

## ABCs GUIDE INSIDE

Are you  
stocking  
the star  
performers?

MAGAZINES  
Page 38 >>



Doing mags differently  
'I'm targeting a £25  
average basket spend'

Page 28 >>



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# Tide turning on plain packaging



- 99% of consultation respondents say no to the measure.
- Rumours of cabinet split ahead of parliamentary vote.
- 'This is winnable', says BAT's Ron Ridderbeekx. [Page 5 >>](#)

## NEWSSTAND

### i margin beats Sun and Star

Pro-rata terms on 10p price increase welcomed by retailers. [Page 4 >>](#)

## ICE CREAM

### 'We've got it licked'

Unilever targeting 68% growth with summer launch blitz. [Page 11 >>](#)

Vol 126 No 8  
FOR TRADE USE ONLY



## Plain packs rebels?

Are these the rebels supporting your cause? RN has identified these five members of the cabinet, seven other ministers and three senior Conservatives have all shown concern at the government's plans for plain packs. [Page 5 >>](#)



## SYMBOLS

### £10m new business bonanza for Nisa

Recruitment drive picks up 17 Costcutter stores in Northern Ireland.

[Page 6 >>](#)

## ADVERTISING

### Suppliers planning covered gantry ads

Display ban offers marketing opportunity, say retailers. [Page 4 >>](#)



Seven great ideas to make money in 2015  
[Page 30 >>](#)

# MAXIMUM TASTE MAXIMUM OPPORTUNITY

- PEPSI MAX CHERRY IS GROWING **15 TIMES FASTER** THAN THE CHERRY COLA CATEGORY\*
- PEPSI MAX CHERRY 2L HAS THE **HIGHEST ROS** OF ANY LARGE BOTTLE CHERRY COLA IN IMPULSE\*\*
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## LEADER



**Lobby your MP, tell them what impact plain packaging will have on your business and give them something to fight with**



CHRIS GAMM

Editor

@ChrisGammRN

Last Wednesday, wearing a white t-shirt and 'plain' plastic mask, I marched with 100 retailers through Westminster to tell the government why introducing plain packaging would be a disastrous decision.

It was the day at the heart of the week when the tide turned on plain packaging and the vote result was blown wide open.

Opening the rally, Nick de Bois MP spoke of the disquiet on all levels of government on the matter. Foreign secretary Philip Hammond wants evidence to support policy, he said, and there are two compelling pieces in this week's RN. Both 99% of respondents to last summer's consultation and the general public firmly say no to plain packs.

Meanwhile, RN this week identifies a number of cabinet members and key individuals whose support for plain packaging is in huge doubt.

This includes a government whip, an MP who now works for the Department of Health and another who advises government on law. With the expected impact on tax revenue and the illicit trade, home secretary Theresa May and chancellor George Osborne also have every reason to vote against plain packaging in the next few weeks.

At the rally, Gerry Sutcliffe MP told me he knows of 111 colleagues also planning to defy their parties when it comes to voting. Whether they are true to their word and vote for their principles or their careers remains to be seen.

Either way, be clear: the vote is winnable, but you need to work together to achieve it. Lobby your MP, tell them what impact plain packaging will have on your business and give them something to fight with.

## CONTENTS

## NEWS

- 4 INDUSTRY NEWS** Unilever reveals gantry shutter promo plans
- 6 BUSINESS NEWS** Nisa gains £10m of business since September
- 8 NEWSTRADE** Kids' titles are top performers for Immediate Media
- 10 PRODUCTS** Cuddly promotion for McVitie's new campaign
- 16 NFRN NATIONAL COUNCIL** All the stories from the London meeting
- COMMENT & ANALYSIS**
- 20 YOUR ISSUE** Friday 13th proves unlucky for lottery retailers

- 21 LETTERS** Londis praised for £2.3m investment in improving store standards
- 22 YOUR STOCK, YOUR SAY** How retailers are preparing customers for the tobacco display ban
- 23 COLUMNIST** Make sure your employees are safe at work, writes legal expert Michelle Di Gioia
- 24 PRICEMARKING** UK chocolate prices; RN's profile of Costco co-founder Jim Sinegal
- 26 RETAILER PROFILE** The retailer whose store is a haven for independent magazines

26



## FEATURES

- 28 PLAIN PACKAGING** As the fight against

plain packaging picks up pace RN reports from Australia to find out what effect it had on retailers there

43



- 38 MAGAZINE ABCs** There are still sales opportunities in a declining market, through growing established favourites and launches. We look at the latest ABCs



48

## 43 INDUSTRY PROFILE

Alan Foley, below, left, Abra Wholesale retail development manager

## 44 PRICEMARKING

Customers love them but how do the prices compare to those in the big supermarkets

**48 PREVIEW** Prizes on offer from Kettle Chips; Walkers make sharing fun with MixUps

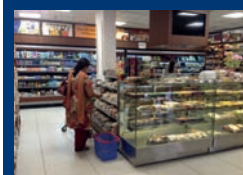
## THIS WEEK IN MAGAZINES

- 49 ROUND-UP** Blind-bagging of collectables captures kids' imaginations
- 50 FOR YOUR SHELVES** Muscle & Fitness Special, free gift with Scootering



38

## NEXT WEEK



## DISPATCH FROM THE SUB-CONTINENT

Five lessons UK retailers can learn from the Indian c-store market



## WAKY WAKY!

Get your breakfast offer right with our guide

**WHEN THE OPPOSITION IS SO MASSIVE WHAT POSSESSES THE GOVERNMENT TO SAY 'YES, LET'S CRACK ON'**

— RON RIDDERBEEKX, BRITISH AMERICAN TOBACCO HEAD OF CORPORATE AND REGULATORY AFFAIRS ON PLAIN PACKAGING. Page 5 >>

# NEWS



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## Our Charlie Hebdo 'nightmare'

A newsagent has described the aftermath of a visit from police seeking information about who they had sold French satirical magazine Charlie Hebdo to as a "nightmare".

Officers from Dyfed-Powys police in Wales visited Winnie's Newsagent in Presteigne, Powys, to talk to the owners, husband and wife team Paul and Deborah Merrett, about who had bought the publication from their store in the wake of the terror attacks in France.

The high street store hit the headlines in the UK – and around the world – after the incident.

Mrs Merrett said: "When the police first came in, I thought they were here to check for illegal tobacco.

"After the visit we had TV wanting to broadcast live from the shop, we had ABC in New York on and had phone calls from places like Poland and Barbados."

## Crime in the spotlight

The NFRN has spelt out the real impact of crime on independent retailers at an informal evidence session held by the House of Commons Justice Committee.

Providing the opportunity for MPs to better understand how robberies affect retailers, the federation highlighted both the physical and psychological consequences attacks can have.

NFRN chief executive Paul Baxter said: "Business crime is often seen as victimless, however, as our members well know, this is not the case.

"We are pleased to see that the Sentencing Council is now taking into account the impact of psychological harm as well as physical harm, as it is important that victims get the support they need."

## i's 10p pro-rata price hike welcomed

Independents have welcomed a 10p price increase on the i, as pro-rata terms means it now offers better returns than both the Sun and Star.

The Monday to Friday paper will sell for 40p starting Monday and the Saturday edition will be 50p from Saturday 28

February. The 25% margin means retailers will collect 10p per copy on weekdays.

Bill Harrison, of Harrisons Newsagent in Hyde, said he was "all for anything that puts a little extra in the newsagents' pocket".

He said customers who

buy the i would not be fazed by the change in price, as it was still one of the more affordable papers to offer "more serious news content".

"The people who buy it, like it," he said.

"It has its own readership who buy it because it's a certain kind of paper.

Judging by the people who I sell it to, it will still sell."

Mark Dudden, of Albany News in Cardiff, added: "I have already mentioned it to a couple of customers and they were like: 'Cool, no problem'.

"In terms of margins, I'd rather support the i than other publications."

**Unilever reveals its gantry shutter promo plans** 'Manufacturers should work together'

## Retailers urge co-operation to gain gantry advertising

by Steven Lambert

Retailers are urging tobacco and non-tobacco manufacturers to work together to incorporate advertising solutions on covered gantries following the upcoming display ban.

The call comes as Unilever revealed it is looking into promoting its products on gantry shutters once the legislation comes into force on 6 April.

Unilever brand director Noel Clarke told RN it had been working with retailers in Ireland following the in-

troduction of the country's tobacco display ban in 2009.

Mr Clarke said the company had advertised its ice cream products on gantry doors, which had led to a sales uplift of up to 17% on its products in stores.

Harj Dhassee, owner of Nisa Mickleton Village Stores in Gloucestershire, said a similar move in the UK would be welcomed by retailers.

"I think manufacturers should be working together on something like this. The gantry spot is a prime

space for advertising and if we can get PoS for counter items, like spirits or confectionery, then I think it could increase sales."

Aiden Roche, owner of Valley Newsagents in Dublin, said advertising on his tobacco gantry has helped him pick up impulse sales.

"Our gantry space is used for various brand advertising, which is put up by a third party contractor for JTI, who in turn have a contract with me," he said.

"Last weekend they came and put up a Vodafone ad. They also advertised KitKat

Chunky, which helped drive sales."

However, Jeremy Blackburn, head of communications at JTI, warned retailers they cannot advertise on its gantry doors without "specific permission" from the company.

He said: "JTI supports selected retailers by loaning them merchandising equipment, including retail display ban compliant doors. All that equipment remains JTI property and the loan is subject to the terms of JTI's merchandising loan agreements."



**For love, more money** Brothers Russell and Dean Holborn were feeling the love this week as their sales soared on Valentine's Day. The owners of family-run Holborns convenience store, in Redhill, Surrey decked out their display window with a Valentine's-themed floral display and managed to sell more blooms in 24 hours than they would in a week. They also reported increased sales on chocolates.



**Consultation results show 99% against measure** Plan also low on public's list of priorities

# Protests put pressure on a plain packs backtrack

by Steven Lambert

Westminster is facing increasing pressure to backtrack on proposals to introduce plain tobacco packaging after an overwhelming 99% of respondents to a public consultation were opposed to the legislation.

The results of the plain pack consultation, released last Wednesday, showed the government had received 137,000 responses on the issue. This included 136,000 campaign responses from retailers, lobby groups and

unions calling for MPs not to press ahead with standardised packs.

Additionally, 75% of the 1,307 written, non-campaign responses from businesses and other organisations were also against the plans. Of the remaining 25% in favour, 30% of these came from local authorities.

Responding to the news, Ron Ridderbeekx, British American Tobacco head of corporate and regulatory affairs, said: "This is government lobbying government. Do we take this seriously?"

"On the basis of the level of response we've seen, when the opposition is so massive and the support is so weak, what possesses the government to say 'yes, let's crack on'? What can they see that we can't?"

Daniel Torras, managing director at JTI, added: "This government said in July 2013 it would 'wait until the emerging impact of the decision in Australia can be measured', so what has changed?"

The result comes as a poll revealed plain packaging

was far down the list of priorities of the general public.

The Populus poll, commissioned by consumer group Forest, asked more than 2,000 people to rate a number of issues on a scale of importance from one to 10, including plain packs.

While immigration and terrorism came out top with an average score of eight out of 10, plain packs scored the lowest out of the variables with an average of three out of 10.

● See news analysis, pages 28-29

## Tory 'rebels' identified

As reports emerge that 112 MPs are prepared to vote against plain packaging, RN has identified 15 senior Conservative MPs, including five cabinet ministers, who could rebel.

Chancellor George Osborne and home secretary Theresa May are the most high profile names to emerge after not being consulted prior to the latest announcement on the law. The Daily Telegraph suggested that this was a sign of their reticence.

Foreign secretary Philip Hammond, meanwhile, has reportedly asked for further evidence, while Sajid Javid and Michael Fallon are also thought to have doubts.

Outside the cabinet are a further seven junior ministers, members of the Free Enterprise group of MPs which backed a damning report on plain packaging in 2013. These include Priti Patel, Andrea Leadsom, Harriett Baldwin, Robert Buckland, George Freeman, George Eustice and Alun Cairns. Gerald Howarth, Jake Berry and Nigel Mills are also high profile critics.



**Rally call** Around 100 independent retailers from across the UK and the Republic of Ireland descended on Westminster last week to rally against plans to introduce plain packs. Following a meeting with MPs Nick de Bois and Gerry Sutcliffe, NFRN members donned plain masks and t-shirts printed "no to plain packs" and marched to the Department of Health in protest. National president Martyn Brown said: "The fact that so many retailers came to London should send a very clear message to the government about the strength of feeling against plain packs."

## Fight can still be won says tobacco chief

The fight against plain packs can still be won – but retailers must help MPs to build a solid argument, according to a tobacco industry leader.

Ron Ridderbeekx, British American Tobacco head of corporate and regulatory affairs, said retailers need to make their voices heard:

"If you assume someone else will do it, it won't happen. It's no good if an MP is against plain packaging but no one in their constituency talks to them about it. They will look like a libertarian loony. However, if they say: 'I've spoken to my constituents and they want me to act' – it is different."

MP for Bradford South Gerry Sutcliffe told RN he expected the government to vote on the policy in the "next few weeks".

"The battle is not lost," he said. "Lobby every candidate and make sure they know about the impact it will have on your business."

### In brief

#### Film on illicit trade

Imperial Tobacco has announced the release of its fourth short film as part of its Suspect It? Report It! anti-illicit trade campaign.

The new film, which is also portrayed on posters and supported by a trade press campaign, draws attention to the fact that one in three adult smokers purchase illegal tobacco from pubs, market stalls and car boot sales.

This follows on from the previous films which showed a tobacco smuggler trying to avoid airport customs, a shop owner witnessing a criminal peddling counterfeit tobacco and illegal tobacco being sold to unsuspecting members of the public.

Imperial Tobacco anti-illicit trade manager Peter Nelson said: "Every sale of illegal tobacco products made to the public in these environments is at the expense of hard working retailers."

#### New launch OMG!

ACH Publishing is hoping retailers will be 'LOL-ing' all the way to the bank with the launch of what it boldly claims is the first major new women's weekly magazines to hit the market in 10 years.

OMG!, the latest entrant into the real life sector, arrives on 26 February and will carry a retail price of 70p.

#### Next week's RN

Due to a rearranged print schedule, some retailers may receive the 27 February issue of RN one day later than usual, on Friday instead of Thursday.

We apologise for any inconvenience this may cause.

# NEWS

## BUSINESS



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## Blakemore to recruit graduates

A.F. Blakemore is looking for talented students to strengthen its business with the launch of its first graduate scheme.

It is looking for graduates to take on roles in one of four key areas – people, Blakemore Retail, Blakemore Trade Partners and Blakemore Wholesale – as part of the two year scheme, which kicks off this month.

Applicants will take part in a multi-stage recruitment process, with successful candidates spending time in frontline roles during a six week induction, said Blakemore.

Group HR director Ian Diment said: “The recruitment and development of talent is vitally important to ensure the long-term sustainability of the business. Our aim is to establish A.F. Blakemore as an employer of choice for graduates and we hope that this programme will help to attract, develop and retain the best people.”

## Fresh seven from Londis

Londis has expanded its own label SmartBuy range with the launch of seven fresh produce lines this month.

The full line-up includes bagged carrots, onions, apples, mushrooms, tomatoes, potatoes and easy peel citrus fruits, with RRP's ranging from 75p to £1.49. They join the 32 existing SmartBuy lines and will offer retail margins of 30%.

John Pattison, Londis brand director said: “SmartBuy has been incredibly well received, so much so that we exceeded our 1,000 store year-end target in 2014 with 1,153 actively participating stores. It will be a £3m brand by the end of 2015 and our aim is to have 100 lines by the end of the year.”

## Full speed ahead for Budgens forecourt stores

Convenience chain Budgens is ramping up its store development programme with plans to open three new forecourt sites over the next month.

The Musgrave-owned fascia opened its latest forecourt in Stadthampton, Oxfordshire, last week, which is geared around offering customers fresh

produce, food to go and artisan lines.

The set-up at the store, owned by Mohammed Farooq, is due to be replicated at two further sites in Kingsclere, Hampshire, and Wellington, Somerset, due to be opened at the end of February and mid-March respectively.

Mike Baker, Budgens

brand director, said: “Our forecourt business is performing really well and we’ve got the balance between convenience and interesting just right.”

“It’s fantastic to see these new stores opening and to be welcoming new retail partners such as Mohammed Farooq, I’m sure he’ll make Stadthampton a great

success.”

The move forms part of wider plans by Musgrave to grow its retail estate, and follows on from the launch of two Budgens concept stores in Byfleet and Broadstone.

A third ‘lab’ store is due to be opened in Crouch End, London at the end of March.



**Cash mountain** Retailers and members of Spar Scotland have conquered Mount Kilimanjaro to raise a whopping more than £50,000 for charities including Edinburgh Sick Kids Friends Foundation and Maggie's Cancer Centres. The team, which included Spar Scone owner Susan Hutchison, took seven days to reach the summit of the mountain in Tanzania.

**Mass of symbol switching in Northern Ireland** EPOS system ‘saves two hours a day’

## Nisa claims £10m business in Northern Ireland push

by Steven Lambert

Nisa is claiming further success for its aggressive retailer recruitment drive after taking on 17 former Costcutter retailers in Northern Ireland.

The group said it has now accumulated £10m worth of retail business in the country since September last year.

Retailers switching symbols in the recent push include Finlay and Kenneth Robinson of Robinsons Supermarket in Ballymena,

County Antrim. The brothers have converted their Costcutter business into a 6,000sq ft Nisa Extra this month.

Finlay Robinson said: “It was a very difficult decision to change symbol group, but we felt it was time to move on and we are now looking forward to what we hope will be a new era for the business.”

“We felt Nisa was best suited to compliment what we do now and for the future which we see with Nisa. Being with Nisa will

make our store stand out, while we can still capitalise on our independence as we aren’t just a day-to-day supermarket, we have an award winning in-store butcher, hot and cold deli, off-licence and forecourt.”

The news follows on from a Christmas card campaign launched by Nisa in December, which encouraged retailers from various symbol groups to join the firm.

In addition, the company said it has received strong feedback from Nisa retailers trialling its new EPOS sys-

tem, Epositive Evolution.

The system, currently operational in 10 stores, includes features such as a label layout designer and a web-based user interface allowing it to be accessed from mobile devices.

Nisa Chatteris owner Ian Benney said the Evolution system has saved him two hours of work a day since being installed last October.

He added: “The availability on the system is excellent and the new functions enhance it hugely.”



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**Sell at £1, earn 28% margin, then fill your stand again!**

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# NEWS

## NEWSTRADE

**Do you want to see your views in RN?**

email [letters@newtrade.co.uk](mailto:letters@newtrade.co.uk)  
tel 020 7689 0600

## News UK unveils Twitter promo

News UK is running a series of competitions on Twitter offering independent retailers the chance to win Sun or Times vertical news displays.

The contest kicked off last week under the hashtag "WINAVND", with retailers asked to let the publisher know why they would like a unit.

Four winners have been chosen so far – the publisher decided to hand out three extra on Valentine's Day – and another three will be chosen over the next three weeks.

News UK independents sales manager Greg Deacon said the competition complemented the publisher's HND promotions on the Sun and Times.

Retailers can enter by following the News UK Retail account or searching for #WINAVND.

## Trinity set for 'biggest' free launch

Trinity Mirror has unveiled plans to replace six existing newspapers with what will be Britain's biggest weekly free newspaper.

The Manchester Weekly News, to be launched in early April, will be distributed to more than 265,000 homes across the Greater Manchester city region.

It will mean the loss of around nine jobs on existing free titles the Stockport Times, Wilmslow Express and the Advertiser series in Tameside, Salford, Oldham and Trafford, all of which will close.

The paper will serve as a sister title to the Manchester Evening News and its website [manchestereveningnews.co.uk](http://manchestereveningnews.co.uk).

## Tomorrow's news today? No, just the price

A Guardian misprint caused confusion last week as two of the three Friday editions were printed with the Saturday price.

The mistake was put down to sub-editors using the wrong template, with copies still scanning for the correct £1.60, despite being labelled at £2.50.

Ian Simpson, of London's News and Toys in

Hawthorne Grove, York, said he dealt with the problem swiftly but not without some hassle.

"Luckily we spotted it early enough and it was fortunate that the barcode was scanning correctly," he said.

"We spotted it about 8am, so we didn't over-charge anybody and most of the confusion was dealt

with by staff rather than customers."

A Guardian spokesman said immediate action was taken to ensure wholesalers and retailers were aware of the mistake and a letter was circulated reassuring all retailers they would be charged at the correct rate.

