

# RETAIL NEWSAGENT

## A BIGGER SLICE

Suppliers getting sophisticated to grow your sales

CAKES & BISCUITS

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**Rocky dodged the crash**  
'Now I've got a £750k knockout c-store.'

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### TOBACCO

## BAT: Plain packs not end for tobacco

Count on our support, says manufacturer as industry prepares for legal battle and in-store upheaval. **Pages 5 & 28 >>**



### SYMBOL GROUPS

## Premier adds a store a day in retailer drive

Better margins on promotions, rationalised store ranges and group stability behind 380-site growth in 11 months. **Page 6 >>**

Industry must raise the Barr on responsible energy drink sales, says leading supplier. **Page 16 >>**

### SUPPLY CHAIN

## 'Give us Amazon service'

NFRN fears wholesalers are losing focus on newstrade. **Page 4 >>**

Vol 126 No 12  
FOR TRADE USE ONLY



## A £27BN SONG & DANCE

Coming to a store near you, a new "feelgood gesture policy" from the coalition. They said there was no evidence, it would hit every retailer with a £550k penalty and it would only help criminals, yet they went on with the show regardless. Cameron and Osborne voted yes without backing it, May and Hammond didn't even turn up, but plain packaging will be with you in just 14 months.





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## LEADER



**Counting on retailers' votes based on a reputation of being the party of small businesses could prove to be a costly mistake**



CHRIS GAMM

Editor

@ChrisGammRN

"Are we the party of small business or the party of small business regulation?" Nick de Bois MP asked public health minister Jane Ellison during the plain packaging debate last week.

For a back-bench Tory to ask this less than two months from the general election is extraordinary, but two decisions made by the Conservative-led coalition last week made it pertinent.

On Wednesday, MPs voted by a margin of 3-1 to introduce plain tobacco packaging to the UK in May 2016. This happened in spite of several cabinet members refusing to back the law, the department of health estimating it will cost every retailer £550k in lost sales and existing security features being banned from plain packs.

Then on Thursday, it was announced retailers caught selling alcohol, lottery tickets, fireworks or solvents to children could now face an unlimited fine after the £5,000 cap was removed.

Whitehall policymakers no doubt thought that responsible retailers with water-tight processes need not worry, but this is almost beside the point.

Hitting retailers with a £27bn plain packs penalty and then threatening them with unlimited fines for falling foul of the law does not feel like the policy of a party looking out for small business.

The timing of Monday's announcement of a "radical" business rates review – after retailers have spent a decade calling for it – without any detail or firm commitments feels like little more than a sop.

Counting on retailers' votes based on a reputation of being the party of small business could prove to be a costly mistake.

With weeks to go until the manifestos are unveiled, the Conservative party has plenty of work to do to win RN readers' votes.

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is winning his fight with local competition by adding a point of interest to

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**SHOPS HAVE ADJUSTED SUCCESSFULLY OVER MANY YEARS TO THE DECLINE IN THE NUMBER OF SMOKERS**

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# NEWS



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## Sun price hikes are a blow for retailers

Price hikes on The Sun on Saturday and Sunday have been met with disappointment from retailers after a cut in terms.

But News UK said the increases still offer a significant bump to the cash margin earned by retailers.

The cover of the Saturday paper has risen by 10p to 70p and the Sunday paper has jumped by 20p to £1.

Margins on Saturday fell from 22% to 21.4% and on Sunday from 22% to 21%. This brings the papers into line with Saturday and Sunday editions of the Mirror.

Retailers now earn 21p on the Sun on Sunday, up from 17.6p, and 14.98p on Saturday's issue, up from 13.2p.

NFRN national president Martyn Brown said: "Given that The Sun's sales are down, this is a blow for news retailers who have supported the title."

## Conclusions on Horizon?

The Post Office has shut the working group that was set to discuss the latest report into its controversial Horizon accounting system shortly before it was due to meet.

But the organisation has said that it is still heading into mediation with sub-postmasters in outstanding cases with unresolved issues over accounting problems.

A new report investigating the problem was due on 11 March and scheduled to be discussed by its working group overseeing the problem. The disbanding of the group came as some 56 of 136 complaints have been resolved. The Post Office said it was hoping to resolve the remaining cases, save those that had been subject to court rulings, "as quickly as possible".



**From Middlesbrough to Mumbai** This football team in India are proudly sporting shirts bearing the name of Lifestyle Express retailer Bay Bashir's Bellevue Convenience Store. Mr Bashir was already sponsoring his local youth football team when one of the parents told him about an Indian orphanage that needed help. Before long, they'd received a kit that was no longer used by the team and Mr Bashir, inset, is now pledging to offer further help. "I'm really looking forward to supporting the orphanage in any way I can," he said.

## NFRN calling for Budget support

Retailers called on chancellor George Osborne not to raise duty on alcohol and tobacco in a final plea ahead of this week's Budget.

As RN went to press ahead of Wednesday's announcement, the NFRN feared the recent decision by Westminster to introduce plain packaging legislation could open the door for further duty increases on beers, wines and spirits and cigarettes, which it said could play into the hands of illicit traders.

NFRN national president Martyn Brown said: "The NFRN understands that there is a need to place a duty on alcohol and tobacco products and that this is unlikely to be reduced. However, we want the Treasury to consider the implications of a rise on legitimate retailers and their businesses."

Mr Brown also criticised the government's decision to raise the national minimum wage by 3% to

£6.70 an hour, confirmed on Tuesday.

He said: "We fear this decision will lead to an escalation in retailers who can no longer afford the running costs of their shop, resulting in their staff having their hours cut or even losing their jobs".

● See [BetterRetailing.com](http://BetterRetailing.com) for a full analysis of Wednesday's Budget



**Complicated complaints process putting retailers off** Fears over wholesale commitment to news

## 'Give more transparency and Amazon service level'

by Nicola Stewart

The NFRN is calling for more transparency in the news supply chain and for wholesalers to offer the same service to retailers as it does major suppliers such as Amazon.

NFRN head of news Brian Murphy made the comments after a Press Distribution Review Panel report showed just 175 formal complaints had been made under the Press Distribution Charter (PDC) over 14 months.

He questioned whether

independents were well enough informed on the complaints process and said the length – up to 28 days – made retailers reluctant to start a complaint.

The NFRN wanted to see the report show a deeper level of detail and include rolling data on each PDC complaint code, he said.

He added that a 32% rise in complaints was "further evidence" that wholesalers' focus on news may be lessening and deals with suppliers like Amazon may be taking priority.

"Modern day product

suppliers are certainly beginning to challenge the capability of wholesalers, who are having to react quickly and up their service to ensure it meets the standards those suppliers dictate because, for the first time, they are working in a competitive market," he said.

"We are concerned they're not investing enough in systems and the resources needed that will keep the news supply chain at an acceptable level of service."

Of the 175 complaints, 65% were about Smiths News and 30% about Menzies, with

timeliness of deliveries the most common breach at 32%.

Responding to the figures, a Menzies spokesman said: "We recognise the importance of on-time delivery to our retail customers and we continue to manage our routes and resources in order to deliver them the most effective possible service."

Smiths News added: "We continue to engage with publishers over inbound deliveries and there has been progress over the past year. This has included the trial in Reading."



Customers want product knowledge in plain packaged world Dismay at vote result

# BAT pledges its support for retailers over plain packs

by Tom Gockelen-Kozlowski

British American Tobacco (BAT) has told RN that it remains committed to supporting retailers following last week's vote to implement plain packaging in May 2016.

The House of Commons vote saw Labour, Lib Dems and 122 Conservative MPs unite to push through a bill that had two days previously been passed by a Delegated Legislation committee.

While prime minister David Cameron and chancellor George Osborne voted in favour of the measure, despite never publicly backing it, home secretary

Theresa May and foreign secretary Philip Hammond were among a number of high profile conservatives whose votes were notably absent.

Retailers reacted with dismay to the decision by parliament, with much of the controversy centring on the lack of House of Commons debate before MPs voted. Dan Cock of Premier Whitstone Village Stores described it as a "mockery of representation" while Amit Patel of Belvedere News Food and Wine dismissed it as a "tactical move" prior to the election.

BAT reacted quickly with a message to retailers

that the company would continue to invest in support for independents prior to, during and after the implementation of plain packaging. "Our experience as the market leader in Australia makes us ideally placed to use the lessons from that market in the UK and help grow our retailers' businesses," said Ron Ridderbeekx, head of corporate and regulatory affairs for the company.

"Right now the key thing is to ensure a broad product range and good availability," he added. "In a plain packaged world, customers will look to retailers for product knowledge and quality

service."

Mr Ridderbeekx also thanked retailers who'd been involved in campaigning against the measure.

As RN reported two weeks ago, the department of health expects plain packaging to cut every retailer's tobacco revenue by £550,000 over ten years, amounting to a total hit of more than £27bn to the channel.

● Two days that made plain packs a reality – page 28

What support will you need when plain packs come in?  
YOU TELL US! Go to:

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## Call for age restricted vigilance

Retailers have been urged to be extra vigilant when selling age restricted products following changes in legislation allowing magistrates to impose greater fines on offenders.

Sweeping changes passed as part of the Legal Aid, Sentencing and Punishment of Offenders Act 2012 have only just been brought in following a consultation period and mean any age-restricted product, except tobacco, sold to an under-age child previously covered by a fine of up to £5,000 is now subject to an unlimited fine.



**Yummy for mummy** Retailers put on the mother of all celebrations to mark Mother's Day on 15 March, with many sharing their promotions and other activity on social media. Connolly Spar in Wiltshire presented its "yummy mummy" customers with flowers, while McBride's Spar in Northern Ireland (inset) selected one lucky customer as winner in its Mother's Day competition.

## Be radical on rates review government urged

Retail trade bodies have welcomed news of an "overdue" review of the current business rates system and have urged the government to consider "radical options".

Chief secretary to the

Treasury Danny Alexander made the announcement, with findings from the report set to be unveiled ahead of the 2016 Budget.

Responding to the news, NFRN chief executive Paul

Baxter said: "We are delighted the government has committed to a full review. We will be speaking with our members to ensure they are fully represented in the consultation process."

James Lowman, chief executive at the Association of Convenience Stores, said the organisation will also respond to the review and will seek views from its members.

### In brief

#### Bag levy letdown

The NFRN has expressed its disappointment that the government has left independent retailers out of planned carrier bag legislation.

Deputy prime minister Nick Clegg had said he would include small businesses, but despite lobbying from the NFRN and others, independents are still excluded following a House of Commons committee debate. NFRN chief executive Paul Baxter said: "The debate saw many MPs agree with our position, yet the minister disregarded the comments, ignoring the calls of the small business industry."

#### Cheers for beers

A craft beer company set up by wholesaler JW Filshill last year has signed up 19 brewers from across Scotland following a successful pilot scheme.

Craft Beer Clan said it is now targeting an annual turnover of £2.5m within five years following the move, which saw it enlist companies such as William Bros Brewing Company and Loch Ness Brewery.

It said it is now in discussions to export locally-produced products to overseas markets including Japan, North America and Canada.

#### Clarifications and corrections

● Cigar manufacturer Ritmeester grew its orders through convenience wholesalers by 80% in 2014.

● Wholesaler JW Filshill was founded in 1875.

● Retailers in Scotland are not allowed to open their tobacco gantry by more than 1,000sq cm.

# NEWS

## BUSINESS



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### Conviviality signs up to join ACS

Conviviality Retail has joined the Association of Convenience Stores (ACS), with all 600-plus stores under its associated fascias – Bargain Booze, Bargain Booze Select Convenience, BB's Warehouse, Thoroughgoods and Wine Rack – now part of the organisation.

Welcoming the franchise off-licence and c-store chain to its ranks, ACS chief executive James Lowman said: "We are delighted to welcome Conviviality Retail into ACS membership, further strengthening our voice as a body which represents a wide range of convenience retailers on key issues to government."

Conviviality Retail chief operating officer Amanda Jones added: "We are really pleased to be part of the ACS. We recognise all the positive work that the organisation does and welcome the networking opportunity that membership brings us."

### Contactless for One Stop

One Stop is rolling out contactless payment across its estate after a successful trial within both company-owned and franchise stores.

All new stores opening this year have had the technology installed and many of its franchise outlets can already accept contactless.

It follows a month-long trial in January, where one in every 10 shopper purchases came from contactless payment.

### London opening for Budgens' third concept store

Budgens has revealed full details of its third concept store due to be opened in London this month, which is set to become the symbol's flagship business.

Budgens of Crouch End will be relaunched next Thursday having undergone a five-week improvement programme, including a complete refit

and refurbishment.

The 8,600sq ft business now includes a wider selection of fresh products, Budgens own label brand and artisan lines.

Other new features include the addition of a soup bar offering lunchtime meals provided by supplier Yorkshire Provender; a wine cellar area contain-

ing a wealth of craft beers, wines and spirits from local and national manufacturers; and a speciality butchers stocking a full meat selection, including venison, partridge and pigeon. It follows on from the launch of Budgens concept stores in Byfleet, Surrey in January and Broadstone, Dorset last December.

Mike Baker, director of Budgens, said: "Budgens of Crouch End will be our flagship store and builds on everything we have learned from our 'lab' store in Bournemouth. I look forward to welcoming existing and potential new retailers in to see where we're going with the brand."



