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deliver new  
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the category

**BEST PRACTICE**

Page 34 >>



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'Innovating has  
protected me and  
helped me flourish'

Page 28 >>



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# PayPoint accused of bullying tactics



- Retailers claim threats over decision to ask customers to make additional purchases alongside transactions.
- NFRN backs independents' actions following talks with legal advisors. Page 5 >>



**FRANCHISE**

## One Stop hits 100 stores

Milestone will bolster future retailer recruitment, says franchise boss.

Page 6 >>

**GENERAL ELECTION**

## Retailers back Tory victory

Work with your MP now to ensure election promises are prioritised, says FWD. Page 5 >>

**SUB-POSTMASTERS**

## Post Office web drive

Online recruitment push as 1,000 leave. Page 14 >>

Vol 126 No 20  
FOR TRADE USE ONLY



**Nisa to see you** Coventry retailers Paul and Pinda Cheema officially re-opened their new-look Nisa Local on Saturday, with a launch party that included a store-branded Formula 1 simulator and free giveaways. Pictured cutting the ribbon to the revamped store (left to right) are Paul, Dav, Malcolm, Baljit, Pinda and Mandy Cheema.

**NEWSPAPERS**

## Sport eyes uplift with redesign

Sunday Sport reveals new 'child-friendly' look in bid to improve exposure in stores.

Page 4 >>

Sharing packs, e-liquids and £1 chocolate bars lead the way in this year's What to Stock. Pages 8 & 32 >>



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## Smoking kills

## LEADER



**Thursday's dramatic election result has seen many retailers celebrate the arrival of a Conservative government, but it must now deliver on its promises**



CHRIS ROLFE

Associate editor

@ChrisRolfeRN

Two weeks ago, I had the unusual experience of being driven to a store visit by an elderly lady I got talking to at the local railway station, who turned out to be a regular customer there.

During the 10-minute drive, she talked non-stop about the owner, how he had built his business out of the ruins of another shop, befriended the community, offered everything she needed to buy and charged prices she wanted to pay. It was great, she said, because his nearest competitor was grumpy and very vocal about "customers who only bother buying a pint of milk". It was a glowing reference that turned out to be well deserved – the store and its owner were excellent.

The RN team visits and writes about hundreds of brilliant independent retailers like this every year – another example is Paul and Pinda Cheema on page 5. But their utter dedication to their businesses makes their exploitation by monopoly-holders like PayPoint all the more outrageous.

So it's truly to retailers' credit that retailers like Marcus Bergin and Harj Dhasee have stood firm in-store and online in their fight against PayPoint's commission cap this week. That's despite threats to remove terminals where retailers have acted to protect profits.

RN readers do not deserve to suffer at the hands of monopoly-holders, and a championing, understanding new government might be just what's needed to resettle this balance.

Thursday's dramatic election result has seen many retailers celebrate the arrival of a Conservative government, but it must now deliver on its promises to reform business rates, tackle parking charges and overhaul police cautions for shop theft. It's only when an atmosphere of respect for RN readers is evident in all parts of the industry that we can be satisfied that a truly positive atmosphere for small businesses has been created.

## CONTENTS

## NEWS

- 4 INDUSTRY NEWS** New-look front for Sport titles is revealed
- 6 BUSINESS NEWS** One Stop celebrates its 100th franchise store
- 7 NEWSTRADE** Price hike pays for quality writing says Guardian
- 8 PRODUCT NEWS** RN What to Stock guide reveals where retailers are losing out
- 12 REGIONAL NEWS** Archant's extra election titles

## COMMENT &amp; ANALYSIS

- 16 YOUR STOCK, YOUR SAY** How can publishers and wholesalers improve communication with

stores?

- 17 YOUR ISSUE** I will take PayPoint to court warns retailer in dispute over fine

- 18 NFRN DISTRICT COUNCIL** Reports and viewpoints from North West DC

- 20 LETTERS** Late papers are losing sales says N. Ireland newsagent

- 22 COLUMNIST** Is it time to pull the plug on PayPoint asks Neville Rhodes

- 26 PRICEWATCH** Chewing gum prices; RN's profile of Sony co-founder Akio Morita

- 28 RETAILER PROFILE** Naresh Gajri

28



saw off nearby rivals by constantly innovating and evolving. Find out how he did it

## FEATURES

- 30 BRAND COALITIONS** How retailers and suppliers are working together

- 32 WHAT TO STOCK** Have you got the right mix of products for your customers? You will after reading RN's cherry pick of the top tips in this year's guide

## 34 BREAD &amp; BAKERY

Make sure you are not missing out

23



40

- on your slice of the action
- 36 INDUSTRY PROFILE** Sunday Sport Ltd's managing director Mark Harris, below left, sits in the RN hot seat and tells us how the infamous boob-littered paper is going to get a front page clean up

- 40 PREVIEW** Grab a grand with Boost

## THIS WEEK IN MAGAZINES

- 41 ROUND-UP** The Royal baby will deliver sales
- 42 FOR YOUR SHELVES** Special edition of Starburst; free gift with Cryptic Crosswords magazine

32



## NEXT WEEK



**TAKE A LOOK INSIDE**  
Inside the Cheema brothers new store



**GET THE BARBIE ON!**  
Get ready for summer with our barbecue and wine features

**"THERE USED TO BE FOUR STORES IN THE AREA BUT THE OTHERS ARE ALL CLOSED NOW."**

– GLASGOW RETAILER NARESH GAJRI EXPLAINS HIS SECRETS OF SUCCESS Page 28 >>



# NEWS

## NFRN and News UK HND link

The NFRN has appointed News UK as its newspaper category partner to further develop its home delivery service solution Store2Door.

NFRN head of news Brian Murphy said: "Despite the declining newspaper marketplace, News UK has invested and demonstrated an ability to grow HND sales and this relationship will help to drive our common and industry goals."

In recent months, Store2Door has set up a number of sub-retailing operations, undertaken work to expand into non-news products, set up its first concession and run several newspaper and magazine canvassing campaigns. The federation is hoping to sign new direct-to-consumer contracts soon.

The NFRN appointed Frontline as its magazine category partner last week, to work with it to develop sales and merchandising initiative NFRN Newspro.

## Tobacco range cull

Retailers are already considering tobacco range rationalisation one month after the display ban came into force.

While most retailers RN has spoken to have not reported declining sales following the ban, several say they are now removing slower selling stock from their gantries and relying more heavily on bestsellers.

Jai Singh, who owns Go Local Extra in Sheffield, said: "I've packed the gantry full of good sellers and got rid of slower performing brands."

Matthew Croft, owner of Croft Stores in Silverstone, said: "We will eventually move to a smaller gantry and focus more on e-cigarettes and e-liquids."

**More 'child-friendly' look for papers claims MD** 'We want retailers to be able to display it'

## Sunday Sport gives boobs the boot to excite indies

by Nicola Stewart

The Sunday Sport is to tone down its front cover from this weekend in a bid to make retailers more comfortable displaying it on the newsstand.

The new-look cover (pictured) has been brought into line with the style and content of other red top titles such as The Star and The Sun.

Sunday Sport managing director Mark Harris said the "more child-friendly" look would also be rolled out across the Midweek Sport and Weekend Sport.

"We want retailers to be able to display it with confidence alongside The Sun and The Star, without having to worry about customers complaining," he said.

"Independent newsagents have always been a very big part of our business and we've always done everything we can to help support them.

"So, while this move is a commercial decision, it is very much about providing newsagents with the confidence to display it without any issues."

The Sunday Sport pulled out of the Co-op in October 2013 after the chain adopted a policy where anything constituting a lads' mag or similar had to be poly-bagged.

"Obviously that was a big blow for us," said Mr Harris. "The Co-op made up a hefty 8% of our total sale."

It is possible the titles, which are presently only sold in two multiples – McColl's and One Stop – could now return to the Co-op, he said.

"We are still talking to the Co-op. It has always made it clear that the only issue it had was the cover imagery.

"However, the ultimate aim is to increase sales in independents.

"If we sell an extra copy in every third newsagent,



it will be a very worthwhile exercise."

The editorial content and focus of the Sport titles will remain unchanged.

## Applause for Jagger over Mirror rates

Independent retailers have welcomed a cover price increase accompanied by pro-rata terms on the Daily Mirror.

Copies of the daily sold in England, Wales, the Channel Islands and the Isle of Man rose from 55p to 60p on Monday and the retailer margin climbed from 12.76p

per copy to 13.92p.

NFRN national president Martyn Brown said: "The NFRN has strived to impress upon Trinity Mirror's circulation team the hard times that independent retailers are facing, with costs rising and profits declining. I thank general manager Neil Jagger for listening

and applaud him for acting so positively in maintaining pro-rata terms."

In a letter to the trade, Trinity Mirror newspaper sales director – nationals John Howard said: "We estimate this increase will generate an extra £8.6m per year in retail turnover, with annual profit on each copy

sold totalling £24m – an extra £2m per annum.

"In these challenging times, when every sale is vital, we very much value the support and enthusiasm the retail trade affords Mirror titles."

Saturday editions of the Mirror went up by 10p to 90p in March.

## Members are urged to fill out rates survey

The NFRN is calling on members to fill out its business rates survey so it can present the government with evidence that independent retailers are

unfairly burdened by current charges. Plans for a "fundamental review" of the business rates system were announced as part of the budget in March,

and the federation is in the process of putting together a submission. NFRN public affairs executive Charley Parsons said: "We are trying to get more information

from members to work out how the business rates system works for them."

Members can find the survey on the NFRN website.



**'Threatening' letters sent to retailers** PayPoint denies claims of aggression

# Indies accuse PayPoint over 'bullying' tactics

by Steven Lambert

PayPoint has been accused of "bullying" retailers in the face of rising protests from independents against the company's commission cap cuts.

Retailers taking their own action against the payment services provider told RN they have received calls and letters from PayPoint "threatening" to take their terminals away, while one store owner claimed a PayPoint rep tore down posters urging customers to buy extra products with their PayPoint transactions.

Vas Vekaria, owner of Lever Edge Convenience

Store in Bolton, was one of the stores that received a written warning last week.

The letter included an excerpt from the PayPoint handbook, which read: "Staff must not require customers to buy goods from your store as a condition of accepting a PayPoint transaction."

It also said such behaviour could lead to contracts being terminated, and asked retailers to contact PayPoint to confirm they had understood the letter.

Mr Vekaria added: "My nephew told me that a PayPoint rep came into his shop and took down a poster asking customers to

buy something extra to use the terminal. PayPoint are bullying us and we need to take action."

Marcus Bergin, owner of Supernews in Gloucester, said PayPoint's head of retail sales Simon Lambert and marketing director Steve O'Neill will visit his store this week, after he challenged the company over its terms cuts on social media.

Mr Bergin said: "It would appear PayPoint is threatening us, so I want to use the meeting to show how these cuts and banking charges are damaging the livelihoods of retailers."

A PayPoint spokesman

denied the company was threatening retailers and said claims of reps ripping down posters in stores were "totally untrue". He added: "We're simply reminding retailers of what the consequences of charging might be."

NFRN chief executive Paul Baxter said: "If retailers are asking customers to voluntarily make contributions to subsidise a service that they may not be able to provide because it's uneconomical, there's no issue within the contract or the common law."

"PayPoint should stop acting like a bully and sit round the table and talk."

## PayPoint talks

While retailers continue to challenge PayPoint over its terms cuts, the Scottish Grocers Federation is in talks with the company to negotiate preferential banking and discounted services for its members.

The organisation's chief executive Pete Cheema said it has moved quickly following growing concerns from retailers on the matter.

He said "PayPoint is one of a range of vital services independent retailers offer to local communities. I am hoping to finalise a package of services for SGF members in the very near future."

Meanwhile, the NFRN is seeking advice from its legal advisors before arranging its own meeting with PayPoint.

## Menzies to divide?

An activist investor with a 3% stake in Menzies has unveiled plans that could see the break-up of two unrelated parts of the business.

Switzerland-based Lakestreet Capital Partners questioned the logic of having the company's airport services and newspaper distribution within a single group.

It claims that if the units were valued on a stand-alone basis, the company could double its market value.

Lakestreet began buying shares in Menzies last year and upped its stake following a profit warning issued by the company last November.

## Correction

The NFRN has worked with West Midlands retailer Juliet Hill to address and solve problems she raised concerning Newspro at the recent district council meeting last month.

## 'European' refit for Nisa store

A leading retailer has put community at the heart of his family-run store following a grand unveiling of its major refit. Paul Cheema with his brother Pinda and parents Malcolm and Baljit, moved from Costcutter to Nisa last October and invested in a £78,000 revamp to better fit the store to suit local customers. But the family chose to seek inspiration from European stores rather than fit it out with traditional Nisa specs.

"We've got more fresh food, occasion-based offers, wider aisles, we've added a till and we've made the store more disability-friendly," Mr Cheema said. "We got ideas by going on ACS study tours to Barcelona and have chosen shelving from Belgium that allows us to stock more products." Other additions include digital screens which project "occasion-based" offers onto the front window.



# Industry reacts to shock Tory win

The surprise electoral victory of the Conservative Party last week was met by celebrations, calls to action and stark warnings from across the industry.

Many retailers were delighted with the outcome, taking to Twitter to express satisfaction at the party's pro-business agenda.

Susan Connolly, manager of four Spars in Wiltshire, described it as "the best result" which would "provide economic stability so we can plan for the future".

London retailer Amit Patel, of Belvedere News Food & Wine, added that the party now has "to fulfil [its] promises, no excuses".

As RN went to press, former banker Sajid Javid MP was unveiled as business secretary in a post-election reshuffle, and Anna Soubry as small business minister.

James Bielby, chief executive of the Federation of Wholesale Distributors, urged the industry to engage with Mr Javid, as

well as new MPs. "Make sure that they understand the role that independents play in their constituencies," he said.

Mr Bielby also warned that the next year would see the hard reality of policies such as cuts to welfare emerge, leading to "a real dip in consumer confidence".

# NEWS

## BUSINESS

### Sales up for Wine Rack

Conviviality Retail is predicting an increase in revenues in its full year results in line with market expectations.

The Bargain Booze and Wine Rack franchise owner said revenues are expected to increase by 2% to £364m for the year ending 26 April.

While like-for-like sales through Bargain Booze stores fell 1.7% over the period, underlying retail sales per store grew 0.5%, with Wine Rack like-for-like sales up 0.1%.

Conviviality chief executive Diana Hunter said: "2014/2015 has been a year of solid progress for Conviviality Retail.

"The significant changes that we have implemented over the last two years ensure we are well positioned to drive growth into the business."

