

RETAIL NEWSAGENT

CORE BRAND MANIFESTO

Top suppliers
vie for your
shelf space

CATEGORY PLANS

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Independents united
'I champion local
brewers with my 100
craft ales' Page 26 >>



NEWS • CONVENIENCE • PROFIT

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'We'll sue PayPoint over cut to terms'



- NFRN to take legal action after payment service provider slashes commission caps by up to 46%.
- Retailers call for handling charges after terminals become 'financially unviable'. Page 5 >>



MAGAZINES

Say Hello! to Royal baby boom

There'll be no supply or PoS restrictions on birth issue, says publisher. 'Prince George effect' grew sales 88%. Page 7 >>

RETAIL AUCTION

'C-stores will grow your sales'

Suppliers to reap benefits of working with top indies.

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TOBACCO

First plain pack legal challenge

JTI sends letter before claim to health secretary. Page 5 >>



From counter to Commons? Labour candidate Manjinder Kang Singh, pictured here in his parents' Tamworth c-store, hopes to become MP for the Cotswolds on 7 May and give RN readers a louder voice in parliament. Our special report highlights how politicians at all levels have helped independent retailers in their areas. Page 28 >>

PRO-RETAIL

Crime- fighting technology revealed

Store protection app and social media hub take centre stage at Telford show.

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Smiths News confirms closure of Bolton depot, but denies national call centre rumour.

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LEADER



Making retailers choose between what is right for their business and what is right for their community is wrong



CHRIS GAMM
Editor

@ChrisGammRN

Dominant companies have a responsibility not to abuse their powerful market position by restricting competition with others in markets where they are dominant.

These are the words of European Union competition commissioner Margrethe Vestager as she accused Google of being anti-competitive and using its search engine to promote its own services over its competitors'.

It came in the same week that PayPoint wrote to its network of retailers, informing them their commission cap is being cut by as much as 46%.

The service provider has dominated discussion on a retailer Facebook group I'm a member of, and there has been dozens of posts about how retailers should respond.

Some have suggested working with other local stores and boycotting the service to increase negotiating power, while others have suggested charging a handling fee. Dublin newsagent Joe Sweeney says he already charges a 25c fee on every Payzone transactions to cover his costs and will sue the company if it tries to stop him.

Retailers face a conundrum. They can accept the new rates and take a hit in the pocket. They can fight and risk the backlash from PayPoint. Or they walk away altogether, either losing business to another local shop or denying customers a vital service.

Making retailers choose between what is right for their business and what is right for their community is wrong, and if consumers suffer as a result, it certainly sounds like something the Competition and Markets Authority would be interested in.

You may not think you are comparable to an organisation representing 750 million people like the EU. But you're just as important to PayPoint's profitability as we all are on this continent to Google's.

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"I KNOW SOME RETAILERS HAVE BEEN DISAPPOINTED AT THE LEGISLATION ON DISPLAY OF TOBACCO PRODUCTS"

- BUSINESS SECRETARY VINCE CABLE ACKNOWLEDGES THE DIFFICULTIES RETAILERS FACED WITH THE TOBACCO DISPLAY BAN. Page 28 >>

NEWS

Retailers vote Tory in RN poll

RN readers would elect a Conservative government with a slim working majority, according to an exclusive poll based on data from betterRetailing.com.

While national polls have the Labour and Conservative parties stuck in the early-to-mid thirties, the latter achieved a 10-point lead (40%) in the RN poll as retailers expressed their preference for the next government. According to Peter Kellner, president of polling organisation YouGov, this would be enough to form a small overall majority government.

Labour, meanwhile, is stuck on 30% with the Greens and UKIP on 12% and 10% respectively and the Liberal Democrats on 4%. At 2%, the Scottish National Party's popularity may seem small, but reflects a similar level of support when judged against UK voting intentions as a whole.

Lotto PoS overhaul

Camelot has announced a major refresh of its permanent PoS equipment across its 47,000-strong retailer estate.

The updated kit – aimed at driving sales and adding further value to retailers' businesses – will ensure the PoS items are fit for purpose until the end of Camelot's extended licence period in 2023.

The five-month rollout, the first overhaul in more than five years, will start in mid-July and includes a refreshed playstation, an updated scratchcard dispenser and modernised National Lottery signage.



Record Store Day gets Jon into the groove

A local initiative in Newport, South Wales, to breathe life back into the town centre was given a boost over the weekend as retailers and community members joined together to hold Record Store Day. In addition to buskers lining the pedestrian precinct and an evening concert, newsagent Jon Powell (second right), who runs The Newsagent, sold donated vinyl outside his shop, raising £500 for nearby special school Maes Ebbw.

Retail Auction declared success Organisers praise “surprising” reaction from industry

Suppliers ‘must work with convenience stores’

by Helena Drakakis

A retailer-led initiative has showed that suppliers are turning their attention to the convenience channel in a bid to grow profits.

The first ever Retail Auction, an innovative scheme where suppliers bid for and win a day with one of 12 leading UK retailers to gain their perspective on the convenience industry and raise money for charity, has had an unprecedented response, organisers say.

One of the organisers Susan Connolly, owner of Connolly's Spar in

Wiltshire and one of the retailers up for auction, said: “We’re surprised at the reaction. It’s been great. Our message to suppliers is that we want to work with them. Unlike the multinationals, we won’t charge to have their products in-store and we won’t keep driving their margins down. We can be innovative with events like in-store tastings, great social media coverage and real customer engagement.”

So far, and as RN went to press, £2,500 had been raised for the Retail Trust charity and almost 50 bids

had been made since the auction's launch on 13 April.

On the first day of bidding a four-figure sum was pledged by bread maker Warburtons for retailer Raaj Chandarana who runs Premier Tara's News in High Wycombe. The company is looking for expertise and advice on growing its sales in London.

“With the right product and the right PoS material suppliers can increase their prominence in store without being punished on terms,” Ms Connolly added

Meanwhile, the benefit to suppliers of working

with profitable convenience stores has been highlighted in a new report by insolvency company Begbies Traynor which warns that many suppliers face collapse in the face of supermarket price wars.

Changing shopping habits and falling commodity prices have resulted in extra pressure from supermarkets on small and medium-sized suppliers, the report claims. The number of companies in “significant” financial distress increased by 94% to 1,414 in the past year, it showed.

Top politicians pitch for RN readers' votes

With less than two weeks until the general election and with neither of the two major parties managing to gain a consistent lead, top politicians on all sides have been pushing for RN readers' votes.

Liberal Democrat Vince Cable, business secretary in the coalition, told RN that

“securing the economic recovery” had been his party's priority and expressed pride at his and his party's roles in government.

He pointed to the British Business Bank as another key achievement which, he said, was “supporting over 43,000 small businesses with £1.8bn funding”.

Elsewhere, Labour indicated that the party's enthusiasm for ever-greater regulation on retailers selling tobacco products had come to an end. Shadow small business minister Toby Perkins told RN that there were no plans for further regulation than that already passed for the next

parliament.

The NFRN, the Federation of Wholesale Distributors and the Association of Convenience Stores are urging retailers to use this time to cement relationships and gain commitments from local politicians.

● Election special page 28

Advice being sought on alleged 'abuse of dominance' 'Some commissions are outrageous'

NFRN legal action threat over PayPoint rates cut

by Steven Lambert

The NFRN is considering taking legal action against PayPoint after the payment services provider announced a raft of commission cuts for retailers.

In a letter sent to stores last week, PayPoint announced commission earned on energy and TV licence payments of 0.5% capped at 7p, down from 0.5% capped at 13p according to retailers.

It added that commission earned on general bill payments fell from 0.5% capped at 13p to 0.5% capped

at 10p, while commission on housing and local authority payments fell from 1% capped at 13p to 1% capped at 10p. The changes come into effect from 18 May.

NFRN chief executive Paul Baxter said the federation has sought legal advice on the issue and is also looking to challenge the Competition and Markets Authority on grounds of "abuse of dominance".

"Retailers need to seriously consider whether they can afford to continue to subsidise PayPoint's massive profits," he said. Retailers also called on terminal

providers to allow them to add their own handling fees to make the service more financially viable.

Joe Sweeney, who is battling Payzone after he introduced a handling fee at his Dublin newsagents two years ago, said: "We can't afford to keep running a business on these margins and having a moderate handling charge would definitely help retailers."

NFRN national vice president Ralph Patel added: "Some of the commissions are outrageous and, in some instances, the bank charges are higher than what the

retailer is earning."

A PayPoint spokesperson said: "We have not reduced the commission caps for some years, but we have recently had to renegotiate with our clients. PayPoint is now making less while our costs are also increasing.

"In regards to handling charges, we feel it is wrong to penalise customers by charging extra for paying bills in cash when they are unable to make direct debit payments."



**Would you support
legal action against
PayPoint? Go to
betterretailing.com**

PO disputes findings

The Post Office failed to find the cause of large cash shortfalls at sub-post offices before starting civil and criminal proceedings against sub-postmasters, a report has found.

The independent report by forensic accountants looked into complaints by sub-postmasters of unfair sackings and wrongful convictions caused by flaws in control systems.

A number of MPs raised concerns in 2012.

It is written into sub-postmasters' contracts that if the cash left at the branch does not match computer records, they must make up the difference themselves.

The Post Office says sub-postmasters make up the difference "only if they are responsible for the shortfall".

The Post Office denies the conclusions of the report, which it commissioned.

Warning on e-cigs

Retailers looking for the highest margins on e-cigarette products could force manufacturers to focus their attention on pharmacies.

The warning came from a leading e-cigarette supplier speaking to RN at last week's Pro-retail event. A spokesman, who wished to remain anonymous, claimed their company's share of the e-cigarette market in pharmacies had jumped from 7% to 35% over the past 12 months.



Mo meets MP in rates reverse bid

Mo Razzaq, owner of Family Shopper in Blantyre, met with his local Labour Co-operative MP Tom Greatrex to ask for his help in reversing a decision by Santander to offer unfavourable rates to some PayPoint retailers. Mr Razzaq was accessing a rate set by Alliance & Leicester before the bank was taken over by Santander, but has been told he will now automatically switch to a new rate which will leave him out of pocket by an average of £123.62 per month when banking PayPoint cash.

Scots' 90% bag use fall

Scottish retailers are celebrating a 90% drop in plastic bag usage since a 5p charge was introduced in October.

The statistic, outlined in a Keep Scotland Beautiful report, prompted NFRN chief executive Paul Baxter to call for a rethink on forthcoming legislation for England: "Excluding independents in England from the levy is madness."

Dynamic plans

Independent convenience chain Dynamic Retail has revealed ambitious plans to expand its portfolio of eight stores to 15. Shaun Marwaha, managing director of the Glasgow-based business, confirmed the company is looking at a number of potential new sites across the central belt as it seeks to make its Scotfresh fascia "the most exciting name in convenience retailing in Scotland".

JTI to challenge plain packs legislation

JTI has formally written to the UK government to announce its intention to challenge legislation introducing plain packaging for cigarettes and tobacco.

The manufacturer sent a letter before claim – a required precursor to legal action – to the health secretary Jeremy Hunt in

mid-April.

A JTI spokesman said: "JTI strongly considers plain packaging to be unlawful. We and others have repeatedly and consistently said the plain packaging infringes important principles of UK and EU law, and other fundamental rights, and goes against ob-

ligations under World Trade Organisation rules.

"Any legal challenge will be about asking the court to affirm our ability to use our property rights in the context of a measure which, in our view, has not worked in Australia and will not work here."

RN understands other

suppliers including Imperial Tobacco, British American Tobacco and Philip Morris have also written letters before claim.

The manufacturers announced their intentions to challenge the legislation back in March when MPs voted in favour of plain packaging.

NEWS

BUSINESS

Budgens O2 deal

Budgens is enticing sweet-toothed shoppers into stores with a mobile phone promotion giving away free bars of Green & Black's chocolate.

The convenience chain is offering O2 Priority members the chance to claim a 100g bar from the recently launched Green & Black's Thins range.

Users with the O2 Priority app receive prompts about the deal if they are located within five miles of a Budgens store, and are sent an on-screen voucher to use in participating stores.

Mike Baker, brand director at Budgens, said: "More than 4,000 customers redeemed our first O2 Priority promotion and we're delighted to offer this brand new Green & Black's bar in store."

"Promotions like this help bring new consumers into our stores to discover everything Budgens has to offer."

Little growth

Waitrose has announced plans for further growth of its convenience store format following the opening of its 28th Little Waitrose store in Greater London.

The new business opened in West Kensington this month and is the fifth Little Waitrose to be located in the borough of Hammersmith and Fulham.

Store manager Sarah Gunston said: "In 2015 we want to introduce Waitrose to an even wider audience, and we will be looking at sites, not just within central London, but also within the M25 and the surrounding counties."

Lord Myners' report into Nisa failings slams board as 'weak'

Nisa has been criticised for its "weak governance" and poor decision making in an independent review commissioned by the convenience group's board.

Former city minister Lord Myners, who conducted the report, also blasted the company for a number of "high profile" leaks and "weak financial discipline".

The review was com-

missioned by Nisa in February following a data leak to the Sunday Times, which led to the sacking of two non-executive directors, Raza Rehman and Harris Aslam.

In his findings, which have been sent to all Nisa members, Mr Myners said: "There have been the less obvious, but still real, costs of slow and uninformed decision making,

a confused strategy and a weak financial discipline.

"Performance has been weakening and, at the same time, the market place has become more and more competitive."

The report follows on from a major shakeup of the Nisa board conducted by new chief executive Nick Read.

Raj Krishan, format and development

director; Simon Webster, finance director; and Wayne Swallow, IT director, have left the company with immediate effect, while Stewart Smith has been hired as trading director.

Nisa has also appointed Robin Brown as interim finance director after Guy Smith, who was due to take the post, withdrew his application.

Industry figures celebrated at awards evening Stuart Mackie named 'Retailer of the Year'

New tech put on show at Pro-retail trade fair

by Steven Lambert

Smartphone apps to help tackle retail crime and guides on getting the most from social media were just some of benefits for retailers attending this year's Pro-retail trade show.

The event, held at the Telford International Centre, offered visitors the chance to sample new technology designed to grow and protect their businesses.

This included a new risk assessment app being launched for independent stores by Discovery Risk Solutions (DRS).

The app, available for download on Apple and android devices, is a free service allowing users



to report crimes such as burglary and thefts online and share these with other retailers. It will also allow business owners to perform self-check processes to assess the impact of incidents in their store, according to DRS.

Group director Derek Bruder said the app will make reporting crimes

easier, and will provide authorities with a better understanding of how crime affects retailers in particular areas.

In addition, independents were given the chance to improve their online skills at a social media hub set up at the show.

Digital experts from Palmer & Harvey were on

hand to provide how-to guides showing how local businesses can better engage with customers through Twitter, Facebook and other sites.

Meanwhile, Stuart Mackie of Buchandyke Filling Station, East Kilbride, walked away with the Retailer of the Year accolade at the Pro-retail Awards held last Tuesday.