**Two for Filshill JW**  
Filshill was among the winners at the Today's Award event held at the end of the first day of its trade show in Ascot. The wholesaler picked up two gongs, including an outstanding contribution to wholesale award, with managing director Simon Hannah (pictured centre) picking up the awards from Today's managing director Bill Laird (left) and rugby commentator Ian Robertson. Other winners at the event included John Mower And Company, Savage & Whitten Wholesale, Dhamecha Foods, Holland Bazaar, Khanjra International Foods and Hughson Bros.

**Core ranging scheme for top sellers** Delight at "fantastic" recruitment success

## Booker's ambitious plans for Premier year of growth

by Chris Rolfe

Booker is aiming to bring its retailers better margins on promotions, rationalise product ranges in stores, and expand its selection of affordable non-food lines in its Premier sites on the back of strong store recruitment over the past year.

Speaking to RN, Martin Swadling, head of the group's Premier symbol division, said it had signed up 380 new retailers from last April to this month, with around a quarter of these

being acquired from rival convenience groups.

Mr Swadling put the "fantastic" result down to a number of factors, citing the strength of its retail club and its Mega Deal promotions, with the latter having been promoted on TV last year.

He said: "The symbol market has never been more volatile. There's lots of competition and changes within management teams and in the supply chain. That's left a lot of retailers in limbo. Not many chains are as stable as us right

now – our management and message hasn't changed. Our customers are evolving and becoming more professional."

Looking to the year ahead, Mr Swadling said the group will focus on new incentives including a 'core ranging' guidance scheme, which he claimed will help retailers identify the 1,200 most important product lines to stock.

He said: "A lot of retailers have a 'more is more' attitude to ranging. But we did a trial with a retailer called

Jimmy Patel in Northamptonshire where we took 500 lines out and his sales increased by 12%. My ideal for the year is that we'll refit 600 stores and help them sell more best-selling products."

In addition, Mr Swadling said he is targeting margins of between 10% and 15% for retailers on future Mega Deal offers and will extend more £1 non-food lines into Premier stores, following the success of these products in its Family Shopper businesses.





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# NEWS

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## Green light for double takeover is Key move

The Competition and Markets Authority (CMA) has cleared Key Publishing to take over Kelsey Publishing's aviation and military history portfolio.

The purchase involved three regular frequency titles – Aeroplane Monthly, Classic Military Vehicle and Jets – along with a number of specials and bookazines.

Key Publishing managing director Adrian Cox said: "We know there is a natural fit and synergy with our extensive range of specialist leisure publications and have always felt Key was the right home for these titles.

"We are excited about having the opportunity to properly integrate these titles into our portfolio and to make the most of the cross-marketing opportunities available to us."

## Is new look mag catch of the day?

Angler's Mail has relaunched with a new look and refreshed content, including more tips and advice, features and catches.

The 'Where to Fish' section has been upsized, revealing more than 200 UK venues to fish each week and more top columnists now write for the Time Inc title.

New features include 'The Informant', which shares previously untold tales from the fishing world, and 'Venue Expert' gets to the heart of a popular fishery each week to reveal what it takes to be a successful angler.

Fishing legends Matt Hayes and Andy Little have also come on board as regular contributors for the title.

## Time to focus on our passion for sport

Time Inc, publisher of Golf Monthly, World Soccer and Rugby World, has launched a series of quality sport specials, available in more than 600 independents.

Ten perfect bound issues will come out of The

Ultimate Sport Series each year, offering high value to retailers at a premium price of £9.99.

They will provide an expert reference point for readers looking to improve their performance and

knowledge of their sport.

The first in the series, on sale now, is a 132-page golf special called Build a Better Swing.

Publisher Hamish Dawson said: "There's a clear opportunity in the markets

served by our three iconic sport media brands to deliver additional content to our audiences. We already know readers are willing to invest in premium priced magazines that can be kept and referred to."

## i 'gets to the point' with TV campaign

The i has launched its first television campaign since 2012 in a bid to cement itself as the UK's only 'concise, quality' newspaper.

The ads feature non-i readers struggling to offer a definitive view when questioned on current affairs, while i readers, having read the paper, are able to 'get to the point'.

The campaign premiered on 15 March during ITV show Mr Selfridge and is running across several national channels.

Oliver Duff, editor of i, said: "This campaign comes at a really exciting time in the build-up to i's first general election.

"The campaign shows how i can help people cut through the noise and



get to the point, with the highest quality editorial content."

The Independent head of circulation John Simmonds added: "We anticipate the campaign will drive sales as awareness grows and existing

and lapsed readers recall the relevance, quality and value of the i.

"The title has succeeded in bringing in new readers of newspapers, so targeting current non-readers could be an effective way to boost sales and

increase footfall."

The ads are supported by posters and shelf talkers and retailers are asked to display the i alongside other quality newspapers.

● See next week's RN for a full interview with Oliver Duff.

**Five hundred indies to participate in exclusive promo** 'Independents are community hubs'

## The Sun Topps pile with Match Attax promotion

by Nicola Stewart

The Sun and Topps have teamed up to help drive sales in independents by running an exclusive in-store promotion.

Five hundred stores will offer free packs of Match Attax Extra cards, worth £1, to customers who buy The Sun from 30 March.

News UK independents sales manager Greg Deacon said it was a promotion that wouldn't be found anywhere

else in retail.

"Independent retailers are the hub of the community and, working collaboratively with Topps, we have created this exclusive promotion that will drive sales and revenue for the selected independent stores," he said.

The deal will run for three to four weeks, or while stocks last, over the key trading period of half-term and Easter.

The Sun field sales team are delivering branded

floor display units to all 500 stores, which will hold the paper, promotional packs of Match Attax Extra, and starter packs, on sale for £3.99.

Mr Deacon said News UK would be looking to run more independent-exclusive promotions in the next 12 months.

"What we're looking to do in the independent channel is work with other trade partners to create promotions for independents,

which I think they've been calling for now for quite a while," he said.

"We've worked on rebranding the stores, improving the look and feel, and now we're looking at how we get further growth.

"If we can get a promotional calendar sorted for independents, that will be exciting because I think they will push it, they will ensure it works and both publisher and retailer will get the benefit."





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# NEWS

## PRODUCTS

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## CCE to give Glaceau a refresh

Coca-Cola Enterprises (CCE) is refreshing its Glaceau Vitaminwater range with the launch of a lemonade flavoured, zero calorie and zero sugar variant.

Glaceau Vitaminwater Multi-V Zero replaces the standard Multi-V format, and is sweetened with stevia leaf extract to improve its healthy credentials.

The launch is being supported by promotional neck collars and other in-store PoS materials, with CCE promising more additions and innovation to the range later this year.

Caroline Cater, operational marketing director at CCE, said: "As the popularity of functional waters continues to grow, we would encourage retailers to stock up on the promotional packs of Glaceau Vitaminwater Zero to drive trial and encourage sales in the coming months."

## Makeover for Malibu

Malibu is giving a new lease of life to its pre-mixed drinks range with a redesign and the addition of its first diet variant.

The new look pays homage to the brand's distinctive bottle and features on its existing Malibu Caribbean Rum with Coconut flavours – Cola, Mango and Pineapple, as well as new Diet Cola flavour. Pernod Ricard UK head of marketing Adam Boita said: "We believe the eye-catching new makeover across our range, coupled with our first ever diet variant, will help us to continue to innovate and excite our audience."



### Time for Sophie

Pop chanteuse Sophie Ellis-Bextor has teamed up with Wrigley to launch its new soft-chew Extra flavours. The singer will be promoting the launch of Strawberry and Bubblegum flavours by encouraging parents and kids to take part in the Chew O'Clock Challenge, aimed at getting them to use sugar-free gum during the key 4pm post-school snacking slot.

**Bulmers launches first orange-flavoured cider** Desperados spirit beer range grows

## Heineken puts £5m behind 'colourful' flavoured cider

by Steven Lambert

Heineken is aiming to stand out in the crowded flavoured cider and spirit beer sectors with colourful new flavours for its Bulmers and Desperados brands.

The brewer claimed sales of flavoured ciders are continuing to grow, with total volume sales up by 31%, while more traditional variants such as pear (-18%) and apple (-2%) were in decline.

In its market research, Heineken also claimed cider drinkers were turning

away from 'modern' brands, which were in double digit decline, and were trading up to what it called 'niche' and 'world' products.

It is aiming to address this with the launch of Bulmers Zesty Blood Orange, the first orange-flavoured cider to be launched on the market.

The 4% ABV line will be launched this month in 568ml bottles and will be supported with a £5m marketing campaign including TV ads.

Craig Clarkson, off trade category and trade market-

ing director at Heineken, said: "Some of the flavours we have seen coming out in the cider market have been very similar, so we see Bulmers Zesty Blood Orange as a standout product."

"We still believe in the modern cider category and we believe in the Bulmers brand, so we will be really pushing it this year."

Meanwhile, Heineken is aiming to grow sales among younger drinkers with a new addition to its Desperados spirit beer range.

Desperados Red combines the brand's tequila-flavoured

beer with guarana and cachaça, a spirit made from sugar cane juice.

The 5.9% ABV drink will be available in 3x330ml bottle packs with an RRP of £6.85, and is being backed with digital and outdoor marketing and a campaign giving away 500,000 samples to consumers.

In addition, Heineken also revealed updates for its Star Retailer category management scheme, including new £5, £10 and £25 cash rewards for retailers adhering to certain standards under the initiative.

## Limited edition added to Robinsons Fruit Shoot

Britvic is adding a limited edition flavour to its Robinsons Fruit Shoot no added sugar range.

The new Peach & Mango variant will feature a yellow flash on packs to high-

light its limited availability to young shoppers and families. Britvic is urging retailers to position it alongside existing Fruit Shoot flavours, including Orange, Apple & Blackcurrant, Sum-

mer Fruits and Apple.

Britvic's kids and family brand director Helen Gorman said: "Offering shoppers a new flavour from a range which has been loved by kids for over ten

years will encourage further purchase of the brand."

Fruit Shoot Peach & Mango is available in single bottles (RRP 85p), 4 x 200ml packs (£1.99) and 8 x 200ml packs (£3.25).

### Hot products for your shopping list



Glaceau Vitaminwater Multi-V Zero lemonade is new from CCE



Malibu's pre-mixed drinks range is getting a new look



Heineken is launching Bulmers Zesty Blood Orange flavoured cider



**NEW**



**Give your sales a lift with the light, crispy hoopy snack from the Hula Hoops family**



**Through the line campaign coming soon**



**Available now!**



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\*600 nat rep sample, adult snackers Dec 14 TNS



# NEWS

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## Two new flavours for summer from Volvic

Volvic is ushering in the summer months with the launch of two new flavours under its Juiced banner.

The launch of the two variants, Sunny Orange and Lemonade, available in both 50cl and 1l bottles, is being backed by a £1.65m marketing push, the biggest ever for the brand.

The campaign will include TV, outdoor, digital and sampling elements with posters appearing in three cities, London, Birmingham and Manchester.

## Budweiser's sales Goal

Budweiser claims retailers will score extra beer sales under its new Dream Goal promotion launching this month.

The campaign, fronted by Sky Sports football pundits including Jamie Redknapp and Gary Neville, will encourage amateur footballers to upload videos of their best goals to win a chance to star in Budweiser's spring TV ad campaign. Prizes including 50 inch TVs and GoPro cameras will also be up for grabs.

Dream Goal will be promoted on core Budweiser packs, with brewer AB Inbev also launching two easy carry packs in 12x300ml and 12x400ml formats alongside the campaign.

## PG Tips rings the changes with Premium rebrand

PG Tips is rebranding and relaunching its Premium range, with new packaging and name changes aimed at the public's growing thirst for premium teas.

As part of the changes, PG Tips The Rich One will become PG Tips Gold, The Strong One will now be

known as Extra Strong, while The Fresh One will have its name shortened to Fresh.

The move comes in what PG Tips said is essentially a flat tea market, with only premium brands showing growth. The packaging will, it added, help encourage

consumers to trade up to its brands.

Each pack will have its own dedicated colour, and feature new logos and imagery of tea leaves and the brand's pyramid bags. The move is backed by a multimedia campaign which will see some five million

free teabags being given to potential customers. It will also feature the tagline "find the tea that's right for you".

Premium Extra Strong, Gold and Fresh are available in 80 bag packs, with the former two also coming in 160 bag packs. They retail at £2.99 and £5.99 respectively.

**More than 100,000 products to be given away** Galaxy ice-cream range new addition

## Biggest-ever on-pack promo as Mars extends 1-in-6 deal

by Tim Murray

Mars is extending its '1 in 6' campaign from chocolate to ice cream in the company's biggest ever on-pack promotion.

It will see more than 100,000 Mars ice cream products being given away by the company this month, with the same offer also appearing on the company's confectionery

range at the same time. Running through to the end of October, the scheme will give one in six shoppers the chance to win a free ice cream bar from the Mars range, including Mars, Snickers, Bounty and Maltesers singles, as well as Mars and Snickers six-packs.

The manufacturer will promote 1 in 6 with a national outdoor poster campaign, encouraging the

public to pick up participating lines in stores.

Bep Dhaliwal, trade relations manager at Mars, said: "The Mars chocolate promotion saw redemption rates being near double, which demonstrates that consumers are highly engaged with this type of promotion. We are confident that we'll see the same positive response for Mars ice cream."

The promotion comes

at the same time as Mars Ice Cream unveiled a new addition to its Galaxy ice cream range. Galaxy Vanilla will join existing Caramel and Almond variants, and comes with an RRP of 75p.

In addition, the firm is also launching a Bounty ice cream with a new shape and outer shell; updating the recipe for its Twix ice cream; and rebranding Maltesers ice cream as Teasers.



