top of London's tallest building, The Shard, for the final part of the brand's Monumental Mission activity, aimed at raising £1m for Red Nose Day. His towering achievement will be seen as part of an ongoing campaign.

UK launch follows positive response overseas Year-long marketing activity planned

Now Red Bull joins in the trend towards Tropical

by Tim Murray

Red Bull is aiming to take advantage of the growing popularity of exotic flavours in sports and energy drinks with the addition of a Tropical flavour to its Editions range.

The manufacturer is introducing the drink in the UK following a positive response for Tropical in other countries including the US,

Canada and Germany.

News of the launch comes a week after rival Coca-Cola Enterprises revealed its new line, Relentless Ultra Mango, while Lucozade Ribena Suntory will soon introduce its own Lucozade Sport Mango & Passion Fruit drink (see page 11).

It also marks the latest product news from Red Bull since its Zero Calories range launched last July.

Red Bull head of category marketing Gavin Lissimore said: "After a fantastic first year for Red Bull Editions, and the successful launch of Zero Calories, we are excited to introduce this new variant to the existing range."

Red Bull Tropical Editions will be available in 250ml cans, in £1.19 pricemarked and non-pricemarked cans, as well as four-can multi-packs.

It will be supported with a year-long marketing campaign, including activity on Red Bull's social media pages. In addition, the firm has unveiled a large-scale sampling campaign focusing on key events over the summer, including plans to give out samples to more than 50,000 people who are expected to attend its Red Bull Air Race and Red Bull Soapbox events.

Jammie Dodgers grows up with new 'adult' product

In a move that Burton's Biscuit Company is calling the "most significant innovation" for Jammie Dodgers since the children's biscuit brand was introduced more than 50 years ago, the com-

pany is launching a new product aimed at adults.

Jammie Bakes, available in raspberry and apricot variants, will be backed by a £3m marketing campaign led by TV advertising.

The biscuits have an RRP of £1.49, are also available in a £1.39 pricemarked pack, and have a jam centre and soft cookie-style outside. The TV ads will have the tagline "You know you want to".

Burton's Biscuit Company's David Costello said: "Jammie Bakes give Jammie Dodgers more adult appeal, reinforcing the brand's position as one of the UK's best-loved family brands."

Hot products for your shopping list



Red Bull has added a Tropical flavour to its Editions range



Burton's Biscuit Company is launching Jammie Bakes, a Jammie Dodgers for 'grown-ups'



Adventure weekends are on offer in a Cheestrings and Yollies competition

NEWS PRODUCTS

MAKE MORE OF
HOT DRINKS
Pages
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Mango & Passion Fruit flavour to target Rugby World Cup £9m marketing campaign

Lucozade Sport to repeat Brazil success with rugby

by Steven Lambert

Lucozade Sport is launching a Mango & Passion Fruit flavoured drink and using its ties with rugby to emulate the sales success of its tropical-themed variants launched ahead of last year's football World Cup.

The brand said its Brazilian Guava line, unveiled last January, has delivered £8.9m in retail sales, which it claims was buoyed by exposure around the World Cup. It added that £5.3m of

these sales came from the impulse sector.

Manufacturer Lucozade Ribena Suntory expects Mango & Passion Fruit to hit similar sales heights this year, due to the knock-on effect of the rugby World Cup taking place across England and Wales from September.

It said it will take advantage by launching the new product with rugby-themed packaging, and will also be supporting it with a £9m marketing

spend for the year, including TV, sponsorship and digital ads.

In addition, the brand said it will continue its Kit Out scheme, giving away sports kits to local football and rugby teams, and hinted at future promotions featuring rugby players including Chris Robshaw.

Vicky Morgan, marketing manager for Lucozade Sport, said: "We had fantastic sales for Brazilian Guava last year and, with more than 12 million

potentially watching this year's rugby World Cup, this is a big opportunity for independents, especially since the matches will be taking place on home soil for many of them."

Lucozade Sport Mango & Passion Fruit will be available in 500ml single packs at a trial price of 79p for the first 12 weeks of launch. It will then revert to an RRP of £1.06, with 99p priced bottles and a 4x500ml multipack (RRP £3.69) also being launched.

Max support for 'Cherry'

Britvic has announced a £1m-plus marketing push for its Pepsi Max Cherry brand.

The campaign will support the recently launched 330ml can and 600ml bottle formats, which joined 2l and multipack can formats in June. It will include print and bus advertising – bearing the brand slogan Maximum Cherry, No Sugar – and sampling, in-store and social media activity.



Gary cements his Walkers credentials PepsiCo has unveiled its latest TV ad with brand ambassador and Match of the Day presenter Gary Lineker. The new ad, which made its debut last week, sees a builder getting his own back on the former football star when he refuses to share his crisps with him – Lineker ends up encased in cement. The ad is being supported by social media and digital activity.

Ginsters to make meat snacks market debut

Ginsters is entering the meat snacks market for the first time with the launch of its Meat Club range next month.

The move will see the company unveil a range of 100% chicken breast snacks in 60g grab bags (RRP £1.59) and 55g skewers (RRP £1.89),

both available in either BBQ or Tandoori flavours.

Both bags and skewers will also be available at a trial price of £1.29 and £1.59 respectively for a limited period from 4 March.

Ginsters said the products will fill a gap in the market for meat snacks for

adults. It claims the sector is worth £108m and is growing 10% year on year.

Linda Evans, sales and marketing director at Ginsters, said: "Meat snacking is an increasingly profitable sector in convenience, and there's a big opportunity for retailers to attract new

customers and drive incremental sales by stocking the new Ginsters Meat Club range.

"The products have researched really well with our consumers and are seen as a perfect fit with the existing products in the Ginsters range."

In brief

Spar adds trio

Spar has added three new products to its crisps range as part of a range revamp.

The range now boasts 18 products, with impulse grab bags, including new Sour Cream & Chive Waffles, priced at 39p, £1 sharing bags, including new Burger Bites and Tortilla Chips, and a newly relaunched Hand-cooked Crisps range, which offers a new Sea Salt & Cider Vinegar flavour.

The revamped range, due in stores from March, now complies with new food information regulations.

Classic Pot Noodle?

Unilever is aiming to cash in on food nostalgia and the move by TV chefs back to traditional recipes with the launch of a new Pot Noodle flavour, available next month.

Pot Noodle Sausage Casserole features one of the UK's top 10 dishes – and a much loved comfort food – and will, Unilever said, help grow the pot snacks sector.

The launch is being supported with a £3m marketing campaign, including TV advertising, digital and out-of-home activity.

Lamb's addition

Halewood International is extending its Lamb's Spiced rum range with the launch of a cherry-flavoured variant this month. Lamb's Spiced Cherry is being backed with PR and social media activity.

Halewood's head of spirit brands, James Wright, said: "We believe our cherry variant offers a genuine point of difference combined with a recognisable flavour."

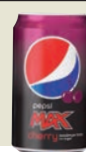
Hot products for your shopping list



Lucozade Sport is set to emulate its Brazil success with a new flavour for the rugby World Cup



Ginsters makes its meat snacks debut with its Meat Club range



Britvic unveils a £1m-plus push for its Pepsi Max Cherry brand

NEWS REGIONAL



Follow **Retail Newsagent** on Twitter @RetailNewsagent for expert advice to help you grow your sales

Amnesty box raises a laugh

Locals have poked fun at police in a town where officers quizzed a newsagent over sales of satirical weekly Charlie Hebdo.

A 'Charlie Hebdo Magazine Amnesty Box' has been attached to a lamp post outside Winnie's Newsagents in Presteigne, Mid Wales, offering readers a safe place to 'surrender' their copies.

The tongue-in-cheek letter box appeared after officers paid a visit to the store asking for information about customers who bought the survivors' edition of the French title.

Debbie Merret, who runs the newsagent with her husband Paul, said the town had seen the funny side of the situation.

"I laughed my head off when I saw the amnesty box, it was typical local humour. Though one lady did ask me if she would have to put her copy in the box."

Mrs Merret sold all of the 30 copies she was allocated and had a long waiting list of customers who missed out.

Jury out on Evening News price hike plan

Days after switching publication to mornings from later in the day, the Edinburgh Evening News is set to raise its price.

The Johnston Press newspaper will go up 5p to 70p from Monday 2 March, with a pro-rata

increase in terms.

Retailers welcomed the terms increase, but were unclear as to the full effect of the price rise, mainly because the jury is still out on the change in publication times.

Aleem Farooqi, from

Goldenacre Mini Market in the city said: "Evening News sales are already down in our shop since they started publishing in the morning. Quite a few of our HND customers stopped it altogether. I'm not sure if the price

increase will affect it any further."

Ashraf Ali, of Gothenburg Convenience Store, East Whitburn, added: "It might have a knock-on effect on sales, but we'll have to wait and see what happens."

Federation launches Scottish Public Affairs Agenda Small business rates relief scheme praised

Plain packaging tops the NFRN agenda at Holyrood

by Nicola Stewart

Concern over plain packs and small business rates were the main topics for discussion between the NFRN and Members of the Scottish Parliament last week.

The federation launched its Scottish Public Affairs Agenda for 2015 at a parliamentary reception in Holyrood hosted by Annabel Goldie MSP on 18 February.

The event presented retailers with a chance to speak to 20 MSPs about their experiences and the issues facing small businesses.

NFRN Scottish president Sharon Sisman, national president Martyn Brown and chief executive Paul



Pictured left to right are Paul Baxter, Dave Woodrow, Sharon Sisman, Annabel Goldie MSP and Martyn Brown

Baxter also met with Scottish Minister for Business, Energy and Tourism, Fergus Ewing.

Plain packs were top of the discussion agenda, followed by a need to safeguard the small business rates relief scheme currently in place.

"The scheme is brilliant for small businesses and we want to make sure it con-

tinues," said Ms Sisman.

"We also put a strong case forward against plain packaging. We believe it is playing right into the black market's hands.

"We are responsible retailers. We check for ID, we make sure we are only selling to people aged over 18, but the person standing on the corner selling packs doesn't care if he

is selling to a 12-year-old."

Martyn Brown added: "There is already a huge amount of counterfeit tobacco on our streets and putting tobacco into plain packs will make this even worse."

The NFRN was also concerned that the legislation was being pushed through without taking into consideration what impact the tobacco display ban would have.

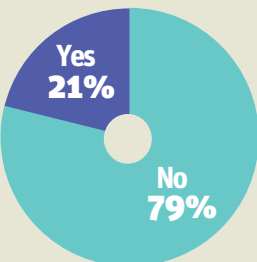
"It hasn't been thought through properly at all," said Ms Sisman.

Ms Sisman said that the NFRN's points were well received by Mr Ewing.

"He was very understanding and quite aware of what was going on," she said.

RN reader poll

Last week we asked: Have you told your MP what impact plain packaging would have on your business?



THIS WEEK'S QUESTION: Are you planning to refit your store in 2015?

Have your vote now at betterRetailing.com



Now for a dance The annual NFRN London district dinner and dance saw 345 people crowd into the Hilton London Croydon on Sunday evening. The event was the best attended in a number of years and raised an estimated £2,000 for the Ratcliffe Fund. District vice president

Ralph Patel, pictured left with Sam Lambert, Olivia Tan and Andrea Rucaranu, said: "It was absolutely fantastic. We had about 250 members there which was phenomenal and it was great to have the support of so many trade partners as well. Everyone had a great time." Pam Hoffman, who served as a minutes secretary for many years and helped hundreds of retailers to recover small claims, was inducted into the district's role of honour on the night.

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13 MARCH: 50 IDEAS IS BACK!
Britain's best retailers show you
how to make and save money



**NEXT WEEK: THINK YOU'RE READY
FOR THE TOBACCO DISPLAY BAN?**
You will be with our comprehensive
guide to the dark market

We've got it all covered!



HERE COMES THE SUN
Get your impulse ice cream, soft drinks
and events ready for the summer with RN



GENERAL ELECTION & YOU
How your new MP could
transform your business

- PLUS**
- How to attract more customers with in-store services
 - Improve security to protect your business and staff
 - Provide a profitable HND service to your community

NEWS REGIONAL



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Nainesh the community superstar

A London retailer is celebrating after picking up an award recognising the hard work he puts into benefiting his local community.

Nainesh Shah, owner of Mayhew News in Belgravia, was voted winner of the 'Above and Beyond' category at the Belgravia Awards held at the Berkeley Hotel last week.

Mr Shah, who regularly helps organise the yearly Motcomb Street Party, attracting hundreds of visitors, said: "This is the second year of the awards and we are very happy to be recognised for the work that we do."

Michael's a 'life saver'

A community-spirited newsagent's quick thinking when he spotted that an elderly customer had not come in for his daily newspaper could have helped save the OAP's life.

Michael Subramaniyam, of Jerome News in Barnet, north London, popped round to regular customer Peter Edwards' home after the 80-year-old failed to come to the store to buy his paper.

He found Mr Edwards lying on the floor of his home with a bleeding arm. An ambulance was swiftly called and the pensioner was later discharged from nearby Barnet hospital.

Mr Subramaniyam said it was the least he could do after customers had rallied round when his store was burgled, while Mr Edwards and other customers paid tribute to the "honest, decent bloke" running their local store.