Other winners on the night included Adrian and Thea Dunn of Bromham Stores in Bromham, Wiltshire, who scooped the Community Retailer Award, while manufacturer Lucozade Ribena Suntory took the Impulse Supplier of the Year award.

Dhamecha to open first non-London site

One of London's largest independent wholesalers is to expand its operations outside of the capital.

Dhamecha Cash and Carry will open its eighth depot in Leicester, East Midlands.

The 140,000sq ft site will

be completely re-modelled and refurbished to create an 80,000sq ft warehouse, with a car parking area for customers.

Pradip Dhamecha, chief executive officer, said: "We are very excited about the prospect of bringing our

strategy of great prices, excellent value and outstanding customer service to a whole new audience."

Bill Laird, managing director of the Today's Group, said: "In an ultra-competitive environment this is great news for

suppliers and retailers and paves the way for even further expansion in the coming years."

The new site is expected to launch towards the end of 2015, in time for the busy Christmas trading period.

NEWSTRADE

'Prince George effect' expected to be repeated Additional copies available for indies

Hello! sales increase predicted for royal birth

by Nicola Stewart

Independent retailers should prepare for a torrent of extra sales of Hello! magazine as the due date of the second baby of the Duke and Duchess of Cambridge nears.

The royal baby is expected any day now and Hello! has confirmed it will make extra copies available to the independent trade.

"We will make sure

copies are made freely available to all that want them, and that there are no restrictions on supply or PoS," said Hello! associate publisher – circulation and distribution Roger Williams.

Retailers are encouraged to promote the first issue after the birth by making sure it is displayed full facing and, where possible, on the counter.

The 'Prince George effect'

had consistently boosted sales of Hello! since his arrival in July 2013, said Mr Williams.

"We saw an 88% uplift in sales for the issue with the first pictures on the hospital steps and since then Prince George has featured heavily in the top 10 selling issues of Hello! in 2014.

"We expect the uplift in sales to be as big in 2015, and even more so if the royal arrival is a girl.

"It is major royal events like these that Hello! is best known for. Readers will look to Hello! as the most reliable source of information and pictures on these events as they happen."

It is expected that the first official photos of the new arrival will be released several weeks after the birth and this would present another major sales opportunity for retailers, he said.

Brighton Argus is rocked by revamp

Brighton daily newspaper The Argus has relaunched with a fresh design and "bold new features" in a bid to reverse its falling circulation.

The new look was overseen by editor Mike Gilson, who took up the role in February after moving from the Belfast Telegraph.

The paper's circulation had fallen from an average sale of 30,070 in the second half of 2008 to 13,309 in the same period in 2014.



Ace Awards for Panini's World Cup winning team

Panini picked up a hat trick of honours at the Ace Press Awards last week with its Official FIFA 2014 World Cup sticker collection. The range was named product of the year for both independent and multiple retailers, as well as launch of the year. Panini head of circulation Rebecca Smith (pictured third from right) accepted the Product of the Year – Independent Retailer award from NFRN national president Martyn Brown (second from right).

'Sexiest' FHM special

The June issue of FHM will come in a slipcase with the title's legendary 100 Sexiest Women In The World supplement.

The issue is premium priced at £4.50, up from £3.99, and Frontline is forecasting a 187% sales uplift and a 223% rise in sales revenue.

Retailers are advised to display the issue, on sale 30 April, full facing at the front of the newsstand and in any additional display space.

Readers get the cream

The June issue of Marie Claire comes cover mounted with a free Neal's Yard Remedies hand cream worth £10.

The issue, on sale 30 April, features Hollywood actress Kerry Washington on the cover and has a focus on summer trends for 2015.

Retailers are asked to display the issue prominently alongside InStyle, Glamour and Red.

Kit Car relaunch

Complete Kit Car magazine has had a complete redesign with a clearer, cleaner and bolder look to stand out on the newsstand.

The first issue with the new look is on sale 1 May and retailers are asked to display it prominently within the motoring section.

Complete Kit Car recently published its 100th issue and has a cover price of £4.75.

Sci-fi bible lives long and prospers

Future's science fiction monthly SFX is celebrating its 20th anniversary with a special collector's edition and prize draw.

The issue, on sale 29 April, has a deluxe foil cover and a 24-page retrospective supplement that will look back on 20 years of the magazine.

It also offers readers the chance to win a full size replica of The Doctor's most famous enemy in Dr

Who – the Dalek.

SFX editor Richard Edwards said: "The Dalek is one of the most iconic images in science fiction, and popular culture in general, up there with the likes of Darth Vader and Superman.

"A full size replica is the sort of thing many fans would love to have in their house, but

might not be able to afford – it's worth £3,500, so has a pretty hefty price tag."

The issue has a premium price of £5.99, an extra £1, and Seymour is increasing supply to independent stores in anticipation of additional sales.

Retailers are advised to display the issue prominently in the science fiction and film sector.



NEWS

PRODUCTS



@RetailNewsagent for expert advice to help you grow your sales

Lurpak's drive for creative sarnies

Lurpak Spreadable is featured in a £7m advertising campaign to encourage customers to be more creative when making sandwiches.

The "Go Freestyle" campaign on TV, billboards and the web features cooks preparing recipes such as pulled chicken waffle burgers and fig, machego and honey crostini to a jazz soundtrack, intercut with energetic dancers.

Lurpak owner Arla Foods said the campaign was intended to broaden the brand's appeal, especially with young people and those in southern England.

From June, Lurpak Spreadable tubs will also offer customers the chance to win a limited edition Lurpak tiffin tin via codes on the inner foil.

Lipton Ice Tea adds raspberry

Lipton Ice Tea is launching a new raspberry flavour to mark the start of summer.

The flavour is expected to add further value to the iced tea and coffee market, which brand owner Britvic claims was worth almost £70m in 2014.

To coincide with the launch of the raspberry variant, Lipton has also reduced sugar in the drink, meaning each 500ml bottle will contain less than 100 calories. The packaging has also been refreshed.

Lipton Ice Tea Raspberry will have an RRP of £1.13 and is also available in 99p priced packs.



Colman's says it all with new £1m ad campaign

Colman's new Meal Kits are starring in a new £1m multimedia advertising campaign aimed at placing the brand in the centre of busy, modern British lives. Launching last week with a TV advert and running until the end of May, the campaign features a busy working woman making dinner for her new boyfriend and his daughter for the first time, with the tagline "meals that say it all". The three variants of Colman's Meal Kits – Chicken Risotto, Chicken Tagine and Chicken Curry, each priced at £2.95 – are designed to be ready in four steps taking 30 minutes.

Thousands of pounds worth of 'dining' to be won £20,000 private plane banquet top prize

Royal treatment promo to boost sales for Maynards

by Steven Lambert

Retailers are being given the chance to treat themselves and their staff 'like royalty' under Mondelez's latest campaign on its Maynards sweets.

The manufacturer has unveiled its 'Celebrate Like Royalty' on-pack promotion, which will run on the entire Maynards sharing bag range, including Wine Gums and Sour Patch Kids, from 4 May.

Shoppers will have the chance to win one of 250 'dining experiences'

worth £7,500, with trips to locations such as the On Top of the World restaurant in Las Vegas and the underwater Al Mahara restaurant in Dubai.

A top prize of a banquet on a private plane, worth £20,000, will also be up for grabs.

Codes on packs will give access to an online game where customers can compete for prizes, including 50p-off vouchers on future Maynards purchases.

At the same time, Mondelez is offering five retailers and their staff a

slap-up meal worth £500 if they sign up to the firm's Delicious Display online category management scheme.

Susan Nash, trade communications manager at Mondelez, said: "This will be a great opportunity for retailers to treat the hard work of their staff, as well as helping to promote Maynards as we enter the summer, where sugar confectionery sales traditionally see a rise."

The Celebrate Like Royalty campaign will run for 10 weeks and will

be supported with a £2m investment including TV, radio and digital support.

Meanwhile, Mondelez is extending its chocolate countline range with the addition of Cadbury Dairy Milk Oat Crunch.

The 30g bar (RRP 58p) combines chocolate and oat biscuits and is being promoted as a mid-morning snack for women, according to the firm.

A £4.5m marketing campaign including TV and digital ads will be used to promote the product from this month.

Are you set up for a summer slush fund?

Slush machines can offer retailers margins of more than 80% as the weather warms up and demand for frozen treats rises, according to wholesaler Hancocks.

Hancocks, which sells machines and syrups at all of its 20 cash and carries, said slush drink sales were

growing with retailers reporting demand from children and adults.

Jonathan Summerley, Hancocks purchasing director said: "We're seeing significant growth in the sales of our slush range, both in the sale of our syrups and in the purchase of machines."

Jon Powell at The Kiosk in Newport said: "The machines are expensive but we could have paid ours off in five or six weeks. In a good summer, it can make us £200 to £500 a day."

Other retailers such as Terry Hornby at The News Box in Portsmouth report

regular sales of 100 to 150 £1 cups a day in summer, with 70% of buyers being children.

A twin slush machine from Hancocks costs £1,499 plus VAT and the most popular syrup flavours are sour blue raspberry and strawberry.

Hot products for your shopping list



Lipton Ice Tea unveils new raspberry flavour and new-look packaging



Hancocks' slush machines can offer more than 80 per cent margins says wholesaler



Gourmet dining to win with Maynards sharing bag range

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NEWS

PRODUCTS



@RetailNewsagent for expert advice to help you grow your sales

Ribena's promo praised

Ribena has hailed its Tropicoliday promotion a huge success, with independent retailers targeted for launches and promotions and one wholesaler seeing sales rise by a third.

The promotion, held in February, was aimed at driving sales of Ribena's tropical brands and retailers involved have praised the in-store activity.

Events were held at Best-one, Brick Lane, east London, with other stores such as Oldham Street Mini Market in Manchester, Station Terrace Spar in Cardiff and Duke Street Mini Mart in Liverpool all hosting Ribena events, and consumers trying to win a holiday. Bestway Croydon was further targeted, with the depot featuring plenty of PoS and sales rising by 32%.

Barbecue friendly from Heinz

Heinz is launching a new £4.2m campaign to push its range of barbecue-friendly sauces during the key summer sales period.

This is the second year running that the company has run its BBQ Heroes marketing initiative, but this year's efforts have seen a significant increase in spend. It will include TV advertising for the first time, with two different 20-second creatives. The campaign will also offer an increased social media presence.

The campaign is pushing two varieties within Heinz sauces range, Peri Peri and Sweet Chilli.



Gillette's money back offer on razor for ladies

A razor for women 'on-the-go' is the new innovation from Procter & Gamble. The Venus Snap with Embrace is Gillette's first portable razor while the Venus Embrace Sensitive razor is designed for those with sensitive skin. P&G is offering consumers a 'Love it or your money back' on-pack promotion on the razors and the campaign will be supported by advertising featuring The Voice presenter Emma Willis, pictured left.

SnackPartners scheme led to 40% sales uplift 'We can achieve bigger and better results'

KP advice team helps 150 indies to snack success

by Steven Lambert

KP Snacks has completed the second phase of its SnackPartners category scheme with more than 150 independent retailers benefiting from the company's advice on crisps, snacks and nuts.

The latest campaign, launched last month, saw teams from KP visit local stores over a six-week period, offering support

and information on how to maximise snack sales.

The team was also able to guide retailers on increasing awareness of products, improving the layout of fixtures and introducing effective merchandising materials, according to KP.

It follows an initial wave of SnackPartner store visits last November, which the firm claimed led to an average snack sales uplift

of 40% at participating businesses.

Matt Collins, convenience trading controller at KP, is targeting a similar boost in trade for the latest batch of stores.

He said: "Convenience is a priority channel for the crisps, snacks and nuts category and we remain fully committed to helping retailers make more from it."

"Through our Snack-

Partners programme we're able to show retailers how making just a few simple changes in store can result in significant incremental sales. Working together we're confident we can achieve even bigger and better sales."

A spokesperson for KP Snacks said the company is now looking to visit a third set of independent stores in the next few weeks.

Perfect snack pairings from Jacob's Creek

Chardonnay with pitta and hummus, margherita pizza with a Shiraz and popcorn with Sauvignon Blanc.

These are some of the wine and snack pairings from Jacob's Creek as part of its Made in Australia marketing activity.

The PR push saw the brand enlisting the help of TV food expert Jo Pratt and its own wine expert Rebekah Richardson to work out what snacks go best with different wines.

It followed research that showed more than half the UK public wanted to

know more about wines that go well with certain foods. The duo took the nation's favourite snacks and worked out which wines went best with them, promoting the activity through its Facebook page.

Further Jacob's Creek activity sees the brand

returning to TV with its Made In Australia ads, continuing its sponsorship of Wimbledon and its relationship with Novak Djokovic.

Rebekah Richardson said: "This guide helps people make the most of that time."

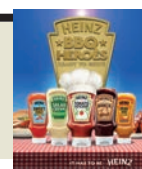
Hot products for your shopping list



Jacob's Creek is suggesting perfect wine and snack pairings



Venus razors come with a money-back guarantee



Heinz is spending £4.2m promoting barbecue-friendly sauces



CARLTON
the UK's
No.1 Sub-Economy
brand*

***Stock up now
to meet demand***

*ITUK Estimates 2014



www.imperial-trade.co.uk

For Tobacco Traders Only

NEWS

REGIONAL

Rushik's on right tracks

A miniature railway in Kent isn't the most obvious place for a brainwave, but for Kent newsagent Rushik Parmar it sparked a line in retro memorabilia that now supplements sales in his Herne Bay store.

"I was about to board to steam train at Dymchurch and saw vintage metal signs advertising marmalade, so I tracked down a wholesaler and tried selling a few alongside mugs and lunch boxes," he said. Now, comic heroes such as Superman and Batman and Dr Who-themed goods have sold steadily since he introduced them to his newsagent's, Kenwins, one month ago.



Stephen's delight with his Assist 500 store refit

A Bradford newsagent has used the NFRN's Assist 500 initiative to transform the fortunes of his newsagent store. Stephen Hunter, of Old Road News, worked with the federation on a £1,000 store makeover which included the addition of a new floor, a repaint, a new counter and replacement lighting, allowing him to introduce more diverse stock including local farm eggs and potatoes. "I got great advice on how to refit on a budget. I'm delighted and my customers have noticed the difference too," he said. NFRN Assist 500 provides retailers with small grants and advice on how to attract new customers and improve profitability. Margaret McCloskey, NFRN head of operations, said: "Stephen Hunter could have opted to ride out the constructive criticism he had regarding his store but he wanted his customers to obtain a better experience and asked for support, without spending the earth in doing so."

Trinity and Johnston Press set sights on election Newspapers tipped to grab key stories and sales

Keep local issues in the spotlight say publishers

by Helena Drakakis

Retailers are being urged not to relegate regional newspapers to the bottom shelf in the run-up to the election as media groups aim to boost sales with a focus on local issues.

Two major publishers, Trinity Mirror and Johnston Press, are asking readers what issues matter to them locally in the run-up to the election as a basis for their coverage.