### Ulster produce promoted

Spar is aiming to grow awareness of its locally sourced products with sponsorship of the Royal Ulster Agricultural Society's Balmoral Show 2015, taking place this week at Balmoral Park in Northern Ireland.

The move will see the convenience group showcase its new range of 126 chilled and fresh products being supplied to Spar and Eurospar stores, including dairy, baked goods, a variety of savoury pies and a 100% Northern Irish barbecue range.

All products in the range feature stamps to show retailers and shoppers where they were produced or sourced.



### Spar to grow food service options with Eat 17 founders

AF Blakemore has announced a joint venture deal with East London-based Spar restaurant business Eat 17 in a bid to grow its food service credentials. The deal will see Blakemore work closely with Eat 17 co-founders James Brundle and Chris O'Connor – who launched the concept in their Spar Hackney and Walthamstow stores – to gain more knowledge about potential food service opportunities within convenience. Jerry Marwood, managing director at Blakemore, said: "Food service in a franchise format has delivered strong growth across both AF Blakemore's independent Spar estate and company-owned Blakemore Retail Spar estate, so this investment will further strengthen our insight into this area." Mr Brundle told RN he expects the move will also speed up development on further Eat 17 sites. He said: "We're not talking about opening thousands of new businesses, but we are looking to expand into areas where we think there are potential opportunities. We're always looking at new and innovative ways to grow the business, and working with Blakemore and getting their support will help us accelerate this growth."

**Hundredth store to open in the Midlands** Scotland targeted for future growth

## One Stop celebrates its 100th franchise store

by Steven Lambert

One Stop is set to open its 100th franchise store within 15 months of launching the concept, and is targeting similar growth for its next 100 businesses.

The latest store is located in the Midlands and will be refitted over the next two months, according to the firm. Details about the business are being kept under wraps but One Stop is set to celebrate its 100th store status during its

official launch.

Andrew King, franchise director at One Stop, said it has collected more than 2,000 enquiries about its franchise model since its launch last year.

When asked about his aspirations for the next 100 stores, Mr King said: "We have the infrastructure in place and a high level of interest from independent retailers, so there's nothing to stop us achieving that same rate of growth.

"We won't sacrifice quality for quantity

though. It's always been about working with the right retailers and right stores and the results amongst our franchisees show how effective our model can be."

While retailer enquiries about its franchise model were evenly split between unaffiliated stores and symbols, Mr King added: "Symbol operators are becoming more and more interested in our model.

"I think some of that is down to recognition

that progressive retailers can achieve a lot with our model."

In addition, One Stop claimed it was making "good progress" in establishing a franchise model in Scotland, with more than 100 enquiries from interested retailers.

"It's important to highlight that we're starting from the central belt and working outwards, as it will take time to establish our estate in Scotland," added Mr King.

## Morrisons and Sainsbury's post losses

The battle of the budget chains has claimed more casualties with supermarket giant Morrisons reporting another fall in sales and Sainsbury's posting its first loss in a decade.

At Morrisons, like-

for-like sales in the first quarter of 2015 fell by 2.9% compared to 2.6% in the previous quarter, while Sainsbury's reported a pre-tax loss of £72m for the year to 14 March.

The period has seen the

appointment of David Potts as chief executive officer at Morrisons, who moved quickly to cut management jobs and seeking to redefine the supermarket's customer focus.

However, Sainsbury's

also announced 16% sales growth through its convenience stores in its results. The group's chief executive, Mike Coupe, also revealed it was looking to open smaller c-stores of 1,000sq ft or less in the near future.



# NEWS

NEWSTRAD

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MirrorSUNDAY  
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**Publisher says price hike will counteract fall in advertising revenues** "Newspapers are under-priced across the board"

## Guardian says price hike means continued quality of journalism

by Nicola Stewart

The Guardian's recent cover price rise of 20p means the title can continue to maintain its quality amid falling advertising revenue, according to the daily's circulation manager.

Speaking to RN last week, Rob Rattley said if there was a choice between "slashing editorial" and upping the cover price, the latter was the best move.

"There is no escaping the fact that editorial revenue is declining," he said.

"The price rise is the way we have chosen to address it.

"We want to be able to continue to deliver a quality product and to be able to invest in the level of journalism we offer."

The Guardian's price increased to £1.80 on weekdays, making it the most expensive national title apart from the FT and Racing Post.

Mr Rattley said there

was a point where a price could "be too far away from the market or over-priced compared to value" but that papers were presently "under-priced across the board".

However, he believed rising cover prices had affected dual purchasing, with less customers buying two or more papers.

Sales of the weekday and Saturday Guardian were down 8.1% year on year in April, according to latest Audit Bureau of Circulations figures.

The Times fell slightly on Monday to Friday, with a drop of 1.6%, while its Saturday edition rose by 0.4%.

The Sunday Times was the strongest performing Sunday title, falling by just 2.5% - well ahead of the average year-on-year drop of 10.1%.

The i, which has benefited from an extensive advertising campaign, saw a Saturday drop of just 0.6% and a Monday to Friday drop of 5.9%.

### April Monday to Friday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	761,282	-3.5%	-9.2%	£97.1	806,282
Daily Record	189,657	-2.4%	-9.4%	£20.9	189,657
Daily Star	419,638	-2.0%	-12.1%	£40.6	419,638
The Sun	1,738,170	-1.5%	-11.7%	£161.3	1,738,170
Daily Express	410,039	-2.4%	-10.5%	£54.6	410,039
Daily Mail	1,356,228	-0.3%	-4.6%	£188.9	1,430,464
Daily Telegraph	438,804	1.1%	-6.0%	£122.7	438,804
Financial Times	37,544	-6.1%	-8.4%	£18.7	60,698
Guardian	144,720	-0.7%	-8.1%	£55.6	144,720
i	217,494	0.5%	-5.9%	£10.9	281,450
Independent	36,767	-0.7%	-8.2%	£11.4	53,124
Times	327,096	-0.8%	-1.6%	£92.2	350,425
<b>TOTAL</b>	<b>6,077,439</b>	<b>-1.3%</b>	<b>-8.5%</b>	<b>£874.9</b>	<b>6,323,471</b>

### April Saturday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	1,007,852	-2.7%	-12.4%	£172.5	1,052,852
Daily Record	225,280	-1.7%	-11.2%	£39.7	229,248
Daily Star	400,417	3.5%	-10.2%	£58.1	400,417
The Sun	2,289,353	2.5%	-9.6%	£302.2	2,289,353
Daily Express	505,388	-1.4%	-9.1%	£91.9	505,388
Daily Mail	2,198,386	-2.7%	-3.8%	£423.4	2,271,541
Daily Telegraph	637,454	-0.6%	-7.1%	£306.0	637,454
Financial Times	78,477	-21.7%	-2.9%	£53.2	98,507
Guardian	317,620	-1.1%	-8.1%	£172.4	317,620
i	190,925	0.6%	-0.6%	£19.1	251,153
Independent	69,279	-17.3%	-5.9%	£29.4	84,500
Times	484,033	-1.3%	0.4%	£170.6	495,091
<b>TOTAL</b>	<b>8,404,464</b>	<b>-1.6%</b>	<b>-7.5%<sup>4</sup></b>	<b>£1,952</b>	<b>8,633,124</b>

### April Sunday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Sunday Mail	211,962	-1.3%	-12.8%	£71.2	215,777
Sunday Mirror	765,176	-0.7%	-11.4%	£192.8	810,176
People	309,051	-2.4%	-14.0%	£77.9	309,051
Daily Star Sun.	250,488	-1.0%	-12.7%	£55.4	250,488
The Sun	1,452,735	-0.3%	-14.4%	£255.7	1,452,735
Sunday Express	375,113	-0.1%	-9.9%	£111.3	375,113
Sunday Post	182,209	-0.2%	-12.0%	£56.1	182,209
Mail on Sunday	1,312,471	-0.2%	-7.2%	£413.4	1,381,070
Ind. on Sunday	45,541	4.1%	-6.8%	£25.0	98,305
Observer	196,420	1.2%	-5.1%	£142.4	196,420
Sun. Telegraph	362,226	-1.2%	-9.8%	£164.8	362,226
Sunday Times	761,963	1.9%	-2.5%	£400.0	773,076
<b>TOTAL</b>	<b>6,225,355</b>	<b>-0.2%</b>	<b>-10.1%</b>	<b>£1,966</b>	<b>6,406,646</b>

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

## The Woky Paper's up and running

Four weeks after launching a prototype of The Wokingham Paper, local publisher Phil Creighton published the first weekly edition on 24 April.

The new title, launched in response to the closure of several Trinity Mirror titles in Berkshire, has a

cover price of 50p.

Nicknamed The Woky Paper, the newspaper has a strong local focus and the tagline: 'News with a heart for the borough'.

The first issue had 40 pages and included news, sport, comment, local features, listings and puzzles.

## 'Sunday Best' margins

\*Pence per copy in England and Wales only

SUNDAY  
Mirror

25.20p

SUNDAY  
PEOPLE

25.20p

sunday  
mail

33.60p

# NEWS

## PRODUCTS



@RetailNewsagent for expert advice to help you grow your sales

## Guinness taps in to its history

Guinness has relaunched its Original Extra Stout with a new pack design taking inspiration from historic labels from the brand's archives dating back to 1821.

The new-look bottles and cans, set to hit shelves this month, follow the use of similar designs featured on the front of Guinness Dublin Porter and Guinness West Indies Porter, launched last September.

Nicola Parry, marketing manager for Guinness said: "By reminding people of the rich history of Guinness Original we aim to bring new consumers into the category."

The updated Guinness Original packs have an RRP of £2.19 for 500ml bottles and £5.09 for 4x440ml packs.

## Zest gets a tasteful new look

Brewer Molson Coors has unveiled new packaging for its low-alcohol Carling Zest range.

Scheduled to hit shelves later this month, the new designs have been created to help customers distinguish between the different flavours in the range more easily, according to the company.

Jim Shearer, brand director at Molson Coors, said: "By redesigning Carling Zest we hope to simplify the aisle for shoppers, making it easier for them to navigate the category in-store."



## Yollies joins the culture club

Yogurt on a stick brand Yollies is getting its first TV campaign to grow awareness of the product among children and parents. The activity sees the introduction of new brand mascot, Yollie, who will also feature in cinema ads. A three-month sponsorship of CiTV and a promotion giving away talking key rings will also form part of an on-going £5m push by Kerry Foods for Yollies and Cheestrings.

**Latest guide takes EPoS data from 3,000 stores** Switch to e-liquids in e-cigs sector also noted

# Sharing pack strength revealed by What to Stock

by Chris Rolfe

A growing percentage of independent retailers' sales are coming from sharing formats, multi-packs and £1 chocolate blocks, but many independent stores are missing out on significant profits by failing to stock market-leading products, RN's latest What to Stock guide has revealed.

Sales data sourced from the EPoS systems of 3,000 independent convenience stores across the UK by EDFM shows the increas-

ing dominance of £1 chocolate blocks such as Galaxy Milk and multi-packs of brands such as Carlsberg and Walkers.

Also evident is the emergence of categories such as e-liquids and the continued growth of products such as pre-mix alcoholic drinks, flavoured cider and the smallest rolling tobacco formats.

"Over the past year, sharing confectionery and snacks have grown hugely, especially priced packs, which now command the majority of

snacks sales, while sales in the e-cigarettes market have switched significantly to e-liquids," said EDFM data analyst and RN columnist John Eastwood.

But the data also highlighted that a large number of stores are missing out on significant sales by failing to stock established bestsellers.

Among category leaders, Walkers Cheese & Onion 32.5g is not stocked by 17% of stores, Galaxy Milk 120g by 15%, Wrigley's Extra Peppermint and JPS King-size Blue 19 by 5% and Red

Bull 250ml by 4%.

Spar retailer Susan Connolly benchmarked her range against the new biscuits chart and added missing products such as McVitie's Digestives and Hobnobs. As a result, sales from this category had risen from -0.5% to 4.7%, she told RN this week.

"We immediately had comments from customers who are happy that we're stocking the branded versions. Hobnobs are expensive when they are not on promotion but they're still selling," she said.

## My child could draw that with Kinder

Ferrero is targeting a sales boost among younger shoppers and families with a promotion giving kids the chance to get their art featured on packs of Kinder chocolate.

The scheme, called 'Make your little one's art famous', will invite

parents to upload portraits made by their children on a website, with winning entries to feature on packaging from February 2016.

In addition, a second-tier prize will offer the opportunity to get art featured on digital panels in 'high footfall' locations,

with a third tier giving away colouring kits.

The activity follows on from the previous 'Face of Kinder' campaign, which helped Kinder grow value sales by 48% last year according to Ferrero customer development manager Levi Boorer.

He added: "Keeping people engaged with the brand with fresh new on-pack promotions is a fantastic way to help our loyal retailers drive sales."

The campaign will be backed with TV and digital marketing, with PoS material also available.

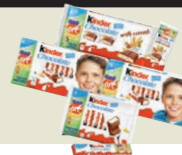
## Hot products for your shopping list



Guinness Original relaunch showcases vintage artwork



Carling Zest packs get redesign ahead of the summer season



Parents can win the chance to have their kids' art on Kinder packaging





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15 May 2015 Retail Newsagent

# NEWS

PRODUCTS

**Snacks and biscuits shake-up** Winning combinations

## Two new lines from Burton's

by Steven Lambert

Burton's Biscuit Company is aiming to shake up the snacks and biscuits market with product launches for two of its brands this month.

The firm has unveiled an extension to its Maryland biscuits range, Maryland Mix'ems, featuring new cookie lines mixed with sugar confectionery and popcorn.

Mix'ems come in two 144g variants – Toffee Popcorn, Caramel & Candy Shells and Fruit Jellies & Candy Shells – both with an RRP of £1.59.

The move continues the recent trend of manufacturers launching products featuring combinations of different flavours and textures, including Cadbury Marvellous Creations and Walkers MixUps.

David Costello, head of customer category management at Burton's, said Mix'ems will be supported with sampling activity and PoS material for retailers. He added the launch will help the firm build

on strong retail sales of Maryland Gooeys, unveiled in January.

Meanwhile, Burton's is extending its Fish 'n' Chips snacks with new flavours less than a year after bringing the nostalgic product back to shelves.

The two 'chip shop' inspired flavours – Pickled Onion and Curry Sauce – will be available to independent retailers from this month in 40g grab bags (RRP 59p), 5x25g multipacks (£1.59) and 125g sharing bags (£1.39). The 40g bags and multipacks will come in case outers of 20 and eight respectively.

Mr Costello said Fish 'n' Chips had accumulated more than £12m in sales since being revived last year, adding that the new flavours would be a "win-win combination for retailers that will ensure the continued growth of the savoury biscuit market in 2015".