NFRN head of news Brian Murphy said the incidence of incorrect cover

prices was rising and retailers should contact their wholesaler if it was likely to cause an issue.

"It's something we are mindful of. We are asking the industry to pay more attention and put more care towards it," he said.

"If there's an error, store owners should indicate to customers the correct price."

**ABC figures make good reading for publisher** Lego brands excelling in tough market

## Immediate Media's kids titles are star performers

by Nicola Stewart

Immediate Media's children's portfolio contains some of the star performers for the second half of 2014, according to new Audit Bureau of Circulations results.

Lego Legends of Chima, launched in 2013, increased its newsstand sales by 25.2% year on year, driving its annual sales revenue to £2.1m.

The title averaged newsstand sales of 53,759, positioning it as the sixth best-selling children's magazine.

One of the publisher's other Lego brands, Lego Friends, was the only title to make it into the top 100 list in its first year on sale, posting newsstand sales of 39,976 and an estimated £1.8m in sales.

Immediate has continued to invest in the Lego brand, launching Lego Ninjago: Master of Spinjitzu magazine on 28 January.

Other new titles from the publisher, including Skylanders Universe and Mister Maker, also hit positive numbers, reaching newsstand circulations of 29,780

and 25,321 respectively.

Elsewhere, sales of men's weekly Zoo rose 4.7% year on year, following the closure of its rival Nuts in early 2014.

Forever Sports continued to perform strongly, with a circulation of 80,153, while GQ held steady, increasing sales by 1% year on year.

Slimming World Magazine posted another strong result, increasing by 6.9% year on year, the only women's health and fitness title to increase sales.

Women's monthlies fared well, with the three

bestsellers – Glamour, Woman & Home and Good Housekeeping – all increasing sales, along with In-Style, which grew by 2.6%.

TV Choice remains the best-selling title on the newsstand, with newsstand sales of 1,266,242, although this was 7.9% down on the previous year.

Meanwhile, What's On TV increased sales by 0.7% to 1,054,588, and Radio Times remained the biggest revenue earner, with an annual sales value of £49.9m.

● For full ABC analysis see pages 38-42



**In the driving seat** Egmont Publishing continues to invest in adding value to its stable of children's titles. The next issue of Disney Pixar Cars, on sale 25 February, is a Cars Ice special with four extra pages, a pull-out racetrack and cut-out cars. It also comes with a free spy set, including a disc shooter, dart blaster and spy glasses, along with a separate mini Disney Pixar Planes magazine. Disney Fairies Tinkerbell, also on sale 25 February, comes with a special 8-page poster pullout, as well as free Tinkerbell slippers and headband. The titles are both priced at £3.99 and should be displayed prominently in the children's section.





# JTI has capsule covered



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\*Data Source: Nielsen MarketTrack Dec 14.

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- B&H Dual 10s and 20s
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**JTI**



# NEWS

## PRODUCTS



### Revamp for Spar sweets

Spar is celebrating the success of its confectionery range launch with a revamp of its impulse sweets and the addition of two new variants.

The range has doubled sales since its launch and now boasts an annual turnover of more than £3m, said Spar.

The new lines, Cola Bottles and Teeth & Lips, come in redesigned packaging, which now includes traffic light labelling and pricemarking.

**New addition to UB's campaign** Market share increased to 26.4%

## McVitie's gets Sweet with cuddly promo

by Nadia Alexandrou

McVitie's unveiled its new TV ad campaign last week giving consumers the chance to win a branded cuddly toy.

Part of a £3m campaign, the ad will be shown for the next two weeks.

The competition will also feature on the packaging of 35 million McVitie's cake and biscuit brands including Jaffa Cakes, Chocolate Digestives and HobNobs.

Until July, consumers will have a one in 10 chance to win a McVitie's 'Sweet Friend' in a free text-to-win competition. The promotion will be supported through



in-store activity, social media, digital and media partnerships and a tie-in with media site Buzzfeed.

The ad is the latest addition to the McVitie's 'Sweetest' campaign which has seen a total of £12m investment

– manufacturer United Biscuits' biggest.

UB marketing director Sarah Heynen said: "Since its launch last year, the campaign has helped the brand increase its market share to 26.4%."

## Anglesey addition

Walkers is extending its Market Deli range of pitta, tortilla and potato chips with the addition of an Anglesey Sea Salt flavour in a crisp format.

The new flavour is available in single bags with an RRP of 83p, and is being supported with a four-week TV campaign and sampling programme, with over 300,000 samples being distributed.

Matt Goddard, field sales director at PepsiCo, said the launch will look to cement Market Deli's position in the premium snacks market.

He added: "Anglesey Sea Salt recently acquired protected designation of origin status, which underlines the quality of the Market Deli range."

Promotional feature

# Freshen up your laundry fixture

In the convenience channel, the laundry category is worth £111m. The average laundry category shopper spends £4.15 per trip and visits their local convenience store 2.6 times per week<sup>1</sup>. Availability is the single most important

influence in convenience shopper purchasing, followed closely by leading brand positioning. Shoppers expect to see the brands they love and trust, which is why retailers should ensure their shelves are kept fully stocked with the best-selling products.

### John Drake, head of emerging channels at P&G, comments:

"Availability is a vital factor for laundry shoppers, particularly when on top-up shopping missions. There is a huge opportunity within the convenience channel, and while the category may not be as exciting as confectionery or soft drinks, it's still an important section that maintains loyal

customers, and continues to see an increase in spend. Retailers should ensure they are listing the leading category brands and keeping the fixture well signposted and clearly segmented into detergents, conditioners and additives so shoppers can easily find what they are looking for."



### P&G's ShelfHelp laundry merchandising principles

- Site laundry near to homecare and clearly lay out your fixture by stages of the wash, i.e. laundry additive, detergents and fabric conditioner
- Within detergents provide a choice of formats – gels, liquitabs, liquids and powders
- Locate liquitabs in the centre of the fixture. These are highly visible and will act as a beacon for the category
- A good product range ensures that lost sales and out of stocks are minimised. However, an excessive range can also lead to lost sales; therefore clear signposting is vital to success.



Use the P&G ShelfHelp category management planograms to help maximise sales. To access these planograms and for further advice on merchandising and what to stock in your total health & beauty fixture, visit [www.shelfhelp.co.uk](http://www.shelfhelp.co.uk)





New ice cream launches £5m advertising spend

# Sales at the double is Unilever sales target

by Nadia Alexandrou

Unilever is preparing for summer with a raft of product launches in March across its Cornetto, Ben & Jerry's, Magnum and Wall's Kids brands.

With Unilever holding just under half of the total UK ice cream market in terms of value share, the new products come as the company aims to grow sales by 68%, adding an extra £300m to its UK ice cream sales by 2020.

Cornetto is entering its 51st year by launching its biggest campaign since the 1980s with the addition of two new variants for both its pricemarked and premium ranges.

Mint and chocolate flavours will be added to Cornetto's £1 pricemarked pack range, and Peanut

Butter Crunch and Cookies 'n' Dream to Cornetto Premium.

The premium variants feature a new-look format with a thick chocolate disc top and will be available in multipacks and singles, with RRP's of £2.99 and £1.50 respectively.

The launches will be supported by a £5m media spend with the brand on TV for the first time since 2012, as well as partnering with a British band later this year.

After a successful 2014 that saw Magnum's value sales rise by 6.1%, Unilever is launching two limited edition flavours, Magnum Pink Raspberry and Magnum Black Espresso, in both multipack and impulse formats.

Magnum brand manager Nicky Rolfe said: "Last year's limited Marc de Cham-

pagne edition added £8m in value sales, and with a focus on TV and digital campaigns for the two new variants we're expecting to drive sales even further."

Ben & Jerry's is introducing three new flavours to its soft core range with Whatta-Lotta-Chocolate, Utter Peanut Butter Clutter and Speculoos? Specu Love.

Finally, Wall's Kids is looking to entice more customers this summer with a candyfloss flavoured Music Tornado. Each stick features one of four different 'stick-whistles', and will be available in boxes of three with an RRP of £1.

"We are confident our portfolio will continue to deliver solid results for retailers in summer 2015," said Unilever's brand director for ice cream Noel Clarke.



**Dramatic start** If Carlsberg did TV ads, they'd probably be as part of a £12m media campaign launched slap-bang in the middle of one of ITV's most popular programmes. And that's exactly what happened when Carlsberg UK kicked off its planned activity for the year with a high profile spot on Monday during much-talked about drama *Broadchurch*. The brand's latest slot, one of three planned for 2015, will appear for six weeks across ITV, Channel 4 and Sky1.

## Tango goes intense with Blood Orange

Britvic is expanding its Tango soft drinks range with a new Blood Orange variant.

The product hits retailers' shelves this month, and will be supported with up-

dated pack designs for the entire Tango range, including Orange, Apple and Cherry.

Britvic is aiming to increase its share in the fruit carbonates market, which

it says represents 7% of the total soft drinks sector.

Kirsty Hunter, director of carbonates at Britvic, said: "We aim to deliver the best-tasting intense orange flavour."

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\*Data Source: Nielsen MarketTrack Dec 14.

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# NEWS

## PRODUCTS

### Bassetts' new babies

Mondelez has unveiled a new range of berry-flavoured Bassetts Jelly Babies.

Jelly Babies Berry Mix will be launched in strawberry, raspberry and blackcurrant flavours made from real fruit juice. They are available from this week in 190g packs at £1.52.

Mondelez said they will be targeted at families and younger shoppers, to grow sales of the £24m Jelly Babies brand.

Pippa Lewis of Mondelez, said: "This new line extension will appeal to a wide spectrum of consumers."

**Bid to build on brand's 4.8% growth** First activity since relaunch

### It's 'go' for Mango from Relentless Origin Ultra

by Steven Lambert

Coca-Cola Enterprises (CCE) claims it will help retailers target growing numbers of shoppers buying 'lighter' energy drinks with the latest addition to its zero calorie Relentless Origin Ultra range.

The firm has unveiled Relentless Origin Ultra Mango this month as it looks to capitalise on

strong sales growth for the Relentless brand, which it said is currently up 4.8%.

The product is available in £1 priced and non-priced 500ml cans, and marks the first activity for the range since its relaunch last year. It also comes weeks after CCE added 'Mega' 533ml re-sealable cans to its Monster Energy drinks.

Caroline Cater, opera-

tional marketing director at CCE, said: "The energy drinks sector is continuing to grow, with light variants proving to be increasingly popular and growing twice as fast as regular variants."

"Relentless has a proven track record in delivering successful innovation and Mango Ultra is set to help them drive sales by offering further choice."

### Hancocks' free display

Specialist confectionery wholesaler Hancocks is marking the relaunch of a new extended range of Kingsway sharing bags by offering a free display stand worth £50 to any retailers who takes 20 cases.

The offer runs from the end of February until 13 March and takes in the new extended range with 34 different varieties.

Hancocks purchasing director Jonathan Summerley said: "It is the right time to extend the range and refresh the look with our new Kingsway branding."

#### Hot products for your shopping list



Retailers get a free display stand if they take 20 cases of Kingsway sharing bags



Relentless Origin Ultra Mango has been added to CCE's lighter energy drinks range



Bassetts has announced the arrival of new berry-flavoured Jelly Babies



**BE COMPETITIVE  
WITH PRICE  
MARKED PACKS**

**SELL B&H SILVER – A BRAND  
YOUR CUSTOMERS RESPECT  
AT A PRICE THEY KNOW**



## PRODUCTS

**£1.5m Tropicoliday campaign** Impulse sales will grow

# Ribena creates 'summer' buzz

by Emma Schiller

Ribena is making the most of customers' search for the sun with the launch of its £1.5m Tropicoliday campaign, offering chilly customers the chance to win a tropical getaway.

As well as hundreds of themed prizes, one secret convenience store in London will also host an in-store challenge where three shoppers who find specially marked hidden bottles will battle it out to win the first of the five tropical holidays on offer.

The competition will be highlighted on the Ribena tropical range, which comprises three variants; Mango & Lime, Pineapple & Passion Fruit and the recently launched Orange & Guava.

Hannah Norbury, marketing director for Ribena, said the Ribena



range was experiencing more than 48% growth in the impulse market.

She added: "With all of our ready-to-drink 500ml variants in growth and the average spend per buyer increasing year on year, we are

confident that our portfolio of bold, popular flavours provides a powerful sales opportunity for retailers.

"We also anticipate that this creative and new campaign will help to reinforce the message that Ribena is the perfect option for on-the-go drink occasions, while

highlighting its availability in the convenience and impulse channels."

The campaign is being backed with activity on social media, where viewers can win one of the holidays on offer, while Ribena will also offer a wealth of branded PoS material to retailers.



## The Benefits of Price Marked Packs

Pav Sharma, owner, Falcon Sharma BP Premier, Sutton Coldfield.

"Since **stocking B&H Silver price-marked packs** I have seen a **huge uplift in sales** to a point that it is now my store's best-selling tobacco brand. I currently sell at least five or six outers a week across both 10s and 20s pack variants - **a significant increase** compared to when I previously stocked the same product without price-marking".

"My adult customers like to see PMPs on the gantry as this assures them that they are getting brands like **B&H Silver at a fair price**, and are therefore unlikely to pick them up cheaper in other stores".

With the display ban nearly upon us it is more important than ever to demonstrate that **your store offers competitive pricing** before the doors go on. I for one will definitely continue to stock my gantry with PMPs beyond 6th April."

To arrange a visit from your local JTI representative call our Customer Careline on 0800 163 503 or visit [jtiadvance.co.uk](http://jtiadvance.co.uk)



## On course for a great year

They're under starters orders... and they're off. Harrogate Spring Water's marketing activity for the year has got off to a flying start with the unveiling of a three-year deal with Ascot Racecourse.

It will see the brand becoming the official spring water supplier of the venue and includes a Harrogate Spring Water sponsored race, on-site branding, advertising on race cards and in souvenir brochures and also in the Royal Ascot magazine.

The prestigious contract will also

mean the brand is now available on the flagship course across its 26 high-profile race days scheduled for the year. It is part of an ongoing campaign that includes further sponsorship, advertising, PR and social media activity.

Harrogate Water Brands managing director James Cain said: "Sponsoring at the racecourse is the first major step in our 2015 consumer campaign and will help reinforce our position as the UK's number one premium bottled water brand."

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# NEWS REGIONAL



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

## Great Post Office, just need a post box now...

Residents of a North Wales village who have been left with a post office but no postbox are awaiting a decision from the Post Office on whether it will be reinstated.

The Post Office in Drury, was relocated to a nearby Llonis last year, however the branch's postbox was never replaced.

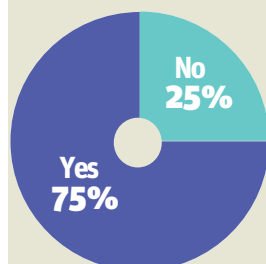
Customers now have to queue inside to post letters from one working counter.

Despite sending a letter of complaint to the Post Office chief executive Paula Vennells, local councillor Mike Peers has yet to hear a response.

He said: "We were told by customer services that there was never any intention to replace the postbox but this is false. The post office owner even saw someone measure up at the new location."

### RN reader poll

**Last week we asked:**  
Could taking on a food franchise help future proof your business?



### THIS WEEK'S QUESTION:

Have you told your MP what impact plain packaging would have on your business?

Have your vote now at  
**betterRetailing.com**

**betterRetailing.com**

## Late-night shopping is a success

Shop-owners in Rugby have heralded a late-night shopping scheme as a "glorious chance for retailers to come together" in a bid to tempt consumers back to the high street.

Beginning in March, the initiative, called 1st Thursdays, will see stores open until 8pm on the first

Thursday of every month, with a street market to be the centrepiece of the first event on March 5.

Simon Ainley, chair of the retailers, said: "We will be putting on quite a show with street food, artisan produce, music and drama. It all adds up to a fun night of shopping, eating and

entertainment."

Mike Evans, who runs a Bargain Booze, plans to build on his already popular wine-tasting events.

He said: "We'll be introducing a range of new wines to our customers. This is a glorious chance for retailers to come together and show that Rugby is a

safe, attractive and pleasant place to shop.

"In particular we want to entice people from the outlying areas into Rugby as a destination point."

The campaign is supported by Rugby Borough Council, Rugby First and Warwickshire County Council.

**Indie's customers come out in support in their hundreds** Businesses 'will close' warns owner

## Retailer in battle to keep pub car park Co-op at bay

by Steven Lambert

A Worcester retailer is fighting plans to open a Co-op store in a pub car park that she claims will "ruin" business for local traders.

Dabinder Sunsoa fears independent businesses could face closure if the local council agree to let the Co-op open up next to The Goodrest Tavern close to her business.

The move is being spearheaded by real estate

investment trust NewRiver Retail, which acquired 202 Marston's pubs in December 2013. The firm signed a deal with the Co-operative Group last September to open 63 stores on surplus land and car parks on the pub sites.

However, Mrs Sunsoa said she is opposing the move and has launched a petition against it, which has already been signed by more than 400 residents.

She told RN: "We have

been here 16 years but the business itself has been here for more than 60 years, and is well known in the area.

"We have worked hard to get people to shop with us, but opening up a Co-op store will ruin this and I'm worried that some local businesses will close because of this and it will affect the community for the worse."

Mrs Sunsoa is now planning to present the petition

at a meeting about the

NFRN national councillor Narinder Randhawa, who has been contacted by Mrs Sunsoa about the issue, said: "We have seen some of the multiples have been quite aggressive with buying up sites recently, especially in the wake of Tesco announcing store closures.

"That is why retailers need to show customers the great work they do and to fight proposals like this where they can."

**Symbol of success** Wholesaler CJ Lang & Son was named Symbol Group of the Year at the Scottish Wholesale Award's Achievers awards night last week. It capped a successful evening for the Spar-affiliated company which was also handed the coveted Champion of Champions gong.





Company offers 'faster' option for serving smokers Presentation to NFRN members

# Vending machines firm's alternative to gantries

by Helena Drakakis

Cigarette vending company Cherwell is encouraging retailers to consider installing cigarette machines as an alternative to gantries, with 44 days to go until the display ban.

The Shropshire-based company gave a presentation to NFRN members in the north west at a district council meeting in January detailing the benefits of the automated tobacco machine.

Cherwell started out with machines in the hotel and pub trade, but now concentrates on retail outlets with pre-ban deals already done with Nisa, Costcutter and a trial planned for supermarket Morrisons.

The system works when a till operator triggers the machine, which then delivers the requested item.

The trigger is operated through either a wireless keypad or an existing EPoS system.

Mark O'Dolan, Cherwell

Retail Solutions trading director, said: "We are achieving the government strategy of blocking point-of-sale displays and our system has several advantages. It takes less time to serve a customer because operators don't have to open and close gantry doors.

"It also prevents theft and retailers can reap extra revenue through suppliers' advertising."

North West district president Robert Madden said: "There are alternatives

to doors on gantries out there. I've got something similar to Cherwell in my shop. Members need to understand their options and consider them all.

"If any members require help, I urge you to contact the NFRN Helpline, which can help with various solutions to meet requirements."

The district also received presentations from Pay-Zone and The Independent about how they were supporting retailers.

## In brief

### Green get-together

Independent retailers from the NFRN Grimsby and Cleethorpes branch met Great Grimsby Greens candidate Vicky Dunn this month.

The meeting, set up as part of the NFRN campaign to engage with prospective MPs, covered issues including the upcoming carrier bag levy, standardised packaging, retail crime and business rates.

Branch president Neil Hirst said: "Following the Green Party's increasing presence in the run up to the election it provided a chance for our members to hear what the party can do for independents."

### Best shops nod

Two convenience stores are among the 20 finalists shortlisted for the Best Small Shops Competition 2015, run by the All Party Parliamentary Small Shops Group.

Islington Village Shop in Devon and Nisa Local Toddington in Bedfordshire topped more than 300 applicants to make it into the finals. They were judged on entrepreneurial activities, the way they work with their community and innovation in business. The winner will be announced on 25 February.

### Limp thief jailed

A convenience store worker who stole £19,000 from his employer has been jailed for 16 months after his limp gave him away on CCTV.

Tajinderpal Singh, 48, of Southall, was arrested at Heathrow Airport hours after the robbery as he tried to flee to Delhi. Police were called to the store he was employed at on 28 January when staff realised there was cash missing.

## Tributes to John Cotsell

Tributes have been paid to NFRN Devon & Cornwall president John Cotsell, who died on 15 February.

As well as serving three terms as district president, Mr Cotsell was a national councillor and was added to the Devon & Cornwall roll of honour in recognition of all he did for the district.

