

# RETAIL NEWSAGENT

## MEET THE PRESIDENT

Plus full annual conference report

NFRN  
Page 24 >>

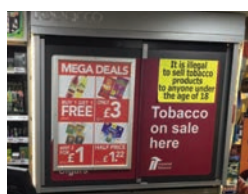


**Refit reduction success**  
**'Our basket spend went up after cutting 30% of shelf space'** Page 36 >>

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# 'If you won't use ad space, we will'



- Devon retailer Dan Cock challenges tobacco firms to make better use of prime marketing space on gantries.
- Store reports sales increase after putting promotional poster on tobacco display. Page 5 >>

PayPoint has now ceased our Head Office relationship with Bargain Booze as you as a PayPoint outlet and this does not mean that we wish to end working with you, instead we look to continue a direct relationship. We encourage you to sign a new direct agreement with ourselves we are of the enhanced commission rates you currently enjoy. These are 0.5% PayPoint's standard independent rates for all mobile top ups. If you do not wish to sign a new direct agreement with PayPoint you must provide us with a copy of the agreement you have with your current provider. Failure to comply with this may result in the removal of the terminal, as use of competitors is forbidden as part of our agreement.

**Why work with PayPoint?**

● a PayPoint agent helps to differentiate your store offering from other shops in the area. 98% of PayPoint customers believe stores offering PayPoint are central to the local community.

● PayPoint shoppers buy 23% more than the average CTP shopper.

● PayPoint shoppers are more likely to visit everyday... 30% of CTP shoppers visit every day compared to 42% of service shoppers.

● PayPoint shoppers are worth 129% more per week than the average CTP shopper.

## COMMISSION ROW

### Higher PayPoint rate for symbols

Letter reveals different terms, after firm stated 'one rate for all'.

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### SCOTLAND

## Recycling proposal trashed

Drinks container return scheme gets flat response from retailers. Page 12 >>

### BARGAIN BOOZE

## Franchise says 'Aldi shmaldi'

Brands as cheap as discount own label in campaign. Page 6 >>



**Trolley cash** Sukhi's Simply Fresh in Warwickshire has seen a 9% increase in sales since moving its trolleys to the front of the shop to stop customers walking straight past them. There's even a note telling customers to come inside if they need a £1 coin. Page 14 >>

### NEWSPAPERS

## Missed cut-offs: best week since 2013

Publishers are taking note of retailer complaints, says NFRN.

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**Independent Achievers Academy:**  
Last chance to enter  
Page 5 >>

# EVEN BIGGER POR

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## LEADER



I looked at how independent retailers are building their own brands with four case studies from RN



CHRIS GAMM

Editor

@ChrisGammRN

Wrapping up the NRFN's best-ever commercial session, something struck me: everyone was awake. I received some great feedback on my presentation on how four retailers are building their own unique brands, so wanted to share some of my key points.

First was Cardiff newsagent Mark Dudden, who built a reputation as the best independent magazine retailer in Wales. He sources niche magazines straight from Comag with high-end art and fashion titles – he sells more copies of Flow at £9.95 than OK! – a real success story.

Mr Dudden uses word of mouth, social media and eye-catching window displays to build his brand, and says being first in with new trends, like adult colouring-in, is crucial.

Secondly, Kay Patel's Global brand dates back 40 years and, with six shops, is a bigger name in his area than any symbol group. His brand is built on a great offer, availability and price. It's why he was able to open a CTN yards from his c-store because he was confident the right offer would attract new shoppers to the brand.

Paul and Pinda Cheema kept their father's name, face and words prominent all around their newly re-fitted store to build on his 33-year reputation in the community. Messages like "inspire yourself at Malcolm's" appear on signs, bags and uniforms to keep conversations going around the store.

And Andrew & Stephen Jempson focus their East Sussex chain on the little things supermarkets can't or won't do and use social media to sell their staff and personalities rather than the business to get customers to associate with individuals.

It was great to share this advice with quality retailers and, most importantly, hear how they are using it to build their own brands.

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## RN'S FRESH AND CHILLED SPECIAL

How to make the most of 2015's biggest trend



## PLUS... EXPERTS SPEAK

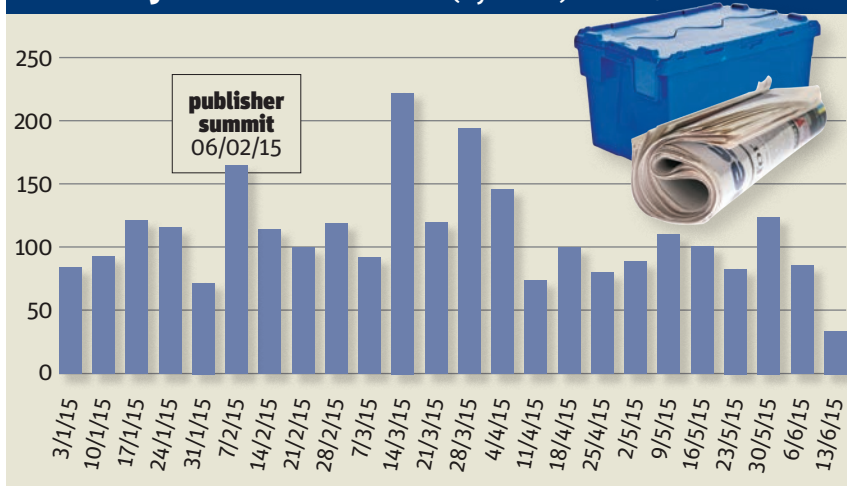
Retailers and industry experts on getting fresh and chilled right

I DON'T CALL IT WORK. I DON'T SEE IT AS WORK. IT'S A PLEASURE

- RALPH PATEL ON HIS ENDURING LOVE OF RETAILING Page 36 &gt;&gt;

# NEWS

## On the way down? Missed cut-offs (by week) in 2015



## Delivery performance shows improvement

Publishers put in the best inbound delivery performance in two and a half years last week, according to the National Distribution Monitor.

In the week ending 13 June, there were 34 cases of publishers missing cut-off times into wholesale depots, well below the 2015 average of 109 per week.

NFRN news operations manager Jerry Hayes, who closely monitors publisher

performance, said: "It is early days and one week doesn't turn it all around, but it is encouraging.

"It shows it can be done and we would like to see it continuing to improve."

Mr Hayes said publishers were taking note of problems reported on Twitter using #NewsComplaints and he encouraged retailers to continue to use the hash tag, as well as calling the NFRN helpline.

## A whole Lotto changes

Camelot has announced a host of changes to the main Lotto game, which it claims will drive footfall and ticket sales for retailers.

This month sees the launch of a 'Millionaire Raffle' guaranteeing at least two millionaires following the Wednesday and Saturday draws, with 20 £20,000 prizes also up for grabs each week.

In addition, players can now choose from 59 numbers instead of 49, while matching two numbers will earn them a Lucky Dip ticket for future draws. Camelot is also promising larger jackpots after removing the limit on the number of Lotto rollovers.

## High street proposal

A plan to transform high streets from "hollow shells to centres of communities" have been sent to the Treasury by the NFRN. The nine-point plan for overhauling the business rates system includes proposals to address the imbalance between small and large retail properties, and for revaluations to take place more frequently.

'Same rate for all' claim leaves some feeling 'mised' Newsagent to meet MP for talks

## PayPoint confirms it pays higher rates for symbols

by Gurpreet Samrai

Retailers have been left feeling "annoyed" and "mised" after PayPoint confirmed symbol groups and multiples are paid a higher rate of commission for some services.

It comes after a letter to an ex-Bargain Booze retailer from 2011 was posted on the PayPoint Pay Fair Facebook group offering to maintain the extra 0.5% he had been receiving on mobile top-ups when part of the franchise.

Steve O'Neill, group mar-

keting director for PayPoint, told RN this week symbol groups receive a higher rate of commission for the mobile top-up service to reflect the volume and marketing support they can guarantee. He added the rate for mobile top-ups has not changed.

The admission comes after an open letter to retailers in May stated: "We pay the same commission rates to independents as we do to large retailers". Readers told RN this led them to believe this applied to all PayPoint services.

Abdul Qadar, of Ramzan & Sons, Edinburgh, said: "I'm really annoyed at PayPoint. It says one thing and then something comes up that completely destroys its argument.

"We just took it at face value when it said everyone gets the same rate, we thought it was for everything. Why should a small independent retailer be penalised because he doesn't belong to a large group?"

However, Mr O'Neill said: "The thrust of the conversation at that time was really around the drop in bill

payment commission so obviously we were referring directly to that.

"For bill payment commission, we do pay exactly the same rate to large retailers as we do to independent retailers."

Meanwhile, Gloucester newsagent Marcus Bergin has this week secured a meeting with Cheltenham MP Alex Chalk to discuss PayPoint.

He said he has also been asked to send his file on the payment services provider to the Payment Systems Regulator.

## New ASH anti-tobacco proposals

Another raft of tobacco control measures have been proposed by anti-tobacco lobbyist Action on Smoking and Health (ASH) including tax rises and minimum unit prices for tobacco.

Its report, Smoking Still Kills: Protecting Children, Reducing Inequalities, was

released last week and outlined aims of cutting smoking rates to 9% by 2025.

As well as an increase in the tax escalator that would see taxes on tobacco products rise by 5% above inflation each year a new Tobacco Companies Obligation would see each manufacturer pay an additional

levy in line with the size of its market share.

Simon Clark, director of the smokers' group Forest, said: "A tobacco levy would probably lead to tobacco becoming even more expensive and encourage criminals to flood the black market with cheap tobacco. That will hit convenience

stores."

Some retailers welcomed ASH's calls to license tobacco retailers, however. "I'm encouraged as long as it means prison sentences for those caught selling counterfeit products," said Samantha Coldbeck of Premier Wharfedale Convenience store in Hull.

**Dan Cock says gantry promo posters increased his sales** Services on offer are next, he says

# Retailer calls on tobacco firms for gantry promos

by Steven Lambert

A leading convenience retailer who has increased sales after promoting product deals on his tobacco gantry has challenged tobacco manufacturers to develop their own advertising solutions for independent stores.

Dan Cock, owner of Premier Whitstone Village Stores in Devon, has put up posters on his tobacco display to grow awareness of Booker's Mega Deals.

He is now planning to use the space to promote his store's range of services, including dry cleaning, which he plans to rotate on a monthly basis.

Mr Cock said he was determined to continue the

practice despite not asking his gantry provider, Imperial Tobacco, for permission to do so.

"I would say one in 10 customers now inquire about the deals since we put them on the gantry, and we have seen more people picking up these offers," he said.

"I expect there'll be some disagreements with Imperial over this, but it is prime advertising space we can't afford to waste."

Mr Cock is now urging gantry providers to work with companies to develop their own marketing material, which he plans to raise at a meeting with the manufacturer later this month.



He said: "I think they really need to work with symbol groups and suppliers to come up with marketing solutions for retailers."

An Imperial Tobacco statement said it has made a "significant investment" supplying covered gantries to ensure retailers are legally compliant with display restriction regulations.

It added: "We have

intentionally designed the doors of the unit so that we can use the space as a category signpost for tobacco shoppers."

Rival tobacco manufacturer JTI previously told RN that advertising on its gantries was in breach of its

merchandising loan agreement unless retailers had specific permission from the company.

It comes as a survey of more than 1,200 retailers conducted by the Association of Convenience Stores found that more than 90% of store owners have no concerns about compliance with the tobacco display ban.

## New NEC members on board

Three new faces were elected onto the NFRN National Executive Committee at the federation's annual conference last week.

West Midlands member Narinder Randhawa, Mersey Dee member John Parkinson, and Republic of Ireland member Martin Mulligan were voted in by delegates.

They join Northern member Mike Mitchelson, Scottish member David Woodrow, and London member Peter Wagg, who were re-elected.

Southern member Pradip Amin and London member Omkar Patel were newly elected onto the National Finance Committee.

● *Conference report, p24. Interview with national president Ralph Patel, p28*

## Support assured

The NFRN and benevolent fund NewstrAid are launching a scheme with specialist advisers on-hand to help newsagents in severe financial difficulty, who may be considering whether to continue trading.

The Fresh Start Assist Initiative gives advice to newsagents in need of support and can offer advice and financial support after a business has closed. It is open to all news retailers and their employees.

## Retailer shocked as bus smashes shop

This was the scene of destruction that greeted Aziz Kinay after a bus ploughed into the front of the store he was due to purchase this week. Mr Kinay was in the stock room at the Corner Shop in Bournemouth when the vehicle hit, smashing through the window and front door and causing structural damage. Mr Kinay is now seeking advice from insurance companies to consider his options following the accident.



## Collect+ rivals take Facebook opportunity

Click and collect providers have joined the PayPoint Pay Fair Facebook group to pitch to independents interested in offering alternatives to Collect+.

Start-ups CornerDrop and NearCollect have invited retailers on the page to join their networks, offering higher terms than Collect+.

CornerDrop founder

Andrew Lasota has even offered to contribute £5 to the PayPoint Pay Fair campaign for every retailer who joins his network in June or July.