Burton's will support Fish 'n' Chips Curry Sauce and Pickled Onion with social media and in-store campaigns.

## More KitKat big Breaks

New products and the next step in its latest KitKat Break competition will form part of Nestlé's plans to grow its chocolate confectionery sales this summer.

The company has unveiled full details of its new 'Celebrate the Breaks' scheme, which will see the KitKat brand name removed on 400 limited edition packs and replaced with 72 different types of 'break'.

Participating bars will also have the hashtag #mybreak moulded into the chocolate to encourage

consumers to engage with the brand on social media.

It follows on from the launch of a Celebrate the Breaks TV ad in February, which has been seen by more than 35 million people in two months according to Nestlé. It marks the latest activity in a total £10m support package for KitKat this year.

In addition, Nestlé is appealing to female shoppers with the launch of its Aero Mousse bar, which will be available from 1 June.

## Make use of PoS, retailers told

Retailers are being urged to take advantage of a wealth of PoS material being offered by Mondelez to promote its latest Maynards 'Celebrate Like Royalty' campaign.

The manufacturer is reminding independents to visit its Delicious Display website to choose from a

wide selection of merchandising materials, including dump bins, clip strips and counter-top units, to drive sales during the scheme.

Visitors to the site will also have the chance to enter a competition to win £500 to treat themselves and their staff.





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### Get happy with Coca-Cola GB

Coca-Cola Great Britain is looking to put a smile on shoppers' faces with its latest marketing scheme, called 'What Are You Waiting For'. The campaign, which launches on TV and online and will run throughout the summer, will centre on the theme of happiness and features a song written and performed by the Amsterdam-based rapper and producer HT.

**'Bold, modern new look'** First redesign in 15 years

## Macho McCoy's targets males

by Helena Drakakis

McCoy's is targeting younger, male consumers with a redesign across its entire range in a bid to boost sales of the crisp brand.

Parent company KP Snacks will unveil a "bold, modern new look" on McCoy's this summer, which will mark the brand's first redesign in 15 years.

It will highlight the crisp's ridge cut shape and will feature, for the first time, an image of a McCoy's crisp on the revamped front packaging. The company said the move will "ensure strong impact at the point of purchase".

Matt Collins, trading controller convenience at KP Snacks said: "This summer we're transforming McCoy's with a great new look across the range - which is particularly big news as it's the brand's first identity change in 15 years."

The redesign follows KP Snacks' launch of its McCoy's Ultimate and Fire Pit Sizzlers ranges last year, which it claims has helped grow retail sales of McCoy's to £108m.

It also marks the brand's first season as the official crisp partner of The Football League, which is set to continue when the football season kicks off again in early September.

The Football League partnership is part of a deal with Sky Sports to 'celebrate footballing heroes' said the firm.

McCoy's is also being championed under KP's SnackPartners initiative, which has been providing category advice to independent retailers to help to grow sales of crisps and snacks. More than 150 local stores were visited by reps during the second stage of the scheme, with a third wave of store visits taking place in the coming weeks.

## Momentous year for Martell

Martell is continuing its 300th anniversary celebrations with the launch of bottles featuring neck collars and bespoke gift boxes to highlight the brand's heritage.

The launch of the commemorative bottle will be followed by a packaging redesign, marketing

campaign and the introduction of limited edition products.

Mark Makin, marketing manager for champagne and cognac at Pernod Ricard UK said: "This will keep Martell's history and heritage in mind, not just throughout this year, but beyond."



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# NEWS

## REGIONAL

### Locals in spotlight

The importance of local newspapers has been in the spotlight as part of Local Newspaper Week.

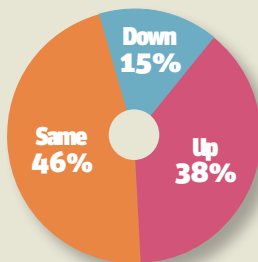
Titles were invited to enter the Making a Difference initiative, which highlights the power of local newspapers to campaign for change in the community.

Among the 37 entries were the Birmingham Mail's campaign to bring the Birmingham pub bombers to justice, the Bolton News' campaign to improve commuter services between Manchester and Bolton, and the Express & Star's campaign to tackle youth unemployment in Wolverhampton and the Black Country.

A live online public vote was held during the week and the winner was due to be announced on 15 May.

The campaign was backed by high profile figures including TV star Deborah Meaden, co-host of The One Show Alex Jones, Hollywood actor Michael Sheen and radio presenter Nick Ferrari.

#### RN READER POLL



**Were your newspaper and magazine sales up, down or the same around the general election?**

#### NEXT WEEK'S QUESTION

Do you think the election of the Tory government is good news for small businesses?



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### NFRN honours the south's finest

Outstanding retailers, suppliers and wholesalers in the south were awarded at the NFRN Local Awards in Reading last week. Entrants went head to head in 12 categories including HND Retailer of the Year, Independent Community Retailer of the Year and Service Provider of the Year. The Independent Convenience Retailer of the Year Award, sponsored by Newtrade, went to Alkesh Gadhur of Best-one in Isleworth. On the night, £1,400 was also raised for two charities – NewstrAid and the NFRN's Ratcliffe Fund.

**Papers go to print twice in one night for Anglian polls** Copies available in-store by 10am

## Archant titles produce extra issue for elections

by Helena Drakakis

Retailers in Norfolk and Suffolk welcomed a one-off early breakfast edition of the area's local newspapers as drama unfolded in last week's hotly contested general election.

As well as the usual overnight editions of four daily papers – the Eastern Daily Press, Norwich Evening News, East Anglian Daily Times and the Ipswich Star – publisher Archant ran an extra early

breakfast edition of each title with coverage of late breaking local results and the latest on the rapidly shifting national picture.

A special 24-hour news operation delivered information and analysis as it happened across Archant's online media and its print editions were updated with results, pictures and news. By printing an extra edition, each title was able to offer updated coverage ahead of the nationals,

including results from counts that, in some Norfolk constituencies, for example, ran up to six hours late.

Suffolk editor-in-chief, Terry Hunt said: "It was an unusual election night in that, locally, virtually nothing happened until 4.30am and then everything happened all at once up until 6am.

"With a 6am deadline that was a challenge, but we produced some excellent election special

editions, with most of the local results included."

Chris Edwards, of Edwards Newsagents in Watton, Norfolk, said: "It was great to see the regional press ahead of the game. They acted swiftly and got ahead of the nationals with relevant local news."

Mr Edwards said copies of the Eastern Daily Press were in his shop and being sold over the counter by 10am. "It was a real credit to the publisher," he added.

## Manslaughter shopkeeper jailed

A shopkeeper who helped orchestrate a robbery at a cash and carry that resulted in its owner being killed was sentenced to 12 years after being found guilty of manslaughter.

Ahmedshah Hatimi fed information to a gang of masked robbers who used sledgehammers and iron

bars to storm Glenn & Co Cash and Carry in Barking, Essex, looking for cash.

When the owner, Shammi Atwal, stepped forward to defend his wife he was chased by the gang and pushed under the wheels of an oncoming truck.

Hatimi, a regular customer at the cash and

carry, even visited Mr Atwal's grieving wife in October 2013 to offer his condolences. However, he did not reveal his part as the inside man in the robbery. He had been recruited by the raid's mastermind to provide tips on the security systems.

Six members of the rob-

bery team were convicted last year of manslaughter and conspiracy to rob and received sentences totalling more than 70 years.

Hatimi, who stood trial at the Old Bailey separately, admitted conspiracy to rob and was sentenced to 12 years and four months last Friday.



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# NEWS

## REGIONAL

### 'Mystery' supplier blamed

A shop owner who blamed a mysterious supplier when he was caught red-handed with foreign cigarettes, tobacco and illicit alcohol has been ordered to pay £3,251.

Chandrasegaram Satheswaran, of Sathees Food & Wine in Kenton, was found guilty of two counts of failing to display the correct health warnings on packets, and one of failing to correctly display a notice prohibiting the sale of tobacco to under-18s.

A total of 34 packets of 20 cigarettes, 374 pouches of tobacco and more than 2,000 litres of alcohol were seized. They were all incorrectly labelled, had no duty paid and were behind or under the counter.

Mr Satheswaran blamed a supplier called 'Rajesh' for the goods, but failed to describe him properly.

Mr Satheswaran has previous convictions for selling alcohol to an underage person, and has been cautioned for selling alcohol after the permitted hours.

### Make a date...

Charity NewstrAid has teamed up with the NFRN's next national president, Ralph Patel, to host a Big Curry Night.

The event will be held at Chak 89 in Mitcham, South West London, on 14 July.

There will be Bollywood dancing, a chance to hear more about the charity and a number of trade partners will also offer deals only available on the night.

Mr Patel said: "Don't miss out on one of the most exciting social events of the year. Come along and meet your friends and colleagues, have a great curry and see what special deals our trade partners have to offer."



### Mark's got an Eye for the prize...

Cardiff retailer Mark Dudden's shop window attracted nearly as much pre-election attention as some MPs. Mr Dudden turned the display at Albany News into a Private Eye special – attracting more customers into the shop to buy copies as well as passers-by who stopped to take photos. Sales increased from an average 15 to 51, said Mr Dudden, along with a sales increase for many newspapers. He said: "People I have not seen before came in asking for a Private Eye."

**Recruitment crisis as a quarter bail out** Union 'considers its future' over membership

## Post Office's new website to plug gap left by leavers

by Gurpreet Samrai

The Post Office has launched a new website to fill postmaster vacancies after around a quarter of subpostmasters left their businesses amid its extensive modernisation programme.

More than 4,000 branches have been modernised as part of the Post Office's network improvement programme, which gives retailers the choice to integrate services into their business or take on an existing branch and develop a new store.

But, of the branches modernised, around 1,000 postmasters have already retired from their businesses.

The runapostoffice.co.uk website aims to address the issue and improve the way the Post Office markets its branches. The website features examples of branches where new operators are needed as well as details of the application process.

A further 1,000 branches have signed up for the transformation, but the move comes as the company expects more subpostmasters to leave their stores

if alternative operators can be found.

The National Federation of Sub-Postmasters (NFSM) is supporting the programme, but says it has seen its membership drop by 2,500 to 6,000. It is currently considering its future, with members being asked whether they want to join the Communication Workers' Union, retail trade bodies such as the NFRN, or become part of a membership body under the Post Office.

A spokeswoman for the NFSM said: "Having a post office within a convenience

store can be very worthwhile, enabling a retailer in the right location to significantly increase their footfall, turnover and profitability."

Harry Goraya, of Nisa Local in Northfleet, fought the Post Office for a year to get a combi-counter six years ago – before the modernisation programme was launched.

"We have at least managed to retain the customer footfall in regards to the Post Office, maybe a slight increase, because people know they can get the services they need here," he said.

## New services replace lost cig sales

A Somerset newsagent who has seen a decline in tobacco sales since the display ban says he's confident he will offset his loss following the introduction of a range of customer services.

Les Gilbert, of Chard News in Chard, had his shutters installed in Janu-

ary. Since then, he has recorded a drop in sales of £25 per day in tobacco products, which could result in a £9,100 loss in annual sales.

To tackle the problem, he has launched a newspaper and magazine home delivery service, a Bureau de Change and has become

a DHL Service Point.

Writing on his Chard News blog, he said: "Since the display ban I'm looking at a reduction in profit of £638 per year, but I'm confident I'll more than offset the modest reduction in profit that the display ban has undoubtedly caused."

To "increase awareness and sales" of the new services and the business, Mr Gilbert has also set up his own website.

"We continually work on ways in which we can increase both customer visits to our store, out turnover and profitability," he said.





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Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper

Distributor Seymour Distribution, 2 East Poultry Avenue, London, EC1A 9PT



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



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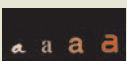


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## YOUR SAY How can publishers and wholesalers improve the way they communicate with retailers?

### Tony Rook

Buckleys Newsagent,  
Lossiemouth,  
Scotland

Talk to us, it's that simple. When was the last time the publishers invited a couple of retailers to a sit down to discuss the issues they have that the publishers are causing? Every day they are going to the last minute before they print. They should be reflecting on the industry. One of the main things I would like to see is for publishers to understand there is someone at the end of the line who has to deliver their product to our customers.

### Graham Walker

Walkers News,  
Norfolk

It's not always the communication that's the issue. I don't have a communication issue with publishers and wholesalers. The problem I have is the way they think they know what we are going to sell better than me. We have had several incidents where magazines have been



How could issues with publishers and wholesalers be better resolved?

knocked off our supply without communication. Three times in the last three weeks I have had to go to WH Smith and buy copies to retain the goodwill of customers. I'd rather not make a profit on something than have them go elsewhere.

### Kate Clark

Sean's News,  
Upton-upon-Severn,  
Worcester

It's all about communication. I talk to my wholesaler quite often because I go in there myself. Most newsagents are members of the NFRN

and it has 80% of emails for everybody so they could send an email and have some form of communication. I used to have regular customers buying certain magazines and now I have less because they think it is me messing them around and it's not, it's the publisher. They need to talk to us because I would tell them how many copies I would sell without fail. Maybe retailers from all parts of the country who are happy to meet up with the publishers should arrange a meeting once a quarter so they can discuss their issues.

## YOUR STOCK What support would you like to get from manufacturers to help you increase sales of chilled food?

### Jai Singh

Singhs Go Local Extra,  
Sheffield

Merchandising and making sure someone comes in to check we have the correct range. I'd like to have reps coming in and saying this is what we need to be stocking, because it's selling in our area or other shops are selling it and we're not, and keeping it fresh so we have a couple of new products. Also, they need to make sure we are notified of new trends and products.

### Chaz Chahal

Costcutter  
Bromsgrove

I'd like convenience-based data so that stores limited



on space can make the right choice first time. Also, exclusive promotions in the convenience sector so it's not all multiple-based, and to have certain products and stock sizes that are unique and recognise that the convenience sector is a more

dynamic market. It is the one area of the business everyone finds hard. For it to work it has to be value-driven where the core brands are on par with the multiple prices. Kerry do really good deals in this sense.

### Raaj Chandarana

Premier Tara's News,  
High Wycombe

We have worked with Kerry Foods to introduce an auto feed system in our chiller so we can stand products up and make them stand out more. But while there's a lot of category information out there, I think more could be done around getting more merchandising and PoS materials to retailers. That would help stop customers sleepwalking past the aisle and grab their attention.



# YOUR ISSUE

 **Steven Lambert**  
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## 'I'LL TAKE PAYPOINT TO COURT OVER FINE'

With its latest batch of commission cap cuts, PayPoint is facing an increasing wave of protest from independent retailers angry over the latest slash to their terms.

