

# RETAIL NEWSAGENT



essential facts, figures and insights you need to know  
**DISPLAY BAN**  
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**Guiding lights**  
How six suppliers are supporting indies  
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## TOBACCO

### Hidden £55k cost of plain packs exposed

Race to reduce impact of standardised packaging for independent retailers as Department of Health impact assessment highlights massive losses. MPs and industry press for 2020 delay. **Page 5 >>**



## MAGAZINES

### Tesco delivery cuts good news for indies

Express stores request once-a-week deliveries to save cash. Retailers welcome opportunity to have titles first. **Page 4 >>**

Self-scan checkouts, digital loyalty schemes and energy-saving chillers on show at tech summit. **Page 6 >>**

## LEGISLATION

### Cash for questions

Trading Standards will advise RN reader on tobacco display ban... for £67 an hour.

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Vol 126 No 10  
FOR TRADE USE ONLY



## WE'RE READY

Our exclusive poll shows 76% of RN readers are ready for next month's tobacco display ban. Here's six retailers showing off their innovative range of solutions.

**See the full gallery on betterretailing.com >>**

**1 MONTH TO GO**

# TOBACCO DISPLAY BAN



# THE BIGGEST DEAL FOR RETAILERS

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## LEADER



You have the next month to fine tune how you work, train your staff and talk to your customers about the upcoming change



CHRIS GAMM  
Editor  
@ChrisGammRN

This is the third week in a row I have written about tobacco, because it affects virtually every one of you, it is crucial you get it right and the category is in a period of huge change.

Tobacco is one of three areas I've identified that I want RN to lead the market on and we aim to tell you at least one new thing each week that you can use to run your business more effectively.

Today marks the beginning of the final month when your customers can walk into your shop and see tobacco on display. To help make sure you are well prepared for one of the biggest law changes you will have faced, we have dedicated an entire issue to the display ban. Our 19 pages of coverage include insight and advice from key suppliers, industry figures and retailers who have converted their gantries.

This includes retailers Bintesh Amin and Ray Monelle who have experienced no impact on sales and actually see the ban as an opportunity.

Manufacturers discuss how they are supporting retailers, while Roger Bull from the New Zealand Association of Convenience Stores shares the lessons he's learnt from the past three years of his own company's display ban.

With one month to go, if you have done nothing yet, you've just about got time to put a solution in place.

However, a survey of RN readers shows the majority of you have your gantry ready. You have the next month to fine tune how you work, train your staff and talk to your customers about the upcoming change.

This issue is an invaluable resource for this month - as well as the rest of the year - to ensure you keep giving your customers the level of service they expect.

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# NEWS



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## Guidance on super strengths

Retailers worried about local authority-run initiatives against super-strength beer and alcohol can now get guidance after two organisations joined forces to publish advice on the schemes.

The Association of Convenience Stores (ACS) has partnered with the Wine & Spirit Trade Association to produce a guide of Dos and Don'ts for retailers approached about the controversial 'reducing the strength' initiatives.

There are a growing number of local authority initiatives - more than 80 councils around the country have them in place - but these are increasingly coming under fire for the pressure put upon retailers to sign up and for competition-related issues.

ACS chief executive James Lowman said: "There are undoubtedly competition risks associated with local initiatives, so we want to provide retailers with the best tools to make the right decision for their business."

## BAT 'will sue government'

British American Tobacco is threatening to sue the government if it chooses to press ahead with proposals to introduce plain packs.

The Pall Mall and Lucky Strike manufacturer is the first tobacco company to announce its intention to take legal action if the government decides to introduce standardised packaging on cigarettes.

Speaking to The Wall Street Journal, BAT director of corporate and regulatory affairs Jerome Abelman said: "If regulation comes through, we will be forced into the position of a legal challenge. Once the regulations become law, we expect lawsuits will follow very quickly."

## RN survey: 76% of indies ready for ban

More than three quarters of independents have converted their tobacco gantry with an estimated 10,000 local stores in the process of becoming compliant ahead of next month's display ban, according to a survey undertaken by RN.

Retailers were invited to answer nine questions about their preparations

ahead of the legislation coming into force on 6 April.

The data revealed 76% of respondents have already hidden tobacco products from view. Of the remaining 24%, the majority said they were waiting for gantry doors to be fitted by manufacturers or were in the middle of putting in

their own solution.

Of these, sliding doors were the most popular option with 70% of votes, followed by shutters (6%). More surprisingly, 66% of retailers without manufacturer support had only spent up to £49 to cover their tobacco, way below predictions from industry experts.

In regards to sales, 67% said they had seen no change while 16% have actually seen an increase after going dark. In addition, 59% of retailers said the amount customers spent on tobacco had also remained unchanged, with 86% claiming smokers are still choosing their favoured brand.

**Mult's plan set to boost indies sales of kids' titles** 'Brilliant news' one retailer says

## Tesco's mag delivery cuts could gift indies advantage

by Nicola Stewart

Independent retailers could have a major newsstand advantage over Tesco Express if a request by the multiple to have its magazine deliveries cut comes into play.

Tesco has told wholesalers it wants to change the way stock arrives into its Express stores, so that all magazines are delivered on the same day.

This means some titles would be held back until after their on-sale date.

A senior industry figure

told RN deliveries would most likely take place on a Tuesday, as that is when women's weeklies, which account for 50% to 60% of the format's magazine turnover, are on sale.

He added: "If a magazine has an on-sale date of Thursday, it will be six days before it arrives in Tesco Express. For fortnightly and weekly titles, particularly kids' titles, this could be a big advantage for independent retailers."

But it could signal "the thin end of the wedge" for

the category, he warned.

"It's another thing chipping away at it."

In a trade notification seen by RN, Tesco said the management of range changeover was tougher in Express stores because of a lack of staff dedicated to the category.

Mark Dudden, of Albany News in Cardiff, has two Tesco Express stores within 500 metres of his shop and said the change would be "brilliant news" for independents.

"It just goes to show that newsagents can provide a

better service," he said.

"Tesco Express obviously doesn't know what it is doing. I accidentally had one of its news bills delivered to my store and I saw it had a few missed returns on there. It can cost a lot of money if you are doing it wrong."

Hamdy Shahein, of Hamdy's News in north London, said anything that put independents ahead of a multiple was positive.

"If we have some titles first that would be fantastic - it's normally the other way around."



**Not listening** "Not only are they not listening to the public consultation, they're potentially not listening to their parliamentarians," said Mark Littlewood of the Institute of Economic Affairs, reacting angrily to RN's front page at a Hands Off Our Packs event in central London last week. The news that MPs would not be debating the measure in the House of Commons caused widespread dismay.



**MPs and industry act to minimise financial impact** 'This underlines the damage it will do'

# Cost of plain packs: £55k of lost sales for next 10 years

by Tom Gockelen-Kozlowski

The potentially devastating impact of plain packaging on the retail sector has emerged with MPs and manufacturers seeking to lessen the effects of any law change on independent retailers.

Using figures from the Department of Health's impact assessment, released last month, RN calculates that every convenience store in the UK is in line to lose more than £55,000 in tobacco sales each year for 10 years.

This equates to an annual

hit on their profits of £2,751 based on earning a 5% margin from tobacco.

These figures do not include additional losses caused by reduced footfall and associated purchases as the report was "unable to quantify the value of these potential indirect losses".

Conservative MP Nick de Bois, who has written a column for RN this week calling for a delay on plain packaging's implementation to 2020, said: "This only further underlines the damage that plain packaging will do to retailers. With the law now seemingly

inevitable, it is vital that parliament and the government co-operate to see how we can lessen this burden as much as possible."

The tobacco industry also condemned what amounts to an annual penalty for the trade. "The impact assessment acknowledges that businesses in the supply chain will need time to adjust and diversify, but they haven't allowed for this to take place," said JTT's head of communications Jeremy Blackburn. "In the display ban, small stores were given a further three years to prepare.

"Their own impact assessment says there is a need for time to adjust, so once again it's going to disproportionately impact independent retailers."

Mr de Bois said that there was "widespread sympathy" in parliament for a delay, but such a move would be fought by anti-smoking campaigners.

Deborah Arnott, chief executive of health charity ASH, said: "We're confident politicians will see through these delaying tactics and vote for standardised packaging. There is no justification for any further delay."

## 'Decriminalised' shoplifting

Shoplifting, which has blighted two in three newsagents over the past three months according to an NFRN survey, has effectively been decriminalised.

That's one of the key findings of a report put together for thinktank The Policy Exchange by Labour MP and possible London mayoral candidate David Lammy. The influential report was put together with the help of the NFRN. In Scotland, the federation was lobbying MSPs about retail crime when, two miles away, knife-wielding raiders threatened a nine-year-old boy during a botched raid.



**Portas pops in** TV retail expert Mary Portas popped into Eat 17 in East London, holding the store up as a shining example of retail excellence for her Secret Shopper series on Channel 4. In the episode, which aired last week, the shop guru worked her magic on Hall-mark Food Store in Burnham, Bucks, taking staff over to Walthamstow to meet James Brundle (far left), his brothers and team.

## Scotland in its sights as One Stop nears century

One Stop said it is close to having 100 franchise stores and has already received more than 100 enquiries from retailers interested in taking on the fascia in Scotland.

Speaking to RN, One Stop head of operations John Miller said the group is close to opening its first

company-owned store in Scotland, with franchise businesses expected to be unveiled shortly afterwards. "We are looking to take the same approach we have always taken, by opening up a number of company-owned stores in Scotland first. We will then invite retailers interested in

becoming a franchisee to have a look at our proposition first hand," he said.

The news comes as the group announced Jim Carroll as its new business development manager for Scotland. Mr Carroll has 30 years of experience of independent retail, including spending the past 10 years

as regional sales manager for Londis.

In addition, One Stop is looking to roll out an app that will enable retailers to remotely access EPOS and sales data using smartphones and tablets, and is hoping to hold its first retailer forum later this month.

## In brief

### Parfett's grows

Wholesaler Parfett's has enjoyed another year of growth, according to its annual report and results for the financial year ended June 2014. Turnover was up by more than 3% to £308,765,026, with a pre-tax profit of £3.6m. It came at the end of a year which saw a modernisation programme across all its depots being completed. There were still challenging circumstances, said managing director David Grimes, with duty fraud still proving to be a concern for retailers.

### Proxy plan praised

Plans to outlaw proxy purchasing of tobacco and nicotine products for children under the age of 18 have been welcomed by the NFRN. National president Martyn Brown said: "We have campaigned long and hard for proxy purchasing to be made illegal and we are delighted that regulations making it an offence for an adult to purchase tobacco or cigarette papers on behalf of someone under 18 have now been published." NFRN chief executive Paul Baxter added: "Our hope now is that the government ensures that these regulations are passed speedily through parliament."

### Deflation reigns

Deflation reigned again as prices in stores fell for the 22nd month running. Deflation stood at 1.7% for January, a higher rate than the previous month. Food prices fell too, by 0.4%, with convenience food and fresh items such as milk and cheese all falling in price. Fresh food is approaching its lowest ever prices since records began.

# NEWS

## BUSINESS



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## One Stop is latest ACS member

One Stop has been announced as the latest convenience group to become a member of the Association of Convenience Stores (ACS).

The inclusion of the Tesco-owned group follows on from a vote taken by ACS members last year, who came out in favour of letting multiples join the organisation.

One Stop chief executive Tony Reed said: "The ACS does an excellent job in ensuring the government is aware of the issues facing our sector and we believe we can play a part by getting involved and helping to raise the profile of their work."

ACS chief executive James Lowman added: "We are delighted to welcome One Stop into ACS membership, further strengthening our voice as a body which represents a wide range of convenience retailers on key issues to government."

## Bargain Booze franchise deal

High profile c-store retailer Jonathan James has signed a 10-year franchise deal with Bargain Booze owner Conviviality Retail.

The deal will see Conviviality franchising the bulk of its newly-acquired GT News stores to Mr James, whose eventual aim is to have 100 stores within the group. He will look after 36 of the 37 GT stores, half of which currently operate under the Spar banner.

Mr James said: "With over 600 stores, Conviviality is truly championing local off-licence-led convenience on the high street.

"It was important for me to join a collaborative brand that works in partnership with their franchisees."

## Bullish Bestway breaks £650m barrier

Bestway has achieved delivered sales of more than £650m for the first time, which the firm has attributed to its investment in new vehicles and modern management systems.

The figure represents a 22% growth in Bestway's delivered sales over the

past year, and now accounts for a quarter of the group's total sales.

It comes a week after Bestway announced record growth in its latest financial results, with pre-tax profits growing 44.7% to £267.1m for the year ended 30 June 2014.

Younus Sheikh, managing director at Bestway Wholesale, said purchasing new branded vehicles and opening a chilled distribution centre in Coventry had been factors behind its delivered sales success.

"As a group, we invested in delivered wholesale early

so we were in the perfect place and ahead of the curve," he said. "Investment in our customers will continue as we look at ways to make it easier for them to shop when and wherever they need and delivered will continue to play a major role in our plans."

**Time-saving and profit-boosting ideas revealed** Nisa considers self-checkout systems

## Tech show gives retailers exciting look at the future

by Steven Lambert

Self-scan checkouts, chiller energy-saving solutions and auto-enrolment assessment apps are just some of the innovations that will benefit retailers in the near future, according to speakers at this year's Association of Convenience Stores' Technology Showcase.

Retailers attending last week's event at London's Imperial War Museum were presented with a number of initiatives designed to save time and money and drive profits.

Refrigeration expert

Aerofoil Energy showed its "low cost alternative" to closed door chillers, which it claimed had saved up to 40% on energy costs during trials.

The company said it is speaking to convenience retailers to place aerofoil strips on the front of shelves in open door chillers, which reduces the amount of cold air escaping.

Instant Access Technologies (IAT) also unveiled it is working with a "major wholesaler" and symbol groups including Londis to trial its BigDL digital loyalty scheme.

Retailers using the service can place a beacon on the front of their store to target smartphone users with deals and promotions, which can then be redeemed in-store.

Matt Norbury, founder and chief executive of IAT, said: "This is about driving impulse sales and awareness for retailers, and this is a big opportunity for them to communicate with consumers."

Attendees were also shown an app from Financial SatNav designed to help independent retailers and staff with changes to the

auto-enrolment pension scheme expected later this year.

Meanwhile, Chris Evans of SPC International said the firm had been in talks with a Nisa store in the Docklands area in London, which was looking to take on one of the company's Self-Checkout propositions to help combat a recently opened Tesco store nearby.

He told RN: "This may not be the solution for every retailer, but where we think a convenience retailer can benefit from one of our self-checkouts, we are more than happy to help."



**Store number four** Nisa retailers Anish and Jamie Keshwara are about to grow their retail estate further with the opening of a fourth store. The brothers were among the first retailers to adopt Nisa's Store of the Future concept at their stores in Peterborough. Anish said the pair would look to adopt a similar approach at their latest venture, being built in the village of Eye, but would take a more rural approach. "We're really looking to go big on fresh and locally-sourced products when we open," he added.



# Preparation is key

## with one month to go

With less than one month to go until the tobacco retail display ban comes into force for all stores across the UK, it's time to make sure your store, staff and gantry are all ready.



**Sunny Kumar** of Premier Newpage worked with his local JTI rep and installed his doors early. Here he shares his learnings from operating in a restrictive market environment from his store in Cowdenbeath, Scotland.

**Sunny Kumar, Premier Newpage, Cowdenbeath, Scotland.**

**“The gantry doors went on three months ago and sales have not suffered at all.**

“I’d urge retailers to work with their local JTI rep sooner rather than later, as we did, and talk their staff through the changing legislation, so that they can make the transition smoothly and in the confidence that they are well-prepared.

“Having seen larger stores go dark, existing adult smokers are aware of what’s to come - the installation of the doors won’t stop them from purchasing tobacco. What has been important for us is to ensure we have clear product indicators and prices on the gantry. Adult smokers soon learn which door their product is under so they see the price before the sale and know what to expect before staff scan it in at the till.

“By maintaining my tobacco lines, existing adult smokers know that they can come to my store for their brand. By stocking PMPs, they are also reassured that they are paying a fair price too.”



### Sunny’s Top Three Tips

- 1** Speak to your rep and have them discuss the law with your staff
- 2** Maintain your range and continue to cater for all of your existing adult smokers with a strong portfolio and mix of price-marked and non price-marked packs
- 3** Take sound advice from programmes such as JTI’s **ARTIST** initiative to ensure your tobacco sales remain profitable beyond 6 April

It’s imperative that all stores are fully prepared ahead of the retail display ban transition. To download your Operating Manual and for more tips and advice head to [JTladvance.co.uk](http://JTladvance.co.uk).

JTI’s UK trading company is Gallaher Limited.

# NEWS

NEWSTRade

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## Importance of print put in spotlight

Publishers spoke of the importance print has to play in the future of their industry at the Publishing and Media Expo in London last week.

Findings from the latest Publishing Futures survey showed that 90% of publishers believe print is an important part of their business, while 25% consider themselves "digital first".

The survey also showed there was more confidence in the industry, with 39% of consumer publishers saying they felt more confident than one year ago.

Speaking at the expo, Immediate Media chief executive Tom Bureau said: "Digital is a fundamental part of all media businesses these days - but 85% of our profit is still from print"

Dennis Publishing chief executive James Tye added: "There are areas where digital is prevalent, but you have to look at each brand on a case-by-case basis."

## 'One stop' for Belfast

Trinity Mirror has launched a new website for Belfast that it says will be a "one-stop shop for all things Belfast".

The publisher's Mirror Media Ireland division is running the site, which includes live breaking news, local sport, entertainment, events, local interest and traffic.

It will operate from a newly integrated newsroom at the Belfast offices of the Daily Mirror's Northern Ireland edition and will rival the Belfast Telegraph site.

Trinity Mirror says it represents a new digital commercial opportunity for the company, which has enjoyed "significant commercial success" since the launch of the Mirror's Northern Ireland print 20 years ago.