"We can't be classified as direct competition of Collect+ because we are not a courier," Mr Lasota told RN.

"We have no problem at all having Collect+ in the same stores as us."

Gloucester retailer Marcus Bergin, who started the PayPoint Pay Fair Facebook page, said independents should have the option to offer multiple parcel services as they provided different options to customers.

However, exclusivity clauses in PayPoint contracts prevented this, he said.

PayPoint group marketing director Steve O'Neill, who has also joined the page, said: "We know that not all of our retailers understand the need for exclusivity.

"We do ask for it ... so we can maintain the integrity of our network to attract the best clients and the most customers for retailers."

## Entered the IAA?

Retailers are reminded they only have one week left to enter this year's Independent Achievers Academy.

To take part in the free learning and development programme, apply at [betterretailing.com/IAA](http://betterretailing.com/IAA) by 26 June.

# NEWS

## BUSINESS

### Discount giants to keep on growing

Market share of the big four supermarkets will fall by 4% during the next five years as discounters continue to open new stores.

The prediction came from credit ratings expert Moody's, which also claims Aldi and Lidl will control a combined 12% to 15% share of the total UK grocery sector by 2020.

In its latest report, the firm said that while aggressive price cutting had helped slow sales declines at Asda, Tesco, Sainsbury's and Morrisons, it added that the multiples would not have the capacity to continue this action if they continued to lose market share.

Sven Reinke, vice president at Moody's, said: "Aldi and Lidl could continue to gain around 1% market share every year supported by their store expansion plans at a time where the big four selectively close unprofitable stores in order to save costs."

### One Stop up by 9.4%

One Stop has posted positive sales figures through its franchise stores with like-for-like growth of 9.4% for the year to date.

The group also reported a 4% increase in footfall and 7.4% increase in basket spend for its franchise retailers during the same period.

It adds that independent retailers joining the model are seeing an 18% sales uplift following store refits.

Andrew King, One Stop franchise director, said: "This is only the start. It is our objective to ensure our franchisees' businesses continue to grow in turnover and profitability."



### Costcutter's 'Indie' ads hit TV screens

Costcutter has revealed full details of its first TV ad campaign for its Independent own label range, as highlighted by RN last week. The ads will promote its new range of barbecue meats under a 'buy any two for £6' offer. The 10-second ad will run during primetime shows on ITV and Five. A longer 30-second ad will also be used to highlight other products in the Independent range.

'Sophisticated' new transport system Wholesaler pledges 'unparalleled level of service'

## Palmer & Harvey trial supply chain initiatives

by Steven Lambert

Palmer & Harvey is trialling a number of initiatives aimed at improving its supply chain operation and providing better service to retailers.

Independents have previously accused the company of failing to meet stock orders and delivery times after signing a distribution deal with Costcutter last year.

However, P&H said it was now in "advanced discussions" with a number

of suppliers to establish a new transport execution system.

The move will enable retailers to take on paperless deliveries and will also allow messages to be sent to stores to notify them of incoming deliveries, according to the firm.

Martyn Ward, managing director at P&H, said: "These features coupled with sophisticated engine management systems which allow us the opportunity to further train and develop our drivers will

see unparalleled levels of service to our customers."

At the same time, P&H is progressing with a pilot scheme in south east England using radio frequency identification (RFID) technology. The firm said RFID will allow it to track cages and ensure all customer orders are delivered in full.

Mr Ward said: "Supply chains are becoming increasingly important to success as the demands to deliver optimum levels of stock and availability coupled with on-time delivery

at the lowest possible cost drives innovation across the industry."

Meanwhile, results from a recent P&H survey found more than a third of independent retailers do not use social media to promote their business.

Of the 125 retailers questioned at this year's Pro-retail show, 63% said they use Facebook, Twitter and other sites for business purposes, but the remainder felt they lacked the necessary skills and time to use social media effectively.

## Bargain Booze takes discount battle to Aldi

Bargain Booze is playing Aldi at its own game with a cheeky summer marketing campaign taking a stab at the discounters.

The 'Aldi Shmaldi' scheme will highlight how shoppers can pick up various branded alcohol lines from Bargain Booze stores at the same price as their own label equivalent in

discount stores.

Examples include a four-pack of Carlsberg Export compared to Aldi's Sainte Etienne beer four-pack, both priced at £2.79, and Smirnoff 70cl vodka and Aldi's Tamova 70cl vodka, both priced at £10.39.

The campaign bears similarities to marketing ploys from Aldi and Lidl, which

poked fun at the price of products in supermarkets.

Carol Savage, chief customer officer at Bargain Booze owner Conviviality Retail, said: "With this campaign, we're really looking to build on the brand in a fun way but with a serious desire to push range and promotion.

"We're actively looking to grow our franchisee network with a unique proposition."

The campaign will be supported with PoS material for retailers along with posters and billboards at busy commuter spots, with digital activity due to launch towards the end of summer.



@RetailNewsagent for expert advice to help you grow your sales

## NEWSTRADE

**Professional Publishers Association urges involvement** Partworks sector worth £30m in UK

# PPA: 'Join the club' and become a partwork star

by Nicola Stewart

The Professional Publishers Association (PPA) is calling on more independents to join the Profit Partworks Club in a bid to grow sales in the sector.

The club is free to join by email and members are given advance notice of partwork launches and special issues, support on allocation and access to a helpline.

Anne Hogarth, PPA head of retail, encouraged retailers to take advantage of the resource, adding that part-

works are one of the most profitable magazine sectors for independent stores.

"In the 12 months to February 2015, the sector was worth £30m in the UK, £11.5m more than the men's interest sector," she said.

Statistics supplied to RN by Comag, distributor of Eglemoss and De Agostini collections, showed that more than half of that sales revenue, or £16m, was generated through the independent channel.

Launches in the first quarter of 2015 had deliv-

ered an estimated £4m in sales nationwide, of which issue one sales accounted for £1.3m.

The average cover price of a partwork is weighted much higher than other magazines – £5 compared to £1.80 – delivering an average two and a half times more revenue for each copy sold, Comag said.

It was still a misconception among many retailers that partwork collections were on firm sale, said Ms Hogarth.

"There may be the rare few that are, but for the

most part they are all on sale or return terms through the entire collection, meaning that handling partworks is risk free for retailers."

Gerald Thomas, of Arcade News in Ammanford, is one of about 170 members of the Profit Partwork Club, and said he found it helpful having time to prepare for new collections.

"I always display any launches in the window, so it is good to know what is coming out and what specials there are," he said.

## Here be Monsters

Panini has launched a quality 116-page guide to the monsters of Doctor Who, featuring foes from more than 50 years of the hit series.

The Doctor Who: Monsters bookazine is on sale from now until the end of October, with a cover price of £9.99. Retailers are advised to order copies from wholesale if they are interested in stocking it.



## Online use on the up

The amount of time people spend looking at content on the internet will rise by 10% every year to 2017, according to a new report.

The Media Consumption Forecasts report by ZenithOptimedia predicts that by 2017, the internet will account for 29% of all media consumption worldwide.

Meanwhile, the amount of time spent reading newspapers is predicted to drop by 4.7% each year, and magazines by 4.4%.

The report surveys the changing patterns of media consumption in 65 countries, including the UK.

## UK launch for Dr Oz

Hearst is bringing a monthly women's lifestyle magazine based on the popular US surgeon, talk show host and author Dr Mehmet Oz to the UK newsstand for the first time.

Launched in the US in 2014, Dr Oz The Good Life features advice on relationships, health and 'living life to the full'.

The first issue available in the UK is on sale on 19 June with a cover price of £4.95. It should be displayed alongside titles such as Women's Health and Health & Fitness.



## Life's a Rollacoaster for Beckham's boy Brooklyn

Issue 16 of fashion and culture quarterly Rollacoaster, on sale now, has dual covers featuring David and Victoria Beckham's oldest son Brooklyn. The 16-year-old has started to make headlines in his own right and both covers have already been splashed across the tabloids. Rollacoaster offers a 'colourful, industry-leading perspective on all things fashion, beauty, music, film, TV and youth culture' and has a cover price of £4.50.

## H Bauer reveals new puzzle titles for holidays

H Bauer is set to launch four puzzle titles in its Eclipse series, including a children's title, in advance of the summer holidays.

Hide'n'Seek Wordsearch, 2-in-1 Wordsearch, Best Value Wordsearch and Will & Aimee's Wordsearch go on sale on 3 July.

Best Value Wordsearch will have a cover price of £1.50, while the other three will sell for £1.95.

Will & Aimee's Wordsearch will offer children the chance to win prizes for themselves and their schools and the other titles will have cash

prizes of £500.

Wordsearches are the fastest growing puzzle sub-category in the UK, selling more than 4.7 million copies in 2014 and generating more than £9.5m in sales revenue.

It is now the second biggest sub-category behind

mixed content puzzles.

The publisher will be working with Frontline and wholesalers to provide PoS and display units to selected independents to promote the new titles.

● Read more about puzzle magazines in the 26 June issue of RN.

## Publisher's No.1 buy

Dundee-based publisher DC Thomson has bought Scottish women's lifestyle monthly No.1 Magazine from PSP Publishing.

Launched in 2006, the title covers Scottish celebrity news, fashion, beauty, interior trends, fitness, food and events, and has a cover price of £1.25.

The first issue to be published by DC Thomson is on sale 31 July.

# NEWS

## PRODUCTS

### Airwaves is going stronger

Wrigley has launched Airwaves Extreme to target chewing gum buyers looking for a stronger menthol flavour.

The new 10-pellet packs, priced at 45p, are being supported with a £5.5m marketing campaign, including print and online activity and a TV ad on air for 24 weeks.

Wrigley said the launch will capitalise on three consecutive years of growth for Airwaves, with brand sales up 4.7% year on year.



### Ravi bowls in to pay surprise visit to Rainsford retailer

Chelmsford retailer and cricket fan Vaithilingam Kumaran had a special guest visit at his Rainsford News store in the shape of England all-rounder Ravi Bopara. Mr Kumaran also had the chance to see a live cricket match at the Essex county cricket ground after winning a competition organised by Ipro isotonic drinks.

### Two new for Blue

JTI has expanded its value B&H Blue tobacco range with the launch of two Superkings packs this month.

Both B&H Blue Superkings 18s and B&H Sky Blue Superkings 18s will come with an RRP of £5.99, the same price as B&H Blue King Size 18s.

Jeremy Blackburn, JTI head of communications, said: "Superkings currently hold a 40% share of the value segment, and 19s and 18s pack formats account for more than 50% of all cigarette sales."

### Cookie Cores' campaign

Ben & Jerry's is backing its Cookie Cores ice cream range with a £3.5m marketing campaign launched this month. The scheme includes TV, video on demand, cinema and digital ads featuring Ben & Jerry's brand mascot Woody the Cow.

### Biggest single spend to push 'Find Your Flow' campaign Radio, outdoor and TV ads

## Lucozade Energy's £14m massive marketing drive

by Steven Lambert

Retailers are being placed at the centre of a massive £14m marketing push to drive sales of Lucozade Energy drinks.

The figure represents the biggest single spend behind the brand and will be used to promote its latest campaign called 'Find Your Flow'. The scheme

focuses on finding the right Lucozade product to suit the increasingly busy lives of shoppers, according to manufacturer Lucozade Ribena Suntory.

Find Your Flow launches this month with radio and outdoor ads designed to help independents take advantage of summer sales opportunities. This will be followed by TV ads being

launched near the end of summer.

In addition, Lucozade Ribena Suntory said it will help local stores take full advantage with a wide range of PoS materials, including counter-top and free-standing display units, shelf barkers and merchandising tools for chillers all featuring the Find Your Flow message.

Lesley Stonier, marketing manager at Lucozade Energy, said: "With the brand outperforming the category and growing at 7.9% value within grocery, we are confident it will provide a profitable opportunity for retailers.

"We want to ensure that we continue to drive the category forward for our customers."

### Carling aims to grow British cider awareness

Molson Coors has unveiled a significant £5.4m investment for Carling British Cider to grow awareness and sales of the brand during the key summer sales period.

The move will see the range supported with TV,

outdoor and digital ads from this month, along with a 12 week 'experiential' campaign.

Molson said the campaign will also be used to promote recent changes made to the range, including a packaging redesign

and the addition of an Orchard Fruits flavour in January.

The brewer added that 2,300 additional retail outlets have taken on Carling British Cider this year, with off-trade volume sales growing by 60% year

on year.

Jim Shearer, brand director at Carling, said: "Through our investment in a new media campaign, we hope to create awareness with new audiences and drive incremental growth in the category."

### Hot products for your shopping list



Airwaves Extreme will offer gum buyers a stronger option



Two new Superkings 18s are being launched by B&H Blue



Lucozade is putting £14m behind its Find Your Flow campaign





**NEW >**



**NEW >  
TOUCH  
EVOLUTION  
IN PROGRESS**

**NEW PACK DESIGN  
NEW PROFITS**



**INCREASE PROFIT WITH THE  
FASTEST GROWING BRAND  
IN THE LOW SEGMENT\***

\*Nielsen March 2015 vs PY. This communication is for the information of tobacco traders only.