He ran several stores in Exeter, including seasonal offerings at local holiday camps.

He was well respected within the NFRN community and was remembered warmly this week by Devon retailer Duncan Finlayson. "John was a very, very good friend and he will be sadly missed," he said.



**Holt the front page** Retailer Harry Rai has been named Wiltshire's Best Newsagent after a competition in the Wiltshire Times newspaper polling its readers. Mr Rai, of Holt Superstore, said: "It is brilliant news and a complete surprise. It is a family-run business and we have been here for 29 years. We completely ripped out our shop in a big investment a year ago, and brought the village's Post Office here when there was a danger of it being lost."

## ACS presses treasury for business rates reform

The Association of Convenience Stores (ACS) has called for long term business rates reform in a submission to the treasury ahead of the final budget before the election.

It has also highlighted issues around duty fraud and employment costs and asked for immediate action

to secure the future of the convenience sector.

ACS chief executive James Lowman said: "Government has taken action in recent years to reduce the burden of business rates on our members, but this must be followed by wholesale reform that makes the business rates system fairer.

"The Chancellor could cement his commitment to small businesses by raising the small business rate relief threshold to £50,000."

ACS research shows that 94% of retailers have been negatively affected by employment costs over the last year. "We are calling for the retention of an independent

Low Pay Commission to make recommendations on the minimum wage free from political pressure," said Mr Lowman.

He also said more could be done to minimise duty fraud by a freeze in the current duty rate and ensuring retailers who engage in fraud lose their alcohol licence.

# NATIONAL COUNCIL

NFRN NATIONAL COUNCIL  
**LONDON**  
10-11.02.2015



**Neville Rhodes** reports from the NFRN National Council meeting



**Martyn Brown**

## Three challenges facing council

Opening the February meeting of the national council, NFRN national president Martyn Brown said there were three issues he expected to feature prominently in council's discussions.

First, he said, was setting a challenge to the federation to raise awareness of the impact of retail crime on members – and as he was speaking, chief executive Paul Baxter was appearing before the department of justice select committee's review of sentencing guidelines (see page 18).

Mr Brown said members' long-standing worries about late deliveries and flawed allocations of newspapers were also being addressed, and these had been put under the spotlight at a special summit organised by the NFRN the previous week. He believed that the reassurances received from publishers at the meeting would ease members' concerns.

The NFRN was also determined to confront the threat of plain packaging of tobacco products, and would be mounting a strong campaign against it.

Mr Brown described plain packaging as a measure that "presents an avenue for the criminal fraternity to make even more money".

## Meeting brings review of RDTs

Reporting on a meeting with Menzies Distribution's managing director Forsyth Black, Martyn Brown said the wholesaler had largely ignored the NFRN's suggestions for changes to the wholesaler's terms and conditions.

However, the wholesaler had agreed to undertake a review of RDTs.

Mr Black had also told the federation that he had been asked by his board to find additional savings of £9m.



**Sam Whiteside**

In a discussion that followed, Mersey Dee member Sam Whiteside, a past NFRN president, queried the legality of a new clause in Menzies' terms and conditions allowing the wholesaler to set a maximum retail price for a newspaper.

Tom Searle, a national trustee, urged all Menzies customers to write individually to the wholesaler, stating that the terms and conditions were unacceptable – a



**Naresh Purohit**



**Plain packaging is a measure that presents an avenue for the criminal fraternity to make even more money**

**Martyn Brown**

NFRN national president

suggestion endorsed by fellow trustee Naresh Purohit.

South Wales member Peter Robinson said the NFRN should draw up its own terms and conditions for supplies, and present them to the wholesalers.

## Packs vote gives MP lobby chance

Updating council on the latest government moves to introduce plain packaging for tobacco products, Adrian Roper, NFRN head of public affairs, said the proposed regulations would have to be approved by votes in both the Commons and the House of Lords before parliament was prorogued on 30 March.

Although the proposal was supported by both Labour and the Liberal Democrats, it was opposed by a significant number of Conservative members, including some cabinet ministers.



**Mike Mitchelson**

Mike Mitchelson, NEC member and public affairs chairman, said the forthcoming general election provided members with an ideal opportunity to lobby their local parliamentary candidates about the difficulties small retailers are facing.

## Separate election for trustee place

Following an announcement by

national trustee Jim Maitland that he is to resign his position following annual conference as he has sold his shop, council agreed that a separate election for the vacancy should take place.

It will be in addition to the usual election for a trustee to serve a three-year term, for which nominations have already closed.

The additional election to replace Mr Maitland will be for a one-year term – up to June 2016 when Mr Maitland's current term would have expired – and nominations for this position should be lodged with head office by 30 March.

## RDMs help boost membership

Reporting on the work of the federation's RDMs, Margaret McCloskey, head of operations, said the latest stats showed that 81 new members had been recruited during January, and 2,691 non-members had been contacted.

A reorganisation of territories would mean some changes of RDM personnel in Western district and parts of London.

Plans are in hand to exchange the federation's mobile promotional vehicle, introduced two years ago, for a smaller vehicle, with a permanent driver to be appointed.

Theresa Neale, senior membership services manager, told council that she would be based in Durham office as soon as building work was finished, and that two additional MSMs would be appointed to cover the Northern and Republic of Ireland districts.



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# NATIONAL COUNCIL

NFRN NATIONAL COUNCIL  
**LONDON**

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**Neville Rhodes** reports from the NFRN National Council meeting

## Pension changes 'complex issue'

Enrolment of employees of businesses with between one and 30 members of staff into workplace pensions schemes will start in September and will be phased in over the following 18 months, head of operations Margaret McCloskey reminded council.

Businesses will receive letters from the pensions regulator at some point during this period, advising them of their obligations under the law and what they need to do.

This will include either appointing an approved pensions provider or opting for a DIY scheme that must be registered with the regulator.

Employees over the age of 22 may opt out of a scheme, but only after they have been formally enrolled in it.

The costs of workplace pension schemes are regulated, and include an annual management charge by the pension provider of 0.3% of the scheme's assets; an admin fee of between 30p and £1.50 a month per employee member; and a minimum employer's contribution of 1% of the employee's wage or salary, rising to 3%.

"The issue of workplace pensions will be very complex for a lot of our members," Mrs McCloskey warned.

## New definition of 'active branch'

A new definition of an active branch within the NFRN was agreed by national council in a clarification of last year's changes to rule 23c(i).

An NFRN branch is

now defined as active if it has held "a properly constituted AGM, attended by at least two voting members, in the first half of the year, followed by another meeting in the second half of the year".



**Peter Robinson**

However, Peter Robinson, South Wales, said it was clear that the branch structure was "dead in the water" in some areas of the country, and he called for a radical change to the way members were represented at branch level.

He was supported by Cornwall member Mike Eddowes, who described the need for branch restructuring as "desperate".



**Mike Eddowes**

"I am the Cornwall branch," he declared.

Mr Robinson's motion proposing that "member services look at options for branch voting and re-structure as an alternative to attending meetings" was carried.

## New governance committee

Council approved a proposal to replace the national finance committee with a new



## The issue of workplace pensions will be very complex for a lot of our members

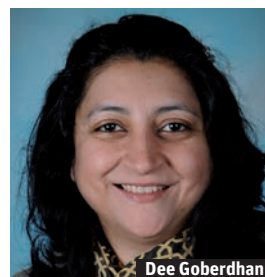
**Margaret McCloskey**

NFRN head of operations

audit and governance committee, made up of the three national trustees, the national president, the chief executive and the head of finance.

It will no longer include the two members elected by national council.

Explaining the rationale for the change, Sam Whiteside said the role of the finance committee had changed over the years, with the focus gradually shifting from budgeting and financial management to audit, governance and procedural control.



**Dee Goberdhan**

The proposal was criticised by South Wales member Dee Goberdhan.

"As an accountant, I query whether it is right to have the trustees on the audit committee," she said, adding that she believed it would lead to a diminishing of their independence.

However, the proposal was carried by a large majority, with a handful of abstentions.

## Commercial's best year ever

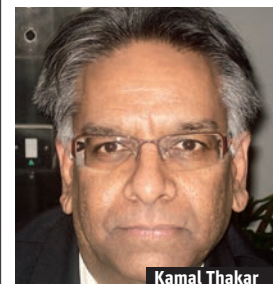
NFRN Commercial has had its most successful year so far, chairman Ian Shaw reported.

High profile purchases from 2014 included loom bands, Vivid e-cigarettes and e-liquid and Servetab tobacco gantries.

Plans for the current year included expansion of the telesales force, two

field representatives to ease the burden on RDMS, and the appointment of new vendor partners.

"We're aiming to offer everything you require to be a successful retailer," Mr Shaw said.



**Kamal Thakar**

## Legal fee saving

The value of the free legal advice and insurance cover that is available with NFRN membership was highlighted by London member Kamal Thakar.

He said he had been paying, through his accountant, for separate legal expenses cover for matters relating to his accounts.

However when he realised that NFRN Legal offered similar cover as part of his federation membership fee, his accountant suggested that the separate policy should be cancelled, saving Mr Thakar £160 a year.

## Meeting venues

Events chairman Mike Mitchelson announced the venues for the main NFRN meetings over the next 12 months.

Spring national council will take place in Leeds, and the annual conference will be held in Torquay.

Bristol will be the venue for the September national council, and the November and February 2016 meetings have been provisionally scheduled at the Barbican Thistle in London.



# NATIONAL COUNCIL

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**Neville Rhodes** reports from the NFRN National Council meeting



Paul Baxter

## Crime profile efforts succeed

The NFRN has worked hard to raise the profile of retail crime against small shops, and its efforts appear to have succeeded, chief executive Paul Baxter told council.

He arrived at the national council straight from the House of Commons where he had been giving evidence to MPs during a justice select committee hearing on sentencing guidelines.

"They listened well to our views, and it emerged that they had not taken account of the fact that some small shop owners also live on their premises."

"MPs also took on board our point that the key factor for our members is not necessarily the value of items stolen from their shops, but the impact of the crime on the victims," Mr Baxter said.

He said there had been a good debate, with the NFRN well supported by USDAW, the shopworkers' union.

"Giving evidence to this committee was another step for us on our path to win greater influence with MPs and government officials," said Mr Baxter.

## No decision yet on NFSP merger

The NFRN has held further talks with the National Federation of SubPostmasters (NFSP),

but no decisions have been taken about a merger, Paul Baxter told council.

He said that although both organisations supported independent retailers, and there was a significant membership overlap, it was clear that there were political differences between them.

"For example, we asked them about postmasters' contracts with the Post Office, and particularly their attitude to the non-compete clauses in the contracts," Mr Baxter said.

"We will continue our discussions with them, which are very amicable, but many questions are still to be addressed before we decide whether we want to merge with them or just work more closely with them," he said.

Mr Baxter also reported on a meeting with Camelot where he had raised the issue of the Post Office taking a quarter of retailers' commission on lottery sales in shops which are also post offices.



Ray Monelle

## Opportunities for news category

Opportunities for helping members to develop the news category are centred on the formation of the National News Network (N3), a trading company focused on news categories; Store2Door, the federation's HND initiative; the



**MPs took on board that the key factor for our members is not necessarily the value of items stolen from their shops, but the impact of the crime on the victims**

**Paul Baxter**

NFRN chief executive

development of sub-retailing; and extending the reach of Newspro, the magazine range management system.

Deputy vice president Ray Monelle, chairman of the business development committee, said the federation was moving forward with news, "getting it right and gaining the confidence of the industry".



Brian Murphy

Brian Murphy, head of news, said the success of the Store2Door delivery operation for the Bath Chronicle showed that its direct to consumer offer was "on the right road", while there were plans to extend the Newspro scheme to another thousand members this year.

Sub-retailing would become increasingly important, because "there are a serious number of members who are not making a profit on news", Mr Murphy said.



Narinder Randhawa

West Midlands member Narinder Randhawa urged the NFRN to "positively promote" sub-retailing, pointing out that the

break-even point for newsbills was around the £230 a week mark – a figure that was out of reach for an increasing number of members.

Updating council on N3, chief executive Paul Baxter, said a "soft communication" to members had been chosen, while publishers and wholesalers had been advised of N3's intentions.

So far five members had expressed an interest in joining, and they would likely to become the board of the new company at its inaugural meeting, scheduled for 4 March.

Council was promised a further update in April.



## Content driving RN sales growth

Like most other print media, Newtrade – owned by the NFRN Benefits Fund – was experiencing a difficult trading environment, but its titles are performing satisfactorily, chairman Mike Mitchelson reported.

Chris Gamm, RN's editor, said copy sales were up 5% on last year and 14% on the industry average, with only six titles with a circulation of over 10,000 copies showing a better performance.

"Our sales growth is being driven by great content that is inspiring to retailers," he added.

# YOUR ISSUE

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



## NO LOTTERY LUCK FOR FRIDAY THE 13TH

Whether you believe in it or not, the curse of Friday 13th certainly seemed to have struck some retailers with Lottery terminals last week.

RN has received several reports from independents struggling to boot up their Lottery systems on the day, leading to lost sales in the process.

It was bad luck for Amit Patel of Belvedere News Food and Wine in Kent, who said he had to turn some of his regular Lottery customers away.

"Normally it's just a case of booting up the system in the morning but for some reason it wasn't working," he said.

"We tried restarting it a couple of times and turned it off and on at the plug switch, but it kept getting stuck in a loop.

"Eventually, we took the plug out and put it back in, which seemed to fix it.

"It was lucky that it wasn't a busier time, but we did lose a few sales."

Ian Simpson of London News and Toys in York also suffered similar issues in his business. He said: "We open at 6.30am and when we tried to sign on to the

Lottery system, it wouldn't let us.

"We have a regular Euromillions customer who comes in early who we couldn't serve, as well as a few others who pick up a ticket on their way to work.

"I tried to get through to Camelot, but we hadn't been told that they had changed their helpline opening time from 7am to 8am. We had a message telling us about the issue but couldn't get through to anyone."

Responding to affected retailers, a Camelot spokesman said: "We can confirm that there was a temporary issue with a relatively small number of terminals first thing on Friday morning. However, this was not related to a terminal update at all but involved one of our satellite gateways.

"These route the terminals to satellites – so some retailers using that particular gateway unfortunately experienced short-lived issues.

"We used a pre-recorded message on our dedicated retailer hotline to inform retailers that we were aware of the issue and were working to get it fixed as quickly as possible.

"The issue was resolved by 9am



**Indies report lost lottery sales after 'satellite gateway' issues**

on Friday morning. We are sorry for any inconvenience caused to the small group of retailers affected."

The spokesman added it had written to all Lottery retailers

about changes to its retailer hotline opening hours, which took place last December, and had also issued a terminal message about the switch on both 6 and 7 December.

## Adeil acts to keep his elderly customers safe

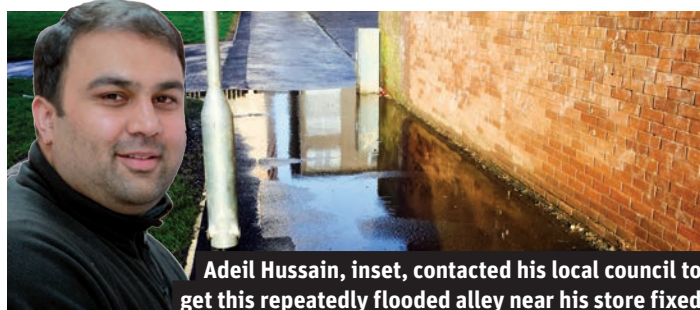
Many regular readers of RN's Your Issue page will be well aware of our campaign to eradicate flooded tote boxes from the news supply chain.

But Motherwell retailer Adeil Hussain has an altogether different flooding issue – this one involving an alleyway used by his customers to get to his store.

The Family Shopper retailer told RN the alleyway in question, located on Airbles Street, is often used as a shortcut by shoppers to get through to his business.

However, locals have told Adeil that the alley is constantly being flooded and is becoming a hazard for elderly shoppers, and have asked him to help them get their voices heard.

Speaking to RN, Adeil said: "There's no drain in the alleyway and there's a small amount of sub-



**Adeil Hussain, inset, contacted his local council to get this repeatedly flooded alley near his store fixed**

sidence, so when it rains the water just sits there.

"We have a lot of elderly shoppers who live at the rear of Airbles Street and who use the alleyway to get to our shop. But we've had some customers coming in saying this could be dangerous for them, especially if the water freezes over."

Looking to get this issue resolved, Adeil sent emails to North Lanark-

shire council and copied in his local SNP councillor, Alan Valentine.

"Recently many customers, the majority of whom are elderly, have come to me with a concern of theirs regarding the flooding of the alleyway between 224 Airbles Street and 220 Airbles Street," it said.

"I'm hoping the council can reply, firstly advising if this is the responsibility of the roads department

and, if it is, if there is anything that can be done to rectify this."

RN is now pleased to report that it looks like the problem will soon be resolved, after Adeil received a response from the council.

It read: "I can advise you that the local inspector has checked this location and identified a blocked footpath drain that appears to be causing the flooding. A work instruction has been issued to our contractor to clean and jet this drain, they have been given five working days to programme and complete this work."

Good news indeed, but Adeil says he is keeping an eye on the situation to make sure the council keeps its word.

"If we get past the fifth day and nothing has been done, we will give the council another call," he adds.



## LETTERS

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

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

## LONDIS'S 'TREMENDOUS INITIATIVE'

**I think Londis's £2.3m investment in improving store standards is a tremendous initiative that is going to reinforce our working relationship with our supplier.**

In an economy where borrowing from banks is getting more difficult, where there is talk of possible deflation and cash margins are getting smaller, investment from the symbol group is, I think, the only way for a lot of very good retailers to get a jump start towards investment.

It's obviously not a free-for-all with the investment from Londis, but it's absolutely a boost of confidence at our end. It also helps us to professionalise our business – we can tap into some of that brand professionalism – logistics, marketing support and so on.

But the smaller ticket items also make a difference – investment in chiller doors helps our electricity bills, contactless payment equipment keeps our costs down, and things like investment in upgrading IT equipment, improving tills – it's a lot of little things, and that's



**Arjan Mehr says Londis's investment plans will reinforce retailers' relationship with the company**

where that investment from above can help.

All symbol groups should be heading in this direction, I think. And the two-prong approach is what we need: both short-term and long-term investment targets.

**Arjan Mehr,**  
Londis Supermarket,  
Bracknell,  
Berkshire

## Open letter to Menzies...

As you will be aware, you recently stopped our newspaper supply, without rhyme nor reason.

Your representative claimed it was because the shop had changed hands.

There was absolutely no forewarning that this was about to happen.

I arrived downstairs to bring in my supply to be told the above.

Nothing could be done apparently before 6am because the manager was not available until then.

Although supply was reinstated, my papers were received extremely late and in short supply. I had

to purchase a number of papers myself.

Also, as it was so late in the morning I had to deliver several rounds myself.

I was extremely disappointed to receive an impersonal restitution form, I didn't even get a written apology.

How can you quantify the time lost and more particularly the stress your actions have caused?

How can it happen that a newsagent has his supplies stopped and the first he knows of it is when the van doesn't arrive?

If this were the first time (however, it is not), I would forgive and hope that you would learn, but it seems Menzies are becoming more autocratic and more distant from the customers they are supposed to be serving.

It is becoming, indeed if it is not already the case, a monopoly.

**Steve Patient,**  
S & K Patient Newsagents,  
Llandudno

**A Menzies spokesman responds: "Mr Patient has**

*been contacted by his local branch manager and the matter has been resolved."*

## Great work, News UK

I entered the Sun and Times #WINAVND competition on Twitter and was one of the winners.

It was my first tweet in about a year and I won a prize so that was fantastic.

It's really good to see News UK getting involved because we don't see that from publishers very often. It's great to have that support for independents.

We just redid our news and magazines section and our food-to-go area so having a new display for newspapers just as people walk in is just going to cap everything off really.

I think it's a fantastic promotion by News UK and anything it can do to raise the profile of newspapers in a time when the market is declining is really positive.

**AJ Hashmi,**  
Keinton Stores  
Somerton, Somerset

## #TOP TWEETS



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

**@CavePostOffice**

Feeling lucky? #Health-Lottery 50p on a Tuesday & Friday. Go on, give it a go.

**@jsweeneygirl**

Brisbane shop owner says not a day goes by where he doesn't see people smoking illegal cigarettes near his shop @MasterGrocers #black-market

**@Chard\_News**

WANTED. A winner of tomorrow night's est. £29million #EuroMillions jackpot! RT to volunteer! (Or pop in and see us and buy a ticket).