Nine-year-old boy held at knifepoint

A knife-wielding woman and her accomplice fled an Edinburgh convenience store empty-handed after threatening a petrified nine-year-old boy with a blade.

The pair ran away after schoolboy Manand Patel's dad Bharat vaulted the

counter at Nairne Convenience Store in the city. The woman had held the knife to the boy's throat and demanded that he open the till for her male accomplice during the raid on 18 February.

She warned off Mr Patel and his brother Rajan,

who were stocking shelves in the store, saying they would be killed if they tried to help him.

But brave Mr Patel said: "We were not bothered about what happened to us, we just wanted to save him."

"I wanted to save my

son rather than the money - he could have been killed."

Police are now searching for the two suspects, spokesman DC Jonny Wright said, adding: "This was a seriously distressing incident for the people involved."

Multiple's pull out leaves town without supermarket One indie's passing trade down 50%

Tesco's decision to scrap two stores splits opinion

by Tim Murray

Tesco's decision to scrap plans to open two stores in Cambridgeshire and pay £20,000 to support affected communities has been met with mixed reactions from retailers in the area.

Tesco pulled out of opening a new store in Chatteris, Cambridgeshire, while the town's Co-operative store has also shut following its sale to Aldi.

Tesco has pledged to set up a community fund which will give grants to local charities, community groups and clubs in

the town.

The supermarket is expected to take similar action across the UK as negotiations continue around scrapped plans for 49 store openings and as 43 stores are set to close.

But, while some c-store retailers welcomed news that the grocery giant would not be opening on their doorstep, others fear it might leave town centres deserted and send shoppers further afield.

"I'm very pleased Tesco have pulled out, but I still think they or someone else will be back," said Ian Ben-

ney, who owns two Nisa Local stores in the town. "This will give us some breathing space. I can compete with Tesco on price, but not on the name above the door."

Town centre retailer Steve Colgrave from Aspinalls, a newsagent, said: "It's left the town without a supermarket. Everyone's deserted the town centre. My customers have to travel out of town, and once they're away, they might not come back. My passing trade is down 50% year on year."

Aldi will reopen the former Co-op site, but

potentially not until next year. "It's a case of riding out the storm," Mr Colgrave said. "Tesco's pledge of £20,000 to a community fund is nothing more than a sticking plaster."

One Aberdeen retailer reported a similar story in Banff, where Tesco has pulled out of an opening. "Locally, most people are disappointed," said Billy Gatt from Whitehills Convenience Store. "It's dragged on for 15 years and there's a lot of resentment. It might keep people in our village, but the town needed regenerating."



Heroic retailing Scottish retailers Shahid "Mo" and Roxy Razzaq are living up to their name as Scotland's Hero Neighbours of the Year. The couple sprang into action last week after hearing that a food bank in Glasgow had been forced to close its doors when it ran out of food. Mr Razzaq bought a trolley of goods from Booker, dropping them off at the bank, and encouraged Booker and United Cash & Carry to make donations. He also cleared snow off the footpaths surrounding his store, making sure his older customers could walk safely. The Razzaqs were named Hero Neighbours of the Year in October as part of the Royal Bank of Scotland Real Heroes awards.

YOUR REGION

NFRN DISTRICT COUNCIL REPORT SOUTHERN 16.02.2015



Julia Snell reports from the NFRN Southern district council meeting



Martyn Brown

Hard work urged as ban looms

National president Martyn Brown reminded members that, while the NFRN is gaining ground in its work to improve the lot of retailers, there were still tough times ahead.

With the tobacco display ban coming into force on 6 April, the merger of Poundland and 99p Stores and the perennial problem of late newspapers, newsagents had to work even harder to get a head start, he said.

Mr Brown added that he had received a letter from the Press Distribution Forum's (PDF) chairman Simon Gage. "He told me late papers were not within the PDF's remit."

The News Media Association (a merger of the Newspaper Publishers' Association and the Newspaper Society) and the Association of Newspaper and Magazine Wholesalers are the only bodies that can deal with the problem head on.

While both are represented at the PDF, the PDF does not have any actual power to insist on change.

"I have replied and I shall wait to see what happens next," Mr Brown said.

"We also need members to use the NFRN Helpline to report lateness. Without the stats, we can't do anything to prove our point," he added.

"We have to get this

message across at branch meetings and AGMs, and people need to ring up even if it's for just one late copy."

Linda Sood suggested that members may become disillusioned about ringing the helpline.

"Many people say they'd like a reply or a follow-up once they've logged a complaint. Because they don't get one that puts them off from calling again."

Mr Brown added that the NFRN's National Newspaper Network (N3) initiative was "vital".

"It gives us extra clout with publishers. Multiples already have this clout."

NFSP merger in the spotlight

The advantages and disadvantages of a merger with the National Federation of SubPostmasters provoked some debate.

Martyn Brown said he had had a phone call from a sub-postmaster who wanted to talk about the pros and cons of a merger.

"His message was 'don't merge' and he highlighted all the differences between federation members and sub-postmasters."

Denis Killen reported that there had been concern in Bournemouth about the merger.

"A lot of sub-postmasters would be unable to take part in the promotions the NFRN runs because of Post office rules," he said.



Pradip Amin



You have six weeks to make sure your members have a way to cover their tobacco displays. Please urge them to look at the NFRN website

Martyn Brown

NFRN national president



Linda Sood

Get prepared for the dark market

A number of members expressed concern that there may still be some retailers who are not ready for the tobacco display ban.

Naresh Purohit, visiting from Kent, said the federation had "done everything" it could to tell members about going dark, and that there had been numerous articles in RN and The Fed, as well as a compliance guide on the NFRN website.

Peter Wagg, visiting from London, suggested retailers who are ready should go dark three weeks before "D Day" to identify potential pitfalls, while Linda Sood, who has had an overhead gantry for some time, said her customers are now used to it.

She suggested retailers get in touch with their local trading standards officers ahead of the cover-up to ensure they are compliant.

Meanwhile, Nigel Swan said he knew of one retailer who has arranged his tobacco brands alphabetically and has labelled up his "dark" gantry accordingly.

Martyn Brown said: "You have six weeks to make sure your members have a way to cover their tobacco displays. Please urge them to look at the NFRN website."

Ways to increase numbers aired

Branch meeting attendance became a cause for debate. Mike Garner was unsure whether targeting branches

in a bid to halt declining membership as a whole was the way forward.

"They want to be members but not go to meetings. Perhaps we should have a federation that is more like a 'mutual', in which everyone has a say," he said.

Pradip Amin, president of the Portsmouth branch, said meetings at his branch were "fantastically" well attended.

"I don't know what we're doing right, but it's working," he added.

Nigel Swan cited the example of Bognor branch, which had gone from "nothing" to doing very well, with members willing to make a 30-mile trip to attend.

A demonstration of effectiveness works wonders, Colin Fletcher said, describing how a member who had received help from the NFRN was now far more interested in the federation as a result.

Regional awards entries wanted

The Southern Region Local Awards Presentation and Dinner will take place on 8 May at the Crowne Plaza Hotel in Caversham. The deadline for entry is 20 March.

Colin Fletcher said RDMs are encouraging people to attend and enter.

"You can also nominate a supplier. Let them show the NFRN what they can do. We've had quite a few entries via email already so it's looking promising."

Minute silence for John Cotsell

Members held a minute's silence for Exeter retailer and Devon & Cornwall district president John Cotsell, who died on 15 February.

OPINION



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Your say

Would you advertise non-tobacco brands on your tobacco gantry following the display ban and which products do you think this would work for?

We've just got a cupboard under the counter, so gantry advertising wouldn't work for us.

I'm not sure it would work anyway.

I think the only sort of advertising that really works anymore is in-your-face advertising and unusual stunts.

Just putting a poster up and advertising in the traditional sense doesn't work anymore.

Scott Preston
 Tagon Stores,
 Shetland

It's a good idea, but a lot of it depends on what the benefits are for retailers.

I wouldn't want to do it for nothing, we should see some of

the benefits too.

I actually had the same idea a while ago. I was going to ask people like Cadbury or Coke if they wanted to advertise.

Where the gantry was, behind the counter, is a prime position, but I've actually had a special one made myself and it's to the side of the counter.

Jack Patel
 Westhorne Stores,
 Reading

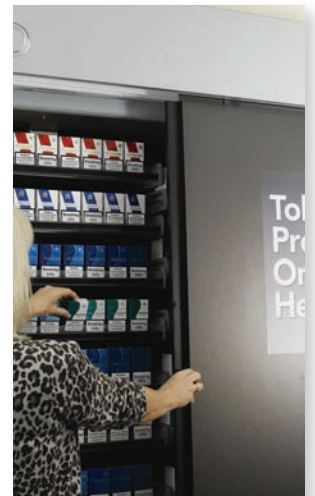
I think it all depends on what they're getting out of the advertising. If the tobacco companies are gaining income from it then it could work for them.

I think most of the good retailers have been recognised by the tobacco companies, they're

already under contract and they've had their shutters put on by the manufacturers.

It might work for some of the smaller independent stores.

Harry Goraya
 Nisa Local,
 Northfleet,
 Kent



Your stock

Children's magazines provided some of the bright spots in the latest ABC results. What are you doing to promote sales of children's titles in your store?

Children's magazines are doing a little bit better than other magazines. Things like half term help too as the kids are around a lot more.

We've just redone the whole of our magazine display and the bottom shelf – around three metres – is devoted entirely to children's magazines.

They're lower down so kids

can look at them.

We've got boys' magazines, girls' magazines and mixed ones. I think that will definitely help sales.

Naresh Purohit
 Marseans,
 Dartford,
 Kent

Our magazine sales across the board are down this year and

I've been finding it a bit difficult.

We normally try and do cross sales and promotions, offering a drink for half price if someone buys a magazine, so we'll look at that.

I think children's magazines and comics are a bit too expensive, the prices seem to have gone up.

Most are £2.99, or £4 or even £5, which I think is too much for children, especially in this area.

Ushi Vathani
 The Front Page,
 Thamesmead,
 London

Children's magazines aren't really doing any better than any other magazine section.

We tend to get parents – regular customers – picking them up for their children more than anything else.

We had the Lego magazines in but we ended up cancelling them – we just couldn't sell them.

Andrew Cruden
 Market Square News,
 Northampton



LETTERS

email letters@newtrade.co.uk
tel 020 7689 0600



The opinions on this page do not necessarily represent those of the editor

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

Outstanding support from Booker has helped me in tough times

I have just returned from my weekly visit to my local Booker depot in Stockton. I used the voucher book it has just sent me and made £20 of savings from it on this visit. I was also given a free case of its new Euro Shopper Energy Sour drink.

This may seem a gimmicky way to gain my custom, but the service and offers are continuously good throughout the year and I feel Booker really wants to help and support my business in what remain very challenging trading conditions.

Since the downturn, I have found the last five years particularly tough. Of the many companies I deal with, I would say that Booker stands out as being one of the most sympathetic and helpful towards me throughout this period.

Our relationship is get-



The service and offers are continuously good throughout the year and I feel Booker really wants to help and support my business

Michael Brown

Retailer, Stokesley, North Yorkshire

MY DAILY MAIL DESPAIR



After making a complaint last year, copies of the Daily Mail are still arriving daily as shown in these photos.

These are not the top and bottom copies, they are within the turns. I was told the publisher was looking into the problem,

but there has been no improvement so far.

Ketan Patel,
Purley Bon Bon,
Purley,
Surrey

ting stronger, helped by strong promotional activity such as the 40% PoR campaign. Perhaps, on behalf of NFRN members, I can return the compliment.

Michael Brown,
Browns Newsagents,
Stokesley,
North Yorkshire

Margins not the only part of the profit equation

Following your news story "i margin beats Sun and Star" in the 20 February edition of RN, I wanted to highlight the importance of considering readership numbers at the same time as comparing margins on retail sale price.

At News UK, we recognise the role all titles play in generating sales; however the it's positioning as a compact quality means it appeals to a very different group of readers than the more widely read titles of The Sun or The Star.

We believe it is essential when comparing similar titles that retailers

consider sales volume as well as margin per copy in calculating the value to their businesses.

For example, while the Star generates 9.68p per copy versus The Sun's 9.28p, our title generates 4.5 times more total cash margin (£1.4m per week) due to its superior sales volume.

News UK has a track record of investing with our retail partners to drive total news sales. We welcome all retailers who wish to work with us to contact us directly or to follow us on Twitter @NewsUK_Retail.

Neil Spencer,
Director of retail sales,
News UK



Maynards' gem of a mystery

Here is a photo of a bag of

Maynards Midget Gems – not that you would know after some idiot decided to place a large sticker over the name of the product. I would love to hear the answer from the manufacturer as to the reason why this was done?

Steve Barker,
S & J News,
Rochester High Street

Senior brand manager for bagged candy at Mondelez International, Elisabeth Huelsmann, responds:

"Win Nothing But Fun was our first ever cross-brand candy promotion and the key focus for us was to ensure that the packs stood out on shelf. The pink stickers help drive the personality of three much-loved brands and have been positioned for maximum visibility. We believe that the visual imagery of the packs and brand association is so strong that consumers would still recognise the products. Out of all Maynards, Bassetts and the Natural Confectionery Company SKUs included in the promotion, only a few featured stickers that covered the name only. No legal information has been covered."

#TOP TWEETS



Who's saying what in the retailing world this week?