**Smoking kills**

# NEWS

## PRODUCTS

### Exclusive beer deal for Molson

Carlsberg has given Molson Coors exclusive rights to distribute Staropramen beer in the UK.

The deal will see Molson Coors take over distribution for the brand from 28 December, with Carlsberg continuing to distribute Staropramen until then.

Martin Coyle, marketing director at Molson, said the move will strengthen his company's world beer selection.

"We have seen growth in Staropramen throughout our European business and around the world and there is a continued appetite for world and premium beers in the UK," he added.

James Lousada, chief executive officer at Carlsberg, said: "We are proud of the performance we have delivered on the Staropramen brand since we secured the licence four years ago, but it represents a very small proportion of our overall sales."

### Support for Blu

Free-standing PoS units, door stickers, window posters and wobblers will soon be available to stockists e-cigarette brand Blu.

More than 14,000 display kits are being distributed in the convenience channel to promote the entire product range including Classic Tobacco, Menthol and Blu-berry variants.

Jacob Fuller, Blu chief executive, said: "We are committed to providing a high level of support to the convenience channel."



### Choose your cheesy tune for Pilgrims ad

Shoppers will be given the chance to choose the soundtrack to a new TV campaign promoting Pilgrims Choice cheese. The ad will show workers at the Pilgrims Choice factory celebrating and dancing when someone buys their products from a store. In the final week of the five-week scheme, the music used in the ad will be replaced by songs chosen by people voting on a dedicated website.

**Limited edition tablet returns for a third year** Retailers urged to order now

## Summer Strawberries & Creme from Cadbury

by Steven Lambert

Mondelez is reviving its limited edition Cadbury Dairy Milk Strawberries & Creme for a third year running in anticipation of a burst of seasonal sales.

The flavour will be available in a 120g chocolate block with a strawberry-flavoured filling.

Originally launched in 2013, it returned last summer due to "popular demand" from shoppers, according to Mondelez. Retailers have been advised to place orders now, as only limited quantities will be produced.

Matthew Williams, marketing director at Mondelez, said this year's launch will

give retailers more opportunities to increase incremental sales during the summer.

"This limited edition brings together the taste of strawberries and cream with the nation's favourite chocolate in a product consumers will love," he said.

Paul Jackson, store manager at Nisa Mickleton Village Stores in Gloucestershire, said: "We had it in last year and sales were good, and I can't imagine why they won't go as well this year."

"We'll put it by the front counter and may even do a dump bin if we get enough volume. Even if the weather gets warmer, I think people will still be interested in trying new chocolate flavours."

## Kettle adds real meat with new bacon crisps

Kettle Chips is aiming to capitalise on the recent 'sweet & salty' snack trend with the launch of its Crispy Bacon & Maple Syrup crisps.

The new product will also be the first from the company to contain real meat, with bacon being

sourced from Norfolk family butchers H.V. Graves. It will join the eight-strong Kettle range from this month.

It follows on from the launch of Kettle's latest seasonal flavour, Thai Sweet Chilli, Lemongrass & Coriander, back in April.

Jim Couchman, head of impulse at Kettle Foods, said: "Lots of people have been asking us to make a real meat variant and bacon is one of the UK's most loved crisp flavours."

"This new combination also taps into the current 'sweet & salty' flavour trend

so we are confident that our new addition will be a big success."

Kettle Crispy Bacon & Maple Syrup will be available to retailers in 150g sharing bags (12 bags per outer, RRP £1.99) and 40g handy packs (18 bags per outer, RRP 75p).

### Hot products for your shopping list



Dairy Milk Strawberries & Creme limited edition revived for summer



Kettle Chips' new Crispy Bacon & Maple Syrup flavour crisps follow the 'sweet & salty' trend



PoS material to promote Blu e-cigarettes will be available to retailers

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1. Nielsen Scantrack | GB Off Trade | MAT TY WE 25.04.2015 | Value % Chg YA. 2. Nielsen Scantrack | GB Off Trade | MAT TY WE 25.04.2015 | Based on absolute value change | Value Sales YA ('000) | Based on sales of Captain Morgan Dark and Captain Morgan Original Spiced Gold which is a Rum Based Spirit Drink | Rum category as classified by Nielsen. 3. From July 2015

[drinkaware.co.uk](http://drinkaware.co.uk) for the facts

# NEWS

## REGIONAL

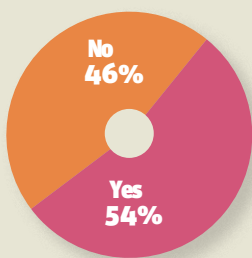
### Shirley's Royal honour

County Fermanagh sub-postmistress Shirley Johnston has been named in the Queen's 2015 birthday honours list.

The 77-year-old is to receive the British Empire Medal (BEM) for services to the Post Office and to the community of Culkey. "I was delighted and surprised," said Mrs Johnston. "People have been ringing and coming in and saying congratulations. It's been very nice."

Culkey Post Office has been run by Mrs Johnston's family for more than a century with her grandfather, uncle and brother in charge before she became sub-postmistress 13 years ago. However, the mother of five has worked at the post office for 54 years since her brother became sub-postmaster in 1961. She said: "It has been a way of life. It is nice meeting customers and you have some laughs."

#### RN READER POLL



**Do you think that the new Welsh e-cigs legislation should be rolled out to the rest of the country?**

#### NEXT WEEK'S QUESTION

Would you value advice from your symbol group on how to use social media to promote your store?

**Have your vote now**

Go to [betterretailing.com](http://betterretailing.com)



### Inbetweeners star Simon gets his skates on

Inbetweeners star Simon Bird is fronting a new campaign by the Post Office to promote its travel service. In the ad, as soon as Bird picks up his travel money he finds his world transformed as he roller-skates down a Californian promenade. The ad follows a multi-million pound Christmas campaign starring comedian Robert Webb, which aimed to show how the Post Office brand has changed.

**Scottish government looks into recycling scheme** Shop owners' space and hygiene concerns

## Returnable bottles not smashing say retailers

by Gurpreet Samrai

Retailers have voiced concerns about proposals to introduce a deposit return scheme for drinks bottles and cans in Scotland.

If approved by the Scottish government, the scheme, which was explored in a report published by Zero Waste Scotland welcomed by environment secretary Richard Loch-head, will see retailers give customers a small sum of cash for every empty bottle or can of drink returned to a store.

However, retailers have expressed concerns about

storage and hygiene problems.

Shahid Razzaq, of Mo's Premier Convenience in Blantyre, said Irn-Bru's 30p Bottle Deposit Scheme has had a take-up rate of 54%.

He said: "By that standard it's virtually half of customers returning their bottles. That's a hell of a lot of containers being brought back and if you have a small shop you are going to struggle to make space for it.

"Then there is the hygiene problem because there is no guarantee the containers will be washed before they are handed back and if

there's still liquid in them it's going to cause a smell. It's a big ask."

Abdul Qadar, of Ramzan & Sons, shared Mr Razzaq's concerns about storage, and added: "We already have very good recycling systems and a lot of stuff is recycled so I don't know whether it is going to have that much of an impact."

An industry group has also highlighted issues with the scheme. The Packaging Recycling Group Scotland (PRGS) was formed to work with the Scottish government, Zero Waste Scotland, local authorities and others to boost recycling, reduce

waste and to help tackle littering.

Jane Bickerstaffe, spokeswoman for the PRGS, said: "We do not believe a deposit refund system is an appropriate way forward for Scotland. Instead we have offered to, and are ready to help, build on current systems to promote recycling, reduce waste and tackle littering.

"Industry and government must work together to develop and improve existing initiatives, rather than creating new ones which will be more costly, less convenient and address only a small proportion of litter."

## Trade show looks into retailing's future

A trade show to highlight ways retailers can develop news and magazine sales, move into convenience and use technology will take place in Leicester next week.

The 'Into the Future' event, featuring an exhibi-

tion and a series of business presentations, will be held at the National Space Centre on 22 June. It is being organised by the NFRN's East Midlands district.

John Green, district president, said: "Our industry is fast moving and challeng-

ing and to survive retailers, suppliers and publishers should be looking to the future. The NFRN is playing its part by bringing all sides of the industry together to discover new products, suppliers and technology, as well as provoking debate on

new ideas and opportunities in an open forum."

Retailers can register to attend by emailing their name, box number and, if an NFRN member, their membership number to [eastmidlands@nfrnonline.com](mailto:eastmidlands@nfrnonline.com).

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# NEWS REGIONAL

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## Prison for vicious attacker

A Rugby shopkeeper was left with life-changing injuries including a fracture to his back and thumb after being beaten by three thugs.

Warwickshire Police have released CCTV footage of the assault at Josie's off licence in October last year, after one of the men, Modestas Vaitkevicius, was sentenced to eight years in prison for assault (wounding with intent). He will be deported on his release.

The men assaulted the 30-year-old shopkeeper after getting into a verbal confrontation with him. The video shows the shopkeeper trying to defend himself as the attackers dish out blow after blow and throw heavy glass jars and tins at him.

The two outstanding suspects are believed to be of Lithuanian origin, but could be living anywhere in the UK. They are thought to have links to Essex, Hampshire and Birmingham.

## Record numbers for Spar

A record-breaking 280 Spar retailers, suppliers and A.F. Blakemore employees attended the 2015 Spar Meridian & Welsh Guild Conference in Spain last month. Blakemore Trade Partners managing director Jerry Marwood presented on achievements in Spar brand product development.

The programme also featured workshops, including one for Spar retailers of the future, which was attended by 28 children. Retailer Mike Blowing got a special mention after cycling 1,000 miles from his High Wycombe store to the conference to raise £2,000 for the NSPCC.



## It's party time for newspaper in north Somerset

Archant's North Somerset Times marked its 35th birthday with a party and the launch of a community campaign. The bash at The Salthouse pub in Clevedon, attended by local business representatives and contacts of the newspaper, featured a barbecue, bouncy castle and live music. It also marked the launch of The Times' Birthday Presents campaign, which seeks to help 35 worthy causes in the area by getting readers to nominate causes and businesses to sponsor them and fundraise.

**Sales soar for retailers targeting top-up shoppers** Sales up 9% at Simply Fresh store

# Relocating trolleys and baskets pays off for pair

by Gurpreet Samrai

Two retailers have reported strong sales growth after relocating their shopping baskets and trolleys to accommodate consumers looking to do larger shops.

Sukhi's Simply Fresh in Kenilworth, Warwickshire, has seen a 9% increase in sales since moving its trolleys to the front of the store with a note advising customers to ask in-store if they need £1 for a trolley.

"It has only been a fortnight and we noticed an increase in sales imme-

diately," said owner Avtar Sidhu.

He said the trolleys were previously located five metres to the side of the entrance behind a bollard, and although they could be easily accessed, customers were walking straight past them.

"People who were buying three to four items are now buying up to six to seven and those buying six to seven items are picking up eight to nine because they don't have baskets weighing them down," he said. "With baskets, one of your hands

is always tied up, but using a trolley makes it easier and more comfortable and shoppers can browse and pick things up."

The store has also seen a 30% increase in newspaper sales since it introduced secondary displays by the till and coffee machine at Easter.

Luton retailer Peter Mann has also benefited from putting baskets at the back of his Nisa Local store following a £15,000 refit.

He said: "We had grey shopping baskets sent in to replace our blue ones. But

the old baskets were still relatively new and I didn't want to throw them away, so I decided to place these at the back of the shop.

"I've been amazed at how many people come in without a basket, but will then pick one up from the back and fill it up."

It comes a week after Michael Freedman, shopper insight manager at IGD, said some convenience stores were failing to accommodate for a growing number of consumers looking to do larger top-up shops.

● See retailer profile, page 36

# Costcutter drops 'assault video' store

A Newham store has been dropped from the Costcutter network after footage of an assault at the east London branch went viral.

A 23-year-old man was arrested and charged with battery and a section 4 public order offence after police were made aware of the

video being viewed online.

A spokesman for Costcutter Supermarkets Group said: "We are shocked by the events shown in this video and we fully appreciate the level of concern people have been expressing.

"We want to make it absolutely clear that we

find the events within this video totally unacceptable and there is absolutely no place for it within our business.

"Having investigated the events leading up to and after the incident, we have decided to end our relationship with the

store owner and therefore, effective immediately, this store will no longer be part of the Costcutter brand and network.

"With regards to the incident itself, we continue to work closely with the police to assist their investigations."