Trinity Mirror's initiative, the 'My Manifesto' project, has culminated in the publication of election

demands based on the opinions of more than 18,000 readers.

The demands, which include getting quicker doctor's appointments, scrapping the bedroom tax and reduced rail fares, have been drawn up by canvassing the readers of 24 titles, including the Manchester Evening News (MEN), Liverpool Echo, Newcastle Chronicle and Birmingham Mail.

Neil Jagger, Trinity Mirror's group newspaper sales and marketing director said: "The election is important but election fatigue sets in.

"What people are most interested in is the outcome on the day. Then we can expect as much as a 5% uplift in sales in regional newspapers, but I won't deny the run-up is hard.

"Local papers deliver the kind of detail that TV or radio or online can't and that's where they can score sales points.

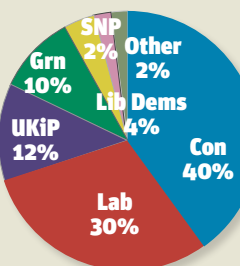
"It's a newspaper's job to deliver those important stories, but retailers need to display those newspapers in a prominent position and not relegate them in favour of convenience."

Johnston's initiative,

called 'What Matters to Me' is a digital initiative across 250 titles. It sees journalists talking to people about what concerns them locally and then posting a series of 'video shorts' online to create an evolving 'live map' of trending issues.

Jane Muirhead, group head of PR for Johnston Press said: "While this is a digital initiative it does allow our print editions to really focus on what local issues are affecting and concerning their local readers, and positions our titles right at the heart of the debate."

RN READER POLL



Which party are you going to vote for in the general election? Conservative, Labour, Liberal Democrat, Green, UKIP, SNP, Plaid Cymru or other?

NEXT WEEK'S QUESTION

Is the profit you make from electronic cigarettes higher, lower or the same as this time last year?

Have your vote now
Go to betterretailing.com/rnreaderpoll

Is Poundland as good value as it seems?

Discounter Poundland may not be as good value as consumers believe, a study carried out by The Sunday Times has revealed.

The study found examples where groceries such as milk and cornflakes were sold in smaller pack sizes, meaning that cus-

tomers were charged more per unit than in supermarkets including Waitrose, Sainsbury's and Tesco.

However, Poundland

said that a study based on larger packs and supermarket promotions was "not a meaningful comparison".

NEW

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*Nielsen MAT to 3.1.2015. Schweppes, the fountain device and the 196 graphics are registered trademarks of Atlantic Industries © 2015

NEWS

REGIONAL

Retailer sold cigs, alcohol to kids, 11

A newsagent who sold alcohol and tobacco to children as young as 11 has been banned from selling both after a licensing committee heard youngsters had travelled for miles as his reputation spread.

Jayesh Patel's B&J News in Newport served more than 50 underage customers using a special password to avoid detection by Trading Standards.

Mr Patel hid bottles in schoolbags and slipped packets of cigarettes under mobile phones. So many children gathered outside the store that it looked like "a school assembly", the committee heard.

Guard aids stab teens

A security guard at a Budgens store in London has been hailed a hero after providing refuge to two teenagers who collapsed in the shop after they were stabbed by masked men on mopeds.

Robert Owusu, 49, locked the store doors and called police as staff gave first aid to the youths, aged 18 and 19 in Exmouth Market, Clerkenwell. Both had been stabbed in the back with a two foot sword by the four-strong gang.

Display prize

Omagh-based Hamilton Spar owner Jean Kennedy and her team have won a weekly £20 spot prize for a display of a regional bridal magazine in Northern Ireland. The competition is part of a new initiative run by the North-West News Group to promote prominent positioning of North-West Brides with local retailers.



Kieran's e-cigs take pride of place

E-cigarettes are now displayed in prime position at Kieran McDonnell's newsagents in Whitley Bay, Tyne & Wear. The owner of Newsforce Ltd fashioned his own under-the-counter cigarette storage solution to comply with the tobacco display ban from cupboards left over from a kitchen refit, before working with e-cigarette category management company Real Trading to create an eye-catching gantry in the newly available behind-the-counter space. "We will grow this category and reap the benefits of the fantastic margins on offer," he said.

Northern Ireland stores to get new regional range

Spar Northern Ireland franchise holder Henderson Wholesale has launched a locally-themed range after partnering with key suppliers.

The Enjoy Local range offers up to 126 fresh and chilled products, with each product featuring a stamp to explain where it was sourced or produced.

Suppliers include beef company Dunbia, Rockvale Poultry, pork professor Fred C Robinson, Clandeboyne Estate Yogurt and Genesis Bakery, with total contracts to the local businesses worth £3.5m.

Henderson Wholesale sales and marketing director Paddy Doody said: "Eating local food is better for you and the environment and offers better value. Sourcing products locally also means that we continue to support our local suppliers."

Mr Doody said that Henderson Wholesale



had invested a significant amount in the launch, and planned to invest £3.7m in marketing during 2015.

"Consumers will see a real change in our own brand products and we're delighted to work with some of Northern Ireland's finest local farmers and producers during this exciting time."

Depot shuts down while staff redeployment considered 'No plans' for single call centre

Smiths closes Bolton but denies national move

by Tim Murray

Smiths News has confirmed it is planning to close its Bolton depot – but the company has denied rumours that it is moving over to a single national call centre.

The news about the Bolton depot, discussed at the NFRN's national council meeting in Leeds last week, was confirmed to RN in a statement from Smiths News.

The company said it is

currently consulting on the move as part of its future plans. A spokesman said: "I can confirm that we have recently announced our proposal to close our Bolton distribution centre. We are currently consulting with our employees around the proposed closure, which will inevitably result in a number of redundancies.

"These decisions are never taken lightly and we are working with staff to identify possible re-deployment opportunities."

The issue was raised at the national council meeting, where North West district member Suleman Khonat was one of several who called for confirmation for retailers on the proposed closure and consultation.

"It's the drivers who tell us. All of a sudden, Smiths said it was closing Bolton. Stockport is struggling and our members have a right to know what's happening."

Meanwhile, the com-

pany denied that it is planning to follow Menzies' lead and bring its call centres under one roof.

The spokesman added: "We have recently consolidated our magazine and newspaper sales centres into one national sales centre based in Worcester. The sales centre is managed independently from our customer contact centres and there are no plans to transition to a single national call centre in the foreseeable future."

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NATIONAL COUNCIL

NFRN NATIONAL COUNCIL LEEDS 14-15.04.2015



Tim Murray reports from NFRN national council

Age-restricted advice assured

NFRN members who sign up to a new scheme will be able to get clear advice on issues such as the display ban and selling age-restricted products from a trading standards perspective.

The new scheme has seen NFRN officers working with the London borough of Islington, which will become the primary authority on initially age-restricted issues, with more likely to follow if the initiative is successful.

Retailers who sign up to the scheme will be able to get advice on interpretation of current



Peter Robinson

legislation from Islington council. And local authorities around the country will have to abide by Islington's reading and guidance. If they persist in taking action, retailers will be able to show they have taken due diligence.

"Local authorities have to abide by the assured advice," said NFRN head of public affairs and communications Adrian Roper. "What benefits do you get? Clear, consistent advice from one source, you're protected from local interpretations. If you're in the scheme, Islington's is the only one that counts."

South Wales member Peter Robinson was among those asking how the scheme was going to progress: "How quickly will food hygiene come under your umbrella?" Mr Roper said that if the scheme succeeds it will be expanded to other areas.

The primary authority move was welcomed across the board. Southern district member Linda



Philip Morris' Iain Levy (right), Ruth Digby (third left) and James Barge (centre), with the NFRN's Peter Robinson (second left), Deirdre Drennan (third right), Paul Baxter (second right) and Ian Shaw (right) (second right)

Sood pointed out that local authorities' trading standards departments, such as Portsmouth, were now charging £45 for advice on the display ban.

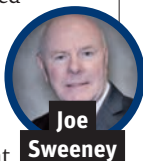
Narinder Randhawa, West Midlands district, added: "I'd like to congratulate the NFRN on getting this far with the scheme."

Impact of plain packs 'clarity'

Tobacco manufacturer Philip Morris has said that the next government needs to be aware about the impact plain packaging will have on independent retailers and the illicit market.

The company's corporate affairs director James Barge presented the company's current strategy to national council, saying: "It is vitally important that the next government is aware of the consequences ahead of the implementation."

He pointed to the experience in Australia, where the illicit trade had "rocketed to an all time high", and warned that the UK's close proximity to mainland Europe and the threat of organised crime meant



Joe Sweeney



I wouldn't discount illegal tobacco shops popping up, we're not far from seeing that in London

James Barge

Director of corporate affairs UK, Philip Morris International

it could be far worse here.

After Republic of Ireland member Joe Sweeney outlined his experiences in Australia on a fact-finding trip, Mr Barge highlighted one further potential pitfall: "I wouldn't discount illegal tobacco shops popping up. We're not far from seeing that in London."

Mr Barge also outlined some of the company's movements in the "reduced risk products" sector, highlighting heat-not-burn technology as being a potential growth area. "The technology is quickly evolving. There are more products emerging in this space and we want to be in it," he said.

'Keep quiet' over super-ABV bans

Retailers who sign up to super-strength alcohol bans could face prosecution if they discuss it with other retailers under competition law - although in reality European chiefs have said it is unlikely to be pursued.

Some 100 councils have taken up the schemes in a bid to crack down on street drinking, which

they believe is caused by high strength and low cost beers.

Updating national council about the current legal position, NFRN public affairs executive Charley Parsons said: "It could lead retailers to be in breach of competition law. You may be fined if you agree it with retailers or share your plans to stop selling high strength alcohol with them. The advice we've received is that you could be prosecuted - but it's unlikely."

She added that retailers should not to be intimidated by "aggressive tactics" used by police to try and persuade town centre retailers to sign up. "These are voluntary agreements. You shouldn't be under any duress to join them."

Alan Smith bids a fond farewell

In a moving speech, which drew a standing ovation from delegates, former national president Alan Smith paid tribute to the NFRN and national council, saying it was the heart of the organisation.

After sitting on the council for almost 15 years, Mr Smith said he was stepping back and putting his wife's health first.

Praising the democracy of the NFRN, he said: "If I can become national president, then every one of you can too."

He is one of 11 national councillors stepping down, including Nick Southern, Joe Sweeney, Julia Bywater, Adrian Watts, Dee Goberdhan, Kamal Thakar, Mukesh Patel, Omkar Patel, Kieran McDonnell and Colin Fletcher.



Alan Smith

NATIONAL COUNCIL

NFRN NATIONAL COUNCIL LEEDS 14-15.04.2015



Tim Murray reports from NFRN national council

NFRN 'has been there to assist'

The NFRN has helped members grow their profitability, lower their bills and also assisted retailers in difficulty.

In her report to national council, head of operations Margaret McCloskey said the federation had helped several members with financial difficulties and others with utilities bills and rates rebates. Eight NFRN members were successful in making savings of some £35,000, she said.

Another member who had been overcharged by as much as £10,000 – with a £12,000 demand being made instead of the believed £1,200 – was being assisted.



Margaret McCloskey

Mrs McCloskey also reported that NFRN Assist 500 was progressing well. A £1,000 investment in Bradford member Stephen Hunter's store helped him carry out a mini-store refit.

"He's seen a rise in profitability already," she said.

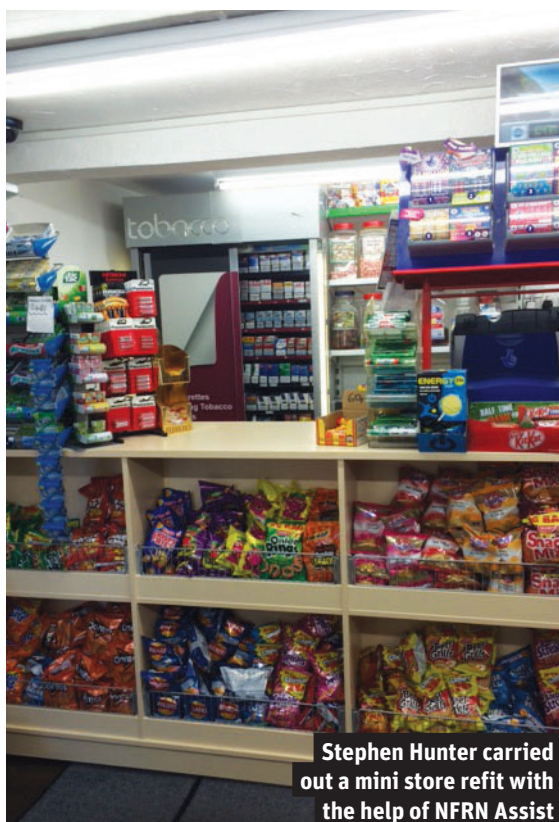
Meanwhile, Rushaan Asok, the worker viciously attacked in a brutal raid is finally on the mend, although it will be some time before he is well enough to return home to Sri Lanka.

"He's doing well and making good progress," said Mrs McCloskey.

Sort pensions, members urged

NFRN members have been warned that they need to sort out pension schemes for their staff before it's too late.

The stark warning came from Now Pensions, one of the few providers offering



Stephen Hunter carried out a mini store refit with the help of NFRN Assist

pensions under the new auto-enrolment legislation. All employers must now automatically enrol their staff in a pension scheme unless they opt out.

Richard Patient from the company outlined some of the pitfalls and problems retailers and employers faced under the relatively recent legislation. There are still more than one million employees yet to be covered, with more staging letters – the first part of the scheme – still to go out. It would lead up to what was expected to be a very busy period until July next year.

He outlined one employer who paid a company £6,000, only for them to fail to find a provider, landing him a further charge from HMRC.

"A big part of it," he added, "is communicating it to your staff."



I don't think there was anything more we could have done in helping our members in complying with the legislation

Mike Mitchelson

Praises NFRN for its work on helping members 'go dark'

Initiatives such as Now's, which was modular and user friendly, offered "low-cost, high quality" options, with plenty of transparency.

Now is working with the NFRN and Mr Patient concluded with a stark message for retailers: "Like it or not, it's something that's going to be introduced."



Richard Patient

Hopes high for N3 buying group

The N3 buying group has appointed a board and has fees from members coming in, chief executive Paul Baxter told national council.

"There's still a tremendous amount of work to be done," Mr Baxter told delegates, to turn it from a collection of individuals into a fully functioning group, setting out meetings with wholesalers and other parties.

"The next three months will be challenging. But hopefully by September national council we'll be able to report something positive."

Mr Baxter said its 10 board members were all "federationists", many were national council members and they hoped to tap into deals on offer.

'Disappointment' over plain packs

The NFRN fought hard against plain packaging, despite the short notice, but the ultimate government decision to press ahead with legislation was "very disappointing".

"I want to praise the

team and their work," said public affairs committee chairman Mike Mitchelson. "Their lobbying was a last minute campaign, it came to us very quickly. It certainly had an impact and it did get well noticed."

Mr Mitchelson further praised the NFRN for its work on the display ban, saying: "I don't think there was anything more we could have done to help our members comply with the legislation."