## Indies on Front-line for mag relaunch

Independent retailers will be key to the success of newly relaunched monthly lads' magazine Front, its new publisher has told RN.

The title, which launched in 1998 as a rival to Loaded but folded in February 2014, has been taken on by Live Love Publishing.

Publisher Sayed Baharun said allocation was focused on independent newsagents, who have always

accounted for a high proportion of sales for the title.

"It's been manic getting our launch issue up and running but we'd like to start campaigns after the first few issues and see how we can develop sales further," he said.

"Social media interest has been amazing and we're directing readers to independent stockists."

The first issue of the

relaunched title went on sale 27 February with a look and feel much the same as the original, he said.

"We knew that there was still demand for Front and felt that with the closure of Bizarre, it was the best time to bring it back to life."

Bizarre closed in January, while weekly lads' mag Zoo saw newsstand sales rise 4.7% after rival Nuts closed down in April 2014.



**Regional publishers fare badly in 2014 ABCs** Price rises and better content elsewhere cited

## 'Price hikes and nationals' hit sales of regional dailies

by Nicola Stewart

Cover price hikes and competition from nationals are to blame for the sharp fall in circulation for regional dailies, say newsagents.

All paid-for dailies saw a drop in circulation in the second half of 2014, according to the latest Audit Bureau of Circulation figures.

Circulations fell by an average of 10.1%, compared to the same period the previous year.

Matt Clark, of Penylan News in Cardiff, said rising cover prices and a drop in the amount of local coverage was turning some customers towards national titles.

"I have a copy of today's South Wales Echo in front of me and it is 40 pages, which I would imagine about half is advertising.

"Who wants to give up 65p for that, when they can get the Daily Mail for 60p at double the pagination?"

The South Wales Echo was one of the worst performing titles in the UK, with a circulation drop of 16.8% to just 18,876.

Rory O'Brien, of HND company Papersdirect in Glasgow, said he had seen an increase in sales across all his titles, but had also seen customers move across to national papers.

"I do think the nationals offer good value for money - there is a lot more news and a lot more content and I have noticed customers

switching to those," he said.

He added that the referendum had also had an impact on sales in Scotland, with customers basing their newspaper choice on "who backed who" in the vote.

Northern Irish title the Belfast Telegraph was the strongest performing title, dropping just 3.4%, followed by the Lancashire Telegraph and the Guernsey Press and Star, which fell by 3.5% and 3.9% respectively.



### A first for Sofia

Panini has launched its first sticker collection based on the Disney Junior princess Sofia the First. On sale now, the collection includes 128 stickers as well as 40 special edition stickers. Panini already publishes a stand-

alone magazine for Sofia that sells an average 40,000 copies per issue and regularly features in the top 10 pre-school titles, so it expects the collection will also be popular on the newsstand. Starter packs are £2.99 and come with an album and 32 stickers. Sticker packets are 50p.



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IDEAS**

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**“We bought cask  
ale barrels on eBay,  
placed them in our  
alcohol section and  
decorated them with hay.  
We rotate promotional  
beers on them and place  
multipacks around them.  
Sales have gone up  
at least 10%.”**

**Bhavesh Parekh**  
Kwiksave, Bolton,  
Lancashire



**16**  
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YOU A PENNY**

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**35**  
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# NEWS

## PRODUCTS

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## Strawberry and mint for Pimm's

Diageo is marking the start of the spring and summer with the launch of a new Pimm's variant, the second addition to its range.

Pimm's Strawberry with a Hint of Mint will be available from April in 70cl and 1l bottles, the former with a pricemarked option. The new variant joins the original flavour and Pimm's Blackberry & Elderflower. The launch will be backed by a six figure marketing campaign.

## Pricemarks on Lucozade

Lucozade is bringing back limited edition pricemarked packs on its Energy and Sport ranges.

The 79p price flashes are exclusive to convenience retailers and will also appear on Lucozade Grafrutti and Lucozade Sport Mango & Passion Fruit, which manufacturer Lucozade Ribena Suntory is launching in the run-up to rugby World Cup.

In addition, the company is launching 380ml and 1l bottles for Lucozade Energy Mango & Mandarin.

## Magnum addition

Ice cream brand Magnum is to add to its core range with the introduction of a caramel variant.

Magnum Caramel features vanilla ice cream with a sea salt caramel swirl covered in Magnum milk chocolate. Magnum Caramel has an RRP of £3.35 for a four-pack and is available in outlets of 10.



The impressive Star Retailer display at the Wiltshire store of Susan Connolly, below

**Stores delighted at 18% boost** 'It's simple and we are encouraged by the rewards'

# Retailers to reach for the Stars in Heineken scheme

by Tim Murray

Retailers have reported sales increases of up to 18% since signing up for Heineken's Star Retailer scheme.

The initiative, which helps retailers with ranging and provides planograms to assist with displays, as well as support via rewards, sampling and other events, has been running since 2012.

Star Retailer underwent a number of changes last year, including an improved website, social media support and the launch of a team of regional advisors to visit retailers.

Dan Robinson, Heineken trading director for wholesale and convenience, told RN it would visit and work with 33% more retailers than in 2013 on Star Retailer, and was aiming to introduce the scheme to 25% of all small licensed stores in the UK. Susan Connolly, right, of Spar Connolly's in Wiltshire, praised the initiative, reporting increased sales as well as benefits such as rewards offering money off Heineken products.

"With the retail programme we have someone from Heineken visiting us every six to eight weeks and



helping us with what's in the chiller," she said.

"We've worked very closely with them on things

like Old Mout and Foster's Radler and it's really helped.

"We've narrowed our range so we're not selling two or three of lots of brands, but we are selling more overall. It really does work. Our beers are up 17.9% and our cider is up 13.2%. The money-off vouchers really help improve the margin, they're worth up to £100 a year."

Rav Garcha of Nisa Local Gains Park, Shrewsbury, said: "We're very happy with the scheme. Once it's up and running it's simple and we're encouraged by the rewards."

## Heroic Heritage gives Nisa £1.4m in extra sales

The relaunch of Nisa's own label range last year created a huge uplift in year-on-year sales, the wholesaler has reported.

Nisa's Heritage range was reformulated and rebranded in 2014, with new packaging and new recipes on over 500 lines leading to a reported

£1.4m of additional sales.

Strong performers from the range over the past month included sausages, up 66% year on year, and cooked meats and poultry, which both increased by around a third compared with last year's figures.

Nisa marketing director

Ian Bishop said: "We are proud of our newly formulated own label range, with the recent figures proving that the products are flying off the shelves." He attributed the sales success to strong flavours and packaging, which help products stand out on shelves and is

easy to read.

"Our Heritage ready meals are performing exceptionally well, with the Heritage Chicken Tikka two for £5 meal being our number one selling product and the Heritage Lasagne and Heritage Cottage Pie two for £4.50 being another."

### Hot products for your shopping list



Nisa's Heritage own label reported £1.4m of extra sales in 2014



Limited edition pricemarked packs return to Lucozade's Energy and Sports drinks



A Caramel variant has been added to the Magnum range



# NEWS PRODUCTS

UK WHITE  
WINE PRICES  
Pages  
24-25

**Sweeter and fruitier taste from winemaker** 'Fun and affordable' new variants

## 'Female friendly' summer as Gallo expands ranges

by Helena Drakakis

Winemaker E&J Gallo is expanding its selection of female-friendly summer wines with the introduction of two new ranges to its portfolio.

The company introduced the Barefoot Refresh range, RRP £6.99, to Tesco this month, with plans to roll it out to other retailers throughout the year. Included in the offering are

three new wines – Crisp White, Crisp Red and Perfectly Pink – all of which have a citrus finish.

Gallo is aiming to appeal to existing wine drinkers who want alternatives to traditional wines to drink when socialising in the summer.

In addition, Gallo has also created The Vineyard Spritz range in two fruit flavours – Passionfruit and Pineapple with a Pinot

Grigio base, and Raspberry and Lime with a Grenache Rosé base. Both will be available from May onwards at £5.99 and the range is aimed at female consumers aged between 22 and 30.

Barefoot wine assistant and marketing manager at E&J Gallo Winery, Samantha Caulfield, said: "Barefoot Refresh is a fantastic addition to our range of outstanding wines."

Alexis Byron, marketing manager at E&J Gallo added: "Gallo Family Vineyards Spritz is ideal for consumers who are looking for a sweeter and fruitier taste."

Each launch will be supported by an integrated marketing campaign spanning social media, sampling and in-store activity.

Gallo claims to have added £41.4m to the wine category since 2011.

## J20's limited editions

Britvic Soft Drinks is looking ahead to the summer with the launch of a limited edition J20 variant that blends apple, raspberry and rose flavours.

Garden Rose will be available from this month until August. It will feature a botanical design on its label which the company hopes will tempt consumers into buying the drink on hot days over the summer.

Jonathan Gatward, Britvic marketing director, said the new blend was "perfect for consumers looking for a different and refreshing drink."



**A kiss for Elvis** Coca-Cola is celebrating the 100th birthday of its classic contour bottle with a month-long marketing campaign, "I've Kissed". It will include London-focused outdoor advertising featuring Elvis Presley, Marilyn Monroe and Ray Charles drinking from the bottles, platform advertising at Oxford Circus tube station, as well as TV ads running throughout the whole of March.

## Sunbites welcomes trio of snack newcomers

Walkers is adding three new products to its Sunbites snack range, with Crispy Crackers, Pitta Bakes and Crackers & Dips joining the line-up.

The new additions join one of the fastest growing brands in the crisps cat-

egory, which, Walkers said, grew by 31% last year.

Sunbites Crackers & Dips are available in boxes for an RRP of £1.49, containing lightly salted crackers and either a salsa or chutney dip. Crispy Crackers will be available in four five-pack

flavours, for an RRP of £1.89. Flavours include Sun Ripened Sweet Chilli and Cream Cheese & Chive. Pitta Bakes will be available in three flavours, also in five-packs with the same RRP. Flavours include Roasted Onion & Rosemary

and Roasted Red Pepper & Chilli.

The announcement comes a week after Walkers announced plans to further grow its Market Deli range. The savoury biscuits category has grown 5.3% in the past year.

### In brief

#### Just desserts

Best-in is adding to its own label chilled range with the introduction of three desserts inspired by and made in Italy.

The three variants – Tiramisu, Profiteroles and Caramel Panna Cotta – are available as twin-pack, single-serve desserts. Each pack is dual priced at two for £3.00 or £1.59.

Helen Munro, category manager for chilled food at Bestway Wholesale, said: "This is a long-term strategy, and there is much more innovation to come."

#### Fairtrade Mars

Mars is to become the second Mars Chocolate UK brand to carry the Fairtrade label, continuing a collaboration between the company and Fairtrade International that began in 2011.

The move follows the introduction to the market of Fairtrade Maltesers in 2012. Mars has now made a further commitment to source Fairtrade-certified cocoa for all Mars bars in the UK and Ireland by autumn 2015. Fairtrade works with businesses that support efforts to improve farmer livelihoods in the developing world.

#### B&J Blueberry

Ice cream manufacturer Ben & Jerry's has introduced a new variant to its Greek-style frozen yogurt range.

Blueberry Cheesecake comes with crushed cookies and a blueberry swirl and will tap into the 55.7% growth in the frozen yogurt market seen over the past 12 months. Ben & Jerry's Greek Style Blueberry Cheesecake 500ml tubs have an RRP of £4.99 and are available in packs of eight. Ben & Jerry's 100ml portions have an RRP of £1.25.

### Hot products for your shopping list



Gallo's new range of wines is 'female friendly' says the winemaker



Britvic is adding an apple, raspberry and rose limited edition J20 variant for the summer



Walkers adds three variants to its Sunbites snacks range

# NEWS REGIONAL



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

## A record-breaking opening

High-quality, locally-sourced produce reaped rewards on the road as an innovative new forecourt achieved record-breaking sales in its opening week.

The Highworth Service Station on the A361 near Swindon reopened for business on 14 February after a major renovation project which involved knocking down the pre-existing 700sq ft store and building a brand new 2,800sq ft one, relaunched under the Spar fascia. All forecourt facilities are also brand new.

Following its unveiling, the Spar store enjoyed a 176% increase in sales over two days compared to previous weekends, with fuel sales also up 11%.

Among its locally-sourced produce, the store stocks meat from Andrews Quality Meats and The Cotswold Farmer, and fresh bread and pastries from family-run firm La Parisienne Bakery & Patisserie. It also offers vinegars and oils on tap, high-end ready meals and a sports nutrition range.

## ACS: government needs to do more on high streets

The government has failed to act on one of its own select committee's recommendations for helping the high street and needs to do more to show it really is putting "town centres first".

That's the view of the Association of Convenience Stores (ACS), which is maintaining pressure on the

government and its Department for Communities and Local Government.

The ACS accused the department of ignoring recommendations from the influential Communities and Local Government Select Committee on its National Planning Policy Framework (NPPF) and town centre first planning policy.

The committee had recommended that closer monitoring of developments in and out of towns was needed and policies forcing developers to be more flexible needed to be reinstated. The government has said the existing framework is enough.

ACS chief executive James Lowman said: "The

government's response has failed to address the ongoing issues with town centre first planning. The framework put in place by government is simply not working to deliver new retail developments in town centres, with 76% of retail floorspace approved under the NPPF allocated in out of town locations."

**NFRN shock at cash for questions demand** 'Check federation's website before enquiring'

## Trading Standards charge retailer £67 fee for advice

by Tim Murray

A retailer with a simple question regarding the tobacco display ban has been told his local trading standards team will answer his query - but it may cost him.

And it seems as if more local authorities' trading standards departments are charging retailers to provide business advice, which the NFRN has said is making money off the back of hard-pressed stores.

The main fear for retailers is that the practice of

forcing them to pay for information about new regulations is becoming more commonplace just as the amount of new legislation and accompanying red tape is growing.

Jon Dudley, from Boyatt News in Eastleigh, Hampshire, discovered he may have to pay for advice after contacting Hampshire County Council Trading Standards.

He said: "I've read the legislation, but there are some things I'm not clear about regarding price lists.

"I wanted to talk to

somebody, but was given an email address and then sent a link to register that said it was £67 an hour for business advice.

"We've got more red tape, more legislation. I understand there are cutbacks and it's my responsibility, but it's a lot of hassle. I don't even know if they can answer my question."

NFRN head of public affairs Adrian Roper said: "The NFRN is shocked that Hampshire Trading Standards sees the display ban as an opportunity to make money from independent

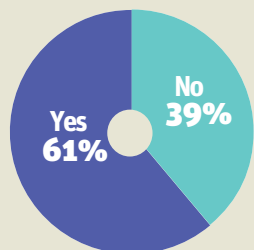
retailers who are already hard-pressed, through having to pay for the cost of converting their gantries.

He urged retailers to check the NFRN website for relevant information.

Sylvia Rook, fair trading lead officer at the Trading Standards Institute said: "Due to the cuts in local authority budgets, many Trading Standards services have had to implement a charging structure, although some still give free advice, and others will give the first hour of advice to traders for free."

### RN reader poll

Last week we asked:  
Are you planning to refit  
your store in 2015?



**THIS WEEK'S QUESTION:**  
Would you like help from  
your local council to prepare  
for the tobacco display ban?

Have your vote now at  
[betterRetailing.com](http://betterRetailing.com)

[betterRetailing.com](http://betterRetailing.com)



**Extra special** Great customer service is the formula for success behind a Bedfordshire Nisa Local. The store in Toddington has been highly commended in The Best Small Shop 2015 competition run by the All Party Parliamentary Small Shops Group. Store manager, Gary Bilbrough, said: "You have to keep your finger on the pulse and listen to your customers. When people come into the shop, it's like I'm welcoming them into my front room. At the end of the day, you can buy a tin of beans anywhere. It's the extra bits that matter." More than 300 small shops from across the UK entered the competition. Pictured left to right are store owner Gary Bilbrough, sales assistant Nicky Hynes and Mid Bedfordshire MP Nadine Dorries.



## REGIONAL

**Circulation rise 'remarkable' says paper's editor** But some retailers fear sales are falling

# Is Herald's 'independence' sales boost just temporary?

by Nicola Stewart

The Sunday Herald saw a huge surge in sales after backing Scottish independence, but retailers are cautious the uplift may have been temporary.

The Herald & Times Group title reached an average weekly sale of 32,021 in the second half of 2014 - up 34% from the previous year.

Editor Richard Walker said: "It is gratifying that our position as the only newspaper in Scotland to

support independence attracted so many new readers and was supported by so many existing readers.

"Our circulation rise is all the more remarkable when contrasted with an overall decline in the market."

Des Barr, of Sinclair Barr Newsagents in Paisley, said it was always positive to see publishers take initiative to improve sales.

"It's tremendous that somebody had the vision to capitalise on how people in

Scotland felt.

"It demonstrates that if you give people the right content in the right circumstances, they are prepared to pay for it."

However, he said the publisher now needed to focus on sustaining the momentum.

"That is very much the harder job," he said.

"The election will help but after that, will they be able to keep people interested?"

David Woodrow, of

Woodrow's Newsagent in Renfrewshire, said he had already seen sales of the Sunday Herald drop.

"Last year I was selling between 13 and 22 counter copies a week and now I am down to between 10 and 18 copies. Home delivery copies are down from about 70 to between 60 and 65."

He added that he hoped the election would help sales to pick up again, but thought papers who offered a wider political view were more likely to do well.

## Retailers up for auction

The latest plans for charity fundraising initiative Retail Auction include a comedy show.

Suppliers and retailers are being urged to get involved with the scheme, with a dozen retailers auctioning themselves off to the highest bidder for a day.

"The winner will get all 12 retailers in one go," said Raaj Chandarana from Premier Tara's News in High Wickham. "Suppliers who want to change their strategy can get us in one room, or they can get us to spend a day with the sales force."

"We're giving it a really big push and we've got lots of ideas, like the comedy show."