And in Chalgrove, Oxford, the company has come under further fire from Premier News owner Bharat Patel, who is contesting a "ridiculous" fine he has received from PayPoint concerning the Collect+ service he runs at his business.

Mr Patel tells RN he has received a letter from the payment service provider this month, which claims the company will charge him £460 plus VAT for breaching terms on his Collect+ contract.

The crux of the issue, Mr Patel explains, goes back to a long-running dispute over opening times at the shop.

He says: "We have been offering Collect+ pretty much ever since it was first launched. We're in a small village but we've grown business over the past few years and now we process around 50 to 60 parcels a week.

"We open at 5.30am to serve



nearby factory workers who come in early, and we close the store at lunchtime between 1pm and 2.15pm.

"I have done this ever since taking over in 2002 and I notified PayPoint about this when I applied to join them. We also told the Collect+ rep about this."

Despite countless reminders to PayPoint about the lunchtime closure, Mr Patel says he has faced a constant battle with the firm and Yodel van drivers delivering Collect+ parcels to his business.

"Even though we had told PayPoint about this, we still had Yodel drivers coming to the store during lunchtime.

"When this happened, they would either leave the parcels with a neighbour next door, or would just drive away with the parcels still in the van.

"I have spoken with the drivers many times about this and many of them understood the situation. We managed to get some of them to start delivering earlier to the store while we were still open."

However, Mr Patel says things turned sour when it came to renewing his Collect+ contract back

in November.

"I signed the contract but then we started having problems with the drivers again. Then, a couple of months ago, the Collect+ service was suspended because we were having so many issues.

"And then this month I received a letter from PayPoint threatening me with a fine for breaching my contract."

In its letter to Mr Patel, PayPoint states: "You will be aware that we had agreed to a variation of clause 3.6.4 to accommodate your operating hours of between 05.30-18.00 hrs.

"However, it has recently come to our attention that you close your shop for lunch between 1-2pm every day, which is in breach of clause 3.6.4 of your agreement."

The letter acknowledges that Mr Patel had notified Yodel drivers about his lunchtime closure, but adds:

"We were not privy to this arrangement and, in any event, it would not have varied the terms and conditions of your agreement, since your agreement is with PayPoint Network Limited and PayPoint Collections Limited and

not Yodel."

It ends by telling Mr Patel he must now pay PayPoint a fine of £460 plus VAT.

However, Mr Patel has since sent a letter back to the company protesting the claims, and has sought legal advice from the NFRN.

He says: "This fine is absolutely ridiculous and I refuse to pay it. I'm seeking legal support and I am willing to take PayPoint to court over this.

"I have told PayPoint many times about my situation and it has not been an issue until now. It seems that when PayPoint is looking for new business they want to help you, but after you've been working with them for so long, they don't want to know you.

On the back of Mr Patel's call, RN contacted PayPoint for a response. However, a spokesperson for the company said it could not comment on this particular case, adding that it was forming its own investigation into the matter.

We will be checking back with Mr Patel in a future issue about his next move and what action he is intending to take against PayPoint.



**This fine is absolutely ridiculous and I refuse to pay it. I'm seeking legal support and I am willing to take PayPoint to court over this**

**Bharat Patel**

Premier News,  
Chalgrove, Oxford

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT NORTH WEST 29.04.2015



**Glyn Bellis** reports from the NFRN North West district council meeting

### Keep talking to your MPs

Retailers have been urged to keep talking to their newly-elected MPs, despite the recent announcement of further restrictions on the sale of tobacco.

District president Suleman Khonat, of Blackburn, who had been at the forefront of the battle against plain packaging legislation, told the meeting: "We know it won't work."

The ongoing problem of illicit tobacco and cigarette sales was highlighted recently in the North West.

In March, more than 412kg of raw tobacco worth £93,000 was seized and a suspected illicit tobacco factory dismantled near Preston by HM Revenue and Customs.



**Suleman Khonat**

### Some good news from PMI

The district council received a presentation by Philip Morris International (PMI).

Regional sales manager Karen Murray outlined the changes for retailers caused by the Tobacco Products Directive.

Research has found that in Australia, plain packaging has affected the time it takes to serve customers and shopkeepers have even ended up serving the wrong brands to customers, she said.

But PMI also had positive news for UK retailers, having invested massively in "reduced risk" alternatives for adult smokers.



**Tobacco processing equipment was seized in a HMRC raid in Hutton, Preston**

It plans to introduce the iQOS device, which heats rather than burns tobacco and has already been launched in Italy and Japan, in the UK next year.

### How to deal with pension changes

Members received a presentation on new workplace pension requirements.

With people living longer, politicians have been encouraging everyone to be prepared for retirement. Auto-enrolment legislation has been designed to encourage a retirement savings culture in Britain.

Every employer with



## We know it won't work

**Suleman Khonat**

NFRN North West district's damning verdict on the plain packaging legislation

at least one member of staff now has new responsibilities, including putting those who meet certain criteria into a workplace pension scheme and contributing towards it.

Staff who meet the criteria are automatically enrolled into the pension scheme. But retailers need to take steps to make sure employees are enrolled.

Rob Walker, regional partnership manager of Now Pensions, outlined employer duties and pension solutions for retailers.

The government's pensions regulator can issue penalty notices to punish persistent and deliberate non-compliance, he said.

A £400 fixed penalty could be issued for failing to comply with statutory notices, or if there's sufficient evidence of a breach of the law.

The regulator could also issue an escalating penalty notice for failure to comply with a statu-

tory notice. This penalty has a prescribed daily rate of £50 to £10,000 depending on the number of staff.

There is a civil penalty for cases where employers don't pay contributions due. This is up to £5,000 for individuals and up to £50,000 for organisations.

### Smiths no-show

While Menzies Distribution had talked to the NFRN about consolidating magazine packing to a Yorkshire hub, "sadly" Smiths News hadn't extended the same courtesy to members to discuss the closure of its Bolton branch, Suleman Khonat said in his opening address.

Previously, district officials had tried to set up a meeting to discuss the Bolton closure but the company cancelled it at short notice, saying it was unable to hold talks until the consultation period for staff had ended.

Mr Khonat said it was 51 days since he was elected to serve as district president and it had "been a bumpy 51 days already". "Sadly, on the very first day we heard about the plain packaging tobacco announcement," he said.

### Use the helpline

Membership services manager Chris Appleton urged all members to continue to use the NFRN helpline.

The federation needed as much information as possible to take into talks with publishers and wholesalers, he said.

"We need help to help you."

### Your say

What would you most like to see discussed at the NFRN's annual conference in June?



Workplace pensions are really important.

Many retailers are not prepared for their obligations. Members are going to be susceptible to fines if they fail to comply.

**Robert Madden,**  
Maddens,  
Manchester



Retail crime should be discussed. Police are

not interested in shoplifting. When a proper police officer turns up, rather than a PCSO, it's often two or three days later.

**Craig Etchells,**  
CW Etchells,  
Chorlton



Carriage charges and delivery problems are

major issues which I would like to see raised. They are very, very serious topics. It will affect the federation if it loses members.

**Farook Unia,**  
Unia's Newsagents,  
Eccles





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*Paul Baxter*



# LETTERS

✉ letters@newtrade.co.uk  
☎ 020 7689 0600  
@RetailNewsagent



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

## Extensions cause nothing but problems for us

The extension to publishers' cut-off time on the day after the election meant my newspapers came in extremely late.

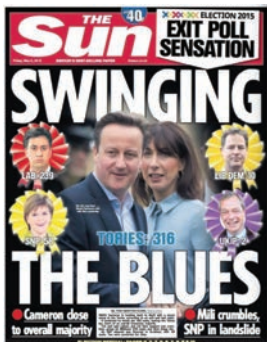
My required delivery time is 6am but my papers didn't arrive until the back end of 6.35am.

Why do we need extensions nowadays? All it does is causes havoc.

A) It was a school day, so anyone with paper boys who needed to be at school had problems.

B) You're delivering later, hence you're hampered by more traffic on the roads.

C) Most importantly, your customers are expecting their papers to be there at a certain time, so sure enough, your phone starts ringing.



You are trying to offer your customers the best service and to organise your paper people, and it just becomes impossible.

One of the biggest problems is people will not stop in at the shop. I keep my lights out until I have my papers, so customers know, if my lights are off, the papers aren't there. You ultimately lose business because people won't stop in, they won't buy their chocolate bars, they won't buy their snacks.

We, as independents, will keep losing money because publishers want to go to print 45 minutes later when they don't really need to.

We are at the end of the supply chain and we are



## LATE PAPERS LOSE SALES



Eugene Diamond  
@EDiamond136



Following

Losing sales of the local papers this morning Especially the @irishnews People are creatures of habit and go to work at the same time :(

The Irish News, the News Letter and the Belfast Telegraph came in more than an hour and a half late on the day after the election.

I open at 5.20 most mornings and usually they would already be there, but because publishers waited for the results to come in, I didn't have them until after 7am.

I had the nationals in on time but in Northern Ireland, it's more about local politics, so people wanted to read the local titles.

It did cost me sales. I didn't have any extra sales on the morning because people who went to work didn't come back for them.

Late newspapers are never going to sell in my shop. Customers call in on

the way to work and if the papers aren't in, they don't have time to come back later in the day.

If they really want to buy the paper, they will just buy it from somewhere else.

One of the big problems there as well, is that the Belfast Telegraph isn't on sale or return, it's firm sale. So, if you are left with extra copies, it will cost you.

There should be some kind of exception in cases like these, where we haven't had the same opportunity to sell them.

Eugene Diamond  
Diamond Newsagents,  
Ballymena,  
Northern Ireland

the ones that get flak from our customers at the end of the day.

The publishers lose out as well because when we lose sales, they lose sales.

Publishers need to start talking to us.

How can a panel of publishers, with no representation from the NFRN, say: 'Right, we are going to extend cut-off times



## They need to talk to us

Tony Rook

On the supply chain

because of A, B or C.?

There should be retailer representation there at that meeting to say: 'Is this justifiable?'

There needs to be more consultation and there needs to be more open communication.

Tony Rook  
Buckleys Newsagents,  
Lossiemouth,  
Scotland

## #TOP TWEETS

### Who's saying what in the retailing world?

Election result predicted 6-8am Fri so why 45min extension to 4am cut off time? You say increase sale opportunity, how? Without papers? #newscomplaints.

@GeoffNewsagent

@DailyMirror creeps up to 60p per copy, but @MenziesDistLtd fails to notify us of the increase! #newscomplaints

@AmitP327

Simply Fresh were proud to donate several cakes to the Action Medical Research Ride 100 on Sunday 10 May. Well done to all competitors & to all those who volunteered to help.

@SFWeare

Papers finally arrived, 6.05am (RDT 5.15am) already turned lots of regular customers away. @SmithsNewsPLC1 #news-complaints

@LOMASNEWS

@News\_Complaints Daily Mail late again. Second time this week. #inconvenient #sales-lost #newscomplaints

@hayes\_news

Congrats to our MP @sajidjavid on becoming the new business secretary!

@CostcutterBG

Local newspapers are #MakingADifference. Vote now for your favourite campaign at localnewspaperweek.co.uk/ @localpaperweek



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# NEVILLE RHODES

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## Time to pull the plug?

**PayPoint needs to understand retailers have a choice and will not tolerate the payment provider's 'exploitation' any longer, says Neville Rhodes**

**T**he only surprise about the furore over PayPoint's retailer terms for bill payments and other over-the-counter transactions is that it has been such a long time coming. Ever since the company's UK launch in 1996 there has been an undercurrent of dissatisfaction, and not just about its meagre commission rates.

PayPoint's sales story is that it provides valuable services to consumers, and that retailers who offer these services will benefit from the extra footfall they generate.

The company also cites research showing that PayPoint customers, as it calls them, visit an agent's shop more frequently than other shoppers, and on average spend more.

I won't argue about the footfall, but claims about frequency of shop visits and average spend have been made by other widely available products and services, and I doubt if many retailers take much notice of them.

Several retailers have talked to me over the years about PayPoint, and their main concern has been that too many of its users were not buying other products, and their transactions were tying up their shop staff for next to no return.

I recall one west country retailer ringing me up in a fury about people coming into his shop to use PayPoint, and then doing their shopping a couple of doors away. It was so different with the

lottery, he said.

My explanation, for what it was worth, was that the PayPoint user who hands over payment for a bill gets only a receipt and probably wishes they could have spent the money on something else, whereas the lottery player gets a ticket to a dream.

PayPoint refers to its users as customers, but in my view they are not its customers: they are customers of the companies or public bodies whose bills they are paying or whose tickets or top-ups they are purchasing. PayPoint's customers in this context are the retailers who host its terminals and deal with its users' payments.

Viewed from this standpoint, I simply cannot understand why small independent businesses



**Why should small independent businesses collect payments on behalf of large public companies, local authorities and government agencies for less than the cost of doing so?**

should be expected to collect payments on behalf of large public companies, local authorities and government agencies for less than the cost of doing so.

The figures are shocking, as PayPoint agent Mo Razzaq's recent letter to RN proved; it showed how a month's transactions totalling almost £35,000 had earned him commission of only £159 – which was not even enough to cover the cost of banking the cash, let alone provide a contribution to his staff and overhead costs.

And from this weekend, PayPoint is tightening the screw again, reducing the maximum commission payable on TV licence and energy payments to 7p and on general bill payments to 10p – an amount that will pay the wages of a minimum wage employee for just 39 seconds and 55 seconds respectively.

This is exploitation – there is no other word for it – and I am fairly confident that PayPoint is finally going to be called to account over it, if not by the competition authorities for abusing its market power, then by some of its retailers.

Ultimately, the matter is in the hands of individual retailers. They can continue to put up with PayPoint's meagre and falling commission rates, treating the service as a loss leader; or they can risk a row with PayPoint by making a supplementary charge for the service, perhaps waiving it for their regular customers; or they can pull the plug.

It's not an easy choice, but it's vital that PayPoint is made to understand that retailers have one.

### \* A great idea... in theory

**+** Sound and clear advice on compliance with laws and regulations affecting their businesses is essential for independent retailers, and ideally it should come from a single source. So I agree in principle with the NFRN's decision to ask the London Borough of Islington, the local council for its head office, to become its primary authority on trading standards matters. How it will work in practice, however, is another matter. I'm not sure that a rural retailer in East Sussex who is questioned by his local TSO about the way he's doing something will feel comfortable about saying: "This is how they do it in Islington." Other East Sussex retailers may also wonder why they've been told by their TSO to do it one way, while the shop in the next village has been told he can do it differently.