He pledged that as soon as the election was over, the NFRN would be contacting new MPs, ministers and officials to start lobbying on key issues.

"We will be contacting every MP and ministers where we want to get meetings set up," he said. "Some may be the same, some may be different; we'll certainly be ready to get the connections made."

Conference plan coming together

Preparations are continuing apace for the NFRN's annual conference in Torquay and substantial savings are already being made. A deal with First Great Western meant members can secure a standard return from London for £49 and £99 ticket for first class.

National council heard from Mike Mitchelson, chairman of the events committee, who said the plans to hold the event in the town for the three years from 2016 was also delivering savings. "They're freezing prices and it looks like there's quite a saving in the three year deal."



Mike Mitchelson

NATIONAL COUNCIL

NFRN NATIONAL COUNCIL
LEEDS 14-15.04.2015



Tim Murray reports from NFRN national council

NFRN taking on the publishers

The news team at the NFRN is using social media to gather evidence to support its ongoing battle against the scourge of late deliveries, according to head of news Brian Murphy.

The organisation is using Twitter as an up-to-date way of reporting problems, and more retailers should be using it, council was told.

National deputy vice president Ray Monelle told national councillors: "A Twitter account has been set up and I'd encourage you all to use for your day-to-day problems."



Mr Murphy told delegates: "We said we'd name and shame and we've done that. Twitter is very important, and is the only way we're going to see a massive improvement in late newspapers is if we can embarrass the newspapers."

Scottish delegates, among the most active on Twitter, later proposed a motion for national conference which will now see a presentation on social media and its benefits for retailers. The motion was put by Edinburgh member Abdul Qadar and backed by Lanarkshire member Mo Razzaq.



Menzies too came under fire for its lack of communication with retailers. Yorkshire member James Wilkinson said: "We all know that what Menzies says and does are completely different things. We are at breaking point at the moment with our



Newtrade managing director Nick Shanagher addresses national council

supply chain."

Southern member Pradip Amin concurred. "No one wants to take responsibility for their errors. Every time we contact someone, nothing ever gets done."

Merger option still up in the air

The NFRN is extending its offer to join forces with the National Federation of SubPostmasters and is still waiting for an answer from the organisation.

Federation chief executive Paul Baxter told national council that he is still keen to work with the similar organisation and can do a great deal for sub-postmasters who are not part of the NFRN.

"Welcoming several thousand postmasters will be beneficial to all of us. We have similar objectives and a similar philosophy," he said. "We are looking to work with them, but they seem undetermined."

He later told RN: "We know that the NFSP and NFRN members are very similar and NFSP is becoming



We all know that what Menzies says and does are completely different things. We are at breaking point at the moment with our supply chain

James Wilkinson

Yorkshire branch member

ing more retail-focused. We want to work with them whatever." He added that he understood the NFSP was still discussing issues with the Post Office, not least over maintaining independence, but said it wasn't good to be in limbo.

Fuelwise deal to save 4p a litre

Retailers will be able to save up to 4p a litre on petrol charges thanks to the new Fuelwise card deal that has been agreed through the NFRN.

The card is accepted at some 500 stations and also offers savings in the Republic of Ireland.

The Fuelwise deal was outlined by head of operations Margaret McCloskey during her presentation to council.

Retailers who apply and receive the card will be given a list of the stations where it can be used, while a text on a Monday to cardholders will reveal how much they stand to save. As well as the 4p in the UK, it could be worth as much as 6c a week in Ireland.



"It works like a credit card, we're looking to brand it as an NFRN card," she said. It currently offers seven to 14 days credit with a £15 annual admin charge, although the NFRN is hoping to improve these rates further.

Focus on more democracy urged

More debate is needed from the NFRN at its annual conference – or the organisation risks losing its democracy.

In a stirring speech, veteran Scottish member Des Donnelly warned that members needed to speak up and make their voices heard if the NFRN is to move forward.

"We're talking about an annual conference," he said, but more and more, no conferring is done, even when it's a motion of high import. That is not the way to develop progress as a democratic organisation.

"You need to go back to your branches and encourage them to be involved. Get your members who are attending annual conference to be prepared to speak."

Council praise for Newtrade

Newtrade and its various products, including Retail Newsagent, are going "from strength to strength", with RN keeping the momentum going after last July's 125th anniversary celebrations.

Chairman Mike Mitchellson praised RN under the stewardship of editor Chris Gamm during the update on Newtrade business.

Managing director Nick Shanagher said the Local Shop Summit would take place in early October.

YOUR ISSUE

 **Steven Lambert**
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 020 7689 3357
 @StevenLambertRN



NO WORLD CUP? NO EUROS? NO PROBLEM

Summer always represents a great opportunity for independents to pick up extra sales and business, especially if there are major sporting events to piggy-back on.

The Olympics, Commonwealth Games, World Cup football and other sporting spectacles have – over the past few years – offered local stores great chances to get involved and run product promotions and tie-ins to appeal to avid spectators.

However, with no major football competitions and the rugby World Cup not taking place until September, retailers do not have the same luxury this year.

But this is not to say that there aren't plenty of other ways to generate extra trade during the warmer months, and savvy business owners are already putting plans in motion to make the most of the season.

We spoke to three top retailers to see what they have planned for the summer and to get their advice on how you can make hay while the sun shines.



Working with other businesses in this way is really important, we're all on the same high street

Jon Powell

The Kiosk, Newport

Make your sales blossom

With the one year anniversary of their refitted Holborns Earlswood store on the horizon, Surrey retailers Dean and Russell Holborn have a number of celebration plans on the cards this summer, and are looking to get their customers on board as well.

Included among them is the upcoming launch of the retailers' 'Earlswood in Bloom' campaign, which will promote the work of green-thumbed enthusiasts in their local area.

Dean says: "We're looking to launch a competition where we'll promote at the best gardens and flower box and bedding plant displays in the area.

"It's an idea we got while talking to our customers and we've since had local businesses such as pubs asking if they can get involved as well."

Dean says he and Russell have since spoken to a local horticulturalist to help judge the competition, and they are due to start promoting the scheme in their business, in the local press and on social media.

He adds: "We already do bedding plants and flowers outside the shop, so we're in talks with our local supplier to see if he can help us with extra stock.

"With the exposure we're giving this, we're hopeful that we will sell more plants and get more people to shop with us."



Russell Holborn, Earlswood

Music to your ears

For Kate Clark, owner of Sean's News in Upton-upon-Severn, Worcester, summer always represents a vital opportunity to promote her business to potential shoppers.

She says: "We're sponsoring the local folk festival this year, and we'll be setting up a stall and providing morning papers and food to campers there.

"We're also getting involved with summer events being organised by the local school. They'll be organising various fun days by the river this year, so we're planning to take our ice cream bike down there for the kids."



Kate Clark, Upton-upon-Severn

Kate advises other retailers to keep an eye on local press and social media to gain information on any upcoming events in their area, adding that she calls organisers directly to see how she can get her business involved.

She says: "Doing this gives us the opportunity to shout about how brilliant our shop is to potential customers, something which we know other businesses in the area aren't doing.

"Putting the extra hours in with events over the summer helps us to get more repeat visits from new shoppers, while the extra money ensures we are well-stocked and well-staffed when winter comes."



Jon Powell, Newport

Know your customers

If you're struggling to find local events to support in your neighbourhood this summer, Newport retailer Jon Powell suggests looking further afield.

The owner of The Kiosk has just spent the past weekend helping to organise his town's annual Record Store Day, part of a wider national campaign taking place across the UK.

While not part of his usual day-to-day trading, Jon took the time to set up a stall outside his shop where people could buy and sell vinyl records, with proceeds being pumped back into the local economy.

He says the idea came from one of his regular meetings with local business group Newport Rises, which he is a member of.

He says: "We're constantly meeting to discuss new ideas and ways of getting more shoppers on to the high street.

"We're constantly tweeting each other about events, and I use it to post photos and to encourage local people to get involved. Off the back of this, we're now getting sponsors to help us raise money.

"I think working with other local businesses in this way is really important, because we're all on the same high streets and you do feel the knock-on effects of extra sales and footfall."

OPINION

Do you want to see your views in RN?

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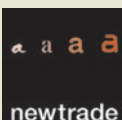
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YOUR SAY What local business issues would you like your new MP to address after they are elected?

Patrick Patel

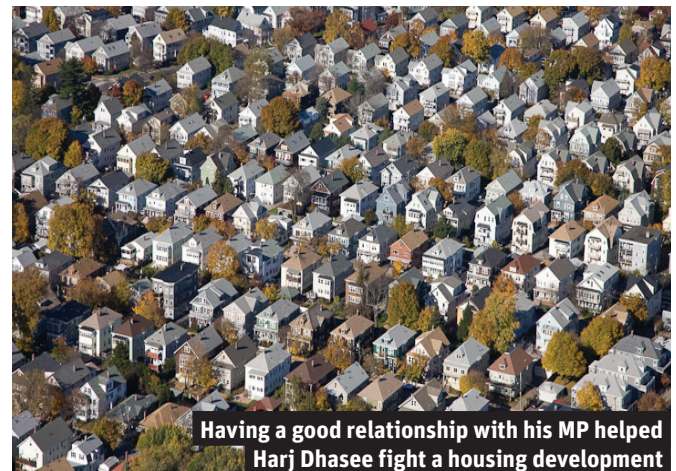
Jay's Budgens, Crofton Park, London

"Our main issue is similar businesses opening next to each other. We think that an area needs to be safeguarded. As local businesses, we feed off each other, so the more amenities an area has, the more people will be attracted to it. The laundrette needs the grocer and the grocer needs the butcher. The authorities need to take an interest in what is being built and what businesses are in an area."

Bintesh Amin

Blean Village Londis, Canterbury, Kent

"I never see my MP. I would like to work with them, ideally. I would like MPs to look at business rates and to help us to grow. Rather than putting our rates up, I would like the council to actually do a fair assessment. We have lots of other shops which are on lower



Having a good relationship with his MP helped Harj Dhassee fight a housing development

rates. We work with the parish council on local issues and we find that they are very helpful."

Harj Dhassee

The Village Stores, Mickleton, Gloucestershire

"I have got a good relationship with my MP, although I know they are limited by what comes down from Westminster.

The number of houses being built locally was a big issue. He provided ways in which we could get together and oppose the development. In terms of business rates, I don't understand why we have to appeal and fight against them. They should be right already. I have appealed a couple of times."

YOUR STOCK What are you doing to promote newspapers and current affairs magazines in the run-up to the election?

Des Barr

Sinclair Barr Newsagents, Paisley, Renfrewshire

"We will try to increase newspaper sales. We have a temporary campaign office nearby – the local Labour MP has opened a shop in Paisley, and we are supplying newspapers there. Our newspaper sales are up despite it being a holiday period. During the

Scottish referendum there was a definite increase in newspaper sales. People wanted to read opinions that they didn't agree with. There is definitely an interest in politics here."

Stephen Ansell

Henlow Village Stores, Bedfordshire

"Newspapers do their own self-promotion so I haven't done any-

thing different. They are always in a very prominent position in the shop. I have not noticed an incredible increase in sales because of the election. People know where the newspapers are in the shop and we always make sure the headlines are on display. I would say sales of newspapers have been pretty static in recent years, but we still sell quite a lot."

Sam Beavis

Ley Convenience Store, Soham, Cambridgeshire

"We haven't done anything special to sell newspapers or magazines before the election. We are just carrying on as usual – we put the newspapers in a prominent position, just by the sandwiches and soft drinks. I don't think our newspaper sales have changed much because of the election. I would say that in the last few years newspaper sales have been consistent."



Readers are keen to read differing opinions in the run-up to the 7 May general election

LETTERS

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RETAIL
NEWSAGENT

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

DON'T MISS OUT ON INSERTS CASH

It continues to worry me that some HND agents are missing out on small but valuable payments they should be collecting via the TPI (Third Party Insert) payment scheme.

We ran our business for around three years before we heard in casual conversation with another HND owner about TPI payments. We missed out on some payments purely because we did not know they were available, no one had told us and the previous owner had not been registered.

If you are unfamiliar with the TPI scheme, it rewards HND agents for delivering loose advert leaflets, flyers and catalogues inserted into weekend supplements at the point of print, if those inserts weigh more than 69g.

In most cases (all except The Mail) the payment only applies to individual inserts. The Mail, logically, compensates on the total weight of all inserts – so two inserts at 35g would qualify through the Mail but not through other publishers where you would need one at 70g.

The payments themselves differ between publisher and in weight bands from a low of about 2.5p for 70g to a high of 7.43p for 301-400g. Above 400g is normally by "separate negotiation".

What is frustrating is that it is difficult to know when a title attracts a TPI payment, especially at the weekend when the agent is very busy inserting supplements.



I have long felt that clear information about the level of TPI payments should appear next to the title name on the delivery note. This would make it clear to deliverers what they can expect in future TPI payments.

The payments are made through your wholesaler. I can't speak for Smiths News, but Menzies shows it on your final delivery notes. The payments used to be quarterly, but now they are more frequent. This year there have been payments made on 3, 10 and 24 January and 4 April.

If you are not sure whether you are registered, check those dates' final delivery notes to find out.

If you are not registered but feel you should be, then you will need to inform your wholesaler what numbers of each title in your total supply is specifically ordered for HND purpose (remember you can't

make a claim for shop sales, this is only about the carrying of papers to people's doors). Like so many of these things it may take a while to process but it is worth applying.

Sadly, as far as I know, these claims cannot be backdated.

For those of you who are registered, don't forget to adjust your numbers if you expand significantly.

Similarly, if you are already registered and you have reduced the HND part of your business through sale to another company, but still undertake counter sales, you must inform the wholesaler so they stop making these payments.

If anyone has anything to share about HND TPI payments, please let me know.

Neill Cox,
Jackie's News,
Kent

● This was published first on jackiesnews.co.uk

The days of the work-houses have returned

Is it just me having a bad day, or does anyone else agree that it seems as though most of the companies we deal with want us to work for nothing?

The papers put their cover prices up and say 'we are investing in new tech, so you'll have to make do with what we give you', while PayPoint and Payzone say 'we are creating footfall so be happy with the pittance you get'.

Suppliers are all having a laugh. Margins are getting worse and worse.

If you want your products in our stores, give us a good deal.

If you don't, we will replace them.

Meanwhile, customers come in to the shop and, thanks to money expert Martin Lewis, the first words out of their mouths are: 'What deals are you doing?' and 'If I buy four do I get one free?'.

I thought working for nothing disappeared with the workhouses.

Graham Doubleday,
Newmarket,
Mossley,
Ashton under Lyne



Thanks to Martin Lewis their first words are: 'What deals are you doing'

Graham Doubleday

Retailer, Mossley,
Ashton under Lyne



Savvy customers are taking heed of advice from money expert Martin Lewis

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

@EAT_17
Happy #Meatfree-monday. Who's joining us for a Panko halloumi wrap, serious good vibes!

@Chard_News
Today we have mostly been building our new website in readiness for our new Home News Delivery service.