### Still delivering

If you ever wanted proof that age is just a number, you only have to look at 83-year-old Bill Gunn. For Birmingham's oldest paperboy has been delivering daily papers to customers of Jayshaw News for the past 43 years - and has never missed a day, whatever the weather. During that time he's clocked up more than 60,000 miles and delivered 500,000 newspapers.

## Retailer fights off gun-wielding robbers

A brave retailer gave two masked raiders more than they bargained for when he fought back against an armed robbery.

The two threatened the man at Vardon Supermarket, Kings Norton, Birmingham, with what police believe was a gun.

But the retailer defended himself and his store by setting off his alarm and chasing the duo out with a baseball bat.

They escaped without cash, but with a minor haul that included a crate of beer and a mobile phone.

Police are now search-

ing for the raiders and investigating officer DC Katie Morris said: "This was a violent and frightening robbery by two men who had no regard for the safety of the shopkeeper or his customers."

But she warned retailers who are threatened in their

stores to act cautiously.

"The shopkeeper acted bravely to defend his livelihood and in this case it paid off, but the reality is this could have ended in tragedy. We would not recommend acts of heroism when confronted by a potentially loaded gun."

### In brief

#### Growing success

A Warwickshire Spar store has reported a huge jump in fresh and chilled sales after extending into the green-grocers next door.

David and Sue Chippendale, of Spar Tiddington, said fresh meat sales have increased by 98% since expanding from 1,400sq ft to 3,000sq ft in November.

Produce sales were up 80%, with grocery and wine also growing by 50% and 20% respectively. The results follow a refit by AF Blakemore and the introduction of innovations including a 'barrel to bottle' wine service.

#### Apprentices praised

"Exceptional" apprentices working in independent stores were recognised at the People 1st Apprenticeship Awards this month.

Jenna Lucy Unwin of The Whistle Stop Sweet Shop, won the Retail Intermediate Apprentice of the Year award, while Daniel Philips of Parkend Village Shop and Postage Stamp Café won the Retail Advanced Apprentice of the Year prize.

The awards were presented at the House of Commons by MP Mike Freer, who said: "These awards are crucial for the industry and I commend People 1st for this important initiative."

#### Spar back on TV

Spar is airing an Easter TV ad from 26 March to 6 April to give its stores a seasonal sales boost.

The campaign, which also includes social media activity, will be tied in with updates on the Spar consumer website, including a 'design a chick' competition aimed at kids and families.

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT WEST MIDLANDS 24.02.2015



Tony Collins reports from the NFRN West Midlands district council meeting



Ramesh Sahota

### New president unveils his aims

The new president of the West Midlands district has outlined his priorities for his forthcoming term of office after taking on his new role.

Wolverhampton and Dudley member Ramesh Sahota was elected unopposed.

He takes over the role from Kuldeep Sekhon, a member of the same branch.

Mr Sahota told delegates at the annual general meeting: "I hope to get those federation members who are inactive to become active, because the benefits are there.

"I have been a member for more than 30 years but I didn't know a lot about the federation when I first started, so I made mistakes.

"It's a learning process, and I hope our more experienced members will be able to help the new members coming in."

Mr Sahota said he also wanted to be able to offer advice on protection for members in their shops.

"I would like us to look at how we can bring people in who can help us deal with the problem of drunken people or anyone on drugs coming into our shops.

"These people have worked with hospitals and can offer the same help and advice to our members."

Mr Sahota said he wished to continue the district council's success of holding events aimed at attracting new members, but added he would also like to encourage branches to organise their own events with district support.

West Birmingham member Manjit Samra was elected as the new district vice president, while the national councillors for 2015-16 are Mr Samra, South East Birmingham member Narinder Randhawa, and West Birmingham member Sukhdeep Balaghan.

Mr Balaghan was also elected as a welfare committee member, while West Birmingham member Nalin Patel was chosen as both a voluntary fund trustee and the district delegate for this year's annual conference.

### Super-branches 'way forward'?

Outgoing district president Kuldeep Sekhon thanked members for the support he had been given during his two years in office.

He said his goal when he took office was to increase branch membership, adding: "I have been to some cracking super-branch meetings comprising more than one branch, which may be the way forward."

Mr Sekhon also outlined the highlights of his term



Kuldeep Sekhon



**I hope to get those federation members who are inactive to become active, because the benefits are there**

**Ramesh Sahota**

New president of the West Midlands district

in office, including a special district council meeting attended by West Midlands Police and becoming the first district president to take a delegation to the Scottish Council.

He congratulated everyone involved in increasing the district's membership total over the past 12 months.



Julia Bywater

Membership of the district had increased by 40, from 1,115 at the end of 2013 to 1,155 at the close of 2014.

However, the meeting was also told that 82% of West Midlands members, amounting to 956 retailers, were not using the NFRN Helpline service.

And, although branch email accounts had been set up across the region, only two branches were so far using the facility.

### Shop worker in horror stabbing

Members were told about a serious attack on a member of staff employed at a newsagents within the Wolverhampton and Dudley area.

Branch member Julia Bywater said the male worker had been stabbed around 16 times by the knife attacker who had entered the premises and jumped over the counter.

The victim spent about three weeks in hospital recovering from his injuries.

Members were told that the district council had

agreed to pay the injured shop worker £500 in support.

The attacker was subsequently arrested.

### Price hike for Express & Star

The Express & Star newspaper, based in Wolverhampton, was planning to increase its cover price from 2 March, members were told.

The Monday to Friday edition was due to go up from 50p to 55p a copy, while the price of the Saturday edition was to increase from 65p to 70p.

Print sales of the Express & Star dropped to 63,957 in the second half of 2014, compared to 74,715 in the same period the previous year.

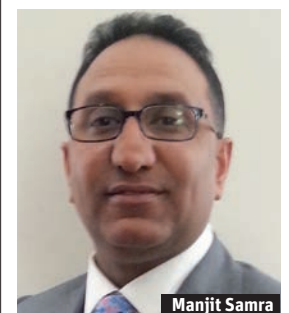
The same price rises also apply to the Express & Star's sister paper, the Shropshire Star.

In addition, there was also a 10p increase on the newspaper group's weekly titles in Shropshire.

### Branch to give £100 to charity

The district agreed to make a £100 donation to the Beacon Centre for the Blind charity in Wolverhampton.

Beacon is dedicated to helping people with sight impairment live more independent lives by providing premium facilities and support.



Manjit Samra



# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT NORTHERN 24.02.2015



John Dean reports from the NFRN Northern district council meeting

### National council success for Jason

Darlington member Malcolm Dobson was elected as the new district president.

Mr Dobson was nominated by outgoing district president Martin Ward and seconded by Darlington member John Abbott, both of whom paid tribute to the work he has done for the organisation.

Carlisle member Mike Mitchelson was elected as vice president but said that, although he had allowed his name to go forward, there was a need to recruit "new blood" for key positions to take the district forward.

Mr Mitchelson beat North Northumberland member Dorothy Scott by 13 votes to 11 in the vote for vice president.



Jason Birks

The vote for national councillors was also held and saw elections for Durham member Jason Birks, who received 22 votes, Mike Mitchelson and Teesside member Martin Ward.

Long-serving national councillor Kieran McDonnell received 10 votes and thanked members for their support over the years.

### Plain packs will help smugglers

Members expressed concern that legislation introducing plain cigarette

packaging could turn smokers to illicit sources instead.



Glyn Taylor

Durham member Glyn Taylor, voicing worries that rigorous anti-smoking legislation could drive young people into the hands of illegal suppliers, said: "Smugglers do not care what age they sell to. We have to make the point that we are responsible retailers."

Teesside member Richard Blakeley said that two of his customers had been told their lung cancer could be down to smoking illicit tobacco.

He said such cases illustrated the danger that the ban would place additional pressure on the National Health Service by creating and increasing black market use.

North Northumberland member Dorothy Scott said that MPs, whatever party they represented, would not go against the anti-smoking lobby, despite NFRN lobbying.

"Seventy or eighty per cent of people oppose smoking and MPs are not going to go against that because these are the people who vote for them."

Durham member Jason Birks said of the proposed packaging rules: "This is feel-good legislation, a bit of good PR, but the government needs to provide evidence that it will work."

Mike Mitchelson said it



**Smugglers do not care what age they sell to. We have to make the point that we are responsible retailers**

**Glyn Taylor**

Retailer, Durham

was important the NFRN continued to lobby MPs, especially if more battles lay ahead, with the next one likely to surround the sale of alcohol.

### Members urged to use helpline

Members were told about the continuing low level usage of the NFRN helpline in the district.

Figures presented to the meeting by senior member services manager Theresa Neale showed that during 2013, 753 members - 73% of the total district membership - did not use the service.

The district is sixth for usage in the country but Durham member Barrie Taylor urged members to make more use of the service.



Martin Ward

### Praise for pro-rate increases

Outgoing district president Martin Ward, giving his final opening address, said that a number of local and regional papers in the district had recently put cover prices up but that terms had gone up pro-rata.

He welcomed the pro-rata rises, which, he said, provided encouragement that the industry was increasingly prepared to consider the challenges facing newsagents.

He said: "Not everyone

likes these price rises but at least we are in a better position than we were two years ago in that terms have gone up pro-rata."

### Treasurer Tony a credit to his role

District treasurer Tony Pucci accepted the nomination to serve for a further year but said that at his age it would be his last in the post, having already given 16 years of dedicated service.

Members thanked him for his hard work and Carlisle member Colin Reed was elected to act as his assistant for the next 12 months.

Members proposed Tynemouth member Kieran McDonnell as a nomination for the one year term role as national trustee.

### Regional awards idea discussed

The district social committee was asked by the meeting to examine the feasibility of a Northern Region awards event.

Kieran McDonnell said that shops in the region might not think they were good enough for the national awards but may be tempted by a more local one.

Darlington Branch retained the district's Charity Cup for its fundraising efforts.

### Membership is on the increase

Figures presented to the meeting by Theresa Neale showed that district membership at the end of 2014 was 1,091, up from 1,004 at the end of 2013. During the year, 37 businesses closed in the area.

# LETTERS

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



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

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

## I HAD TO PAY £46 TO 'WORK' FOR PAYPOINT

**Our commission for the month from PayPoint was £159.82 – for carrying out £34,986.71 of business.**

From that, we pay PayPoint a Rapid fee of £10.40, a debit/credit fee of £20.80 and a cash deposit fee of 50p per £100 (Santander rate), which adds another £174.94.

In total, the cost is £206.14, meaning we made a loss of £46.32 for the month.

We retailers do all the hard work on behalf of PayPoint and, in return, we are making a loss.

**Mo Razaq,**  
Premier Mo's,  
Blantyre,  
Lanarkshire

**PayPoint head of corporate affairs Peter Brooker responds:**

"The problem with Mo's calculation is he doesn't take into account the positive benefits of having a PayPoint terminal. A recent survey found the average PayPoint customer spends 25% more per visit than an average convenience shopper (£7.66 as opposed to £6.13).

"I believe this total figure includes the amount of cash he paid out to customers, which was around £1,300 in February. As we net the amounts paid in and out, the amount banked will have

been £2,600 less, resulting in £13 less in bank charges. If Mo were using the special Barclays bank account for PayPoint retailers, he would be paying 15p per £100 – 70% less than he currently does. And, if he had one of our self-fill ATMs, the amount to be banked would also be netted off each day, reducing the banking charge further.

"Prior to having a Rapid terminal, Mo will have been paying for a dedicated phone line, probably £20 a month. The Rapid terminal uses broadband, which I would expect was already in the shop as a standard business expense. This would save him around £10 a month as well as speeding up transactions.

"Finally, I don't feel it's fair to include the monthly fee for the debit/credit facility as a cost of PayPoint as Mo would be paying that amount anyway if he wants to offer customers the choice of paying with a debit or credit card."

**Mo Razaq responds:**

"PayPoint is being very liberal with its points. Firstly, I have not included the cost of the broadband we require to hook up to the terminal. Secondly, we do not have a Barclays bank nearby, the nearest one is in Glasgow.

"I would question these 'facts' about what extra a



**Mo Razaq (inset) disputes PayPoint's commission and charges calculations**

PayPoint customer spends on average.

"We have three checkouts, all of which have a debit/credit card facility. PayPoint is the only one that isn't integrated. The different totals amounting to £13 less in bank charges still mean a loss. The self-fill cash

machine is no use to us as we have a cash machine outside the shop, which due to the amount of business it does, is not secure enough for my staff to fill if I am not there.

"PayPoint can be beneficial to our business, but the terms and conditions are draconian, the fees charged

for missed payments are totally unfair and retailers have no choice except to take on extra services even when they don't want to. As the figures show, we have a busy terminal and it does not need to foist PayPoint debit/credit card and Western Union onto us."

## We had a real RollerCoaster ride with our tote boxes

We've had wet tote boxes sent to us by Menzies Linwood most days this week.

We've had everything from boxes half filled with water to just having a little bit at the bottom, but it has ruined a number of magazines.

We get a couple of copies of RollerCoaster, priced at £4.50, but only one survived the last delivery.

We've also just had

Rugby League World in for the first time today but that also got wet, and three out of five Psychologies magazines were also damaged.

This was all despite the fact that the weather has been quite good here recently.

Menzies has explained to me about the processes it goes through when packing magazines, so I can only imagine that the tote boxes are getting filled up when they're still wet. It seems totally bizarre.

**Andrew Howell,**  
Loch Lomond News,  
Balloch

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

## Sun's sums don't add up

I apologise in advance for the 'nerd' in me but it makes me a stickler for mathematical accuracy and a hobby of recording circulation figures for the last 25 years.

In the 27 February edition of The Sun, it quoted a sales figure of 10,900,000 copies per week.

Now, if this is a Monday

to Friday figure, the circulation figures for January which were published in RN make it 9,306,780 for Monday to Friday, which means The Sun has foreign sales of some 1,600,000, which seems unlikely.

On the other hand, if it includes Saturday sales, it should be 11,647,887 plus foreign sales and, if it includes Sunday, 13,212,808, plus foreign sales.

So, if there is anyone from The Sun out there reading this, please can they help?

**Philip Ellcott,**  
Retired newsagent and  
Sun reader



**I can only imagine that the tote boxes are getting filled up when they're still wet**

**Andrew Howell**

Retailer, Balloch



# YOUR ISSUE

email [steven.lambert@newtrade.co.uk](mailto:steven.lambert@newtrade.co.uk)  
tel 020 7689 3357



## OUTDOOR LAUNDRY GOT COUNCIL IN A SPIN

Devon retailers Karen and Bernard Bretagne had been looking at various ways of adding new services to their business to attract more footfall from regular customers and a wealth of holidaymakers in their area.

So when the owners of Gerald's Supermarket were given the opportunity to run their very own 24-hour outdoor laundry, they leapt at the chance.

The couple had been approached by a rep from photo booth specialist Photo-Me, who

was promoting the firm's Revolution self-service laundry system.

The Bretagnes decided to take the rep up on his offer and installed a Revolution machine outside their business in April.

Karen said: "We were the second store in the country to introduce a 24-hour self-service laundry machine outside the shop. Due to the store being located in a holiday area, we found it had been great for business."

However, soon after installing the system, Karen and Bernard started receiving letters from the council calling on them to take out planning permission for their new service.

Bernard says: "We received a couple of letters from the council about this, even though the machine outside was not a permanent structure. When we contacted Photo-Me, we were told that other retailers who had the outdoor laundry had not been asked for planning permission."

"This went on for about nine months, and we kept getting letters from the council and no real support from Photo-Me."

Eventually, the couple bowed to pressure and decided to stop operating the service last month.

Bernard said: "We have been



The Revolution outdoor laundry boosted footfall at Devon retailers Karen and Bernard Bretagne's store

quite upset with how the council and Photo-Me have handled the whole situation.

"We were reimbursed £718 by Photo-Me but in the whole time we had the service, we were only paid once."

A Teignbridge district council spokeswoman confirmed it had received a complaint about a self-service laundrette outside Gerald's Supermarket in April 2014.

She said the council had written to the Bretagnes in June and September last year inviting them to apply for planning permission. She added it had received a reply saying an application had been delayed and would be lodged by 13 October.

A reminder letter was issued in January, upon which the council received a reply saying the operator had chosen to withdraw the service.

The spokeswoman said: "We always take a balanced approach and each case is looked at individually. We offered three opportunities for a planning application to be submitted and, despite this, we were recently contacted by the service operator to say they had chosen to remove the laundrette."

RN also attempted to reach Photo-Me for a reply to Mr and Mrs Bretagne, but the company has yet to respond to our questions.

**“**  
**We were told other retailers had not been asked for planning permission**

**Bernard Bretagne**

Gerald's Supermarket, Devon

## Andrew's Disney tale has an unhappy ending

The Disney Cakes & Sweets partwork, which gives buyers the chance to create their own confections based on popular franchises from the animation studio, has proven to be a hit with shoppers across the UK.

This includes customers at Loch Lomond News in Balloch, where owner Andrew Howell has six copies of the partwork on regular order.

So when news came that issue 77 would include a mould based on mega hit movie Frozen, he was certain it would be a sales hit. However, he was left

disappointed when he failed to receive his full order.

Mr Howell: "We didn't get our full allocation despite the fact that I have put Disney Cakes & Sweets on constraint.

"I rang Menzies Linwood and I was told that the publisher had not provided the wholesaler with enough copies of the latest issue. This is not the first time this has happened, and I am still waiting on



Mickey Mouse and his pals have been a sales hit

missing copies of issue 67, 68 and 69.

"I'm concerned that I will lose some custom because of this, especially if we find that the Asda down the road has been allocated the partwork ahead of us."

RN contacted Disney Cakes & Sweets publisher Eagle-moss for its reaction to Mr Howell's

comments. A spokesperson replied: "The Disney Cakes & Sweets Collection has been a huge success in the UK and international markets, and we have been in recent discussions with Comag to fulfil outstanding backorders

with newly supplied stock as well as increasing supply from the next available print order.