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Tanveet Kaur Bahia, Grange Stores, Dunfermline

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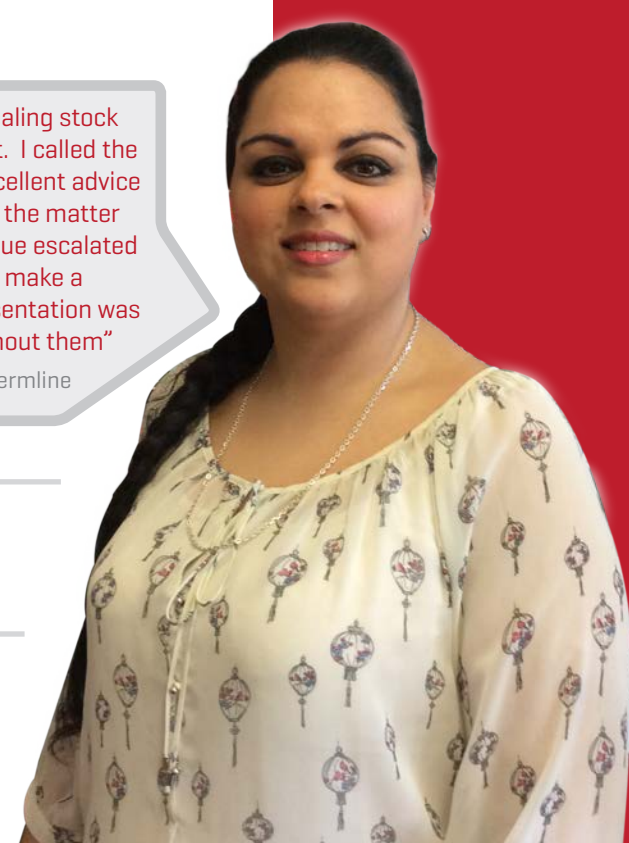


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11 Angel Gate, City Road, London EC1V 2SD  
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**Editor**

Chris Gamm  
020 7689 3378

**Associate Editor**

Chris Rolfe  
020 7689 3362

**News Editor**

Gurpreet Samrai  
020 7689 3386

**Reporter**

Steven Lambert  
020 7689 3357

**Reporter**

Nicola Stewart  
020 7689 3358

**Features Editor**

Tom Gockelen-Kozlowski  
020 7689 3361

**Feature Writer**

Nadia Alexandrou  
020 7689 3350

**Production Editor**

Darren Rackham  
020 7689 3373

**Director of Sales**

Mike Baillie  
020 7689 3377

**Account Managers**

Liz Dale  
020 7689 3363

Will Hoard  
020 7689 3370

Dwain Nicely  
020 7689 3372

**Account Executive**

Marta Dziok  
020 7689 3354

**Sales Support Executive**

Chris Chandler  
020 7689 3382

**Marketing Manager**

Lauren McKinnon  
020 7689 3351

**Marketing Executive**

Tom Mulready  
020 7689 3352

**Marketing Assistant**

Emma Wilson  
020 7689 3384

**Managing Director**

Nick Shanagher  
07966 530 001

Email firstname.surname@newtrade.co.uk

If you do not receive your copy of RN please contact **Chris Chandler** on 020 7689 3382 or email chris.chandler@newtrade.co.uk

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## YOUR SAY What impact do you think the tougher regulations around the sale of e-cigarettes to be introduced in Wales would have on your store if they were rolled out to the rest of the country?

### Shahid Razzaq

Family Shopper  
Blantyre,  
Glasgow

Tougher regulation will make it hard for businesses, and I think it's part of the nanny state. There's been no study to say e-cigarettes are bad for people's health and in fact, they're helping people quit. Asking retailers to register to sell them won't be free, I'm sure, so I think it's just another form of taxation that will put retailers off.

### Alan Dunn

Open All Hours,  
Keswick

We are situated in a small village and I started off by selling E-Lites e-cigarettes. They didn't sell at all so I stopped selling them altogether and I've found



that life goes on. As far as I'm concerned, there can be as many regulations as you like. I don't think it will make any difference to me whatsoever.

### Kal Binning

One Stop,  
Scunthorpe  
Tougher regulation means more messing about for

retailers, but I'm in favour of it. I don't sell too many e-cigarettes myself, but it's a growing market and currently retailers don't really know what they are stocking. Without regulation, people get on the money-making bandwagon and how do retailers know that they are taking in legitimate products?

## YOUR STOCK A number of American brands such as Cheetos have launched in the UK over the past year, how popular have they been in your store?

### Amit Patel

Belvedere News,  
Food & Wine,  
Kent

Cheetos have gone very well. I've been stocking them since January and I just picked up my 39p pricemarked packs from Booker. I sell them mainly to young adults and school kids and I think this pricing is a shrewd move by PepsiCo to appeal to the mass market. These kinds of snacks are certainly a growing trend.

### Jatinder Sahota

Max's Londis,  
Kent

I've just received my pricemarked Cheetos. In my view you can't go wrong with pricemarked packs and the marketing around this brand has been really eye-catching. I've done really well with other American brands, like the Frozen-themed cereal, so I'm

expecting demand for Cheetos. I analyse footfall at certain times in my store and position my snacks accordingly.

### Raj Patel

Wardour News,  
London

I don't sell a huge range of snacks, but I have all the regular crisps - Walkers,

Golden Wonder and Monster Munch. They all sell well, but I've never seen Cheetos and no customer has ever asked for them. If they are proving popular then I'd certainly consider stocking them, but I haven't received any promotional material about them.





# YOUR ISSUE


  
**Gurpreet Samrai**
  
 gurpreet.samrai@newtrade.co.uk
   
 020 7689 3386
   
 @GurpreetS\_RN

## 'LISTENING TO PAYPOINT REP COST ME NEARLY £600'

Many of us have found ourselves tied into a contract with the only way out resulting in a financial hit. This has been a constant issue for local stores, with many claiming they have been misled and not given all the relevant information by company reps who have enticed them into signing on the dotted line.

East London retailer Kay Patel says he and his father Gyaneshwar Patel, who own Global Food & Wine in Stratford, had to fork out hundreds of pounds to get out of a Western Union contract after signing up through PayPoint, despite being told there were no hidden charges by a rep.

Kay says: "I had concerns because I'd heard of other people saying Western Union is very hard to do on the machine and is easier to do on a laptop, but the rep assured me it would be very easy. I asked if there were any charges because PayPoint are notorious with this and he said no, there was no monthly charge. I asked if there was a minimum I have to hit and he said no. So I thought great."

Kay says there wasn't much demand for the service at his convenience store, with on average just four to five transactions a week, sometimes going up to 11.

"It took too long to do a transaction," he says. "Customers would get really fed up waiting and staff would get upset too because sometimes they would do a whole transaction through the numeric keypad, which takes ages, and then it would just reset itself and they'd have to start all over again. They'd have an argument with the customer and then waste up to 20 minutes. In the end, staff had to tell customers we couldn't do Western Union during busy times, so it went downhill."

Kay says that when he called his rep to tell him about the situation, he replied: "Don't worry there's no monthly charge, just forget about it", so he stopped the service.

However, when he checked his bank statement he discovered



a monthly fee had been taken from his account.

He says: "I called my PayPoint rep and he said it shouldn't be the case so I called PayPoint directly and told them we weren't doing Western Union anyway so they might as well take it off."

"The next thing I knew I had been sent a letter saying there was a £300 termination fee plus an amount left on my rolling contract, so I ended up having to pay nearly £600."

Kay says the whole experience has been "a nightmare". He added that he offers Western Union at his newsagent in Wanstead through another provider and has not encountered the same problems.

Steve O'Neill, PayPoint group marketing director, says Mr Patel

was taken through all of the contractual obligations, including low transactor fees, when he signed up to Western Union in March last year.

He says that a few months ago a territory development manager met Kay and his father. They discussed the store being too busy and informed him they no longer wanted to take Western Union transactions.

He says PayPoint's head office team tried to follow this up with Mr Patel three times, but with no answer, so they followed up with a decommission letter on 5 May.

He says Mr Patel only contacted PayPoint once on 13 May, claiming he had never signed a contract. After this, they sent him a signed copy and his Western Union service ended on 21 May.



**I'd heard of other people saying Western Union is very hard to do on the machine and is easier to do on a laptop, but the rep assured me it would be very easy**

**Kay Patel**



## Looking beyond displays

**Four top tips to grow tobacco sales now the display ban is in force.**

### EXPERTISE

When customers can no longer see the options, staff need to be product experts – BAT's MORE programme will help you to train staff.

### AVAILABILITY

Disappointed customers will walk away if their product isn't available – always carry at least 3 days' worth of stock on shelf. Increase BAT's facings = Increase your sales!

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# LETTERS

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## WHY THE LONG WAIT, PAYPOINT?

### To Darren Tredgett, head of UK retail management at PayPoint:

I was at NFRN annual conference in Torquay when you took questions from our members.

I didn't join the queue on the day, but still feel aggrieved at PayPoint.

I recently sold one of my shops in Abergele, and it took almost six months for PayPoint to transfer to the new owner.

Camelot took three days and Menzies only a week. All other companies transferred within a few days, but because of my purchaser having a new company, he was declined by PayPoint.

Through former NFRN head of marketing and business

development Graeme Collins, we asked you to intervene in October, and you told someone to sort it, to no avail.

We both offered to put up large deposits to expedite matters, again to no avail.

The new owner was eventually given the go ahead in March and even then he had to put up a deposit. Exactly what we offered to do four months earlier.

Very frustrating. To add insult to injury, because he had chosen not to do debit and credit cards through PayPoint, I was penalised through no fault of my own and charged £200 plus VAT – £20 per month until the end of my 'contract'.

I signed a contract in 2011, and have read it through on

many occasions, but nowhere in it can I find any mention of the length of the contract and at no time have I been advised that it was for five years.

The four month delay cost us dearly, both in stress and inconvenience, which to us seemed so unnecessary and so easy to resolve with a deposit that we both immediately offered.

The final clout was the charge at the end which I dispute vehemently and feel that it was unjustly levied.

**Sam Whiteside**  
Abergele,  
North Wales

**PayPoint had not responded to this letter at the time RN went to print.**



## WE WOULD HAVE SOLD, CAMELOT

Last year, when Camelot was rolling out a lot of scratchcard-only terminals, we signed on to get one in two of our stores. We already have full Lottery in another of our shops.

We pay £25 a month to have these scratchcards and we have constantly struggled to get enough stock in our Congleton store.

It is more than often half empty, but when we ring up Camelot, it says it knows what we are selling and we aren't selling enough to get more stock in.

In our Porthill store, where we have had enough scratchcards and a full dispenser, our sales have been really good, and our Camelot rep has said we will be getting full Lottery in there in October.

We would have sold the same amount in the Congleton store if Camelot had let us have the stock.

It feels a bit like Camelot has already

identified the places they want to put Lottery into.

It doesn't make sense to us because our Porthill store has a store with Lottery opposite, while our Congleton store has Lottery in a Post Office around the corner, which closes at four or five o'clock.

We do feel we have been penalised by Camelot. It is saying we aren't selling enough, but that's ridiculous because we clearly are.

It's one of those really frustrating conversations that just goes round and round in circles.

We can't be the only ones out there that this is happening to.

**Val Archer**  
Premier,  
Cheshire/Staffordshire

**See next week's RN for a full response from Camelot**

# Procter & Gamble innovates the Fabric Care Category

Convenience of format and fragrance remain key purchase decision drivers amongst laundry shoppers. This year has already seen a number of exciting innovations from P&G that have met these consumer needs - including the launch of Daz GO Pods, Fairy Non Bio Pods and Bold 2in1 Pearls - the brand's biggest NPD in the last six years.



## NEW Daz Go Pods

Daz is widely recognised as an important entry level brand for price-conscious consumers and the new Daz Go Pods will help attract those budget-savvy shoppers in packs of 12, 16 and 27 washes at RRP's of £3.50, £4.50 and £7.00 respectively, the new product guarantees a washing experience that is fuss-free and effective, as one pod is sufficient for one washing load of up to 6kg of clothes



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



## NEW Bold 2in1 Pearls

As the brand's first ever three-chamber detergent, Bold 2in1 Pearls has been developed to meet the needs of the demanding sensorial shopper. Available in four luxurious scents - Lavender & Camomile, Peony & Cherry Blossom, White Lily & Lotus Flower and Hibiscus & Lime Blossom - and in packs of 12, 18, 29 and 38 washes with RRP's starting at £3.99\*, the new range also includes the addition of a 'touch of Lenor' for a longer lasting, refined fragrance.



## NEW Fairy Non Bio Pods

Fairy Non Bio Pods specifically targets consumers with sensitive skin, combining the brand's renowned softness with an improved cleaning and usage experience. Coming in packs of 12, 19, 30 and 38 washes, and RRP's of £4.50, £6.99, £10.00, and £12.49, respectively, Fairy Non Bio Pods has been voted the 'Number 1 Laundry Brand for Sensitive Skin', giving retailers the confidence that they are stocking a product that consumers will love.

<sup>1</sup> P&G research, asking 3,514 females aged 18-55 years

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

Alan Waterson,  
J Walsh Newsagents  
High Wycombe



# BINTESH AMIN

COLUMNIST

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## Small changes can make a big difference

**I've raised my basket spend by £2.42 in just a few months without breaking sweat. A few minor changes to your store could yield similarly impressive results**

My customers' average basket spend was £4.30 in October, but that's now risen to £6.72. Customers buy anything from seven to 20 products at a time and sometimes spend between £15 and £20.