@Kenwins_213
#newscomplaint
Problems with no shows of Military Watch issue 31, Doctor Who Special Magazine issue 40 and Ultimate Spiderman.

@MADLcharity
Hi @RetailAuction we'd like to donate £500 to support your causes and @NisaCorporate retailers @MalcolmsCov and @HarjDhasee #RetailAuction

@SPARNI
A great effort from #SPAR #Mallusk who held a fancy dress day and raised £580 for the Eilish Degnan Cancer Fund!

@jempsonstores
We've just received the second brew of our fabulous 'Local Hero' special edition beer from the Old Dairy Brewery.

@retailmentoring
WAR OF INDEPENDENTS continues. If you can #ShopLocal this weekend!

BINTESH AMIN

COLUMNIST

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Appliance of science

Bintesh has drilled down into the detail of how and when his customers shop to ensure that his new layout is fit for purpose

I've owned my shop for five years now and until recently, it had always had the same layout. But earlier this year I decided to tweak it to match it more closely to how customers shop with us.

I began by analysing our EPOS data and watching how customers shopped and reacted to displays around the store.

Looking at my sales figures helped me identify around 500 slow sellers to cut, which allowed us to remove four bays and open up some of the aisles. It also created extra space for us to improve the way we cater for both impulse shoppers and those who walk around the whole store.

At first, I wanted to put fresh fruit and vegetables at the front, but instead I've put food to go there to attract shoppers who are in a rush.

Mornings and lunchtimes are really good times for us, so the first thing these customers see is our coffee machine – which offers great quality coffee – then there are grab-and-go impulse products such as croissants, baguettes and crisps.

I've noticed that people who were just buying newspapers before are now buying coffee, too, and the machine has also attracted new people.

I also looked at how I could push people to the back of the store. We noticed that people were going down there to find sandwiches and were picking up other things on the way, so I've extended our fresh fruit and veg range to include great quality loose products from a local firm.

I've also moved cakes and biscuits

to the back because people always look for them. I worked with United Biscuits, who helped me relay this fixture and move from single to double facings on biscuits, for example. We've got a good range of value, bestsellers, premium and local brands now.

I've also noticed that what people buy for evening meals has changed. Previously, a lot more people made meals at home but now more people are eating out, so I've adapted my range and layout to suit this. We offer options for a quick dinner such as frozen food, pizzas and a better range of vegetarian food. And where we once had ready meals in one freezer and pizzas in another these are now grouped together, so sales are better.

I've worked with my Londis rep to improve the way we promote the value the store has to offer. I used to



A mix of EPOS data and knowledge of customer habits has been a boon for Bintesh's store



I began by analysing our EPOS data

have my main deals on the right of the entrance because this is a great area to build displays, but we noticed that customers mostly turned to the left as they entered.

Generally, most would stand and look at the deals, then walk somewhere else and forget to pick stock up later, so we have deals clearly advertised all around the store and have put baskets in different places to increase our basket spend.

These ideas have had a positive effect but I still want to do more. Speaking to other retailers has shown me that there are other things I can do with my food to go. Other Londis retailers like Arjan Meyer and Steve Bassett have great food to go sections; Steve serves bacon rolls on brown and white baps, for example, and has given me tips on how to display them and staff this section. I've got ideas from other symbol groups too – Susan Connolly from Spar makes her own sandwich fillings to reduce waste and costs, for example. My plan now is to copy what they've done to improve my own offer.

Bintesh Amin runs a Londis store in Kent

★ I'm a fan of Facebook

✚ **We've been working** hard to personalise the shop and build relationships with more customers on Facebook, because I find it's a great way of connecting with them. In the past month, I've run a couple of competitions – I offered free tickets to see Wicked in London and a bottle of prosecco on my page, for example. I also flagged up my "buy nine coffees get one free" loyalty card and offered a free can of Coke Life for customers who posted a picture taken in-store on there. I've also tried to make the shop more personal by printing my own PoS and running my own offers which are designed specifically for my customers, such as "Binny's specials" on sandwiches, which I've also flagged up on the site.

INDUSTRY PROFILE

 **Steven Lambert**
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One Stop

It's next stop Scotland for One Stop, says head of operations John Miller. But, he tells RN, it's equally important to look after existing retailers who are working with their franchise team to drive value and choice in their stores



RN How strong is your current position in the convenience sector?

JM I think within convenience we are in a very strong position, especially when it comes to offering value to shoppers.

Going back over the last few years, shoppers were looking for value for money in convenience and were also prepared to pay a small premium for this, but that is no longer the case.

We have an advantage with our four-weekly promotions, while we've also made the decision to go to £1 on items like eggs, milk and bread.

We make it so it's about what the shopper wants to buy, not what the retailer needs to buy.

RN How many franchise stores does One Stop have now?

JM We are approaching 100 franchise stores but I'm not so concerned about numbers. For me, it's more about two very important aspects – having the right store for the right retailers.

You can't have one without the other, and we want to make our offer sustainable and successful for retailers.

RETAIL NEWSAGENT What has been your experience in the sector?

JOHN MILLER I joined One Stop last May, but previously I was regional director for Londis Brand Essentials, and before that I was working on transformation and rebranding

projects at Musgrave.

I also used to run my own 24-hour shop and have been an area manager at various wine merchants, so I've always been a retailer.

RN You've said One Stop's next step is expansion into Scotland? What are your early aspirations for this?

JM It's difficult to say because in England and Wales we can drive retailers to the nearest One Stop store to show them what we're all about, but since we're starting from scratch in Scotland we won't be able to do that yet.

Consequently, we will look to get some company stores open first and then take some independent retailers around once we have them up and running.

Again, it's not about a numbers game, but I have been speaking



I think one of the things we do really well is we listen to our retailers

with Jim Carroll, our new business development manager for Scotland, and we're both excited about the prospects there.

RN What have you been doing to attract new One Stop retailers?

JM PR has been big for us, as has word of mouth, where our franchisees have been recommending retailers to us. We now have about an even split of former symbol retailers and unaffiliated retailers.

I think one of the things we do really well is we listen to our retailers. For example, we would have never thought about offering remote access to EPoS data before, but we are now about to launch an app for franchisees after they told us they wanted one.

RN What are your predictions for the future of the retail sector?

JM This is going to be a very important year in retail. We've already seen the discounters opening more stores and opening for longer hours, and they've also gone heavy on milk, eggs and bread.

The supermarkets are also becoming more competitive so the whole market will become more aggressive. It will be really important for independent retailers to notice this.

It's not about having a fascia above the door, it's about having the right engine, and One Stop gives you that engine.

** Company CV **

Company One Stop

Head of operations John Miller

Profile With close to 100 franchise stores and a number of high-profile convenience retailers under its belt, One Stop has seen rapid growth over the past 12 months.

Latest news The group is entering the Scottish market with plans to launch a number of company-owned stores this year, and is also due to launch an app for retailers allowing remote access to shop EPoS data.

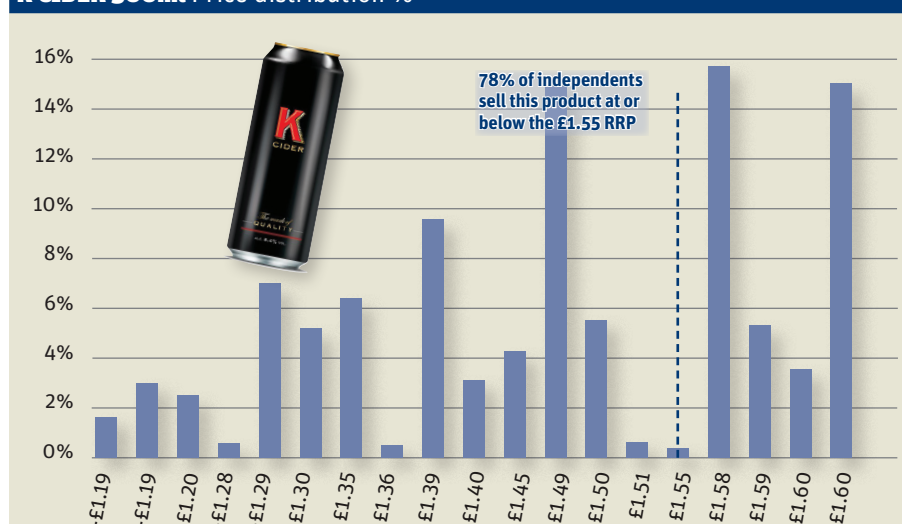


PRICEWATCH CIDER

BEST-SELLING CIDER PRICES AROUND THE UK

PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Frosty Jack's White Cider 2l + 50%	£4.29	£4.15	£3.50	£5.00 (3l)	£4.45	£4.49	£3.99 (offer)
Strongbow £3.35	£3.35	£3.33	£2.99	£2.75 (3l)	£2.99 (offer)	£3.35 (PM)	£3.29 (2l PM)
Strongbow 15-pack 440ml	£13.35	£12.68	£10.00	£10.00 (offer)	£10.00 (offer)	£10.00 (offer)	£11.99
Strongbow £4.19 500ml	£4.19	£4.11	£5.00	–	£4.19 (PM)	£4.00 (PM)	£4.49
K Cider 500ml	£1.55	£1.45	£1.49	–	–	£5.50 (4-pack)	£1.35
Bulmers 568ml	£2.19	£2.32	–	£2.50	£2.50 (3 for £5)	–	–
Strongbow 4-pack 568ml	£5.65 (PM)	£5.36	£5.00 (offer)	–	£1.46 (per can)	£5.00	£5.49
Frosty Jack's Cider 1.5l	£2.25	£2.23	£1.99 (PM)	£2.39	–	£2.00 (1l)	–
Strongbow Dark Fruits 4-pack 500ml	£5.65	£5.35	£4.50	–	–	£5.65 (PM)	£5.49
Kopparberg Mixed Fruit 500ml	£2.59	£2.47	£1.99	£2.60	£2.00 (offer)	£2.55	£2.59
Kopparberg Strawberry 500ml	£2.59	£2.46	£1.99	£2.60 (3 for £5.50)	£2.00 (offer)	£2.55	£2.59
Magners Original £5.49 PM	£5.49 (PM)	£5.36	£5.00	£3.09 (3 for £5.50)	£2.00 (offer)	£4.00	£4.99

K CIDER 500ml Price distribution %



Pricing strategies

RETAILER

1



NAME RAJ KAUR

STORE Newhouse Minimarket

LOCATION Kilbirnie, Ayrshire

SIZE 1,200sq ft

STORE village

We get our products from United Cash and Carry. We try and get as many ciders as we can on promotion so that we can pass this onto our customers. We keep all ciders in the fridge, next to beers and white wines. Two litre bottles are the fastest sellers but any flavoured cider is becoming increasingly popular, especially with women. Kopparberg is probably our most popular flavoured cider, and people will switch over from beer or wine to them during the summer. Pricemarking is particularly effective in this segment, too.

RETAILER

2



NAME JUSTIN ENTWISTLE

STORE Spar Hambleton

LOCATION Poulton-le-Fylde, Lancashire

SIZE 2,900sq ft

TYPE village

We have a huge walk-in chiller in our store, which we installed as part of a refit. It's 20ft by 30ft and has a stack of standalone shelves in the middle, with double doors outside. This makes for a particularly profitable summer and we keep a good range of champagnes and white wines for this period. Our best-selling ciders are Magners and Kopparberg, which is especially true now because both are on multibuy deals and are very decent quality ciders. The £10 Strongbow 15-pack is also doing quite well and pricemarking is always popular in any alcohol segment.

➡ **Nadia Alexandrou**
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 ☎ 020 7689 3350

RETAILER**3****NAME ANISH KESHWARA****STORE** Nisa**LOCATION** Whittlesey, Cambridgeshire**SIZE** 2,800sq ft**STORE** neighbourhood

We follow Nisa's promotions and RRP's as much as possible. People are quite price-conscious in this category and will be easily won over by deals. Strongbow and Carling cans are our bestsellers, as well as glass bottles of Kopparberg, Rekorderlig and Old Mout Cider. Over all, cans sell faster than cider. We have quite a small range in our store, but expand it slightly as sales pick up over the spring and summer. The recent flurry of new flavoured ciders are doing quite well at the moment, but as with any new product, I'm expecting sales to drop off after a while.

**RETAILER****4****NAME RAJ SINGH****STORE** Londis**LOCATION** Banbury, Oxfordshire**SIZE** 2,500sq ft**STORE** neighbourhood

We have a Tesco Express nearby and very price-sensitive shoppers, so we try to be as competitive on our pricing as possible. Even though one of our ciders went off the £10 promotion for 15, we still keep it on at that price to keep our regular purchases. We dual site ciders in both ambient and chilled sections of our stores to take advantage of both planned and impulse purchases. We sell far more multipacks during the summer as more people take them in preparation for barbecues and picnics. Flavoured ciders are doing quite well at the moment.

**RETAILER****5****NAME KAY PATEL****STORE** Global Food & Wine**LOCATION** Stratford, London**SIZE** 1,000sq ft**TYPE** high street

We go between Booker's and Best-one's RRP's depending on what margin we get and what end of the market the products are positioned in. On the lower end of ciders, customers are really price-conscious, whereas with brands at the upper end of the market such as Kopparberg, customers are happier to fork out a higher price. We're trying out Bulmers' new Blood Orange flavour, but it's too early to tell how popular it is. I looked into stocking non-alcoholic cider, but it's far too expensive. Ciders tend to sell faster during the summer, with all the barbecues and picnics.



THE ENTREPRENEURS

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



ANDREW GROVE

Route to the top

Andrew Grove is a Hungarian-born American businessman, engineer, author, and a science pioneer in the semiconductor industry. He grew up in communist-controlled Hungary as a Jewish child during the Holocaust, and spent his early years with his mother living between hideouts in Budapest and rural Hungary. He escaped to the United States at the age of 20 where he finished his education. He later became chief executive of Intel Corporation and helped transform the company into the world's largest manufacturer of semicon-

ductors. In 2000, he was diagnosed with Parkinson's Disease and is a contributor to foundations that sponsor research towards a cure.

Key achievements

- The books and articles he published gave Grove considerable influence on the management of modern electronic manufacturing.
- He has been called the "guy who drove the growth phase" of Silicon Valley.
- When Steve Jobs was considering returning to Apple to become its CEO, he called Grove – someone he 'idolised' – for his personal advice.



Lessons for your store

- 1 Trust your instincts** – Grove completely changed the identity of Intel halfway through, despite other peoples' suspicions, and turned the company into an even larger success.
- 2 Don't just 'let' things happen to you;** Grove created his own opportunities.
- 3 Think long term** – Grove laid off thousands of employees in the turn around, but created more business from it.

RETAILER PROFILE



Future Luke's good

When Luke Mansell popped into his local shop a decade ago to buy a Mars bar, little did he know it would kickstart an exciting career running his own business. Steven Lambert reports

After working for a wealth of companies ranging from Tesco to estate agents, Luke Mansell decided to take the plunge and open his own independent retail business 10 years ago.