@CavePostOffice

We can't save you money on your gas & electric but we might be able to on your broadband!

@SFLeamington

Jack's Beans Coffee machine in-store now offering 50% off first purchase and collect 6 stamps to get your seventh free!

@LochLomondNews

Did you know we have a customer order system? Just let us know what magazines you want and we'll keep you a copy.

@LOMASNEWS

We deliver to the following areas: #Churchmeadow #Unsworth #Sunnybank #Whitefield - 1 day, 7 days, papers, magazines, whatever you fancy.

@jsweeneyirl

"If you seriously care about peoples' health, find another solution because it makes it easy for the black market" #Australia #plainpacks

@Chard_News

Working on an exciting new business that could see us 'online' and offering a daily delivery of newspapers, milk and more! #HND

@VillageStores

Papers are running a bit late this morning - still waiting here at myvillagestores.com

@Thenewsagent

The @thenewporters encourage everyone to #getinvolved and #haveyoursay register to vote today!

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YOUR ISSUE

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BEWARE OF THIS DATA CORRUPTION SCAM

Last month, RN warned retailers to be aware of a number of potential scams this year that could lead to them losing vital details and being left out of pocket.

Unfortunately, it appears con-men are already targeting stores, after independents in Scotland this week warned fellow business owners to be on the lookout for a bogus letter that could cost them £790.

The issue concerns what appears to be a standard data collection letter, which has been sent to stores headed 'UK - Data Control'.

The letter reads: "In the context of the registration of Scottish companies and the updating of VAT Registration Number we ask you to verify your current data." It then prompts retailers to provide their VAT registration numbers and other details on forms provided.

However, further reading of the small print reveals that the letter itself has been sent from Germany, and that any data supplied is being sent to listings companies - leaving the retailer



Should you fail to read the small print and complete and return the form you will be landed with a bill for £790. There is no legal obligation to provide the information
NFRN

with a bill for £790.

Shahid Razzaq, owner of Premier Mo's Convenience Store in Blantyre, Glasgow, told RN he had received one of the letters and had posted it on his Twitter page warning other businesses about the con.

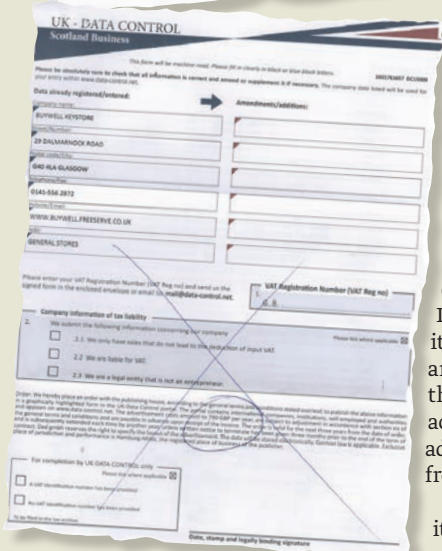
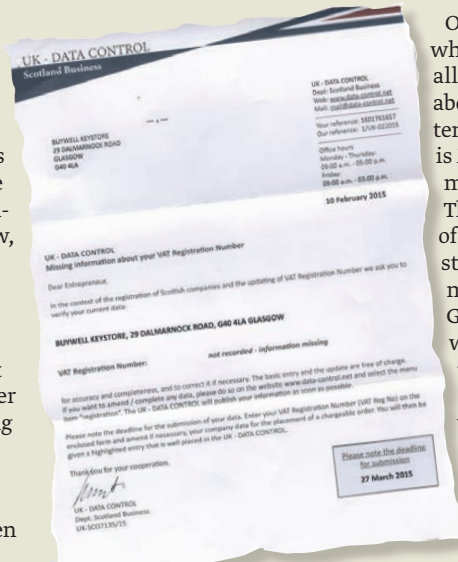
"We've seen this sort of thing before so we know it's a scam," he said.

"It's very similar to a standard data collection letter that the government here would put out, so we're worried that some retailers who are pressed for time may sign it and lose out."

It was a similar story for Dennis and Linda Williams of Premier Broadway in Oxfangs, Edinburgh. Mr Williams said: "We did receive one of the letters and we knew instantly that it was a scam."

"This is definitely not the first time that we have had to deal with something like this, and I have raised this with the Scottish Grocers Federation."

"I think trade organisations, the police and the government, both here and in Westminster, should be doing a lot more to prevent this sort of activity. We need to nip this in the bud."



These 'official'-looking letters from 'UK Data Control' were actually a scam

One retailer who knows all too well about the potential perils is Mohammed Rajak. The owner of a Buywell store in Dalmarnock, Glasgow, was the unfortunate victim of a similar scheme three years ago.

He said: "We received a letter like the current one a while back, which looked like a standard data form. I looked at it carefully and found out that it had actually been addressed from Spain."

"I thought it was a bit strange but then thought that the

government may have contracted the work out, so I signed it and sent it back."

However, Mr Rajak said he later received numerous calls and letters asking for him to pay £750 for the privilege of having his details attached to listings sites.

He adds: "We had a year of threats and solicitors' letters. Eventually, they settled for me giving them £100."

He says his tale should act as stark warning to others, adding: "It's been a case of once bitten, twice shy."

John Lee, policy and public

affairs manager at the Scottish Grocers Federation, said the letter had been bought to its attention by retailers, adding it was now in the process of working with authorities to clamp down on this sort of behaviour.

He said: "This does appear to be a growing problem, which is why we are joining forces with organisations such as the Scottish Business Resilience Centre. This should allow us to quickly report and share information on crimes such as this between different groups and authorities, and pass this straight on to retailers."

James Lowman, chief executive at the Association of Convenience Stores, urged retailers to be extra vigilant when dealing with correspondence they were unsure about.

He said: "We appreciate that these types of letters can be distressing for retailers to receive. ACS recommends that retailers check that the companies seeking such information are bona fide before acting."

"As part of our close working relationship with Trading Standards, we are happy to assist any members who have doubts about a letter's validity."

His comments were echoed by the NFRN, which is also looking into the matter, and has published the following warning on its website and in the Fed magazine.

"NFRN members are advised to beware of a communication from UK-Data Control, Scotland Business, which asks for details of the recipient's VAT registration number, as filling in and returning the registration form to them could leave you seriously out of pocket."

"The letter claims that submitting data on the accompanying registration form is free of charge but should you fail to read the small print and complete and return the form you will be landed with a bill for £790."

"There is no legal obligation to provide the information requested so we would strongly urge you to ignore it."

JOHN EASTWOOD

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Cigarette and alcohol duty hikes are a regular part of almost every Budget. With just under three weeks until the next announcement, John Eastwood investigates the effect of previous Budgets on independent retailers' sales

What's George got in store?

Whenver a Budget approaches, the key question for convenience retailers is how changes to taxation will affect tobacco and alcohol sales. To try and answer this ahead of next month's Budget, I decided to look back at George Osborne's last four announcements. It is worth noting, however, that in an election year the chancellor usually aims to avoid alienating voters by acting too drastically in these areas.

As far as alcohol is concerned, in 2011 an increase was announced on the strongest beers alone, compensated for by a small reduction in duty on lower-alcohol brews. A year later, there was no further change to existing plans to increase duty on all alcohol by 2% above inflation, putting more than 5p on the price of a pint.

In 2013, beer duty was cut by one penny per pint, but the duty escalator of 2% above inflation remained in place for cider, wine and spirits. Last year – still over a year away from a general election – there was some better news for drinkers, with duty on beer again cut by 1p per pint and on spirits and ordinary cider frozen.

The exact effect of these duty changes is difficult to assess, with other trends also playing their part. But in 2012, the sales value of beer in independent stores throughout the whole year fell by 5.1%, while cider sales rose by 7.3%.

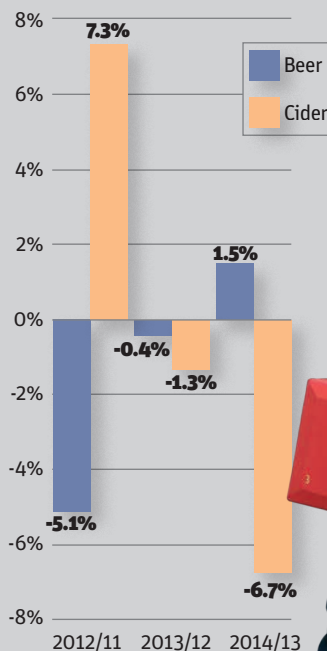
With a cut in beer duty in 2013, beer sales fell only fractionally, by 0.4%, while cider declined by 1.3%. Then, with a further cut in beer duty in 2014, cider continued to decline by 6.7% while beer showed a small growth of 1.5%.

In the spirits market there have been significant increases in sales of smaller sizes as 70cl bottles have become very expensive when compared with special offers in the multiples.

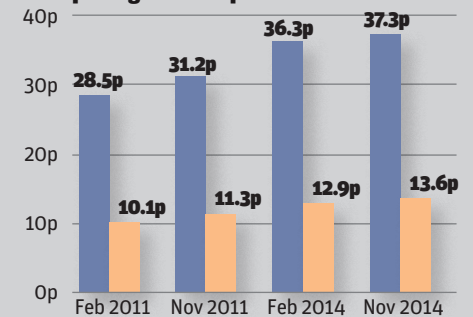
Changes here are probably down to increasing competition from the multiples, changes in taste and demand

How the Budget affects sales and prices

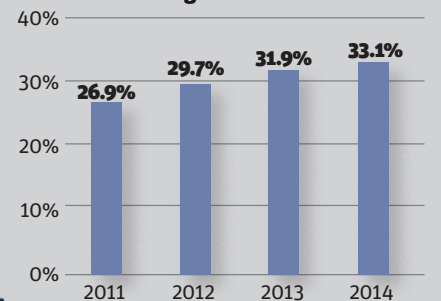
Beer and cider value changes year on year



Price per cigarette in pence



RYO % of total cigarettes



Most significantly, the conversion from ready-made cigarettes to RYO is highly evident

for value for money.

George Osborne has been more consistent with tobacco, increasing duty by 2% above inflation in each year except 2012 when it went up by 5% on top of inflation.

These huge increases in duty have several consequences. Some people stop smoking for financial reasons. Others seek out illegally-imported or counterfeit tobacco products. Some switch to electronic alternatives. Most significantly, however, the conversion from ready-made cigarettes to RYO is highly evident. Using the rule of thumb that 0.4 of a gramme of rolling tobacco is equivalent to one ready-made cigarette, RYO accounted for 26.9% of cigarette sales in 2011. By 2014 this had risen to 33.1%. The biggest annual increase in this proportion took place in 2012 following

the highest rise in duty. A 20-a-day convert from ready-made to RYO after the 2014 Budget would be better off to the tune of £32.50 per week.

Tobacco suppliers' response to ever-escalating duty has been to increase the use of pricemarking and to reduce pack sizes from 20 to 19, and to 18 in the case of Pall Mall and Rothmans, to keep pack prices at a more reasonable level.

It is doubtless that the tobacco market has been significantly affected by excise duty, but other factors combine to affect sales of alcohol.

With the forthcoming Budget less than two months ahead of an election, I suspect that drinkers will escape drastic duty hikes but smokers will continue to be punished. ●

John Eastwood is a data analyst for EDFM

PRICEWATCH

MINTS

by **Nadia Alexandrou**

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BEST-SELLING MINTS PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Polo Mints 37g	55p	50p	62p	70p	58p	60p	55p
Trebor Extra Strong Mints 45g	59p	50p (PM)	59p	70p	50p (PM)	52p	50p
Trebor Extra Strong Peppermints 50p PM 41g	50p	50p (PM)	-	-	49p	-	50p (PM)
Trebor Softmints Spearmint 45g	59p	50p (PM)	-	70p	50p (PM)	57p	50p (PM)
Polo Spearmint 37g	55p	50p	62p	70p	-	60p	-
Trebor Softmints 50p PM 44g	50p	50p (PM)	-	-	50p (PM)	57p	50p (PM)
Trebor Softmints Peppermint 45g	59p	50p (PM)	-	70p	50p (PM)	57p	50p (PM)
Polo Sugar Free 37g	55p	50p	62p	72p	-	60p	55p
Tic Tac Mint 18g	60p	55p	62p	77p	-	-	55p
Trebor Extra Strong Spearmint 45g	59p	51p	-	-	-	52p	50p (PM)
Mentos Chewy Mints 38g	54p	49p	55p	-	-	-	50p
Wrigleys Extra Ice Mints Sugar Free 28g	52p	43p	55p	50p	-	45p	50p

Mints pricing strategies

RETAILER

1



NAME PETER STEEMERS

STORE Steemers – O Leary

LOCATION Enniscorthy, Co Wexford

SIZE 1,500sq ft

TYPE high Street

We do business in Euros, and add around five cents to the RRP, or round it up to the nearest 0 or 5c. I buy mints from a local cash and carry. Polos and Silver mints sell best, and I generally merchandise them by the till. Unlike some other categories, putting mints here doesn't take away sales from other areas, but instead helps drive incremental sales. I don't really do promotions since most people who buy mints from my store buy the same brands every time - they're quite loyal in this way and are not really swayed by promotions.