I'd put much of this increase down to the new fruit and veg, local products and alcohol I've introduced, as well as the way I've used social media and created in-store theatre. I think that's something other stores could do fairly easily too.

With fruit and veg, I've built a range of basics like pink lady apples, oranges, satsumas, peaches, nectarines, cauliflower and broccoli on a two-metre display. I then added to this by using social media and a suggestions board in the store to ask customers what's missing. From this, I've introduced new lines like asparagus and pineapples, and sales are now up to around £350 a week.

With local products, I've introduced new products such as cheeses, hams, jams and honey. Working closely with a wine supplier in Canterbury called Press has helped me get my local range right. I get soaves, merlots, pinot noirs and proseccos from them, which are really popular. They also come in to recommend how I can improve my range. Their premium-priced bottles are selling really well - bottles priced at £11-£15 are picking up.

A few simple changes to my alco-

hol range have helped me to grow my average sales by 32% since October. I used my EPoS sales to trim my range back to my bestsellers. Then I used the space I created to add some products people asked for on the suggestions board, including premium spirits such as Belvedere and Grey Goose flavoured vodka and Hendrick's gin.

Social media has helped me promote my range and I'd recommend anyone to use it to grow sales. I posted about Kopparberg's new frozen fruit cider pouches on Facebook last month, for example, and 140



**Bintesh has personalised their PoS and improved their range with customer suggestions**

**Social media has helped me promote my range**

### \* Why I sacked PayPoint

**+** I used to have a PayPoint terminal, and I had one at my Budgens in Whitstable too, but I got rid of the one here in the end because I was making so little money on it and the bank charges were so high. Other retailers I've talked to say around half of the customers who use their machines buy something else at the same time, but when I had the Budgens, I found that the people who wanted to use it would mostly go to Iceland for their shopping then pop in to me for PayPoint afterwards. A few people did buy a lottery ticket too, but overall it rarely generated any new basket spend and the transactions took too long to process. Now, I've got Payzone here instead, but it's inside the post office and is restricted to post office hours. Between five and 10 people a day use it and we do occasionally get people we've not seen before asking if we do bill payments. We bank the money we take on it through the post office and we do get people who come in specifically to use it, but I'd still question whether it increases basket spend.

people liked or shared it. At least 20 people came in because they'd seen the post themselves or their friends had told them about it. I ended up selling three or four cases a week. It would have taken a lot of work to achieve that just by talking to people in the store.

In-store theatre has helped prompt extra sales too. As well as the new products I've already mentioned, I've also added a Tchibo coffee machine and store-made sandwiches this year and have tried to promote this with PoS that's unique to the store, such as "Binny's specials" and bins and secondary displays.

Next, I need to plan the right PoS, promotions and displays for the back to school season. That can be quite hit and miss depending on how many customers are on holiday, so I will run promotions to make people remember my shop. I'm also waiting to find out how the Booker Musgrave deal will affect me. It was a shock at first, but it's a positive thing. Booker is a good company with great buying power and some really good retailers, while Londis is good on fresh and chilled, so now I should have the best of both worlds.

*Bintesh Amin runs a Londis store in Kent*

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\*Source: AC Nielsen data to WE 18.04.15



# INDEPENDENT Achievers Academy

# 1

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IAA CUSTOMER SERVICE WINNER 2014  
BUDGENS OF BROADSTAIRS



# INDUSTRY PROFILE

 Tom Gockelen-Kozlowski  
 tom.gk@newtrade.co.uk  
 020 7689 3361  
 @tomgk\_RN

## Carlsberg

With 'Lord Somersby' all set to tour the summer festival circuit in his two-storey mansion, Carlsberg is confident of continued interest in its Somersby cider brand. Here, director of customer marketing Kathryn Purchase talks to RN about a packaging refresh, category trials and other plans for the year ahead



### RETAIL NEWSAGENT How do your recent launches and campaigns tap into current trends in the cider market?

**KATHRYN PURCHASE** Today, consumers are seeking new, exciting and exotic flavours. To meet these demands we have extended our Somersby Cider portfolio with the launch of three new products - Somersby Apple Burst, Somersby Cranberry and Somersby Blackberry, which we believe will thrive in the current market, due to their on-trend style and diverse flavour.

This follows a packaging refresh for Somersby Original, which has experienced off-trade volume growth of 31% in the past year.

### RN What are you doing to support independent retailers?

**KP** We are working on a series of category trials, where we have taken our knowledge and put it into action in store. We want to drive total category sales by supporting retailers in choosing the right stock for their outlet, ensuring they have the correct space allocation. We also want to make the fixture easier and more enjoyable for customers to shop. This will help retailers maximise profits and improve customer loyalty.

### RN How do you build a tailored range for each store?

**KP** The secret is to offer a range that will appeal to a wide variety of palates and tastes. With the diverse range of beer and cider now available to consumers, clarity is key when it comes

to stocking. Pairing an ample selection of beer and cider with category grouping and signage will help retailers to create an accessible, hassle-free experience for shoppers.

### RN What other insights have you gained about the category?

**KP** We have already seen, for example, that by positioning flavoured cider near RTDs and rosé wine, shoppers have a greater tendency to purchase additional items in that outlet.

### RN Which market segments do you expect will perform well this year?

**KP** Over the past 24 months, the craft and world beer sector has shifted from a nice pursuit to a mainstream phenomenon. As a result, in 2014, we launched our



**The secret is to offer a range that will appeal to a wide variety of palates and tastes**

award-winning 'Crafted Handbook'. This was designed to help outlets and licensees capitalise on the opportunities within the craft category. The handbook was a huge success, so much so that we recently launched the 2015 version, which includes an additional 14 speciality beers.

There has also been a recent boom in the popularity of healthier products, particularly for lower or alcohol-free drinks. We recently announced the launch of our new 0.0% ABV beer, which has been crafted using natural ingredients. It also contains half of the calories found its alcoholic counterpart, with no compromise on taste. Earlier this year we also added alcohol-free beer to our San Miguel range with two new products - San Miguel 0,0% and San Miguel 0,0% Limon.

### RN What are your plans to further support and develop the Somersby brand this year?

**KP** We have launched a £7m national marketing campaign with an overall investment of £7m in media spend - across TV, digital, social, radio and at summer festivals. We will be extending our activity with the return of our brand-persona, Lord Somersby. He will be touring festivals - including Wireless, Reading and Download, in his two-storey mansion with a photo-booth slide, two bars and a DJ duo. All this activity will support further growth of the category and brand, bringing new younger shoppers in more often.

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

**Company** Carlsberg  
**Director of customer marketing**  
 Kathryn Purchase  
**Key brands** Carlsberg, Somersby, Tuborg, Tetley's, Holsten



**History** The first Carlsberg products arrived in the UK in 1868, but it was in the latter part of the 20th Century and the beginning of this one that the company has grown to become one of the largest brewing companies on Earth.  
**Latest news** Looking to maintain its position in the growing cider market, Carlsberg is investing in a major summer campaign for its Somersby brand.

\*\*

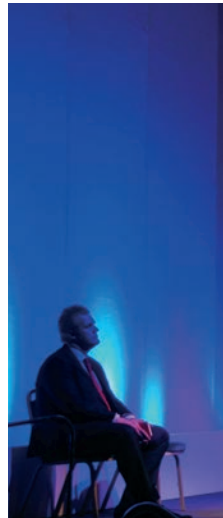
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# CONFERENCE REPORT

## NFRN ANNUAL CONFERENCE

Top suppliers and NFRN members debated some of the key issues and opportunities facing independents in Torquay last week. **Neville Rhodes** and **Nicola Stewart** report

# Together we are stronger



### NEW NATIONAL PRESIDENT

Independent retailers need to become more innovative and competitive in order to survive and the NFRN is well-equipped to help them do so, said incoming national president Ralph Patel in his inaugural address to conference.

He saw an enormous potential in NFRN Commercial, particularly for Shoplink, and urged all members to give the NFRN's commercial ventures, including the recently launched news group N3, their full support.

"Remember, with numbers come strength," he said.

Mr Patel also highlighted the changing retail landscape and the necessity for the federation to change with it.

"Change offers us an oppor-



**Ralph Patel: The NFRN can help members become more competitive**

tunity to improve what we do and how we do it, adapting to the needs of our members and the changing demands of our customers," he said.

The NFRN would continue to focus on retail crime, a serious problem that continued

to blight the lives of independent retailers on a daily basis, Mr Patel said. He hoped that the forthcoming launch of the All Party Parliamentary Group on Retail and Business Crime would ensure that the subject moved even further up the political agenda.

He said his year would undoubtedly bring unexpected challenges, and he would do everything he could to ensure the NFRN represented its members effectively when dealing with them. "Rest assured, your federation is in good hands," he said.

**RN Interview with Ralph Patel, p36-7** >>

One of the many ideas to come out of the NFRN's 96th annual conference was a suggestion by Jim Fox, Coca-Cola Enterprises' public affairs director, that independent retailers should offer their local MP the opportunity to hold his or her surgery two or three times a year on their own premises.

Independent retailers have an influential position in their communities and they should use it to build relationships with their national and local politicians – MPs, MSPs, Assembly members and local councillors – and let them know how particular issues would affect them and their customers. "Bridge the gap between your politicians and your customers," Mr Fox urged.

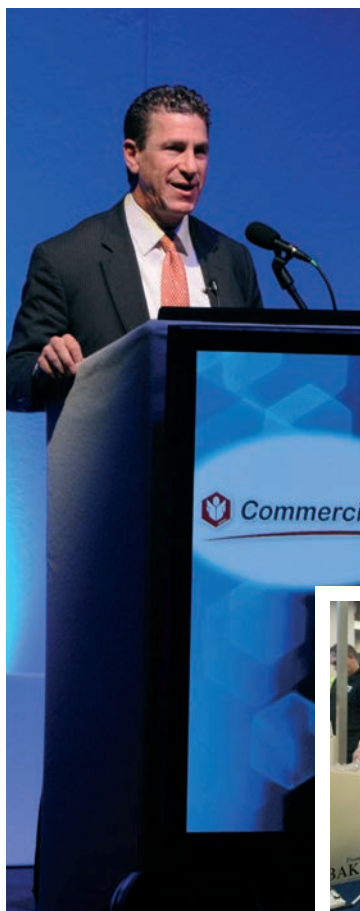
The conference was itself a bridge, not just between the delegates and the NFRN executive, but also between independent retailers and their suppliers.

As well as trade stands manned throughout the conference, there were 10 platform presentations by some of the leading suppliers to the independent retail sector.

PayPoint was first on, and as RN reported in last week's issue, two of the



**NFRN Annual Conference**  
8-9 June 2015,  
Torquay



**CLOCKWISE FROM TOP LEFT:** Jim Fox, Coca-Cola Enterprises' public affairs director addresses conference, conference delegates listen to key debates, Jerry Margolis, Philip Morris sales director for the UK and Ireland sets out a five-point plan to protect tobacco sales, delegates pick up new ideas at trade exhibition, Darren Tredgett, PayPoint head of retail management introduces PayPoint's new terminal



company's senior executives came under considerable pressure to make its bill payment service more profitable for agents – a sentiment that was reinforced later in the conference with 100% support from delegates for a motion supporting legal action by the NFRN, the use of competition law or for seeking legislative changes to ensure that payment services were not loss-making for retailers.

The company undertook to work with all independent agents individually to improve the profitability of their PayPoint operation. It agreed that any NFRN members who wished to terminate their contracts could do so without penalty and that where a member had been given notice of termination, the case would be referred to the federation before the terminal was removed.

This was followed by newstrade presentations from three of the industry's leading players: News UK, Frontline and Local World (see box, p27).

Jerry Margolis, Philip Morris's sales director for the UK and Ireland, said tobacco remained a major driving force for the convenience sector, accounting for 20% of its sales and providing a >>>

## NFRN: MAIN NEWS AND DEVELOPMENTS

Introducing the NFRN's annual report, chief executive Paul Baxter said that despite many shop closures, federation membership had fallen by only 300 during 2014. The drop in membership income had been offset by cost savings, leaving a surplus in the general fund.

National executive committee member Peter Wagg, speaking for the news operations committee, said late deliveries and declining levels of service were being experienced in all parts of the country and tackling these problems were the committee's main priority.

Mike Mitchelson, chairman of the public affairs committee, said the NFRN had extended its political lobbying from Westminster, holding parliamentary receptions at Holyrood and Stormont to publicise the

federation's local agendas for Scotland and Northern Ireland.

During the section of conference for debating newstrade topics, delegates heard how supplies of near-current magazines were being sold cheaply at car boot sales across the country, to the detriment of local retailers, and a motion calling on wholesalers to destroy unsold returns in house received 100% support.

There was similar support for demands that news wholesalers introduce a secure and traceable system for submitting vouchers for credit, and for the wholesalers to acknowledge receipt on the next day's delivery note.

Carriage charges, a near-permanent fixture on the NFRN conference

agenda, brought the usual call, by another overwhelming vote, for them to be included in cover prices.