"This will not mean all retailers will receive extra supply, but it will ensure that customers will be able to get the latest issue of this title. Mr Howell is correct to take up his concern with Menzies Linwood and I would hope that they can sever appropriate action for his valued custom."

A Menzies spokesperson added that Mr Howell had been "contacted directly by his local branch manager to resolve this issue".

# OPINION

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**NEWSAGENT**

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## Your say

### What has been the best piece of technology you have introduced to your business in the past six months?

We introduced a price scanner, which we put in the back of one of our stores near the freezers. Customers can scan barcodes and check the prices of goods. Other than that, using social media to bring shoppers in has been the biggest change in our

stores in the last six months.

**Mandeep Singh**  
Premier Singhs,  
Sheffield

The only thing we use is timers on our chillers. We've looked at lots of other things, such as LED

lights and meters on the fridges, and there are so many of them and so many different options. They cost a lot to introduce and we can't afford to implement them all. If we were doing a refit, we'd look at all these options and we'd introduce new ideas if and when we replace things, but otherwise it's not really affordable.

**Gary Pilsworth**  
Offley Stores,  
Hitchin



## Your stock

### What changes have you made to your tobacco range with just a month until the display ban?

We went dark at the end of January. For our regular customers, they know exactly what product they want and we automatically go to that brand – it hasn't made any difference. I don't know what will happen in the future though and we don't know if we'll change our range. It would be a bigger change if plain packaging was introduced, and stopping menthols and 10s would have a big impact too.

**Ranjan Patel**  
Marsh Hill News,  
Hackney

I have replaced my gantry completely with cigarette machines that take cash. In doing so I looked closely at my stock and talked with the company supplying the machine. I now only stock my

bestsellers and I use the space behind the till for e-cigarettes.

**Paul Lucas**  
K&P News,  
Coventry

We're on our third day of going dark, so it's early days. It's been

a bit of a nightmare that I can't keep it open, but demand hasn't changed at all. I don't think it will to begin with, but in time, the range will be reduced. I think it will go that way, and we'll just end up keeping the bestsellers. We have to do what's right for the business.

**Alkesh Pankhania**  
Best-One,  
Sunbury on Thames





# NEW FRESH DESIGN, SAME PREMIUM TOBACCO

The colour of our **Original Blend** packets is changing soon. It goes without saying that the taste and quality of the tobacco remain unaltered. You can expect to start getting the new **Original Blend design** in blue at the beginning of 2015.\*

\*Delivery will take place in a smooth transition.



For the information of tobacco buyers only.

## Smoking kills

# TOBACCO DISPLAY BAN

1  
MONTH  
TO GO

# NICK DE BOIS

GUEST  
COLUMNIST

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## A conspiracy of silence

**The refusal to allow MPs a free debate on plain packaging legislation is damaging to both small businesses and public health**

**I** deplore smoking, have voted in the past against people smoking in cars with children and applaud the work of governments over the decades to reduce the rates of smoking. We've got a real success story there.

Plain packaging, however, is another example of the "something must be done" politics which creates very bad policy. On top of this, there clearly isn't any government unity on this – you only have to look back at the public policy comments which have been made by senior members of the government – and it wouldn't surprise me to see many of them voting against plain packaging.

Yet, thanks to a parliamentary instrument called 'delegated legislation', which Retail Newsagent reported on last week, it seems that there will be no opportunity to examine or test the evidence on how successful this will be in achieving the government's stated objectives on the floor of the House of Commons.

We were led to believe there would be a full debate in the House of Commons and a vote free of the whips' control, meaning MPs could all vote with their consciences on this issue. It now looks as though that debate is going to be confined to a small back-bench committee, whose members will be chosen by the whips, before a debate-free 'deferred division' vote among MPs.

This means that some important issues regarding plain packaging may not be discussed.

Firstly, we should have opportunity to test and challenge the implicit financial implications of cost in revenue and litigation. With the World

Trade Organisation already looking at this, it could amount to an open cheque to the public purse.

Secondly, the inevitable growth in the illicit trade has already started to cost the public purse in Australia – projected to be something like \$18bn over the next five years.

Counterfeit tobacco is a horrific threat. But if price becomes the only differentiator, it is inevitable that people will be tempted down the road of paying £3 or £4 per pack and smoking extremely toxic counterfeit tobacco.

The irony of this is that proponents say plain packaging will drive down youth smoking. In Australia, it's only showed that it drives down the smoking rates of legitimate tobacco.

Plus, there is further incoherence in this policy which makes me think this has been rushed.



**Empty seats: It is likely that no debate on plain packs will take place in the House of Commons**

**“**  
**There clearly isn't any government unity on this policy**

Every small retailer has just forked out anything between £600 and £2,000 to have shutters pulled down on their gantries. That policy was designed to hide cigarettes. So, why have we imposed those charges on small businesses only to put through plain packaging anyway?

This is yet another point which will not now be discussed on the floor of the chamber.

Yet there is still the opportunity to help businesses, even if implementation looks inevitable. We should adopt a positive engagement now, to ease the burden on small business.

For example, no politician who supports plain packaging has explained to me why they would not seek a sensible delay until all the issues regarding tobacco companies' litigation have been clarified, thereby avoiding damaging the public purse by – quite simply – billions of pounds.

Delaying implementation until 2020 would also be the prudent thing to do because it would allow us to have a clear strategy on counterfeit, a clear strategy on contraband and give independent retailers a chance to adjust. It would not be an unreasonable thing for a party which is pro-business to do.

*Nick de Bois is the Conservative Member of Parliament for Enfield North*

### \* Burnham shouldn't have run from RN's questions

**Not only has debate** been silenced in the Commons, it has been silenced by the man driving this policy through for Labour. Andy Burnham, shadow health minister, refused to enter into a debate with this magazine after telling his Twitter followers to get "organised" to push through plain packaging and linking to an RN front page.

It's all very well being loud on Twitter, but he should start engaging with those stakeholders who challenge his policy. There is real hypocrisy here from Andy Burnham, who was once a virulent opponent of plain packaging, demanding answers to the same questions that I've been asking. In the luxury of opposition he's jumped on this issue and it's now because of his change of heart that this law will go through.



# TOBACCO DISPLAY BAN

# 1 MONTH TO GO

# ROGER BULL

GUEST COLUMNIST

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## Going dark in New Zealand

**The importance of MPs hearing retailers' views is a key lesson says Roger Bull of the New Zealand Association of Convenience Stores. What else can we learn from their experience?**

**I**n July 2012, New Zealand tobacco retailers were required to remove all tobacco products from public view, as part of a move to make the country smoke free by 2025.

This came about due to amendments to the country's tobacco control legislation - The Smokefree Environments Act, and reflected ongoing lobbying efforts by both anti-tobacco groups and an anti-tobacco minister pushing the legislation.

My organisation, the New Zealand Association of Convenience Stores (NZACS) held meetings with the minister responsible for the legislation, all the while ensuring our members were provided with updates on the progression of the legislation.

What was telling was that members of parliament had little understanding of the retail sector, nor the pressures small retail business owners faced.

A key lesson from New Zealand is the importance of ensuring that MPs hear the views of retailers whenever tobacco control legislation is being discussed. This is critical in the face of the noise tobacco control groups make pushing hard for a ban on the display of tobacco products.

The New Zealand retail sector represents a dynamic ethnic mix, with a majority having English as a second language. This required consideration of how to ensure wider understanding of the regulations and its impact on individual retail businesses.

NZACS assisted retailers and ensured their voice was heard by both MPs and the officials that were

responsible for the legislation. Part of this effort included taking officials to a number of retail sites and showing them the real world of retailing and customer interaction, particularly how slowing down transaction times actually makes a significant impact on a retailer's business, and how customers react to slow service.

The implementation of the ban was poorly handled by the Ministry of Health, in my opinion, and as a result, ended up creating unnecessary retailer confusion and uncertainty.

While politicians are swift to introduce new laws, the actual implementation and roll-out of the retail display ban was left to the Ministry of Health which had limited knowledge of the retail environment and it has continued to struggle to understand the dynamics of the retail sector ever since.

The result was that New Zealand retailers were left wondering exactly how the regulations would allow



**New Zealand retailer Lovepreet Singh opens a new tobacco cabinet**

“  
**Members of parliament had little understanding of the retail sector**

### \* NZACS's key lessons from the display ban introduction

- Retailers should not rely on timely communications from government agencies about how the display ban will be implemented or directly impact an individual retailer.
- Retailers will need suitable arrangements in place from day one of the display ban, which means securing agreements with your tobacco suppliers before the ban starts.
- Training your staff so that they understand the new requirements and where the various brands are located is essential, particularly for newer staff, to prevent delays in customer transactions.
- Listen to your tobacco suppliers as it is in their best interests that retailers comply with the new laws.

them to manage a major product category in their shops, while still providing a fast, efficient consumer experience.

With the Ministry of Health unable to provide advice for individual retailers, that advice was provided by both NZACS and tobacco suppliers.

There is some good news, however. With support and advice from us, thousands of independent retailers changed their tobacco gantries and worked to ensure widespread compliance on the date of implementation.

And while New Zealand retailers faced penalties and/or fines up to NZ\$10,000 (£5,000) for breaching the new display ban law, thanks to the efforts of retail groups, the Ministry of Health took a more educational than prosecutorial approach to retailers for the first six months.

Thanks to New Zealand businesses' general high level of compliance with this kind of legislation and a lot of hard work, since the display ban came into force there has not been one prosecution of a retailer for non-compliance.

*Roger Bull is chairman of the New Zealand Association of Convenience Stores*

# SCORE *your* STORE

## TOBACCO

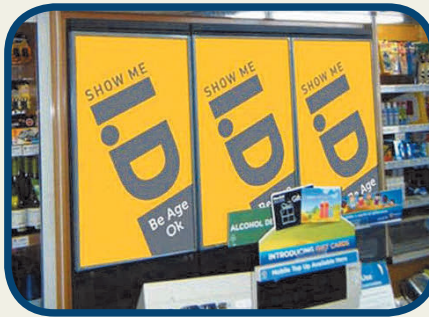
How prepared are you for the retail display ban?  
On the 6th April 2015 all UK stores are required to 'go dark' by covering their tobacco gantry.

If you need help or advice in getting your store, your gantry or your staff ready for the RDB, talk to your British American Tobacco representative about joining our UK Trade Engagement programme, MORE Together.

### Expertise

**1** Do you and your staff understand which tobacco products are premium or VFM?

Tick box



**2** Can you identify which product is the lowest price on the gantry?

Tick box

**3** Do you regularly train your staff on the expected impacts of the retail display ban and how to adapt to it?

Tick box

#### TOP TIP:

Ask your BAT representative about the valuable advice and support we offer through the MORE programme to help your staff become true tobacco category managers.

Total /3

### Availability

**1** Do you have a member of staff responsible for stock control to ensure availability and avoid out-of-stocks?

Tick box



**2** Does your current range include the fastest selling lines as well as the latest product innovations?

Tick box

**3** Do you effectively keep your gantry filled throughout the day?

Tick box

#### TOP TIP:

More than 49% of consumers will switch outlet when facing an out-of-stock.<sup>1</sup> Don't lose them!

Total /3



# Merchandising

In association with



**1** Are your staff knowledgeable on best merchandising practices in a dark market?

Tick box



**3** Do you stock a wide range of price marked packs to demonstrate best value for money to adult consumers?

Tick box

**2** Have you defined your standard planogram with your BAT representative?

Tick box

**TOP TIP:**

Talk to your BAT representative about how you can get your planogram ready for the retail display ban to ensure the best possible buying experience for adult consumers.

Total /3

# Growth

**1** Have you joined British American Tobacco's MORE programme to ensure maximum profitability and growth in your tobacco sales?

Tick box

**2** Have you discussed the latest product innovations with your British American Tobacco representative?

Tick box

**3** Have you identified your best selling products so you can adjust and maximise your range accordingly?

Tick box

**TOP TIP:**

Join our MORE programme today for support in growing your business in this challenging environment

Total /3



**How did you score? 0-4:** You must take action now not only to secure the future of your sales in this vital category, but also to avoid breaking the law from 6th April 2015. Talk to your British American Tobacco representative about how we can help prepare your store and staff for the implementation of the new legislation. **5-8:** It looks like you have begun to make the in-store changes necessary to comply with the ban. Use this checklist to ensure that you are as prepared as you can be ahead of 6th April 2015. **9-12:** By undertaking the necessary changes, improvements and training now you are protecting yourself from the effects of the retail display ban – well done. Make sure you continue to monitor trends and keep on top of the latest legislation and product innovation to maximise this category.

# PRICEWATCH

## WHITE WINE

by **Nadia Alexandrou**

email [nadia.alexandrou@newtrade.co.uk](mailto:nadia.alexandrou@newtrade.co.uk)

tel 020 7689 3350

### BEST-SELLING WHITE WINE PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
<b>Echo Falls White</b> 75cl	£4.90	£5.50	£5.00 (Offer)	£5.00	£4.99	£4.49	-
<b>Blossom Hill White</b> 75cl	£5.20	£6.49	£6.49	£5.00	£5.99	£4.99	£4.50
<b>Hardys Stamp Chardonnay Semillon</b> 75cl	£6.78	£6.99	£5.79	£5.00	£5.50 (Offer)	£5.99	£5.50 (Offer)
<b>Yellow Tail Chardonnay</b> 75cl	£7.59	£8.49	£6.00 (Offer)	£5.00	£5.99	£6.99 (Offer)	£6.99
<b>Hardys VR Chardonnay</b> 75cl	£5.72	£6.99	£6.49	£5.00	£5.99	£5.49	£5.00 (Offer)
<b>Isla Negra Sauvignon Blanc PM £5</b> 75cl	£5.01	£5.00	£5.00 (PM)	£5.00	£5.99	£7.49	£7.49
<b>Casillero Del Diablo Sauvignon Blanc</b> 75cl	£6.85	£7.49	£6.00 (Offer)	£6.00	£5.99	£6.99	£5.50 (Offer)
<b>Echo Falls Pinot Grigio</b> 75cl	£5.77	£6.35	£6.39	£5.00	£5.99	£5.99	-
<b>Hardys Bin 161 Chardonnay</b> 75cl	£5.04	£5.00	£5.00 (PM)	-	£4.99 (Offer)	£6.49	-
<b>Jacob's Creek Chardonnay</b> 75cl	£7.38	£8.49	£7.95	£6.00	£6.99	£6.99	£5.50 (Offer)
<b>Jacob's Creek Pinot Grigio</b> 75cl	£7.60	£8.49	£7.95	£6.00	£6.99	£6.99	£5.50 (Offer)
<b>Echo Falls Sauvignon Blanc</b> 75cl	£5.97	£6.35	£6.39	£5.00	£5.99	£5.99	£5.50

## White wine pricing strategies

### RETAILER

# 1



**NAME ALAN DUNN**

**STORE** Open All Hours

**LOCATION** Keswick, Cumbria

**SIZE** 800sq ft

**TYPE** high street

I sell around 70% of all wines on promotion in my shop. I find customers are not very brand loyal, and will quite happily switch brands if their go-to choice is not on promotion. For example, we have Premier Estates on offer at two for £8 and Hardy's VR for £5, and I know as soon as they come off promotion their sales will drop off to around 30%. With beers, on the other hand, customers are far more willing to fork out a higher price as they are mostly local and craft brands.

### RETAILER

# 2



**NAME BINTESH AMIN**

**STORE** Londis Blean Village

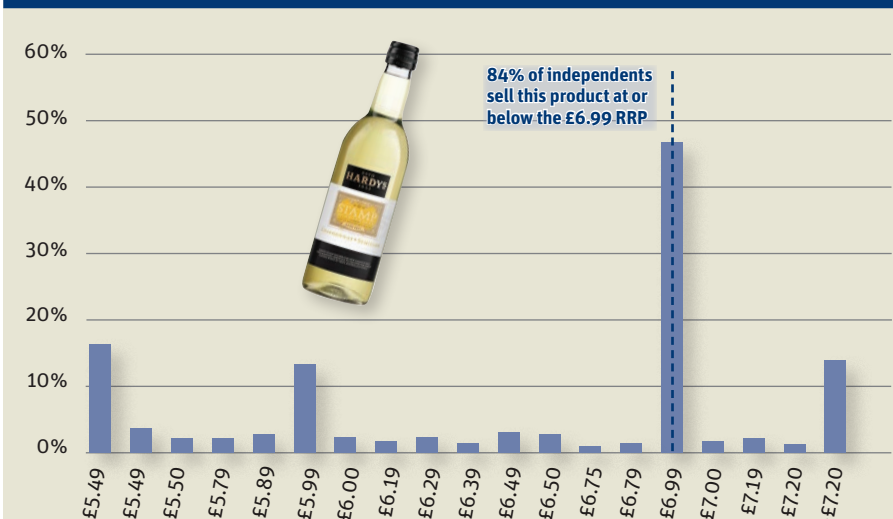
**LOCATION** Blean, Kent

**SIZE** 1,400sq ft

**TYPE** neighbourhood

Our pricing strategy for wines is simple - we sell most of them at either £5, £6 or £7 and the most popular price is £6. We looked at the way Morrisons, Tesco and Asda price their wines and saw they did something similar, so we tried it here and it's worked really well. Our bestsellers in this price range are Jacob's Creek, Hardys and Barefoot, but we also work with local suppliers to source premium wines which we sell at anything from £7 to £22. Anything above £15 sells really well for occasions like Mother's and Father's Day.

### HARDYS STAMP CHARDONNAY SEMILLON 75cl Price distribution %



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

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





## RETAILER

3

NAME **DAVID BROWN**

STORE Nisa Local

LOCATION Ryton, Tyne-and-Wear

SIZE 1,600sq ft

TYPE high street

I struggle to sell wine over £6, which is why we aim to keep our main seller – Echo Falls – at less than £5 all year round. We try to not go over £6 on our core range including Echo Falls, Blossom Hill, Isla Negra and Hardys VR. We're in an old mining village, so people are quite careful with their money. If I have a wine on promotion at £4.99 there's very little chance of being able to maintain sales at its original RRP, and instead I'll have to sell it a pound less than RRP.