RETAILER

2



NAME STEVE CUTHBERT

STORE Spar

LOCATION Alsager, Cheshire

SIZE 2,500sq ft

TYPE neighbourhood

We try to keep to the pricing policies set by Spar. Polos are the most popular mints in our store. We merchandise our bestsellers next to the tills along with chewing gum to encourage impulse purchases. The rest go in the aisle next to the confectionery. We sell quite a lot of own label mints instead of branded ones, which sell consistently. We sell a lot of bagged mints priced at £1, which are very popular. We never do promotions individually, but I would follow any put forward by Spar.

TIC TAC MINT 18g Price distribution %



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

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

RETAILER

3

NAME IAIN PATON

STORE Cullen Corner Shop

LOCATION Cullen, Buckie

SIZE 1,000sq ft

TYPE village

We try to get pricemarked products where we can, as we have to compete with a nearby Co-op. Pricemarked products send the right message to customers and reassure them they are getting good value for money. Extra Mints sell very well, mainly because they're sugar free. I think mints are so popular because a lot of our customers actually see them as a healthier alternative to confectionery. The One Pounder brand is selling really well too, thanks to the popular £1 price. I find customers will tend to buy boxes of mints, especially for Magic Mints and Mint Imperials.



RETAILER

4

NAME TOM CRUSE

STORE Londis Matlock

LOCATION Derbyshire

SIZE 1,000sq ft

TYPE residential

We're a One Stop, so we typically stick with what it suggests, even though we do have flexibility to adjust. All of our mints are on promotion at the moment at three for £1, so each product can cost as little as 33p, which offers good value to customers. We've had this promotion for the past six months and have experienced a real uplift in sales. It helps that this category is so impulsive in the first place. We merchandise mints by the confectionery aisle and the till. Polos are our best-selling line.



RETAILER

5

NAME JOHN HANNA

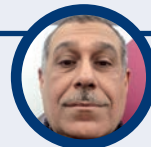
STORE Smokemart

LOCATION Brighton

SIZE 550sq ft

TYPE high Street

I follow the RRP and always stick to pricemarks. Competition is fierce on the high street, and there we have plenty of supermarkets nearby. We are also next to some of low income areas, and being in Brighton we have a lot of students who don't have much spare cash. Around 90% of our cigarettes are pricemarked, and most of our crisps, too. A lot of customers believe smaller shops are more expensive than supermarkets, but our local Sainsbury's tends to charge at least 10-15p more than us on most lines.



THE ENTREPRENEURS

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



MARCO PIERRE WHITE

Route to the top

Celebrity chef turned restaurant entrepreneur Marco Pierre White is regarded as one of the finest master chefs the United Kingdom has ever produced. White has developed his White Star Line of fine eateries, as well as the Frankie's Italian Bar & Grill chain, since retiring from the kitchen as a commercial chef in 1999. He's perhaps best known in America as Gordon Ramsay's successor on Hell's Kitchen, as well as the head chef on NBC's The Chopping Block. Not long after completing his classical culinary training, White opened Harveys, his first restaurant, and was

awarded a Michelin star almost immediately. Eight years later, he made history by becoming the first Briton ever to achieve Michelin's top distinction of three stars. Marco Pierre White's fortune was estimated to be almost £13m in 2006.

Key achievements

- Dubbed "the Godfather of modern cooking," his legacy was affirmed when he was named the AA Chef of the Decade in 2002.
- His book White Heat was voted the most influential cookbook in the 2003 Caterer survey.
- Voted the second greatest living British chef in the same poll.



Lessons for your store

- 1 Don't measure success by labels – when he retired from cooking he renounced his Michelin stars, much to the bewilderment of his peers.
- 2 Learn to enjoy life – one of the main reasons why White went into retirement was that he was working 100 hour weeks.
- 3 Don't be afraid to stand up to customers – White had no problem ejecting 'difficult' customers.

RETAILER PROFILE



Alex is racing ahead

When he's not driving a high-powered sports car around race tracks, Alex Kapadia is busy coming up with great ideas and promotions to drive sales at his Dunstable Bargain Booze store. Steven Lambert reports

To say that Alex Kapadia is not your typical independent retailer is a bit of an understatement.

For the owner of two Bargain Booze franchises in Dunstable, Bedfordshire splits his time between driving sales and driving high-powered sports cars in the adrenaline-fuelled world of professional racing.

For Alex, who takes part in high octane events such as the European Le Mans Series and Radical Sportscars races, the competition he faces on the race track is similar in some aspects to what he faces on the high street. For him, it's about recognising your rivals' weaknesses and playing to your own strengths.

Explaining how he got started in independent retailing, Alex says: "About 12 years ago, I was looking to run my own business and, originally, I was thinking about opening a bar. But after some searching online, I came across the Bargain Booze franchise.

"At the time, the average weekly turnover for a Bargain Booze store was about £17,000. I thought, 'I can do that.'"

This led to Alex taking on his first Bargain Booze store in Dunstable in January 2003, which was quickly followed by a second store in December of the same year.

And last year he added three Wine Rack stores in Guildford, Weybridge and Farnham, following the acquisition of the franchise by Bargain Booze operator

Conviviality Retail.

With his businesses surrounded by all the major supermarkets, many would think it unwise for an independent business to try to compete on price. But that's exactly what Alex does – and with great success.

He says: "When you go into somewhere like Tesco, you may get a great deal but then it's gone in a few weeks, which can be frustrating for shoppers.

"Here, we have the buying power of Bargain Booze behind us and we're consistently cheaper than the supermarkets. We also have more constant deals. For instance, we have a three for £10 on premium wines and three for £5 on premium ales, which are really popular and keep people coming back to us.

"In fact, Bargain Booze did a price comparison with supermarkets around the area in 2013 and we were found to be up to 13% cheaper on our alcohol prices."

Alex says he places a big emphasis on presentation, using POS material, floor display units and secondary sites to highlight promotions and special offers.

Additionally, seasonal events also present him with further opportunities to promote eye-catching deals to shoppers.

"At Christmas, we were doing Foster's and Carling 15-packs for £7.99, which were cheaper than the supermarkets. We used leaflet drops and promoted this on our

THIS WEEK IN MAGAZINES
Pages 42-45

“As a racing driver, you learn to understand and appreciate the sponsors you have. It’s something I’ve tried to apply to my shops by working more closely with Bargain Booze, manufacturers and local companies”

Alex Kapadia, Bargain Booze, Dunstable



Alex Kapadia's efforts to get the best performance out of his business has put him in pole position with his customers



“When you go into somewhere like Tesco, you may get a great deal but then it’s gone in a few weeks, which can be frustrating for shoppers”

Twitter page and our sales went up by 4%.

“Valentine’s is another big day for us, and we’ve just had great deals on things like Prosecco. We also offer a professional gift wrapping service, something which a lot of supermarkets don’t do, so it’s an extra margin opportunity for us.”

Alex says average weekly turnover at his Bargain Booze stores has grown over the past year and now sits between £24,000 and £27,000, while weekly turnover at his Wine Rack stores ranges between £15,000 and £20,000.

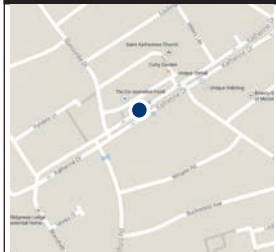
He says he is now looking to develop other profitable parts of his business, including his e-cigarettes range.

“I’ve become something of an expert on e-cigarettes after doing a lot of research and we’re trying to work with as many different companies as we can,” says Alex.

“There’s a lot of information about the different types of e-cigarettes and e-liquids on the market that customers don’t know or are unsure about, so we try to cut through the jargon and find the right products for them.”

Much like his aspiring racing career, Alex’s determination to get the best performance out of his businesses means he now sits in pole position in the eyes of his customers. ●

Visit my shop

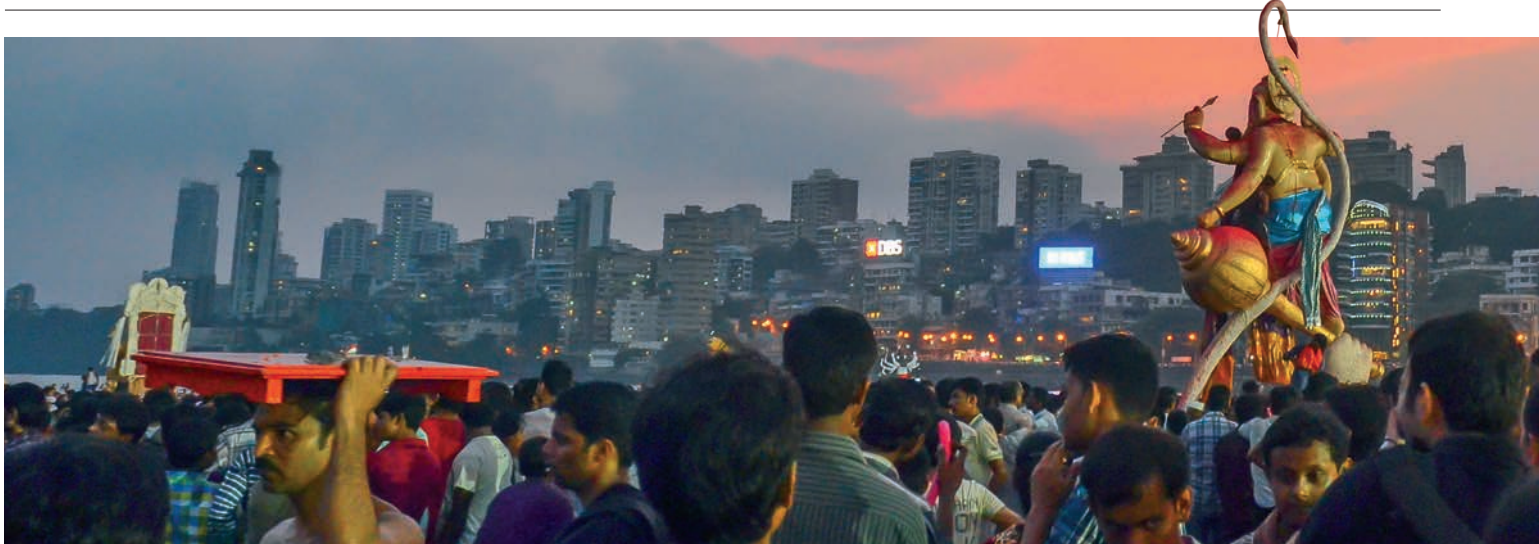


Bargain Booze
45 Katherine Drive,
Dunstable
LU5 4NP
@alexkapadia



Want to see more of Alex’s store? betterRetailing.com

LESSONS FROM INDIA



5 LESSONS UK retailers can learn from India's retail market

Are customer service, staff training and competing against online retailers key challenges for your store? As **Chris Rolfe** discovered at the Retail Leadership Summit in Mumbai this month, they are to Indian retailers too

There are 12 million retail shops in India and the market is still controlled by local independent "kirana" stores, despite 20 years of investment by major conglomerates. Change, however, is on the horizon.

The market is predicted to double in size by 2020 as the average income of Indian households is set to treble. But its e-commerce sales are expected to quadruple in this time too. The retail market in India is experiencing exponential growth.

But while India might be half a globe away and have a vastly different economy, social structure and political landscape to that of the UK, the challenges, opportunities and changing consumer patterns its retailers face are remarkably similar to those in the UK.

At this month's Retail Leadership

Summit in Mumbai, hosted by the Retailers Association of India (RAI), the growth and threat of online retailing, increasing smartphone and internet usage and changing customer expectations were among the main topics on the agenda.

Leaders from major wholesalers and retailers – among them Walmart and Marks & Spencer – shopping centre owners, franchisers and e-commerce companies urged India's retail industry to adopt best practice, prioritise customer service, improve ranging and merchandising and embrace modern technology.

Initially expecting to learn about a vastly different market, RN instead heard Indian retailers discuss globally-relevant trends and was able to gather best practice advice that will help UK retailers protect and grow their businesses.

LESSON 1

How to face the threat of online retail

The growth of online retailing has unnerved many of India's retailers. Localbanya and Big Basket – India's equivalent of Ocado – are among those attracting time-strapped customers and 10% of sales are now made online. E-commerce is growing at 64%. The size of this threat to physical stores was a major topic at the conference and retailers were urged to respond in two ways.

"Adopt online retailing instead of seeing it as a threat," said BS Nagesh, founder of training company TRRAIN and chairman of the RAI. Today's retailers must develop both online and physical store strategies, he says. They must also embrace technology and social media which can help them connect with custom-

ers and improve customer service.

But fear of online has led retailers to lose focus on their physical stores, warned Krish Iyer, president and CEO of Walmart India, which operates wholesaler Best Buy.

"Retailers should focus on customer service, merchandising and products, then bricks and mortar stores have nothing to fear," he said. "Customers want quality, price and convenience. If you deliver this you will continue to succeed."

India's local kirana stores, he added, should avoid focusing on their bottom line alone.

"The best way to modernise is to use planograms and to improve store layouts," he said.



Don't see online retailing as a threat - adopt it, RAI chairman BS Nagesh tells delegates



India's retail market is predicted to double in size by 2020

LESSON 2

Good retailers understand their customers

Indian's consumers are changing. Household incomes are growing, more consumers are moving to busier urban areas, aspirations are rising and use of technology and demand for convenience is growing.