He says: "I've been working in retail and sales ever since I left school but by the time I was about to turn 30, I wanted the chance to work for myself. At the time, I'd popped into a local shop to buy a Mars bar and the owner told me he was closing down. I saw this as the opportunity I needed to set up my own business."

The result was the creation of Chalbury Food & Wine in Weymouth, Dorset; an off-licence offering eye-catching, year-round deals and a wide selection of national and locally-sourced beers and wines.

Luke says the decision to focus on alcohol came from wanting to stand out from the wealth of retail competition around him: "When we first opened we had a lot of convenience stores located just half a mile away down the road, so I wanted to offer something a bit different."

"The shop is located on a busy A-road, so we made it as colourful as we could with big point of sale so that passing trade would notice us. I also did direct leaflet drops and back-of-bus advertising to get the word out."

Luke adds that offering consistent pro-

motions was also important for attracting early trade: "When you go to somewhere like Tesco, you might find a good deal but then it's gone two weeks later. We offer two-for-£10 and £11 deals on around 20 wines all year round, along with other permanent promotions, which has made our store a destination for customers."

The strategy paid off, with trade at the store growing 15% year on year for the first five years, according to Luke. This prompted him to add an extension on the business in 2009, growing floor space from 500sq ft to 900sq ft.

"I put in some investment and renewed the lease, and the extra space allowed me to include things like a seven metre Arneg fridge, where we stock chilled beer and wines. We also added a deli to offer customers over-the-counter cheese and olive bowls, added a small grocery section and now we also do scratchcards and have a free external ATM machine."

While these additions have added further sales – with yearly turnover nearly trebling from £250,000 in 2004 to £700,000 today – Luke says alcohol remains the store's biggest selling point and represents 70% of his sales. And with a number of nearby Spars and a Co-op expanding recently, he has sought to further strengthen this area of his business by stocking more than 100 local ales, working with nearby



We're well known for our draught scrumpy cider. It's something we've kept ever since we started, and it helps mark us out from other shops

LUKE MANSELL



Chalbury Food & Wine in Weymouth offers a huge selection of beers and wines and year-round great deals



“We offer two for £10 and £11 deals on around 20 wines all year round, along with other permanent promotions, which has made our store a destination for customers”

producers such as Lyme Bay Brewery, and offering draught scrumpy cider.

“We order cider by the barrel and bottle it for customers in the store,” says Luke. “It’s one of the few things the original owner did that we’ve kept going and it continues to be popular with locals and holidaymakers.”

Luke also has a second store, Chalbury Dorset Gifts & Hampers, which opened in 2012 and is located in the town centre. He says: “It’s a different proposition, with 70% of it being a tourist shop, so we focus on offering more local goods and gift hampers.”

And looking to the future of his flagship shop, Luke is hopeful that the recent addition of a bean-to-cup coffee machine, fresh bread and filled rolls and plans to update his trade website to enable online ordering for gift hampers will encourage further sales from morning commuters and during seasonal events. He says: “We’ve pretty much exhausted the space we’ve got in the shop, so we’ve had to be creative and fill the gaps where we’re missing out on sales.”

“For a small shop like ours, being different and having friendly staff who are engaged and interested in what shoppers have to say is what sets us apart.” ●

VISIT MY SHOP

Chalbury Food & Wine

1 Littlemoor Road,
Weymouth,
Dorset
DT3 6LA



Want to see more of Luke's store?
Go to **betterretailing.com**

GENERAL ELECTION

PA Photos

Working for you

HOW MPS HAVE HELPED INDEPENDENT RETAILERS



“What has my MP ever done for me?” is a question that businesses and individuals alike can heard asking as elections approach. To highlight the benefits that you can gain from working with your local politician we asked MPs who’ve served at every level about the support and representation they’ve given independent retailers in their constituencies and beyond. **Tom Gockelen-Kozlowski** reports

The backbench campaigner

When plain packaging was being pushed through earlier this year one MP stood out, loudly protesting his own party’s policy and even challenging whether it was “the party of small business or the party of small business regulation”. Nick de Bois, MP for Enfield North, protested at the lack of debate on the measure and also encouraged retailers to make their voices heard to their MPs and to ministers ahead of the vote. As he explains, this has only been one part of his campaign to help the small businesses in his constituency.



Nick de Bois addresses an anti-plain packs campaign



I launched a three-pronged ‘help the high streets’ campaign when I became an MP



Nick de Bois
Enfield North (Conservative)

What he’s done for local businesses

Pro-business campaigns at a local level

As well as getting to know all the businesses – which range from newsagents to larger independents in different areas of my constituency – I launched a three-pronged ‘help the high streets’ campaign when I became an MP.

Lobbying the local council

Firstly, a very sensitive local issue was parking. The council were putting parking charges up and we said that this was precisely the wrong thing to do. We got some restrictions lifted but the council did not want to cooperate.

Getting the ear of the most powerful

The second part of the campaign was linked to business rates. I’m for fundamental reform and we were the first to bring it to the attention of

the chancellor and I’d like to think that this had a direct impact on his business rates relief which has since been extended.

Alerting retailers to the support available

Discounts of £1,500 for retailers were made available for small stores but no one told them about this so I wrote to every shop in my constituency to tell them how to claim. There’s also a little-known clause that gives councils the power to reduce business rates and fund this from their own budgets in distressed areas. We pushed for this but again, the Labour-led council refused to do it.

Encouraging constituents to buy local

The final part of the campaign was raising awareness across the borough of how spending £10 in the local economy could make such a

big difference depending on where it was spent. Around £7 of every £10 spent stayed in the local area if it was spent with independents, which is a lot more than in the larger chains. It was terrific, we had a great response and many retailers put up the “help the high street” posters which we produced.

Bringing businesses together

Another example of how I helped independent retailers was forming the Hertford Road Traders Association. I saw that the west of my constituency was well served by the Enfield Business Retailers Association but in the east it is not so well represented. The new trade association deals with issues including parking, crime and CCTV. I can bring the right council members and the police to the table and facilitate it. MPs can be local champions if they choose to be. ➤➤

GENERAL ELECTION

The committee chair

Simon Danczuk has achieved public recognition for his tireless campaigning against child abuse, but has still found time to fight on independent retailers' issues, particularly tobacco regulation and business rates. In addition, he is a business owner himself, co-founding social research company Vision 21.

After Priti Patel was made a junior minister last year, Mr Danczuk succeeded her as chair of the All Party Parliamentary Group for Small Shops. At the time of his appointment he said: "I am looking forward to taking on the chairmanship of this group. As a small business owner myself I understand the stresses and strains of running a business and I want to make sure my parliamentary colleagues do too. Our economy is very dependent on entrepreneurs like small shop owners who create jobs and growth in the economy."



Simon Danczuk
Rochdale (Labour)

What he's done for local businesses

Encouraging business rates initiatives

I encouraged the council to implement a business rates incentive scheme based on what has been done in Blackburn. What the council has done is give independent retailers an 80% discount on their business rates in the first year and 50% for the second year if they open a derelict shop on specific streets in the area. I think that's been a good initiative. I also encouraged the council to introduce three hours of free parking so that locals can come in, do three hours of shopping, and it doesn't cost them anything.

Fighting unscrupulous suppliers and service providers

I've also launched a campaign against a local company called RVA Surveyors which was ripping off businesses with their business rates appeals and raised the issue with the minister responsible. There's few



Simon Danczuk presents the latest parliamentary small shop awards

MPS who have spoken more on business rates than myself.

Arguing and lobbying against excessive regulation

You really need to be moderate around creating a bureaucracy in

tobacco for retailers. We've had less success here than we've had with business rates. We have to be careful because smokers and retailers have been under the



Simon Danczuk has attracted praise for his forthright campaigning



We have to be careful because smokers and retailers have been under the kosh for too long when it comes to legislation.

The independent champion

While the decline of the high street and the challenges retailers face are major issues for many retailers, others can fight to maintain a strong local economy that already exists. Where there is already a culture of independent shops, a number of MPs campaign for its continued success. In the Devon town of Totnes, independent businesses flourish and a 'Totnes pound' (similar to the local currencies that exist in Brixton and Bristol) keeps money circulating in the area. So when a major coffee chain expressed an interest in opening a branch nearby, the local MP invited the boss to the town and convinced him to think again.



Sarah Wollaston
Totnes (Conservative)

What he's done for local businesses

Protecting and celebrating independents' success

I fully support the need to keep the individual character of our high streets. Independents are essential for providing a different shopping experience but need a more level playing field. My own experience of supporting the campaign for independent coffee shops on Totnes High Street was wholly positive.

Communicating concerns at the highest levels

The managing director of Costa came to visit at my invitation. We had a very constructive visit, including a full discussion of the valued role for both independent and multiple sectors, with recognition from all sides of the impact that a major chain can have in displacing independents. I welcomed the decision that in this individual case, Totnes did not need another outlet.

Understanding the effects of local issues on business

MPs can support independents by recognising the need for reform of business rates and the importance of low cost, convenient parking

and safe pedestrian and cycling access. MPs must also recognise the particular challenges independents face with relatively higher costs. As so many consumers move to online

shopping, visiting a high street must be an attractive and different experience. This cannot be provided by high streets which are identical to each other in every town. >>



Dr. Wollaston MP has become a well-known figure nationally since first becoming an MP

PA Photos



As so many consumers move to online shopping, visiting a high street must be an attractive and different experience.



Representatives of Costa meet with Dr. Wollaston when Costa visited Totnes

GENERAL ELECTION

The shadow minister

Being a shadow minister, without the power and privileges of government can be a frustrating business, yet as the first member of the 2010 intake of MPs to speak from the front benches, Toby Perkin's quick rise to shadow minister for small businesses has been a testament to his business experience and expertise.

In this role, alongside shadow business secretary Chuka Umunna, he has championed Small Business Saturday – a campaign to get people shopping in independent stores in the build up to Christmas. In his own constituency, he hit the headlines for putting pressure on police and trading standards to shut down a local store which was selling illicit tobacco.



Toby Perkins
Chesterfield (Labour)

What he's done for local businesses

Assisting with appeals and localised crime

In my constituency we've helped retailers with businesses rates by supporting their appeals against their rates revaluations. In my area there have also been issues with licencing and counterfeit tobacco which I dealt with by liaising with trading standards and police officers and holding their feet to the fire.

Bringing authorities to the table

Being an MP means that you can make sure that public servants respond to retailers' issues, for example working with trading standards on counterfeit tobacco and the police

on legal highs and introducing local exclusion zones for them.

Protecting vulnerable customers

A concerned retailer, who sold chocolate to children, got in contact to express concerns about an issue in his area. A few doors away someone was selling legal highs and he had people in his shop fighting, and also suffered anti-social and drug-related drunken behaviour. The police and council worked to clamp down on this and we then worked with retailers to make sure they stopped selling the products in the area.

WHO ARE YOUR CANDIDATES?

Who can you vote for on 7 May? Log on to yournextmp.com to find a list of candidates vying to become the MP for your area. With just a few weeks to go, making links with these politicians now could help you to cement useful relationships throughout the next parliament.



PA Photos



Priti Patel
Witham (Conservative)

What she's done for local businesses

Bringing better infrastructure to your area

I have been pleased to support a large number of local businesses in my constituency. I have worked with businesses and Essex County Council on the roll out of superfast broadband services to enable businesses to access them. I have also helped retailers with enquiries about planning and business rates, supporting them to seek finance and loans from banks, and regularly visiting and promoting local shops.

Seeing independents' value as employers

Local shops are at the forefront of creating jobs and growth in urban and rural parts of my constituency and I am proud that Conservatives in government have helped them by cutting corporation tax, offering

support, discounts and reliefs on business rates, reducing the costs of national insurance contributions and keeping fuel duty down.

Pushing for lower taxes for business

In the next parliament, Conservatives will continue to support retailers by keeping their taxes down, whereas Labour plan tax hikes. We will also review and reform business rates so that they reflect the structure of our modern economy while our plans to abolish the annual tax return will benefit small traders. The choice for independent retailers at the election will be between a Labour Party which will tax you more and hit you hard with more red tape; or a Conservative Party which is on your side, cutting taxes and making it easier for you to trade.



Local shops are at the forefront of creating jobs and growth in urban and rural parts of my constituency

The junior minister

While MPs who make the government ultimately formulate policy and create new laws, there are other ways that they can have an influence too. One of the most high profile new MPs to arrive in 2010 was Priti Patel, a Conservative who had grown up working in her family's newsagents. She quickly became the chair of the All Party Parliamentary Group for Small Shops but last year was made Exchequer Secretary to the Treasury. Here she's been able to use her experience in stores, working for major FMCG companies such as British American Tobacco and Diageo, advocating for retailers' issues in parliament right at the heart of power.

The Cabinet Minister

The cabinet is the forum where the highest-ranking politicians from across the government gather to discuss, debate and agree upon policy and since 2010 Liberal Democrat Vince Cable has attended as business secretary. In charge of the policies that affect retailers both large and small, he has overseen changes to tobacco regulation, taxation for businesses and all other business-related legislation over the past five years. Simultaneously – and like all MPs – he's had to support the needs of his own constituents in his south London seat.



Vince Cable

Twickenham (Liberal Democrat)

What he's done for local businesses

Putting the spotlight on business crime

I have worked closely with local retailers though town centre traders' groups and individually. As any good MP will be, I make sure that I'm out and about in the constituency on a very regular basis, visibly supporting local retailers, engaging with business forums and making an open offer to people to approach me with their issues and concerns. Several have had serious problems of security and shoplifting with anti-social youths and I have worked with the police to improve matters.

Championing pro-small business events

I have been a strong supporter of various "buy local" campaigns and of Small Business Saturday and worked with residents and traders to oppose unwanted supermarket developments which threaten local shopping parades.

Cutting national insurance and business rates relief

At a national level, I have – successfully – lobbied as the Business Secretary for better tax treatment.

From April 2014, we've been saving all businesses £2,000 from their employer National Insurance bills, meaning 500,000 small employers will pay no contributions at all in 2014/15. We have also extended Small Business Rate Relief to April 2016, saving an average of £1,500 per business for 2015/16 and meaning that 385,000 small businesses are paying no rates at all. We've

provided 50% business rates relief to businesses that have moved into retail premises that have been empty for a year or more.

Cutting red tape

I have also overseen progress to reduce red tape for businesses across the board, saving business a total of £10bn over the course of the parliament.

Making regulation and legislation SME-friendly

I know some retailers have been disappointed at the legislation on display of tobacco products, but I negotiated a waiver for three years for small retail newsagents. We've worked hard to reduce tax avoidance, and in the autumn statement we also secured an additional £3m to crack down on rogue businesses who failed to pay their employees minimum wage.

Encouraging better business banking

Securing the economic recovery has been the Lib Dems' number one priority in this government, and I am proud of my record as a Lib Dem cabinet minister. As well as cutting back on unnecessary regulation and bureaucracy, and establishing a review of business rates, I have myself established the British Business Bank that is currently supporting over 43,000 small businesses with £1.8bn funding and we've doubled support for start-up loans, with over 27,000 loans supporting British entrepreneurs to date.