**The art of Grolsch** Grolsch marked its 400th anniversary with this giant art project using 400 bottles, put together in 400 minutes. The artwork, created by street art collective Graffiti Life in Shoreditch, east London, is part of a worldwide campaign celebrating the beer brand's quad-centennial, which also includes the launch of limited edition art packs.

## Hot products for your shopping list



Budweiser's Dream Goal will see amateurs uploading footy feats



Galaxy Vanilla is a new addition to the brand's ice cream range



PG Tips is rebranding and relaunching its Premium range





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# NEWS REGIONAL



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to help you grow your sales

## Illicit cigs hotspot is worse than ever

Illegal cigarette use in and around Wolverhampton has risen, with one in three cigarettes smoked in the area believed to be counterfeit or smuggled.

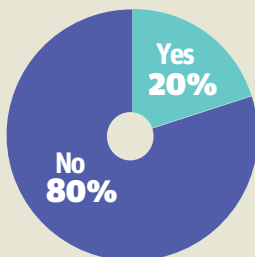
The figure was up from just under 14 per cent of all cigarettes smoked in 2013, while authorities seized more than more than 110,000 cigarettes and almost 30kg of rolling tobacco in 2014.

And a special investigation into illegal cigarettes carried out by local newspaper The Express and Star showed just how widespread the use of illegal cigarettes is. The newspaper found 25 shops selling bootleg or non-duty paid goods.

Staffordshire county councillor Gill Heath told the newspaper: "We have received a great deal of information from local people on shops and individuals suspected of selling illicit tobacco products which plays a big part in our operations."

### RN reader poll

**Last week we asked:**  
Do you agree with the ACS that shop theft levels have gone down?



### THIS WEEK'S QUESTION:

Will your business benefit from this week's Budget announcements?

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## Morrisons reveals 23 c-store closures

Morrisons is planning to close 23 of its M Local convenience outlets, as an independent retailer close to one of the sites expected to shut claimed the multiple has "lost the plot".

The supermarket giant had 153 M Local stores before announcing plans to shutter some of its

portfolio, at the same time as reviewing its "site selection criteria" for the roll out of its c-store business.

It comes as Morrisons announced a huge drop in pre-tax profits, down more than 50% to £345m, with a further write down of more than £1bn on the value of its stores.

Chairman Andrew Hig-

ginson said it was now re-evaluating its convenience store programme. He said: "It doesn't make any sense at the moment to press on with something that isn't working as well as we hoped."

Hitesh Pandya, owner of Toni's News in Ramsgate, said an M Local that opened close to his store

last year is earmarked for closure.

He said: "I think Morrisons has lost the plot. The M Local here seemed to focus more on canned goods and the prices weren't great, and the symbol and independent stores in the area have been doing a much better job of meeting shoppers' needs."

**Cardiff retailer benefits from venturing outside supply chain** 'New customers in all the time'

## Premium price mags 'key' to driving better profits

by Nicola Stewart

A Cardiff newsagent who stepped outside the supply chain to order specialist titles direct from Comag says premium cover prices are key to driving profit.

Mark Dudden, of Albany News, receives a postal delivery of niche magazines from the distributor each week and is earning about £500 a month in added sales.

He has also started to source titles directly from independent publishers across Wales and is looking to expand further through alternative distributors such as Central.

"I want to be stocking titles you can't find anywhere else in Wales," he said.

Premium titles such as Flow, £9.99, and Garage, £10, were helping to attract new customers – as well as healthy profit, he said.



"I have a Flow special in at the moment for £14.99 and I've sold three of five copies so far, and I'm pretty confident the last two will sell," he said.

"How many copies of OK! would you have to sell to bring in the same revenue as that?"

"This is the way we are

heading."

He was fast becoming known as the destination store in south Wales for independent and niche titles, he said.

"I am seeing new customers all the time.

"I had someone in recently who had been to Morrisons and asked for

a certain magazine and the bloke working there told him: 'Try Dudden's on Albany Road – if he hasn't got it, no one has.'"

Offering specialist titles was particularly successful in his store because he was located on a high street and near to a college, added Mr Dudden.



**Stock 'N' Roll** Today Londis, tomorrow the world. Jonjo Caton, shop worker and the 16-year-old son of Londis Grangewood Stores owner Terry Caton, and his band Our Saving Day recorded the promo video for their new single in the warehouse of his father's business in Chesterfield. Terry Caton said: "They were looking for a warehouse to film it in, I said they could use ours before we start work on refurbishment. They helped clear it out too." Jonjo Caton may be doing less hours now his band is beginning to take off, but he still works at Londis Grangewood Stores part-time, while his dad not only runs the store, but is also chipping in with part-time roadie duties for the band too.





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# NEWS

## REGIONAL



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## Laura wins VIP day at the races

Lucky Laura Hancock (pictured left) was treated to a day at the races during Cheltenham Week by the Daily Mirror after being first past the post in a competition organised by the paper's sales team.

She entered the winner's enclosure after being deemed as having the best PoS display in and around the Gloucestershire area.

It meant a day at the Gold Cup along with spending money. The good news was broken to Ms Hancock by wholesale and new business executive Marcus Beacham (right).

## Racist knife thug guilty

A man has been found guilty of attempted murder after stabbing a shopkeeper with a kitchen knife in what has been described as a completely unprovoked attack.

Andrew Jefferson, 52, launched himself at Hilmi Uludag in Padiciya Wine in Paddington, west London, in October last year, shouting racist abuse.

Despite blood pouring from his wounds Mr Uludag eventually managed to restrain his assailant with the help of a colleague. He was left with severe injuries to his neck and arm after the attack. Doctors said he was lucky to be alive.

Jefferson will be sentenced at a later date.

## Scots' superstars celebrate at first regional awards

The achievements of six Scottish retailers were celebrated at the NFRN's inaugural Scottish Regional Awards this week.

The event, hosted by journalist and TV presenter Tam Cowan and held at the Macdonald Inchyra Hotel as part of the federation's annual Scottish conference, saw Gordon Baillie crowned HND Retailer of the Year.

Norman Thomson, Lee Downey and Ian Mitchell picked up the Independent News Retailer of the Year, Employee of the Year and Independent Convenience Retailer of the Year awards. Dennis Williams was crowned Independent Community Retailer of the Year and Abby Gifford News



Deliverer of the Year. The results will feed into the NFRN's national awards, which will be held in October.

*Pictured, back row (left to right): Lee Downey, Gordon Baillie, Abby Gifford. Front row (left to right): Amanda Kerr (collecting Norman*

*Thomson's award) Sharon Sisman (district president) Ian Mitchell and Abdul Qadar (collecting Dennis Williams' award).*

**Responsible retailing could silence legislation calls** Sugar-free brands 'are way ahead'

## Work together on energy drinks says AG Barr boss

by Chris Rolfe

The soft drinks industry needs to work more closely with retailers to ensure energy drinks are sold responsibly and to stave off potential health-related legislation.

That was the message to delegates at this week's NFRN Scottish conference from AG Barr commercial director Jonathan Kemp.

Making his keynote

address at the event in Polmont on Monday, Mr Kemp said: "Energy drinks should not be sold to children, especially not 500ml cans. The debate to be had is what counts as a child. Is it 16? The industry and retailers need to work together."

In response to concerns raised by Aberdeen member Jim Maitland about the potential for new legislation on soft drinks, Mr Kemp pointed to the long-term

development and growth of sugar-free brands, both as a consumer trend and the industry's response to rising obesity levels.

"Coca-Cola sells more sugar-free products than regular ones, three quarters of Pepsi products are sugar-free and 40% of Irn Bru sales are sugar-free too. The government has to be realistic and look at the facts. Calories in soft drinks are coming down, obesity

is rising. What the industry needs to do now is to make the government look at what's really happening."

Elsewhere in his presentation, Mr Kemp said that AG Barr was working to grow Irn Bru sales with ongoing pricemarking and advertising investment.

"We refuse to run buy one get one free offers because we believe they are bad for the long-term growth of brands," he said.

## Local news leads to more reading in Reading

Sales at the Reading Chronicle and its sister Bracknell paper have risen by 50% since Trinity Mirror shut its own local titles in Berkshire.

The increased sales show people still want print news about their local communities, independent publisher Romanes, which

owns the Chronicle and Bracknell News, said.

Trinity Mirror axed local titles at the end of the year, prompting Romanes to mount a sampling campaign, PR and radio advertising for the two titles affected by their rivals' closure.

Romanes group pub-

lishing director Keith McIntyre said: "Sales at the Reading Chronicle are up about 50% year on year - about 3,000 copies a day.

"In Bracknell we're up 45% to 46%. It proves there's still an appetite for print. We knew we'd lose some readers, but also there were still lots who wanted a

newspaper. We're seeing no signs of it slowing down.

"Sales are still gradually increasing every week and things are looking positive."

Naveen Napwa at Butts Convenience Store, Reading, concurred. He said: "Sales are going very well for us at the minute."





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# LETTERS

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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

## So Menzies, could you provide an explanation?

I would, through RN, like Menzies to explain how a "constraint" on magazines/orders works.

If a customer is on constraint, how can their copies be increased?

How can they receive magazines they have not ordered? And how can they change the supply order on said magazines if they do not show on i-Menzies?

I, as well as many readers, look forward to Menzies' reply.

Steve Barker  
S and J News,

Rochester High Street  
NFRN Medway branch president

**A Menzies spokesman responds:** "Our allocation constraints system is a flexible tool, designed to offer customers a range of options around how they manage their supplies."

"With more than 70 different constraint permutations, it would be impossible to explain the system in detail here; however, we continue to encourage customers to contact our customer service team, who will be happy to help them select the right constraint for the needs of their business."

## Poor delivery times 'killing our business'

The service we have had from Menzies Inverness over the last few weeks has been absolutely terrible.

Our delivery time is meant to be 6am but over the last six weeks the papers have been getting here later and later. We've had them arriving at 6.30am and as late as 6.50am.

Meanwhile, customers who would normally come in early for a paper have stopped buying them



## PRICE HIKES NOT SO SWEET

Oh what a fantastic weekend.

Mother's Day cards are flying out of the shop... and there it ends.

Little Fred came in for his dad's two papers and his sweets, with the exact money, and went home minus the sweets, thanks to the plonkers in charge of the Sun and Mirror.

Papers are suffering a massive decline, so where is the logic in hiking the price?

It's alright the Sun saying it's an increase in retailers' tills, but it means nothing if you lose two sales because of it, or a bar of chocolate that gives a better return.

The papers really are losing the plot.

Graham Doubleday  
Newmarket,  
Mossley,  
Lancashire

because we don't have them in.

I've made calls to Menzies and have been told the publishers are pushing deadlines right up to the limit but it's still not good enough.

We and other newsagents have been supporting Menzies for years but this sort of thing is happening week in, week out and it is killing our business.

Tony Rook  
Buckley's Newsagent,  
Lossiemouth

**A Menzies spokesman responds:** "Mr Rook has been contacted by his local branch manager to resolve this matter."

**Customers who would normally come in early for a paper have stopped buying them because we don't have them in**

**Tony Rook**

Buckley's Newsagent,  
Lossiemouth

## PayPoint is keen to invest in you

Further to recent comments on the value of PayPoint, it is far more than payment schemes and the commission earned. While the schemes are the backbone of PayPoint – the deal with Spotify being the latest example – we've also invested in products and services to benefit retailers in other ways, to reduce costs and grow revenue. Examples include self-fill ATMs, the Barclays bank account, contactless credit/debit, CashOut and net settlement.

We've developed new terminals to speed up transactions and reduces telephone costs, while PPOs is integrated into your

own EPOS. And Collect+ helped bring the benefits of ecommerce to independent retailers. We addressed the impact of the declining PAYG mobile phone market by launching our unique SIM distribution.

Meanwhile, we don't charge for the terminal, internal and external signage, consumables, PoS, 365 day/year contact centre, or replacement of terminals when they go wrong.

Research shows that PayPoint adds footfall and that shoppers using PayPoint do, on average, spend more on a week by week basis. It clearly isn't possible to cover everything in these pages or on social media, so I would be delighted for a delegation from the NFRN to visit our offices in Welwyn Garden City to see what goes on in the background.

Andrew Goddard  
Retail director,  
PayPoint

## Twitter reacts to RN's PayPoint story last week

@raaj\_c  
@morazzaq just read your article in @Retail-Newsagent about @PayPoint. Something must be done about them, they've bullied retailers long enough

@morazzaq  
We need more competition in this sector, bringing in Camelot would have made it more competitive not less

@ChazChahal  
Gr8 points @morazzaq. Camelot aren't angels either. It provides multiples with Lotto right next door to an indie. At least PayPoint isn't offered to the mults

@Tindasahota  
It's a double-edged sword, Chaz. We have benefitted from Camelot not the other way round

@ChazChahal  
Great shout. Very true. But when the benefit is halved how valuable is it? Defo double-edged





**Rav Garcha,**  
convenience  
store owner,  
Broadway

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



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



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



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## Your say

### What impact will the government's decision to press ahead with plain pack legislation have on your business?

Counterfeiting isn't going to stop and it isn't going to go away.

We're already suffering because of covering up. You don't realise you're running out of stock, I think this will damage sales in the long run.

The main motive is so children won't smoke, but I don't think it will make any difference. And counterfeiting is only going to get worse.

Anna Patel,  
Star News,  
Nottingham

Medway is one of the worst places for the illicit trade, and it's only going to get worse.

Other than that, we don't know yet what effect the doors going on is going to have, so it's hard to tell what the full effect of plain packs will be.