## RETAILER

4

NAME **BAY BASHIR**

STORE Belle Vue Convenience Store

LOCATION Middlesbrough, Cleveland

SIZE 800sq ft

TYPE neighbourhood

I'll adjust wine prices depending on what case deals we get from Blakemore. We'll do a lot of multibuy deals, such as three for £12, which sell really well. Echo Falls and Blossom Hill are our bestsellers. It tends to be the cheaper brands that sell well in our area, which is why we don't have a huge range of premium wines. We tend to cross promote during seasonal events, for example for Valentine's Day we offered a bottle of sparkling wine and a box of Rosés for £10. It's important to have the right display with the right products for this.



## RETAILER

5

NAME **BEN PATEL**

STORE Ben's Supermarket

LOCATION Ramsgate, Kent

SIZE 2,500sq ft

TYPE neighbourhood

We tend to only bring in lines on promotion, and keep them at that price all year round. These tend to be Jacob's Creek, Hardys VR, Blossom Hill and Gallo because our customers are so used to buying them at their promoted price that they're unwilling to fork out more if there's a similar brand at a lower price. We've just re-merchandised our red wines next to our chiller by the whites, which has really helped drive sales across the whole category. Now customers are more likely to browse the whole fixture and buy on impulse.



# THE ENTREPRENEURS

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



## MICHELE FERRERO

### Route to the top

Michele Ferrero, who oversaw the creation of Nutella, Tic Tacs and Kinder Eggs, was born in Alba, Italy, and died this Valentine's Day. His chocolate empire began in a coffee and pastry bar shortly after the Second World War. Mr Ferrero's father had the bright idea to create a chocolate-like sweet using hazelnuts, which were abundant in the countryside around Alba, instead of the more expensive cocoa. By the mid-1950s he had quadrupled the original 200 trucks delivering the hazelnut paste (called 'Pasta Gianduja'), making it the biggest fleet outside the Italian army. Michele started in the family business when he was 20 and was lead-

ing it by 32. He added to his father's idea with products that boasted "more milk, less chocolate", a neat marketing trick that kept costs down and also played to an emerging health-consciousness among consumers.

### Key achievements

- Taking the company from national to international, with 18 factories in Europe, Australia, Latin America and the US.
- Legend has it that it took Mr Ferrero five years to discover how to bend the wafers that go into his Ferrero Rocher chocolates.
- In May 2011 Ferrero was named the world's most reputable brand by the Reputation Institute in New York.



### Lessons for your store

- 1 'Never patronise a child', Mr Ferrero said – a philosophy highlighted by the marketing and design of the Kinder brand.
- 2 Remaining privately-held is no bad thing – Mr Ferrero shunned repeated partnership and merger propositions from rivals.
- 3 Treat your employees well – Ferrero helps pay for its employees' medical fees, hosts nurseries in its factories and organises buses to ferry employees.

# TOBACCO DISPLAY BAN

# RETAILER PROFILE

1  
MONTH  
TO GO



## All set for the dark

**RN columnist Bintesh Amin was one of the first independent retailers in England to have his gantry doors fitted by JTI last month. Here, he talks to Chris Rolfe about his transition to the dark market, the challenges he has encountered – and overcome**

**I**n his four years as an RN columnist, Bintesh Amin has been consistent: every month, without fail, he has done something new in his store.

So it's no surprise that Blean Village Londis was one of the first stores in his region to have its gantry doors fitted by JTI last month, well ahead of the 6 April tobacco display ban.

"I acted early because I knew what was happening and I wanted to be prepared," says Bintesh, who has owned the 1,400sq ft store in Kent with his wife Reena for nearly five years. "I looked at overhead and under-counter options and vending machines, but decided it was easier to work with JTI because we already had a relationship."

Work began in August, with JTI trade marketer Alistair Vant conducting a business review that led to the introduction of a new planogram in October.

"The review identified fast and premium priced sellers and we gave them more facings. We delisted around seven brands where less than a pack a week was sold."

Three weeks ago, the doors were fitted and Bintesh says stock control has improved and that working in a dark market has had little impact. "On the first day it was confusing, but we're getting used to working with price lists and opening the doors at the right times. It's about getting into the habit of working this way," he says.

Sales might take "a second or two longer"

as staff adjust, but sales are the same.

"People who were buying certain brands are still buying them, although some have traded down. Sales were down a little before Christmas anyway, but they've been picking up since mid-January."

The only notable changes are increased sales of bigger packs of rolling tobacco and Rizla multipacks and a slight drop in sales of newer products.

Bintesh says preparing for the display ban has had a positive effect on the whole store.

One lesson JTI was keen to get across was the importance of availability, so Bintesh has improved the way he uses Londis's auto-ordering system. Minimum and maximum stock levels have been set for all products to improve stock holding and daily orders and weekly stock counts now take place across all categories.

"By focusing on availability we only have five or six gaps at a time. That's reduced the amount of stock in the stockroom."

Seeing the benefits of Alistair's range review, Bintesh followed suit around the whole store, removing slow selling alcohol, chilled food, drinks, crisps and snacks. With less stock, sales are still up 6% week on week.

Bintesh attributes much of this to new products and merchandising tactics.

The store's latest addition is a Tchibo coffee machine, brought in two weeks ago to take pride of place by the door in the newly-created food to go section, which offers hot



**“Don’t just assume you know what’s selling. Use your EPOS to check your sales and be ruthless about delisting slow sellers”**

Bintesh Amin, Blean Village Londis, Canterbury

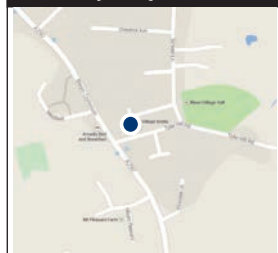


Canterbury retailer Bintesh Amin decided to work with JTI to get his gantry ready for the display ban. He has applied what he has learned around his entire store



**“I looked at overhead and under-counter options and vending machines, but decided it was easier to work with JTI because we already had a relationship”**

Visit my shop



Blean Village Londis,  
7-13 Tyler Hill Road,  
Blean,  
Canterbury  
CT2 9HP  
@BleanLondis



and cold snacks and will soon include a new sandwich fridge.

The cake range has been increased to include more premium products from local suppliers, £1 pricemarked cakes from Londis and impulse products. And the soft drinks chiller now follows a Coca-Cola planogram, displayed on Bev Trac shelving.

“We thought about the different shopping missions and how our customers shop and have based more of our planograms and layout around this,” says Bintesh.

Another benefit of the range cull is the extra space created for niche and local products – something the store specialises in.

“We stock curries, pastes, wine and flowers from local suppliers. We’re selling around £650 of American confectionery every week too. People are pre-ordering it because the products are so unusual,” he says.

“We’ve massively increased our range of local ales too, from half a shelf to five full shelves. We can’t get enough of them. We get people ordering 50 cases at a time for weddings.”

The effect of these changes is that weekly turnover has grown from around £17,000 in October to £21,000 today. But as ever, Bintesh is already planning his next move. “I want turnover to be up to £25,000 by the end of the year,” he says.

Want to see more of Bintesh’s store? [betterRetailing.com](http://betterRetailing.com)



# TOBACCO DISPLAY BAN

1 MONTH TO GO

# RETAILER PROFILE



## Ray's a step ahead

**Rather than worry about what a dark market will mean for his store, tobacco specialist Ray Monelle has taken the bull by the horns, installed an overhead gantry and is seeing the new law as an opportunity. Tom Gockelen-Kozłowski reports**

**I**f tobacco represented nearly half of your turnover, you could be excused for viewing the upcoming dark market with more than a little apprehension.

Yet Weston-super-Mare newsagent Ray Monelle, owner of Orchard News, seems not only to be ready for life after the display ban but, thanks to his new overhead gantry, is seeing it as an opportunity.

"I don't like the big grey area that you see in a lot of the supermarkets now," he says. "That didn't appeal to me."

I heard about the Servtab system at an NFRN national council meeting and signed the deal at last year's BetterRetailing LIVE event," he adds. "I really liked the fact that it frees up valuable selling space in my shop."

His job now is to work out which products will benefit from this increased exposure.

"I've spoken with various people and have been surprised by the range of things retailers have used this space for. One person put cakes and biscuits in it and, because it's in customers' line of sight, people think 'I'll have a packet of those!'"

So, what's he planning? "I want to improve my range of e-cigarettes and spirits so I'm going to use some of the space for that and the rest for some kind of impulse product range."

Getting his system in early means that Ray has had the time to experiment while his existing, open, gantry is still in place. It also means he has had the chance to get his team up to speed.

"I've got three part-time members of staff, as well as my wife and I, and none of us have needed too much training.

"It's just been about getting used to where things are and, because the whole thing is hidden from view, we've been able to put up labels by the products, which helps."

With suppliers big and small united in urging retailers to maintain their ranges and full availability, the unit has allowed Orchard News to stock as many different products as ever.

"I've got more than enough space for my full range. I'm quite a specialist cigarette shop anyway – I sell niche brands such as Sobranie Cocktail Cigarettes and a cherry menthol flavour pack too – my only concern is that people will not be aware that I stock these products any more, but that's a challenge for everyone," he says.

Customer service is his main tool in combatting this. "My staff have been with me a while so hopefully they will be able to help customers who are looking for something a bit different what we stock."

Embracing a potentially-damaging law change is typical for Ray and his store is



**“I read RN to keep up with trends and new products as I like to stock new lines wherever possible”**

Ray Monelle, Orchard News, Weston-super-Mare



**Weston-super-Mare retailer Ray Monelle is always on the lookout for an opportunity and refuses to see the display ban as anything else**



**“I’ve got more than enough space for my full range. I’m quite a specialist cigarette shop anyway – I sell niche brands such as Sobranie Cocktail Cigarettes and a cherry menthol flavour pack too”**

**Visit my shop**

Orchard News,  
43 Orchard St,  
Weston-super-Mare,  
Somerset  
BS23 1RH

bucking the trend when it comes to the newstrade thanks to his determination to grow sales.

“I know nationally it is a declining industry but for me there is still a big market in news and magazines.”

As with tobacco, Ray relies on customer service and his local reputation to drive additional revenue.

“I stock various specialist titles such as British Bandmen, some of the Motorsport titles plus several tattoo magazines. People know that if they pick up a magazine somewhere, they can come to me and I will get it in for them,” he says.

His store was also ready and willing to help out when a newsagent in a neighbouring area closed down, leaving its HND customers without service.

“We sent a letter to all the customers who were going to lose deliveries to offer ourselves as an alternative – it added another third on to my HND round,” he says.

Looking forward, Ray’s recipe for success is much the same for his HND service as it is for his tobacco sales.

“I just have to make sure that our service is right and that I’m not only trying to compete on price,” he says.

“I just offer a good service and an extended range.” ●

**Want to see more of Ray’s store?** [betterRetailing.com](http://betterRetailing.com)



# TOBACCO DISPLAY BAN

# INDUSTRY PROFILE

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Interview by **Tom Gockelen-Kozlowski**  
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## Japan Tobacco International

JTI began rolling out a door-installation programme in Scotland last year. The lessons they've learned since then are informing their approach to the 6 April display ban.

### RETAIL NEWSAGENT How have you supported retailers ahead of the display ban?

**JEREMY BLACKBURN** We are supplying the sector with over 13,000 gantries right across the UK. That is in addition to the support that we gave to larger stores in 2012. We're also using our sales force to support retailers and have given them intensive training over the past year. Retailers can expect our business advisors to give them an unrivalled service.

### RN What kind of knowledge and advice will these teams be able to deliver?

**JB** It's going to be a very interesting market over the next few months after the ban comes in and they will be able to provide some invaluable strategic insight, with visits taking place every three to four weeks. There is also Japan Tobacco International (JTI) Advance which will give the same kinds of category insights, planograms and product information.

### RN Do you feel, therefore, that the independent sector is ready?

**JB** I think so. We have done some research and 98% of retailers are certainly aware that the ban is looming. However, 13% of them are yet to take any steps for the ban at all. For those retailers there are still a number of things they can do. They can visit our website, there are a number of other suppliers which are covering gantries and I would advise them to take these steps sooner rather than later. Those companies

who do supply solutions are going to be in a lot of demand in the final weeks before the display ban comes into effect.

### RN You started putting doors up in Scotland last year. What lessons have you learned?

**JB** It's been a staged programme. To start with we gave them a planogram to work with, to get used to where each product was and how to best maintain availability. So when the first retailers had doors put on there was always an awareness of each product's location and a proficient level of service. Some stores took longer, but what we've noticed is that people have started to adapt because they prepared early.

### RN What challenges did they face?

**JB** Obviously it's different when you've got new staff, as they have



It's going to be a very interesting market over the next few months

to learn the planograms behind the gantry. But preparing early and having your team ready still pays off long term.

### RN How important is it for retailers to get it right during the coming months?

**JB** Tobacco is 25% of revenue for retailers, it is in a major part of the shop - directly behind the till. One in five adults smoke and will be looking for their favourite product in stores. It is a really important category for you and your staff to be ready for because it has a knock-on effect for the running of your whole store.

### RN What's your advice to retailers for getting the best over the next few weeks?

**JB** There's an interesting fact that those retailers who work on having a full range and availability 24/7 actually become points of destination in a dark market. People get to know that they will always get what they want from these stores. This attracts new customers, but obviously those customers will be coming from somewhere else. So the retailer who doesn't get it right with range, product knowledge and availability could lose customers to those who do.

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

**Company** Japan Tobacco International  
**Head of communications** Jeremy Blackburn  
**Profile** Formerly Gallaher, JTI owns some of the biggest brands in the UK, including the number one rolling tobacco Amber Leaf and Sterling.  
**Key brands** Silk Cut, Sterling, Benson & Hedges, Camel, Amber Leaf  
**Latest news** Working to get over 13,000 retailers equipped for the upcoming display ban.

**\*\***



# TOBACCO DISPLAY BAN

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Interview by **Nadia Alexandrou**  
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## Philip Morris

**With the company taking back full control of its distribution from Imperial next year, Philip Morris is using the display ban as an opportunity to reconnect with the independent sector**

### **RETAIL NEWSAGENT How is your new sales team progressing?**

**JERRY MARGOLIS** Very well - we started out in London and the South East around the end of April last year, with a team of around 50, ending up with a total field force of over 200 after progressing systematically into Scotland, Wales and finally east England.

### **RN How did you manage to expand the team so quickly?**

**JM** We took a very different approach at first, and our initial visits started several months before we even announced the launch of Marlboro RYO. In those months we didn't sell anything, but just talked to retailers, asking them what challenges they faced and offered advice and support in return. This helped establish our credibility and showcase our knowledge of the trade, so that when we went out with the new range in September, equipped with incentives to buy and merchandising advice, retailers were already on board.

### **RN What support are you offering retailers in the build up to the ban?**

**JM** On top of continuous refresher training courses, our sales team have been equipped with various materials and resources for retailers. This involves PoS material, legislation information and a list of company contacts which offer gantry solutions for retailers who do not have a solution yet.

### **RN Can you give more details of the Philip Morris gantry solution?**

**JM** Our sales team are offering the option of free gantry shutters for retailers who stock and merchandise Nicocigs, an e-cigarette brand

acquired by Philip Morris in June last year. Nicocigs will work with a supplier to produce bespoke gantry solutions that will cover measuring, ordering and installing the shutters. We have already trialled it in a few stores in Birmingham, from which we have received positive feedback. The shutters will be branded with Nicocig's Vivid and Nicolite products.

### **RN How will you ensure your brands continue to sell post-display ban?**

**JM** Our salesforce will play a key role in this, providing retailers with clear and concise information on our products, as well as category management advice and market insight. This will be particularly crucial for the time when both Imperial and Philip Morris are distributing in a dark market, which could be very confusing for retailers. Part of this will involve making sure retailers can distinguish between our products and counterfeit ones.



**Distributing in a dark market could be very confusing for retailers**

### **RN How will you ensure fair distribution to independents following the takeover from Imperial in 2016?**

**JM** Today you cannot count on 100% distribution from sales reps. I know that some independents do, but it is not a widespread situation, and we always recommend that retailers buy some stock from cash and carries. With our strong salesforce now in place, retailers will be able to look to them for support, especially for new products and promotions that we'll be launching after the display ban. Retailers should note that our sales team won't be carrying Marlboros or Chesterfields until 2016.

### **RN Finally, what plans do you have for this year?**

**JM** As part of the marketing programmes we will be rolling out this year, our sales team will be offering merchandising tools to participating retailers aimed at driving tobacco sales in a dark market. For example, under-the-counter units so that retailers don't have to turn their back when they are serving their customers, and side units that will sit next to the gantry and help retailers to locate our brands even faster. There will be more details on this as we move forward.

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

**Company** Philip Morris Limited  
**Sales director of UK and Ireland** Jerry Margolis

**Latest news** Philip Morris recently upgraded its Marlboro brand with new pack designs and product upgrades ahead of the display ban. Key changes included removing the bold black lettering from across all packs, while still maintaining the brand's rooftop chevron, as well as putting 'Marlboro' lettering around the cigarette itself.



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# TOBACCO DISPLAY BAN

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Interview by **Tom Gockelen-Kozlowski**  
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## Scandinavian Tobacco Group

It isn't just cigarettes that will be subject to the upcoming display ban. Cigar manufacturers are also targeted, and STG has launched its Gantry Guardians project to help cope with this

**RETAIL NEWSAGENT** What support has Scandinavian Tobacco Group (STG) made available to retailers ahead of the display ban?

**JH** We recently launched the second edition of our Gantry Guardians Guide to Tobacco to help retailers get preparations underway ahead of the ban. It provides concise information and tools such as a countdown calendar, highlighting the crucial action retailers need to take before the market goes dark, and peer-to-peer advice from STG's Gantry Guardians.