THE CANDIDATE

While those who've already served as MPs have a track record of helping small businesses other candidates must convince their potential constituents that they understand and will fight for their businesses. One candidate who can point to his family history as evidence is Labour's candidate for the Cotswolds, Manjinder Singh Kang. At only 27, he is standing for parliament and wants to be a voice for retailers in Westminster.



Manjinder Singh Kang

Cotswolds (Labour)

My convenience background

My parents have owned and run a convenience store in Tamworth since 1985 and I've worked in there since I was a child. At 27, and having just qualified as a solicitor, I have less time to help out but still do occasionally. It's given me a work ethic that's helped me at school, in my studies, as a solicitor and now as a candidate.

Meeting customers

My favourite part of working at the shop was being on the till and talking to customers. Generally, people who use convenience stores are not the richest in society and are buying a few bits and pieces instead of doing a big shop in a supermarket, it therefore gave me a really good understanding of what life is like for people. A lot of customers came in wanting to chat and it was something that I really enjoyed doing.

Tobacco regulation

I don't think the recent increases in tobacco regulation really works. If people are going to smoke they will smoke and having tobacco locked away behind a counter will, if



anything, make it more appealing to children. I don't think the ministers who push these kinds of laws through really understand the effects that it can have on businesses.

Message to businesses

When I'm talking to businesses about the Labour manifesto, I think the pledge to cut and then free business rates is one that really appeals and is one of our clear pledges. If I'm elected I'll also be able to give ministers and other MPs the perspective of retailers on issues that affect them such as regulation. ●

Next week

Policies in focus – what they parties are promising for your business

CORE BRANDS



In honour of the general election, RN asked major suppliers to provide their own manifestos, detailing how they keep best-selling brands relevant, how you will benefit from stocking them and what plans they have to develop them.

Nadia Alexandrou reports

Manifesto time

BRAND

Coca-Cola

Coca-Cola has enjoyed an unrivalled 128-year stint as the leading cola brand, and in January the brand continued to dominate, claiming 73.6% of the UK cola market in symbol groups and independents.

WHY IT'S A CORE BRAND

Innovation through new recipes First with the sugar-free Diet Coke, then man-focused Coke Zero, and last year's naturally sweetened Coca-Cola Life, product development demonstrates the company's commitment to keeping its drinks relevant to consumer trends. Stevia-including lower calorie Coca-Cola Life is already worth £15m in value since it went on sale last year.

High-profile sports advertising

With lucrative ongoing partnerships with the Olympic Games, Rugby World Cup, and FIFA World Cup, Coca-Cola is well anchored in the minds of sports fans.

Iconic Christmas ads in over 100 countries

It's not Christmas until you see those big red sparkly trucks accompanied by the universally-recognised jingle "the holidays are coming".



Four core sub-brands in the category



Pucker up: Coca-Cola is celebrating its famous fans

PLANS

To bring all variants under one brand identity

Coca-Cola is adopting what it calls a 'One Brand' strategy, with new standardised pack designs, but will emphasise the characteristics of each product, helping to make choice easier for consumers.

Celebrating 100 years of the shapely Coca-Cola bottle

Coca-Cola is celebrating this milestone with an 'I've kissed...' campaign, featuring icons including Elvis Presley, Marilyn Monroe and Ray Charles being kissed by the Coca-Cola bottle.





GIVE YOUR CUSTOMERS THE CHANCE TO WIN

-  First on pack promotion across whole Maynards range
-  On TV May (£2M media spend)
-  Consumers win a banquet on a private jet + other exciting prizes

Pick up your stock whilst it lasts!

**For your chance to win £500* for you and your staff
go to www.deliciousdisplay.co.uk**

* For full terms and conditions go to www.deliciousdisplay.co.uk

CORE BRANDS

Retailer viewpoint

Jamie Keshwara

Nisa,
Peterborough



SOME REPS CAME IN, looked at our fixture, range, sales and customer demographic and identified a new product range. They stripped out quite a lot of lines, but did not just replace them all with their own brands. Instead, they used the bestsellers for our store, and consequently I have achieved an 11% rise. PG Tips, Yorkshire Tea and Tetley have always sold well in our store.

BRAND

Yorkshire Tea

Yorkshire Tea is the only mainstream brand showing growth in a declining market, up by 3% this year. It is intent on maintaining this incline with the plans outlined below.

WHY IT'S A CORE BRAND

It's the official brew of the England cricket team This tie-in has raised the profile of the brand for the past two years, and there's more to come this summer with activity around every Ashes test match, and the Great Cricket Tea Challenge.

Online support for convenience retailers Through its BrewView website, Taylors of Harrogate offers insight about convenience shoppers, the latest market trends, bestsellers and category management to help drive sales.

One-to-one work with retailers Taylors of Harrogate is helping retailers on a one-to-one basis by analysing their hot drinks EPoS sales, comparing them to total market sales and recommending the best products for each store.

Yorkshire Tea has recently become a core brand



Some reps came in and identified a new product range



PLANS

Planting one million trees over the next five years The campaign will be supported through a dedicated microsite, PR and digital investment, and run from March until June.

Grow awareness of its premium blend Yorkshire Gold has agreed to a six-month partnership with Classic FM and will be the lead sponsor of Classic FM Live.

BRAND

Maynards

Created in 1909, Maynards has withstood the test of time and remains a core brand on any convenience store's confectionery aisle, with its Wine Gums ranking among the top five bestsellers in independent stores.

WHY IT'S A CORE BRAND

Heavy investment in new products Both of its two most recent launches – Maynards Sour Patch Kidz SodaPopz and Sour Patch Discovery Animals, have benefited from multi-million pound campaigns in a bid to attract more family consumers.

High profile pricemarking Mondelez continues to use temporary pricemarking promotions to attract both retailers and customers, most recently with Maynards Wine Gums, and Discovery Patch Animals.

Inclusion in retailer-support initiatives All of Mondelez' initiatives, such as Seasons Made Simple and the Delicious Display website, help retailers merchandise Maynards products to best possible effect to drive sales.



Maynards is a family favourite



Everyone knows Maynards, so the brand sells itself

PLANS

Consumer promotions to drive summer sales In May Mondelez is offering consumers the chance to win banqueting prizes through promotional Maynard packs.

Retailer incentives Mondelez will be offering five retailers and their staff a £500 dining experience through a competition on its 'Delicious Display' website.

Retailer viewpoint

Bay Bashir

Belle Vue
convenience
Store,
Middlesbrough



EVERYONE KNOWS THE

Maynards name, so the brand sells itself. It's the bagged £1 Maynards sweets that have been doing really well. I just analysed my sales data last week, and even though confectionery was down by 5%, there was an uplift in all the multibuy deals, which kids particularly like.



The perfect brew for rising sales



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



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

*(Source: IRI 12 w/e 03.01.15)



CORE BRANDS

BRAND

Cesar and Sheba

With what has been referred to as the 'humanisation' of pets, it's no surprise that premium pet brands that look good enough to eat yourself, such as Cesar and Sheba, are the focus of product innovation.

WHY THEY'RE CORE BRANDS

People are spending more on their pets

According to Euromonitor, Britons' spending on pets will surpass £4.6bn for the first time in 2015 as they look to spoil their furry loved ones.

Strong backing from a dominant petcare producer Although there are a number of small private pet food producers, Mars

Petcare holds one of the largest shares in the pet food market, with the advertising budget to create multi-million pound ad campaigns.

Strong product development In January, Mars Petcare bought out Sheba Delicious Duo and Cesar Pouch, which is reportedly just the beginning of a 'wealth of innovation' for 2015.



PLANS

Focus on freshness and freshness and variety The above products have been designed to emphasise these two qualities specifically.

Smaller pouches Both new products are smaller, aimed to cater to the growing convenience trend.

Retailer viewpoint

Kay Patel

Global Food and Wine
Best-one
Stratford, London



CESAR'S AND SHEBA'S

dropped off my radar for a while, but when Cesar's came on a 'two for something' deal I decided to try them out again, and now they feature as part of my regular orders. Owners are definitely splashing out more on pet food, which is why these premium brands are getting so popular.

BRAND

Kellogg's Cornflakes

This was Kellogg's' first ever brand, and it remains its bestseller today. This year, it featured in the top 10 in the annual Consumer Superbrands survey.

WHY IT'S A CORE BRAND

Cornelius Rooster – "a great way to start the day" With Cornflakes launching as Kellogg's' very first product, Cornelius Rooster was designed to represent the brand's 'special heritage', and has been a mainstay on Kellogg's Cornflakes for over four decades.

Cereals still represent over half of the UK breakfast market While on-the-go breakfasts may be an emerging market, they have a long way to go before they knock traditional cereals off the top spot. Kellogg's Cornflakes is the third best-selling cereal in independent stores.



Owners are splashing out more on pet food, which is why premium brands are getting so popular

PLANS

Get more families to buy its cereals Kellogg's is looking to drive its brand among families, and this summer is bringing back its 'Grown-ups Go Free' promotion with Merlin Entertainments.

Donate 32 million servings of cereal in 2015 This pledge was made under this year's Help Give A Child A Breakfast campaign.

BRAND

Kopparberg

More than 130 years after its creation, the Kopparberg brewery – originally spawned in the small Swedish town of Kopparberg – remains independent; yet this is by no means holding it back from gaining market share as the brand is sold in more than 40 countries and is the world's best-selling cider.

WHY IT'S A CORE BRAND

Unusual-flavoured ciders Ever since their arrival in the UK, Kopparberg's Mixed Fruit, Strawberry & Lime and Pear flavours have had huge appeal in a market dominated by apple cider, and have been building on this ever since.

The so-called 'Ryan-air' generation

According to Kopparberg's managing director Davin Nugent, the fact that people are more comfortable with travelling to far-flung destinations is reflected in the willingness to try out new flavours. This, he says, is part of the reason why the brand is growing.

PLANS

Summer innovation To drive sales this summer, Kopparberg is releasing the world's first frozen fruit cider next month.

Alcohol-free Last year Kopparberg extended its alcohol-free range with Kopparberg Strawberry & Lime. It is the only cider company to offer non-alcoholic variants, and has been extending it since its first entrance to this market in 2010.

Kopparberg has benefited from cider's growth



Only 30% of pet owners buy from the Luxury Petfood Category!



Give your shoppers a touch more luxury for their pets

Stock up with Cesar® and Sheba® No.1 brands in Luxury Dog and Cat Food.

MARS
petcare

CORE BRANDS

BRAND

JPS

Born out of a Nottingham-based business, JPS has been a core strategic brand for Imperial Tobacco in the UK, and continues to be one of the market's best-selling economy cigarettes.

WHY IT'S A CORE BRAND

Wide audience appeal JPS Duo, Kingsize Blue and JPS Silver rolling tobacco – this is a brand that has a strong presence in every segment of the value market.

Fit for the future According to Imperial, value cigarettes will make up a large percentage of retailers' tobacco sales now the market has gone dark.

Relentless investment Over the past few years Imperial has continued to develop new products and innovate existing ones, with more recent activity around JPS Silver RYO.

PLANS

Continued innovation

Despite a dark market, Imperial has just added papers to JPS Rolling Silver.

Investment in fast-growing value segments

For Imperial, this means a focus on the lower end of the RYO market, which accounts for over half of all RYO tobacco sold, and is set to continue.



Foster's is currently the number one off-trade volume lager

BRAND

Foster's

As the second highest selling beer in the UK, this Australian brand has securely cemented itself in off-trade convenience market.

WHY IT'S A CORE BRAND

Strong comedy-centric advertising and sponsorship From Channel 4 advertising on comedy programmes to online YouTube clips, consumers everywhere are encouraged to see the drink as a 'Good Call'.

On-trade halo effect Foster's' growing presence in the on-trade continues to have a positive impact, with more to come as this year Wetherspoons started to sell the brand after a supply agreement with Heineken.

Heavy investment in retailer support schemes Foster's has greatly benefited from Heineken's Star Retailer scheme, which rewards its members with cash-back incentives and category management advice.

PLANS

More retailer incentives For the first time, Heineken's Star Retailer scheme is offering its members the chance to earn cash rewards instantly through sales reps.

Focus on off-trade Heineken aims to maintain Foster's as the number one off-trade volume lager, and recently redesigned its 440ml can to heighten engagement and awareness among consumers.



Foster's is one of the beer chiller's biggest names



Imperial has invested millions in JPS

FOUR MORE EMERGING CORE BRANDS

Vita Coco Coconut water is fast-becoming a stalwart for many convenience stores, and Vita Coca remains the leading brand in this segment, which had 91% of the market share in the UK last year



Nicolites Nicocig's various activity in pubs and bars has certainly paid off, and variants such as 16mg cartomisers, disposable e-cigs and medium refills rank among the top 10 bestsellers in independent stores



Belvita cereal bar Consumed by six million Britons last year, Belvita also has

a high repeat purchase rate of 56%. Industry data shows more customers grabbing their breakfast on the go, helping the brand to grow further.



Parrot Bay 'freeze and squeeze'

The rise of the pouch format continues unabated. Parrot Bay was the first brand to offer ready-made frozen cocktails, and have solid distribution in convenience. ●



PREVIEW



Papers are included

JPS RYO tobacco pouches now include papers, bringing the brand in line with other economy products.

RRP various

Outers various

Contact 0117 963 6636



Haven a Crisp 'n' Dry day

Crisp 'n' Dry is running a 12-week promotion offering the chance to save up to £50 off a Haven family holiday.

RRP £1.79 - £3.49

Outers 8 - 15

Contact 0151 966 7000



It's lunch time

Walkers is offering one in six shoppers the chance to win a free lunch to the value of £4 until 11 July.

RRP various

Outers various

Contact 0118 930 6666



Skittles in a bottle

Wrigley is launching a bottle for its original Skittles Fruits flavour with a resealable lid to allow Skittles to be eaten on the move.

RRP £1.29

Outers 6

Contact 01752 752094



Sweets, but Sour

Fruit-flavoured sweets Maoam Stripes are now available in a new flavour, Sour Stripes, tapping into the trend for sour treats.

RRP £1

Outers 12

Contact 01977 600266



Anyone for tennis?

Highland Spring is rolling out a three month on-pack promotion offering consumers the chance to win tennis sets and swingball kits.

RRP various

Outers various

Contact 01764 660500



Airheads worth loving

Chupa Chups is launching Airheads, new bite-sized chewy, fruit-flavoured candies. Retailers will be provided with eye-catching dump bins and security covers.

RRP 60p

Outers 15

Contact 01753 442100



Cheestrings, but stronger

Kerry Foods is launching a new Cheestrings Strong variant, with a stronger, mature flavour aimed at older kids and new packaging to distinguish the ranges.

RRP £1.50

Outers 12

Contact 01784 430777



Pricemarked snacks

Pricemarked packs are being introduced for the new Maryland Soft Baked Cookies and Jammie Dodgers Jammie Bakes, available from late April.

RRP £1.39

Outers 8

Contact 0330 6600 196

THIS WEEK IN MAGAZINES

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☎ 020 7689 3358

🐦 @NicolaStewartRN



Let it go? No!