Steve Barker,  
S and J News,

Rochester,  
Kent

My cigarette trade is quite healthy, it's consistent week in and week out.

It's not my bread and butter,

I don't depend on it and if sales drop off or go up, it's fine. I don't think the gantry has had any affect and I don't think plain packaging will.

I don't think it will make a blind bit of difference. I don't have much counterfeiting near me, not that I know of.

Rajiv Chotai,  
Chatham News Plus,  
Chatham,  
Kent

### Oversight in pack security 'a gift' for counterfeiters

by Chris Gamm

The government has given counterfeiters a blueprint for how to copy tobacco packs by ordering the removal of security features, according to an influential backbench MP.

RN went to press on Monday night as the committee was sitting to discuss plain packaging, ahead of a free vote on Wednesday in which MPs were expected to green light the legislation for May 2016.

However, Ian Paisley MP threw the plans into chaos after sending a letter



How RN reported the plain packaging debate last week

## Your stock

### Coca-Cola is bringing four brands – Coca-Cola, Coke Life, Diet Coke and Coke Zero – under the same banner with new packaging and marketing featuring the whole range. Do you expect the move to have a positive effect on your soft drink sales?

I'd say no. Price is more important than anything else. I've never heard anyone saying they were confused by the different ones.

The Coke brand itself is

what gets the customers going towards it. I don't see it generating any more sales.

I've had more complaints about reducing the size of the bottles, down from 2l, but only

going down 10p in price.

Bal Singh,  
Nisa Local,  
Great Barr,  
Birmingham

People are much more concerned about price than anything else, that's what does the business for us.

People are loyal to certain brands, but what they're looking for are deals.

It's all about the offer.

Rodney Coombes,  
Lee Park Stores and Kinson  
Convenience Stores,  
Dorset

I think Coca-Cola needed to do something, they had a bad year last year and I think they'd be well advised to invest in the brand and especially in the independent sector.

TV advertising, all advertising, will definitely help sales.

Abdul Arain,  
Al Amin Stores,  
Cambridge



Coca-Cola is bringing four brands under the same banner



# YOUR ISSUE

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## NEW CAMELOT TARGETS MAY BE A STRUGGLE

As a Camelot retailer, Maqsood Akhtar understands the important role the Lottery plays in attracting footfall and additional sales to his shop.

At the same time, the owner of Blackthorn News and Food in Rotherham, along with fellow Lotto operators, has also benefited from receiving a £100 bonus from Camelot every year for meeting certain criteria.

Mr Akhtar explains: "We get assessed every quarter to see if we are keeping up certain standards. This can be for things such as making sure the terminal is in a prominent position through to making sure we are making full use of PoS material."

"If we hit these targets, we receive £25 per quarter and a total of £100 if we hit all targets for the year."

"We work hard to keep our standards high so we would look forward to the bonus every year, which we would use to treat ourselves or our staff."

However, Mr Akhtar says this may soon change after learning that Camelot is adapting the way it rewards retailers.

He says: "Just this month we had a Camelot rep telling us that they're switching to a new scheme called Essentials, which would be introduced in April."

"We were told that, instead of taking £25 a quarter for hitting tar-



gets, this would be cut to just £10.

"At the same time, we were told that they were introducing a new £50 bonus, which we would get every six months for hitting sales targets."

"However, when I questioned the rep further, I was told that if you fail to hit your first £10 target, your shop won't be eligible for the sales target bonus."

Despite the yearly bonus rising from £100 to £140, Mr Akhtar fears more independent businesses will struggle to hit these new targets.

"Because we're in a rural area, a lot of our trade is local, so it's going to be more difficult for us to gain extra sales from passing trade. There's only so much upselling we can do, so linking the bonus to sales means we could miss out."

"Camelot may say that retailers

will be earning more money, but if they've made it more difficult for us to hit their targets, they're going to be saving a lot of money."

RN approached Camelot to get its response to Mr Akhtar's concerns and to provide full details on the Essentials scheme.

A spokesperson for the company said: "Site+Stock+Sell and Rewards+ (our current initiatives) have been running since 2010 and have been hugely successful in driving in-store sales."

"As Mr Akhtar says, these in-store standards programmes focused on achieving a score, which was based on the Site+Stock+Sell principle - for example, how well the National Lottery PoS was sited, ensuring the Scratchcard dispenser was fully stocked, and so on."

"The new programme - National

Lottery Essentials - is an evolution of this, and will focus on sales performance as well as an in-store standards score."

"As Mr Akhtar says, retailers will still be scored on their in-store standards on a quarterly basis and will receive a £10 reward if they achieve a top score. In addition to the £10 reward, they will be put forward to receive a £50 reward if they achieve their six-month sales target."

"To ensure fairness to all retailers on the programme, and to take account of different sales levels and circumstances, this target is percentage-based and will be applied consistently across all those taking part."

"Therefore, under the old programme, the most a retailer could receive over a 12-month period was £100 (four top scores totalling £25 each). With National Lottery Essentials, a retailer could achieve up to £140 over the course of a year."

"It is also worth pointing out that our retailer incentive programme runs above and beyond our normal services, and is a discretionary add-on rather than a standard part of our in-store support."

"To date, we have paid out over £2m in retailer rewards - this entirely in addition to the £5.3bn in sales commission that has been paid to retailers over the past 20 years."

## Why am I still missing newsstand ingredients?

Regular readers of Your Issue may recall Andrew Howell of Loch Lomond News and his missing copies of Disney's Cakes and Sweets Collection partwork.

Mr Howell told RN earlier this month that Menzies was regularly undersupplying him on the title, despite having put it on constraint.

A Menzies spokesperson said Mr Howell had been contacted directly by his local branch to resolve the issue, while Disney Cakes and Sweets publisher Eagle-

moss also pledged to look into stock levels.

However, Mr Howell tweeted RN last week saying "Disney Cakes & Sweets still 5 short this week. PS: branch manager never contacted us regarding this!"

We contacted Mr Howell directly, who said: "We're up to issue 80 now and we're still not getting our full six copies."

"We're also still missing back issues. It's been quite frustrating for us and our customers."

A spokesman from



Eagle-moss said it was in talks with Disney Cakes and Sweets distributor Comag to receive an update on share of allocation of the title.

He added: "We are work-

ing hard to fulfil all back-order requests to ensure that all of our customers can enjoy each issue of this fabulous collection, and the continued success of this collection is mirrored

in our approach to supply copies to our customers for each issue."

A Menzies spokesperson added: "Following Mr Howell's original letter, Menzies Distribution has been in contact with the distributor of this title to enquire after the availability of copies."

"We understand that they face an ongoing shortfall of supply for the partwork, but are working to secure the largest allocation possible, in order that we can meet the needs of retail customers."

# NEVILLE RHODES

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## Plenty of words but little action

**Is it right for an organisation which exists to ensure the availability of newspapers and magazines to say late papers are not in its remit, asks Neville Rhodes**

For the past 20 years the newtrade has operated alongside a system of voluntary self-regulation, initially the Joint Industry Group (JIG) and, since 2010, the Press Distribution Forum (PDF).

Both bodies were set up in the wake of rejections by the Office of Fair Trading of NFRN requests for an investigation of news distribution by the competition authorities, and they offered representation to the main trade associations involved.

Most publishers have been represented continuously on the two bodies, either by the Newspaper Publishers Association or the Newspaper Society – recently merged to form the News Media Association – for newspaper members, or by the PPA, now the Professional Publishers Association, for magazine owners. The wholesalers, meanwhile, are represented through the Association of Newspaper and Magazine Wholesalers (ANMW).

Significantly, however, the three trade associations representing news retailers were mostly lukewarm in their support for the JIG, and none of them has joined the PDF. Why?

It's partly because they believe that in the newtrade self-regulation is a poor substitute for a properly functioning competitive market, but mainly because all the dialogue and rhetoric in and around the JIG and now the PDF

has brought little or no benefit to the retail trade. Over most matters, the default position has been that retailers should like it or lump it.

The latest example of this is the statement by Simon Gage, the PDF chairman, in a letter to the NFRN president Martyn Brown, explaining that late papers are not within the PDF's remit.

This is bewildering. What is the purpose of an industry body, which is supposed to be focused on "serving consumers in the most efficient manner to ensure the widespread availability of newspapers and magazines" if it cannot deal with one of the trade's most persistent problems?



**The OFT has repeatedly rejected calls for an investigation into news distribution**

Are late papers not one of those "high level issues facing the sector (that require the PDF's focus) to best ensure its ability to continue to provide the required level of service to all stakeholders in the supply chain in the most efficient manner"?

Telling the NFRN to go and talk to somebody else about late papers is not only an insult to all retailers affected by the problem, but also a fine example of the self-regulatory

charades being played in the PDF – just as it was in the JIG.

Even so, if I were in Mr Brown's position I would want the NFRN to join the PDF, so that I could raise in the forum the issues that need to be raised, to hear the reaction of the other members, and above all to publicise their responses.

Let's hear what newspaper publishers really think about their retailers exiting the market because of predatory carriage charges, or what PPA members feel about the sales potential of their titles being damaged by supply terms and conditions that are ridiculously restrictive.

These matters won't be reported in the newspapers, but they do need to be publicised as widely as possible. It's scandalous that an issue as important as late papers can be ruled out of order at the PDF, and there should be a huge row about it. Otherwise the industry's self-regulation forum will continue to be seen by retailers as just a cosy way of enabling the greedy and inefficient to cover their backsides.

*Neville Rhodes is a former retailer and freelance journalist*

## \* No wonder Tesco struggles

**+ I'm not surprised** Tesco is having problems managing magazines in some of its Express stores and wants fewer deliveries during range change overs so it can handle the category more efficiently. The company has used third parties to manage magazines in its supermarkets, but dealing with the category in relatively low-volume convenience stores where there is much less scope for staff to specialise is a different matter. Even experienced owner-manager specialist newsagents need all their wits about them to keep up with the deliveries, returns and credits, so getting this done in a multiple c-store, with three or four duty managers and dozens of other staff changes a day looks scary. Magazine retailing wasn't designed for 24-hour c-stores – perhaps that should be the other way round – but either way the industry needs to deal with it, not just for Tesco, but for every other magazine retailer who would value the category more if it wasn't so difficult to manage.



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

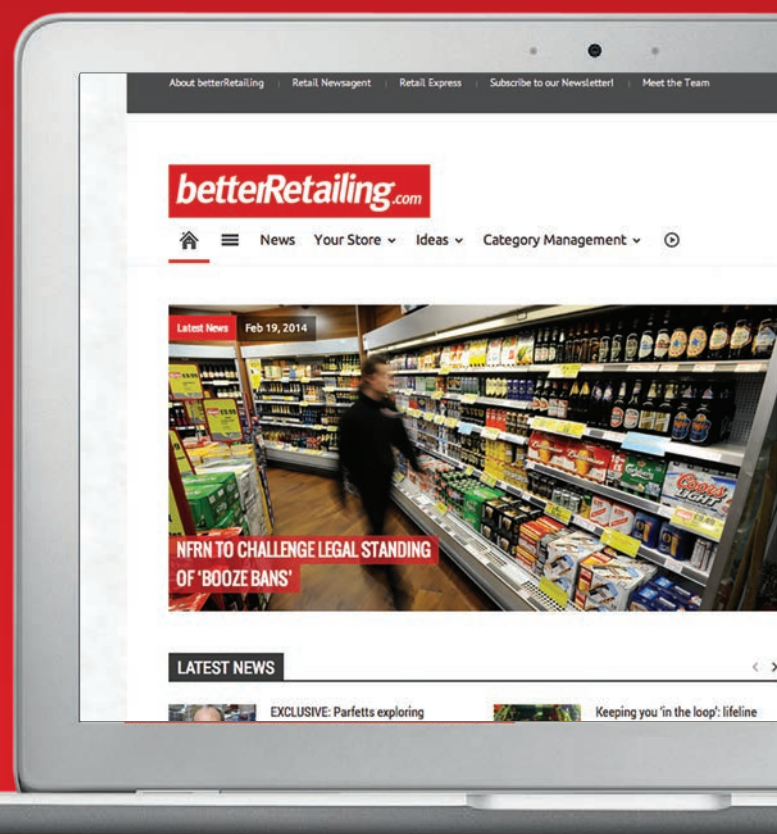
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# PRICEWATCH

## SPIRITS

by Nadia Alexandrou

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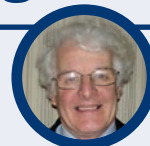
### BEST-SELLING SPIRITS PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
<b>Smirnoff Red £13.79 PM</b> 70cl	£13.79	£13.79 (PM)	£13.79 (PM)	£13.79 (PM)	£13.79 (PM)	£13.75	£13.79 (PM)
<b>Glen's Vodka</b> 70cl	£11.80	£13.59	£11.65	–	£11.99	£13.69	–
<b>Glen's Vodka</b> 35cl	£6.94	£6.89	£6.25	£6.59	£6.49	£7.40	–
<b>Smirnoff Red £7.89 PM</b> 35cl	£7.89	£7.89 (PM)	£8.19 (Offer)	–	–	£7.89	£7.89 (PM)
<b>Jameson Irish Whisky</b> 70cl	£22.32	£22.99	–	£21.49	–	£17.99 (Offer)	–
<b>Jack Daniel's Tennessee Whisky</b> 70cl	£23.79	–	£23.19	£25.49	£19.99 (PM)	£25.48	£26.99
<b>Smirnoff Red Vodka £4.79 PM</b> 20cl	£4.79	£4.79 (PM)	£5.29	–	–	£4.79	–
<b>Gordon's Gin</b> 70cl	£14.45	–	£14.49 (PM)	£16.69	–	£13.93	£14.49
<b>Captain Morgan Spiced £14.19 PM</b> 70cl	£14.19	£14.19 (PM)	£14.99	–	£14.19 (PM)	£14.19 (PM)	–
<b>Bacardi £14.49 PM</b> 70cl	£14.46	£14.49 (PM)	£13.99 (Offer)	£18.99	£14.49 (PM)	–	£19.00
<b>Whyte And Mackay Whisky £13.99 PM</b> 70cl	£13.99	£13.99 (PM)	£13.99	£14.99	£15.99	£12.49 (Offer)	–
<b>Bell's Whisky</b> 70cl	£14.40	£14.69 (PM)	–	£17.59	–	£14.49 (PM)	£14.69

## Spirits pricing strategies

### RETAILER

1

**NAME DAVID WOODROW****STORE** Woodrow's**LOCATION** Bishopton, Renfrewshire**SIZE** 850sq ft**TYPE** commuter village

The only time we adjust prices is when new stock comes in, which is why Bacardi is still on for £13.99 when we first got it in on a 150 years celebration promotion. When we do get stock in and it's not on promotion we adjust RRP to get a roughly 18% margin. Take our best mover Glen's, for instance, where we get about £1.75 profit on a 70cl bottle. Smirnoff does moderately well, but people here just stick to what they are used to. We merchandise all spirits behind the counter to the left of the till.