Paul Baxter addresses delegates

# CONFERENCE REPORT

## NFRN ANNUAL CONFERENCE

### YOUR SAY

Which topic or issue was most important for you at this year's annual conference?

**Steve Archer**

Premier, Cheshire /Staffordshire



For me, it's delivery times. It's the inability of news wholesalers, especially Smiths News, to deliver our newspapers on time. We have seen a creeping change due to depot closures, driver losses, consolidation and cost savings. They seem to be moving towards their 'scheduled delivery times' and not our requested delivery times.

**Jason Birks**

Mosci's, Peterlee, County Durham



It has to be PayPoint. The Northern district had already put a motion forward to ask the NEC to engage with PayPoint to negotiate better terms, before the cuts happened. We want to see compromise on some points from PayPoint, because so far they don't seem to be compromising on anything. If they don't, we want to see the NFRN take things further and move forward with legal action.

**Graeme Pentland**

Ashburton News, Newcastle



I'm here for new ideas and to find ways to move forward. I'm interested in how to increase news rounds and am looking at new products and crazes. Shop-Link has told us about Magic Tatts, which it expects to be the next big thing, like Loom bands were last year.

**Malcolm Dobson**

Skinnergate News, Darlington, County Durham



My two big conference issues are news carriage charges and Pay-Point. I went into retail to be my own boss so won't be told what to do and won't work for nothing. I want PayPoint to justify

taking an extra £10 off me each week with its new commission cap, and find out why carriage charges went up as there was no reason this year.

**Paresh Vyas**

Premier Paresh, Manchester



I'm pushing the importance of writing your will. It's so important but if you ask 10 retailers at conference, nine won't have done it yet. Around 75% of the population hasn't either. I would like the NFRN to provide a free will writing service and promote it to every member.

**Abdul Qadar**

Ramzan & Sons, Edinburgh



I would like all members to get training on how to use social media effectively. We need to have a defined strategy. A handful of us rocked PayPoint with PayPoint Pay Fair. Imagine what it would be like if we were all switched on.

**Navin Patel**

Southern Cross Newsagent, Brighton



A Co-op store opened up next door to my shop and customers often think it's run as a not-for-profit business, which isn't true. Something needs to be done about it as it is affecting my sales.

**Vyas Sharma**

Albany Road Post Office, Cardiff



Having suppliers like Coca-Cola coming to talk to us helps us to understand much more about the current situation. It amplifies our knowledge. When they let us know about their long-term plans, we can gear ourselves and our business up to meet any challenges or to make the most of any opportunities.

**Suleman Khonat**

Newsagents, Blackburn, Lancashire



Plain packaging legislation is the biggest thing. Unfortunately, the government rushed the legislation through in March, without considering all of the implications. I'm looking now towards September, when we can bring the topic up again at all the party conferences.



**Ravi Raveendran**

Colombo Food and Wine, Harrow

I want to find more ideas to develop my store and create a niche so I can stand out from my competition. One idea I've had is getting my local MP to host their surgery at or outside my store which will bring their constituents, and potential customers, to my business.

**Narendra Bharania**

Canning Newsagents, Pinner



Everything is done on mobile now and youngsters are getting lazier. I'm worried this could be used as evidence for a need for a sugar tax. I would like to hear how companies like Coca-Cola are addressing this and fighting on behalf of independent retailers.

**Mark Dudden**

Albany News, Cardiff



Other than PayPoint, with the total refusal to do anything from the two fall guys Darren Tredgett and Steve O'Neill, the interesting news for me was from Jerry Margolis (Philip Morris) and Richard Russell (Diamond Mist) about third-generation e-cigarettes. The iQOS with its 'heat not burn' sounds innovative.



significant boost for basket spend.

The tobacco industry was facing tough challenges from regulation, Mr Margolis said, and it needed to plan ahead. So his company had not only entered the e-cigarette market, but was also trialling iQOS, a "heat not burn" tobacco product that produced no ash, no smoke and no smell.

He offered delegates a five-point plan for protecting their tobacco sales under the display ban and the forthcoming plain packaging regulations: staff friendliness; excellent availability; an appropriate range; speedy service and fair pricing.

Martin Swadling, Booker's symbol director, said the period of austerity that the UK had been going through had emphasised the importance of value for consumers, and symbol retailers should make sure customers knew that their prices were often lower than those of the multiples' convenience stores and the co-ops.

He urged all independents to focus on core sellers, both brands and own label. "Cut the clutter; less is more; make the big





**NFRN Annual  
Conference**  
8-9 June 2015,  
Torquay



lines bigger; fewer lines makes for bigger sales," he said.

Richard Russell, brand manager for Diamond Mist said the e-cigarette market was continually evolving and was now into third-generation models. The latest, Mods, following the early "cigalikes" and subsequent "vapour pens", used liquids but gave vapers much greater control over flavour and strength.

Carolyn Kirkland, the federation's trading manager, said the role of NFRN Commercial was to increase members' sales by optimising their selling space.

Over 6,300 members were now registered with Shoplink and its four main sales categories currently are e-cigarettes, toys, Frozen and equipment.

Commercial's latest new product is Magic Tatts, a "moving tattoo" craze started in Australia. The NFRN has exclusive launch rights for the products and limited stocks on the Shoplink stand were quickly snapped up by delegates.

The commercial session was rounded off by a presentation from RN editor Chris Gamm, who highlighted ideas featured recently in our weekly retailer profiles.

The four retailers chosen as "the future stars of retail" were Mark Dudden, of Albany News in Cardiff, for stocking niche magazines not available through wholesalers; Kay Patel of the Global group in East London, for jointly branding his newsagents and convenience stores with Best-one; Paul and Pinda Cheema, who feature the family business name Malcolm's throughout their new Nisa store in Coventry; and Steve and Andrew Jempson, who promote their East Sussex stores on social media using the words and pictures of staff members.

Chris urged members to join the IAA (Independent Achievers Academy) and to use the scheme to promote their businesses by working with leading brands. ●

## NEWSTRADE REPORT

Customised magazine ranges, home news delivery and loyalty platforms are all set to help independents grow sales of newspapers and magazines, conference heard.

In a session led by NFRN head of news Brian Murphy, distributor Frontline and publishers News UK and Local World shared plans for 2015.

Frontline, as reported in RN last week, introduced its new 'customised range solution' for magazines that will use sales and supply data, along with individual store details, to create optimum ranges for individual stores.

Following a trial in 12 stores, the system is to be introduced into 170 stores this month, as part of the distributor's partnership with Newspro.

Greg Deacon, independents sales manager for News UK, told delegates 2015 was the 'Year of HND', referencing an RN article from December, in which the NFRN pledged to work closer with publishers and the supply chain.

The publisher has already poured investment into home news delivery, generating 15,000 known customers for The Sun and earning 1,500 new Times subscribers through its Deliver My Sun and Times promotions.

Customers can now enter their postcode online to find the closest independent retailer offering HND, and by the end of July, 90% of the UK population will be mapped to a local store.



**Chris Coward: We have no intention of fighting retailers for customers**

Mr Deacon said he now planned to grow home news delivery even further through a partnership with Store2Door.

"We want to professionalise HND and to provide you and your members with the right tools and materials to be able to do this," he told delegates.

"The aim is to create a uniformed approach to home news delivery, which means you'll be able to access the many offers and promotions that we're going to run.

"We want to increase known customers, as this is going to be important for driving habit and frequency of purchase. We already know the average tenure of home delivery customers is 43 weeks."

Newspapers were the 'loyalty cards of independent stores', he added, with the average newspaper customer visiting four and a half times a week.

"News is in the top three missions for convenience stores, that's equivalent to 14 million customers every week. That's significant and it should not be forgotten," he said.

"News customers also buy three or four additional items in store. Not only are customers loyal to your shop, but they are also loyal to the brands they purchase."

Chris Coward, consumer sales

director at regional publisher Local World, also spoke about how to build customer loyalty and incentivise casual customers to buy more frequently.

The publisher is introducing a new subscription system that will allow customers to sign on to any package, from one through to six days, on home delivery or over the counter using vouchers.

In July, it is launching the first of 79 local loyalty programmes in Nottingham and Leicester, offering rewards to subscribers. It plans to roll this out across the entire group by the end of 2015.

Local World promotions director David Allen said: "Our loyalty programme will be founded on the power of local offers, competitions, events and free products.

"It's an evolution of traditional local newspaper promotions to reward loyalty and thus provide significant local value to retain local customers."

Subscribers will be allocated numbers that will allow them to access deals online and through a dedicated app, he said.

The publisher aims to work alongside NFRN members to promote the scheme and is offering bonuses to retailers who are successful in retaining customers, said Mr Coward.

"To make it happen, we need to openly share our data," he told delegates. "We have no intention of fighting you for customers. We are prepared to hand over any of the statement customers on our database in areas where you can fulfil home delivery."



**Publishers: We will work with NFRN members to grow loyalty and sales**

# THE RN INTERVIEW



Ralph Patel says retailing is a "joy"

I don't call it work. I don't see it as work. It's a pleasure," says the NFRN's new national president Ralph Patel. "Obviously there are elements of running a business which are hard work, but it's just a joy to be in the store."

From the first moment you step into the newsagent's Surrey shop – The Look In, in Woodmansterne – his passion for the industry, commitment to his customers, and desire to help his peers shines through.

"I think the most important thing is to look after our members and get the best deals we can so they can compete with all the multiples and symbol groups. Hopefully we can put some of our members in the same sort of limelight as the multiples," he says, speaking about what he wants to achieve during his year in the NFRN's top role.

Mr Patel is keen to build on his predecessor Martyn Brown's success, and his own previous achievements, which include increasing the number of people regularly attending his Croydon branch meetings from six to more than 80.

"One of the things Martyn Brown has achieved is making sure members actually use the NFRN and its services," he says. "He has been able to make sure members attend meetings as some of the branches have been dying and he's tried to reinvigorate them, which is brilliant. I want to carry that on."

"I want to try to emulate what I've achieved in Croydon throughout the districts and other branches. I've got a lot of experience in organising branch meetings and curry nights, which have been very successful, and we will try to do that in other areas, with the help of our business partners, which will encourage members to turn up."

Bringing retail crime to the forefront and putting pressure on publishers to improve delivery times are two of the NFRN's other achievements this year that Mr Patel singles out.

During his year at the helm, he says issues currently stirring up angry debate will continue to dominate the agenda.

"I want to focus on things that affect our members on a day-to-day basis, things that are clearly a burden on independent retailers such as PayPoint, carriage charges and business rates."

## Ralph Patel

**He is about to reach the zenith of the NFRN but Ralph Patel still loves the day-to-day life of an independent retailer. Gurpreet Samrai speaks to the new president about his plans for the year**

Interview by **Gurpreet Samrai**  
 email [gurpreet.samrai@newtrade.co.uk](mailto:gurpreet.samrai@newtrade.co.uk)  
 tel 020 7689 3386



**30 years' experience helps Mr Patel to compete locally**

"We have obviously campaigned hard and lobbied parliament over the past year, but hopefully with the new government in place and the good links we've established with MPs we will be able to get them to look into some of these issues."

Mr Patel has his own ideas on how the NFRN can continue its work to help retailers hit by PayPoint's commission cap cuts.

"PayPoint has got a monopoly and that's something the Competition Commission should look at because currently there is no one who offers the full range of services that PayPoint does. There is Payzone and other smaller companies who do little bits and bobs, but not the entire thing, and because of that I certainly believe they are abusing their dominance in the market," he says. "I also believe as a federation we should be encouraging other organisations to look into offering a similar service."

The introduction of plain packaging of cigarettes next year is another issue Mr Patel says will remain high on the federation's agenda.

"It will be a great shame and I think retailers will struggle. I'm all for doing things based on solid evidence that says this has or has not worked, but there isn't enough evidence from Australia.

"Counterfeit goods and the illicit trade are a big problem as it is and I think it will just make it worse. The evidence from Australia in terms of illicit trade is that it has gone up. When you consider the Australians are very good at controlling their borders and we're not very good at it, you can imagine the problem will be multiplied four or five-fold.

"In the future, I would like to see more serious penalties for tobacco smuggling, which will hopefully deter people."

Growing NFRN initiatives such as N3 and the Credit Union are also priorities Mr Patel has set for the year ahead.

"Our Credit Union is brilliantly run and I want to encourage all our members to join," he says. "We have got about 400 members at the moment out of almost 16,000. It's



**In the future, I would like to see more serious penalties for tobacco smuggling, which will hopefully deter people**

**Ralph and Urvashi Patel have been welcomed into their new store's community**

not enough. I would like to see more and more members joining the Credit Union just to save, whether it's just £5 a week or £5 a month."

Mr Patel has been a retailer for nearly 30 years and an active member of the NFRN for just as long. He says his years of experience mean he has been able to form close personal and business links. It's also his close community ties that led to him buying his store.

At the time he owned a shop in nearby Wallington, but following requests from the local community he bought and reopened the Woodmansterne store three months after it was shut down by the previous owner.

"We have been accepted into the village and the community in a relatively short space of time, which I think is an achievement in itself. The fact I have played cricket in the village for more than 20 years has obviously helped because a lot of people already knew me and wanted to support us.