"Consumer mindsets are changing. With more urban, working families, people will pay more for convenience now," says Nisha Vishwanath, Mumbai business director at the UK India Business Council.

A PWC study found that 49% of respondents were willing to pay for one-day deliveries. Other figures show that one in two Indians now own a smartphone, prompting a growth in mobile payments and online shopping.

"Technology is changing peoples' lives and it is being adopted faster in India than elsewhere. Even 70-year-olds are Skypeing," said Ramanathan Hariharan, CEO of retail, leisure and mall owner group Landmark.

Retailers' response, many speakers advised, should be to create a customer-centric store with modern ranges and layouts. They should also take advantage of technology that allows them to track spending habits, such as EPOS systems, and tools such as social media which help them to communicate with customers.

"Technology will be a big game changer," said Ganesh Subramanian, CEO of fashion website Myntra, citing location-based, wearable and handsfree technology as examples. "Whether online or offline, businesses need to attract customers bearing technological developments in mind."

Indian retailing in numbers

£650bn

– the predicted size of the Indian retail market by 2020, up from £388bn today

£11,958

– the predicted average household income in 2020, triple that of 2010's £4,124

10%

– the predicted annual growth rate for traditional retailers. Modern retail is expected to grow at 20% per year

3X

– the number of internet users in India is expected to triple in the next five years, to 600 million

90%

of retail sales occur in physical stores

64%

– the current growth rate for e-commerce in India

Source: Retail 2020: Retrospect, Reinvent, Rewrite (RAI)

LESSON 3

Great customer service drives growth

"Social transformation means that shops today are accessible to all," said Shri Surendrakumar Bagde of Development Commissioner Industries. "Shoppers will want better service as retail grows, so service will determine retail growth."

Retailers were encouraged to improve service by making better use of technology – using programmes to plan staff rotas, for example. Store data analysis also allows retailers to anticipate and meet consumer needs, and tailor offerings to their customer base.

In an increasingly customer-centric market, building relation-

ships should also be a priority, said Knight Frank's chief economist and director – research, Samantak Das. "We've simply been happy that customers have come to stores before, now we need to give attention to building relationships and making sure that we offer value."

In "A Retailers' Journey" – a report by software company GoFrugal, examples of great customer service in Indian independent stores included loyalty programmes, free after-sales services, personal shoppers, community engagement and sponsorship, free recipes with vegetable purchases and educational blogs.

LESSON 4

Great stores offer great experiences

An essential element of customer service and an effective way to compete against online retailers, a great "shopping experience" is crucial for modern consumers, delegates were told.

The need to make shopping enjoyable is perhaps best understood by India's shopping centres, which, if run well, stand to benefit from the country's growing urbanisation, hot climate and choked roads and high streets. Centre managers were warned, however, that customers' decisions over whether to choose or avoid a mall is dictated by their experience of parking, security, traffic management and customer service.

"Malls also need to engage customers emotionally and physically and be entertaining family locations that are worthwhile visiting. They must be more than shopping centres – they must be activity centres," said one delegate. The mall RN visited, for example, was mid-way through an open-air rock concert.

But the challenge to attract trade via better in-store experiences was extended to high street and neighbourhood stores too.

"Modern retailers are building consumers' aspirations with better choice of products, exposure to new products and better prices," said Shri Surendrakumar Bagde.

LESSON 5

Staff development must be a priority

That recruitment and staff development are crucial for the growth of India's retail market was demonstrated by the fact that Indian government minister Rajiv Pratap Rudy was invited to make the keynote address. With training and development his main theme, he explained that the government has been working to introduce skills schemes. "We need to train the largest workforce in the world," he said, of a 260 million-strong labour force where just 2% of people are skilled.

India's retail market suffers from not being recognised as an "official industry" and retail is



not seen as a high-status career. Yet Venu Nair, CEO of Marks & Spencer in India, said investing in training and nurturing staff had paid huge dividends.

"We recognised the importance of family to our staff, so when we employ someone we write to their family and tell them that we are proud that their relative is joining us," he said. "It

creates a non-monetary bond and staff feel valued and respected. Every manager has to work on the shop floor so they understand the business and can train and manage staff properly."

The importance of recruiting staff on attitude as much as skill levels was highlighted, with examples given of previously unskilled staff from some of India's poorest districts succeeding in retail roles because of their strong work ethic. ●

For more business tips from the conference, go to betterretailing.com/business-tips

INDUSTRY PROFILE

Interview by **Tom Gockelen-Kozlowski**
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Taylor's of Harrogate

What's brewing for the historic company? A greater involvement with c-stores and a new website are just two items on the agenda...

RETAIL NEWSAGENT Tell us about your new website.

JOHN SUTCLIFFE We launched the Brew View website last year. A site with category advice isn't a new idea but we've tried to do something a bit different with it. We looked at some of our competitors' sites and they felt quite flat so we will try and keep it fresh with updates on the latest sales information and merchandising tips. We want to drive profits across the whole hot drinks category.

RN Does this highlight your commitment to the independent channel?

JS Absolutely. As a brand we think there's room to grow. We're undertrading in the independent channel and our competitors have a huge amount of market share. There's certainly room for Yorkshire Tea to move into and room for our fruit and herbal tea range and roast and ground coffee ranges too.

RN Where do Taylor's of Harrogate products fit into a retailer's range?

JS While instant coffee is an important convenience product and microground products, such as Nestlé Azera and Kenco Millicano, have been really successful, stores with a 'good, better, best' coffee range can use our Lazy Sunday and Rich Italian ground coffees to fit that 'best' position. For tea, meanwhile, Tetley would be 'good', Yorkshire Tea would be 'better' and Yorkshire Gold, or a speciality tea, would be 'best'.

RN How is Yorkshire Tea performing?

JS Against a tea market declining by around 6%, we're growing at 2%. We've also got an 18% market share. Our herbal and fruit teas range, created with Kew Gardens, is performing very well too and already has a 2% market share. We will be launching a green tea within the next few weeks too.

RN What other new products are in the pipeline?

JS We have an innovation team working on a whole range of different products, with plans not just for 2015 but up to 2020. Lazy Sunday and Rich Italian are our two best-selling coffee products, for example, and we're looking at producing pods and capsule formats for these. Capsules will definitely appear in 2015.



As a brand we think there is room to grow

RN Another premium coffee manufacturer, Lavazza, recently launched its first instant coffee product in the UK. Could Taylor's of Harrogate follow suit?

JS I've been working here for five years and work on instant coffee products has been bubbling under for all of that time and before. We were also looking at microgranules products long before any of our competitors brought their products to market. But it's not really been a priority and we should look more closely at it.

RN Your products are regularly on promotion across the major multiples. How do you ensure that independents stocking your products remain competitive?

JS We are on multibuy promotion regularly in the multiples, but the basket spend in independents means a similar two for £6 deal wouldn't work. Instead, we concentrate on promotions for single pack purchases. One of the things we've done with Yorkshire Tea is pricemarked packs and, whereas some of our competitors have made these 10-12% more expensive, we've made the pricemarks equivalent to our prices in supermarkets. We'll be doing the same thing with our top three coffee blends, likely towards the end of the year.

** Company CV **

Company Taylor's of Harrogate
Out of home and convenience channel controller John Sutcliffe

Profile The Harrogate-based company has produced teas and coffees for over 125 years but has recently focused on growing sales in the buoyant convenience market.

Key brands Yorkshire Tea, Yorkshire Gold, Lazy Sunday and Rich Italian coffees

Latest news A busy 2015 will see pricemarked packs and coffee capsules launched for the company's coffee products and a green tea variant added to its Kew Gardens tea range.



**

**

The perfect brew for rising sales



-  The UK's third biggest standard tea brand, growing at +5.5% yoy*
-  Our range of price-marked packs are ideal for retailers to drive category value growth
-  Boost your total hot drinks category sales and profits further by visiting our unbiased advice page www.brewview.co.uk



For more information call **0800 515 988**
or visit **www.yorkshiretea.co.uk**

*(Source: IRI 12 w/e 03.01.15)



HOT DRINKS

Coffee and tea have become increasingly important to retailers as suppliers target the ever-growing number of top-up and on-the-go shoppers. **Nadia Alexandrou** identifies four growth opportunities for each sector in 2015

Bring sales to the boil



Consumers have more choice than ever

FOUR GROWTH OPPORTUNITIES FOR TEA IN 2015

1 Premium & speciality teas

Premium teas, such as Earl Grey and English Breakfast, have shown strong growth in the past year according to industry data, with volume sales up by 7.9% in convenience. One retailer, Peter Lamb, who owns Lambs Larder Ltd in

East Sussex, has found success selling high-end niche variants, where the more premium, the better. "We sold tonnes of a premium range from the Cornish Tea Company before it closed down, and despite being at a higher price, people

loved it. Strangely enough, we sell a mainstream version of that brand which is very similar in name and taste, but because it's not marketed as premium, it's not as popular," he says. >>



Twinings dominates the premium teas market >>

delicious
display

Put your hot beverages sales on the boil

Merchandising tips

- Ensure the **growing sectors are well represented** in your range. Cover a range of qualities from Instant granules to Super Premium
- Focus on top sellers**, with brands consumers know and trust
- Make the most of price-marked packs**
- Use POS** to promote associated categories such as sugar and milk
- Consider holding staff tasting sessions** when you introduce new lines, so they can talk with confidence about the different types of coffee available
- Don't let lack of space be your excuse**. A wide range of tastes can be catered for in two or three shelves
- Range hot beverages** near to your breakfast offering
- Make the most of media investment**, Kenco is on TV throughout 2015

Recommended best sellers

Best	Super Premium	Carte Noire 100g
	Wholebean Instant	Kenco Millicano 100g
Better		Nescafe Azera 60g
	Premium	Kenco Smooth 100g
		Kenco Rich 100g
		Nescafe Gold Blend 100g
	Reduced Caffeine	Kenco Decaff 100g
Good		Nescafé Decaff 100g
	Mixes	Nescafé Cappuccino
	Granules	Nescafé Original 100g
		Nescafé Original 50g
		Rappor 100g
		Red Mountain 100g

1 metre three shelf recommended planogram

Best



Better



Good



“ This recommended planogram has really helped my sales, I've had a 14% increase in value and 11% in volume. ”

Derek Balding

Mace Mundesley, Norfolk

Convenience Store
Shop Project 2013

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great category advice go to
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HOT DRINKS



TEA & COFFEE TOP FIVE BESTSELLERS

According to research from EDFM, these are the top five selling brands across 2,000 convenience stores.

TEA	COFFEE	For tea, the top five accounted for 93% of total tea sales, and coffee 84%
PG Tips Tetley Typhoo Yorkshire Tea Twinings	Nescafé Kenco Carte Noir Douwe Egbert Starbucks	

2 Healthier teas

'Healthy' tea is currently performing exceptionally well at the moment as customers' buying habits continue to be shaped by the desire to be healthier. "Even though tea in general is regarded as healthy, 'healthier' segments like green and redbush are increasing in popularity," says Tetley's director of shopping and marketing Andrew Pearl. Green tea has been particularly successful in convenience, up 27.1% in volume and 35.8% in value sales, according to industry data.

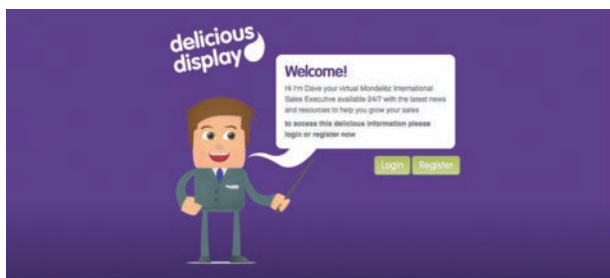
"To attract even more customers to the category with relevant flavour profiles to drive incremental sales" Unilever's tea brand PG tips expanded its range of fruit, herbal and green teas, says PG Tips' brand manager Lola Danlos. Decaffeinated tea also offers the chance to cut down on the caffeine hit generally associated with tea and coffee, making it a wise bedtime choice as well as adding to the drink's healthy appeal. Tetley Decaf is the best-selling decaf product in convenience.



Pricemarking communicates value to retailers

4 Value tea

While the trend for premiumisation is undoubtedly one of the biggest to affect the hot drinks category in the past decade, wholesalers are reminding retailers of the need to stock products for value-seeking customers too. "Independents should focus on offering consumers a breadth of price points across all categories especially commodity categories such as tea and sugar," says Nick Brown, category manager of own label at Bestway. Every wholesaler with an own brand range will have tea among their staple range. "There is no longer a stigma attached to buying own label. Own label tea bags give value to customers and also greater margins to retailers," Mr Brown adds. Suppliers, meanwhile, are increasingly using pricemarking to further encourage sales among retailers who are looking to save money while still enjoying a cup of tea.



Online tools help develop and share best practice



Even though tea in general is regarded as healthy, 'healthier' segments are increasing in popularity



3 Supplier support

Tea may, in general, be a declining market, but major suppliers have invested considerably in helping retailers identify and profit from the right opportunities during 2015. For example, Taylors of Harrogate offers category advice on its website, and retailers can view planograms tailored to their stores.