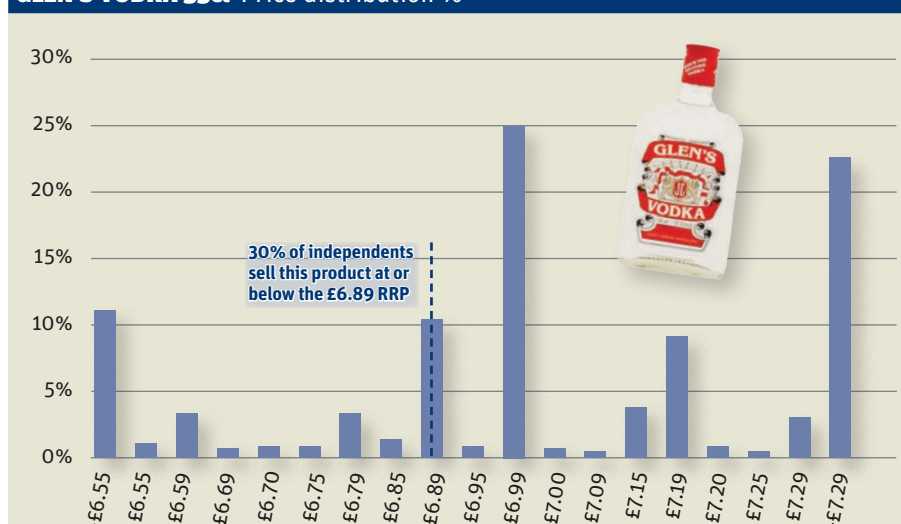
### RETAILER

2

**NAME MEINIR SIMPSON****STORE** Kiel House Stores**LOCATION** Newport, Pembrokeshire**SIZE** 1,500sq ft**TYPE** village

We try to stick to RRP's, adding a few pence where we can, which often ends up yielding less than an 18% margin. My customers tend to look at our whiskey range, and then buy whichever one is on offer. I try to get pricemarked stock where I can, and even though suppliers are pricemarking more of their brands, it would be good to see more. I merchandise all the spirits behind the counter. I sell a lot of local beer, and probably would do the same on local spirits if it was available and not expensive.

### GLEN'S VODKA 35cl 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** STANLEY MIDDLETON**STORE** Stanley Newsagents & Post Office**LOCATION** Stanley, Perthshire**SIZE** 300sq ft**TYPE** village

Our spirits range is very small as my customers tend to know what they want and stick to it. Pricemarking really works for my store, but I try to get it only when it's on promotion so I actually make a profit. Sometimes I can get good margins of about 20%, but then I normally drop it and pass the savings onto my customers. I ran a lot of price discounts at Christmas on spirits like The Famous Grouse, Gordon's, and Morgan's Spiced, as I got them on a good case promotion, which really helped boost sales.



## RETAILER

4

**NAME** PAUL KEYS**STORE** Key News & Stores**LOCATION** Sheffield, South Yorkshire**SIZE** 500sq ft**TYPE** secondary road

When the display ban kicks in, I'm planning to move the spirits from the small alcove to the right side behind the counter to the tobacco gantry, and put all cigarettes where the alcove is. I see no point in wasting this space, and can easily fit my entire tobacco range in the alcove as I won't be double or treble facing them, as I do now. I currently get around 20% margin on spirits, which I always buy at a good price from Parfett's. All my customers are very keen on vodka, so our bestseller is whatever vodka is on promotion.



## RETAILER

5

**NAME** JONATHAN ARMSTRONG**STORE** Windmill Drive Post Office**LOCATION** Bexhill-on-Sea, East Sussex**SIZE** 1,000sq ft**TYPE** village

We try to get pricemarked stock as much as we can, but other than that we don't really offer spirits on promotion. This is largely due to the fact that we have a rather unvaried market, with very little passing trade and a large elderly community. Our biggest seller is Bell's whiskey, but I have noticed a slight increased interest in craft spirits, such as O'Hara's spiced rum and Mason's Yorkshire gin. I even know of a dairy farmer in Devon who makes vodka from milk. We do sell the occasional craft beer, but craft spirits is not a relevant market for us here.



# THE ENTREPRENEURS

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



## JAMES MURRAY SPANGLER

### Route to the top

James Murray Spangler was an American inventor, salesman and janitor who invented the first commercially successful portable electric vacuum cleaner that revolutionised household cleaning. His device was not the first vacuum cleaner, but it was the first that was practical for home use. It was the first to use both a cloth filter bag and cleaning attachments. Spangler improved this basic model and received a patent for it in 1908. He formed the Electric Suction Sweeper Company to manufacture his device. One of his first customers was his own cousin, who was married to William Hoover, a saddlemaker and leather merchant looking for a new business. Hoover was so impressed

with the vacuum cleaner that his wife purchased, he bought into Spangler's business and patents, becoming the president of the Electric Suction Sweeper Company. Hoover renamed the company the Hoover Company in 1922. Spangler stayed on at the company as the superintendent.

### Key achievements

- Spangler was also granted a patent on a grain harvester in 1887, after adding a few improvements to it.
- Spangler was granted another patent for the velocipede wagon. He claimed as new "the combination of the body or box, mounted upon traveling wheels".
- Spangler was working as a janitor aged 60 and suffering from asthma when he revolutionised the Hoover.



### Lessons for your store

- 1 Never underestimate the profitability of an idea.
- 2 There's always a solution to your problems – even if you have to invent something for yourself.
- 3 Failure makes you learn – Spangler set up a company for his patented grain harvester, which failed.



# RETAILER PROFILE



## Rocky's a king of Spar

**As the owner of a forecourt, Rocky Leach could be considered the underdog when it comes to going toe-to-toe with the big boys. But he shows no fear, boxes clever, and punches well above his weight to leave Tesco on the ropes. Steven Lambert reports**

**W**hether you're a motorist looking for petrol and a quick sandwich, an adventurous home cook looking for hard-to-find ingredients, or a regular customer looking to do a full trolley shop, Rocky Leach has got you covered.

The owner of Chellow Heights Service Station and Spar in Bradford has invested heavily in his business to provide an excellent convenience offering to complement his forecourt service, which is helping him to outperform nearby competition.

"The nearest store to us is a Tesco Express just 200 yards down the road, and I would say we are comfortably outgunning them," he says.

Taking on his first Esso forecourt in Bradford at the age of 21, Rocky quickly added three other sites to his estate. He later bought two of his own forecourts, one in Rossendale and another in Chellow Heights.

"We were working really hard but although we were making extra profit, it just seemed like we were travelling from one business to another all the time.

"So we decided to sell everything except Chellow Heights and just concentrate on one business. This was in 2007 just before the financial crash, so we were lucky in that sense."

At the same time, Rocky was also working with his symbol group, Spar, to make improvements to the convenience side of his Chellow Heights site.

"We've been working with Spar for about 10 years now. Early on, after we took over here, we worked with them to increase floor space from 800sq ft to 1,200sq ft.

"Our weekly turnover used to be £12,000 but almost overnight this went up to around £19,000 due to the extra space and products we got and by having the Spar brand.

"The example I like to give is, before, we had one customer coming in asking whether we did tea bags. After the refit, we had a different customer asking us 'where' the tea bags were, so people now had the presumption that we were a proper shop."

Things kicked up a notch in 2013, when Rocky decided to invest a huge £750,000 in turning his shop into a 3,000sq ft modernised convenience store.

He says: "We had peaked at around £30,000 in weekly turnover and we wanted to increase this further. The store was starting to look a little bit dated, so we decided to greatly expand the store, making the aisles bigger and getting in extra products.

"We now have a full range of fruit and veg, increased our chilled and frozen range and our alcohol section, and even added an in-store bakery.

"We had a lot of new faces coming into the shop after that and some now do trolley shops here. Our average basket spend went up to around £8 and our turnover is now around the £40,000 mark, which peaked at £55,000 last Christmas."



**“The most important thing for us as a retailer is investing in staff. We offer training and make them feel like they’re part of the business. In turn, it pays off with the great service they provide our customers”**

Rocky Leach, Chellow Heights Service Station and Spar, Bradford

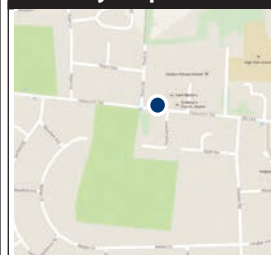


**Sparring partners: Rocky and Alison Leach pride themselves on their excellent range and customer service**



**“Our nearest competition is a Tesco Express just 200 yards down the road, and I would say we are comfortably outgunning them”**

#### Visit my shop



Chellow Heights Service Station and Spar,  
Haworth Road,  
Queensbury,  
Bradford  
BD9 6



Rocky has also looked to create a point of difference in the store by adding his own world food section to appeal to local tastes.

He says: “We have a large Asian population in the area and many of the families cook from scratch at home, so we’ve been working with a company called Heera to introduce a range of spices and ingredients.”

Next on the list of improvements to the business is the introduction of a dedicated food-to-go section, something that Rocky is currently looking into.

“We have a Costa Express machine already, which we link in with cakes from James Hall and other snacks, and that goes well but I think we could do more with food-to-go. I’m now considering getting in either a Costa or a Subway franchise.”

Whichever direction he chooses to go down, Rocky said he and his staff will continue to provide the same excellent customer service they have always offered, which he considers to be another important tool in distinguishing himself from the multiples.

“It’s especially important for us as we have a lot of local trade, especially elderly shoppers, which is why we offer to help them with their shopping and take it to their car for them. It’s not something you’d expect to get at Tesco.” ●

**Want to see more of Rocky’s store?**

**betterRetailing.com**



# NEWS ANALYSIS

As plain packaging became law last week, Retail Newsagent was covering the story in unrivalled detail at every step. **Tom Gockelen-Kozłowski** plots out the events that saw this historic regulation become reality

## Two days that made plain packs a reality

### Monday 9 March

As RN was going to press last week, around twenty MPs gathered in committee room 9 in the Houses of Parliament for the one and only debate to be held on plain packaging of cigarettes.

As reported in this magazine over recent weeks, there is a deep split in the Conservative Party when it comes

to this bill, a split that extends to the very top of the party. It was, therefore, not surprising to be without the presence of David Cameron, George Osborne, home secretary Theresa May and others who refused to publicly back the measure.

During the debate, Conservative MPs Nick de Bois and Philip Davies, along with Labour MP Gerry Sutcliffe,



## A NEW FREQUENCY IN TASTE.







**Protestors make a final attempt to sway MPs**

outlined the concerns of retailers and others as to the consequences of the measure. Mr Davies referred to a ministerial visit to China where the authorities had said counterfeiters would be rubbing their hands with glee at the prospect of plain packaging in the UK.

Mr de Bois, meanwhile, warned that litigation from tobacco companies could mean billions were lost to the exchequer, let alone the huge hit that the government's own impact assessment had admitted would be piled onto small businesses – £27bn in total.

“Even HMRC acknowledges that there is an increase in the likelihood of small-scale local retailers becoming unknowingly involved in the sale of counterfeit tobacco,” Mr de Bois told the committee.

Gerry Sutcliffe warned about the need to give time for businesses, retailers, as well as the printers of cigarette packaging, time to adapt their business models – a point given

## WHAT NOW? LEADING TOBACCO FIGURE'S MESSAGE TO INDEPENDENTS

As news of the vote came in, there was little indication of what plain packaging would mean for the supplier/retailer relationship. BAT's head of corporate and regulatory affairs Ron Ridderbeekx provides some answers



### Will you still be supporting retailers in this category?

More than ever! Via our MORE programme, we will provide support and advice to our retail partners before and after the implementation of the new regulations. Our experience as the market leader in Australia makes us ideally placed to use the lessons from that market into the UK and help grow our retailers' businesses.

### How can retailers start preparing now for plain packaging?

Right now the key thing is to ensure a broad product range and good

availability of fast-growing products like Rothmans Blend 55. In a plain packaged world, adult customers will look to retailers for product knowledge and quality service, so an emphasis on staff education and highest standards of customer service are essential.