**@jackiesnews**

Desk all ready to mark up today's rounds. It's raining out there so have your paper delivered #enjoyhomenewsdelivery

**@EDiamond136**

Just had a customer request I keep some reading glasses so he can see the lotto numbers. He says the local book-maker already does so...

**@NisaLocalStores**

Flipping great pancake deals on now at your local Bells Nisa of Habberley & Offmore. @Kid-dyHour @WorcsHour

**@GravellesBudgen**

Lovefood sampling their delicious meals in our Sawston store on Saturday 28th February from 10.30am. Come along and try some...

**@NEWSontheWHARF**

Don't let fire ruin your livelihood, overloading sockets and poor wiring standards can be deadly #firesafety

Follow **Retail Newsagent** on Twitter @RetailNewsagent



**It's really good to see News UK getting involved because we don't see that from publishers very often**

**AJ Hashmi**

Retailer, Somerton, Somerset

# OPINION



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## Your say

### How are you preparing your customers for the upcoming tobacco display ban?

We have a vending machine so this means we'll have minimal changes and minimal outlays, as we don't have to pay to keep topping it up.

Commercially, it works wonders and customers are really happy that they can still get the cigarettes they want.

It gives us more space for merchandising other lines too.

Not having a gantry means we can use that space to push products that we make more than 5% margin on.

Carol Bains

Streethouse Post Office,  
West Yorkshire

Our customers aren't really taking an interest in the changes.

We have a vending machine so it's simply a matter of covering up one of the shelves that isn't blank already.

The changes will give me more space for advertising

though – I'm thinking of installing television screens which take a USB stick and running advertisements on those, pushing things like the National Lottery.

Ravi Kaushal

Premier Burlington News,  
Chiswick

We've been telling our customers for some time, since last year in fact, what the changes

were and when they were coming.

They know what it will be like, though, because they've seen it in all the supermarkets.

All our staff are trained and know what to expect.

There might be some teething problems, but we are about to use a new planogram, which should make the rollout easier.

Alkesh Pankhanja

Best-one,  
Sunbury-on-Thames



## Your stock

### Will the launch of Walkers MixUps help you bag extra crisps and snacks sales?

We do have MixUps in stock, they're something we've had in for a little while now and they are proving to be a good seller. We have a lot of children come to the store after school so crisps are a strong product for us.

They tend to buy single

packs, though we do have parents come in and buy multi-packs for school lunches. Walkers are the biggest seller, and it tends to be the £1 sizes that are most popular.

Nina Kumar

Birds Newmarket,  
Porstmouth

MixUps is probably something we will stock – we sell a lot of Walkers already. We've got a large community college down the road from us, and also we have lot of workmen in first thing in the morning, so crisps are certainly a strong line, in all flavours.

Walkers are the bestseller for us, both in the small and large sizes.

Duncan Finlayson

The Papershop,  
Devon



We've got MixUps in stock and I sampled some of the cheese and bacon ones – I like them, they certainly seem addictive, and they are selling well.

The packaging is awesome and the concept is really nice. We don't do grab bags anymore, for us it's pricemarked pound bags that sell well, as does the Walkers standard range.

Bintesh Amin

Blean Village Londis,  
Canterbury



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## Ensuring the safety of employees

**Retailers have a legal obligation to ensure staff can carry out their work without risk to their health. Are you doing all you can to comply with requirements?**

The Health and Safety at Work Act 1974 states that a retailer has a duty to ensure (in so far as is reasonably practicable) the safety, health and welfare of all his/her staff during working hours.

"Reasonably practicable" is not defined in legislation, but it means striking a balance between the risk which might occur, the time and effort it will take to rectify and how much it will cost to ensure your employees are kept safe in the workplace.

In practice, this means retailers should ensure suitable procedures are in place to keep themselves, their staff and their customers safe.

One way retailers can do this is to carry out risk assessments of any work-related activities which may present a risk to the personal safety of employees.

Risk assessments involve a five stage process which includes looking for hazards, deciding who might be harmed and how, evaluating the risks and deciding whether existing precautions are adequate or not, recording your findings and reviewing your assessment and revising if necessary.

I would expect retailers to cover slips and trips, handling and moving stock, working at height (on ladders stacking shelves, for example), health of workers in the

shop environment, threat of robbery and violence as we have seen in recent cases, shop equipment and fire.

If the shop is relatively low risk then retailers can undertake the assessments themselves and the HSE website ([www.hse.gov.uk](http://www.hse.gov.uk)) is an invaluable tool containing a step-by-step risk assessment for retailers to use.

One other aspect of health and safety came to the forefront not so long ago after convenience store operator McColl's was fined £150,000 for failing to protect its staff during a series of robberies at



**The HSE's website has helpful advice on carrying out a risk assessment of your store**

its store in Merseyside.

This ruling raises a question: should retailers develop a policy which is specific to staff working alone?

This could consider factors such as whether lone workers can adequately control the risks of their job; whether they have a safe way in and out of the workplace and if they suffer from any relevant medical conditions. Finally, is there a risk of violence from customers or others?

Supervision of lone workers

should also feature in a store's risk assessments. The extent of supervision will depend on the risk and also the ability of lone workers to identify and handle any health and safety issues.

Supervisors or store owners should ensure that anyone working on their own is able to contact them in an emergency and has appropriate alternative contact numbers.

In some circumstances automatic warnings could be activated if certain signals are not received within a specified time.

Solutions to many of these problems can be found in the wide range of technology being developed, which retailers can give to lone workers to ensure they are supported as they go about their day-to-day duties.

Retailers should also remember that not only may they face fines for breaching health and safety, but an employee may also be able to make a claim for compensation if they sustain personal injury.

This all adds up to a "double whammy" for retailers. Even more reason to ensure you have the correct procedures in place.

*Michelle Di Gioia is a partner in the Dispute Resolution Team at Gardner Leader LLP solicitors*

### ★ Three things retailers need to do well to limit their liability

**1. Keep efficient and well recorded health and safety procedures in place.** Discuss and keep a record of all staff training and risk assessments conducted, ensuring that they have been understood by staff. Retain records of inspection and maintenance of equipment for a minimum of three years and have an audit trail showing that policies are being followed and taken seriously.

**2. Have an internal response team which can act quickly.** If you are a small team appoint one member of staff (and an "understudy") to be responsible for ensuring your response plan is followed and the company's health and safety policies and procedures are adhered to and recorded in the event of an accident or incident.

**3. Have lawyers on hand in order to provide advice and support.** Your response plan should contain contacts for a solicitor that specialises in health and safety regulatory matters so you can seek advice promptly if needed.

# PRICEWATCH

## CHOCOLATE

by **Nadia Alexandrou**

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tel 020 7689 3350

### BEST-SELLING CHOCOLATE PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
<b>Cadbury Twirl</b> 43g	68p	65p	85p	65p	60p (PM)	60p (PM)	55p
<b>Mars Snickers Duo</b> 83.4g	83p	69p	89p	80p	–	–	79p
<b>Mars Bar</b> 51g	62p	59p	85p	65p	65p	65p	55p (2 for £1)
<b>Ferrero Kinder Bueno</b> 51g	71p	69p	89p	75p	70p	–	85p
<b>Mars Snickers</b> 48g	63p	59p	82p	65p	65p	65p	55p
<b>Mars Maltesers</b> 37g	64p	59p	89p	65p	65p	60p	£1 (PM)
<b>Cadbury Wispa</b> 40g	68p	65p	85p	65p	60p (PM)	65p	55p
<b>Mars Milky Way Magic Stars</b> 33g	61p	55p	74p	–	60p	60p	–
<b>Cadbury Fry's Turkish Delight</b> 50g	73p	69p	96p	75p	70p	–	–
<b>Mars Bounty Milk</b> 57g	64p	55p	89p	65p	65p	60p	59p
<b>Nestlé Kit Kat 4-Finger</b> 45g	64p	59p	85p	65p	65p (2 for £1)	65p	59p (2 for £1)
<b>Cadbury Creme Egg Minis</b> 89g	£1.38	£1.49	93p	£1	£1.20	£1.20	£1

## Chocolate pricing strategies

### RETAILER

# 1



**NAME** MICHAEL MCDERMOTT

**STORE** Londis

**LOCATION** Clonmel, Co Tipperary

**SIZE** 4,000sq ft

**TYPE** just off high street

Apart from working in Euros, our pricing strategy is similar to England's, and we price 5-10p above RRP. Cadbury's plain eight square bar is by far the bestseller, which we have on offer at the moment at two for €3. We merchandise chocolate next to the till, as well as chocolates that we have on offer all-year round, which go in dump bins around the store. This works well as it catches customers' eyes as they're walking around the store, and the offer encourages them to make an impulse purchase. The same principal goes for why we put them by the till.

### RETAILER

# 2



**NAME** SAMEER AYIAZ

**STORE** Nisa Local

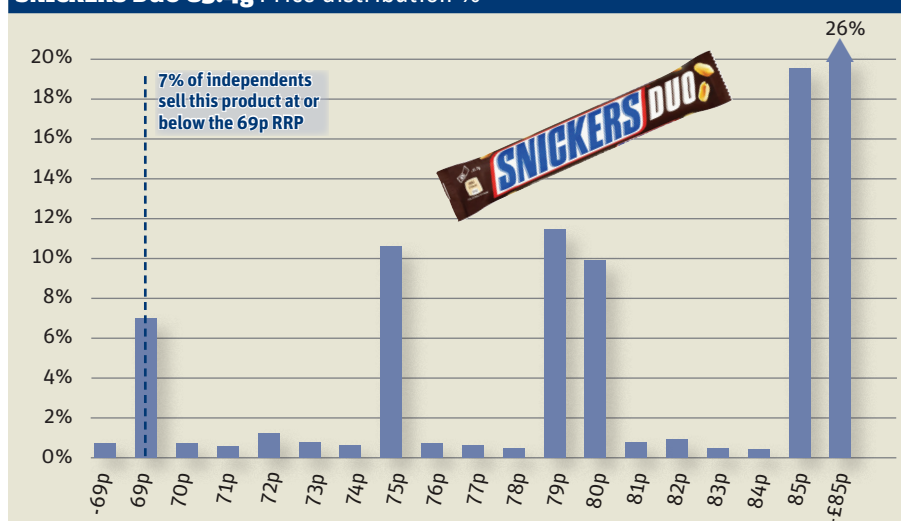
**LOCATION** Finsbury Park, London

**SIZE** 1,200sq ft

**TYPE** secondary road

We generally stick to Nisa's RRP, but adjust it depending on how well something sells. At the moment we don't have any promotions on chocolate, but they do well. Single chocolate bars sell better than multipacks, purely because they're easier to pick up on impulse. For this reason we merchandise chocolate by the tills, and sometimes second site them in high foot-fall locations around the store. Bestsellers tend to be the big mainstream brands like Snickers, Mars and M&Ms. Chocolate tends to sell better in the winter.

### SNICKERS DUO 83.4g Price distribution %



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

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



## RETAILER

3

**NAME MIKE BROWN****STORE** Browns Newsagents**LOCATION** Stokesley, Middlesbrough**SIZE** 250sq ft**TYPE** just off high street

Countline bars have just started to pick up again since they began to dip around six months ago. I found some really good deals from Booker – for example, Crunchie priced at 60p offering 40% margins. I remember last year Mini Eggs were priced at £1 and sold really well, though I haven't seen anything similar available this year. Customers have been asking for them, but I'm planning to stock them closer to Easter. Another reason I think countlines are picking up is because of more price marks and the cold weather.

## RETAILER

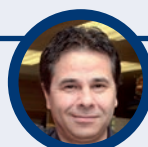
4

**NAME NIGEL KENDAL****STORE** Meadow Stores**LOCATION** North Wootton, King's Lynn**SIZE** 600sq ft**TYPE** village

I normally look at the prices set by Tesco Express up the road, and make sure I'm not more expensive. Where I can, I will go slightly above RRP, however. Pricemarked chocolate bars definitely do make a difference, which is why Twirl is our current bestseller, priced at 60p. Mars bars are very popular, too. I put all chocolate with the rest of the confectionery on an aisle close to the tills. I'm in a village and not part of a symbol group, so planograms don't really work for me. I don't have any promotions for this category at the moment.

## RETAILER

5

**NAME UGAR ADIS****STORE** Mace Essentialz**LOCATION** Cambridge**SIZE** 1,300sq ft**TYPE** main road

I prefer to price mark where I can, but if not I go slightly above RRP to make up for lost margins. It's these small price rises here and there that allow me to employ someone to help me clean and rotate stock. Kinder Bueno sells best, closely followed by the four-pack Snickers priced at £1, which is good value to my customers when compared to a single bar at 55p. I'm just behind some student accommodation, and also have a sixth form college nearby, so my main customers are students, who respond well to the price marked multipacks.

# THE ENTREPRENEURS

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



## JIM SINEGAL

### Route to the top

After he started as a bagger at FedMart in 1954, Jim Sinegal discovered he loved the retail business, and quickly worked his way up to executive vice president. He then worked in similar roles for several companies including the Price Company and Chamberlin and Associates. Together with Seattle retailer Jeff Brotman, he co-founded Costco, and, from 1983 until his January 2012 retirement, Sinegal was Costco's president and chief executive. He remains on Costco's board of directors. Sinegal was a protégé of the legendary Sol Price, widely considered to be the 'father' of the 'warehouse store' concept.

As of 2014, it was the second largest retailer in the United States and the third largest in the world and the largest membership warehouse club chain in the US.

### Key achievements

- A 2012 CNBC documentary stated that from 1985 until Sinegal's retirement, the stock's value had increased by 5,000%.
- Sinegal, through Costco, provided his employees compensation and benefits much higher than retail industry norms.
- In 2009, Mr Sinegal was considered one of "The Top Gun CEOs" by Brendan Wood International, an advisory agency.

### Lessons for your store

- 1 "You have to take the shit with the sugar" – a favourite quote attributed to Sinegal on his philosophy on dealing with success.
- 2 Be accessible – Sinegal's offices were in the hallway at Costco's headquarters.
- 3 Treat your employees well – Costco is well-known for offering above-average pay for warehouse-store workers.



# RETAILER PROFILE



## The big cover story

**Having sold a successful education consultancy business, Martin Skelton was after a different challenge. Then he recalled the wonderful magazine shops he'd found in cities around the world and decided to open his own in Brighton. Nicola Stewart reports**

**I**f you can find something on the shelf at WHSmith, you won't find it anywhere near Martin Skelton's store.

His shop is a haven for independent magazines – the type of titles you rarely find outside of London, let alone in a multiple.

Martin's reasoning? "We don't have a hope in hell of competing with WHSmith, so why try? We want to be something completely different," he says.

It has been a long-held aspiration of Martin's to open an independent magazine store in his adopted home city of Brighton, and after he recently sold his successful education consultancy business, he decided it was time to take the leap.

"I've had so much fun in other cities in the world, finishing work for the day and going out wandering and finding stores that sell these types of magazines," says Martin. "It just seemed crazy that Brighton, with two universities and an art college, a large gay population and a big cultural mix, didn't have one."

Simply called Magazine Brighton, Martin's store is just shy of 400sq ft and is situated in the trendy streets of North Laine, a few minutes' walk from the train station.

It opened two weeks before Christmas and has already become a popular destination for local students and creative types.

"The word is spreading really quickly," says Martin. "Twitter and Instagram are going bonkers."

"Some people will come in and say: 'You're stocking X, thank God I don't have to go to London anymore, brilliant.'"

"Others will come in and love it but they'll come back four or five times before they actually choose something."

"Then there's people who are just bemused by it all."

Martin has about 200 titles in store at any one time and has the capability to order up to 4,000 more through distributors Comag, MMS, Antenne, Turnaround and Central.

He has also been approached directly by five or six independent publishers and will try to order in anything that is asked for by a customer.

But, he admits, it isn't always that simple.

"Because they're independent titles, they have an independent life," he says. "So we get them when they come in and sometimes the distributors sell out and that's it, it's done, so we have to wait for the next issue to come out. We're just learning."

"Surprisingly, of the 160 titles we had on display when we opened, there are only six that we haven't sold at least one copy of."

"We had five copies of Frankie come in for the first time recently and they arrived at one o'clock and we had sold out by four. So, we phoned the distributor up and said: 'Let's have some more'."

"So we are slowly learning which titles



**“Most independent magazines have a really strong design ethic, along with the words, so they lend themselves well to social media such as Instagram and Twitter, which are picture driven. This has really helped us to spread the word.”**

Martin Skelton, Magazine Brighton, East Sussex



**Martin Skelton says he's not trying to make a fortune with his new magazine shop – he just wants it to succeed**



**“We don’t have a hope in hell of competing with WHSmith, so why try? We want to be something completely different”**

we need to have 20s and 40s of and which titles we just need fives or 10s of.”

With margins sitting at between 25% and 50%, depending on the distributor, Martin says he needs to pull in about £10,000 a month to break even. His aim is to drive the average customer spend up to £25.

In the hour or so RN spent in his store, Martin sold 12 magazines to eight customers for a total of £118.44.

The titles were all different and ranged from UK lifestyle title Oh Comely, £4.50, to US cookery title Cherry Bombe, £14.50.

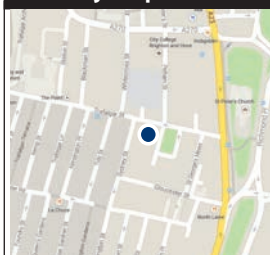
The response from customers has been extremely encouraging so far, and Martin says he is looking forward to the busier summer months.

“January to February is super quiet, and it suits us to open and learn about how to get the magazines in when we’re not under too much pressure,” he says.

“I’m hoping that once the warmer weather comes and it’s festival time, that will bring a whole bunch of people in, and we’ll be fine.

“I’m not trying to make a fortune of it, I just want it to succeed, and I want people to come in and have their own place where it’s not just what you see everywhere.” ●

#### Visit my shop



**Magazine Brighton**  
22 Trafalgar Street  
Brighton  
East Sussex  
BN1 4EQ  
twitter @magbrighton

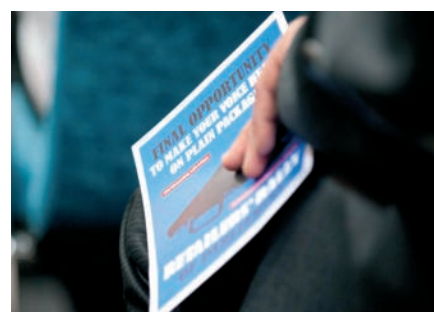


**Want to see more of Martin's store?**

**betterRetailing.com**



# PLAIN PACKAGING



In the week the fight against plain packs in the UK stepped up, Retail Newsagent was in Australia seeing the effects of the law on business first hand. **Chris Gamm, Tom Gockelen-Kozlowski** and - from Melbourne, Australia - **Nicola Stewart** reports

## The fight is on

**I**t was a silly decision in the first place and it hasn't done anything to stop people smoking," says Melbourne retailer Mark Awad, of City Convenience Store.

Over two years after plain packaging was introduced in Australia, an RN investigation has discovered that retailers are still wondering why, when it has achieved so little in terms of smoking rates, plain packaging was ever brought into force in the first place.

"I don't think plain packaging or our display ban have made any difference to smoking rates at all," agrees Kirk Jerome, owner of Kiosk 95 in Melbourne City Centre.

Meanwhile, on the other side of the globe, the fight to stop plain packaging coming to the UK ratcheted up a notch last week with 100 retailers, industry figures and MPs joining forces at an NFRN-organised rally against the proposals.

Arriving from around the UK, retailers, including current and future national presidents Martyn Brown and Ralph Patel, were among those to show their concern at the government's plans for plain packaging.

"Customers are opposed to plain packs, [they] will not prevent people

from smoking and the illicit trade will just get easier," Mr Brown said at the event.

In an impassioned speech which highlighted the commitment of the trade to uphold the best standards of responsible retailing, NFRN member Solly Khonat said he was proud "to be a gatekeeper stopping young people smoking day in, day out".

The risk, repeatedly raised by retailers, manufacturers and others in the trade is that plain packs will lead to a race to the bottom in terms of the price of tobacco. Not subject to the same duty and tax burdens as the legitimate trade, this is a race the illicit trade will always win and, in this murky world, ID checks and Challenge 25 initiatives simply don't happen.

Politicians from across the political divide also showed their concerns as it emerged that 100 Conservative and 12 Labour MPs were planning to rebel against the proposals when they come to a parliamentary vote, which one MP said could be as soon as the next two weeks.

One of the most outspoken, Conservative Nick de Bois MP, told those attending that the acceleration of the government towards new



**Legislation should be evidence based and there is no evidence that plain packs work**

**Gerry Sutcliffe MP**  
Member of Parliament for Bradford South

legislation was unduly hasty.