● **COMING SOON: RN goes out on the road with Islington council trading standards**

*Neville Rhodes is a former retailers and freelance journalist*



“I tripled my sales of Grazia by using the advice in RN”

Alan Waterson,  
J Walsh Newsagents  
High Wycombe

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# ACADEMY IN ACTION



Imperial Tobacco's Michael Lockhart advises Kate Clark on her tobacco availability

Share  
ideas  
and  
progress

@IAAcademy #IAA15



## Availability

Knowing which products to stock is key for any retailer, but failing to maintain full availability of them will have a severe impact on profits. The IAA's Tom Gockelen-Kozlowski visited Kate Clark's store in Upton-upon-Severn with Imperial Tobacco's Michael Lockhart to discuss how retailers can get availability right



Name Kate Clark

Store Sean's News

Location Upton-upon-Severn, Worcestershire

Size 750sq ft



The Independent Achievers Academy is a business development programme to help retailers like you improve your store. This is the 3rd in a series of 12 features that help show how retailers are using the Academy's advice to grow their sales.



Sean's News, a busy newsagents in the heart of Upton-upon-Severn, is on the cusp of its annual tourist season as the IAA and Imperial Tobacco drop in to talk about availability. "In the summer we get a lot of holiday-makers coming into the store and I've got to know some of them well because they come back year after year," says owner Kate Clark. Although she welcomes the extra footfall and increased customer base which local campsites and the regular festival calendar bring, this does present challenges. What do these customers want? How can she make sure she's got it in stock? Availability is therefore a crucial issue for Kate and her staff: "It's something we've worked really hard on over the past six months."

### My challenge

Availability is challenging enough when your customers have regular buying habits, but the tourist season and customers' preference for cheaper products means it's even harder to maintain in Kate's store.





# IAA ADVICE

1

## Try to ensure you have at least 96.5% availability across the store

Kate worked hard with her Imperial Tobacco rep over recent months to improve availability of her cigarettes ahead of the display ban. "Kate started with a tobacco availability rate of 79% and she's now running at about 96.5%," says Michael.

This is a great performance, the benchmark level for the IAA, but that final few per cent represents just one or two brands out of stock, which Kate and her Imperial rep can now work on.

"It's about isolating the brand or brands where there are issues and then looking to see if that product is in growth or what other reasons there might be for it selling out," says Michael.

He says Kate's availability shows that she is ready for any challenges the display ban poses.

2

## Keep shelves filled throughout the day

Kate is proud of her support for local producers, but seasonal peaks in sales cause a challenge with availability. One of her favourite suppliers is luxury chocolatiers Hamiltons, from the neighbouring county of Warwickshire. She has built a cabinet next to her counter purely for its chocolates and drives to the supplier when she's running low.

With a summer rush expected imminently, Michael suggests Kate starts monitoring and recording sales data for her local produce too, which doesn't currently appear on EPoS reports.

This activity already helps her maintain availability in her core categories such as confectionery, snacks and tobacco and could deliver higher availability for other lines too.

3

## Train your staff to look for and avoid out of stocks

Kate's store has recently received an award for being a top local employer, and apprentices are trained in all the skills needed for good store management. Michael suggests, therefore, that Kate delegates management of one of her newest additions, a hot dog counter, to one of her charges.

Products like hot dogs – which have only a short sales window but are bought for immediate consumption – present unique challenges to retailers.

With Kate's store seeing up to 75 sales per week, it is important to ensure that staff understand who is buying these snacks, and when, so that availability is consistently high.

Giving responsibility to a junior member of staff will also help give them confidence, Kate says.

## WHAT WE LEARNT



**Michael**  
says

"Kate has a diverse range of customers and she clearly listens to what they say and knows what they want. I've been really impressed with Kate's commitment to her business, particularly availability. Her consistent level of high availability on tobacco is a reward for her hard work and the application of good stock management and ranging practices."

### Michael Lockhart

Availability executive, Imperial Tobacco



**Kate**  
says

"Today has been very useful and it's always good to talk to people who can help you deal with current trends and better prepare for the future. One thing I've learned is that my team can play a big part in making our availability even better. It's really given me encouragement that I can make changes and hopefully get into the top 12 IAA stores this year. Working with suppliers is going to be key to this."

### Kate Clark

Sean's News, Upton-upon-Severn



**Michael**  
advises Kate  
to hand over  
the management  
of her new hot  
dog counter to  
one of her staff

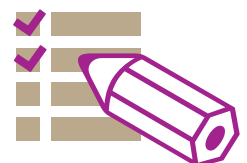
## Kate's action plan

- ☐ Work with tobacco reps to analyse sales figures, identify out of stocks and ensure 100% availability
- ☐ Record sales of local produce to identify patterns
- ☐ Delegate management of hot dog counter to ensure availability at key times of day



## Your action plan

- ☐ Go to [betterretailing.com/IAA](http://betterretailing.com/IAA) to download the free tools to improve your store
- ☐ Complete the benchmarking form by **26 June** to enter the IAA and be in with a chance to receive a mystery shop visit
- ☐ Email [iaa@newtrade.co.uk](mailto:iaa@newtrade.co.uk) to order your copy of the IAA's Retail Profit Guide



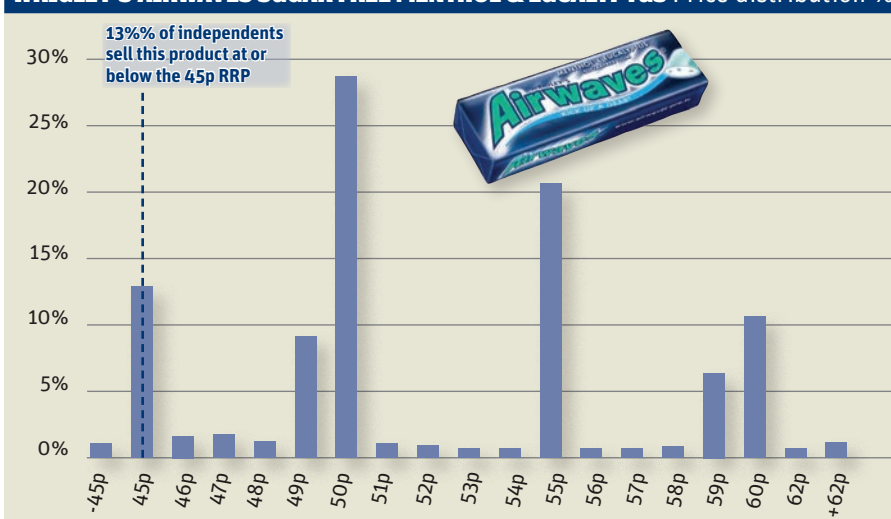
# PRICEWATCH

## CHEWING GUM

### BEST-SELLING CHEWING GUM PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Wrigley's Extra Sugar Free Peppermint 10s	50p	40p	59p	40p	59p	42p	45p
Wrigley's Extra Sugar Free Spearmint 10s	50p	40p	59p	40p	59p	42p	45p
Wrigley's Extra White Bubblemint 38g	54p	49p	59p	49p	89p	50p	–
Wrigley's Extra Sugar Free Cool Breeze 10s	50p	40p	59p	40p	59p	42p	45p
Wrigley's Extra Ice White 10s	54p	49p	59p	49p	59p	50p	50p
Wrigley's Airwaves Sugar Free Menthol & Eucalyptus 10s	53p	45p	54p	45p	54p	45p	45p
Wrigley's Extra Sugar Free Strawberry 10s	50p	40p	59p	–	59p	–	45p
Wrigley's Airwaves Cherry Menthol 10s	53p	45p	54p	–	54p	45p	45p
Wrigley's Doublemint 7s	46p	39p	43p	40p	43p	42p	55p
Wrigley's Hubba Bubba Apple 35g	44p	39p	–	40p	–	40p	40p
Wrigley's Extra Ice Citrus 38g	53p	49p	59p	–	59p	50p	–
Wrigley's Airwaves Sugar Free Blackcurrant 10s	53p	–	54p	–	–	45p	–

### WRIGLEY'S AIRWAVES SUGAR FREE MENTHOL & EUCALYPTUS Price distribution %



## Pricing strategies

### RETAILER

# 1



**NAME** CONRAD DAVIES

**STORE** Eurospar

**LOCATION** Pwelli, Gwynedd

**SIZE** 2,900sq ft

**STORE** neighbourhood

We stick to Spar's neighbourhood price band, which is slightly higher than the supermarket band that our other shop uses. Customers tend to be happy to pay a higher price within convenience, where purchases are more impulsive. For our supermarket store, on the other hand, people expect a lower price. All brands sell equally well, in particular Wrigley's Extra Ice white. We merchandise all of our gum next to the confectionery aisle, whereas in our supermarket store we put it all next to the till. Gum sales are consistent all year round.

### RETAILER

# 2



**NAME** PAUL MATHER

**STORE** Sherston Post Office

**LOCATION** Malmesbury, Wiltshire

**SIZE** 1,350sq ft

**TYPE** village

We go with the RRP's given to us by Bestway, which I find give us adequate margins. Ever since Wrigley redesigned Extra I've been trying to get a rep in to update my fixture, because the stickers and PoS material on it don't match the products anymore and I don't think that looks very professional, but it's like trying to get the Pope in. We have two stands for mints and gums, which we merchandise by each till. My main priority now is to get the fixtures refreshed and bestsellers updated.



➡ **Nadia Alexandrou**

✉ nadia.alexandrou@newtrade.co.uk

☎ 020 7689 3350

## RETAILER

# 3

**NAME STEVE CUTHBERT**

**STORE** Spar

**LOCATION** Alsager, Cheshire

**SIZE** 2,500sq ft

**STORE** neighbourhood

Spar has different price recommendations depending on which tier of store you fit into. We fall into the neighbourhood one, which is in one of the higher price bands. Our bestsellers are Extra lines, with the Peppermint, Cool Breeze and Spearmint flavours as the top three. That's no surprise given that Extra pretty much dominates the market. We merchandise gums on two shelves in front of the till, which helps encourage customers to buy them on impulse. Spar will sometimes do promotions here, which we pass on to customers.



## RETAILER

# 4

**NAME PAUL KEYS**

**STORE** Key News & Stores

**LOCATION** Sheffield, South Yorkshire

**SIZE** 500sq ft

**STORE** secondary road

We normally price a few pence above RRP, given that this is a largely impulse category. I haven't noticed a direct impact on Extra sales since they were rebranded, and the Peppermint and Cool Breeze flavours still remain bestsellers in our store. I put all gum directly in front of our till, to encourage more impulse purchases. Apart from the Extra rebrand, I've not noticed any real change in the market in terms of products or trends. Sales have remained consistent over the years.



## RETAILER

# 5

**NAME ANDREW WRIGHT**

**STORE** Wright Way

**LOCATION** Rackheath, Norfolk

**SIZE** 550sq ft

**TYPE** residential

We generally stick to RRP. It's normally people who are buying newspapers that tend to pick up a stick of gum on impulse at the till. Wrigley helped arrange our gum category and put in a counter top unit by our till, and our bestsellers are Extra products, including Cool Breeze, Strawberry and Peppermint. However, Airwaves always do better in the winter, as people tend to choose them when they have a cold. I haven't noticed any significant change in sales since Extra's redesign, but I'd have to check EPoS data to be sure.



# THE ENTREPRENEURS

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



## AKIO MORITA

### Route to the top

Akio Morita, the co-founder of Sony, changed the face of Japan's technology industry. Born in 1921 as the eldest son of a wealthy sake-brewing family, Morita broke with tradition by leaving his family business in his mid-20s to set up a tiny electrical engineering firm inside a bombed-out department store building in Tokyo. The start-up, founded with his partner Masaru Ibuka in 1946, rapidly expanded to become one of the world's most iconic consumer electronic brands. Defying convention helped push Sony's products

into the international market, starting with the pocket-sized transistor radio in 1955, and ending with the Walkman in 1979, which heralded the age of mass-market, portable music.

### Key achievements

- Before Sony, Morita was commissioned as a sub-lieutenant in the Imperial Japanese Navy, and served in World War II.
- Morita was vice chairman of the Japan Business Federation.
- He was also a member of the Japan-US Economic Relations Group, also known as the "Wise Men's Group".



### Lessons for your store

- 1 Create a strong brand strategy – Morita kept Sony's prices competitive during a period when Japanese goods were seen as poor-quality.
- 2 Use a strong sales pitch to create demand – Morita said the Walkman would not have been born from just asking consumers what they wanted.
- 3 Have a long-term business plan – Morita often criticised the US industry's preoccupation with short-term profit.

# RETAILER PROFILE



## It pays to stay ahead

While stores around him stood still, Glasgow retailer Naresh Gajri secured a great future for his by constantly innovating and evolving. Now, as the only surviving independent in his area, he's looking to build even more customer loyalty.

**Chris Rolfe reports**

**T**wenty six years ago, Naresh Gajri was starting out in retail with a c-store in a tough suburb of Glasgow, making £3,500 a week by selling newspapers and alcohol.

Today, that same store has doubled in size to 2,900sq ft, offers an extensive convenience range and post office, has loyal customers shopping by the basket load and has increased weekly turnover to £40,000.

This success, says Naresh, can be attributed to a mixture of regular refits, strong community links and a constantly updated range of products and promotions, while a decision back in 1991 to become one of the first stores in Scotland to trial direct deliveries and the Premier format with Booker has also paid huge dividends.

"When we first took over, the store hadn't been changed in 20 years. We upgraded it in 1997, bought the unit next door in 2006 and knocked the two units together. We also had another major refit two years ago," says Naresh. "There used to be four stores in the area but the others are all closed now because they didn't move with the times, but we refurbish ours regularly."

The most recent refit has had a big impact on the store, he says.

"We had a brand refresh, removed three internal walls, moved the till and post office counters and installed a new ceramic floor and ceiling. We also added LED lights and

low-energy chillers, which has saved us £800 a month on electricity."

The refit also gave Naresh the space and opportunity to extend the store's range and promotions to tailor his offer more closely to suit the needs of local customers.

"We decided to add Polish food because there are 400 Polish families living nearby," says Naresh. "I have two Polish members of staff working here so they suggested what I should stock."

He was also able to add a large section for £1 household non-food items which has drawn customers in.

An extensive range of Euro Shopper crisps, drinks and cakes, and Mega Deal offers on packs of Daz and Surf and multipacks of Coca-Cola have proved most popular in recent months, he says.

"We've got Morrisons, Tesco, Asda and Sainsbury's all within two miles of us, but our shoppers prefer to do little shops here and some come in three times a day."