"We've built the store up and we get invited to everything and anything that's going on in the community as well as making donations to events and helping the church as much as we can. I'm also a community governor at the local school, which I was asked to do."

Mr Patel is looking forward to the year ahead and says the connections he has already established will prove invaluable during his year at the NFRN's helm.

"I think the most valuable things you learn are from talking to other retailers, suppliers and business partners. It's amazing what you can learn by just speaking to like-minded people and finding out what they have tried in their business, what's worked and what hasn't. It's obviously not a straight one-size-fits-all situation, but it just builds camaraderie.

"I think the links and the personal relationships formed with people can also help achieve better results.

"I also believe in safety in numbers. Our numbers are our strength and, if we can get everyone to use their membership, it will put us on a different level in terms of bargaining." ●



# CATEGORY ADVICE



## Six steps to sell

Summer is on its way and is the perfect time to expect ice cream sales to soar. Retail Newsagent hit the road with **Unilever** to share category insight and advice with two retailers looking to grow their ice cream sales. Using the 'six steps to sell' approach, we made some simple changes to each store's range and merchandising to increase sales and raise awareness of their ice cream range



**EXPERT ADVICE**  
**Hiten Patel**  
Customer development executive, Unilever



**FOCUS ON**  
**MINESH PATEL**  
Nisa Local,  
Paddington,  
London

"Tourists represent around 60 per cent of my customers, and they are looking for premium ice cream. Magnum is a big brand for us so we focus on that and Cornetto especially. I don't use any category advice at the moment, I rely on sales data to stock the best sellers, and space is limited, so I'm looking forward to hearing what the experts have to say. I'd love to see an increase sales and to find out how I can do things better."

### **Hiten Patel says**

"Minesh has a great range of products with bestsellers clearly on view. Space is at a premium, but both freezers are positioned close to the till point, which is great for capturing impulse sales. There is no signage outside, which means passers-by can't tell whether he sells ice-cream and for someone with a high level of transient trade, this is important. Minesh currently has Calippo and Calippo Shots in the take home freezer, which means he could be losing out on impulse sales."



### **ACTION PLAN**

- 1 Signage:** A branded pavement sign outside the store will inform people that Minesh sells ice cream and a new branded point of sale on the freezer itself will capture customers attention and increase the likelihood of purchase
- 2 Range:** Moving Calippos into the impulse freezer will encourage the impulse sales that were being lost. All impulse products should be in one place to make it easy for customers to make decisions
- 3 Display:** Placing fast sellers, such as Magnum, in the middle baskets of the cabinet will increase sales of surrounding, slower selling products

in association with



Magnum Classic and Calippo are bestsellers



## UNILEVER TIPS FOR YOUR STORE

- 1 Let people know you sell ice cream using branded POS
- 2 Make the cabinet easy to find
- 3 Draw attention to your cabinet
- 4 Keep your cabinet clean and full
- 5 Stock the bestsellers
- 6 Stock ice cream all year round

## THE OPPORTUNITY



The impulse ice cream market is worth **£127million**



Unilever is the biggest ice cream manufacturer with a **66%** market share



### FOCUS ON SHANDIP PATEL

Nisa Krystals Express, Southfields, London

“We have an ice cream freezer in-store all year round and we tend to stock only premium products. This is an extremely affluent area so we tend to focus on premium products that appeal to this demographic. There are two supermarkets close by and this has an impact on sales. Our strategy is to have a diverse range of products and 24-hour opening to stay competitive. Today I’d like guidance on merchandising, some price labels, and advice on what else I could be doing to improve category sales.”

### Hiten Patel says

“This is a well-presented store with plenty of space for customers to browse. Shandip’s ice cream range is very good with all the bestsellers, but he is missing a trick by not having clear price labels. His store would benefit from outside signage to draw customers in, as well as some point of sale on the freezer itself, which is far back in the store and not visible from the entrance.”



## ACTION PLAN

- 1 **NPD:** New products Magnum Pink and Magnum Black are being heavily promoted this year so it’s essential for Shandip to have them in stock when customers are seeking them out. He should also stock the 100ml tubs of Ben & Jerrys to capture additional sales
- 2 **Signage:** Using point of sale is important for Shandip because his freezer is towards the back of the store. A window sticker, till point wobbler and a magnetic sign for the freezer will all act as category markers and drive impulse sales
- 3 **Presentation:** A well-presented freezer will drive sales. Shandip should look to ensure that nothing is blocking the front of the freezer and add clear price labels

## What happens next?

Over the next few weeks, Minesh and Shandip will follow Hiten’s advice with a view to growing their category sales. We will track sales data at both stores.

To see how you can grow your ice cream sales, look out for Retail Newsagent on...



10 JULY



## GET INVOLVED

Check to see how your store compares to Minesh and Shandip’s stores. Call **0207 689 3377** or tweet **@betterretailing**

# ACADEMY IN ACTION



The Post Office's David Gold and Paul Simmonds talk to Alpeh Patel about how he innovates to meet customer needs



## Retail Innovation

Keeping up with trends and meeting customers' needs is key to retail innovation. The IAA's Nicola Stewart joined the Post Office's David Gold and Paul Simmonds at Alpeh Patel's London store to see how it's done



**Name** Alpeh Patel  
**Store** Londis  
**Location** Haringay, London  
**Size** 2,800sq ft

The Independent Achievers Academy is a business development programme to help retailers like you improve your store. This is the 8th in a series of 12 features that help show how retailers are using the Academy's advice to grow their sales.



**K**nown locally as the Harrods of Haringay, Alpeh Patel's north London store was recently named Londis Store of the Year. Alpeh, along with his brother Bimal, has been a retailer for 36 years, but still strives constantly to grow and adapt to meet the changing needs of his customers. "There is always room for improvement and to do something different," he says. The store is situated in an affluent area full of young professionals, prompting Alpeh to complement his core range with high-end and locally-sourced products. This includes an entire whole foods section, a range of craft beers and a coffee and hot food area that draws in commuters from a nearby bus stop.

### My challenge

Alpeh would like to improve the display and promotion of wine in his store to make it more exciting for customers.





## IAA ADVICE

1

### Try new things regularly to catch shoppers' attention

Alpesh knows his customers well but is always searching for new ways to interest them. He has introduced a range of whole foods into the store and has found customers are happy to pay more for quality.

He is now looking to improve his wine display and David and Paul advise him to put together a dedicated area to draw customers in. "It needs that wow factor," says Paul. He suggests introducing some theatre, using wooden barrels and crates to create a rustic look and feel. "You could even offer single glasses of wine, so people can buy a glass to take away with them," he says. David adds that wine tasting sessions could help promote the section and recommends Alpesh cross promote wine with cheeses and other meal options. Paul also recommends he take a look at category advice website Winning With Wine.

Alpesh has introduced whole foods at his Haringay store



2

### Train staff to listen to shopper feedback and act on it

The store has a suggestion box and staff are encouraged to listen to customers' ideas and implement them where possible. Alpesh says a customer asked if he could locally source premium salmon, he got the product in stock and, four months later, is now selling an average of 41 packets per week.

David and Paul are impressed by Alpesh's commitment to his customers and advise him to make sure they know when suggestions are acted on. They recommend he install a notice board above the suggestions box and post messages letting customers know the outcome.

Paul advises Alpesh to use the store's Twitter account as another opportunity for customers to give feedback. This will also allow Alpesh to engage more with customers, offering information and inspiration, rather than just promoting products and offers.

3

### Invest in new ideas and take risks to stay ahead of the competition

David and Paul are drawn to Alpesh's coffee and hot food counter and note his deal offering a coffee and croissant for £1.50.

Alpesh says he introduced the deal to appeal to morning commuters and adds that he has put a poster up by the bus stop across the road to promote it.

Paul asks if Alpesh has considered setting up a free wi-fi hotspot and explains some of the benefits, including collection of customer data, the ability to track customers as they move through the store and to send marketing messages directly to their phones.

He suggests the provider Purple WiFi as an example and Alpesh agrees to look into it.

"We want to do as much as we can with technology but need some help setting it up and implementing it," he says.



## WHAT WE LEARNT



David & Paul say

"It was interesting for us to come and see a retailer who doesn't have a post office, and look at how they run the business and engage with their customers without that," says Paul. "Whenever we meet a good retailer, who is always looking for the next thing and is constantly looking for ways to improve, we walk away energised," adds David. "It's refreshing when a retailer isn't scared to try something new."

**David Gold & Paul Simmonds**  
Retail relationship managers, Post Office

Alpesh says



"The visit has been an excellent opportunity for us. Sometimes you think you have done everything you can possibly do, but we have talked today about 10 or 12 ideas that are very simple and that we can act on. Customers are always changing and there are always ways to improve, even if you can't see them yourself. It has been fantastic having experts come in and look at our store with a fresh perspective."

**Alpesh Patel**  
Londis, Haringay, London

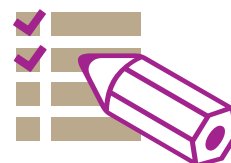
## Alpesh's action plan

- Create an engaging wine display that draws customers in
- Introduce a notice board to tell customers when suggestions have been acted upon
- Investigate free Wi-Fi and emphasise the coffee and croissant deal



## Your action plan

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



# PRICEWATCH ALE

## BEST-SELLING ALE PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
<b>Guinness Draught 4-pack</b> 440ml	£4.87	£4.89	£4.89	£4.89	£4.89	£5.00	£3.99
<b>John Smith's Extra Smooth 4-pack</b> 440ml	£4.39	£4.39	£4.49	£4.39	-	£4.39	£5.00
<b>Newcastle Brown Ale</b> 550ml	£2.14	£2.29	£2.29	£1.99	£2.29	-	£2.49
<b>Guinness Draught</b> 440ml	£1.39	£1.49	£1.39	-	-	-	-
<b>Hobgoblin Strong Dark Ale 5.5%</b> 500ml	£2.09	£1.99	£2.09	£2.25	£2.09	£2.29	£2.19
<b>Guinness Foreign Extra Stout 5.5%</b> 330ml	£1.56	£1.89	£1.79	-	-	-	-
<b>Guinness Original</b> 500ml	£1.29	£1.89	£1.95	£1.99	£2.11	-	-
<b>Sharp's Doom Bar Amber Ale</b> 500ml	£2.38	£2.49	£2.25	£2.29	-	£2.29	£2.29
<b>Old Speckled Hen</b> 500ml	£2.35	£1.99	£2.39	-	-	£2.29	£2.19
<b>Spitfire Premium Ake</b> 500ml	£2.23	£2.29	£2.19	£2.35	£2.39	£2.29	£2.19
<b>Bishops Finger Ale</b> 500ml	£2.23	£2.29	£2.19	£2.35	£2.39	£2.29	£2.19
<b>Marston's Pedigree Pale Ale</b> 500ml	£2.10	£2.19	£2.09	-	-	£2.29	£2.19

## HOBGOBLIN STRONG DARK ALE 5.5% 500ml Price distribution %



## Pricing strategies

### RETAILER

# 1



**NAME** KAY PATEL

**STORE** Global Food & Wine

**LOCATION** Stratford, London

**SIZE** 1,000sq ft

**TYPE** high street

Ale sales are getting better. Customers want more niche ales and are asking for them. It's a problem sourcing them, as you can't get them from the normal places. They certainly don't have them at the cash and carry. It's a bit of a headache speaking to different suppliers to find them and there can be limited availability too. It's not like dealing with Booker and Bestway, where you order it and it arrives the next day. You have to put any promotions on them together yourself too. But it does pay off. It is worth it as you can get good margins.

### RETAILER

# 2



**NAME** HITESH CHANDARANA

**STORE** Nisa

**LOCATION** Goose Green, Wigan

**SIZE** 2,000sq ft

**TYPE** neighbourhood

It's only a relatively small category for us and we're probably going to review it soon. Our core range performs well, including Guinness Draught cans and bottles, but it isn't a big area. Pricemarking is important, and if a product isn't pricemarked sales do tend to slow down a bit. We do reasonably well with a few bottled ales, things such as Fursty Ferret and Directors as well.



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

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

➔ **Nadia Alexandrou**  
 ✉ nadia.alexandrou@newtrade.co.uk  
 ☎ 020 7689 3350

**RETAILER****3****NAME** MARC JONES

**STORE** Hoffnant Stores  
**LOCATION** Brynhoffnant,  
 Llandysul, Wales  
**SIZE** 3,000sq ft  
**TYPE** rural

Ales are selling well and we've got a good selection on offer. We sell quite a lot of local ales, some from very close to our store and others from around the rest of England too. With a lot of these local, smaller-scale ales you have to deal direct with people, so it's a bit more difficult, but it does become a talking point. A lot of the bestsellers are still doing well on top of this.

**RETAILER****4****NAME** BINTESH AMIN

**STORE** Blean Village Londis  
**LOCATION** Kent  
**SIZE** 1,400sq ft  
**TYPE** neighbourhood

We've got a very good range of bottled beers and we have built up a regular customer base. We decided that three for £6 was a good offer - it feels a bit more premium than three for £5, and is quite profitable. We have 100 different bottled beers - there's only one that doesn't make us money at three for £6, that's from Shepherd Neame, which is a local brewery, so it's worth taking. We have a few other local bottled ales in the shop too.