"We shouldn't rush with a feel-good policy just because we feel something should be done," he said.

The MP for Enfield North also highlighted the widespread unease that exists about the current push on plain packaging: "There is disquiet on all levels about plain packaging. The foreign secretary wants more evidence".

He echoed Mr Khonat's concerns that criminals would be the ultimate victors.

"With no branding, price is the only differentiator. If a young person is given the choice of £3 for an illicit pack or £9 for a legitimate one, there will be only one outcome," he said.

On the Labour side, Gerry Sutcliffe also addressed campaigners against the move.

"Legislation should be evidence based and there is no evidence that plain packs work," he said.

At the same time, tobacco manufacturers themselves are seeing increased evidence of the efforts anti-smoking lobbyists have had to make to push plain packaging back on to the agenda.

As RN analysis shows this week, 99% of respondents to the govern-





**CLOCKWISE, FROM TOP LEFT** 100 MPs march through Westminster; Ex-NFRN national president Peter Wagg and Kieran McDonnell with current president Martyn Brown; Nick de Bois MP addresses retailers before the march; Tobacco Retailers' Alliance spokesman Suleman Khonat hands the petition to the DoH with Martyn Brown; retailers demand the right to choose



ment's consultation were against plain packaging. Even once the campaigns were taken out, three quarters were against.

One of the biggest cohorts of respondents who favoured plain packaging (numbering a huge 30%), however, were local councils, a situation that Ron Ridderbeekx, BAT's head of corporate & regulatory affairs, described as "government lobbying government".

Back in Australia, RN's investigation into the effects on retailers of plain packaging highlighted how precious some of the warnings about the law are.

In a country where a packet of cigarettes costs even more than in the UK, plain packaging has meant that the question "what is your cheapest pack?" has become even more common.

"Price is always the main factor. Companies are coming out with cheaper alternatives now so people will buy those," says retailer Mark Awad.

Tarsem Singh, owner of a 7-11 convenience franchise in Melbourne City Centre, has seen this trend have a direct effect on his sales. "Rothmans is our bestseller. We used to sell more Winfield but the cheaper lines are more popular now," he says.

But what of the other effects of plain packaging? How much of a challenge did the law change create for the trade?



**Customers are opposed to plain packs, [they] will not prevent people from smoking and the illicit trade will just get easier**

**Martyn Brown**  
NFRN national president



UK retailers should take some comfort from the fact that two years on, queue times are much the same as ever in convenience and the public have grown used to the changes.

"Most people come in and know exactly what they want. When it was first introduced, some people would have to pull out their old packet to check the brand, but once they were used to it, it was no problem," Tarsem says.

Kirk Jerome's experience was similar: "I think the general public were slightly confused at first because the name of the brands was much larger on the old packaging but once they got used to it, it was fine."

One reason cited by the retailers for the relatively smooth change was a major investment by the government to educate consumers about the changes ahead of time.

"A lot of advertising went on before plain packaging was introduced so there was a lot of awareness about it," says Kirk.

One of the coalition government's first cuts on coming to power was £130m from its own advertising budget so it cannot be guaranteed that UK retailers would benefit from the same kind of support.

Yet a glimmer of hope does exist that the government can be persuaded by the evidence-led arguments of the trade. Since plain packaging was first mooted, the Federation of Wholesale Distributors has

fought, and won, for an exemption for wholesalers.

Confronted by the prospect of darkrooms with rows and rows of cigarettes in the same packaging, it was agreed that branding on outers should remain.

With arguments about youth access, the illicit trade and a lack of proof of its effects at reducing smoking rates, the arguments to scrap plain packaging all together are equally strong, campaigners believe.

"If we can get 100,000 signatures, there will have to be a debate in the House of Commons. That will really throw them," says Nick de Bois.

Ron Ridderbeekx, meanwhile, thinks victory could also be within sight: "I believe we can win the vote," he says, "but retailers will need to work together to do it. If you assume someone else will do it, it won't happen."

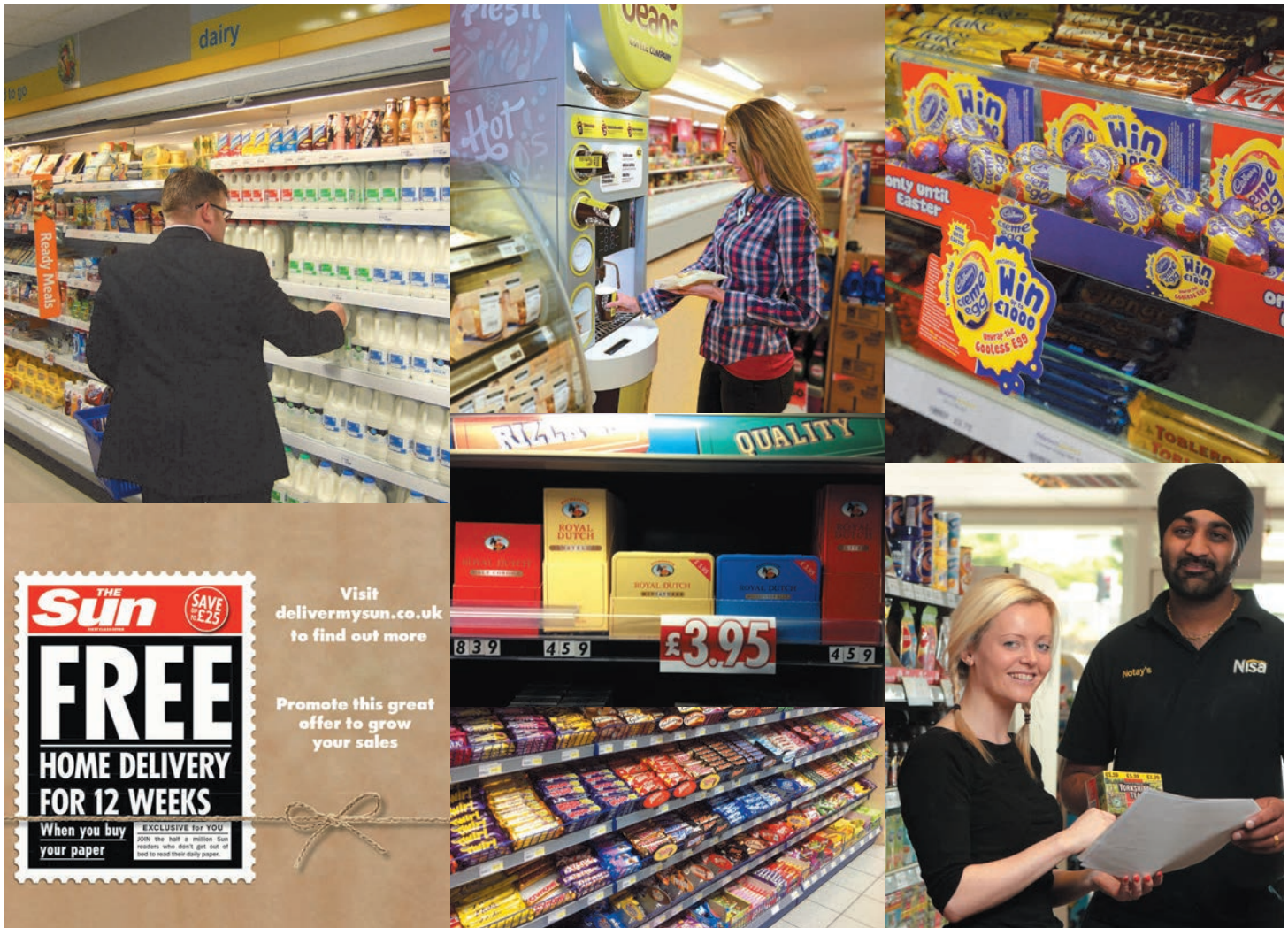
"It's no good if an MP is against plain packaging but no one in their constituency talks to them about it," he says.

"They will look like a libertarian. However if they say 'I've spoken to my constituents and they want me to act' it is a different story."

With these reasons for optimism, the next few weeks will be vital as those from inside and outside the trade who do not want to see plain packaging come to the UK write, lobby and campaign against it. ●



# THE BEST MONEY MAKING IDEAS FOR 2015



## Great opportunities

Seven top suppliers lay out their ideas for improving sales, service and profits in the independent channel this year. How could your store benefit from their advice?

There is a pleasing irony that, a week after the supermarket ombudsman Christine Tacon opened an investigation into Tesco's destructive relationships with suppliers, RN provides further evidence of the growing bond between the independent sector and FMCG's biggest names.

Over the next seven pages we've asked suppliers, wholesalers and the newstrade to give an insight into some of the big ideas that will shape the convenience landscape in 2015.

From News UK's investment in HND to Taylors of Harrogate's online platform for retailers, each company provides you with

a toolkit for growing sales in the channel's most dynamic categories. Plus each idea comes with a case study that highlights how Britain's best independent retailers are benefiting already.

With so many ways to improve your business, this opportunity is too good to miss.

**Our challenge:** Read through the next seven pages, pick three ideas that you can apply in your store in the next month. Let us know how you get on.



# THE BEST MONEY MAKING IDEAS FOR 2015

In association with  
**best-one**  
 The heart of the community

## FOCUS ON CHILLED & FRESH



Two in every three baskets in convenience now includes a chilled product – now is the time to get behind the category



**INNOVATION** A new range of quality Best-in chilled meat and poultry packs is now available to retailers



**PARTNERSHIP** Working with business development executives and merchandisers, retailers can see chilled sales uplifts of over 50%

## Q&A

### What investment from your company should RN readers be most excited about?

Best-one is working with leading suppliers to develop and simplify planograms and has introduced a Best-in chilled range for retailers, including fresh meat, sandwiches, savouries and fruit and vegetables.

### How can retailers make the most of it?

Allocate space and plan the fixture accordingly. Around 20% of store space should be dedicated to fresh and chilled with an emphasis on products that satisfy shoppers now and for the next 24 hours.

### How are you helping retailers take advantage of this?

Sales of chilled in Best-one are up 44%, year on year, through members working in partnership with our business development executives and drop shipment supplier IDC. Our chilled warehouse in Coventry has increased in size by 50% to meet demand.

### What results can they expect?

Get it right and chilled products could contribute up to 20% of turnover – bigger than beer, lager and cider. Retailers who join Best-one will also be eligible for up to 5% cashback on all sales through our innovative My Rewards rebate scheme.

## Retailer viewpoint

Nayan Amin

Best-one,  
Dunstable



**In the beginning,** I used to think out-of-dates would be a major problem but, like other Best-one members, I can get 80% of chilled foods as singles so I had total control over stock. Now I am buying cases rather than singles as sales are booming – I am seeing an uplift of over 50% on chilled and fresh. ●

**Want more advice?** Contact **James Hall** on 0208 453 8353 or [enquires@bestone.co.uk](mailto:enquires@bestone.co.uk) to find out how you can grow your chilled sales through Best-one.



# THE BEST MONEY MAKING IDEAS FOR 2015

In association with

**MARS**

## DISTRIBUTION & DISPLAY



Mars Chocolate is continuously investing in research into the best distribution and display advice, as well as a variety of PoS materials to increase sales in the confectionery category



**STOCK UP** Stock up now on the new Galaxy Salted Caramel bars and blocks



**SNACK STOP** A till point unit drives additional impulse sales

## Q&A

### What investment from your company should RN readers be most excited about?

Mars prides itself on providing tailored, expert advice to retailers, as well as category-led solutions and display equipment. In addition, Galaxy will be supported by a £12m media campaign and major through-the-line campaign in 2015 with 44 weeks on TV.

### How can retailers make the most of it?

Use our store-specific display options offered by Mars and focus on the right products. The top three brands generate 78% of total chocolate sales so it's crucial to get the main display right, multi-facing stock where possible.

### How are you helping retailers take advantage of this?

Mars carries out research to find out how shoppers are influenced and what they want to see in store. We learned that half of confectionery shoppers are influenced at the fixture.

### What results can they expect?

Mars has six of the top 10 single chocolate brands in independents. Retailers stocking these brands will bring consumers to the category and maximise sales.

## Retailer viewpoint

Kay Patel

Global Food & Wine,  
East London



**I have worked with Mars** for a number of years now, both as a member of their retail panel and with my territory manager in-store. Working alongside Mars I have taken advice on how to display confectionery effectively and generate sales; we work collaboratively on ensuring that I have the right range to meet my customers' needs and the right display solutions in place to drive sales. ●

**Want more advice?** Contact the Mars Chocolate sales team on **01844 262 517** to find out how you can grow your chocolate sales.



# THE BEST MONEY MAKING IDEAS FOR 2015

In association with  
**Mondelez International**

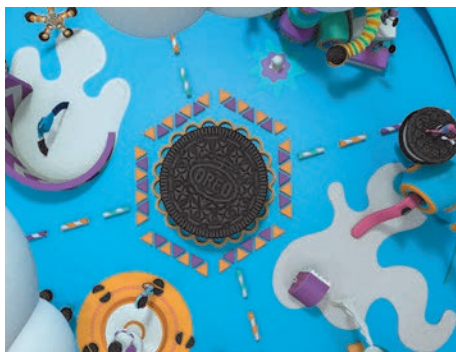
## MAKE THE MOST OF BRAND INVESTMENT



Mondelez International has invested heavily in its biscuit and confectionery brands, with 26% share of the category's total marketing spend, which is almost four times its market share<sup>1</sup> – so make the most of the activity by being ready



**MERCHANDISING** Make sure you know which brands are being invested in by visiting [www.deliciousdisplay.co.uk](http://www.deliciousdisplay.co.uk)



**MEDIA** Stock up in time to take advantage of heavyweight investment in key brands like Oreo

## Q&A

### What investment from your company should RN readers be most excited about?

We are investing heavily in exciting media and marketing campaigns for our key brands including Cadbury Dairy Milk, Trebor, Belvita and Oreo. In addition, Cadbury Creme Egg 'Have a fling' campaign is back on TV and on posters near your store. We also have innovative new products, with a media spend of more than £4.5m for Cadbury Dairy Milk Oat Crunch.

### How can retailers make the most of it?

Make sure you're stocking the brands that are being invested in. Ensuring you stock the most relevant range for your store (on-the go and top-up shop pack sizes). Make sure they have good visibility in-store, positioning them in a primary fixture and then in secondary sites, for example on the counter and in other high traffic areas.

### How are you helping retailers take advantage of this?

High impact manufacturer PoS material will ensure you grab consumers' attention.

### What results can they expect?

In tests, retailers who followed our advice on category management have seen an increase of 17% in value sales<sup>2</sup>.

## Retailer viewpoint

Mayur Patel

Saxon Field Stores,  
Andover, Hampshire



**I used seasonal brand investment** and PoS display in store with great results. The Cadbury seasonal display was a real sell out with our customers. ●

**Want more advice?** Visit **Dave** our virtual representative at [www.deliciousdisplay.co.uk](http://www.deliciousdisplay.co.uk) to find out how you can grow your sales.

<sup>1</sup>The Nielsen Company, Total Value MAT 12.07.14

<sup>2</sup>Convenience Store Shop Project 2014

# THE BEST MONEY MAKING IDEAS FOR 2015

In association with

News UK

## THE SUN HOME NEWS DELIVERY

Visit [delivermysun.co.uk](http://delivermysun.co.uk) to find out more

Promote this great offer to grow your sales

News UK - owners of The Sun - has now mapped over 84% of the UK population to a local retailer who will deliver to their home. Customers now have four delivery options to choose from and customers can visit [DeliverMySun.co.uk](http://DeliverMySun.co.uk)

### YOUR QUESTIONS ANSWERED

#### 1. HOW MUCH DOES IT COST?

When you sign up for the delivery part, not the newspaper. The Sun has 12 weeks of this offer you will only need to pay for the newspaper price of The Sun newspaper. This costs 40p per day Monday to Friday, 45p on Saturday and 50p on Sunday.

#### 2. HOW DO I PAY?

You will pay your retailer for your newspaper directly - no money to hand to The Sun. Also, you'll get the weekly paper delivery window, and as per your delivery, they will contact you to arrange payment of your paper bill.

#### 3. HOW DO I GET THE SUN DELIVERED?

Your newspaper can be delivered by any one of the options that have signed up to deliver to your premises - just search your postcode at [DeliverMySun.co.uk](http://DeliverMySun.co.uk) to find one near you.

#### 4. DO I HAVE TO GET THE SUN DELIVERED EVERY DAY?

No, via some different options to suit your needs, you can choose to have the paper delivered:

- Every day of the week
- As the readers only
- On Saturday only
- On Sunday only

**SUN FREE DELIVERY PROMOTION** Make your customers aware of the promotion

### DON'T JUST TAKE OUR WORD FOR IT

**SUN FREE DELIVERY PROMOTION** Don't just take our word for it

## Q&A

### What investment from your company should RN readers be most excited about?

The Sun offering HND allows your customers to receive their daily paper delivered free of charge. The Sun is reimbursing retailers for the cost of delivery.

### How can retailers make the most of it?

This offer will give you the opportunity to speak to new and existing customers to increase your HND delivery reach. Send your store details to the contact below to be mapped, receive PoS and be included in the offer.

### How are you helping retailers take advantage of this?

Our field team are out promoting this offer and educating retailers. There is also lots of information on our engagement website [www.newsretail.co.uk](http://www.newsretail.co.uk) where retailers are able to contact a member of the team through [growsales@news.co.uk](mailto:growsales@news.co.uk) if you are interested in growing your HND.

### What results can they expect?

Retailers can expect an increase in loyal customers who they can build a relationship with, with continued support from the retail team at The Sun.

## Retailer viewpoint

Amar Patel

The Paper Shop,  
Mount Sorrel, Leicester



**Since I was** provided with a Sun VND, headliner and retention tray on my counter my newspaper sales have increased. This was thanks to the help of News UK, who provided me with 12 weeks free delivery. I also focus on distributing my own leaflets to my village. This has helped my sales increase and I will continue to advertise the HND service to my customers. ●

**Want more advice?** Contact News UK Retail on [growsales@news.co.uk](mailto:growsales@news.co.uk) or via twitter @News\_Retail to find out how you can grow your Newspaper sales.



# THE BEST MONEY MAKING IDEAS FOR 2015

In association with



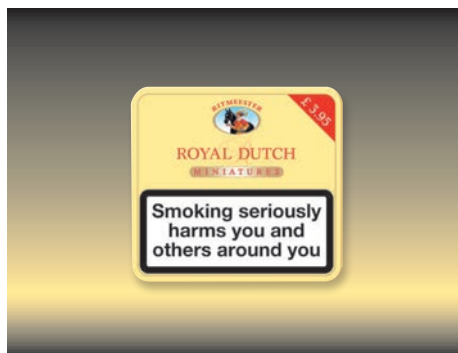
## IS YOUR CASH FLOW GOING UP IN SMOKE?



Managing your cash flow can be difficult, particularly when products come in large pack sizes. What can you do?



**PANATELLAS** Royal Dutch Panatellas are now available in a convenience friendly 20 stick display outer. Great for your cash flow!



**VALUE PRODUCTS** Value miniatures like Royal Dutch continue to grow. Make sure you are stocking value lines for your customers

## Q&A

### What investment from your company should RN readers be most excited about?

We have recently launched our popular Royal Dutch Panatellas in a convenience friendly 20 piece outer for individual sale. Our sales team are actively selling these in presentation tins.

### How can retailers make the most of it?

The single cigar market continues to be a popular purchase as consumers look for an instant smoke on the way home, or in the garden. Traditional outers of 50 can tie up cash flow for two to three weeks.

### How are you helping retailers take advantage of this?

Royal Dutch Panatellas come in outers of 20 meaning lower cash outlay and faster turnaround of your profit. They also offer more PoR per transaction, circa 22% if sold at RRP of £1. Available now through all major wholesalers.

### What results can they expect?

Faster profit turnaround and improved cash flow. Less money tied up in stock making sure your money is working harder elsewhere.

## Retailer viewpoint

Raj Patel

Sandown News,  
Isle of Wight



**I started working** with Ritmeester in 2014. Miniatures weren't moving as I would have liked. Working with Tony, my Ritmeester rep, we reduced the price to £3.95 and sales moved forward sharply. Consumers love the quality of Royal Dutch products, and it's good to see them supporting retailers with high PoR and smaller pack sizes, making our money work harder and turning our profit around faster. ●

**Want more advice?** Contact **Andy Swain** on [aswain@ritmeester.com](mailto:aswain@ritmeester.com) or 0208 940 8570 to find out how you can grow your cigar sales.