Also this year, Unilever has

confirmed its target of adding value to the tea category through placing emphasis on on-pack promotions and loyalty schemes, as well as offers such as giveaways and competitions. "A lot of this will be channelled through the PG Tips Cuppa Club, which has so far achieved great success with 182,000 members," says Unilever's beverage

marketing manager Paul Williams. Introduced in 2013, Unilever introduced the club as part of an £8m investment to reward customers' loyalty.

For coffee and hot chocolate, meanwhile, Mondelez' Delicious Display programme and website gives retailers advice on planograms, merchandising and ranging. >>



JOIN MONKEY'S MISSION DRIVE MONUMENTAL SALES

- ▶ With PG tips, the UK's No.1 tea brand¹
- ▶ A proud partner of Red Nose Day 2015
- ▶ £1 million donation²
- ▶ £3 million³ 360° campaign



CALL 0800 01 01 09 TO STOCK UP

1. Total value sales MAT Nielsen Data November 2014. 2. PG tips and Persil are proud to be partnering with Comic Relief to raise £1 million for this year's Red Nose Day. PG tips will donate 8p per special pack produced. 3. MMS Comic Relief, registered charity 326568 (England/Wales); SC039730 (Scotland). Monkey TM & © Comic Relief Ltd.

HOT DRINKS

FOUR GROWTH OPPORTUNITIES FOR COFFEE IN 2015

1 Morning rush hour

The past few years have witnessed a quick succession of retailers investing in coffee machines to profit from hot drinks 'on the go'. When rush hour is at its absolute height, there's no more lucrative time to offer customers a quick and convenient on-the-go breakfast.

"I'm right by a train station so I sell on average 120 cups a day, and half of these I sell between 6-9am," says Peter Lamb. As well as recently investing in a second coffee machine to cut morning queue times, he merchandises various breakfast items nearby, with coffee and a croissant on a linked deal at £2. "I've managed to drive incremental sales by even further expanding my fresh breakfast range - like pastries and croissants - which adds to the hundreds of flapjacks and bakewell slices we sell every week," he says. Turn the page for our hot drinks to go guide.



Premium coffee is now a key sector for convenience



A coffee on the way to work is a routine for many

3 Premium roast & ground coffee

"With the rise of the coffee shop culture on the high street, shoppers are now looking to replicate the taste of a good coffee at home, leading to significant growth in the roast and ground coffee market," says Taylors of Harrogate category executive Hannah Barnes. Its best-selling offers within this category include Rich Italian and Lazy Sunday, both in 227g packs.

Investment in this sector high-

lights the belief suppliers share that premium coffee can grow further in independent stores. While Lavazza continues to expand its presence with product innovation (see below) and marketing activity, Taylors of Harrogate's online platform, brewview.co.uk is, meanwhile, a sign that the company sees improving category management and retailer knowledge as a priority if the sector is to fulfil its potential.



Facebook and Twitter can help market your drinks-to-go promotions

2 Loyalty schemes

Grabbing a coffee and croissant on the way to work every morning is part of the routine for millions of Britons. Increasingly savvy retailers are developing their own methods of enticing shoppers to try out their coffee and establish a regular purchasing habit. Peter Lamb, for example, offers £1 printable vouchers on his website that his customers can use to buy a coffee in store. "We splashed this offer all over Facebook and Twitter, as well as on signs around our shop, and it worked incredibly well to kick start our business back when we first got the machine," he says. What's more, he has found that his choice of coffee beans and even the colour of the coffee machine attracts different genders. "I don't want to stereotype, but I find that more women use the German Tchibo machine, which I believe is because I use caramelised coffee beans and perhaps even because it's silver. Whereas more men go for the 'rijo42' machine, which is black and has a much stronger and darker coffee blend," he says.



4 Innovative formats

With the rise of the coffee shop culture, shoppers are looking to replicate the taste of a good coffee at home

Suppliers are looking to drive sales by developing new, innovative products and formats for at-home drinking with premium ground coffee retailer Lavazza entering the UK instant coffee market for the first time in its 100 year history. Prontissimo, it says, will attract a "new, younger audience" to instant coffee.

Kenco Millicano and Nestlé Azera are both also adding to the premium instant coffee category, with the former showing more than 34% growth in the past 12 months according to Mondelez.

Retailer Ian Lewis, meanwhile, finds customers continuing to ask for

Kenco re-fills, a format designed to cut costs and waste, despite the fact that his wholesaler has stopped stocking them. "Even though Blakemore delisted them, I still find many customers requesting refills for brands such as Kenco and Douwe Egberts, so I'm considering getting them back in," he says. >>>



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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."

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HARVEY HEADLEY
JACK'S BEANS COFFEE TEAM



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**

HOT DRINKS

IN-STORE EQUIPMENT

Interested in installing a coffee machine? Below are three companies providing opportunities for retailers to offer hot drinks



Tchibo

A German chain of coffee retailers and cafés, Tchibo recently celebrated its two millionth cup sale in forecourt and convenience stores. The company offers a variety of drinks machine Solutions. For example, its self-serve Piccolo system has been designed specifically for the 'coffee to go' market and is designed for retailers looking to sell more than 20 cups per day. It's available with margins of 50% – subject to conditions – or on a 'pay-by-day' scheme, where the company works with

retailers to increase cup sales. Installation can be arranged within 10 working days, and Tchibo provides PoS and its own Arabic coffee to new retailers.

Nescafé Alegria

Nestlé's Algeria hot drinks machine can, it says, deliver an extra £7,665 of revenue per year, based on an RRP of £1 for each cup. To achieve this retailers need to sell an average of 21 cups a day, 365 days a year.

Nescafé Alegria comes with a fixed monthly fee which covers the complete package, including cups, ingredients and sachets of sugar. The more a retailer sells, the lower the fee for each cup, meaning margins rise as

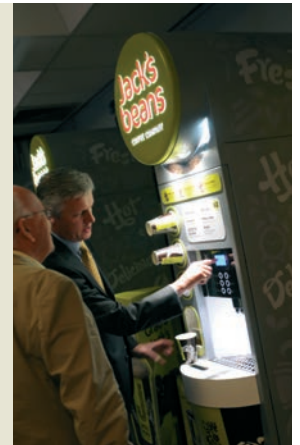
their sales do. According to the company, pricing varies but, as a rough guide, a retailer could cover their running costs by selling four cups per day at £1. There is no minimum sale requirement, and point of sale material is provided.

Smiths News

At 50cm wide, the so-called 'coffee terminal', which is leased to retailers on a three-year contract, is half the size of a Costa Express machine and is designed to slot into an existing space in store.

The company looks to work with stores where there is demand to sell at least 10 cups a day. Retailers can make a minimum 15% margin on every cup sold, which grows based on sales volume.

"Retailers will earn at least 30p



per cup sold at the £2 recommended price," says Smiths News managing director Jon Bunting. Marketing support includes PoS material, swing signs, in-store sampling campaigns and a 'buy nine, get the 10th free' loyalty card. The 'pay at till' machines are capable of serving 100 drinks per day and offer six different hot drinks, where the coffee is made using Fairtrade Espresso coffee beans and fresh milk.

Serving hot drinks Why it's worth it

Spending £18,000 on two coffee machines might seem a weighty investment to some, but Peter Lamb has more than made up for it by selling over 30,000 cups of coffee in a year. Peter first installed his Tchibo coffee machine five years ago knowing that being right next to a train station meant he was in a prime location.

Having enjoyed consistent growth of hot drinks sales over the years, he installed a second machine 12 months ago (snappily called the rijo42) to reduce queue time and sell even more drinks.

"Not only has it driven my hot drinks sales through the roof, but it's also significantly boosted sales within my food to go category, and consequently raised the average basket spend of my store," says Peter.

Already selling hundreds of



Smiths News is providing hot drinks services through the Jack's Beans brand

flapjacks and bakewells every week, Peter developed more fresh breakfast items such as croissants and pastries over the past two years, which have yielded good results given the growing preference for fresh.

Not every solution demands so much investment, however, and there are alternate routes to installing a coffee machine that won't break the bank. The same machines Peter invested in are also available on lease for around £250, he says, and still offer a good return.

Oxfordshire retailers Dave Lewis

and his son Ian, meanwhile, seized the opportunity for their Spar Crescent Store to be one of six shops in the country to first operate Smiths News' coffee machines in August 2012, now branded Jack's Beans.

"It went fairly slowly at the beginning, but, since the rebranding, sales have really picked up," says Ian. After the news wholesaler changed the name to Jack's Beans, and gave the cups an appealing price of £2, Ian noticed that they had attracted new customers who had previously shopped with his competition.

"We have a Spar two miles away which has a Costa coffee machine, and sells coffee at a higher price, and we ended up getting some of their customers after the changes," Ian says.

The 1,800sq ft store now sells on average 110 cups a week, and since the installation, food to go sales have gone "through the roof" meaning a much higher footfall. ●

For three reasons why you need a hot drinks machine go to betterretailing.com/hot-drinks-machine



Hot drinks sales raised the average basket spend of my store

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*Source: Nielsen 52 weeks to 7th December '14.

www.lavazza.co.uk

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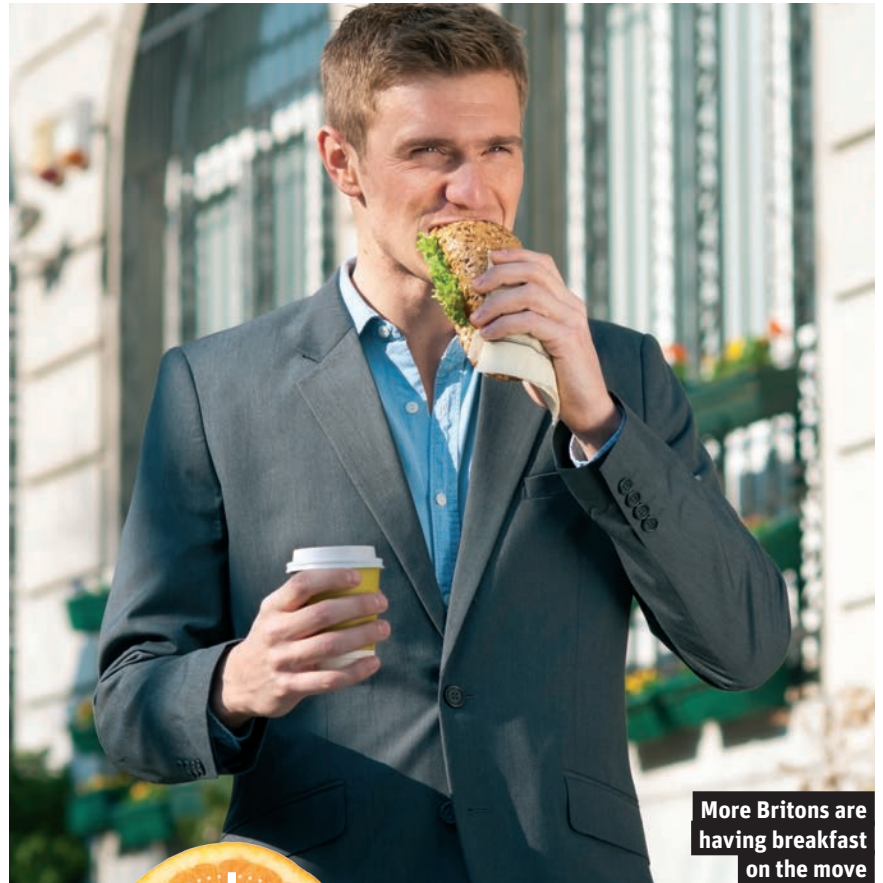


Rav Garcha, convenience store owner, Broadway

BREAKFAST

Convenience customers increasingly expect retailers to provide them with multiple delicious options for breakfast. **Nadia Alexandrou's** 24-hour step-by-step plan shows you how to do just that

Are you awake to their needs?



More Britons are having breakfast on the move

Being located right next to a train station certainly has its perks: Sivakumar Pandian's Nisa store in Virginia Quay, east London, receives 5,000 customers per week, and for Sivakumar, there's no more busy or profitable time than the morning rush hour. Similarly, Costcutter retailer Satminder Deo in Yorkshire has invested time and effort into engineering a smooth-running breakfast category that appeals to customers shopping on the go or taking purchases home.

Neither of these two retailers have let managing breakfast dominate their wider business, however. Supplier support, good time management and collaboration with staff can all cut the burden of bringing the right breakfast offer to time-pressed, hungry morning customers.

Read our 24-hour plan and find out how you too could fit maximising this key convenience opportunity into the rest of your daily routine.

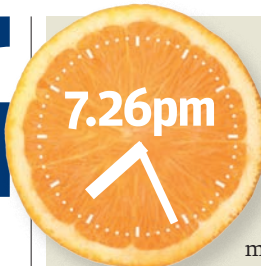


It may seem too early to start thinking about breakfast, but sorting out your in-store bakery is a good way to get ahead and prepare for the morning rush-hour. Satminder Deo saves his morning staff crucial time by pre-cooking sausages and bacon the night before. Similarly, he butters all his bread and seals it in air-tight bags to make sure it stays fresh until morning.

Breakfast to go is slowly being cemented as a core category for independents, and a recent Mintel report revealed that the biggest convenience sales from breakfast-to-go purchases tend to come from in-store bakery - almost a third - with chilled foods not far behind.