Another key to the store's success is the relationships built with customers and the local community by Naresh and his team of 12 staff, many of whom have worked for him for over 15 years. A mixture of sponsoring two kids' football teams, donating food and drink to local fundraising events at the nearby church and giving money to local charities earned Naresh a "Local Hero" award from the church.





**I read RN regularly to get updates on new products before I try them out"**

**NARESH GAJRI**



**Naresh Gajri focuses on community service to build a successful store**



**"There used to be four stores in the area but the others are all closed now because they didn't move with the times, but we refurbish ours regularly"**

His efforts have helped the store forge links with its regular customers too. So when a shoplifter targeted the shop recently, it was regular customer who stepped in to protect Naresh's wife and send the would-be thief packing, he says. And another customer was quick to offer to clean the store's ATM when it was recently sprayed with graffiti.

"We don't have problems here because we've been here such a long time and know 99% of our customers. They see this as their local store, and if anyone gives us grief one of the locals will step in and help sort it out."

In the past month, Naresh has updated his range again, this time adding packs of Booker's pricemarked fresh meat range, Butcher's Market, so that customers can buy whole chickens for £3.99 and packs of chicken breasts for £2.99. As a supporter of Scotland's "Eat Better Feel Better" scheme, Naresh has also added to his fruit and veg range, and now offers customers price-marked cauliflowers, broccoli and plums.

His new additions are already paying dividends, he says. "Now that we have good displays, customers have gone from buying one or two items to buying full baskets and some can spend up to £30 or £40 a time."

#### **VISIT MY SHOP**

**Premier Cranhill Convenience Store**

10 Lamlash Crescent,  
Glasgow  
G3 3LQ



**Want to see more of Naresh's store? Go to [betterretailing.com](http://betterretailing.com)**



# BRAND COALITIONS



PA Photos

Working together helped the coalition survive for five years

Remember the coalition government? That heady romance between Tories and Liberal Democrats may be over, but **Tom Gockelen-Kozlowski** thinks their example is one the industry should follow. Here, he outlines how brands and store owners are working together

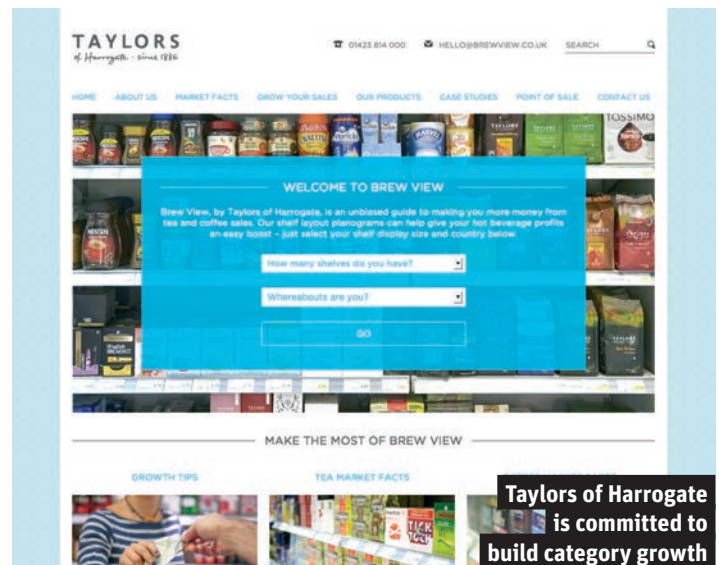
## Stronger together

**S**o the fog of the election campaign has been replaced by Britain's first majority government in five years. After presenting our core brands manifestos last month, we thought we'd continue the theme.

To commemorate the end of our coalition era, RN decided to ask

three retailers and three suppliers how they're working together – if not in the national interest – then to ensure that their service, availability and sales are the very best that they can be.

Read on to find out how brands are investing in your channel and the kinds of benefits retailers like you are gaining from it.



## Taylors of Harrogate

How are you working with independent retailers this year?

**Hannah Barnes**

Category executive at Taylors of Harrogate



"We are increasing our presence with retailers through our trade website [www.brewview.co.uk](http://www.brewview.co.uk). We are also working directly with stores to analyse their hot drinks EPOS sales, combining it with our market data and knowledge of shopper trends to create the best possible range of products which can increase their sales and profits. By developing bespoke approaches with each retailer, we are able to understand their shoppers and what works for their store. One size doesn't fit all when it comes to convenience store ranging and therefore each planogram must be unique to each store."

## Retailer perspective

**Jamie Keshwara**

Nisa Local, Whittlesey, Peterborough



We were approached to work with Taylors of Harrogate on our hot drinks category. They have knowledge about trends in the category which we, and even our symbol group, are unlikely to know about in as much depth. After visiting our store and looking at the sales data they made some changes leading to a sales rise of around 10% in just a few months.

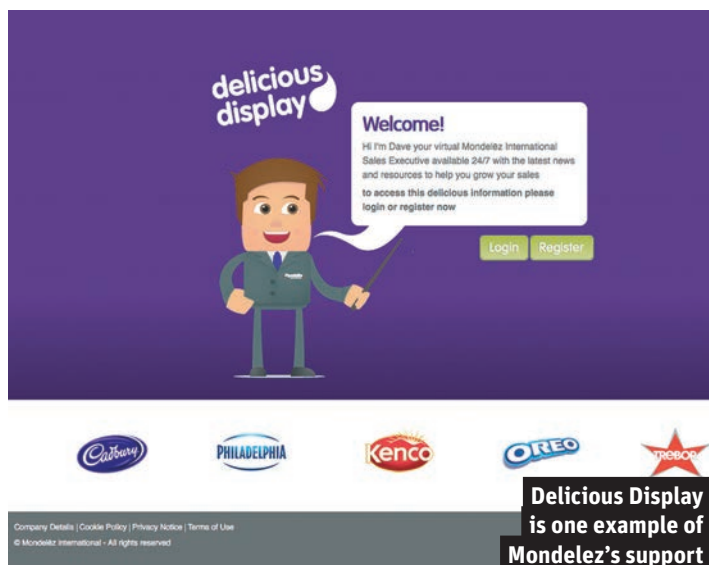
## What they did

- Looked at our EPOS data to analyse our sales against national and local trends.
- Took our fixture apart and relaid it under a new planogram developed specifically for our store.
- Introduced sub-sectors that have become mainstream such as herbal teas.
- Showed us that some more expensive lines, such as Nestlé's Dulce Gusto, sold less but were worth stocking because of the higher profits.



**Taylors of Harrogate have knowledge about trends in the category**





## Mondelez

**How are you working with independent retailers this year?**

**Susan Nash**

Trade communications manager at Mondelez International



We pride ourselves on helping retailers to be successful by offering category advice, as well as constantly investing in and innovating in all of our categories. During their visits, our team of sales development executives provide advice on how best to display and develop retailers' category sales growth by providing planograms to stores while always offering displays for new products to drive further shopper footfall and impulse sales. For all other retailers, we have created our Delicious Display which aims to deliver great category advice on confectionery, biscuits, coffee, hot beverages, cheese and chilled snacks. The website is available 24/7 in an easy-to-use format.

### Retailer perspective

**Chris Shelley**

Shelley's News, Horsham West Sussex



While other suppliers have been cutting back on rep visits, Mondelez have really invested in this and we have a very good relationship with ours. This has meant that we've kept up to date with trends in the market but also that they've been there to support us with extra stock and with seasonal events.

#### What they did

- Work on our range and build a planogram to suit our store.
- Supplied us with extra stock so we have enough during busy times.
- Helped us to include more larger format chocolate bars as the market has shifted in that direction.
- Provided PoS and advice for seasonal events including Easter and Christmas when many of their products sell at their highest rate.



**While other suppliers cut back on rep visits, Mondelez invested in this**



## Mars Petcare

**How important is it for independents to work with suppliers like you?**

**David Minton**

Channel director at Mars Petcare



"The pet food category is currently worth a staggering £2bn, which is more than breakfast cereals and take-home savoury snacks. To really unlock sales opportunities, retailers need to ensure they are making the most of their pet food range by stocking a selection of best-sellers to meet the needs of pet shoppers who on average spend over 50% more than non-pet food shoppers. While in store purchasing food and treats for their pets, owners are also buying into more categories and contributing to an overall higher basket spend."

### Retailer perspective

**Kay Patel**

Global Foods & Wine, London



We were approached by Mars Petcare who wanted to relay our petfood range to introduce subsectors that we hadn't focused on before. It's really important for us to get our range right because a lot of pet owners live near the store and will buy from us because they don't want to go to the supermarket and have to carry their shopping all the way home. ●

#### What they did

- Changed our range to fit the planogram which Mars had developed
- They also made sure that I was stocking all the bestsellers that they recommend
- They introduced luxury petfood products which have continued to sell well since.
- Provided PoS that helped to make the category more eye-catching such as units to make Sheba and Cesar stand out on the fixture



**It is really important for us to get our range of petfood products right**

# WHAT TO STOCK

Are your shelves packed with sharing bags, premium ciders, multipacks and £1 chocolate blocks? According to our latest What to Stock data, they should be. **Chris Rolfe** and **Tom Gockelen-Kozlowski** bring you the main headlines from this year's guide

## Don't miss more sales



**W**hat to Stock data, exclusive to RN and based solely on the sales of independent newsagents and convenience stores is valuable for many reasons.

As you'll see in this week's guide it can form the basis of a range review, staff training or simply highlight major sales opportunities that you are missing out on.

It also provides a snapshot of our fast-moving industry and has traditionally highlighted a dominant trend for that year in convenience. In previous years this has been the continued march of own label alternatives, the overwhelming success of new products or the unceasing growth in pricemarking.

All of these trends are still having a major effect on businesses nationwide, but it is a sign of the ever-more sophisticated nature of the industry that it is no longer possible to isolate one clear 'lesson' from the data. Instead, many trends, innovations and new formats are having an effect on sales. Here, we outline some of the biggest.



**Multipacks certainly made a strong showing in last year's tables, but this year their rise was unmissable**



## WHAT TO STOCK The headlines

### The day of the multipack is here

Multipacks certainly made a strong showing in last year's tables, but this year their rise was unmissable, whether that be the new 4-packs, 8-packs and 15-packs in the beer chart, the Heinz Bean Trio Pack or Cadbury's Wispa, Double Decker and Twirl 3-packs. Consumers clearly understand the value these packs offer, so don't forget to stock up on them.



### Customers love large formats, figures show

Perhaps the most prolific success story on this year's charts, large formats made their mark everywhere from cider, biscuits and gum to sharing bags, crisps and



hot drinks. To tap into this trend, 200g coffee jars, family biscuit tins, chewing gum bottle packs and 3l bottles of cider are the products to focus on, as well as confectionery sharing formats on brands such as Revels and Minstrels treat bags.

### Premium cider brings premier league profits

This might not be a new trend anymore, but it continues to be a growth area, with strong sales for Bulmers and Rekorderlig marking them out as Ones to Watch this year. Kopparberg, meanwhile, remains comfortably mid-table and Strongbow Dark Fruit now firmly established among traditional ciders in the top 10. These premium-priced products may be the polar opposite of the aforementioned 3l bottles, but both are growth trends.







## We're all sinking the pink!

In a category first on the wine table, a rosé – from Echo Falls – took the top spot this year, reminding retailers not to underestimate what some might consider the Cinderella of the wine colour spectrum. Pinot Grigio is worth a mention here too, as three variants climbed onto the bestsellers table this year.



## The £1 chocolate block

The popularity of £1 chocolate blocks – and the threat to sales when suppliers price above the pound-line – has filled many a column inch in RN recently, but if you want proof of the power of this trend in action, you'll find it on this year's chocolate table. Galaxy Smooth Milk leapfrogged from outside the table to top place, while Cadbury Dairy Milk, Galaxy Caramel and Galaxy Cookie Crumble were new entrants, joining three other Cadbury bars already in the chart. As the average price of a countline is now 60-80p, bigger bars are gaining significant traction.

## This launch is forever, not just for Christmas

Many hit the market, but few have the power to make it into the top 25 bestsellers, let alone stay there. Just a handful of 2014 launches – including Starburst FaveReds, Rowntree's Fruit Pastilles Froosions and Cornetto Choc 'n' Ball – made our chart this year, so make sure you have them in stock. Meanwhile, Strongbow Dark Fruit and Wrigley's Extra White Bubblemint, which launched the year before and charted strongly this year too, are examples of launches that have become permanent bestsellers.

## E-liquids rule the waves

Proof that another much-written-about trend is making its mark in independent stores can be found on the e-cigarettes and e-liquids table, which contained no e-liquids last year, and now counts Vivid and Blu lines among the top sellers. The table is very different to last year in terms of the e-cig brands – such as Blu, Vaporiz and Vivid – that feature, revealing a young market in development. But the wealth of starter kits that rank and the low distribution figures reveal a sales opportunity that is yet to be exhausted.



## The time for liquitabs is now

Admittedly, laundry products don't normally make RN's headlines, but this year they are worth a mention for the fact that independents seem to have cashed in on so many modern formats in the past year, instead of sticking doggedly to powders.



Of nine new entrants, seven were liquids, liquitabs and capsules, which often proved more profitable to stockists.

## They're cigarettes packs, Jim, but not in the size that we've known them

There's little wriggle room for tobacco manufacturers to innovate their products and with the TPD about to limit the minimum sizes of tobacco products options will be restricted still further. Before that, however, and to keep prices down in an age of soaring tax and duty, manufacturers have been reducing the number of cigarettes in packs from 20 to 19. Giving consumers a more eye-catching pricepoint the smaller formats have been a roaring success and now make up 16 of the 25 places on our table. Only premium cigarettes seem unaffected. ●



As the average price of a countline is now 60-80p, bigger bars are gaining significant traction

## What to Stock in numbers

# 780

products are featured in this year's What to Stock

# 36

products are priced at £1, highlighting the power of value

# 7

launches from 2014 earned a place in this year's table, down from 12 the previous year

# 152

new entrants in total join our 26 tables

# 25

Ranking multipack products stand as testament to the rise of the format



# BREAD & BAKERY

It's no secret that bread sales have struggled over the past few years, but changing buying habits have driven suppliers to become increasingly innovative to win more customers. **Nadia Alexandrou** profiles six key shopper types at the focus of these efforts

## Raising your sales?



Pain au chocolat – worth getting out of bed for

### Up on a Sunday

Sunday mornings are one of the best times to catch customers and tempt them with a piping-hot pastry to go with their Sunday newspaper and pint of milk.

**In the market** “Freshness is a key factor when shoppers are buying bread and bakery items, which is why with our support team, we train our retailers to bake little and often rather than the traditional ‘one bake a day,’” says Aoife Kenny, head of retail at Cuisine de France-owner Aryzta Food Solutions. The company’s strategy is built upon the fact that more than four out of 10 customers would visit more frequently if a store’s bakery range was improved, while shops with an in-store bakery were also rated higher for quality by shoppers.