# THE BEST MONEY MAKING IDEAS FOR 2015

In association with



## DISTRIBUTION & DISPLAY



Diversify your store with a Jack's Beans coffee bar and see your profits increase



**COFFEE BAR** Jack's beans delivers premium Fairtrade coffee for your shoppers with six coffee shop-style drinks



**IN-STORE** David and Ian Lewis outside their Spar store in Minster Lovell

## Q&A

### What investment from your company should RN readers be most excited about?

With the dramatic growth in premium 'on the go' coffee, a Jack's Beans coffee bar delivers a Fairtrade premium coffee for your shoppers while offering your business competitive terms tailored to your needs.

### How can retailers make the most of it?

Our space saving design, Jack's Beans has the smallest full-size coffee machine on the market. Your shoppers have a choice of six coffee shop-style drinks.

### How are you helping retailers take advantage of this?

At Jack's Beans we take the hassle out of running the offer with installation, training, PoS and all consumables included, delivered daily.

### What results can they expect?

Jack's Beans retailers are already selling up to 20 cups per day and by adding a good hot food offer, can see sales increasing 20% week on week.

## Retailer viewpoint

Ian Lewis

Spar,  
Minster Lovell



### Since having a Jack's Beans

compact coffee bar in our store we've seen our customer footfall and food-to-go sales increase by 20%. We've been selling between 15 and 20 cups per day and our customers love the fact they are made with fresh Fairtrade beans and milk. Some have said it's one of the best cups of coffee they've tasted. ●

**Want more advice?** Contact the Jack's Beans team on [coffee.team@jacksbeans.co.uk](mailto:coffee.team@jacksbeans.co.uk) or 0845 122 2230 to find out how you can grow your sales.



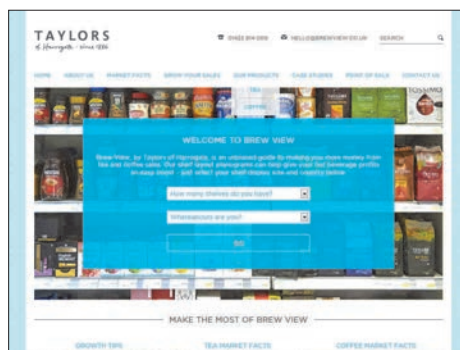
# THE BEST MONEY MAKING IDEAS FOR 2015

In association with  
**TAYLORS**  
of Harrogate · since 1886

TAKE CONTROL OF YOUR HOT DRINKS WITH [WWW.BREWVIEW.CO.UK](http://WWW.BREWVIEW.CO.UK)



Make more money and get the most out of your hot drinks category by following our simple, unbiased category advice



**ONLINE** The Brew View website will help you gain category-wide insight to help you grow your sales



**IN-STORE** Tailored planograms can help you build a range and layout to meet your store's specific needs

## Q&A

**What investment from your company should RN readers be most excited about?**

We have invested a lot of time and money in understanding convenience shoppers. Retail continues to change and this is an exciting time to capitalise on shopper missions by getting ranges right.

**How can retailers make the most of it?**

Take a break, make a cup of tea and visit [www.brewview.co.uk](http://www.brewview.co.uk). In 15 minutes you will learn who your hot drinks shoppers are, what they want and how to use pricemarked packs and promotions. You will also learn about the latest market trends and how to increase basket spend?

**How are you helping retailers take advantage of this?**

On [www.brewview.co.uk](http://www.brewview.co.uk) you can access tailored hot drinks planograms, stock up on the bestsellers and PoS for category link-ups.

**What results can they expect?**

By understanding your hot drinks shoppers, you will be able to tailor your range accordingly and start enjoying better sales and profits.

## Retailer viewpoint

Serge Notay

Notay Stores,  
Heckmondwike



**During a period of hot weather**

I'd never expect my hot drinks sales to increase but that's what's happened as a result of working with Yorkshire Tea. Introducing refill packs was an interesting move because I've not sold them before, but they are selling really well. I find it helps to explain to customers the benefits of buying them. ●

**Want more advice?** Contact the **Brew View Team** on [hello@brewview.co.uk](mailto:hello@brewview.co.uk) or **01423 814000** to find out how you can grow your hot drinks sales.



# MAGAZINES



## Newsstand leaders

The latest set of magazine industry sales figures reveal a continued downturn in the market, but sales opportunities from growing stalwart titles and launches too. **Neville Rhodes** and **Chris Rolfe** report

**T**he Audit Bureau of Circulations figures for the second half of 2014 show a continuing fall in overall newsstand sales of magazines, but there are a few encouraging signs of growth.

Three of Britain's oldest and best-known magazine brands, Good Housekeeping, Woman & Home and Vogue, each increased their newsstand sales last year, and that is certainly a good sign.

And they weren't the only ones. With Glamour and Prima also showing newstrade gains, the women's fashion and lifestyle sector was the main contributor to the increase of around 1.5% in aggregate newsstand sales of the top 20 monthlies.

There was some growth, too, in other sectors of the women's interest category, with year-on-year newsstand sales gains for InStyle, Essentials and House Beautiful.

It was a different story for the weeklies. Newstrade sales of the top 30 fell by 8.5% overall, with eight of the best-selling weeklies down more than 10%. A few bucked the trend, with Woman, Woman's Weekly, What's on TV and Total TV Guide each recording an improved year-on-year performance.

Although overall newsstand sales of TV listing titles are down, the sector remains remarkably strong, given the competition from free listings and electronic programme guides, with the six titles selling an average of 3.3 million copies a week and generating annual RSV of £145.1m. The two low-price titles, market leader TV Choice and What's on TV account for more than two-thirds of the sector's copy sales.

Far more difficult for retailers is the volatile children's sector, where the fortunes of individual titles rise



**Three of Britain's oldest and best-known magazine brands increased their newsstand sales last year**

and fall as their characters come in and go out of fashion: this year's winners could be next year's flops.

Currently, the biggest selling titles are Fun to Learn Peppa Pig, CBeebies Weekly, Peppa Pig Bag-o-Fun and Disney's Princess, while the monthly Lego Legends of Chima is showing strong growth.

Children's titles also feature prominently in the shorter-than-usual list of new magazines, or those that are reporting their circulation figures for the first time.

Top of the list is Immediate Media's Lego Friends, a monthly for primary-age girls, which jumped straight into the top 100, followed by the same publisher's Skylanders Universe, and the pre-school monthly Mister Maker, also from Immediate.

Other debut titles, all aimed at specialist readerships, include





Historic brands, launches and seasonal magazines continue to be strong sellers for retailers

Cyclist, Your Family Tree, both published by Dennis, and Combat Aircraft Monthly.

The minus signs on our circulation tables tell their own story, and there should be no doubt that the magazine industry as understood by retailers is in serious decline – whatever gloss the publishers put on the figures.

Commenting on the ABC release, Barry McIlheney, chief executive of the Professional Publishers Association said it served as “a reminder of the magazine sector’s changing dynamics”.

“The linear measure of magazine readership is now superceded by a more layered measure of magazine brand communities, and their reach across multiple platforms,” he added.

Mr McIlheney’s comments are a reminder to retailers that magazine publishers are battling on two fronts: they are, in most cases, struggling to hang on to their print sales, while at the same time fighting to make headway with their digital editions.

The figures show some growth in digital editions, but in the majority of cases the digital gains are more than offset by the loss of print sales. That’s a challenge to retailers, and an even bigger one for publishers. ●



Although overall newsstand sales of TV listing titles are down, the sector remains remarkably strong

## NEWSSTAND TOP PERFORMERS

### MAGAZINE OF THE YEAR Good Housekeeping

For its 5% sales increase at the newsstand and its remarkably consistent record over the past seven years.



### BEST PERFORMANCE BY A WOMEN'S WEEKLY Woman's Weekly

One of only two women's weeklies to add sales during 2014 – the other was Woman – and the sector's most consistent performer over the past 10 years.



### BEST PERFORMANCE BY A WOMEN'S MONTHLY InStyle

For increasing newsstand sales year on year from 75,513 to 77,481 and selling a much bigger proportion of them at full price.



### LAUNCH OF THE YEAR Lego Friends

Aimed at primary-age girls, the biggest seller of three new chil-



dren's sector launches during the year from Immediate Media, the others being Skylanders Universe and Mister Maker.

### PUBLISHER OF THE YEAR H Bauer

For the sales consistency of its portfolio, based on value-for-money cover prices and good availability at retail.



### CATEGORY OF THE YEAR (WEEKLIES) The 'classics' sub-sector



With Woman, Woman's Own, Woman's Weekly, Best and Bella all outperforming the women's weeklies market.

### CATEGORY OF THE YEAR (MONTHLIES) Children's



For providing four out of the five biggest launches of the year, and a growing number of titles in the top 100.

### SPORTS MAGAZINE OF THE YEAR Forever Sports

Launched less than a year ago, it quickly became Britain's top selling sports magazine,



with retail sales (not all at the newsstand) of over 80,000 copies a month; now available at more independent retailers.

### HOME INTEREST MAGAZINE OF THE YEAR House Beautiful

With the four leading titles – Ideal Home, Your Home, Style at Home and Country Living – all showing either small increases or small losses, House Beautiful's 6,000 additional newstrade sales made it the sector's outstanding performer.



### MOTORING MAGAZINE OF THE YEAR Motor Cycle News

In a sector that is going through a slump in sales, Motor Cycle News remains the biggest seller, with the biggest proportion of its sales at the newsstand and at full price.



### SPECIALIST CATEGORY OF THE YEAR Home Interest

DIY Market leader Home Building & Renovating, aimed at property developers, has newsstand sales of over 12,000 copies a month. Other titles in the sector include Build It, Self Build & Design and The Self Builder.



# MAGAZINES

Despite many magazines continuing to suffer falling circulations, best-selling titles generate millions of pounds for independent retailers every week. Use these latest figures to get to grips with today's market and choose the best range for your store

## The market in focus

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
<b>CHILDREN &amp; TEEN</b>				
Fun to Learn - Peppa Pig	85,268	-8.1%	£4.1	■
CBeebies Weekly	60,199	41.0%	£3.8	■
Peppa Pig Bag-o-Fun	58,375	-11.5%	£2.8	■
Disney's Princess	56,126	8.8%	£3.6	■
CBeebies Art	54,118	1.5%	£2.3	■
Lego Legends of Chima	53,759	25.2%	£2.1	■
CBeebies Special	52,590	-14.6%	£2.8	■
Toxic	51,479	-2.1%	£2.8	■
Fun to Learn - Friends	46,913	-29.8%	£2.6	■
Disney Stars	44,964	-0.1%	£2.2	■
In The Night Garden	44,359	-10.7%	£1.3	■
Barbie	42,111	-1.4%	£3.4	■
Thomas & Friends	41,775	-2.3%	£2.0	■
Something Special	40,333	-10.0%	£1.7	■
Top of the Pops	40,175	-27.4%	£2.2	■
Sofia The First	40,127	-9.4%	£1.4	■
We Love Pop Magazine	40,015	-11.1%	£2.2	■
Lego Friends	39,976	-	£1.8	■
Octonauts	39,334	-25.6%	£1.4	■
Go Girl	38,210	-13.8%	£1.8	■
Jacqueline Wilson	36,717	-11.0%	£2.2	■
Sparkle World	36,669	-5.6%	£2.0	■
Doc McStuffins	34,855	-16.7%	£1.3	■
Girl Talk	34,544	-14.1%	£2.9	■
Ben 10	34,268	-27.9%	£1.8	■
Fun to Learn - Favourites	33,559	-0.9%	£1.2	■
Girl Talk Art	33,085	-6.0%	£1.2	■
Horrible Histories	32,544	-9.6%	£1.2	■
Shout	31,646	-11.4%	£1.8	■
Hello Kitty	31,607	-14.6%	£1.8	■
Mega	31,399	-	£1.1	■
Ultimate Spider-man	30,717	7.3%	£1.5	■
Fireman Sam	30,253	4.8%	£1.7	■
Teenage Mutant Ninja Turtles	29,800	-18.4%	£1.1	■
Skylanders Universe	29,780	-	£0.5	■
Thomas Express	29,554	2.6%	£1.7	■
Peter Rabbit	29,318	-	£1.0	■
Monster High	29,052	-18.3%	£1.2	■
Animals and You	28,908	2.8%	£1.6	■
World of Cars	27,278	-5.5%	£1.0	■
Mike The Knight	26,386	-20.7%	£0.9	■

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Mister Maker	25,321	-	£1.1	■
Disney Fairies Tinkerbell	25,002	-5.4%	£0.9	■
Bob The Builder	24,980	-12.2%	£0.9	■
Toybox	24,906	-3.9%	£1.4	■
Mr Men & Little Miss	24,642	-23.0%	£0.7	■
Disney and Me	23,834	-25.6%	£1.5	■
WWE Kids	22,841	-15.0%	£1.3	■
The Simpsons Comics	21,462	-30.0%	£0.9	■
Doctor Who Adventures Magazine	21,006	-26.1%	£2.0	■
The Beano	18,421	-13.8%	£2.0	■
Doctor Who Magazine	17,880	-19.0%	£1.1	■
Dennis & Gnasher Megazine	15,811	-17.7%	£0.9	■
Tree Fu Tom	15,451	-32.0%	£0.4	■
Dora The Explorer	15,350	-11.1%	£0.6	■
Disney Pixar	14,540	-38.1%	£0.6	■

### COMPUTING

Computeractive	34,436	0.6%	£1.8	■
Official Xbox 360 Magazine	20,178	-29.5%	£1.6	■
Web User	20,114	-2.8%	£1.1	■
Playstation Official	17,895	-12.4%	£1.4	■

### HEALTH, FITNESS & PARENTING

Slimming World Magazine	449,024	6.9%	£7.3 *	■
WeightWatchers Magazine	126,671	-7.5%	£2.7 *	■
Women's Health	78,789	-9.8%	£3.1	■
Top Santé Health & Beauty	24,798	-13.6%	£1.0	■
Mother & Baby	13,445	-11.8%	£0.5	■
Health & Fitness	12,261	-4.0%	£0.6	■

### HOME INTEREST

Ideal Home	129,868	-2.1%	£5.0 *	■
The Christmas Magazine	109,006	-	£0.4	■
Your Home	104,299	-3.0%	£2.5	■
BBC Good Food	95,545	-7.4%	£4.6	■
Style at Home	85,876	0.7%	£2.1	■
Ideal Homes Complete Guide to Xmas	83,524	5.2%	£0.3	■
Country Living	81,192	-0.5%	£3.9	■
House Beautiful	74,572	9.2%	£2.7	■
25 Beautiful Homes	62,682	-9.5%	£3.0 *	■
Homes & Gardens	52,205	-3.5%	£2.2	■



## If you have...



## ...a core range of bestsellers

Benchmark your range against the titles in purple. These are the top 100 sellers on the newsstand.



## ...a more extensive range

Check you have the titles in beige in addition to the top 100. Titles in khaki were major launches in the past year, so make sure you have them in stock.

## KEY

- Top 100 titles
- Launch in top 100 titles
- Newsstand circulations of 10,000 copies or over
- Launch
- \* adjusted to reflect significant use of multipacking/price promotions

Source ABC July 2014-December 2014 circulation figures.

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Country Homes & Interiors	50,539	-10.7%	£2.4 *	<input type="checkbox"/>
Living etc	48,520	-1.1%	£2.0	<input type="checkbox"/>
BBC Gardeners' World	42,397	-16.6%	£2.2	<input type="checkbox"/>
Woman & Home Feel Good Food	38,594	-11.6%	£0.8	<input type="checkbox"/>
House & Garden	33,912	5.8%	£1.7	<input type="checkbox"/>
Delicious	31,893	-11.4%	£1.5	<input type="checkbox"/>
Landscape	28,049	-3.7%	£0.8	<input type="checkbox"/>
BBC Easy Cook	27,602	-14.9%	£0.5	<input type="checkbox"/>
Elle Decoration	25,173	-5.4%	£1.3	<input type="checkbox"/>
BBC Home Cooking Series	24,728	10.0%	£0.6	<input type="checkbox"/>
Real Homes	23,799	-10.2%	£1.0	<input type="checkbox"/>
Healthy Food Guide	23,638	-8.0%	£0.9	<input type="checkbox"/>
Period Living	20,955	-6.8%	£1.0	<input type="checkbox"/>
Amateur Gardening	20,768	-9.0%	£2.1	<input type="checkbox"/>
Garden News	20,575	8.7%	£2.2	<input type="checkbox"/>
Homes & Antiques	19,627	-5.5%	£1.9	<input type="checkbox"/>
Jamie Magazine	16,199	-9.3%	£0.6	<input type="checkbox"/>
Olive	15,832	-29.9%	£0.7	<input type="checkbox"/>
Eat In	15,577	-16.4%	£0.5	<input type="checkbox"/>
Homebuilding & Renovating	12,888	2.1%	£0.7	<input type="checkbox"/>
Grand Designs	11,721	-3.7%	£0.6	<input type="checkbox"/>
Garden Answers	10,325	14.7%	£0.4	<input type="checkbox"/>

## LEISURE

Hornby Magazine	24,655	-7.5%	£2.3	<input type="checkbox"/>
Flypast	22,336	7.0%	£1.2	<input type="checkbox"/>
Horse & Hound	18,208	-14.7%	£2.6	<input type="checkbox"/>
The Sunday Times Travel Magazine	17,768	-14.8%	£0.8	<input type="checkbox"/>
Railway Magazine	17,617	-7.2%	£0.9	<input type="checkbox"/>
Steam Railway	15,018	-7.8%	£0.8	<input type="checkbox"/>
Country Life	14,706	-3.4%	£2.4	<input type="checkbox"/>
Digital Camera Magazine	14,567	-12.2%	£0.9	<input type="checkbox"/>
Model Rail	13,678	-10.2%	£0.7	<input type="checkbox"/>
Card Making & Papercraft	13,467	0.9%	£0.9	<input type="checkbox"/>
Motorcaravan Motorhome Monthly	13,431	—	£0.7	<input type="checkbox"/>
The World of Cross Stitching	12,478	-15.8%	£0.8	<input type="checkbox"/>
Airliner World	12,423	-7.3%	£0.7	<input type="checkbox"/>
Rail	12,397	-2.4%	£1.2	<input type="checkbox"/>
Trail	11,799	-12.7%	£0.6	<input type="checkbox"/>
Knit Today	11,493	-15.9%	£0.7	<input type="checkbox"/>
Condé Nast Traveller	11,039	9.8%	£0.5	<input type="checkbox"/>
Digital Photo	10,582	-19.5%	£0.7	<input type="checkbox"/>

Country Walking	10,218	-5.6%	£0.5	<input type="checkbox"/>
Lonely Planet Traveller	10,128	-22.1%	£0.5	<input type="checkbox"/>

## MEN'S LIFESTYLE

Men's Health	96,040	-13.0%	£4.6	<input type="checkbox"/>
Forever Sports	80,153	—	£1.9	<input type="checkbox"/>
GQ	53,456	1.0%	£2.6	<input type="checkbox"/>
FHM	35,086	-21.3%	£1.7	<input type="checkbox"/>
Viz Comic	34,019	-6.8%	£1.1	<input type="checkbox"/>
Zoo	29,750	4.7%	£3.0	<input type="checkbox"/>
Men's Fitness	26,622	-11.5%	£1.3	<input type="checkbox"/>
Stuff	26,382	-16.1%	£1.5	<input type="checkbox"/>
BBC Focus	19,559	-24.3%	£2.2	<input type="checkbox"/>
Esquire	14,383	-12.9%	£0.7	<input type="checkbox"/>
Wired	10,523	-16.0%	£0.5	<input type="checkbox"/>

## MISCELLANEOUS

Puzzler Collection	105,948	-4.0%	£3.8	<input type="checkbox"/>
Private Eye	86,982	-6.6%	£4.1	<input type="checkbox"/>
Word Search	52,754	-4.2%	£1.8	<input type="checkbox"/>
Puzzler	41,955	-11.6%	£1.1	<input type="checkbox"/>
Weekly News	24,067	-15.3%	£1.3	<input type="checkbox"/>
National Geographic Magazine	19,935	-23.3%	£1.3	<input type="checkbox"/>
BBC History Magazine	18,464	-13.4%	£1.0	<input type="checkbox"/>
The Economist	16,462	-5.0%	£4.1	<input type="checkbox"/>
Jewish Chronicle	12,663	-16.7%	£1.3	<input type="checkbox"/>
Monocle	11,057	0.0%	£0.5	<input type="checkbox"/>
Lancashire Life	10,449	—	£0.4	<input type="checkbox"/>