Dividing up different breakfast duties ensures that everything runs efficiently



With your hot food to go sorted for the next morning, preparing your hot drinks machine will help save even more time. Making

sure that his Tchibo coffee machine is topped up with enough milk both in the morning and evening is a key step for Sivakumar, who has a profit-split contract with the company. "Tchibo supplies everything but the milk, which needs to be fresh. When its capacity drops to below 1l, it will stop serving coffee, and as you can imagine, this is very damaging for sales when this happens during rush hour," he says.



Newspaper rounds, deliveries and stocktakes are already clamouring for your attention, but don't let this tempt you to ignore breakfast. Early-bird commuters are less likely to have had breakfast at home, and are therefore in greater need of some caffeine and tasty food to perk them up. Starting to cook now, and the preparations made the night before, will help make this job simpler. >>



Your customers love the price...



Smaller case sizes of 5s & 6s require minimum quantity



...You'll love the profit!

- 48% of shoppers would be more likely to make an impulse purchase if the product was a price-marked pack (PMP)*

- PMP Packs achieve up to double the rate of sale than a standard pack

All brands backed by multi-million pound media activity, including TV, radio, digital, promotions and on-line



Nestlé
Good Food, Good Life

*Kantar Retail, 2014 & IRI Total Grocery, 2014
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BREAKFAST



It's the peak of morning rush-hour, but take a moment to ensure your store's key selling breakfast lines haven't depleted to alarming levels, and that your fixtures remain neat and tidy.

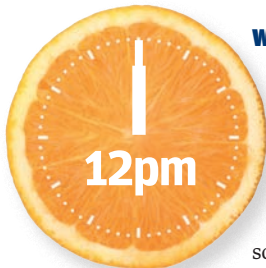
"Dividing up different breakfast duties between my staff helps ensure that everything is maintained and runs efficiently during the rush hour," says Satminder. This involves

keeping one member of staff on the shopfloor to make sure that all pre-packed items like cookies and breakfast bars are kept full and forward facing. He designates the specific responsibilities of looking after the coffee machine - making sure it's clean, tidy and topped-up - to the nearest cashier.



It's late morning, and if it's a weekend, breakfast sales will peak much later than the average week day. Other parts of your store become more relevant to weekend breakfast shoppers, as fry-ups become the order of the day, so ensure the whole store is ready.

Checking the range and availability of sauces and condiments, for example, can help you drive incremental sales. Heinz' research shows that HP sauce is consumed most regularly at breakfast - and during the weekends. The company suggests merchandising its best-selling condiments such as tomato ketchup and HP Sauce near complementary foods, such as bacon and sausages, to encourage shoppers to spend more.

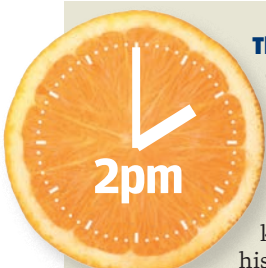


Weekend or weekday, this lull between breakfast and lunch is a great opportunity to clean up and sort out day-part merchandising.

"Especially during the weekend, I use this time to get cleaning up to scratch and prepare for the week ahead," says Satminder. During the week, moves left over hot breakfast food to one side to make room for sandwiches and salads. Any breakfast items can be reduced to encourage impulse sales and suddenly your store is ready for lunchtime.



I put milk near the Kellogg's stand that holds various cereal-to-go pots



The hectic lunch hour is starting to wind down, and you have some time to prepare for customers coming back from the school-run at around 3pm. Check the availability and range of breakfast staples such as cereal, bread, butter and milk to help remind parents to top up on depleted supplies. For Sivakumar, this involves making sure that all of his £1 ranges are clearly visible, which he finds a popular choice among his customers. Focusing on pricemarked products can be as equally profitable, as recent trials in Costcutter stores revealed that, on average, sales doubled when cereals were sold in pricemarked packs.

Recent launches show how breakfast manufacturers are responding to increasing health concerns

As the public scrutiny on sugar and health intensifies, breakfast manufacturers have focused product development around healthier nutritional content. Here's some recent examples

Heinz further reduced the sugar and salt content of its **Heinz Tomato Ketchup** last September. It now contains 25% less salt and 50% less sugar, with no artificial sweeteners. "Retaining the iconic taste of Heinz Tomato Ketchup, the latest version responds to consumer demands for healthier foods and also meets 2017 government salt targets," the company says.

a refreshed blue Frijj logo.

Last year Dairy Crest also bought out its lightest version of Clover to date with **Clover Lighter than Light**, made with 80% less saturated fat than butter. This was joined by **Clover Additions**, a range of spreads with added health benefits including Strong Bones, Immunity Support and Daily Boost.

Milk-alternative brand Alpro is benefiting from a TV ad focusing on the unsweetened



version of **Alpro Almond**, encouraging consumers to enjoy a lighter morning. The ad will be on air until the end of April.

A source of protein, Nestlé Cereal's **Nature Valley Granola** is now available to independents, along with **Gluten Free Cornflakes**. The company says it is one of the first to bring a mainstream brand to the gluten-free cereal market to cater not only to gluten-intolerant customers, but also health-conscious ones.

Earlier this month Dairy Crest's flavoured milk brand **Frijj** launched a new range of milkshakes with 40% less sugar. Available in 471ml bottles in two flavours - Choc-a-Chocolate and Seriously Strawberry - each bottle bears



The right pricemark can attract sales



In the last 15 minutes of your 24-hour breakfast plan, consider ways to maximise incremental sales. Sivakumar finds that by putting items such as fruit and milk next to complementary breakfast products attracts more shoppers to that section. "I put milk near the Kellogg's stand that holds various cereal-to-go pots, and this works really well," he says. Similarly, breakfast biscuits are easy items to grab on a busy morning, so consider secondary-siting them by tills and drinks machines to encourage impulse purchases. Belvita Breakfast



biscuits continue to lead this category, with a total value of £56m and growing. ●



To find out how Harj Dhasee drove breakfast sales by working with a local school go to betterretailing.com/harj's-breakfast-ideas

on TV

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Breakfast.

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repeat rate*

belVita
Breakfast

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Top Up
pack



On-
the-Go
pack



No.1 Healthy Biscuit**



No. 4 brand in the total
biscuit market**



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through 2015



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PREVIEW



Bassetts' new offspring

Mondelez has unveiled Bassetts Jelly Babies Berry Mix featuring blackcurrant, raspberry and strawberry flavours.

RRP £1.52

Outers 12

Contact 0870 191 7343



Turning up the heat

Ribena has launched a new £1.5m campaign to support its tropical range, with competitions offering the chance to win one of five "tropicalidays".

RRP £1.20

Outers 12

Contact 0800 096 3666



Spring over jumps

Harrogate Spring Water has signed a sponsorship deal that will see it become the official spring water supplier for Ascot racecourse for the 2015 season.

RRP various

Outers various

Contact 01423 730000



United's toy story

United Biscuits has launched a major promotion offering consumers a one in 10 chance of winning a McVitie's cuddly toy, backed by a £3m marketing spend.

RRP various

Outers various

Contact 0800 1380813



Supermarket sweep

Carlsberg has launched the first of three "If Carlsberg Did..." TV ads planned for 2015, as part of a planned £12m spend.

RRP various

Outers various

Contact 0845 820 820



Getting lippy

Spar has launched two new variants – Cola Bottles and Teeth & Lips – to its confectionery line-up at the same time as revamping the range.

RRP £1 – £2

Outers various

Contact 0208 426 36906



Salt of the earth

Walkers has made a new addition to its Market Deli range, with Anglesey Sea Salt in potato chip format joining the assorted pitta, tortilla and crisp variants.

RRP various

Outers various

Contact 01189 306666



Blood brothers

Tango is adding to its range by launching a new variant, Blood Orange, in bottles and cans. The launch will be supported by TV and social media marketing.

RRP various

Outers various

Contact 0845 755 0345



When the oat comes in

Dairy Milk is adding to its range with the launch of Oat Crunch, backed with a £4.5m marketing investment.

RRP 58p

Outers 18

Contact 0870 191 734

THIS WEEK IN MAGAZINES

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



New look collectable

MARVEL AVENGERS ARE BACK FOR MORE

With a whole set of new characters to get to know, Topps is on to a surefire winner with its latest trading cards collection

THE SECOND INSTALMENT of Marvel's blockbuster Avengers series is set to hit UK screens in April and Topps is staying ahead of the curve with the release of its new Hero Attax Marvel Avengers trading cards. The collection has all new characters, is part of a Disney-wide marketing campaign, includes codes for exclusive digital extras and comes with a fresh, new look. Topps entertainment marketing manager Louise Ramplin said: "There is so much happening with this launch that we are very confident this collection will beat our forecast." The launch is supported by TV and press advertising, a nationwide sampling campaign and covermounting on key children's titles.



HERO ATTAX MARVEL AVENGERS
On sale 26 February
Frequency ongoing
Price starter £4.99, cards £1
Distributor Topps
Display with other collectables

Round up



NICOLA STEWART
Magazines reporter

PRINT PROVES RESILIENT

"Magazines take another sales tumble." "Magazine newsstand sales sink again." "More print sales slip in latest ABCs." This type of headline has become all too familiar for those of us following the fortune of print magazines in the UK. And while it is true that overall newsstand sales are in decline, it is worth taking a look at the industry in a wider context.

The top 100 titles alone continue to generate an estimated £640m in sales per year – and 20 of those leading titles actually increased sales year on year in the second half of 2014. Two more of those titles (Lego Friends and Forever Sports) only launched in the past year, and another (The Christmas Magazine) was audited for the first time. That puts the percentage of top titles to post positive results at just shy of 25. This surely proves there is still resilience in print.

Of particular note was the children's sector, which once again proved its potential. Take Immediate's CBeebies Weekly, for example. The title saw an incredible sales rise of 41% year on year.

Circulation results can be a solid indication for retailers of what is likely to sell strongly on the newsstand, but it is also worth considering that only a fraction of magazines are included in the audit. There are thousands of others that are consistently launching, developing and surviving, including a raft of independent and specialist titles. Our weekly bestsellers list, based on current sales data from Menzies, offers a more comprehensive breakdown of individual sectors. There is still profit to be made.

PLEASE DISPLAY CLOSE TOGETHER TO MAXIMISE CROSS-PURCHASE



RACING AHEAD

This massive Cheltenham Festival edition of Racing Ahead is expected to see a sales increase of 215% on the newsstand, compared to a normal issue. With both Cheltenham and The Grand National coming up in March and April, retailers are advised to cross promote Racing Ahead with key titles such as the Racing Post, Racing Plus and Racing & Football Outlook. The publisher has asked retailers to stock it alongside racing papers or sports magazines.



On sale 26 February
Frequency monthly
Price £3.29
Distributor Marketforce
Display with Racing Post, Racing Plus, Racing & Football Outlook, sports magazines



HOMESTYLE

HomeStyle is a new addition to the home interest sector that aims to appeal to homeowners trying to do up their homes stylishly but on a tight budget. Each issue comes filled with fast fixes, budget buys and inspiring decorating ideas that are easy to copy, buy and make. It caters to people who have spent all their money buying a home and now need to find creative ways to renovate it on a shoestring.



On sale 5 March
Frequency bimonthly
Price £1.50
Distributor Marketforce
Display with Ideal Home, House Beautiful



NEW SCIENTIST THE COLLECTION

Following a hugely successful first year, New Scientist The Collection returns with its first issue of 2015, the Human Brain. How does a 1.3kg tangle of nerve cells allow you to sense, understand and change the world? How does it support thought, memory and consciousness? What happens when it goes wrong? Answers to all this and more feature in this premium priced bookazine.



On sale 4 March
Frequency quarterly
Price £9.99
Distributor Marketforce
Display with New Scientist



TOP MODEL

This issue of Top Model comes with five free neon door hangers, stickers and a raft of DIY tips to help readers redesign their bedrooms. Along with the usual mix of stories, fashion, comics, puzzles and quizzes, the issue has a special beauty feature and a creative studio tutorial that takes inspiration from mermaids, unicorns, and other fantasy creatures.



On sale 27 February
Frequency monthly
Price £2.99
Distributor Comag
Display with Girl Talk Art, Pink, Go Girl

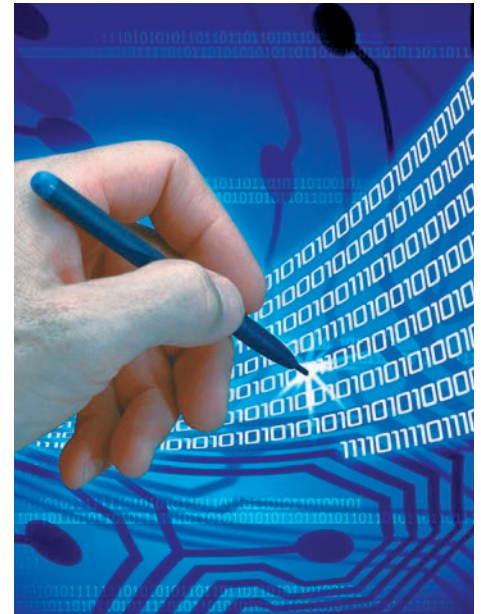


TAKE A BREAK

In celebration of its 25th birthday, Take a Break is launching a nationwide competition to find the magazine's number one fan. The contest offers one lucky reader the chance to win a raft of "money-can't-buy" prizes. Launched in 1990, Take a Break credits its engaging true-life stories, puzzles and prizes with positioning the title as the best-selling women's weekly on the market.