### Is there any hope that plain packaging can be softened, delayed or stopped now?

We, like other manufacturers, will be taking legal action against the government on the basis that in our view this legislation is a case of the UK government taking property from a UK business without

paying for it. That is illegal under both UK and European law. However, we can't guarantee the success of this legal action, nor that it would be resolved before the regulations come into force.

### Is the 12 months for sell through long enough for retailers?

Absolutely. The 12-month sell through period is the same as for the Tobacco Products Directive, so at least things aren't any more confusing than they have to be. We will continue to advise retailers on how best to ensure they are compliant before the relevant

dates. As ever, stocking fast-selling products such as Rothmans, Pall Mall and Cutters Choice will ensure swift product turnover and bring customers back to your store time and again.

### Is tobacco going to remain a worthwhile category for retailers after 2017?

For sure. In the first place, tobacco brands are a great source of profit in their own right. In addition, as all retailers are aware, tobacco is a key source of footfall and increased basket spend, which in turn brings increased margins to your store.



**There is an increase in the likelihood of small-scale local retailers becoming unknowingly involved in the sale of counterfeit tobacco**

short shrift from plain packaging's proponents.

Luciana Berger, Labour's shadow public health minister, told the committee: “Shops have adjusted successfully over many years to the decline in the number of smokers, from half the population in the 1960s to just under one in five now.” In other words – deal with it.

Yet, with retailers now having just 14 months to prepare for plain packaging in their stores, the anger at this new regulation was most keenly felt on the Conservative side.

Nick de Bois asked his public health minister Jane Ellison: “Are we the party of small business or the party of small business regulation?”

Though the committee passed plain packaging to be voted on by MPs later in the week, this question was left ringing in the ears of many MPs.

## Wednesday 11 March

Just before 8am on Wednesday morning, an email was sent to RN by one anti-plain packaging MP: “deferred division 11.30am-2pm”.

After years of protests, debates, report writing and evidence gathering, this email heralded the day that plain packaging – supported by both Labour and the Liberal Democrats – would inevitably pass into law.

Though the vote had happened earlier, the final result would not be declared until 4pm and what would be interesting would not be the result, but the nature of the rebellion.

In the end, an embarrassing 113 mainly-Conservative MPs voted against plain packaging, including ministers such as Chris Grayling and high profile backbenchers Kenneth Clarke and Jacob Rees-Mogg. While Cameron and Osborne voted with the government, it was notable that senior ministers Theresa May, Sajid Javid, Philip Hammond and Michael Fallon all did not vote at all.

The immediate response from the tobacco companies, inevitably, was that they would bring legal action against the government. The health lobby, equally inevitably, celebrated the effectiveness of their tireless lobbying. It is independent retailers, though, who are left needing to ready themselves for yet another tobacco upheaval. ●

# FUNCTIONAL DRINKS

Soft drinks do more than just quench your thirst these days. **Tom Gockelen-Kozlowski** gives you six reasons why the functional soft drinks revolution is worth getting excited about

## Join the revolution

### 2 Premium

While wholesalers toast the boost being experienced by own label, the other end of the market is also showing that, for the right product, customers will pay more for functional drinks.

Halewood International's non-alcoholic ginger beer brand John Crabbie & Co, for example, is being helped along by our changing drinking habits. "Consumers who either cannot or do not wish to drink alcohol still want to treat themselves when engaging in social events, and quality crafted soft drinks allow retailers to offer consumers the chance to do this in a superior way," says



Richard Clark, director of marketing for Halewood International.

Bringing together quality ingredients, chic packaging and flavours including raspberry and lemonade to differenti-

ate it, John Crabbie's positioning highlights the way suppliers see the growing number of non-drinkers as a key demographic for soft drinks.

"We have deliberately chosen interesting and unusual flavours specifically targeted at adults aged between 25 and 55 that add sophistication as well as a premium element, differentiating our range from other products on the market," Mr Clark adds.

### 1 Sales figures

The best news for retailers stocking energy, sports or other kinds of functional drinks is that the explosion in sales growth which has occurred since the millennium doesn't look to be going anywhere at all.

According to data from wholesaler Bestway, the sports and energy market alone is outperforming the rest of soft drinks by 3%.

"Sports and energy is a huge category representing over a quarter of all impulse soft drinks sales through our group, and own label has a pivotal role to play in driving new sales," says Nick Brown, category manager for Bestway Wholesale. "Every second of every day a consumer buys a Best-in stimulation drink from an independent retailer with a can of Original Stimulation selling every 1.4 seconds."

What he believes is particularly encouraging about this performance is that it shows that own label products, not just major brands, are benefiting from the wider category boom.



**Consumers who do not wish to drink alcohol still want to treat themselves when engaging in social events**

### 3 New formats

While products themselves can use flavour and nutrition to innovate the category, the packaging in which they arrive in stores can also help them function in new ways for consumers, or meet new needs.

Last year, this was highlighted in the squash sector, where Oasis Mighty Drops and Robinsons Squash'd provided customers with a new way to add flavour to water on the go.

This year, the energy sector is similarly innovating with new reseal- ➤

## A NEW LEVEL IN FLAVOUR.





# UK'S NO.1 SPORTS DRINK BRAND\*



# NEW MANGO & PASSION FRUIT

**Lucozade Sport NPD delivered  
over £8 million RSV in 2014\*\***

**Great Tasting Mango & Passion  
Fruit flavour**

**Wide appeal, 79% would buy\*\*\***

**Supported by £9 million marketing  
investment including TV,  
sponsorship, digital and in-store**

# STOCK UP NOW

Sources: \*Nielsen, Total Coverage, 09.01.15. \*\*09.01.15 Nielsen Value Sales FY 2015. Lucozade Sport provides carbohydrates and electrolytes to enhance hydration and help maintain performance during prolonged endurance exercise. \*\*\* Top 2 box Purchase Intent Score, 'Lucozade Sport Mango & Passion Fruit Flavour Test', Marketing Sciences, 2015. LUCOZADE, LUCOZADE SPORT and the Arc device are registered trade marks of Lucozade Ribena Suntory Ltd. ©Lucozade Ribena Suntory Ltd, 2015. All rights reserved.



# FUNCTIONAL DRINKS



able cans from Coca-Cola's Monster brand. "The new pack format means consumers do not feel compelled to finish the drink all in one sitting and ensures optimum taste and enjoyment for later on in the day," says Dave Turner, trade communications manager for Coca-Cola Enterprises. "The resealable can is ideal for consumers to enjoy on the go, and gives them more choice in how they consume their energy drinks," he adds.

Mr Turner says the new can is designed to add incremental sales to the category and is available for retailers to stock in a 553ml size, which will help it benefit from the increasing popularity of larger cans.

## 4 Brand extensions

So many trends help boost sales in soft drinks, and as Monster's large cans show, major manufacturers aren't afraid to use product development to help their brands cater for them.

AG Barr's latest Rockstar brand extension, for example, uses the rapidly-growing demand for natural, healthier soft drinks that still function as a way of boosting energy levels and alertness throughout the day.

"We've listened to energy drinks fans and there's huge de-

mand for a product that delivers a full energy hit, but feels more natural and lighter than traditional energy drinks," Adrian Troy, Head of Marketing for AG Barr says.

The result is Rockstar Energy Water, which comes in two flavours – blueberry, pomegranate & acia as well as peach.

The company is confident that the new range will help grow the whole category by offering something different. "Rockstar Energy Waters will bring new



consumers into the energy category and the refreshing, lighter nature of the products, combined with a fantastic taste, will also open up new consumption occasions such as lunchtimes," Mr Troy says.

According to research by AG Barr, 85% of consumers say that they would buy the products after sampling it.

## 5 Campaigns

Support for this level of product activity is crucial and energy drinks manufacturer Boost is just one of many investing in marketing and supplier support that can grow sales for retailers. Its new consumer campaign for 2015, titled "Bad Things Happen When You're Tired", highlights the negative situations that can arise when people aren't alert in, the company says, "a humorous and irreverent" way.

Ensuring that retailers can benefit from the investment in store, the campaign will run across consumer adver-



tising, point of sale, sampling events and social media.

Boost managing director, Simon Gray, says the company is hoping to add to category sales with the activity. "We are looking to recruit new drinkers to our brand by grabbing their attention and then hitting them with our proposition – great taste at a great price. This campaign will raise consumers' awareness of our existence, we believe, which will in turn drive trial."

## 6 New flavours

For all opportunities to advance the sector with packaging, health benefits and new brands, the fundamentals of taste and flavour are still crucial to suppliers and consumers alike.

Lucozade manufacturer Suntory, for example, is further investing in its Lucozade Sport brand with a new mango and passion fruit variant, available from March. Like Boost, the company is investing heavily in marketing to support the launch. A hefty £9m campaign will include TV, sponsorship, digital and in-store activity.

This new flavour further underlines a long term trend for more exotic, tropical flavours – a trend which has also seen coconut water brands such as Vita Coco and Tropical Sun go from a niche brand to the mainstream. ●



## INTRODUCING NEW MANGO ULTRA

The demand for zero calorie energy drinks is booming,\* so we've added a new name to our line up. Introducing **New Relentless Mango Ultra** - the latest release in the hugely successful Ultra range.\*\* Make sure you stock up now. It could be your new star performer.



**ULTRA FLAVOUR. ZERO CALORIES.**

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# NEW. TROPICAL WINGS.



THE RED BULL TROPICAL EDITION.

# INDUSTRY PROFILE

## United Biscuits

Interview by **Steven Lambert**  
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tel 020 7689 3357



**Back home after the 22-date Snack Happy cash and carry tour, UB's director of impulse tells RN where the company is headed next**

**RETAIL NEWSAGENT** You introduced McVitie's DeliChoc in the UK following its launch elsewhere in Europe. Why did you feel now was the right time to launch it here?

**PHIL NICOLLE** McVitie's DeliChoc is already popular in Europe, and we identified it as prime for launch to the UK as it brings something different to the category.

It is too early to provide sales figures but our main objective is to drive trial and awareness among consumers and retailers. In 2015 it will be supported by a £2m investment including a TV advertising campaign this spring.

**RN** If DeliChoc proves successful here, will you look to bring more products from other markets to the UK?

**PN** That is always a possibility - we also had the successful re-launch of BN in the UK in July 2014. The most important factor is ensuring that any product we choose to launch here is right for the UK market.

While many biscuit purchases are planned, 50% of shoppers will spend less than 30 seconds in the biscuit aisle choosing their products. It is, therefore, not about flooding the market, but working with retailers to create simpler, better segmented fixtures with clear brand blocks to help shoppers.

**RN** How did your Snack Happy cash and carry tour go in October?

**PN** It was a great success. We visited 22 depots in the UK and offered advice on how to boost biscuit sales us-

ing our Better Biscuits, Better Business platform. Combined with our 'Sweet' depot tour earlier in 2014, we reached a total of over 7,200 retailers last year.

The Snack Happy tour alone resulted in an increase in depot sales of UB products of more than 330% compared to the same period the previous year. We're now in the middle of another depot tour, our largest ever in-depot activation with visits to 43 locations scheduled over six weeks.

**RN** How is UB planning to help local stores remain competitive against the growth of discounters?

**PN** Our primary focus is continuing to invest in convenience as we believe there is an £18m sales opportunity for retailers.

In 2014 we launched our new national field sales team, an annual £4m investment by the business, and our reps continue to work with

**We visited 22 depots in the UK and offered advice on how to boost biscuit sales**

independent retailers to guide them on our Better Biscuits Better Business programme, offering insight on point of sale and in-store merchandising, as well as broader category management advice.

**RN** How successful has the Better Biscuits, Better Business website been?

**PN** We have had close to 4,500 visits in less than a year. After the home page, the majority of visitor time is being spent on planograms, our five step category advice and retailer profiles.

We've had strong feedback from retailers on how helpful they are finding it, as well as direct requests for visits from our field sales team.

**RN** What products and marketing support from UB should retailers be getting excited about this year?

**PN** There's a lot going on. Following the success of our McVitie's Sweet adverts last year, we are currently offering consumers a one in 10 chance to win their very own McVitie's Sweet friend character through an on-pack promotion.

Also, following our re-brand of Jacob's, we have revamped our Jacob's Crinklys recipe and, on Twiglets, have created temporary Top Gear-themed packaging with the name 'Stiglets'.

### \*\* Company CV \*\*

**Company** United Biscuits  
**Director of impulse** Phil Nicolle

**Profile** With brands such as McVitie's, Jacob's and Hobnobs, UB is one of the biggest snacks brands in the UK, dominating the biscuits category.

**Latest news** The launch of McVitie's DeliChoc will be well supported this year with a £2m TV advertising campaign.



\*\*

\*\*



everyone's going to want  
the big crunch...



...so stock up in time for the TV campaign.

**PRICE  
MARKED  
PACKS  
AVAILABLE**

From McVitie's, the nation's favourite biscuit brand, comes NEW DeliChoc – a slab of thick Belgian chocolate atop an amazingly crunchy biscuit available in Milk, Dark and White chocolate. Supported by a new £2 million campaign including TV, digital, bespoke shopper activity, social media and PR, shoppers will be sure to snap these up!



**McVitie's**  
**sweet™**

[www.betterbiscuits.com](http://www.betterbiscuits.com)

Tips, tools and advice from UB

[betterbiscuits@unitedbiscuits.com](mailto:betterbiscuits@unitedbiscuits.com) 020 8234 5010



BAKED TO BUILD YOUR BUSINESS

# CAKES & BISCUITS

As suppliers look to grow cakes and biscuit sales in a highly competitive market, their advice and support to retailers is becoming increasingly proactive and sophisticated.