## MOTORING

Motor Cycle News	62,809	-13.7%	£6.9	<input type="checkbox"/>
BBC Top Gear Magazine	54,313	-11.5%	£2.8	<input type="checkbox"/>
What Car?	42,234	-10.1%	£2.7	<input type="checkbox"/>
Practical Classics & Car Restorer	28,476	-2.0%	£3.2	<input type="checkbox"/>
Classic & Sports Car	26,922	-3.2%	£1.5	<input type="checkbox"/>
Classic Car Weekly	20,247	-1.6%	£2.6	<input type="checkbox"/>
Classic Bike	19,787	-7.1%	£1.0	<input type="checkbox"/>
Auto Express	19,735	-12.3%	£2.9	<input type="checkbox"/>
Bike	19,019	-1.6%	£1.0	<input type="checkbox"/>
Ride	18,866	-10.7%	£0.9	<input type="checkbox"/>
Autocar	18,823	-10.0%	£3.4	<input type="checkbox"/>



# MAGAZINES

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Classic Cars	18,154	1.8%	£2.0	■
Car	17,807	-8.2%	£1.9	■
Land Rover Owner International	17,804	-4.1%	£1.0	■
Evo	15,091	-8.8%	£0.8	■
Practical Sportsbikes	12,759	-9.1%	£0.6	■
Land Rover Monthly	11,689	-7.5%	£0.8	■
F1 Racing	11,115	-5.8%	£0.7	■
Octane	10,762	-2.2%	£0.6	■

## MUSIC & FILM

Empire	66,796	-11.8%	£3.2	■
Total Film	29,280	-11.8%	£1.6	■
Mojo	27,384	8.5%	£1.6	■
Q	23,936	-1.5%	£1.1	■
Kerrang!	22,188	-15.4%	£2.5	■
Uncut	21,180	-6.8%	£1.2	■
Classic Rock	21,003	-5.6%	£1.6	■
What Hi-Fi Sound & Vision	15,702	-13.8%	£1.0	■
Metal Hammer	11,197	-16.0%	£0.7	■
SFX	10,337	-13.9%	£0.7	■

## SPORT

Four Four Two	41,336	-16.1%	£2.4	■
Match of the Day	30,162	-7.0%	£2.9	■
Angling Times	24,131	-10.6%	£2.3	■
Runner's World	23,872	6.9%	£1.3	■
Cycling Plus	22,529	-7.6%	£1.5	■
Angler's Mail	20,256	-20.0%	£2.0	■
Today's Golfer	19,773	-17.2%	£1.1	■
Match	19,211	-24.8%	£1.9	■
Mountain Biking UK	17,470	-12.7%	£1.1	■
Golf Monthly	16,629	-23.9%	£1.0	■
Improve Your Coarse Fishing	16,331	-6.0%	£0.7	■
Cycling Weekly	15,712	-11.9%	£2.4	■
Sea Angler	15,314	-14.3%	£0.7	■
Cycling Active	13,995	-15.1%	£0.9	■
World Soccer	12,511	0.7%	£0.7	■
Shooting Times & Country Magazine	12,374	-14.0%	£1.6	■
Sporting Gun	12,328	-11.9%	£0.6	■
Rugby World	11,659	-27.5%	£0.7	■
Trout & Salmon	11,087	-10.4%	£0.5	■
Golf World	10,838	-10.0%	£0.6	■

## TV LISTINGS

TV Choice	1,266,242	-7.9%	£32.9	■
What's on TV	1,054,588	0.7%	£30.7	■
Radio Times	533,586	-10.0%	£49.9	■
TV Times	220,855	-7.2%	£16.1	■
Inside Soap	128,115	-9.7%	£10.6	■
TV & Satellite Week	113,123	-8.1%	£9.4	■
Total TV Guide	106,697	2.7%	£6.1	■

Soaplife	52,829	-20.4%	£2.7	■
All About Soap	51,097	-19.3%	£2.4	■

## WOMEN'S MONTHLIES

Glamour	312,980	5.2%	£6.9*	■
Woman & Home	200,155	0.5%	£9.8	■
Good Housekeeping	199,431	5.0%	£9.5	■
Yours	194,216	-0.2%	£7.3	■
Cosmopolitan	154,517	-15.6%	£6.3*	■
Prima	141,071	1.4%	£5.1	■
Marie Claire	119,975	-9.3%	£4.6*	■
Red	113,490	-5.9%	£5.4	■
Elle	96,428	-7.1%	£4.0*	■
Vogue	94,535	3.1%	£4.1*	■
InStyle	77,481	2.6%	£2.9*	■
Essentials	75,076	4.4%	£2.7	■
Psychologies Magazine	37,671	-7.4%	£1.8	■
Spirit & Destiny	35,145	-9.9%	£1.5	■
Condé Nast Brides	32,727	-13.1%	£1.0	■
Harper's Bazaar	30,848	-2.7%	£1.4*	■
Tatler	25,352	3.8%	£1.3	■
Vanity Fair	22,345	-5.3%	£1.2	■
You & Your Wedding	20,824	-7.5%	£0.6	■
Perfect Wedding	17,753	-11.4%	£0.7	■
Wedding	11,629	-30.5%	£0.3	■

## WOMEN'S WEEKLIES

Take a Break	638,002	-7.3%	£28.7	■
New!	291,997	-20.8%	£15.2*	■
Chat	290,196	-8.8%	£12.5	■
Closer	288,014	-11.7%	£22.5	■
Woman's Weekly	268,247	1.3%	£12.6	■
OK! Magazine	262,032	-6.5%	£18.9*	■
That's Life	258,712	-6.4%	£9.6	■
Woman	246,368	0.9%	£11.1*	■
Woman's Own	212,639	-2.5%	£9.4*	■
Hello!	200,733	-0.2%	£20.1	■
Bella	197,157	-7.7%	£9.1	■
Best	188,409	-8.5%	£8.2*	■
Star	186,554	-27.1%	£8.4*	■
Heat	178,657	-16.4%	£12.9*	■
People's Friend	176,992	-8.5%	£9.7	■
Real People	170,047	-6.1%	£5.3*	■
Reveal	157,310	-9.7%	£7.3*	■
Now	153,235	-17.8%	£10.0*	■
Pick Me Up	153,062	-13.0%	£5.0	■
Look	134,815	-13.9%	£9.8*	■
Grazia	113,150	-4.7%	£10.1*	■
Love It!	99,424	-15.7%	£3.1	■
My Weekly	96,749	-5.8%	£4.6	■
The Lady	12,644	-2.6%	£3.0	■



# INDUSTRY PROFILE

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

## Abra Wholesale

Having just notched up a third successive year of 30% growth, North London's Abra Wholesale, set up by former retailer Dee Thaya, is all set for another great year. Retail development manager Alan Foley talks to RN about listening to independents and understanding their needs



### RETAIL NEWSAGENT Tell us about Abra Wholesale.

**ALAN FOLEY** We're a very successful depot in Edmonton, North London. We started in 2003 when our founder Dee Thaya sold his five convenience stores and decided to open a wholesale depot down the road.

I came into the business with 12 years of experience with Bestway, where I'd been a business development manager and had spent 10 years at Tesco.

### RN Your motto is "the friend of the independent retailer". What does this mean in practice?

**AF** Our experience of retailing means that we have a really good understanding of what independent retailers want and the challenges they face.

We listen very carefully to what our retailers want and put in grocery a few years ago because this is what they were asking for.

### RN What other changes have you made based on retailers' requests?

**AF** Once we had grocery in the depot, retailers were asking for alcohol too.

Dee was a bit hesitant because of issues with bootlegging, for example, but we now stock tobacco too and are the only wholesaler in the south east to sell half outers of cigarettes to retailers.

### RN What benefits does this give to retailers?

**AF** There's a few. Firstly, it means that retailers don't require such a large initial outlay, but it also means that retailers will likely come back two or three times during the week and, of course, they not only

buy tobacco.

With some of the issues with crime we have in London it's better for security if retailers are able to stock less tobacco in their stores.

### RN You're in a very competitive part of the Country. Is this why retailers choose you over your competitors?

**AF** Partly, but there's a few reasons why retailers choose us over the 18-20 wholesalers within a five-mile radius of the depot. Our promotions, for example, are very popular.

We run three-weekly promotions from Landmark Wholesale which are advertised in 2,000 32-page booklets that are delivered to our retailer customers.

On top of this, we run our own weekly and weekend promotions, for example, linked deals on alcohol and grocery.



**We listen very carefully to what our retailers want**

We also do a lot of work on merchandising our depot so that we don't run out of best-selling products which minimises the need for restocking throughout the day.

### RN What category management or support do you offer?

**AF** At the moment, with the display ban looming, retailers are getting support and advice every time they enter our tobacco room.

In addition, we have a pound zone initiative where, if retailers are able to make the space in store, we will create a pound zone which groups together products from a range of categories such as household and toiletries.

We deliver the stock and merchandise it and retailers get a great new area for their store. It's been very popular.

### RN Speaking of the display ban, what is your opinion of the readiness of retailers?

**AF** Landmark has been very helpful and supportive to retailers. My impression is that 100% of retailers now know about the ban and about 70-75% are ready.

I think some retailers want to wait until the last moment before they change.

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

**Company** Abra Wholesale  
**Retail development manager** Alan Foley

**Profile** The 12-year-old wholesaler, based in North London, was set up by Dee Thaya after he sold his five c-stores in the local area. Its motto – "the friend of the independent retailer" – reflects the firm's commitment to supporting shop owners and its half-outer tobacco sales make it increasingly popular with London's retailers.

**Latest news** Last year saw the third straight year of 30% growth for the company and it was placed 85th in the Sunday Times Virgin Fast Track 100 league table.



\*\*

\*\*



# PRICEMARKING



**Pricemarking dominates many leading categories**

Does pricemarking really offer better value to customers?  
**Nadia Alexandrou** goes hunting to find out which pricemarked products offer better or equal value to that of supermarkets

## A mark of great value?

**F**rom much-criticised enemy of retailers' margins to indispensable tool in communicating value, pricemarking's status in the convenience sector has been transformed in the 30 years since wholesalers first began to champion the practice.

Each week RN reports on product launches and promotions and it is striking how much activity is now backed up with pricemarking to entice customers to try, sample and buy. New brands entering the channel, such as Nando's and Pizza Express, are using it and even major suppliers which once eschewed the strategy on their core ranges, such as PepsiCo and Proctor & Gamble, are using pricemarking on their most established products. The latter com-

pany announced it would be putting pricemarks on Pantene, Head & Shoulders and Herbal Essences products earlier this month.

With pricemarking becoming so widespread, it was time for RN to head to the streets of south London to find out first hand how this pricing tool is enabling retailers to communicate value and remain competitive with their biggest rivals: the multiple c-stores.

Visiting a Londis store on the busy Clapham High Street, we looked for examples of pricemarked products offering great value across a range of categories. Clapham, with a host of convenience stores under a range of fascias, was the perfect place to see how pricemarks work as there are fewer places



**The impact of pricing does not change when gantry doors are put up**

where competition is so tight.

The prices available in the independent store were then compared to the prices of the same products, non-pricemarked, in three supermarkets' convenience stores.

Would they be offering great value on the products we looked at or would the pricemarks merely be restricting retailers' ability to choose their own prices?

The results were clear. From new products such as Coca-Cola Life (31p cheaper than Morrisons' M Local) to existing top sellers like Kettle Chips Cheddar & Onion (£1.01 cheaper than Tesco Express), Clapham's residents were better off shopping with the independent retailer.

Pricemarked Cutters Choice, too, highlighted how much cheaper





## A VARIETY OF GREAT TASTE CHOICES



### A TRUE BLEND

Bright and Aromatic  
Free from artificial flavourings\*

### SMOOTH BLEND

Original Smooth Blend  
Great new look

### EXQUISITE BLEND

Rich and Mature  
Premium blend at VFM price

# RESEALABLE PACK KEEPS QUALITY TOBACCO FRESH

Also available in non-price-marked packs.  
For tobacco trade use only. Not to be left within sight of consumers.  
\*No artificial flavourings does NOT mean a less harmful tobacco product.

*choose Choice*

# Smoking kills



# PRICEMARKING

	 Londis	 Morrisons' M Local	 Sainsbury's Local	 Tesco Express
 <b>Ka juice drink</b> (228ml)	49p <b>Price match</b>	49p	–	–
 <b>Lucozade Energy Pink Lemonade</b> (380ml)	95p <b>Cheaper!</b>	99p	£1.30 or 2 for £2	£1.31 or 2 for £2
 <b>Coca Cola Life</b> (500ml)	£1 <b>Cheaper!</b>	£1.31	£1	–
 <b>McVitie's Lyle Golden Syrup Cake</b> (296g)	£1 <b>Cheaper!</b>	£1.35	£1	–
 <b>Hobnobs</b> (300g)	£1.75 (58p per 100g) <b>Cheaper!</b>	–	£1.60 (262g) (61p per 100g)	£1.25
 <b>Belvita Breakfast</b> (150g)	£1.49 <b>Cheaper!</b>	–	£1.50	–
 <b>Coco Pops</b> (295g)	£2.19 <b>Cheaper!</b>	–	£2.35	–
 <b>Twiglets</b> (150g)	£1 <b>Cheaper!</b>	£1 (pm)	–	£1.87
 <b>Kettle Chips Cheddar &amp; Red Onion</b> (100g)	£1.29 <b>Cheaper!</b>	–	–	£2.30
 <b>Mr Sheen Polish</b> (300ml)	£1 <b>Cheaper!</b>	£1.49	–	£1.37
 <b>Cutter's Choice</b> (10g)	£3.43 <b>Cheaper!</b>	–	£3.56	£4.12



**Pricemarks are increasingly being used by manufacturers to convey the suggested retail price rather than as a tactical promotional tool**

be shared across the industry. Entire categories that were once pricemark-free are now embracing it fully. In 2013, for example, Bacardi Brown-Forman launched its first ever pricemarked bottles of Jack Daniel's, following on from similar activity for its Smirnoff, Bell's and Captain Morgan brands. Just a few years ago almost no spirits manufacturers had used pricemarking on their bottles at all.

Indeed, even in the tobacco category, weeks away from going dark, retailers are being urged to continue to stock pricemarked packs where possible.

"We know that cost-conscious smokers quickly became aware of price changes in multiples' dark gantries. This shows that the impact of pricing does not change when gantry doors are put up," Richard Wood, BAT's acting head of business development explains. On-pack prices will, therefore, be an essential method of communicating the good value you offer, he and others across the industry believe.

With pricemarking's position in independent retailers' stores seemingly so secure, it was a relief to see that the Londis store offered better value on key products than nearby multiple convenience stores, with plenty of price matches too. See the table to get an idea of just what great value pricemarked products are giving your customers.

The challenge that retailers have, therefore, is not with the value offered by pricemarking, it is ensuring that customers know that their local store is, in many instances, not only offering them greater convenience than the major grocers, but providing them with ample opportunities to save money too. ●

footfall drivers like tobacco can be in independents too.

Yet, despite clearly giving retailers access to great prices, pricemarking has yet to lose its controversy in some quarters. One industry figure who has concerns about the ubiquity of pricemarking is Bestway's group trading director Martin Race.

"Pricemarks are increasingly be-

ing used by manufacturers to convey the suggested retail price rather than as a tactical promotional tool," he says.

By using pricemarking so widely, Mr Race believes that manufacturers are putting themselves in a position where the only option for further promotions is margin-eroding 'two for something' or 'X cases for Y' deals.

Yet this concern does not seem to

**Are you beating them?  
Check your pricemarked  
products against  
the multiples**





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

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[www.newtrade.co.uk](http://www.newtrade.co.uk)





# PREVIEW



## Kettle in prize position

Kettle is launching the Ultimate Treat competition across its 40g pack range with prizes including hot air balloon rides and a top prize holiday getaway.

**RRP** 59p

**Outers** various

**Contact** 0800 616 996



## Crystal Clear opportunity

Flavoured-water brand Perfectly Clear has developed a six-bottle multipack, available now in zero-sugar flavours Strawberry and Lemon Lime.

**RRP** £2.99-£2.49

**Outers** various

**Contact** 0191 516 3300



## Vimto's festival bound

Vimto will be on display in front of nearly 40,000 fans as part of its headline sponsor status at this year's Fusion music festival in Birmingham.

**RRP** various

**Outers** various

**Contact** 01925 220122



## Bisto, but revamped

Bisto is updating the look of its sauces range to bring it in line with the new design introduced to its gravy packs last year.

**RRP** various

**Outers** various

**Contact** 01727 815850



## Mixin' it up with Walkers

Walkers has launched a new range of multi-flavour shareable packs in its MixUps range supported by a television and social media campaign.

**RRP** £1.99

**Outers** various

**Contact** 01189 306666



## Carlton price drop

Imperial Tobacco is lowering the recommended retail price for cigarette brand Carlton in an effort to attract price conscious consumers.

**RRP** £3.25 - £6.25

**Outers** various

**Contact** 0117 963 6636



## For teens, to be F.H.R.A.N.K

Mattel's Fridge Raiders is launching a £4million campaign offering instant gaming prizes and the chance to meet artificially intelligent robot F.H.R.A.N.K.

**RRP** various

**Outers** various

**Contact** 01784 430 777



## Cidre's just peachy

Stella Artois Cidre has added peach and elderflower flavours to its expanding range following the success of its Raspberry flavour, launched last May.

**RRP** £1.99 - £5.99

**Outers** various

**Contact** 01582 391166



## Batchelors' hols offer

Batchelors Peas is celebrating its 40th birthday with an on-pack promotion that offers shoppers 50% off a Haven Holiday booking in 2015.

**RRP** various

**Outers** various

**Contact** 01727 815850



# THIS WEEK IN MAGAZINES

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



Peter Capaldi plays the latest incarnation of Doctor Who

## New Titan title

# DOCTOR WHO'S HOT SALES PRESCRIPTION

**There's tardis trivia and dramatic Dalek dilemmas aplenty in this new comic which will thrill and delight fans of the good Doctor**

**HE IS TEMPORARILY** off our TV screens after a rip-roaring autumn and Christmas season in his latest incarnation, but Doctor Who will be getting up to all kinds of adventures in Doctor Who Comic, a new magazine from Titan. The comic features three separate ongoing strips, featuring the last three takes on the Timelord – David Tennant, Matt Smith and the most recent, Peter Capaldi. In addition, there will be competitions, giveaways, news and stories. It dovetails neatly with Immediate's Doctor Who Magazine. In issue one, readers can win a set of the tenth, eleventh, and twelfth Doctor vinyl figures.



**DOCTOR WHO COMIC**  
On sale 26 February  
Frequency monthly  
Price £3.99  
Distributor Comag  
Display with Doctor  
Who Magazine,  
2000 AD Weekly,  
Astonishing Spider-  
man

## Round up



**TIM MURRAY**  
Magazines  
reporter

## BLIND BAG'S A CLEAR WINNER

Some time last year I wrote about Doctor Who Magazine, the Timelord's 50th birthday celebrations and what it could mean for business. The dust has now settled on the golden jubilee, but the success of the anniversary can perhaps be measured by Titan's launch of another Who-based publication (see left), this time charting his adventures in comic book form.

You'd be forgiven for thinking that this year might be a fallow one for Peter Capaldi and co – far from it. Sales of all things Who-related are holding up and the launch of Doctor Who Lego, announced last week by BBC Worldwide and the toy giant, will give the brand further impetus this year.

Lego's association can add even more to any given franchise. Its comics sit neatly alongside the toys, its collectable mini-figures have been a real boon to retailers across the board.

The blind-bagging element of its mini-figures is an excellent idea that really captures children's imaginations – my two pre-teenage lads love the excitement.

It'd be nice to see more publishers embracing this element. As a parent of comic and magazine loving kids, I'd love to see Lego (and other) publications featuring blind-bagged minifigures and toys. I'd even be prepared to up my spend on a pricier – and ultimately better – gift or toy. Heck, if it was a Lego mini-figure, I'd probably have to buy two, one for each.

That may be a pipe dream, but in the meantime, the launch of Doctor Who Comic now means there's another publication for my kids to pestle me about.