**RN** Tell us about Gantry Guardians.

**JH** Since the launch of our project in June, we've been working closely with a group of retailers, our Gantry Guardians, to support them ahead of the display ban. Our focus now is on supporting other retailers through this transition too.

**RN** How do you think the market will be affected by the display ban?

**JH** Only time will tell. However, having worked in countries that already have a dark market, I can say from experience that when the ban does come into effect, availability will be key. If it's not in stock, customers will go elsewhere.

**RN** How did shopper behaviour change after display bans in the markets you've worked in?

**JH** Some consumers default to well-known brands, value for money or niche products, so retailers need to stock their ranges accordingly. Retailers need to be extremely well-organised and educate their staff on how and where to stock their

products. It is also important to take time to talk to customers about the range they offer.

**RN** What else do retailers need to do to lessen the ban's impact?

**JH** Training staff before the ban is essential. By ensuring staff are knowledgeable about products, they will be able to offer an exceptional level of customer service. Talking staff through where products will be merchandised ahead of time will also allow them to get used to where they're positioned and reduce transaction times. It will help to educate them on the importance of maintaining stock levels too.

**RN** Will cigars fare better or worse than the wider market?

**JH** Because cigar shoppers have strong brand loyalty, they are more likely to simply shop elsewhere if they cannot buy what they are looking for.



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Some  
retailers  
think they  
have plenty  
of time, but  
they don't

Cigars offer around 18-20% more profit margin than cigarettes, making cigar shoppers important customers to retain. With this in mind, it really is very important for leading brands like Café Crème and Moments to be included in a range.

**RN** What advice do you have for retailers who have yet to prepare for the ban?

**JH** Some retailers may think that they still have plenty of time to prepare their gantry, but they don't.

We need to hammer home the point that preparation is not optional. If they don't get their store ready now, they risk receiving a hefty fine for non-compliance. There is plenty of advice and support available it but it is up to retailers to seek it out.

**RN** What advice do you have for a well-prepared retailer who still wants to do more?

**JH** Stocking the right range is vital. In an ideal world, they should have already decided on their final range and layout. Of course, there are going to be final tweaks to be made, based on customer feedback and new products. The key is to ensure that they have enough time to get stock ordered and on shelf.

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

**Company** Scandinavian Tobacco Group  
**Head of marketing and public affairs** James Higgs  
**Profile** With Café Crème, Henry Wintermans, Salsa and Moments, STG is one of the biggest cigar suppliers in the UK.

**Latest news** The second part of the company's Gantry Guardians Guide focuses on final preparations for the display ban, to help retailers through the transition over the next few months.



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# TOBACCO DISPLAY BAN

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Interview by **Tom Gockelen-Kozlowski**  
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tel 020 7689 3361

## Ritmeester

**While most tobacco firms have thrown their weight behind sliding doors, cigar manufacturer Ritmeester advises retailers to use the space for higher-margin products**

### RETAIL NEWSAGENT How has Ritmeester prepared for the display ban?

**ANDY SWAIN** We have expanded our sales force by 40% over the past 12 months. Educating retailers on products and trends experienced in the multiples is vital and the best way to do this is with retailers in their stores.

We will make over 30,000 visits to retailers this year, solely focusing on cigars. We have also invested heavily in the wholesale channel, with people based in cash and carry tobacco rooms discussing ranges and giving display advice. We expect to talk to over 10,000 retailers in this way.

### RN What insights have the company gained from larger stores or other markets?

**AS** The shift to consumers asking for the cheapest products means that value lines like Royal Dutch Miniatures will continue to grow. If that product can still deliver the quality and satisfaction consumers want, they will stay with that brand.

In other countries that have gone dark, there has been a sales dip in months one and two, then growth from month three onwards. This is partly down to retailers changing their range too much and not being able to supply their customers, forcing them to shop elsewhere.

### RN How do you think the market will be affected by the display ban?

**AS** There is a lot of negativity surrounding the display ban and its impact, but it is important to remember that consumption will not change on 6 April. People who smoke on 5 April won't suddenly stop the next day.

### RN How is the cigar market performing?

**AS** The cigar market is in decline by around 4-5% annually. Miniature cigars now represent two thirds of the total cigar market and show a similar decline.

Within that, value miniatures continue to grow and already represent one fifth of this sub-sector. Royal Dutch Miniatures and Royal Dutch Miniatures Blue both grew by 80% in 2014.

### RN How can retailers protect their profits?

**AS** As value products will continue to show growth after the display ban that comes into effect on 6 April, there is a great opportunity, if retailers and their staff understand our products, to become our brand advocates. That is one of the major reasons that we are investing in increasing our sales team.



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People who  
smoke on  
5 April won't  
suddenly stop  
the next day

### RN What advice do you have for retailers planning their solutions for the ban?

**AS** Firstly, make sure you comply with the regulations. Secondly, the space that tobacco gantries are sited in is one of the best sales spots in the store so it's worth asking yourself if you really want it taken up by shutters. Other solutions are available that can open up that space for high-profit promotional products which will generate more sales.

Make sure you and your staff know where products are and can serve customers quickly. Nothing is more frustrating than making people wait for their products, creating queues and forcing customers elsewhere.

Keep a disciplined display and make sure your team stick to it - whether it is behind doors or under the counter.

### RN Do you have any product activity retailers should be aware of?

**AS** We've just launched a 20-cigar outer for Ritmeester Royal Dutch's Single Panatella. It's great for retailers as it has a low purchase price. Other similar products come in outers of 50, tying up cash and profit for three to four weeks. The outers also come with a cardboard, standalone unit.

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

**Company** Ritmeester  
**Field development manager** Andy Swain  
**Profile** The UK arm of international tobacco firm Danneman, Ritmeester oversaw huge sales growth last year, with Royal Dutch Miniatures and Royal Dutch Miniatures Blue growing by 80% in the past 12 months.  
**Latest news** Ritmeester is the first tobacco firm in the UK to question sliding doors as a display ban solution, suggesting retailers use the space for other higher margin categories instead.



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# INDUSTRY PROFILE

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Interview by **Tom Gockelen-Kozlowski**  
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## British American Tobacco

**With the display ban looming, BAT is putting its faith in its field force and international experience to support UK retailers**

**RETAIL NEWSAGENT What preparations has British American Tobacco (BAT) made ahead of the display ban?**

**RICHARD WOOD** Our field force is dedicated to supporting our retail partners through the total retail display ban.

To ensure we continue to offer the best advice and guidance to the trade, our representatives have been taken through a comprehensive internal training program. As one of the most international tobacco companies, we also have access to the lessons and best practice available from across the globe, including heavily regulated markets such as Australia and Canada.

This work helps keep our field force up to date with the latest trends and our retail partners benefit too, through our close working relationships and our retail engagement programme, MORE together.

**RN What support is BAT making available to retailers over the coming months?**

**RW** Via the MORE together programme, we are not only providing merchandising solutions such as gantry doors but also providing our retail partners with category management information and educational materials.

**RN What insights has the company gained from other markets where similar legislation is in place?**

**RW** We have brought in expertise specifically to ensure not only our organisation but also our customers can continue to trade successfully regardless of the increased regulation and challenges faced.

In fact, our new head of trade, Ed Mirana, is Australian and our

marketing director, Frank Silva, is Canadian: both bring with them a wealth of experience about operating and retailing in a dark market to BAT in the UK.

**RN How do you expect the market to change in the coming months?**

**RW** As well as some confusion among customers about the new regulations, I think pricing will continue to be a hot topic, as smokers continue to feel the squeeze thanks to the economy and the government excise increases on tobacco.

It is therefore vital that retailers continue to ensure pricing is clearly communicated at the point of purchase. We also know that price-marked packs are a good way to give smokers reassurance around pricing and value.

**RN What advice do you have for retailers who've not yet prepared for the ban? What should they do?**

**RW** BAT is committed to supporting



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**With the election coming up in May, now is the time to take action**

the retail community through the display ban. First of all, we would encourage retailers to stay informed. We will continue to offer a host of informative materials for retailers with regards to the necessary preparations and operating post the ban's implementation. Secondly, if a retailer has not yet got a solution in place or made preparations to do so, we would strongly advise them to get in touch.

**RN With plain packs due to go to vote soon, how is BAT working to protect retailers' trade in tobacco? Are you confident about the strength of category sales in five or 10 years' time?**

**RW** We have every faith in the continued strength of the category and will continue to support retailers' best interests regardless of regulation faced. Having said that, we believe that retailers are being unfairly burdened with too much regulation and plain packs are a step too far. It is not too late to make your voice heard - tell your MP to vote 'no' to the proposals and protect your business. Visit [www.writetothem.com](http://www.writetothem.com) and enter your postcode; it couldn't be easier to get in touch. With the election coming up in May, MPs are very interested in what their constituents have to say, so now is the time to take action.

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

**Company** British American Tobacco  
**Head of business development** Richard Wood

**Profile** One of the five biggest tobacco manufacturers in the world, London-based BAT is home to some of the best-selling brands on UK gantries.

**Key brands** Lucky Strike, Pall Mall, Rothmans, Dunhill

**Latest news** Through its category management programme MORE and the use of its sales force, BAT is readying the retail channel for the challenges that the display ban will bring.



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# INDUSTRY PROFILE

Interview by **Tom Gockelen-Kozlowski**  
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## Imperial Tobacco

The Bristol-based tobacco manufacturer believes that with staff training and a high level of availability, 6 April could be a big opportunity for retailers across the UK

### RETAIL NEWSAGENT Are retailers ready for the display ban?

**SOPHIE HOGG** The vast majority of small shop owners have done a fantastic job getting prepared. Most retailers believe that while physical barriers will go up on 6 April, mental barriers will be removed if best practice in ranging, merchandising and availability is already a natural part of their everyday tobacco management.

### RN What support has Imperial been giving to the independent sector?

**SH** In August we announced further investment, taking our spend to over £15m, to ensure that over 17,000 multiple and independent stores received the best unit solutions and support in the build-up to April. For customers who no longer receive visits from our reps, our customer service centre, which was set up 18 months ago, has been providing support and advice on the dark market too.

### RN What changes in shopper behaviour are you expecting?

**SH** In research we conducted after the ban in large stores, 7% of shoppers told us they had changed their tobacco buying habits. This emphasised the need for ongoing staff training so that people became accustomed to the modified units. But shopper needs haven't changed. They still want price and range reassurance and they don't want to queue. They also need their chosen brand to be available.

### RN Are small stores in a better or worse place than the supermarkets were three years ago?

**SH** The split market approach will

have allowed shoppers to become familiar with display restrictions, so when small stores go dark we do not expect it to have the same impact on sales as it did three years ago.

### RN What have your reps been working on in the past few months ahead of the ban?

**SH** Our reps have been visiting stores as normal, answering retailers' questions. We have also launched a dedicated section on our trade website that provides details of the legislation, advice on how to be compliant and what the penalties for non-compliance will be.

### RN It looks like plain packaging is around the corner. Are retailers soon going to have to prepare for another upheaval?

**SH** Plain packaging is not a done deal, so retailers should use this time to make their feelings known to their MPs. They should invite them to their stores to hear their concerns



**By focusing on the basics, retailers can still win in a dark market**

in person. Trade associations have also co-ordinated events and communications to campaign against plain packaging proposals. The NFRN recently organised a successful retailer rally in London, for example.

### RN What insights have you gained from other dark markets?

**SH** Our experience in Australia has taught us that there is a huge advantage for retailers who prepare in advance. We know availability drops in a dark market, so we have spent the past year working with retailers to develop a range of tools to encourage best practice and help them to prepare. It's essential that UK retailers train their staff on the legislation and guard against having out of stocks. Stores that have to replenish during peak periods make selling tobacco difficult for staff and will limit their chances of a tobacco sales boost.

### RN What can retailers expect to happen on 6 April – will it be chaos?

**SH** Absolutely not. I want retailers to view this as an opportunity. By focusing on the basics, namely staff training and ensuring good availability, retailers can 'win' in a dark market.

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

**Company** Imperial Tobacco  
**Head of cluster sales and marketing operations** Sophie Hogg

**Profile** Best-selling brands such as Lambert & Butler, Windsor Blue and Golden Virginia have made Imperial Tobacco one of the UK's leading tobacco manufacturers.

**Latest news** Imperial has been working with 17,000 stores to prepare them for the display ban by supplying compliant gantry solutions. It has also supported retailers with online information and advice.



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**TOBACCO  
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# LIFE IN THE DARK MARKET



**75**

essential facts,  
figures and  
insights on  
surviving  
**the  
display  
ban**  
that every retailer  
needs to know

## Supplier support

Though in decline, the cigar market is worth over

**£250m**

to UK retailers with major manufacturers pledging support and advice to retailers to maintain sales after 6 April.

**BAT is giving around**

**500**

**MORE** Together retailers gantry covers as part of a programme launched last May.

To offer greater support to retailers through the challenges of the coming months and years, Philip Morris has invested in a field sales team for the first time in 25 years.

Philip Morris is offering free branded gantry shutters to retailers who have not yet found a solution, provided they meet certain criteria, including stocking a range of the company's e-cigarette brands, Vivid and Nicolites.

**In September, JTI launched its website, JTI Advance. Retailers can download a display ban guide on the site and access category advice, news on product development and up-to-date industry and legislative information.**

JTI is currently covering up over

**13,500**

independent gentries, having started last October in Scotland.

Scandinavian Tobacco Group recently released the second part of its Gantry Guardians guide, providing retailers with insights and tools, such as a countdown calendar highlighting the actions they need to take week by week before the market goes dark.

*In January, Imperial Tobacco set up a new online platform, giving advice to retailers on how to prepare ahead of the ban. The site can be accessed by retailers via the company's existing trade website.*

Imperial Tobacco says it will be continually updating the site with further content over the coming months as retailers' experiences and sales data highlights in detail as the effects of the display ban on the trade become apparent.

**According to John Hanna of Smokemart in Brighton, Ritmeester is currently working on a design to fit either side of retailers' gentries which can hold more than**

**25** different cigar products in an easy-to-access and attention-grabbing box.

Every UK tobacco company has committed to continuing to support the independent trade after the display ban comes into force.



JTI's head of communications Jeremy Blackburn is just one of many industry figures to confirm continued product developments for his company after the display ban.

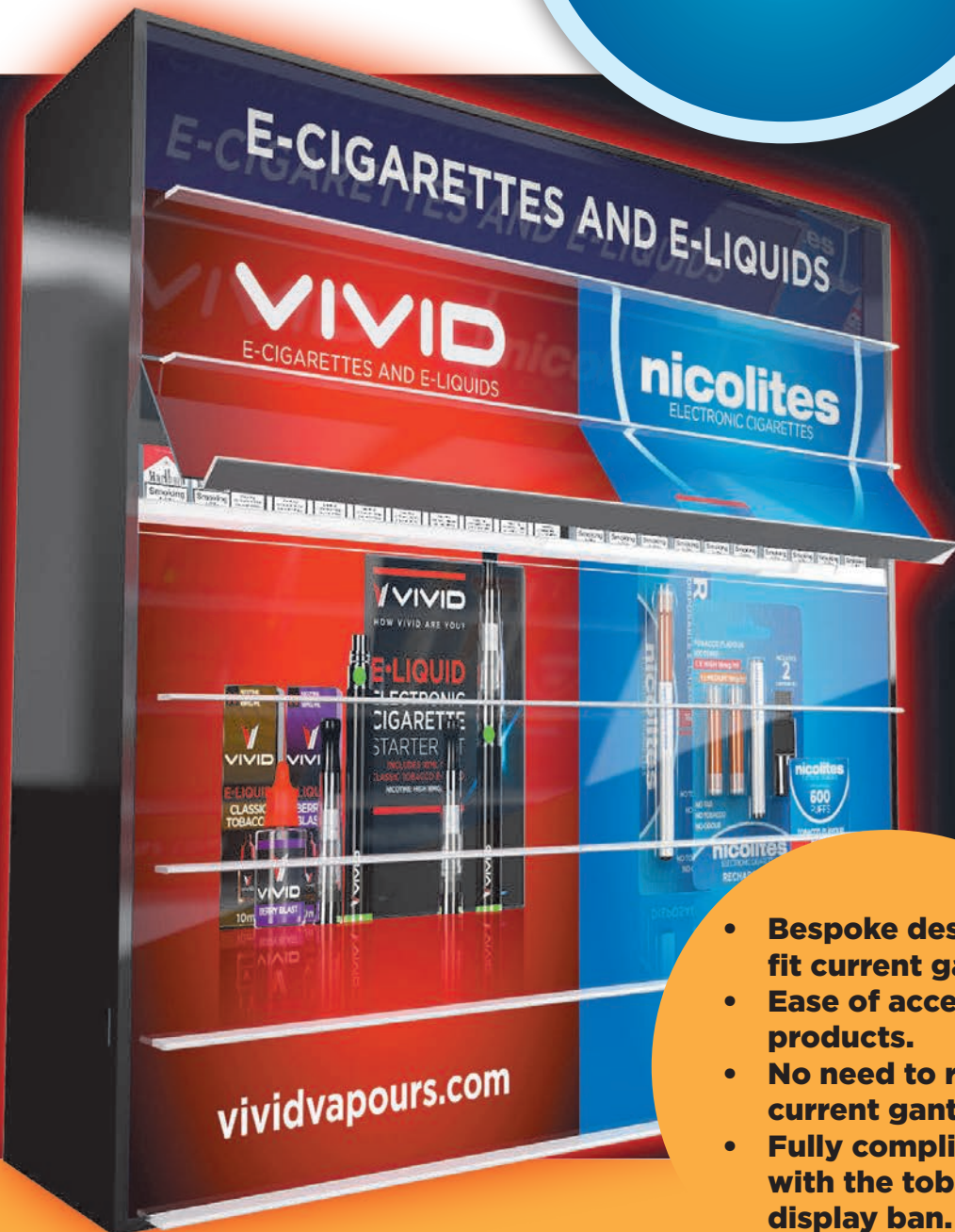
## ADVICE

IMPERIAL TOBACCO SAYS THE DISPLAY BAN CAN BE AN OPPORTUNITY. "BY FOCUSING ON STAFF TRAINING AND GOOD AVAILABILITY, RETAILERS CAN 'WIN' THE DARK MARKET," SAYS HEAD OF CLUSTER SALES AND MARKETING SOPHIE HOGG. ➤➤



**VIVID**  
E-CIGARETTES AND E-LIQUIDS

**nicolites**  
ELECTRONIC CIGARETTES



- **Bespoke design to fit current gantry.**
- **Ease of access to products.**
- **No need to remove current gantry.**
- **Fully compliant with the tobacco display ban.**

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This communication is for tobacco traders only

\*Subject to terms and conditions. Retailer must sign a written contract agreeing to a minimum term, to display certain Nicocigs marketing materials on the solution and to stock certain Nicocigs products.