**Nadia Alexandrou** looks at the impact this has had on the trade

## Let them eat cake

**A** recent conversation with Burton's Biscuits head of customer category management, David Castello, on the direction and focus of the company highlighted to RN the increasingly sophisticated ways cake and biscuit suppliers help grow their sales.

The key focus for Burton's sales team was to equip retailers with the right category management practice with one very clear message: "The priority is to make sure that retailers target their ranges against shoppers' missions," he says. For him, this means educating retailers on how to target different areas of the store for these different shopper missions, and how to use the right PoS material to help customers better navigate them.

As part of its category management tactics, Burton's sales reps provide tailored advice that best accommodates different store formats, for example, how to merchandise missions in terms of 'good, better, best' for retailers who have the space and the resources.

"Arranging your biscuit aisles in those three tiers, with good at the bottom and best at the top can have a good impact – for example, encouraging someone coming in for a plain packet of digestives to trade up to a more expensive packet of chocolate ones," Mr Castello says.

Burton's is not the only company focusing on more sophisticated forms of category management support to drive sales, and last year UK market leader United



**The priority is to make sure that retailers target their ranges against shoppers' missions**

Biscuits launched a new online trade platform – Better Biscuits, Better Business – that offers advice to convenience retailers on how they can take advantage of opportunities often too easily overlooked in this category. "We believe there is still £18m of sales to be unlocked in the convenience sector," says Hena Chandarana, trade communications controller at UBUK.

As well as offering online resources, United Biscuits is engaging with retailers face-to-face through two brand ambassadors heading up 43 depot visits across the UK, offering strong case deals, display solutions and key category management advice, finishing 19 March.

A key part of United Biscuits' online initiative and depot visits is communicating the vital role that pricemarked packs play in demonstrating to customers the value on offer. "But, despite its effectiveness, this is still a step that is often overlooked" adds Ms Chandarana. Reflecting this, United Biscuits now offers over 40 pricemarked lines, including McVities, Mini Cheddars, Jacob's Crackers and Penguins.

Symbol groups have long provided wide-ranging support and advice for retailers, and play an important part in the value sector for cakes and biscuits. "The best example I've seen is with Nisa, who offer their own label biscuits on a permanent multi-buy offer," says Mr Castello.

Another symbol group invested heavily in promotions is Bestway's Best-in, whose own label redesign – which came into full effect this January – focussed largely on ➤



**Treat yourself: customers love indulgence**





*Deliciously soft,  
hard to resist*



**Over £3m Support Package, Including TV**



**Exciting New Soft Texture**

*Stock up today!*

**Baked by Maryland, the Nation's Favourite Cookie\***

\*Nielsen Total Coverage Value 52wk ending 6th Dec 2014



# CAKES & BISCUITS



Tea time is still best with a slice of cake

dual pricemarking – having one pricemark clearly crossed out with another replacing it. “This not only builds on the value proposition for the consumer but also encourages customer loyalty to the brand,” says Nick Brown, category manager for Best-in at Bestway Wholesale. According to Mr Brown, dual pricemarking offers retailers more cash margin in the till, as they are making two sales instead of one.

While supermarkets may have been the main destination for home baking cake and biscuit ingredients a few years ago, top-up shopping, the growth of fresh and the popularity of programmes such as the Great British Bake Off has seen both retailers and suppliers tailor their ranges for convenience. As the market leader in cake decorations, Dr Oetker’s recent product innovations and promotions clearly demonstrates its commitment to expanding in convenience. Launched this March, ‘Surprise Inside’ cupcake centres were made available to independent and convenience stores, offering bakers different flavoured cupcake centres.

Like Burton’s Biscuits, Dr Oetker also encourages retailers to range home-baking products – which should be dominated by up-market quality products, according to the company – through ‘good, better best’ merchandising. It offers a rotating unit that displays up to 25 products to help with this. “Retailers can second-site quality home baking products on the stand to give customers the best choice in each area,” says Dr Oetker’s executive head of marketing Gill Davies.

For the in-store baking market, companies such as Cuisine de France are helping retailers compete with high street coffee shops by tailoring ranges that take advantage of both



**Cake bars, wrapped slices and individual cakes are some of the most popular cake formats**

## EXPERT CATEGORY MANAGEMENT ADVICE

Five key category management tips from cakes and biscuit suppliers

**1** For more ‘planned missions’ such as top-up and ‘big nights in’, retailers should use the biscuit aisle, and clearly signpost segments with beacon brands and effective PoS material such as aisle thins and wobblers.

chases by second sitting bestsellers next to complementary items such as hot drinks, and high footfall areas such as news and magazines.

**3** Running multi-buy offers on barrel biscuits encourages shoppers to increase basket spend by buying two products instead of one

**2** Retailers can drive more impulsive pur-

**4** Signpost different shop-per mission sections with beacon brands. For example, Jammy Dodgers and Penguins for children’s lunch box snacks.

**5** Merchandise premium brands like Border Biscuits above value ones to encourage shoppers to up trade.

fresh and on-the-go trends. “Cake bars, wrapped slices and individual cakes are some of the most popular cake formats,” says Aryzta Food Solutions’ head of retail Aoife Kenny. Cuisine de France’s wrapped to go range concentrates on these formats, from granola bars and cookies, to cake bars & slices and chocolate brownies.

One last crucial area of investment for suppliers is product development. A big growth segment for this market has been on-the-go products, and over the last year several leading brands have been bought out in smaller formats for the first time. Mondelez, for example, launched Oreo 2 biscuit snack packs, and Burton’s Biscuits launched single serve packs across its leading brands including Maryland Gooeys, Maryland

Choc Chip and Cadbury’s Fingers.

The way in which Mondelez and Burton’s Biscuits drive these products into convenience rested heavily on category management insight. For example Burton’s developed a ‘Snacks to Go’ app to support its new launches, which offered valuable insight into the new range, with the full snacks to go product catalogue, retailer testimonials, category management advice and the option to purchase in-store POS, among its features. “Convenience is key for cakes and biscuits, and offering formats relevant to customers on-the-go is driving growth for brands like Belvita, Oreo, Barny and Ritz for snacking,” says Mondelez’ trade communication manager Susan Nash.

It all goes to show that, for retailers hoping to expand their sales in this key sector, supplier support is not only available but is advancing all the time. ●



New products and brand campaigns drive sales



# PLAY WITH OREO



- **Oreo the World's No1 Biscuit<sup>1</sup>**
- **Fastest growing everyday treat biscuit brand<sup>2</sup>**
- **29% incremental to total biscuits<sup>3</sup>**

 **Back on TV with its biggest campaign**

For great category advice and to find out more about the campaign visit

**[www.deliciousdisplay.co.uk](http://www.deliciousdisplay.co.uk)**

1 Euromonitor 2013 2 +21.8%, Nielsen YTD 01.11.14 3 Kantar YTD 09.11.14

**Mondelez**  
International



ORDER IT



STOCK IT



DISPLAY IT

SELL IT



3 3 3 3 3



# PREVIEW



## Doritos' bold move

Doritos has returned to TV screens with a new marketing campaign with the tagline "for the bold". It will also appear at cinemas and online.

**RRP** various

**Outers** various

**Contact** 0118 930 6666



## Make your vote count

Heinz is giving the public a vote on what's better – Heinz Tomato Ketchup or HP Sauce – with prizes including a year's supply of either.

**RRP** various

**Outers** various

**Contact** 020 8573 7757



## Grow up, and go free

Kellogg's Grown-ups Go Free promotion is running again on its cereals range, cereal bars, Nutri-Grain products, Squares and Fruit Winders.

**RRP** various

**Outers** various

**Contact** 0870 240 2393



## Trust in Starburst

Starburst is hooking up with the Teenage Cancer Trust, making a donation to the charity for each product sold across its range.

**RRP** various

**Outers** various

**Contact** 01752 752094



## Jelly good additions

Haribo is adding four limited edition jelly characters to its Super Mix sharing bags – Cola, Blueberry, Cherry and Melon – with the public voting on their favourites.

**RRP** not given

**Outers** not given

**Contact** 01977 600266



## Gary's all mixed up

Walkers brand ambassador Gary Lineker is the face of the new TV campaign for MixUps snacks, munching on the treats during a hospital visit.

**RRP** £1.99

**Outers** not given

**Contact** 01189 306666



## We are the champions

Heineken is launching a new promotion under the Champion The Match banner to tie in with its Champions League sponsorship.

**RRP** various

**Outers** various

**Contact** 0845 301 0330



## Somer's almost here

Somersby Cider is launching three flavours to join its original brand, Somersby Cranberry, Somersby Blackberry and Somersby Apple Burst.

**RRP** £1.89-£4.50

**Outers** various

**Contact** 0845 820 820



## Burts' in Devon heaven

Burts Chips has teamed up with the Well Hung Meat Company for its new flavour, Devon Roast Beef. It is available in both 40g and 150g sizes.

**RRP** not given

**Outers** not given

**Contact** 0800 023 7404



# THIS WEEK IN MAGAZINES

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



## Hot property

# MAGAZINE SPIN-OFF FOR AWARD-WINNER

**Shopkins toys have swept the board with a truck load of awards for toy collectables – now they're heading for your store**

**SHOPKINS TOYS** are hot property at the minute, having taken Collectable Toy of the Year at the Toy and Hobby Association Awards and Girl Toy of the Year at the Toy of the Year Awards. DJ Murphy is tapping into the trend with the launch of an official Shopkins magazine. Each issue will come covermounted with a free collectable Shopkins toy, with the launch issue also featuring a bumper pack of extra gifts. Content-wise, the magazine will capture the dynamic world of Shopkins characters with puzzles, stories, quizzes, games, collectable posters and things to make/bake or cook. Retailers can support the launch by displaying the title front-of-shelf.



**SHOPKINS**  
On sale 26 March  
Frequency monthly  
Price £3.99  
Distributor  
Marketforce  
Display with Hello  
Kitty, My Little Pony,  
Moshi Monsters

## Round up



**NICOLA STEWART**  
Magazines  
reporter

## DIGITAL STUCK IN A DEAD END

How much of a threat do digital editions of magazines really pose to the independent newsstand?

It is a hard question to answer but thoughts on the subject have certainly changed since four or five years ago. Digital editions have not taken off anything like publishers first hoped – and, overall, print circulation still far outweighs that of digital.

According to the latest Audit Bureau of Circulations figures, digital circulation rose in the last six months of 2014, up 89% period on period. However, this jump is mostly due to the fact that the number of titles to report digital editions in the period increased to 215, up from 92 in the first half of the year.

In fact, of those brands that reported digital numbers for both periods, 20% saw declines, and most of those who did see increases were building on a relatively small number of copies. Take, for instance, GQ. Its digital circulation increased by 12.78% year on year, but the actual number of digital copies sold on average per issue was 7,202, up from 6,386. That's only an increase of 816 copies.

Its total print circulation, meanwhile, is sitting at 96,181. It stands to reason that the majority of people who prefer to read magazines on their iPads or other devices have already 'gone digital'.

And while publishers continue to invest in print – 90% still cite print as an important part of their business (according to the Publishing Futures survey) – retailers should have confidence that the category is here to stay.

**BRAND NEW!**

Disney

# CINDERELLA

**STICKER COLLECTION**

## ON SALE SOON!

**STARTER PACK**  
£2.99 RRP

**STICKER PACKET**  
50p RRP

© 2015 Disney

**PANINI**

www.paninigroup.com

# THIS WEEK IN MAGAZINES



## Bestsellers Film & music

Title	On sale date	In stock
1 Empire	26.03	<input type="checkbox"/>
2 Kerrang!	21.03	<input type="checkbox"/>
3 Classic Rock	25.03	<input type="checkbox"/>
4 Mojo	31.03	<input type="checkbox"/>
5 Total Film	10.04	<input type="checkbox"/>
6 Uncut	24.03	<input type="checkbox"/>
7 Q	31.03	<input type="checkbox"/>
8 NME	21.03	<input type="checkbox"/>
9 Guitarist	07.04	<input type="checkbox"/>
10 Record Collector	26.03	<input type="checkbox"/>
11 Metal Hammer	31.03	<input type="checkbox"/>
12 Rock Sound	01.04	<input type="checkbox"/>
13 BBC Music	08.04	<input type="checkbox"/>
14 Uncut Ultimate Guide Series	16.04	<input type="checkbox"/>
15 Prog	22.04	<input type="checkbox"/>
16 Total Guitar	10.04	<input type="checkbox"/>
17 Blues Magazine	27.03	<input type="checkbox"/>
18 Guitar Techniques	20.03	<input type="checkbox"/>
19 Sound on Sound	19.03	<input type="checkbox"/>
20 Computer Music	25.03	<input type="checkbox"/>

Data supplied by Menzies Distribution



## GQ STYLE

Eddie Redmayne was, until recently, a rising star. Then he played physicist Stephen Hawking in The Theory of Everything and established himself as one of the brightest stars in Hollywood. The Oscar, Golden Globe and Bafta winner appears on the cover of the latest GQ Style and inside opens up about his theories on life, the universe – and everything. The strong cover would benefit from full-facing displays where possible.