**Freshness is a key factor when shoppers are buying bread and bakery items**



Families are a key customer group

### Shopping for the family

Once parents have dropped the kids off at school, they will have time to spare before work and may drop by your store to pick up a few things for the kids’ breakfast tomorrow.

**In the market** ‘Half and half’ bread is one solution to the age-old battle between health-concerned parents and fussy children, and brands such as Warburtons and Kingsmill have gained new half and half ranges over the years “to provide families with essential fibre as part of a balanced diet”. Kingsmill Great White, for example – a soft white loaf that has as much fibre as wholemeal – was re-



portedly the biggest FMCG launch of 2014 and is now one of Allied Bakeries’ best-selling loaves.



### Looking for nostalgia

People like the comfort of nostalgic goods such as crumpets and muffins and suppliers are helping travel down memory lane.

**In the market** Suppliers are also focusing on updating teatime classics to encourage sales from nostalgic customers. Launched in March last year, Kingsmill Square Crumpets attracted new customers to the segment, with over half not having bought crumpets in the previous

12 weeks. “Bakery favourites, such as crumpets, pancakes, muffins and waffles, is an area that remains hugely popular,” says Allied Bakeries’ category director Martin Garlick, whose company says it will continue to invest in this growing market segment.





## Off to work

Commuters are increasingly time-pressed and your coffee and pastry range has never been more welcome than during the morning rush hour.

**In the market** Cuisine de France supplies retailers with market insight in order to communicate how dynamic this sector is. This includes the recent Allegra Coffee Shop Report which shows that almost two thirds of consumers want something to eat when they buy coffee. "Consequently, we're advising convenience retailers to position pastries by their coffee machines," says Cuisine de France's Aoife Kenny. The company is currently communicating products in its own range that sell best with coffee, including the large croissant, maple & pecan plait and ring doughnuts.

## On a budget

The economy might be growing, but many are still not feeling it and need to keep to a tight budget. Here, every penny counts.

**In the market** Allied Bakeries now offers the majority of its Kingsmill products – including Tasty Wholemeal, Kingsmill 50/50, Great White and Kingsmill Pancakes and Crumpets – in £1 pricemarked packs. Kingsmill Sandwich Thins will follow later this month. Similarly, Spar wholesaler James Hall recently promoted its new premium white and wholemeal loaves at 75p – which began February and ends this month – as well as knocking 40p off its Luxury Belgium Hot Cross Bun and Fruit Loaf. "These products offer customers both great value and high quality produce," says James Hall & Co's sales and marketing director Peter Dodding.



## Gluten-free is now as mainstream as vegetarian and organic

## Foodie: Retailer innovation

Fresh, quality and provenance: nothing less will do for these customers who actively steer clear of processed foods and are keen to support local businesses. One retailer has taken the category into his own hands.



### Mehmet Guzel

Simply Fresh, Bethnal Green, London

**ON THE SHOP FLOOR** Having an already impressive fresh offering in other categories, Mehmet decided to do the same for bread when his Mehmet's local café started to make its own range. By just stocking this range, the shop went from selling roughly 20 loaves a week to 330 loaves, and on a good Saturday can sell up to 110 loaves. "I think, after generations of people accepting sliced bread, people want real bread, the type of crispy fresh bread that you'd previously buy just when you're on holiday," he says. Variants such as seeded and rye also do well for his 'foodie' customers, and he also sells on average 15 loaves of Cuisine de France's seeded bread every week.



## With special dietary needs

Whether they are one of the growing number of coeliac sufferers in the UK or have just read Gwyneth Paltrow's celebrity lifestyle site GOOP, these customers will need gluten-free or dairy-free alternatives.

**In the market** Last month Warburtons launched its first artisan free-from range to meet these customers' needs, including a Classic White Artisan Loaf and White Sourdough Artisan Cob. "With nearly a tenth of the population buying into the gluten-free category, we will continue to raise the bar with our 2015 products to provide consumers with even more choice," says Warburtons' free-from director Chris Hook. One of the largest natural and organic wholesale distributors, Tree of Life,

has updated its free-from buying guide, claiming that this market has completely opened up. "Gluten-free is now as mainstream as vegetarian and organic. This means it's vital for all retailers to reflect this in their product ranges – not just specialist health food stores," says Mike Kilcourse, its commercial director. ●



**For more category management advice, go to [betterretailing.com/bakerycat-managament](http://betterretailing.com/bakerycat-managament)**

# INDUSTRY PROFILE

## Sunday Sport

It's had its knockers in the past but, says managing director Mark Harris, keeping abreast of trends in the industry is vital to keep Sunday Sport sales statistics from plunging

**RETAIL NEWSAGENT Can you talk our readers through the planned changes for the Sport titles?**

**MARK HARRIS** From this Sunday, we are producing our titles with covers that are basically the same in terms of style and content as the other traditional red tops, particularly The Star, but also The Sun and Mirror.

It's a move we've been looking to do for about a year and various things have meant that now is the time to do it. We have just launched a brand new website, Sport Plus, which is an added-value website readers can only access via a code that will appear in the paper. We think it will be very good for our business in terms of consolidating readership.

It's not so much about trying to climb and gain readers because that's proving almost impossible for all titles. It's about keeping the readers you've got.

**RN Where would you like to see the Sport titles positioned in independent stores?**

**MH** Our message to independents is that they can display them with confidence alongside The Sun and The Star as opposed to underneath the Angling Times or Motor Cycle News.

If they do that, they will sell more newspapers, which will make us more profitable and help us to consolidate our position at these very difficult times. More importantly,

from a retailer point of view, it will generate more business for them.

**RN Is there any plan to change the editorial focus of the titles to bring them further into line with other red tops?**

**MH** No. We have a unique selling point, which is that we are more fun and sexy than The Star and The Sun. We would be loath to try and change what our readers like. We have a very loyal readership and they come to us for a reason.

**RN How did you come to the decision to tone down your front covers?**

**MH** Over the past two years, we've had issues in terms of the political climate post-Leveson and Child's



**We have a unique selling point – we are more fun and sexy than The Star and The Sun**

Eye campaigns. Things culminated 18 months ago when the Co-op decided that anything constituting a lads' mag or similar would have to be polybagged and we decided that wasn't economic for us.

**RN How important are independent retailers to your model?**

**MH** Independent newsagents have always been a very big part of our business and we've always done everything we can to help support them where we possibly can.

**RN Why should independents support the Sport titles?**

**MH** One, we have margins of 24.3% – one of the highest in the industry. Two, we are only in a few of the smaller multiples – McColl's and One Stop.

We are not available in any of the bigger retailers. The bulk of our sales are through independents. We offer newsagents a reason for people to come into their stores because they know they can buy our product there.

**RN With these changes, will you be attempting to compete with other titles on the newsstand?**

**MH** Not at all. We have always felt that a lot of Sport title purchases are secondary purchases, alongside another newspapers. Sport readers have traditionally bought the Sport alongside The Sun or The Star, or even The Times and The Telegraph.

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

**Company** Sunday Sport Ltd

**Managing director** Mark Harris

**Company history** Founded in 1986,

the Sunday Sport became famous for sensationalist news stories and topless shoots. It briefly stopped publishing after its former owner went into administration in 2011.

**Latest news** The Sport titles are toning down their front pages to bring them into line with the Star and Sun in a bid to encourage independents to display them on the newsstand, rather than hidden under other specialist titles.



\*\*

\*\*



**COMING UP  
BETWEEN NOW  
AND SUMMER IN**

**RETAIL**  
**NEWSAGENT**

### **BARBECUE SEASON IS HERE**

Our toolkit will give you everything you need to profit from this al-fresco trend



### **WEBSITES AND APPS**

Embrace the future and make your life easier by utilising your smartphone

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

### **THE RIGHT FIT**

What's the benefit of joining a symbol group and how do you pick the one for you?



### **PLUS**

- Spice up your sales with our guide to international foods
- Get your children's magazines right for the summer break
- Be a c-store sommelier with just a handful of wine facts



# PREVIEW



## Pocket money Boost

Boost is offering 20 retailers the chance to win £1,000 in its 'Grab a Grand' promotion launching next month.

**RRP** various

**Outers** various

**Contact** 0113 240 3666



## New-look roll out

New flavours and pack designs are being added to the Cadbury Mini Rolls range this month, backed with a £1 ad campaign.

**RRP** £1.39

**Outers** not given

**Contact** 01727 815850



## Tackling a taboo

Tena Lady has launched a £3m marketing campaign to 'challenge the taboos surrounding bladder weakness'.

**RRP** various

**Outers** various

**Contact** 0870 333 0874



## Surf to relaunch

Surf is relaunching its core laundry range with new packaging and formulations backed with £1.6m marketing spend.

**RRP** various

**Outers** various

**Contact** 01293 648 000



## M&M's limited edition

Mars is launching limited edition packs of M&M's featuring its new Ms Brown character as part of its election campaign.

**RRP** various

**Outers** various

**Contact** 01753 550055



## Tic Tac treats

Ferrero is offering prizes including cinema tickets, watches and headphones in its 'Happy Rewards' promotion on Tic Tac packs.

**RRP** 55p

**Outers** 24

**Contact** 01923 690 300





### Pricemarked Walkers

Walkers is introducing pricemarks on its core Walkers and Quavers six pack multipacks.

**RRP** £1.50

**Outers** various

**Contact** 01189 306666



### Summer of Vimto

Vimto is launching a summer campaign that will see it provide more than one million free drinks to shoppers in the Midlands and north-west England.

**RRP** various

**Outers** various

**Contact** 01925 220 122



### The art of good wine

Campo Viejo has unveiled new bottle designs for its Campo Viejo Reserva wine under its latest Art Series campaign.

**RRP** not given

**Outers** 6

**Contact** 0208 538 4484



### Carlton addition

Imperial Tobacco is adding Menthol Superkings 19s packs to its value Carlton cigarette range.

**RRP** £6.40

**Outers** 10

**Contact** 01179 636636



### Smirnoff opens up

Smirnoff is investing £4.5m in its latest poster and outdoor campaign called 'We're Open', which will see the vodka support events over the summer.

**RRP** various

**Outers** various

**Contact** 0845 7515 101



### Ginsters' heroic gesture

Ginsters is supporting the Help for Heroes rowing team in their latest race in the World Pilot Gig Championships.

**RRP** various

**Outers** various

**Contact** 01579 386 200



# INDEPENDENT Achievers Academy

**£8K**  
PER WEEK

IAA WINNER  
EDDIE POOLE'S  
SALES INCREASE

after engaging  
with the IAA

## BE RECOGNISED

Entry gives you the chance of being named as a top independent retailer at our gala dinner, opening the way for further investment into the development of your business.



IDENTIFY WHERE YOU CAN  
BENEFIT FROM IAA SUPPORT AT

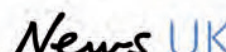
[betterRetailing.com/IAA](http://betterRetailing.com/IAA)



**"I significantly improved my business following the feedback from the IAA mystery shop."**

**BAY BASHIR**

IAA RESPONSIBLE RETAILING WINNER 2014  
LIFESTYLE EXPRESS BELLE VUE  
CONVENIENCE STORE





# THIS WEEK IN MAGAZINES

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## Round up



NICOLA STEWART  
Magazines  
reporter

## DELIVERING THE GOODS

It has hopefully been a busy couple of weeks for newsagents with the arrival of Princess Charlotte coupled with the conclusion of the election. There has already been a wave of royal baby souvenir specials and one shots released and more are expected to come as the first official photos are released. Publishers will be hoping for a repeat of the 'Prince George effect' (as Hello! magazine described it), with an audible increase in sales on every issue featuring the baby.

Hello! was one of the first publishers to put out a special issue and RN heard from a number of retailers who had strong sales in the first few days. It is worth dedicating some space at the front of the fixture, or where possible on the counter or in secondary displays, to make sure these issues have full facings. The one shots in particular are worth supporting as they have cover prices of up to £7.99.

The countdown to polling day was another instance of a national event creating an opportunity and I saw some amazing initiatives from independents.

Mark Dudden's window display promoting Private Eye (see page 14) was just one example of how retailers can push sales. For retailers who are a bit more pressed for space, it can be as easy as having a few issues next to the till, or even just posting on Twitter or Facebook. Social media is free and it only takes a couple of seconds to upload a few pictures. RN reader Eugene Diamond lets his customers know he is a destination for news by posting a selection of front pages every day. Promotions don't have to be complicated.

## Pick up the pieces

# JUST ANOTHER BRICK IN THE LEGO SALES WALL

**There's much mortar Lego than putting together a toy building from plastic blocks and this new collectable will build sales nicely**

**IF THE SUCCESS** of Immediate Media's Lego Friends magazine (RN's Launch of the Year for 2014) is anything to go by, this new sticker collection from Topps should be a must-stock for independents. Lego Friends, the Lego brand for primary girls, has taken off in the playground and this collection features all the main characters and their pets. There are 160 regular, kiss-cut and glitter stickers to collect, with packets of five stickers the pocket money-friendly price of 50p. Starter packs retail at £2.99 and come with a 32-page sticker album, six special stickers and five additional packets. The launch is supported by significant marketing activity.



**LEGO FRIENDS**  
On sale 14 May  
Frequency ongoing  
Price starter £2.99,  
stickers 50p  
Distributor Topps  
Display with other  
collectables

**BRAND NEW!**

**OFFICIAL LICENSED PRODUCT**

**ROAD TO  
UEFA EURO 2016™**

**ON SALE NOW!**

**ADRENALYN™**  
OFFICIAL TRADING CARD GAME

**STARTER PACK:**  
**£4.99** RRP

**TRADING CARD  
PACKET: £1** RRP

# THIS WEEK IN MAGAZINES



## Bestsellers Pre-school

Title	On sale date	In stock
1 Fun to Learn Peppa Pig	14.05	<input type="checkbox"/>
2 Peppa Pig Bag-o-Fun	04.06	<input type="checkbox"/>
3 Disney Princess	20.05	<input type="checkbox"/>
4 CBeebies	20.05	<input type="checkbox"/>
5 Fun to Learn Friends	21.05	<input type="checkbox"/>
6 Fun to Learn Bag-o-Fun	21.05	<input type="checkbox"/>
7 Disney Stars	27.05	<input type="checkbox"/>
8 Pink	03.06	<input type="checkbox"/>
9 Thomas & Friends	27.05	<input type="checkbox"/>
10 CBeebies Special Gift	20.05	<input type="checkbox"/>
11 In the Night Garden	27.05	<input type="checkbox"/>
12 CBeebies Art	20.05	<input type="checkbox"/>
13 Sofia the First	04.06	<input type="checkbox"/>
14 Something Special	10.06	<input type="checkbox"/>
15 Doc McStuffins	04.06	<input type="checkbox"/>
16 Disney & Me	27.05	<input type="checkbox"/>
17 Fun to Learn Favourites	28.05	<input type="checkbox"/>
18 BBC Toy Box	10.06	<input type="checkbox"/>
19 Thomas Express	20.05	<input type="checkbox"/>
20 Fireman Sam	03.06	<input type="checkbox"/>

Data supplied by



## MAKING MAGAZINE

Making Magazine, the UK's first contemporary craft title, is introducing a fresh new look in its June issue. With added content and new features, the issue offers 32 projects to celebrate summer including a trimmed summer basket. It also comes with a free supplement containing six seasonal wardrobe patterns. The title covers a wide range of techniques and disciplines, clear how-to guides and style advice.