This product contains nicotine which is a highly addictive substance. It is not for use by those under 18 years old, pregnant or breastfeeding women or persons in ill health.

1 MONTH TO GO

TOBACCO DISPLAY BAN

# LIFE IN THE DARK MARKET

## Retailer experience

**ADVICE**

"STAFF WHO DON'T SMOKE NEED PARTICULAR HELP WITH PRODUCT KNOWLEDGE AND WHICH EQUIVALENT PRODUCTS THEY CAN RECOMMEND TO CUSTOMERS," SAYS RN COLUMNIST BINTESH AMIN, WHO HAS EXPERIENCE OF THE DISPLAY BAN FROM HIS DAYS RUNNING A LARGE BUDGENS IN WHITSTABLE.

**ADVICE**

BINTESH AMIN INVITED TRADING STANDARDS INTO HIS STORE EARLY ON. COLLABORATING WITH AUTHORITIES ON TRAINING AND COMPLIANCE IS A GREAT WAY TO SHOW THEM THAT YOUR BUSINESS IS TAKING THE DISPLAY BAN SERIOUSLY, HE SAYS.

**"As a cigar specialist, I think it's a brilliant idea to have a strategy for cigars. I want to give both sundries and cigars their own PoS unit after the display ban so they stand out,"** adds Smokemart's John Hanna.



Stocking new products on your gantry will remain vital

"A lot of companies I work with are already adapting their brands in anticipation of the ban and plain packaging," says John Hanna. "The redesign of Marlboro's lettering and branding, is one example, while loose leaf tobacco company Gawith Hoggarth have started to send its products in plain pots."

**ADVICE**

BARRY PATEL, OWNER OF TWO STORES IN SOUTH LONDON, HAS BEEN WORKING WITH IMPERIAL TOBACCO ON MANAGING IN THE DARK MARKET SINCE 2012, WHEN HIS LARGE NISA STORE IN PURLEY WAS REQUIRED TO COVER UP ITS GANTRY. HE SAYS: "CONSTANT AVAILABILITY ACROSS YOUR RANGE IS ESSENTIAL, USE THE EXPERIENCE AND KNOWLEDGE OF YOUR REP AND WHEN THE DOORS GO ON YOUR SALES WILL REMAIN UNAFFECTED."

**New customers and new products present the two biggest challenges, according to Bintesh Amin. New customers because they are unfamiliar with his range and would request pricelists, new products because it took time for the products to get noticed and establish themselves.**

*"I found that having a closed gantry made me more disciplined about my range," says Bintesh Amin. This benefit saw him delist a few lines but also made him scrutinise new products for the margin and turnover they provided.*

**ADVICE**

JTI RENTS THE GANTRIES IT INSTALLS TO THIRD PARTIES FOR ADVERTS. DUBLIN-BASED AIDEN ROCHE RECOMMENDS THE PRACTICE FOR ITS EFFECT ON SALES. "EVEN THOUGH I GET A SMALL STIPEND EVERY YEAR, I ALSO SEE SALES UPLIFT IN CERTAIN PRODUCTS THAT ARE ADVERTISED - ESPECIALLY IF IT'S A TARGETED MARKETING CAMPAIGN," HE SAYS.

**ADVICE**

WHILE MERCHANDISING AND RANGING IS CONSIDERED KEY TO SUCCEEDING AFTER THE BAN, SECURITY IS ALSO VITAL. "DO MAINTENANCE CHECKS ON CCTV FOR THE POTENTIAL INCREASE IN THEFT," RECOMMENDS REHANA MAKKAN AT A&M NEWSBOX IN BOLTON.

## Ranging & merchandising

**ADVICE**

MINIATURE CIGARS ARE A MUST STOCK FOR RETAILERS SAYS SCANDINAVIAN TOBACCO WITH THE SEGMENT MAKING UP

**68%**  
OF ALL CIGAR VOLUME SALES.

**BAT's acting head of business development Richard Wood stresses the importance of training staff on the range you stock to prepare for those customers who don't know what they're looking for. "For example, which products are value and premium, as well as differences in content, such as American blend and Virginia blend," he says.**

Philip Morris says retailers need to ensure they're fully stocked when the ban comes into force. According to its research,

**49%**  
of customers who went into shops asking for the brand walked out if it wasn't stocked.

**ADVICE**

MR HIGGS ADDS: "THE KEY THING TO ENSURE IS, HOWEVER LATE RETAILERS PLAN THEIR RANGE REVIEW, THAT THEY HAVE ENOUGH TIME TO GET STOCK ORDERED AND ON THE SHELVES." >>

**A key message communicated by all manufacturers is that availability and range will be more important than ever after the display ban, and that retailers should not see it as an opportunity to delist tobacco products.**

**ADVICE**

PRODUCT ACTIVITY INCLUDING PRICEMARKING AND LIMITED EDITIONS WILL STILL BE HIGHLY RELEVANT AFTER THE BAN, ACCORDING TO IMPERIAL TOBACCO'S HEAD OF INDEPENDENT RETAIL ANDREW MILLER, AND SHOULD NOT BE OVERLOOKED.



*"Retailers should have already decided on their final range and the layout of the products on the gantry, but of course there are bound to be tweaks made right up to the wire based on customer feedback and new product launches,"* says STG's head of marketing and public affairs James Higgs.



# THEY DON'T NEED TO SEE THE PACK TO ASK FOR

The **UK's best selling** cigar



The **UK's fastest growing** cigar



The **ultra low cost** little cigar



THIS ADVERTISEMENT IS FOR THE INFORMATION OF TOBACCO TRADERS ONLY

THE RETAIL DISPLAY BAN: DON'T LET IT LOWER YOUR PROFITS



**Smoking seriously harms you and others around you**

**1**  
MONTH  
TO GO

**TOBACCO  
DISPLAY  
BAN**

# LIFE IN THE DARK MARKET

## The legislation

In England, Wales and Northern Ireland, accessories such as papers, filters and lighters can continue to be displayed and kept in public view.

**In contrast, and with the exception of lighters and matches, the ban in Scotland includes all other tobacco-related products.**



The fight to protect retailers' tobacco revenue goes on

**There are strict rules on how much space a retailer can reveal when opening the gantry, with 1.5 square metres in England, Wales and Northern Ireland and 1,000 square centimetres in Scotland at any one time.**

A breach of the display regulations in England, Wales and Northern Ireland could result in a fine of up to

**£5,000**

or imprisonment from six months to two years.

*Retailers can be banned from selling tobacco products if they are caught breaching the display ban three or more times.*

However, both manufacturers and local authorities have said that, initially at least, trading standards will be taking a more collaborative approach to enforcing standards.

In Scotland, the fines are up to

**£2,500**

if prosecuted, however the local authority could give a 'fixed penalty' on-the-spot fine of £200 (£150 if paid within 14 days). That amount will increase for each subsequent breach.

**The display ban also applies to 'on trade' premises such as pubs, clubs and restaurants which sell tobacco.**

**According to guidance produced by the Scottish government a 'tobacco product' is "a product consisting wholly or partly of tobacco and intended to be smoked, sniffed, sucked or chewed".**

While it is currently illegal to sell tobacco to anyone under the age of

**18**

after 6 April it will be illegal to even open the gantry to anyone under the age of 18.

*Though retailers may be supplied covered gantries owned by tobacco firms, ultimate responsibility for its compliance with the display ban is the retailers.*

*It is not an offence if non-tobacco customers (including children) see a tobacco product as a consequence of a "requested display" while a customer is being served.*

Retailers must use the fonts Arial or Helvetica on all pricelists and other communication.

Though gantries are allowed to be open for restocking and maintenance, retailers are required to shut the gantry if a customer interrupts them while this work is in progress.

**If a retailer is found to have opened their gantry for a person under the age of 18, the retailer's defence can be that they took 'all reasonable steps'. This means asking for proof of their age and that the evidence supplied "would convince a reasonable person".**

**According to Islington Council guidance, retailers are allowed a product catalogue, which is not displayed unless requested by someone over the age of 18, that has wording no larger than**

**14** (like this)

**font and any pictures of products no more than 50 square cm.**

Only one label must be used per product and each one should be no greater than

**9cm**

the law states.



Keep up-to-date with legislative changes in RN







BRITISH AMERICAN  
TOBACCO  
UNITED KINGDOM

Freephone 0800 444 236  
for more information

# NEW BLEND 55

## IT'S ALL ABOUT THE TASTE

Great taste. Rich and rounded.  
Great pack. Premium look and feel.  
Great price £5.90 PMP.



LOUIS' LAWS: No 14

*It's by listening to our customers that we can see the way ahead.*

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

# Smoking kills

1 MONTH TO GO

**TOBACCO DISPLAY BAN**

# LIFE IN THE DARK MARKET

## International



**More than ten other countries have display bans**

Retail display bans are in place in Canada, Croatia, Ireland, Iceland, Kosovo, Norway, Russia, Thailand, Finland, Australia and New Zealand. Regulations vary in each country.

**Tariana Turia, the architect behind New Zealand's display ban law (enacted in 2012), wants the country to be totally tobacco free by 2025.**

**After fighting its display ban, the New Zealand Association of Convenience Stores and the Association of Community Retailers are now referred to as "front groups" for the tobacco industry.**

Kirk Jerome, owner of Kiosk 95 in Melbourne's city centre, believes that neither plain packs nor the display ban have made any difference in sales.

Kirk has noticed a clear shift towards cheaper products, however, but attributes this to rising prices and a **25%** increase on excise tax since 2013, which will increase by a further 25% by September 2016.

*Mark Awad, of City Convenience Store in Melbourne, says customers often ask for the cheapest option, without mentioning a specific brand. "Companies are coming out with cheaper alternatives now, so people will buy those," he says.*

**Tarsem Singh, owner of a 7-11 store in Melbourne, also agrees that price is a key driver, adding that Rothmans had overtaken Winfield as the bestseller in his store.**

**In New Zealand, there have been no prosecutions for non-compliance since its display ban came into force in July 2012.**

## Alternative solutions

Last month industry data showed

**8,000**

retailers (20% of the UK market) were yet to find a display ban solution.

**Between now and 2016 Expututto expects to install**

**2,000**

gantries into UK stores.

*Dublin-based Navarra supplies a range of automated tobacco gantries that essentially act like a vending machine, which is connected to an EPOS system and fits in the traditional gantry space.*

Expututto says its ServerTab system has given stores up to

**£1,000**

extra in sales per week.

**Cigar manufacturer Ritmeester is the only major tobacco company to advise against the standard covered gantry solution. "That space is one of the best sales spots in the store – do you really want it taken up by nothing?" asks Danneman's field development manager for Ritmeester Andy Swain.**

**The Jordan Group offers three display ban solutions including overhead compartments, dispensers and doors.**



**The space where the gantry sits in most shops now is one of the best sales spots in the store – do you really want it taken up by nothing?**



**Retailers have a wide choice of gantry options**

Navarra has fitted

**2,000**

solutions in Ireland, and 1,000 so far in the UK, Canada, Sweden, Australia and the French Reunion Island. Prices range from £3,500 for a 600mm one to £5,500 for a 1,200mm one.







BRITISH AMERICAN  
TOBACCO  
UNITED KINGDOM

Freephone 0800 444 236  
for more information

# £5 OFF Per outer\*

# £5.90 PMP

## New BLEND 55 look at how the numbers stack up.



LOUIS' LAWS: No 14

*It's by listening to our customers that we can see the way ahead.*

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

\*Deal applies to Rothmans Blend 55 18s non-price-marked and price-marked packs.  
For a limited period of time only. While stocks last.

# Smoking kills

**1**  
MONTH  
TO GO

**TOBACCO  
DISPLAY  
BAN**

# LIFE IN THE DARK MARKET

## Opinion

“Display bans could even lead to increased consumption by encouraging adult smokers to choose products solely on price,” warns BAT. “A switch to a cheaper brand – or cheap illegal cigarettes – could result in people smoking more.”

**BAT’s believes that instead of display bans, there should just be a “stronger enforcement of minimum age laws”, “harsher penalties for retailers caught selling tobacco products to underage smokers” and “legislation that makes it illegal for adults to buy cigarettes for children”.**



**In an example of the anti-smoking lobby’s much-criticised “layered legislation” approach to tobacco control, Lib Dem MSP Jim Hume greeted the arrival of the ban in larger shops with calls for further legislation to ban smoking in cars with children. “A private vehicle is one of the few places a child can still be legally exposed to tobacco smoke,” he said.**

Andy Swain, field sales director at Danneman’s Ritmeester brand, says that the initial hit supermarkets took after the display ban came into force for them in 2012 should not be repeated. “All other stores are dark so these drop offs won’t happen,” he tells RN.

*Philip Morris stands firmly against the retail ban, arguing that they impede competition, impose significant costs and other burdens on retailers, encourage price competition (and cheaper cigarettes), and foster illicit trade in tobacco products.*

Philip Morris argues that the effectiveness of display bans in reducing youth smoking or overall smoking prevalence has not been established, pointing to the inconclusive reports from various bodies in the dark markets of Canada, Norway and the UK as proof.



Imperial Tobacco is confident that, after three years’ experience in supermarkets, customers will be ready for the dark market in independents. “It is not expected to have the same impact on tobacco performance as it did three years ago,” says the company’s sales and marketing boss Sophie Hogg.

*BAT has made Ed Mirana, an Australian, its new head of trade and a Canadian, Frank Silva, its marketing director. Both bring with them a “wealth of experience about operating and retailing in a dark market” the company says.*



Further tobacco control will negatively impact the whole supply chain

The Federation of Wholesale Distributors remains opposed to standardised packaging on the grounds that any legislation must be based on evidence of its effectiveness in achieving its stated goals.

*In December 2012 Imperial Tobacco lost a Supreme Court case against the Scottish government’s decision to ban the open display of cigarettes in shops.*

**JTI fundamentally disagrees with any proposal to prohibit the display of tobacco products at point of sale, echoing other manufacturers that it does not lead to a change in actual smoking behaviour, either by reducing smoking initiation by minors or by increased quitting among minors or adults.**

**JTI says that product display bans infringe its fundamental rights as a commercial entity, including the right to commercial free speech and freedom to trade – without justification.**



**A switch to a cheaper brand – or cheap illegal cigarettes – may result in people smoking more**

**Research by Imperial Tobacco showed that**

**7%**  
of tobacco shoppers changed their buying habits after the display ban came in for supermarkets in 2012.

The same research also showed that only

**40%**  
of shoppers were aware of the ban in larger stores ahead of it being implemented.



# Illegal tobacco being sold in your local?



Every sale  
criminals make  
helps fund  
serious crime

The illicit trade impacts



income



youth



quality



communities

## Suspect it? Report it!

Customs Hotline  
0800 59 5000

[www.hmrc.gov.uk/customs-hotline](http://www.hmrc.gov.uk/customs-hotline)

Report illegal cigarette  
sales and smuggling



Working **together** to fight the illicit trade



# PREVIEW

**m**  
RETAIL  
NEWSAGENT  
RECOMMENDS



## Dodgers, but grown-up

Burton's is launching Jammie Bakes, a grown-up take on its Jammie Dodgers range, backed by a £3m marketing spend.

RRP various

Outers various

Contact 0151 676 2352



## Chicken supreme

Ginsters has joined the meat snacking sector with the launch of four chicken products under its Ginsters Meat Club banner.

RRP £1.59 - £1.89

Outers 12

Contact 01579 386 200



## Tropical thunder

Red Bull is adding to its energy drinks range with the launch of a Tropical Edition.

RRP £1.19

Outers various

Contact 01344 418 396



## My cherry amour

Britvic is investing more than £1m in a multimedia marketing push for its Pepsi Max Cherry brand.

RRP various

Outers various

Contact 0845 758 1781



## Monkey business

PG Tips' Monkey character has scaled London landmark The Shard as the final part of its Red Nose Day campaign.

RRP various

Outers various

Contact 01293 648 000



## It's all gone to Pot

Pot Noodle is launching a Sausage Casserole variant supported by a £3m marketing spend.

RRP £1.09

Outers 12

Contact 01293 648 000





### Bones of contentment

Kerry Foods is launching an on-pack Brave Bones Club promotion across its Cheestrings and Yollies range offering family weekends away.

**RRP** various

**Outers** various

**Contact** 01784 433 0777



### Support cemented

Gary Lineker ends up covered in cement as part of the latest TV campaign for Walkers with social media and digital support.

**RRP** various

**Outers** various

**Contact** 01189 306 666



### Margaritaville

Parrot Bay is adding Frozen Margarita to its range of squeeze and freeze cocktail pouches, supported by a marketing campaign.

**RRP** £2

**Outers** 9

**Contact** 0845 7515 101



### Pinballs wizard

Maoam has unveiled a new look across its range, including Pinballs, Stripes and Joystixx, the first re-design for more than a decade.

**RRP** various

**Outers** various

**Contact** 01977 600 266



### Great sauce code

Cherry Tomato & Roasted Balsamic Vinegar and Tomato & Roasted Garlic are Napolina's two new pour-on sauces.

**RRP** £2

**Outers** not given

**Contact** 0151 966 7000



### Swizz springs into action

Swizzels is bringing back its Spring Selection range for Easter, with a tub and sharing bag offering a variety of sweets.