**On sale** 19 March  
**Frequency** two per year  
**Price** £6.50  
**Distributor** Comag  
**Display with** GQ, Esquire



## AIRBUS A380

This 100-page special from the team behind Airliner World celebrates the first decade of the world's largest passenger aeroplane – the Airbus A380. It takes readers behind the scenes to the A380 production line, inside the aircraft's most luxurious cabins and onto the hangar floor to reveal the work of maintenance specialists. Premium priced bookazines offer strong revenue opportunities and independents should aim to accommodate them in their ranges.



**On sale** 26 March  
**Frequency** one-shot  
**Price** £5.99  
**Distributor** Seymour  
**Display with** Airliner World, Aeroplane Monthly



## THE PUZZLER

Puzzle titles enjoy a peak in sales over the Easter break so it is worth allocating them some extra space over the next few weeks. This special issue of The Puzzler includes a 16-page favourites section, a free pen and the chance to win £250 cash-in-hand every month for a year. This comes on top of the usual £6,000 in cash prizes. Content wise, a mix of puzzles means it will appeal to a wide range of customers.



**On sale** 25 March  
**Frequency** monthly  
**Price** £1.99  
**Distributor** Marketforce  
**Display with** Puzzler Collection, Take a Puzzle



## THE COUNTRYMAN

The April issue of The Countryman celebrates the best of the British countryside with illustrated features on wildlife watching in Orkney, exploring the Dyfi Valley in Wales, the Herdwick sheep of the Lake District and the wild flowers of Hertfordshire's chalk heathland. This is complemented by classic country recipes and six pages of puzzles, quizzes and competitions.



**On sale** 24 March  
**Frequency** monthly  
**Price** £3.70  
**Distributor** Warners  
**Display with** Country Life, BBC Country File



## SCALE AIRCRAFT MODELLING

Celebrating its 37th year of publication, Scale Aircraft Modelling is relaunching with a new editor and new content. Published by Guideline, which also prints Military Modelcraft International, the title was voted favourite modelling magazine by the International Plastic Modellers Society. It has already reported a bump in sales in 2015, with Guideline set to host the Plastic Modelling Show in London in December.



**On sale** 25 March  
**Frequency** monthly  
**Price** £4.50  
**Distributor** Marketforce  
**Display with** Air Modeller, Model Aircraft

**Take a Break's PUZZLE COLLECTIONS**

**PLEASE DISPLAY TOGETHER**

**ON SALE 26 MARCH**





## DISNEY PRINCESS PALACE PETS

Disney Princess is consistently the best-selling primary girls' title in the UK so this launch from Egmont is sure to be a safe bet on the newsstand. Pairing each Disney princess with a pet that shares their characteristics, the title aims to appeal to girls aged between three and eight. Every issue will include stories, puzzles, posters and colouring, along with covermounted gifts.



**On sale** 25 March  
**Frequency** monthly  
**Price** £2.99  
**Distributor** Seymour  
**Display with** Frozen, Disney Princess, Pink



**On sale** 25 March  
**Frequency** monthly  
**Price** £3.99  
**Distributor** Seymour  
**Display with** Frozen, Tinkerbell



## DISNEY PRINCESS

The next issue of Disney Princess, the number one primary girls' magazine, comes cover-mounted with a toy piano that makes real sounds. Inside, there is a cut-out Cinderella play set, along with a make-your-own butterfly, stories on Snow White and more. Disney Princess should be displayed at the front of the children's section to help drive and maintain sales.



## CLASSIC POP

The first ever Best of Classic Pop 2015 Awards special is expected to be a strong seller, with a luxury foil-block cover and heavy social media promotion and marketing in conjunction with the winning artists. The issue features a treasure-trove of artists such as Adam Ant, Erasure, The Pet Shop Boys, Dexys Midnight Runners and Sophie Ellis-Bextor. This issue would benefit from a front-of-shelf position.



**On sale** 19 March  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** Classic Rock, Mojo



## THE SCOTS MAGAZINE

The April issue of The Scots Magazine features a five-page interview with Sir David Attenborough, in which he discusses his love of Scotland and warns of the danger climate change poses to Scotland's wildlife. He also talks about the reintroduction of wolves to Scotland and cites the Bass Rock bird sanctuary as his favourite filming moment in the country.



**On sale** 19 March  
**Frequency** monthly  
**Price** £3  
**Distributor** Marketforce  
**Display with** regional titles



## SONGLINES

Covering traditional, popular and contemporary music from around the world, Songlines provides news, reviews and interviews for international music fans. Each issue comes with a Top of the World CD, featuring 10 tracks from recently released albums across the globe. The title was recently bought by Mark Allen Publishing, which also prints Jazzwise and Gramophone, and this is the first issue under the new owner.



**On sale** 20 March  
**Frequency** eight per year  
**Price** £5.50  
**Distributor** Comag  
**Display with** Music Tech Mag, The Wire

## Industry viewpoint

Publisher, GQ Style



**T**he men's fashion biannual magazine market is possibly the strongest it's ever been. While other sectors are experiencing magazine closures or the shift to digital-only content, vast arrays of new men's style titles have been emerging, particularly in the independent publishing arena.

Department stores may hold the answers to this trend. Several have explained that menswear and men's grooming are the areas that are seeing fastest growth. The opportunity is vast as men become increasingly invested in how they present themselves and cultivating their personal style.

Men's magazines therefore provide key guidance on what to buy and how to wear it, all while living a stylist life.

The new independent titles add a sense of fun and vibrancy to the market but GQ Style stands apart. With the might of Condé Nast behind it for ten years, it is the market leader.

Our point of difference and key to our success is that our content targets the grown-up, fashion conscious man with the disposable income, aspiration and inclination to buy premium brands – including our magazine.

In addition to insightful style tips, trend advice, the best grooming care, and most desirable watches, we also have unique access to inspirational, stylish men of the moment.

The current issue is our strongest to date. Triumphant Oscar, BAFTA and SAG winner, Eddie Redmayne, reveals all on stepping into the shoes of Stephen Hawking in his current film, The Theory of Everything. His fascinating journey to becoming a modern film icon is shared within two special commemorative covers donning his image and his autograph.

Elsewhere, superstar DJ and record label owner Diplo, discusses producing much of Madonna's new album and his controversial interactions with Taylor Swift. Also featured are icons Debbie Harry and Iggy Pop in conversation; whilst Arsenal's star players Mesut Ozil, Olivier Giroud and Alexis Sanchez model Lanvin's new collection.

**STARTER PACK £3.99**

**PACKET £1**

# OUT NOW!

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# THIS WEEK IN MAGAZINES

## Partworks

Title	No	Pts	£
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### Amercom

Great British Locomotives	29	48	8.99
---------------------------	----	----	------

### Amermedia

Giant Warplanes	31	48	7.99
Military Vehicles	33	48	5.99

### DeAgostini

Build the Millennium Falcon	11	100	8.99
Cake Decorating	157	180	2.99
Cake Decorating Relaunch	106	165	2.99
Dinosaurs & Friends	4	60	5.99
Official Star Wars Factfile	61	120	2.99
Something Sweet	62	90	2.99

### Eagle Moss

3D Create & Print	9	90	6.99
Batman Automobilia	58	80	9.99
DC Chess Collection	83	96	8.99
Doctor Who	41	70	6.99
Knit & Stitch	114	176	5.00
Marvel Fact Files	105	150	2.99
Military Watches	29	80	9.99
Star Trek Off. Starships Coll.	42	70	9.99

### Hachette

Art of Knitting	8	90	2.99
Art Therapy	1	100	0.99
Black Pearl	62	120	5.99
Build the Mallard	29	130	7.99
Build the U96	29	150	5.99
Classic Pocketwatches	67	80	8.99
Judge Dredd Mega Collection	5	80	9.99
Marvel's Mightiest Heroes	32	60	9.99
My 3D Globe	11	100	5.99
Your Model Railway Village	69	120	8.99

### RBA Collectables

Amazing Dinosaur Discovery	3	80	5.99
Precious Rocks, Gems & Minerals	8	100	5.99
Real Life Bugs & Insects	26	85	5.99

## Collectables

### Magic Box



**Zomlings Series 3**  
Starter £2.99  
Toys from £0.50

### DeAgostini



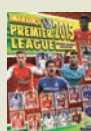
**Magiki Puppies**  
Toys £2.50

## Collectables

### Topps



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



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



**Disney Frozen Fashion Pack**  
Packets £1.00



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



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



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



**Doctor Who Regeneration**  
Starter £2.99  
Stickers £0.50



**Skylanders Trap Team**  
Starter £4.99  
Cards £1.00



**LEGO Chima**  
Starter £2.99  
Stickers £0.50



**Star Wars Rebels**  
Starter £2.99  
Stickers £0.50



**Match Attax 2014/2015**  
Starter £3.99  
Cards £1.00



**Top Gear Turbo Attax**  
Starter £4.99  
Stickers £1.00



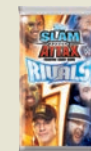
**Match Attax Extra**  
Starter £3.99  
Cards £1.00



**Transformers**  
Starter £4.99  
Cards £1.00



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



**WWE Slam Attax Rivals**  
Starter £4.99  
Cards £1.00



**Hero Attax Marvel Avengers**  
Starter £4.99  
Cards £1.00

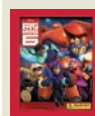
### Panini



**Animals**  
Starter £2.99  
Stickers £0.50



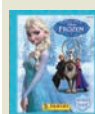
**One Direction**  
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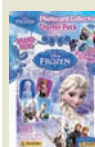
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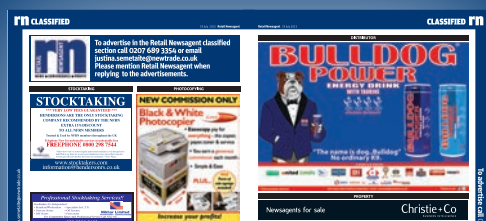
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## Back in the day

**100**  
YEARS AGO

March 20 1915

The war effort and the high wages being offered to boys at arms factories and other similar jobs were leading to a shortage of boys to work at bookstalls and as newspaper vendors on London streets. This was leading to the introduction of girls working in both kinds of jobs.



**50**  
YEARS AGO

March 20 1965

Plans were afoot for a new left-wing daily newspaper launch, with first plans unveiled in advance of a proposed August publication. The newspaper was likely to be called The Globe and would be owned by its readers.



**25**  
YEARS AGO

March 17 1990

More fallout from Bauer's launch of Take A Break magazine which, despite its 2.5m print run, was selling out in many stores and unavailable in others. The letters page took the publisher to task for not being able to meet the demand it had created with a TV ad blitz.



## Fancy some crisps? You'll have to do it yourself

It's been a while since we had one of those "someone finds something strange in their food" stories, but, like buses, you wait ages for one and then two come along at the same time...

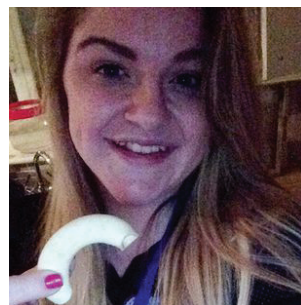
Aldi took a hammering and much of the blame, it seems, when one unlucky punter bought a pack of crisps from his local discount supermarket (Snackrite Steak and Onion, since you ask).

For when he opened them for his lunch in the office, the poor fella discovered a whole potato at the bottom of the crisps. It certainly takes the

concept of 'salt and shake' to a new level, seeing as he was obviously expected to cook, slice and make the crisps himself.

Ironically, the packet even featured a picture of a potato on the front, proudly claiming to be made of 100% British potatoes. Richard Bootman, of Mildenhall, Suffolk, said: "At first I thought it was a ball of soggy crisps. When I realised what it was everyone in the office laughed - we couldn't believe it." Aldi, meanwhile, apologised and offered a replacement pack of crisps.

## One helluva big Hula Hoop



Sticking with snacks and in not quite as amazing a story as the potato one above, a woman claims to have found what the national newspapers are claiming is the world's biggest Hula Hoop in a packet of, er, Hula Hoops.

Measuring four and a half inches, it's some seven times larger than the average Hula Hoop. Vicky Worrall, of



Runcorn, Cheshire, is now planning to put it up for sale on eBay.

Seeing as what was claimed to be the previous record holder - which measured just three inches - went for a whopping £712, then she, or rather a charity, could well be quids in. At the time of writing, the bidding had gone beyond the £50 mark...

## Round up



## OVER THE VILLAGE COUNTER

with Doug McLellan

I have mentioned this in my column before, but I still do not understand why magazines cannot be dated for the month they are issued. This morning (11 March) the April issue of a magazine was recalled which presumably means the May issue will be with me very shortly. One of my regular reads (and has been since 1964) is the Railway Magazine, which recently changed its dates so that the issue I received on 4 March was the March issue, rather than April. If one magazine can do it, why not all of them? An answer from a publisher would be appreciated.

Kettlewell Youth Hostel was recently deemed surplus to requirements and put up for sale by the YHA. Fortunately it has sold very quickly and is now being run by a family which intends to keep it as a hostel. This is very good news for the village and all the local businesses, including mine. It also means that the many walkers on the Dales Way, which passes through the village, still have reasonably priced accommodation available.

The King's Head, one of three pubs in our village, has been rightly gaining accolades from many places, including The Sunday Times, for its food. We have noticed, though, that every morning many people come to us after they have served breakfast, for bacon, sausage, egg, mushroom and cheese sandwiches. Perhaps the shop should try and gain some accolades for its food offerings. Our sandwiches are certainly popular with the walkers and cyclists that pass through the village.

There was a shock for many of us this weekend. Our local district councillor and a previous owner of the shop collapsed and died whilst visiting friends in the Midlands. He will be greatly missed by all of the villagers.

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