HERE COMES SUMMER – WITH A FROZEN WINTER

With no sign of Frozen's phenomenal worldwide success faltering, Panini announces its second launch of the year for the Disney hit

PANINI is expanding its Disney portfolio with the launch of the Frozen 'Winter Magic' trading card collection. This is Panini's second Frozen launch of 2015 and follows two successful sticker collections and a photocard collection. The Frozen franchise has showed no signs of slowing down, with the recent release of a short film and the announcement that a second feature length film is on the cards. This collection comes with 200 cards to collect, all featuring new imagery from the Frozen franchise. Starter packs come with a binder, a booklet and 18 trading cards. The launch will be supported with significant marketing activity.



**FROZEN WINTER
MAGIC**

On sale 29 April

Frequency ongoing

Price starter £4.99,

cards 75p

Distributor

Marketforce

**Display with other
collectables**

Round up



NICOLA STEWART

Magazines

reporter

NICHE WORK IF YOU CAN GET IT

The media is starting to take notice of the raft of independent magazines entering the market – with titles such as Cherry Bombe, Flow and Cat People featuring in the pages of the Guardian and Telegraph recently.

(Cat People, incidentally, is a bilingual English and Japanese magazine featuring interviews and works by cat-obsessed artists, designers and writers that fetches £17 in the UK.)

The Guardian's article, 'The niche world of indie magazines', points out that these type of titles are going from strength to strength, perhaps because "instead of trying to cater for as many people as possible, they target the most specific audiences they can find".

The Telegraph article, 'Why a new wave of independent magazines are thriving', took a similar line, adding: "Last year the independent magazines subscription service Stack reported a 78% increase in revenue, with its subscriber numbers growing by 76%."

There is no reason independent stores shouldn't strive to stock a small selection of independent titles – they can provide both a cash injection (with premium cover prices and often higher margins) and a unique selling point.

Why not try searching out a local publisher and approach them about stocking their titles? You may be surprised how many are out there.

Obviously this won't be true for every area but there are pockets of independent publishers all over – many actively looking for a route to market.



**The top-selling
Prize Puzzle magazine**
Stock and display close to **Take a Break**
ON SALE 30 APRIL





MAKING JEWELLERY

Making Jewellery offers an innovative approach to jewellery making, with instructions on basic techniques and insight from leading makers. The June issue offers free packs of Preciosa beads and a step-by-step guide on how to use them to make summer bracelets. This accompanies 52 projects including a classic Sterling silver locket, a mosaic Klimt-style bracelet and 60s-inspired earrings.



On sale 30 April
Frequency monthly
Price £4.99
Distributor Seymour
Display with Crafts Beautiful, Craftseller, Making Magazine



CAR

Car magazine is undergoing its most significant revamp since 2009, supported by a marketing campaign set to reach more than 1.7 million motoring enthusiasts. All of Car's familiar content will be refreshed, with an eye-catching new look and feel. New sections will cover future car technology and buying advice for new and used cars. Readers will get more insider views and perspectives from the centre of the motoring world – from industry executives, designers and engineers to passionate car collectors.



On sale 22 April
Frequency monthly
Price £4.50
Distributor Frontline
Display with Autocar, BBC Top Gear



FUN TO LEARN FRIENDS

Fun to Learn Friends is a consistently strong seller in the pre-school section and the latest issue has added value with a free set of Ben & Holly's Little Kingdom gardening tools. It also comes with a Peppa Pig workbook and 76 reward stickers, along with a cut-out Mike the Knight crown to make and a chance to win a bunch of Doc McStuffins prizes.



On sale 23 April
Frequency fortnightly
Price £2.35
Distributor Comag
Display with Fun to Learn Peppa Pig, CBeebies



CLOSER

The next issue of Closer comes with a free diet special mini magazine full of celebrity bodies and diet tips and advice. Frontline is expecting a 40% rise in sales on the issue, as it will appeal to both regular readers and to the wider audience of customers who buy diet magazines. Closer is the UK's best-selling celebrity magazine and retailers are advised to display it full facing at the front of the women's weeklies section.



On sale 28 April
Frequency weekly
Price £1.50
Distributor Frontline
Display with Grazia, Hello!, OK!



GRAZIA

The next issue of Grazia offers readers a 25% voucher or online discount code for the high street fashion brand Warehouse, allowing readers to save on contemporary women's and men's fashion, accessories and shoes. The promotion is highlighted on the front cover, offering customers more incentive to pick up a copy, so retailers are advised to make sure the issue is displayed prominently on the newsstand.



On sale 28 April
Frequency weekly
Price £2
Distributor Frontline
Display with Hello!, OK!, Closer



Bestsellers Crafts & sewing

Title	On sale date	In stock
1 Love Sewing	23.04	<input type="checkbox"/>
2 Sew	08.05	<input type="checkbox"/>
3 Simply Cards & Papercraft	23.04	<input type="checkbox"/>
4 Let's Get Crafting!	15.05	<input type="checkbox"/>
5 World of Cross Stitching	23.04	<input type="checkbox"/>
6 Cardmaking & Papercraft	21.05	<input type="checkbox"/>
7 Papercraft Essentials	07.05	<input type="checkbox"/>
8 Homemaker	24.04	<input type="checkbox"/>
9 Simply Homemade	23.04	<input type="checkbox"/>
10 Crafts Beautiful	01.05	<input type="checkbox"/>
11 Love Craft	28.04	<input type="checkbox"/>
12 Make it Today	08.05	<input type="checkbox"/>
13 Cross Stitcher	04.05	<input type="checkbox"/>
14 Papercraft Inspirations	28.04	<input type="checkbox"/>
15 Love Patchwork & Quilting	29.04	<input type="checkbox"/>
16 Mollie Makes	30.04	<input type="checkbox"/>
17 Craftseller	07.05	<input type="checkbox"/>
18 Making Cards	08.05	<input type="checkbox"/>
19 Quick Cards Made Easy	28.04	<input type="checkbox"/>
20 Cross Stitch Crazy	14.05	<input type="checkbox"/>

Data supplied by **Menzies** DISTRIBUTION

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www.disney.com/frozen
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THIS WEEK IN MAGAZINES



SFX

To celebrate the 20th anniversary of SFX, Future will be running a 'money can't buy' competition offering readers the chance to win a full size Dalek replica worth £3,500. Seymour is increasing supply for the independent channel in anticipation of a significant sales uplift. The issue will be premium priced at £5.99, an extra £1, with a deluxe, foil-treated cover. Retailers are advised to display it at the front of the newsstand and in any additional display space.



On sale 29 April
Frequency monthly
Price £5.99
Distributor Seymour
Display with Total Film, Empire, Sci-Fi Now



POWERBOAT & RIB

This issue of Powerboat & RIB magazine includes an exclusive feature on the Second World War warship HMS Medusa, including a look at some recently declassified and never-seen-before documents. In advance of the D-Day landings, Medusa was used as a navigational marker, guiding US transport vessels to Omaha beach during the Normandy landings. It also has an article on the recently discovered notebook of Captain Scott's ill-fated expedition to the South Pole.



On sale 22 April
Frequency bimonthly
Price £4.25
Distributor Comag
Display with Motorboats Monthly, Motorboat & Yachting



ROCK SOUND 200th ISSUE

Inside this special edition of Rock Sound there's an in-depth look at the 200 moments that have defined the title - all the gigs, albums, triumphs and tragedies since 1999. Plus interviews and features on the likes of Paramore, Green Day, 5 Seconds Of Summer and more. This collector's edition includes a free and unique CD, featuring original covers recorded specially for the magazine by bands including You Me At Six, Enter Shikari, Neck Deep and more.



On sale 29 April
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Mojo, Q, Kerrang!



TOP MODEL

This issue of Top Model will have an extended crafts section full of designs, templates and DIY patterns. The extra-long section will have plenty to keep readers busy over the May bank holidays, along with ideas for enjoying the springtime weather. It also features quick and easy sewing ideas for young girls to transform and accessorise existing items with simple stitching, such as customising cushions and pencil cases.



On sale 1 May
Frequency monthly
Price £2.99
Distributor Comag
Display with Pink, Go Girl, Girl Talk Art



ORGANIC LIFE

The world's first organic magazine, Organic Gardening, is relaunching with a new name, refreshed look and new content. Now called Organic Life, the title will be a 'stylish guide for living naturally in the modern world'. It will feature tips on gardening, fashion, health, home, travel, wellbeing and exercise.



On sale 28 April
Frequency bimonthly
Price £4.75
Distributor Comag
Display with Natural Health & Fitness, Health

Industry viewpoint Roger Williams

Associate publisher – circulation and distribution, Hello!



Hello! magazine has always been the go to title for royalty, celebrity and society news.

In the coming week or so, the arrival of a second prince or princess to the Duke and Duchess of Cambridge will demonstrate just that.

Hello! will cover the story in full, having better insight into the event than any other magazine, and we expect that demand for copies will be huge across the UK and Ireland.

The arrival of a second royal baby is a major event, and as an heir to the throne, and possibly a girl, the expectation and anticipation is high.

We will make sure that copies are made freely available to all that want them, and that there are no restrictions on supply or PoS support, if required.

The first issue on sale after the birth will be the critical one and the issue which will have those all-important first pictures of the new baby.

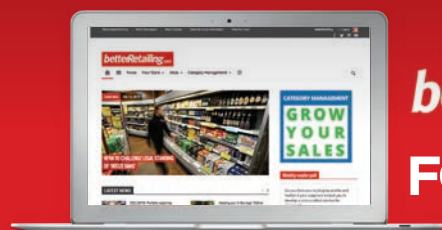
This is just the start of the journey however and, as we saw with George, the first official pictures will be released a few weeks later.

Our tips for retailers are to ensure the title has full facings and to maximise casual purchase, counter top displays are unbeatable.

Retailers will earn more revenue from a copy sale of Hello! than any other weekly in our sector, so it makes sense to push visibility and sales.

To make the most of the sales opportunity:

- Ensure full facings
- Encourage impulse purchases with counter top displays
- Use any PoS available



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THIS WEEK IN MAGAZINES

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Amermedia

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Military Vehicles 35 48 **5.99**

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Cake Decorating 162 180 **2.99**

Cake Decorating Relaunch 111 165 **2.99**

Dinosaurs & Friends 9 60 **5.99**

Official Star Wars Factfile 65 120 **2.99**

Something Sweet 67 90 **2.99**

Eglemoss

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Disney Cakes & Sweets 85 120 **4.50**

Doctor Who 44 70 **7.99**

Knit & Stitch 119 176 **5.00**

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Marvel Fact Files 110 150 **2.99**

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Art Therapy 5 100 **2.99**

Black Pearl 67 120 **5.99**

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Starter **£2.00**
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Packets **£1.00**



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Starter **£4.99**
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Starter **£2.99**
Stickers **£0.50**



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Starter **£4.99**
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Panini



Animals
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Stickers **£0.50**



Liverpool FC 2015
Starter **£2.99**
Stickers **£0.50**



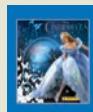
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Starter **£2.99**
Stickers **£0.50**



Manchester United 2014-2015
Starter **£2.99**
Stickers **£0.50**



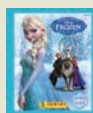
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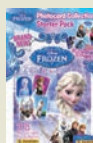
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Disney Frozen Photocards
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HOW DARREN AND KAREN CRAIG REFIT HAS GOT THEM READY FOR SUMMER

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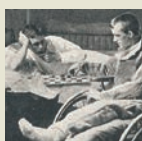
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Back in the day

100

YEARS AGO

24 April 1915



Newsagents were urged to do their bit for the nation's war heroes, following the example of colleagues in Coventry. With wounded soldiers being sent to Coventry and Warwickshire Hospital, local retailers were supplying them with free newspapers and other reading matter every day.

50

YEARS AGO

24 April 1965



As a reward for lugging around newspapers on chilly, dark winter mornings, more than 1,300 hard-working newspaper girls and boys from the Staffordshire area were taken on a day trip to Blackpool and presented with gifts.

25

YEARS AGO

28 April 1990



Robert Maxwell, the media tycoon, was preparing to launch "Europe's first national newspaper", The European. The weekly publication, for which circulation peaked at 180,000, lasted from May 1990 until December 1998.



Nothing like a good bargain... and this was exactly that

Shoppers who love to hunt down a bargain no doubt felt a bit let down when they spotted £1 bags of marshmallows "reduced" to £1.

The discount tag, showing a slash through the original price and exactly the same price below, was spotted at a Sainsbury's store in Sale, Greater Manchester.

Shopkeepers who price-tag their own goods might feel some sympathy for the company after a photograph of the "discount" mistake, taken

by customer Alex Kilpatrick, was shared widely on social media.

The supermarket giant quickly picked up on the furore over the 180g bag of own-brand pink and white vanilla mini marshmallows, the Manchester Evening News reported.

A company Twitter account responded: "Oh dear, that looks a bit off! What store was this in & when was it noticed? I'll get this fed back."

These crisps are sick, man

It's a cautionary tale for anyone who indulges in one of the nation's favourite snacks. Crisp lover Oliver Bayley says he was bedridden for a week after eating a packet that was nearly three years out of date.

Mr Bayley claims he began to feel sick while eating a packet of Tyrrell's Sea Salt & Cider Vinegar which he had bought from a Tesco in Macclesfield, Cheshire.

The IT salesman, 30, told the Daily Mirror: "About halfway through the packet

I started to feel sick and only just made it to the bathroom before I vomited."

After visiting the shop to complain, he got a letter of apology and a £15 voucher. A Tesco spokesman said: "We are committed to the highest standards of food safety for our customers and we have robust procedures for the rotation and date code checking of our products. A full investigation has been conducted at the store and no evidence of out of code crisps was found."

AROUND WITH THE ROUND SMAN with Blanche Fairbrother



Thanks to Waitrose in Newport I have lost a Sunday Mail sale. My customer Mrs Harvey always took the Mail on Sunday, but now she has started shopping in Waitrose on Saturday, where she has found she can get Saturday's Daily Mail free.

So she has cancelled the Mail on Sunday because she says it is surplus to her needs and, as she readily pointed out, it is £2.50 she is saving – so thanks for nothing to the publishers and Waitrose. I can also see some cancellations coming along with The Guardian going up to £2.70 on Saturday and £1.80 daily from Monday to Friday. When will the publishers realise they are shooting themselves in the foot?

There was a dreadful accident just outside Great Bridgeford. A man and his son were travelling home to Woodseaves on a motorcycle when a lorry came round the bend towards them and was in collision with the motorcycle, which came off worse, with the man and his son being very seriously injured. They are both in the trauma unit at the North Staffs hospital and we are all hoping they will eventually make a full recovery.

Mr & Mrs Ford from Adbaston went to Italy for two weeks. When they came back he came out to say hello and complained bitterly about the fact that they been so cold there, with snow, hail and rain. They needed sweaters and coats on all of the time. I just smiled and said how nice it has been here and they could have saved themselves some money and stayed at home, whereupon he agreed with me and decided they may just do that next year.

There is nowhere quite like home is there?



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