On sale 26 February
Frequency weekly
Price 90p
Distributor Frontline
Display with That's Life!



Bestsellers Gaming & computing

Title	On sale date	In stock
1 Computeractive	04.03	<input type="checkbox"/>
2 Official Xbox Magazine	13.03	<input type="checkbox"/>
3 PlayStation Magazine Official	13.30	<input type="checkbox"/>
4 Web User	11.03	<input type="checkbox"/>
5 GamesMaster	26.02	<input type="checkbox"/>
6 Micro Mart	05.03	<input type="checkbox"/>
7 PC Gamer	12.03	<input type="checkbox"/>
8 Mac Format	19.03	<input type="checkbox"/>
9 Linux Format	19.03	<input type="checkbox"/>
10 GamesTM	03.03	<input type="checkbox"/>
11 X-One Magazine	18.03	<input type="checkbox"/>
12 PC Pro	12.03	<input type="checkbox"/>
13 Pocket World	03.03	<input type="checkbox"/>
14 Computer Shopping	12.03	<input type="checkbox"/>
15 Play Unofficial PlayStation	03.03	<input type="checkbox"/>
16 Android Magazine	19.03	<input type="checkbox"/>
17 Custom PC	12.03	<input type="checkbox"/>
18 Retro Gamer	03.03	<input type="checkbox"/>
19 Edge	12.03	<input type="checkbox"/>
20 PC Advisor	11.03	<input type="checkbox"/>

Data supplied by Menzies Distribution

BIG HERO 6

BRAND NEW STICKER COLLECTION

Starter Pack: £2.99
Sticker Packet: 50p

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THIS WEEK IN MAGAZINES



EMPIRE

The April issue of Empire will feature the world's first look at the forthcoming Bond film Spectre. Its strong cover and exclusive content is expected to attract extra sales and retailers are advised to display it full facing at the front of the newsstand. Inside, the issue also includes the Ultimate TV Preview, looking at the 27 biggest shows in 2015, as well as heading on-set with Jurassic World.



On sale 26 February
Frequency monthly
Price £3.99
Distributor Frontline
Display with Total Film, SFX, Mojo

Industry viewpoint

David Bradley

Group editor-in-chief, Total Film and SFX (Future Publishing)



A long time ago, in a galaxy far, far away... well, actually, no: it's this year, and it's going to be all around you. Yes, Star Wars is bursting back onto screens in 2015, as are James Bond, Marvel's Avengers, Jurassic World, Mad Max, Mission: Impossible, Fast And Furious, the Terminator and more. The biggest blockbuster franchises are on the march, turning 2015 into arguably the most important year in popular cinema ever.

This is great news for entertainment magazines. Every cover has the potential to be instantly recognisable, each character a brand. We publish SFX, the market-leading sci-fi and fantasy magazine, and Total Film, the modern guide to movies and Future's biggest title, and they are in a perfect position to capitalise on this.

Total Film placed R2-D2 on the cover recently and without even mentioning Star Wars, the magazine drew instant appeal. The "2015 Epic Preview" issue was the best-selling issue for a year, grabbing 10,000 more sales than the issue before.

Incidentally, Total Film and SFX are strong in independent stores - 11% of sales for these titles come from independents (versus an average 7% across other Future titles).

Pick the right film franchise and thousands of people are interested in reading about it - and in 2015, it'll be hard to pick a "wrong" franchise; every Hollywood studio is rolling out its big guns.

Does this landscape present risks as well? Sure. Saturation is a danger. As December approaches everybody - from the Radio Times to The Sun - will be wanting to talk about Star Wars. Standing out from the crowd will become difficult. But not impossible, with the right access, expert writers and a dedication to showcasing what monthly magazines do best. We'll be taking the opportunity to celebrate the strength of print much more than in recent years. Posh cover treatments (foils and glosses), supplements and posters are all in the plan. There's a great year ahead - big brand movies will be thrilling everybody, both in and out of movie theatres. May the Force be with you.



FHM

Football icon Thierry Henry features on the cover of the FHM Collections issue that comes free with the next issue of FHM. The biannual fashion supplement is always a popular bet on the newsstand and retailers are asked to display the issue prominently. FHM accounts for 17% of the men's monthly market and this issue is expected to bring in more than £91,000 in sales nationally.



On sale 5 March
Frequency monthly
Price £3.99
Distributor Frontline
Display with Loaded, T3



MILITARY WATCHES

Building on the success of the Military Watches collection comes a fourth special edition, this one focusing on the French Air Force in the 1950s. The standalone issue comes with a limited edition chronograph inspired by the timepieces designed for and worn by French pilots of that time. It features luminous hands for visibility, a precision timer sub-dial, metal strap, grooved bezel, as well as working day and date dials.



On sale 5 March
Frequency one-shot
Price £25.99
Distributor Comag
Display with regular Military Watches collection



FOOD HEAVEN

This issue of Food Heaven is published under the masthead Baking Heaven and comes with a free Chocolate Heaven supplement. Anthem Publishing says the last time the magazine carried a covermount, it achieved its highest sales ever, so it was expecting this to be another strong seller. With a premium price of £5.99, £1 more than usual, it also offers additional revenue to retailers.



On sale 5 March
Frequency monthly
Price £5.99
Distributor Marketforce
Display with BBC Good Food, Cake Craft & Decoration



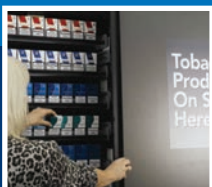
OMG!

OMG! is the new women's weekly from ACH Publishing that promises to serve up a mix of upbeat real-life features, competitions, puzzles, topicality and big prizes. The launch is supported by a major national television and press advertising campaign and retailers can take advantage of the exposure by displaying the title prominently on the newsstand.



On sale 26 February
Frequency weekly
Price 70p
Distributor News Solutions
Display with Take a Break, Chat, Pick Me Up

DON'T MISS IN NEXT WEEK'S RETAIL NEWSAGENT



Toba Prod On 3 Here

DISPLAY BAN SPECIAL: TWO RETAILERS WITH TWO DIFFERENT GANTRY SOLUTIONS

Plus, an exclusive column by Roger Bull of New Zealand's Association of Convenience Stores on surviving the dark market, and six leading tobacco industry figures profiled



Partworks

Title	No	Pts	£
Amercom			
Great British Locomotives	27	48	8.99
Amermedia			
Giant Warplanes	30	48	7.99
Military Vehicles	31	48	5.99
DeAgostini			
Build the Millennium Falcon	8	100	8.99
Cake Decorating	154	180	2.99
Cake Decorating Relaunch	103	165	2.99
Dinosaurs & Friends	2	60	5.99
Official Star Wars Factfile	60	120	2.99
Something Sweet	59	90	2.99
Eagle Moss			
3D Create & Print	6	90	6.99
Batman Automobilia	57	80	9.99
DC Chess Collection	81	96	8.99
Doctor Who	40	70	6.99
Knit & Stitch	111	176	5.00
Marvel Fact Files	102	150	2.99
Military Watches	27	80	9.99
Star Trek Off. Starships Coll.	40	70	9.99
Hachette			
Art of Knitting	5	90	2.99
Black Pearl	59	120	5.99
Build the Mallard	26	130	7.99
Build the U96	26	150	5.99
Classic Pocketwatches	66	80	8.99
Judge Dredd Mega Collection	3	80	9.99
Marvel's Mightiest Heroes	31	60	9.99
My 3D Globe	8	100	5.99
Your Model Railway Village	66	120	8.99

RBA Collectables

Amazing Dinosaur Discovery	1	80	0.99
Precious Rocks, Gems & Minerals	5	100	5.99
Real Life Bugs & Insects	23	85	5.99

Collectables

Magic Box



Zomlings
Starter £2.99
Toys from £0.50

DeAgostini



Magiki Puppies
Toys £2.50

Collectables

Topps



Disney Frozen Activity Cards
Starter £4.99
Cards £1.00



Moshi Monsters Mash Up Party
Starter £4.99
Cards £1.00



Disney Frozen Fashion Pack
Packets £1.00



Moshi Monsters Poppet
Starter £2.99
Stickers £0.50



Disney Princess
Starter £4.99
Cards £0.75



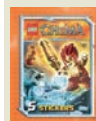
Skylanders Trap Team
Starter £4.99
Cards £1.00



Doctor Who Regeneration
Starter £2.99
Stickers £0.50



Star Wars Rebels
Starter £2.99
Stickers £0.50



LEGO Chima
Starter £2.99
Stickers £0.50



Top Gear Turbo Attax
Starter £4.99
Stickers £1.00



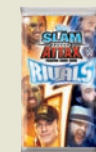
Match Attax 2014/2015
Starter £3.99
Cards £1.00



Transformers
Starter £4.99
Cards £1.00



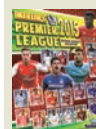
Match Attax SPL 2014/15
Starter £4.99
Cards £1.00



WWE Slam Attax Rivals
Starter £4.99
Cards £1.00



Hero Attax Marvel Avengers
Starter £4.99
Cards £1.00



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

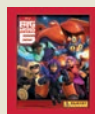
Panini



Animals
Starter £2.99
Stickers £0.50



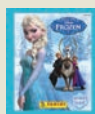
Peppa Pig's World
Starter £3.99
Stickers £0.50



Big Hero 6
Starter £2.99
Stickers £0.50



Disney Princess Palace Pets
Starter £2.99
Stickers £0.50



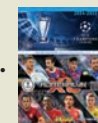
Disney Frozen Enchanted Moments
Starter £2.99
Stickers £0.50



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



Manchester United 2014-2015
Starter £2.99
Stickers £0.50



One Direction
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Stickers £0.50



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Back in the day

100

YEARS AGO
27 February 1915

One unfortunate victim of the war and ongoing German occupation of northern France was the fashion magazine business. Not only were the collections being held up, but no magazines could make it across the Channel either. Step forward then Coming Fashions, which promised dispatches from the front row, rather than front line...



50

YEARS AGO
27 February 1965

The botched launch of boys' magazine TV21 continued to divide the industry - retailers believed City Magazines got all its forecasting surrounding the comic wrong and they couldn't get hold of enough copies, while City said only 15% of retailers ordered.



25

YEARS AGO
24 February 1990

In what was described as a "historic move" the NFRN decided to ditch its Charter Of Professionalism and investigate setting up its own symbol group. National council agreed to dropping the charter, the first move towards setting up a symbol group.



Crisp profit from Nike lookey-likey Pringle

It was, its seller boldly stated, the chance to own a "piece of savoury treat history" and as such should be treated with the due deference it deserves.



And, a few days and more than 20 bids later, the swoosh-y Pringle was sold for £21. No, seriously, £21. Seller Rob (who doesn't seem to have a surname accord-

So let us congratulate both the seller and buyer of a remarkable item on eBay. We've all heard of the odd Virgin Mary being spotted in a piece of toast, and Jesus in a chapatti, but one Brighton man found something even more remarkable in his paprika-flavoured Pringles.

So much so, that when he saw what appeared to resemble a Nike swoosh in one of the snacks, he decided to log it on eBay.

ing to reports, unless his ebay user name, Robt 123 is his full moniker) said: "I was having some crisps after work one day when I saw it, one of the last crisps the packet, and thought, "That's odd".

He promised to carefully wrap the Pringle in bubble wrap and tissue paper before sending it on. No news as to what he was planning to do with the money, although we might suggest investing in more Pringles...

Scots are cashpoint canny

Cash machines charging for withdrawals? Not unheard of, but it doesn't mean customers are any happier about having to fork out a pound or two extra just to take some money out.

So you have to hand it to the kind-hearted Glaswegian who decided to do a good deed for his fellow man, after getting out a marker pen and



scrawling all over a cash machine that was charging for withdrawals by the side of the Scottish city's Charing Cross station.

For the graffiti had directions to nearby cash machines, including a Londis forecourt a couple of minutes away, as well as a Tesco. A picture of the defaced ATM went viral, being shared more than 1,100 times...

Round up



AROUND WITH THE ROUNDSMAN

with **Blanche Fairbrother**

I will start this week's column by entirely endorsing what my fellow Extra Extra! columnist Doug McLellan wrote in last week's RN about the newspapers arriving by train.

I can remember when I was a child and my mother worked for WH Smith at Market Drayton. In those days the papers arrived by train, and there were no re-runs because the train certainly didn't wait. If they weren't there on time that was it for the day.

I don't know what 'diet' the Daily Express has been put on but it has certainly worked, as it has slimmed down considerably. I just wonder if someone can pass this on to the Saturday Telegraph and the Sunday Times, as both of these papers could well do with losing quite a large amount of weight for the sake of us all.

There was a very pretty wedding at High Offley Church on St Valentine's Day. I think St Valentine must have been looking down on them, because for most of the morning it had rained and been very miserable. But about an hour before the ceremony was due to take place, there were blue skies instead of grey clouds. In fact, the bride and her dad arrived at the church in a rather smart convertible car with its top down.

But the best of it was seeing the bridegroom arrive at the church driven by his best man on a John Deere tractor complete with ribbons and a large bow on the front the same colour as the bridesmaid was dressed in. That put a smile on a few faces of people who weren't expecting it, so good luck to Carl and Alice.



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