**BRAND NEW  
STICKER  
COLLECTION**

**OUT  
NOW**

© Disney

**PANINI**

www.paninigroup.com

**Starter Pack:**  
**£2.99**

**Sticker Packet:**  
**50p**

# THIS WEEK IN MAGAZINES



## Bestsellers Teenage (incl. comics)

Title	On sale date	In stock
1 Shout	25.02	<input type="checkbox"/>
2 We Love Pop	11.03	<input type="checkbox"/>
3 Doctor Who Magazine	05.03	<input type="checkbox"/>
4 2000 AD Weekly	25.02	<input type="checkbox"/>
5 Adventure Time	26.02	<input type="checkbox"/>
6 Astonishing Spider-man	26.02	<input type="checkbox"/>
7 Robot	04.03	<input type="checkbox"/>
8 Wolverine and Deadpool	26.02	<input type="checkbox"/>
9 Top Model	27.02	<input type="checkbox"/>
10 Totally	05.03	<input type="checkbox"/>
11 Avengers Universe	26.02	<input type="checkbox"/>
12 Fairy Princess	06.03	<input type="checkbox"/>
13 Marvel Legends	05.03	<input type="checkbox"/>
14 Batman Brave And The Bold	n/a	<input type="checkbox"/>
15 Essential X-Men	12.03	<input type="checkbox"/>
16 Judge Dredd	18.03	<input type="checkbox"/>
17 Batman Arkham	26.02	<input type="checkbox"/>
18 Incredible Hulks	26.02	<input type="checkbox"/>
19 Batman magazine	12.03	<input type="checkbox"/>
20 Mighty World Of Marvel	12.03	<input type="checkbox"/>

Data supplied by Menzies Distribution



## FREE-FROM HEAVEN

Free-From Heaven, the specialist magazine for people avoiding certain foods, taking in free-from diets such as sugar-free, gluten-free, and vegan, is offering up a new "enhanced" publication from the next issue. This means increased pagination (up to 124pp), new editorial content and more than 100 recipes. In addition it also has a 24-page Paleo diet supplement (said to be the healthiest of all diets).



**On sale** 26 February  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** BBC Good Food, Jamie, Cook Vegetarian

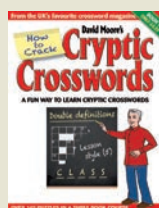


## MUSCLE & FITNESS

The beefed up, bulked out magazine features on its cover former Marine and one-time Gladiator David McIntosh. McIntosh and the magazine are given wider, mainstream appeal thanks to his romantic links to Kelly Brook and his appearance in Big Brother. As well as interviewing McIntosh, the magazine features his workout tips and more. There's also a further guide to getting that six-pack.



**On sale** 12 February  
**Frequency** monthly  
**Price** £4.20  
**Distributor** Comag  
**Display with** Flex UK, Muscular Development, Men's Health, Men's Fitness



## DAVID MOORE'S CRYPTIC CROSSWORDS

Take A Crossword editor David Moore is well known to puzzling experts, which means lending his name to Cryptic Crosswords gives it an instant seal of approval. The new bookazine series serves as an introduction to the weird and wonderful world of the cryptic puzzle, with Mr Moore offering hints on how to solve different types of cryptic clue.



**On sale** 12 February  
**Frequency** bi-monthly  
**Price** £4.95  
**Distributor** Frontline  
**Display with** Take A Break Crossword, Take A Break Take A Puzzle



## BFF MAGAZINE

The new issue of BFF – the 12th – contains the usual wealth of goodies, including erasers, a sticker sheet, temporary hair chalk and official Poppet stickers from Topps. It features stars Ariana Grande and Jennifer Lawrence, and quizzes, competitions, posters stories and more. There's also a look at current blockbuster film hit Big Hero 6, with recipes based on the animated hero and his adventures.



**On sale** 10 February  
**Frequency** monthly  
**Price** £2.99  
**Distributor** Comag  
**Display with** Go Girl, Jacqueline Wilson, Girl Talk



## HomeBUILDING & RENOVATING

If it's spring, then it must be time for homeowners to turn their thoughts to both renovating and homebuilding, and the April edition of Homebuilding & Renovating magazine is keenly timed to capitalise on the seasonal boom – it is expecting a 20% sales uplift from the issue. The magazine has been given a refresh for its peak period.



**On sale** 26 February  
**Frequency** monthly  
**Price** £4.35  
**Distributor** Marketforce  
**Display with** Build It, Grand Designs, Self Build



**Our seasonal puzzle collection celebrates 50 issues this month**  
**Thanks to you all for your support**







**W** This issue of W includes the ever-popular Scarlett Johansson talking about her family life, as well as previous and forthcoming roles. There's also the obligatory 50 Shades Of Grey feature tying in with the release of the much talked about film. The spring fashion edition is always one of the year's best-selling issues, making it more of an essential item for retailers.



**On sale 17 February**  
**Frequency 10 issues per year**  
**Price £4.75**  
**Distributor Comag**  
**Display with Vogue USA, Glamour USA, Cosmopolitan**



## MARVEL CHESS COLLECTION

Guardians Of The Galaxy is now a fully-fledged Marvel franchise, with the film proving to be one of the blockbusters of 2014. To cash in on the newfound interest in the brand, a one-off Marvel Chess Collection special is being brought to the market, featuring two alternative king pieces, representing Starlord (the good guy) and Thanos, his arch-enemy. It's being supported with special stickers and flyers in the standard Marvel Chess Selection issues.



**On sale 26 February**  
**Frequency one shot**  
**Price £18.99**  
**Distributor Comag**  
**Display with Marvel Chess Collection, Sci-Fi Now, Starburst, Mighty World Of Marvel**



## AMAZING DINOSAUR DISCOVERY

This Natural History Museum-endorsed partwork will allow children to build a detailed model of a Tyrannosaurus Rex nearly as tall as them – 1.2 metres high. Each week comes with a new part or two, the launch edition has a cranium and the creature's fearsome upper teeth. The launch price of just under a pound will revert to a regular price of £5.99 from the second issue, which is due on 11 March, onwards.



**On sale 25 February**  
**Frequency weekly**  
**Price 99p**  
**Distributor Comag**  
**Display with How It Works, Science Uncovered, BBC Focus**



## SCOOTERING

The magazine for the perennial youth culture accessory, the scooter (although some users are now no longer teenagers themselves) will come with a stylish free gift for its March issue – a set of exclusive stickers ideal for readers to put on their machines. Publisher Mortons has focused on the gift's cool quotient, aiming to make it a must-have accessory for every mod about town.



**On sale 19 February**  
**Frequency monthly**  
**Price £4.10**  
**Distributor Comag**  
**Display with Bike, Twist & Go, Motor Cycle News**



## GRAZIA

It's spring and time to focus on new fashion for women's magazine Grazia. The 24 February issue is further enhanced by the fact it's the 10th birthday of the popular weekly. This anniversary issue will be perfect-bound, with even more fashion and celebrity content than normal. It's fully expected to be one of the year's biggest circulation editions of Grazia.



**On sale 24 February**  
**Frequency weekly**  
**Price £2**  
**Distributor Frontline**  
**Display with Hello!, OK!, Now**

## Retailer viewpoint

**Kate Clark**  
 Sean's News,  
 Upton-upon-Severn,  
 Worcester



**T**he magazine side of the business is going really well at the minute, to be honest. We've got good growth on the magazine side.

We've had some new names and titles out which is helping and magazines such as Frozen are helping generate more business. Frozen was a particularly good title for us. We put a display together with various Frozen-related products and it all sold. Anything with Frozen on it is selling and once we got the magazines in – it was a bit slow getting copies in – it worked.

Health magazines are doing well. Apart from that, this time of year is usually quieter than normal but this year instead of cutting down our magazines, we're putting more out.

We've been helped by a bit of local interest. We've just sold 20 copies of Prima, which for a smallish shop in a small town is amazing. Admittedly, our local Women's Institute (WI) was in it, which makes a difference, but it's still good. We had a local piece in one of the caravan magazines too.

We're part of Smiths Premium, which is great, it gives you lots of information about which magazines to order in advance and helps with ones we've missed for re-orders.

There are lots of partworks out. We've just started The Art Of Knitting which is a winner with everybody again. We've got eight shop-saves on that. The dinosaurs one is off to a good start too, with four shop-saves. We're hoping that one will tick over nicely. The rock one is not doing as well, the doll's house one hasn't done as well as it did last time. But we'll always take them, now they're sale or return it's easier. We've got a partworks section, with a big display and they always look great. We have an empty space in our window, it's seasonal so we had a Christmas display and now we have partworks. It helps generate interest.

For us at the minute, magazines are the saving grace of newspapers, we actually make money out of them rather than newspapers.



## DON'T MISS IN NEXT WEEK'S RETAIL NEWSAGENT

## BARGAIN BOOZE RETAILER ALEX KAPADIA ON BEATING THE MULTIPLES ON PRICE

Plus, RN focuses on the trends driving growth in hot drinks and Taylor's of Harrogate's John Sutcliffe explains why his company is at the forefront of the category's success



# THIS WEEK IN MAGAZINES

## Partworks

Title	No	Pts	£
-------	----	-----	---

### Amercom

Great British Locomotives	27	48	8.99
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### Amermedia

Giant Warplanes	29	48	7.99
Military Vehicles	31	48	5.99

### DeAgostini

Build the Millennium Falcon	7	100	8.99
Cake Decorating	153	180	2.99
Cake Decorating Relaunch	102	165	2.99
Official Star Wars Factfile	59	120	2.99
Something Sweet	58	90	2.99
Sovereign of the Seas	129	135	5.99

### Eagle Moss

3D Create & Print	5	90	6.99
Batman Automobilia	56	80	9.99
DC Chess Collection	81	96	8.99
Doctor Who	39	70	6.99
Knit & Stitch	110	176	5.00
Marvel Fact Files	101	100	2.99
Military Watches	27	80	9.99
Star Trek Off. Starships Coll.	40	70	9.99

### Hachette

Agatha Christie Collection	82	85	5.99
Art of Knitting	4	90	2.99
Black Pearl	58	120	5.99
Build the Mallard	25	130	7.99
Build the U96	25	150	5.99
Classic Pocketwatches	65	80	8.99
Judge Dredd Mega Collection	3	80	9.99
Marvel's Mightiest Heroes	30	60	9.99
My 3D Globe	7	100	5.99
Your Model Railway Village	65	120	8.99

### RBA Collectables

Precious Rocks, Gems & Minerals	4	100	5.99
Real Life Bugs & Insects	22	85	5.99

## Collectables

### Magic Box



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

### DeAgostini



**Magiki Puppies**  
Toys £2.50

## Collectables

### Topps



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



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



**Disney Frozen Fashion Pack**  
Packets £1.00



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



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



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



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



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



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



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



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



**Transformers**  
Starter £4.99  
Cards £1.00



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



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



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

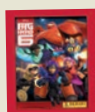
### Panini



**Animals**  
Starter £2.99  
Stickers £0.50



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



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



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



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



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



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



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



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



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



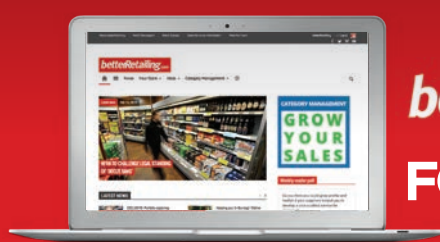
**UEFA Champions League Adrenalyn XL**  
Starter £4.99  
Cards £1.00



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



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



**betterRetailing.com**

**FOCUSED ON INDEPENDENT RETAILING**



Newspaper terms

Daily newspapers Margins/pence

Sun	40p	9.28p
Mirror	55p	12.76p
Mirror (Scotland)	60p	14.28p
Daily Record	55p	12.10p
Daily Record (Scot.)	55p	12.10p
Daily Star	40p	9.68p
Daily Mail	60p	13.92p
Express	55p	13.31p
Express (Scotland)	50p	12.10p
Telegraph	£1.40	32.62p
Times	£1.20	28.20p
FT	£2.50	50.00p
Guardian	£1.60	38.40p
i	30p	7.50p
Independent	£1.40	31.08p
Racing Post	£2.10	52.50p
Herald	£1.30	29.90p
Scotsman	£1.30	29.25p

Daily newspapers Margins/percentage

Sun	40p	23.20%
Mirror	55p	23.20%
Mirror (Scotland)	60p	23.80%
Daily Record	55p	22.00%
Daily Record (Scot.)	55p	22.00%
Daily Star	40p	24.20%
Daily Mail	60p	23.20%
Express	55p	24.20%
Express (Scotland)	50p	24.20%
Telegraph	£1.40	23.30%
Times	£1.20	23.50%
FT	£2.50	20.00%
Guardian	£1.60	24.00%
i	30p	25.00%
Independent	£1.40	22.20%
Racing Post	£2.10	25.00%
Herald	£1.30	23.00%
Scotsman	£1.30	22.50%

Saturday newspapers Margins/pence

Sun	60p	13.20p
Mirror	80p	17.12p
Mirror (Scotland)	80p	17.12p
Daily Record	80p	17.60p
Daily Star	60p	14.52p
Daily Mail	90p	19.26p
Express	85p	18.19p
Express (Scotland)	80p	18.00p
Telegraph	£2.00	48.00p
Times	£1.50	35.25p
FT	£3.00	67.80p
Guardian	£2.30	54.28p
i Saturday	40p	10p
Independent	£1.80	42.48p
Racing Post	£2.40	56.4p
Herald	£1.70	39.10p
Scotsman	£1.70	38.25p

Saturday newspapers Margins/percentage

Sun	60p	22.00%
Mirror	80p	21.40%
Mirror (Scotland)	80p	21.40%
Daily Record	80p	22.00%
Daily Star	60p	24.20%
Daily Mail	90p	21.40%
Express	85p	21.40%
Express (Scotland)	80p	22.50%
Telegraph	£2.00	24.00%
Times	£1.50	23.50%
FT	£3.00	22.60%
Guardian	£2.30	23.60%
i Saturday	40p	25.00%
Independent	£1.20	23.60%
Racing Post	£2.40	23.50%
Herald	£1.70	23%
Scotsman	£1.70	22.50%

Sunday newspapers Margins/pence

Sun	80p	17.60p
Sunday Mirror	£1.20	25.20p
People	£1.20	25.20p
Star Sunday	£1.00	22.10p
Sunday Sport	£1.00	24.00p
Mail On Sunday	£1.50	31.50p
Sunday Mail	£1.60	33.60p
Sunday Mail (Scotland)	£1.50	31.50p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£2.90	72.50p
Independent on Sunday	£2.20	55.00p
Scotland on Sunday	£2.10	49.90p
Racing Post	£2.40	58.8p
Sunday Herald	£1.30	30.55p
Sunday Express	£1.40	29.68p
Sunday Post	£1.40	30.80p

Sunday newspapers Margins/percentage

Sun	80p	22.00%
Sunday Mirror	£1.20	21%
People	£1.20	21%
Star Sunday	£1.00	22.10%
Sunday Sport	£1.00	24.00%
Mail On Sunday	£1.50	21.00%
Sunday Mail	£1.60	21.00%
Sunday Mail (Scotland)	£1.50	21.00%
Sunday Telegraph	£2.00	22.75%
Sunday Times	£2.50	21.00%
Observer	£2.90	25.00%
Independent on Sunday	£2.20	25.00%
Scotland on Sunday	£2.10	23.00%
Racing Post	£2.40	24.50%
Sunday Herald	£1.30	23.50%
Sunday Express	£1.40	21.20%
Sunday Post	£1.40	22.00%

Newspapers

Scale of third-party advertising insert payments

Insert weight	Original scheme	Mail	Mirror	News UK	Express	Guardian	Telegraph	Independent
Cumulative?	no	yes	no	no	no	no	no	no
0-69g	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
70-100g	1.5p	2.5p	2.57p	2.7p	2.15p	2.75p	2.65p	2.49p
101-200g	2p	3p	3.36p	3.3p	2.75p	3.35p	3.30p	2.77p
201-300g	4p	5p	6.09p	5.5p	5p	5.75p	5.66p	5.32p
301-400g	5p	7p	7.43p	6.7p	6p	7p	6.38p	6.65p
401-500g	*	7.5p	*	*	*	*	*	*
Over 500g	*	8p	*	*	*	*	*	*
* By negotiation								

Insertion payment guide

Per copy sold Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p.  
Per copy supplied Independent News & Media =2p. Financial Times =2p. Mirror Group Newspapers =2p

Weight Watchers 14-15 February

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,365g	900g	200g	9	50g
Sunday Times	1,010g	665g	20g	2	10g
mail on Sunday	820g	345g	95g	4	75g
Sunday Telegraph	795g	465g	50g	2	40g
Times	770g	435g	75g	1	75g
Guardian	725g	265g	45g	3	40g
Observer	650g	205g	15g	3	10g
Mail	450g	235g	0g	0	0g

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# STOCKTAKING

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## Back in the day

**100**

YEARS AGO

**20 February 1915**

The Glasgow Newsagents' Association accomplished a 'good thing for the trade' in being able to put a stop to the vending of newspapers on city cars. The sale of newspapers on the streets was hurting newsagents on central thoroughfares.



**50**

YEARS AGO

**20 February 1965**

Proceedings had been instituted against the publishers of Penthouse, the new monthly for men, following the publication of a promotional brochure. No action could be taken against what RN readers called the 'obscene brochure'.



**25**

YEARS AGO

**17 February 1990**

News International was preparing for the introduction of colour into its newspapers after making substantial changes to its production departments. The Observer has pledged more support to newsagent promotions.



## A right Scooby Doo after dopes' Snax go to pot

Many retailers will be aware of the scenario: red-eyed youth, smelling of a musty combination of patchouli oil and herbs, buying sweets, chocolate and more. Yup, it's time for some Scooby Snacks, as stoners lovingly refer to them after the original late night snacker who's got the munchies.

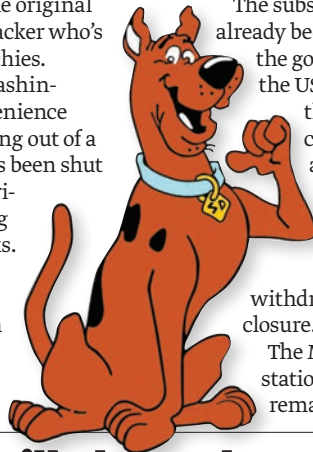
But one Washington DC convenience store, operating out of a forecourt, has been shut by the authorities for selling Scooby Snacks. Not the kind normally associated with late night smoking in student accom-

modation, however.

For these were branded Scooby Snax - made without an official licence from Hanna Barbera or Warner Bros, we'd wager - a special potpourri containing synthetic marijuana.

The substance had already been banned by the government in the US, but despite this, the store carried on. And after more than 75 packs were seized, its business licence was withdrawn, forcing its closure.

The Mobil gas station, however, remains open...



## Aisle will always love you...

Valentine's Day may have passed but love is still in the air for two soon-to-be newlyweds who have decided to walk each other down the aisle - the shopping aisle, that is.

Rebecca Wooller and Blake Green have decided to tie the knot by holding their big day in the café of their local Morrisons in Cambridgeshire.

It's not the most obvious choice of venue, but Rebecca explained that the supermarket was the only place she and Blake could go to when she fell ill at the start of their relationship.

The pair have now

launched a social media campaign to try and convince some famous faces to celebrate with them at the ceremony.

Rebecca said: "We're hoping to get Ant and Dec to come along as well because they've been the 'faces' of the Morrisons adverts and we love them. I did Tweet them - it was a long shot really - but you never know."

While we would have hoped that the happy couple would have chosen to get hitched at an independent store, Extra Extra! wishes them all the best for the future.

## Round up



## OVER THE VILLAGE COUNTER

with Doug McLellan

I wonder if people outside the retail industry realise just how much work goes in to running even a small shop, such as mine? I have to be a salesman, buyer, IT expert, communication systems specialist, bookkeeper, human resources manager, health and safety officer, caterer, retail worker and most of all, a good listener. Most companies employ separate people for each of these roles. Nevertheless it is highly enjoyable most of the time.

I now have the tickets to sell for the next film show in the Village Hall - Philomena. My wife has already seen it but I haven't so I may be going on my own.

Yet again I have had to double run newspapers this week, this time due to the Telegraph. Add to that the delays due to the Six Nations Rugby and you have to ask why the system continually falls down. Perhaps some of those newsagents who have been in the industry for longer than my 20 years could provide an answer. When the papers were delivered by train, were there the same delays? I cannot imagine British Rail allowing their trains to be delayed for a sporting fixture. Perhaps that is the answer - we go back to having deliveries by rail so that the publishers are tied to a definite delivery time.

I was fortunate enough to see a barn owl perched on a rooftop this week while I was out on my paper round. I often see them flying, but don't get the chance to see them at rest. I also saw a tawny owl on a bridge in Starboston this week. To finish the ornithological theme, we had a wren fly into the shop while the door was open on Sunday. It happily perched on top of the greetings card stand for 20 minutes watching customers come in and out, then it flew away through the open door.

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