**RRP** various

**Outers** various

**Contact** 01663 744 144



COMING UP  
BETWEEN NOW  
AND SUMMER IN

RETAIL  
NEWSAGENT



**NEXT WEEK: 50 IDEAS IS BACK!**

Britain's best retailers show you  
how to make and save money



**GENERAL ELECTION & YOU**

How your new MP could  
transform your business

**We're with you every step!**



**HERE COMES THE SUN**

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



**PLUS**

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



# THIS WEEK IN MAGAZINES

email [nicola.stewart@newtrade.co.uk](mailto:nicola.stewart@newtrade.co.uk)  
tel 020 7689 3358



## Round up



**NICOLA STEWART**  
Magazines  
reporter

## SALES THAT ARE EVERGREEN

A fresh wave of Frozen frenzy is about to hit with the upcoming release of the aptly named animated short – Frozen Fever.

The seven-minute film is to be shown exclusively in cinemas as a support feature to Walt Disney's latest live action blockbuster, Cinderella.

It is likely to drive record numbers of viewers into cinemas – the trailer alone had already attracted 1.95 million views on YouTube just 24 hours after being uploaded.

It will also cement Frozen as one of Disney's most valuable "evergreen" brands (a brand that is expected to generate profit for many years to come). This is positive news for newsagents, as Frozen-themed products continue to appear in tote boxes all over the country.

The latest is a photocard collection from Panini (see left), which joins the publisher's Frozen Enchanted Moments stickers.

The stickers are currently the second best-selling collectable in the UK, behind Topps' Match Attax trading cards, according to Smiths News data.

Topps is also continuing several collections of the Frozen variety, with its Frozen Fashion Pack collection and Frozen Activity Cards.

Then there is the official Disney Frozen magazine from specialist children's publisher Egmont, which had its second print run rushed forward to meet demand before Christmas.

It is certainly worth promoting Frozen products in store while the brand hits another peak at the box office.

## Disney hit

# GET READY FOR FROZEN TO GET EVEN HOTTER

**There is no sign of Frozen Fever cooling down any time soon, and Panini's latest release gives you new opportunities for profit**

**HOT ON THE HEELS** of Panini's hugely successful Frozen Enchanted Moments stickers comes the Frozen Ice Dreams Photocards collection. Packed with colourful imagery of fans' favourite Frozen characters, there are 108 photocards to collect, including 36 special editions. The collection is being released to coincide with the release of the Frozen Fever animated short film and is expected to be popular among Frozen fans. Starter packs include an album and 12 photocards to help collectors kick off their collections and packets of the photocards are a pocket money-friendly £1.50. The collection should be displayed near the till to encourage impulse buys.



**FROZEN ICE DREAMS  
PHOTOCARD  
COLLECTION**  
On sale 5 March  
Frequency ongoing  
Price starter £3.99,  
photocards £1.50  
Distributor  
Marketforce  
Display with other  
collectables

From the movie  
**Disney FROZEN**

**Starter Pack**  
£3.99  
RRP

**Photocard Collection**  
ON SALE NOW!

**Photocard Packet**  
£1.50  
RRP

**BRAND NEW!**

**PANINI**  
www.paninigroup.com

www.disney.com/Frozen  
©2015 Disney Enterprises, Inc.  
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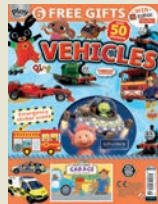
# THIS WEEK IN MAGAZINES



## Bestsellers Primary girls

Title	On sale date	In stock
1 Disney Princess	11.03	<input type="checkbox"/>
2 Girl Talk	11.03	<input type="checkbox"/>
3 Frozen	04.03	<input type="checkbox"/>
4 Barbie	11.03	<input type="checkbox"/>
5 Disney Stars	25.03	<input type="checkbox"/>
6 Jacqueline Wilson	25.03	<input type="checkbox"/>
7 Sparkle World	19.03	<input type="checkbox"/>
8 Go Girl	04.03	<input type="checkbox"/>
9 Lego Friends	04.03	<input type="checkbox"/>
10 Pink	11.03	<input type="checkbox"/>
11 Girl Talk Art	04.03	<input type="checkbox"/>
12 Animals and You	25.03	<input type="checkbox"/>
13 Hello Kitty	11.03	<input type="checkbox"/>
14 My Little Pony	27.03	<input type="checkbox"/>
15 Disney Presents	05.03	<input type="checkbox"/>
16 Tinkerbell	25.03	<input type="checkbox"/>
17 Angelina	11.03	<input type="checkbox"/>
18 Cute	25.03	<input type="checkbox"/>
19 Girls Love	17.03	<input type="checkbox"/>
20 Fairies	21.04	<input type="checkbox"/>

Data supplied by Menzies Distribution



## PLAY & LEARN VEHICLES

Little ones can have fun exploring everything that flies, floats or zooms in this edition of Play & Learn Vehicles. Whether it's helping deliver the post with Thomas, building Jupiter with Fireman Sam or spotting the difference with Bing, there is plenty to keep little hands busy. The issue comes with six free toy vehicles, more than 50 stickers, a pull-out city play mat and a special Happy Street sticker activity book.



**On sale 11 March**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Seymour**  
**Display with CBeebies, Peppa Pig, Fun To Learn Friends**



## STORYTIME

Now up to its seventh issue, Storytime continues to draw children and parents in with its classic stories and stunning illustrations. This issue leads with Rapunzel - perfect for little Tangled fans - and features a pirate adventure on Treasure Island, a giants battle in Finn MacCool and a challenge to find the silliest one of the Three Sillies. There is also the usual helping of puzzles, games and activities.



**On sale 11 March**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Jacqueline Wilson, Play & Learn**



## PERFORMANCE VW

To celebrate the new look of Performance VW magazine, the publisher has teamed up with BTN Performance to offer readers the chance to win a tuned Mk5 Golf GTI worth more than £10,000. The magazine will document upgrades to the car over the next five issues, as it is transformed from a standard GTI into a turbo hyper hatch. Readers will have to collect tokens from all five issues plus answer a question to enter the draw.



**On sale 12 March**  
**Frequency monthly**  
**Price £4.50**  
**Distributor Seymour**  
**Display with BBC Top Gear, Performance BMW**



## LAKELAND WALKER

The March/April issue of the only magazine devoted to walking in the Lake District is bound to put a spring in any walker's step. It includes a collection of day walks, as well as multi-day hikes along the Cumbria Way long distance trail and over the mountain passes. It also profiles the brave soul tasked with revising Alfred Wainwright's iconic pictorial guides and compares 12 lightweight summer backpacks.



**On sale 10 March**  
**Frequency bimonthly**  
**Price £3.75**  
**Distributor Warners**  
**Display with Walk, Trail, Country Walking**



## OUR DOGS

The second of three special issues of Our Dogs focusing on Crufts, the biggest annual dog show in the world, is on sale today. The issue comes with a free supplement called Our Dogs Congratulates, featuring the winners of the newspaper's top breeder and top puppy competitions for 2014. The paper also includes a special international feature. The following issue, on sale on 14 March, will contain a full review of the show.



**On sale 6 March**  
**Frequency weekly**  
**Price £2.25**  
**Distributor Comag**  
**Display with Dog World, Your Dog**



The best-selling crossword magazine through Independents  
**Issue 3 on sale 12 March**







## VIVE LE ROCK

The latest issue of rock, punk and new wave title Vive Le Rock features an interview with Northern Irish punk band Stiff Little Fingers. Members talk about the punk scene in Northern Ireland, "the troubles" and more. Formed in Belfast in 1978, the band is still touring and its last album hit the charts in 2014. The issue also comes with art prints of The Cure and Paul Weller and a free CD.



**On sale 5 March**  
**Frequency 9 per year**  
**Price £4.99**  
**Distributor Comag**  
**Display with Q, Kerrang!**



## MARVEL FACT FILES

The next standalone issue of the popular Marvel Fact Files collection is the Black Widow, a key character from the Avengers comics and blockbuster films. The issue comes with a metallic resin figurine of the S.H.I.E.L.D agent, complete with her widow's bite wrist weapons, S.H.I.E.L.D-issued handguns and stealth suit. It also comes with a 20-page magazine that covers her time as a spy, an agent and an Avenger.



**On sale 12 March**  
**Price £15.99**  
**Distributor Comag**  
**Display with regular Marvel Fact Files partwork**



## ALL ABOUT EVER AFTER HIGH

This issue of catch-all title All About aims to appeal to fans of the popular web series and fashion doll brand, Ever After High. All About Ever After High comes with games, puzzles, fairy tale comics and other exclusive Ever After content. It is also covermounted with a free lockable notebook and key pendant set.



**On sale 18 March**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Seymour**  
**Display with Go Girl, Top of the Pops, Monster High**



## MOTORCYCLE NEWS

MCN is celebrating its 60th anniversary, but far from being close to drawing its pension it is instead firing on all cylinders, with a special four-in-one issue. In addition to the normal weekly magazine, it will feature a 60 greatest bikes supplement, a cover wrap and free posters. To reflect the increased content, the price will rise for the special issue from the usual £2.10 to £2.99.



**On sale 4 March**  
**Frequency monthly**  
**Price £2.99**  
**Distributor Frontline**  
**Display with Motorcycle Classics, Motorcycle Racer, Classic Motorcycle**



## MOTHER & BABY

The standard issue of Mother & Baby offers up advice on how to get the best and happiest life balance after the birth of a baby. In addition, this issue includes a special supplement looking at the Mother & Baby awards. This means a complete guide to the best products for families, taking in value, safety and ease of use.



**On sale 4 March**  
**Price £3.99**  
**Distributor Frontline**  
**Display with Prima Baby and Smallish**

## Industry viewpoint

### Charlotte Le Butt

Managing director, First News



**W**e have made a decision to focus on independent stores in 2015 and for the first time ever we are looking at merchandise and special units for in-store.

We are working really hard to create better brand awareness because we have found that once people know about First News, they absolutely love it. For us, it's about getting parents excited, because most parents want their children to understand about the world.

Children are curious and they love to know what's going on. First News is about providing children with a sense of what the issues are and how they relate to them. We think we have found a real niche, and when I say niche, I don't mean small. I mean that we have captured a place in the market where there hasn't really been anything like it before.

So, the biggest piece of advice for independents is to talk to parents and customers about the paper.

This really plays to independents' strengths because they can offer a much more personalised experience than if you go to a massive supermarket. Independents have an opportunity to engage and talk to their customers about the unique nature of First News and can play a key role in raising awareness.

Stores that are close to schools tend to do well, so location is really important. They also often do well with selling multiple copies, because there may be a local supply teacher who picks up copies for their whole class. It is about identifying these kind of opportunities and taking advantage of them.

In the past, there has been confusion about where to display First News, because it is a newspaper but it is also for children. Our research shows that if you display it with newspapers, it sells better, because parents who buy newspapers see it and are more likely to pick it up.

We want to create a behaviour. If we can get kids excited about reading a newspaper, then hopefully that will carry on into later life.

**DON'T MISS IN NEXT WEEK'S RETAIL NEWSAGENT**



## LYNN BODELL: WOLVERHAMPTON'S GREAT NEW COMMUNITY RETAILER IN PROFILE

Plus, Simon Hannah of independent wholesaler J.W. Filshill on creating the symbol store franchise of the future and Simply Fresh boss Kash Khera's exclusive column



# THIS WEEK IN MAGAZINES

## Partworks

Title	No	Pts	£
<b>Amercom</b>			
Great British Locomotives	28	48	8.99
<b>Amermedia</b>			
Giant Warplanes	30	48	7.99
Military Vehicles	32	48	5.99
<b>DeAgostini</b>			
Build the Millennium Falcon	9	100	8.99
Cake Decorating	155	180	2.99
Cake Decorating Relaunch	104	165	2.99
Dinosaurs & Friends	2	60	5.99
Official Star Wars Factfile	61	120	2.99
Something Sweet	60	90	2.99
<b>Eagle Moss</b>			
3D Create & Print	7	90	6.99
Batman Automobilia	57	80	9.99
DC Chess Collection	82	96	8.99
Doctor Who	40	70	6.99
Knit & Stitch	112	176	5.00
Marvel Fact Files	103	150	2.99
Military Watches	28	80	9.99
Star Trek Off. Starships Coll.	41	70	9.99
<b>Hachette</b>			
Art of Knitting	6	90	2.99
Black Pearl	60	120	5.99
Build the Mallard	27	130	7.99
Build the U96	27	150	5.99
Classic Pocketwatches	66	80	8.99
Judge Dredd Mega Collection	4	80	9.99
Marvel's Mightiest Heroes	31	60	9.99
My 3D Globe	9	100	5.99
Your Model Railway Village	67	120	8.99
<b>RBA Collectables</b>			
Amazing Dinosaur Discovery	1	80	0.99
Precious Rocks, Gems & Minerals	6	100	5.99
Real Life Bugs & Insects	24	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

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

 **Disney Frozen Fashion Pack**  
Packets £1.00

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

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

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

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

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

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

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

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

 **Transformers**  
Starter £4.99  
Cards £1.00

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

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

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

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

### Panini

 **Animals**  
Starter £2.99  
Stickers £0.50

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

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

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

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

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

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


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

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

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

 **Hello Kitty is...**  
Starter £2.99  
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 **Liverpool FC 2015**  
Starter £2.99  
Stickers £0.50

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

 **Manchester United 2014-2015**  
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 **UEFA Champions League**  
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Sales £432,554 ex Vat, GP £164,820



**Newsagents Staffordshire**  
Leasehold £129,000 Ref: T31224V  
Excellent city centre location (Hanley)  
Shop sales at £13kpw, Lottery at £11kpw  
ANP for a working couple of £52,681 pa  
T/o Mar 2013 show net sales £633,475k

**Dorset 01404 813762**

**Staffs 01782 711022**



**LU/News/Con Northamptonshire**  
Leasehold £47,500 Ref: T30945SM  
Tkg £5,5000 p.w. plus Lottery £3000 p.w.  
News Bill £800 p.w. mostly counter  
Town centre shop 6.00-6.00; Sun a.m.  
Rent £12K p.a. EPC Band "cba"  
Profitable & plenty of scope



**News/Con/PO Essex**  
Freehold £299,950 Ref: S31771B  
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Spacious 3 bed accommodation  
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Other sales £4,000 pw plus lottery

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**Essex 01908 904555**

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## Back in the day

**100**

**YEARS AGO**  
**6 March 1915**



Pricing of cheap editions of books was one of the key subjects retailers tried to avoid people discounting. Two years after a book's original publication it should be in a two shilling edition, 1s after three years and seven years before it goes to 7d or 6d. A 3d edition should be boycotted and all remainders pulped.

**50**

**YEARS AGO**  
**6 March 1965**



Retailers were being asked to check copies of a Sindy Doll model doll cut-out book because a number had been "defaced in an obscene manner". Most had been spotted after being tampered with at the manufacturing stage.

**25**

**YEARS AGO**  
**3 March 1990**



As storms raged across the country, retailers were flooded out of house and home. Perhaps worst affected was the Smiths News warehouse in Newport, Wales, as the nearby River Usk burst its banks, damaging some £250,000 worth of magazines. Most deliveries, however, were unaffected.

## Dumb and dumber have nothing on this lot...

God bless the American convenience store, long a source of stories and titbits for this column.

And it's come up trumps

again this week, as reports have surfaced about a prank caller who tricked a couple of employees at Circle K in Globe, Arizona into wrecking the store.

It seems that the dim-witted pair were told by the prank caller, who claimed to be with security firm, that a silent fire alarm had gone off and the best way to deal with it was to let off the fire extinguishers, then

throw them through the window.

They were told to then destroy merchandise, tills, TVs and computers in the store.

Within five minutes, they'd done almost £20,000 of damage, even as shoppers were still in the store around them.

A police spokesman said: "They thought they were acting righteously in terms of following direction from security."

Weirdly, the plot mirrors that of US indie film *Compliance*, in which staff members were tricked into getting their colleagues to undress for daft reasons...



## Thief loses out after using his head

Stores being held up with a cucumber instead of a gun, raiders pretending a stick is a sawn-off shotgun... convenience stores have seen it all.

That is, until someone used their head – quite literally – to break into a c-store.

The raider didn't need any weaponry or tools to break into the shop, a Sunshine Food Mart in Orlando, Florida, across the Atlantic in America (where else would

it be?). He just smashed through the glass door after using his skull as a makeshift battering ram, smashing the glass with his bicep and climbing through.

Sadly for him, using his head wasn't that profitable. For after making away with \$10,000 worth of lottery tickets, the thief woke with a sore head and to discover all the scratch cards he had stolen had been cancelled...



## Round up



## OVER THE VILLAGE COUNTER

with **Doug McLellan**

It was school half term last week, which brought a welcome increase in visitor numbers and a very busy week in the shop. Unfortunately it also brought a small problem.

We have been buying cakes from our local tea room and then slicing them up to sell in individual portions. They have been so popular that customers are now buying them whole. We cannot keep up with demand and we are disappointing local customers who live alone and buy single slices as a treat.

My teacher wife and I managed two days out. We went to York to visit my daughter and her young family, which was highly enjoyable. They have been waiting to move house since before Christmas but a small problem at the Land Registry is causing delays. Their lives are on hold with most of their possessions in boxes. We also spent a day in Harewood visiting my son and his wife. While we were there we visited a new café in the village hall for lunch. We watched a flock of red kites swooping for food which was a wonderful sight. They are very big birds yet wonderfully acrobatic.

Last week I went to a concert at the famous City Varieties Theatre in Leeds. I really am a child of the sixties as I went to see Fairport Convention, a rock/folk group. It was a great evening, even more so as six of us went from Kettlewell. It was a late night though, as I didn't get home until after midnight – then I had the papers to pack up for returning.

Over the last two weekends I have been on a training course to become a responder trainer. Having passed, it means I can now train others to join the ambulance service voluntary scheme and set up teams of community responders in their own villages.

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