**On sale 21 May**  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Seymour  
**Display with** Crafts Beautiful, Mollie Makes, Homemaker, Simply Homemade



## STARBURST

Ahead of the release of Jurassic World this summer, the world's longest running magazine of cult entertainment will be producing a special edition issue dedicated to the prehistoric world. The issue will delve into a time when dinosaurs ruled the silver screen and chase down the best games of today and yesteryear. It will also feature the classic sections 'things to come' and the 'blue box section' committed to all things Doctor Who.



**On sale 15 May**  
**Frequency** monthly  
**Price** £4.50  
**Distributor** Marketforce  
**Display with** Sci Fi Now, Empire, SFX



## DEBBI MOORE: INSPIRATIONS IN A BOX

Debbi Moore is a regular guest on shopping channels Ideal World and Create and Craft and the creator of Debbi Moore: Bringing Inspiration to You. In this special edition 'Elegant Moments Summertime' box, readers will find an array of art deco inspirations and crafts. The box comes with a variety of free gifts valued at more than £45 including unique materials and an exclusive step-by-step magazine.



**On sale 14 May**  
**Frequency** bimonthly  
**Price** £9.99  
**Distributor** Marketforce  
**Display with** Debbi Moore: Bringing Inspiration to You



## PARACORDZ FACTORY

Following the success of the Loom Bandz Factory one shot last year, GMC is launching Paracordz Factory, a new magazine with more than 30 paracord projects. The issue comes with free, brightly coloured cord and clips and offers full colour step-by-step pictures and written instructions to make each project easily achievable for children aged eight and over.



**On sale 21 May**  
**Frequency** one shot  
**Price** £6.99  
**Distributor** Seymour  
**Display with** Girl Talk Art, Pink



## CRYPTIC CROSSWORDS

Issue one of this new title from Puzzler sold strongly and retailers are asked to show support for the second issue. It is the only cryptic crossword magazine on the market that contains fully explained solutions, aiming to encourage the solver rather than baffle them. This 64-page title comes with a free pencil and a competition to win the Imitation Game on DVD.



**On sale 20 May**  
**Frequency** bimonthly  
**Price** £2.50  
**Distributor** Marketforce  
**Display with** Puzzler Collection, Pocket Crossword Collection

# COLLECTIVELY WHAT PUZZLERS WANT



**DISPLAY  
COLLECTIONS  
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**Take a Break**





## DOCTOR WHO ADVENTURES

The next issue of Doctor Who Adventures comes covermounted with three bouncy balls and a sheet of monster stickers. The only Doctor Who magazine for younger readers, this is the second issue of the title published by Panini, which took it over from Immediate Media. The magazine still includes the same mix of puzzles, stories, comics and posters and is consistently in the top 10 bestsellers for primary boys.



**On sale 21 May**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Lego**  
**Legends of Chima, Toxic, Teenage Mutant Ninja Turtles**



## LONDON BUS VOLUME 2

From the team behind Buses magazine, this 132-page bookazine is a celebration of the design heritage of London buses, from the late 1920s to the present day. Supported by a wealth of colour and black and white photographs, it tells the story of the often groundbreaking technical advances that have been designed into the famous red double-deckers and other vehicles built for London's streets.



**On sale 14 May**  
**Frequency one shot**  
**Price £5.99**  
**Distributor Seymour**  
**Display with Buses**



## DIVER

The June issue of Diver magazine is to be cover-mounted with a packet of marine life identity cards. Previous issues of Diver to include added value gifts have seen sales increases of 12%, according to Seymour. Diver is the best-selling diving magazine in the UK, covering every aspect of the sport, including gear testing and surveys, diving holiday destinations and advances in technology and techniques.



**On sale 21 May**  
**Frequency monthly**  
**Price £4.40**  
**Distributor Seymour**  
**Display with Sport Diver, Scuba Diving**



## TAKE A BREAK'S WORDSEARCH

This issue of Take a Break's Wordsearch offers readers the chance to win a £5,000 cash prize. The same issue in 2014 generated more than £712,000 in sales revenue nationally. The magazine is the second best-selling wordsearch magazine in the UK and should be displayed prominently alongside other puzzle titles.



**On sale 14 May**  
**Frequency monthly**  
**Price £1.95**  
**Distributor Frontline**  
**Display with Puzzler Wordsearch, Take a Break's Take a Crossword**



## BIRD WATCHING

The June issue of Bird Watching comes with a 16-page bird photography guide. Frontline has forecast the issue to see a 6% sales increase, creating more than £20,000 in sales revenue nationally. Content-wise, the issue is a 'spring special' focusing on everything bird watchers need as the warmer months approach. Bird Watching is the best-selling bird magazine on the UK newsstand.



**On sale 14 May**  
**Frequency monthly**  
**Price £4.10**  
**Distributor Frontline**  
**Display with Birdwatch**

## Industry viewpoint

Retail director,  
Future Publishing



Future is 30 this year and over that time it has always developed its content to match the needs of consumers. The pace of change has never been faster. It's barely five years since the birth of tablet computing and technology is having an ever larger influence on our day-to-day lives, characterised by a new breed of 'smart' devices and appliances. The appetite for innovation continues to grow despite over half of users being unsure of how it all works.

Every couple of years we run a major research project – TechMonitor – a 'state of the nation' look at the consumer relationship with technology. In our latest research, we found that 57% of the public believe that tech is becoming more complicated and only 44% felt very knowledgeable about the latest tech. Around connectivity, 70% of respondents were unsure what an operating system was. So there's a clear opportunity for our magazines.

Future has long been an innovator in technology media. Earlier this year we launched our new series of technology bookazines. Streamlined and re-focused, there are now four clearly defined series for different user types and needs.

The innovation continues this week with T3, Future's lifestyle technology brand, unveiling a multi-platform relaunch across its magazine, website, digital edition and awards ceremony, including the addition of an exciting new brand extension, T3 Squared – a free supplement to be distributed with T3 each month.

The magazine itself has been redesigned, focusing on inspiring, educating and entertaining our readers. It will deliver in-depth gadget reviews, tech-focused features and authoritative buying advice. It will explain how products fit into our lives and how they connect with other devices.

Independent retailers are key to the success of the new T3 and we have increased our supply. We hope that the sector will support our ambitions and together we can help our readers get the best from their tech in 2015.

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# THIS WEEK IN MAGAZINES

## Partworks
















Title	No	Pts	£
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Great British Locomotives	33	48	8.99
<b>Amermedia</b>			
Military Vehicles	37	48	5.99
<b>DeAgostini</b>			
Build the Millennium Falcon	19	100	8.99
Cake Decorating	165	180	2.99
Cake Decorating Relaunch	114	165	2.99
Dinosaurs & Friends	12	60	5.99
Official Star Wars Factfile	68	120	2.99
Something Sweet	70	90	2.99
<b>Eagle Moss</b>			
3D Create & Print	17	90	6.99
Batman Automobilia	62	80	9.99
DC Chess Collection	87	96	8.99
Disney Cakes & Sweets	88	120	4.50
Doctor Who	45	70	7.99
Knit & Stitch	122	176	5.00
Marvel Chess Collection	37	64	8.99
Marvel Fact Files	113	150	2.99
Military Watches	33	80	9.99
Star Trek Off. Starships Coll.	46	70	9.99
<b>Hachette</b>			
Art of Knitting	16	90	2.99
Art Therapy	8	100	2.99
Black Pearl	70	120	5.99
Build the Mallard	37	130	7.99
Build the U96	37	150	5.99
Classic Pocketwatches	71	80	8.99
Judge Dredd Mega Collection	9	80	9.99
Marvel's Mightiest Heroes	36	60	9.99
My 3D Globe	19	100	5.99
Your Model Railway Village	77	120	8.99
<b>RBA Collectables</b>			
Amazing Dinosaur Discovery	11	80	5.99
Precious Rocks, Gems & Minerals	16	100	5.99
Real Life Bugs & Insects	34	85	5.99

## Collectables

### Topps

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 <b>Disney Frozen Fashion Pack</b> Packets £1.00	 <b>Moshi Monsters Mash Up Party</b> Starter £4.99 Cards £1.00
 <b>LEGO Chima</b> Starter £2.99 Stickers £0.50	 <b>Skylanders Trap Team</b> Starter £4.99 Cards £1.00
 <b>Match Attax 2014/2015</b> Starter £3.99 Cards £1.00	 <b>Star Wars Rebels</b> Starter £2.99 Stickers £0.50
 <b>Match Attax Extra</b> Starter £3.99 Cards £1.00	 <b>Top Gear Turbo Attax</b> Starter £4.99 Stickers £1.00
 <b>Match Attax SPL 2014/15</b> Starter £4.99 Cards £1.00	 <b>WWE Slam Attax Rivals</b> Starter £4.99 Cards £1.00
 <b>Hero Attax Marvel Avengers</b> Starter £4.99 Cards £1.00	

### Panini

 <b>Avengers 2: Age of Ultron</b> Starter £2.99 Stickers £0.50	 <b>Manchester United 2014-2015</b> Starter £2.99 Stickers £0.50
 <b>Big Hero 6</b> Starter £2.99 Stickers £0.50	 <b>Disney Princess Palace Pets</b> Starter £2.99 Stickers £0.50
 <b>Disney Cinderella</b> Starter £2.99 Stickers £0.50	 <b>Road to UEFA Euro 2016</b> Starter £4.99 Stickers £1.00
 <b>Disney Frozen Enchanted Moments</b> Starter £2.99 Stickers £0.50	 <b>Sofia the First</b> Starter £2.99 Stickers £0.50
 <b>Disney Frozen Photocards</b> Starter £3.99 Cards £1.50	 <b>UEFA Champions League Adrenalyn XL</b> Starter £4.99 Cards £1.00
 <b>Disney Frozen Winter Magic</b> Starter £4.99 Cards £0.75	 <b>UEFA Champions League</b> Starter £2.99 Stickers £0.50
 <b>Disney Planes</b> Starter £2.99 Stickers £0.50	 <b>2015 FIFA Women's World Cup</b> Album £1.50 Stickers £0.50
 <b>Liverpool FC 2015</b> Starter £2.99 Stickers £0.50	



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## Back in the day

# 100

YEARS AGO

15 May 1915



The trend in home dressmaking was highlighted in RN. With wartime economies in place, newsagents were 'reaping a rich harvest' because of the increased sales of packet patterns as more women home-stitched their clothes, in particular, French dressmaker Madame Maude's patterns.

# 50

YEARS AGO

15 May 1965



Farm tractors were called to carry daily newspapers across country fields to a nearby road following an accident involving a goods train and a newspaper train in County Durham.

# 25

YEARS AGO

12 May 1990



Two rival football magazines hit the shelves within a week of one another, RN reported. Football Weekly, published by Universal Publishing Ltd, launched one week after rival title 90 Minutes. Football Weekly was distributed by Comag and had an initial print run of 65,000.

## Cadbury's creates Charlotte's chocolate kiddy carriage

This month's birth of Charlotte Elizabeth Diana was certainly sweet news to thousands of patriotic Brits both at home and abroad.

And dedicated chocolate-iers at Cadbury were determined to celebrate the birth of the royal baby in style - by creating their own pram made entirely out of Dairy Milk.

The confectionery carriage, weighing in at more than 12kg, used a combination of white and milk chocolate, with features including a handmade chocolate teddy bear and a crown.

It took Cadbury's crack chocolate team two days to

construct, and is currently on display in the company's Cadbury World attraction in Bourneville.

It's not the first time Cadbury has got its creative juices flowing to celebrate a royal occasion. The birth of the duke and duch-



Sweet...

ess of Cambridge's first child, Prince George, in 2013 saw the firm make a similar chocolate cot filled with toys.

While we're on the subject, we at RN have yet to receive our own edible version of the magazine from Cadbury.

We are celebrating being 126 years 'young' this year, don't forget...

## Coke at Aldi not to be sniffed at

They say lightning never strikes twice but just try telling that to bungling German drug dealers, who have mistakenly sent cocaine to Aldi stores for the second time in five months.

Staff at 13 of the discount supermarket's stores in Berlin were shocked to find £11m worth of the class A drug hidden in crates of bananas.

The 'logistical error', as German police are calling

it, follows on from a similar incident in January, where £5m of cocaine also ended up in Aldi stores in Berlin.

Local authorities believe the dopey criminals involved may have put the drugs in the wrong containers, or didn't have time to unload it when it arrived at the port in Hamburg.

Either way, you could say that this is starting to turn into a bad habit at Aldi.

## OVER THE VILLAGE COUNTER with Doug McLellan



I am writing this article on Thursday evening, just after my wife and I came back from casting our votes in both the general and local election.

You might think the Yorkshire Dales would be fertile ground for the Greens, given the interest in the environment and the agricultural economy.

In fact it is one of the safest Conservative seats in the country, but even though my vote makes no difference to the eventual outcome I still make my mark.

The general election results promised to be very interesting this time - and I was right. I stayed up far too late watching to see what happened. I wasn't disappointed, either.

My mother-in-law died on Tuesday this week which, although not unexpected, is still very distressing.

My wife and I were able to be with her until the end.

In amongst everything else we are doing, we now have to sort out funeral arrangements and get her flat ready to sell.

As I am executor it means a great deal of extra work coming my way over the next two or three months.

It does mean, though, that the whole family will be together again for a short time. Even our son, who is based in Shanghai, is coming over to the UK for the funeral.

It has been a strange week for weather. On Monday we woke to find the tops of the hills white with snow.

We had hail, rain and mist to contend with as well, then it became sunny and warm in the afternoon. It has continued in this fashion all week - I even had to clear frost off the car windscreens one morning.

I have been selling ice creams very well, yet at the same time selling firelighters, logs and kindling. It is all most strange.

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