**RETAILER****5****NAME** VIP PANCHMATIA

**STORE** Hexagon Stores  
**LOCATION** Andover, Hampshire  
**SIZE** 1,400sq ft  
**TYPE** residential

We've got Guinness which is already pricemarked at £3.99. As for ales, it's a sector that's still really growing. We're going to get some local breweries' beers in the store, too. Ringwood Brewery is a good local one, it does Old Thumper. We've got more and more customers asking for ales. All the ales sell well at three for £5 - people will buy three different bottles, discover which ones they like, and then come back for more. It works really well in repeat business.



# THE ENTREPRENEURS

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

**DAME ANITA RODDICK**

Despite having passed away in 2007, Dame Anita Roddick remains one of Britain's best-known female entrepreneurs. Labelled the 'Queen of Green', the founder of The Body Shop viewed business as an agent of social change. The daughter of Italian immigrants, she opened the first Body Shop with a £4,000 loan. Then, by using a franchise model, the company got to the stage at one point where a new shop was opening every two and a half days. Sales and profits grew by more than 50% per year and the group floated in 1984. Roddick came under fire in 2006 for selling to cosmetics giant L'Oreal, but today the Body Shop has 2,600 outlets in 65 coun-

tries. However, she never herself realised her dream of changing the beauty industry from within. She died age 64.

**Key achievements**

- Pioneering the concept of corporate responsibility before the term ever became fashionable.
- Combining business with activism, environmental sustainability, fair trade, human rights, local farming and an end to animal testing in cosmetics.
- Roddick was a master at gaining free publicity and understood that marketing was about telling a story. Products rooted in tribal origins made customers feel good about what they were buying.

**Lessons for your store**

- 1 Have a unique vision and be passionate about communicating it, even if, at first, it falls on deaf ears.
- 2 Mistakes make the best inventions and Roddick learned by 'doing'. She had famously never read a book about business in her life, but claimed this gave her a competitive advantage.
- 3 Be obsessed. Roddick's obsession drove her business success.



# RETAILER PROFILE



## Mann with a plan

After a lifetime in retailing Peter Mann has lost none of his enthusiasm. In fact, he and his brother Jay's Luton store is all set for a strong future thanks to a successful refit with Nisa's support. **Steven Lambert** reports

**A**s part of the third generation of a family that has been running convenience stores around Bedfordshire since 1972, Peter Mann says he has been in retailing his entire life.

And the experience he has gained is clear to see in the work and investment he has put into his Nisa Local business in Luton, which has undergone four refits since being acquired by the Mann family in 1987.

In the most recent of these, Peter and his brother Jay signed up to transform their 2,500sq ft business under Nisa's Store of the Future 2 programme.

And although work on the revamped store only finished in February, Peter says he is already seeing the benefits of the £150,000 spend.

"Our weekly turnover has increased by 12% to around £22,000 since we made the changes. It's definitely been worth the investment," he says.

These figures are made all the more impressive when you consider that Peter's shop competes with a similarly-sized Co-op store next door.

Peter says he worked closely with Nisa to create new planograms and conduct a full range review, which led him to remove a number of slow-selling lines and reduce range sizes.

"We used to have 12 different types of pizzas that were all fairly similar, for example.

Now we only have four," says Peter. "We must have lost about 30% of shelf space in the refit, yet our sales went up by 14% shortly afterwards. Our average basket spend has also gone up from £5 to £6.50."

The extra room has allowed Peter to expand into growing categories such as chilled food and fresh fruit and veg, and he now dual-sites jars of sauces with fresh meat to target shoppers looking for an evening meal.

Other changes include the introduction of closed-door chillers and an upright freezer to replace old equipment, while new LED lighting is also saving Peter around £300 a month on utility bills.

In addition, the store also offers the Lottery and a Hermes parcel collection service, while the recent addition of a post office fortress with three windows is already attracting extra footfall.

Peter says: "We get very little passing trade as we're on a parade of shops in the middle of a council estate. But the post office is getting more people through the door.

"We're also about to get a free cash machine from the post office. The nearest cash point is at another shop nearby, so having our own should encourage more people to spend their money with us."

Peter has also been using his expertise to take full advantage of new opportunities presented to him through the refit.



**You need to keep investing in your business and making improvements to keep up. Customers nowadays expect a lot more from their local store, so you can't afford to be left behind."**

**PETER MANN**



**Peter Mann and his brother Jay are making the most of new opportunities presented to them by their store refit**



**"Our weekly turnover has increased by 12% to around £22,000 since we made the changes. It's definitely been worth the investment"**

#### VISIT MY SHOP

**Nisa Local**  
10-12 Market Square,  
Luton  
LU1 5RD



He says: "We had some grey shopping baskets sent in to replace the blue ones we had. But the old baskets were still relatively new and I didn't want to throw them away, so I decided to place these at the back of the shop."

"I've been amazed at how many people come in without a basket, but will then pick one up from the back and fill it up."

Peter has also been using social media to raise awareness of his business among current and potential shoppers.

"We have a Facebook page and I use it to post one or two things every week. For example, we posted about our disposable barbecues when the weather got warm. The main thing is not to keep bombarding people all the time."

Peter says he now plans to make improvements to his other store, Manns Paper Shop, a 600sq ft traditional CTN located in the same parade of shops.

He says: "We bought the store to make sure that an off-licence didn't move in to take the space."

"As sales in the newspaper and magazine market are declining, I'm now thinking about introducing things like a £1 range and more convenience products." ●

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

# CIDER

**W**hat does your cider range look like? Is it dominated by traditional west country ciders? Do you cater to younger shoppers who want sweeter, fruitier flavours? Or do you prefer to stick solely to the bestsellers listed on your wholesaler's planogram? These questions are getting harder to answer. To help you with this, RN has taken a look at three major segments of the market to highlight the opportunities.

**Best-selling cider brands have longevity**



**Sales of tried and trusted cider brands continue to grow and attract loyal cider drinkers**

## Bestsellers

A quick glance at most supplier and wholesaler planograms can give you a good idea of national bestsellers, and despite an increasingly dynamic market, these have little changed over the years. In fact, the same three brands – Strongbow, Frosty Jack's and Scrumpy Jack's – have remained in the top five of the last three issues of RN's What to Stock.

"While the market has seen high levels of product development in recent years, sales of tried and trusted cider brands continue to grow and attract loyal cider drinkers," says Nigel McNally, managing director of White Ace and Diamond White-brand owner Brookfield Drinks.

That's not to say that this end of the market isn't subject to change. Value, for example, featured heavily in the latest edition of What to Stock, namely in the form of large

bottles, own brands and multipacks, all of which performed strongly in comparison to previous years. It's not surprising, then, that the product that bought in the highest average weekly sales – £51.67 – was the 15-pack of 440ml Strongbow, even if it is the only product of that size on the list.

### RN's What to Stock top five brands

These are the top five brands in the latest 2015 edition:

1	Strongbow
2	Frosty Jack's
3	K Cider
4	Scrumpy Jack
5	Own label



New flavours, premium and small-scale craft producers may be attracting much of the attention in the cider market, but the same few brands have sat at the top of bestseller charts for years. So which ciders deserve your attention most? **Nadia Alexandrou** investigates

# Refresh your range

**Who's buying cider in your store?**



# BRIGHTEN YOUR SUMMER SALES

# WITH BULMERS


## INNOVATIVE NEW ON-PACK PROMOTION

### FROM GB'S NO. 1 MODERN CIDER BRAND\*



#### HOW DOES THE PROMOTION WORK?

1



CONSUMERS TAKE A FLASH PHOTO OF THE LABEL

2



WINNING LABELS LIGHT UP, USING INVISIBLE REFLECTIVE VARNISH

3



CONSUMERS SHARE PHOTOS ON SOCIAL MEDIA AND WILL BE CONTACTED WITH NEXT STEPS

SEE [BULMERS.CO.UK](http://BULMERS.CO.UK) FOR MORE DETAILS

- Running from June to September 2015 across the BULMERS range
- Consumers have the chance to win 5000 pairs of personalised colourful high top trainers
- Supported with media and in-store visibility materials to drive stand out and awareness

## STOCK UP TODAY ON THE BULMERS RANGE

for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

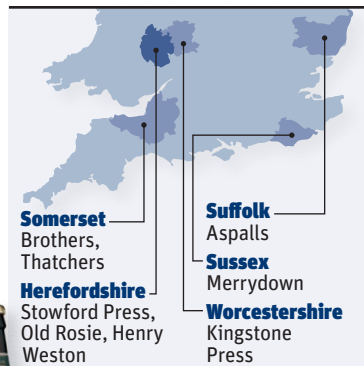
\* Nielsen & CGA. Volume sales. February 2015



# CIDER

## Five regions tied to well-known traditional ciders

Find out which regions produced some of the market's most well-known traditional ciders:



## Traditional

The fact that almost two thirds of cider drinkers are over 35 is good news for traditional ciders according to Debs Carter, marketing manager of Merrydown brand-owner SHS Drinks.

“Brands such as Merrydown, Westons, Thatchers and Aspall are having a very positive impact on the category, and help build a premium image for cider. They also appeal to an established generation of older cider drinkers who outnumber 18-30-year-old consumers by around two to one,” she says.

With sales of traditional ciders up 18% in the past two years, suppliers have done what they can to entice this large and growing market. Henry Westons, for example - the UK's largest traditional premium cider brand - underwent a redesign last year with the aim of securing these new drinkers. “The new look reinforced the brand's rich heritage, provenance and authenticity in order to attract a broader range of customers,” says Matthew Langley, senior brand manager for Henry Westons.

## NINE MOST RECENT CIDER LAUNCHES

Fruit flavours and new packaging are just two of the innovations suppliers have used to capture a growing audience. Here's a rundown of the most recent market activity

**Westons Stowford Press cider** Westons Stowford Press Cider is investing in an above the line campaign that aims to reinforce the brand's premium position and British heritage.



Strawberry & Lime and Elderflower & Lime, Kopparberg made its brand available in a frozen metallic pouch ahead of the summer.



radio and at summer festivals.

**Pimm's Cider Cup** Diageo introduced Pimm's as a cider this March, as



part of a raft of product innovations across its major brands.

**Orchard Fruits** At the beginning of this year brand owner Molson Coors added a flavoured version of its Carling Cider - Orchard Fruits - which includes peach and apricot flavours.



**Somersby Cider** Following its launch of Somersby Apple Burst, Somersby Cranberry and Somersby Blackberry as well as a redesign of its original drink, brand owner Carlsberg has invested in a national campaign for the brand spanning TV, digital, social,

**Somerset Haze** Brand-owner Thatchers introduced its premium cloudy cider in 440ml cans this May, which follows the company's move in making Old Rascal available in cans for the first time one month before.

**Kopparberg Frozen Fruit Cider** Available in

**Bulmers Blood Orange** Heineken bought Bulmers out in an industry-first blood-orange flavour.



**Caple Road Cider** Earlier this year H Weston & Sons created a new brand, Caple Road Cider, available in 330ml cans.

**Westons Cider** The company has launched a Crafted to Perfection campaign to celebrate the heritage of its brands. Running online and outdoors from July to September, will celebrate brands such as Old Rosie, Henry Weston and Wyld Wood.



## Fruit ciders

Sweeter flavours and creative packaging have enticed a younger generation of cider drinkers, transforming the stereotype of a cider drinker in many eyes. Two of Thatchers' new products launched this January - Thatchers Red and Thatchers Somerset Haze - were targeted specifically at 18-24-year-olds. Similarly, within the space of just a few months around spring, Carlsberg, Heineken, Kopparberg and Diageo either launched new brands or built on their flavoured ciders. “Over the past 24 months, flavoured cider has exploded, and we expect this segment to experience particular growth over the rest of 2015,”

says Carlsberg's director of customer marketing Kathryn Purchase.

The number of suppliers also launching their existing and new ciders in cans backs up a recent Nielsen report that showed canned beer and cider outperforming the total drinks market last year. Confident of the continuation of this trend, Thatchers introduced cans to both Somerset Haze and Old Rascal, and H Westons & Sons launched a new brand, Caple Road Cider, only available in cans.



**Go online for the full What to Stock cider sales data.**  
[betterretailing.com/cidertostock](http://betterretailing.com/cidertostock)

**Thatchers is one of Somerset's top-selling ciders**



## LOCAL CIDERS IS THIS YOUR NEXT OPPORTUNITY TO PROFIT?

**As flavoured and traditional ciders offer good sales opportunities, retailers are now realising the popularity in craft drinks is spreading to cider. Londis retailer David Hiscutt knows all about this opportunity**

David Hiscutt's choice to focus his cider range on local and craft brands proved to be the right decision for his store: “Not only do we not have to compete with the supermarkets - which means we don't have to be as competitive on price as we do with more well-known brands - but it brings in an entirely different type of customer



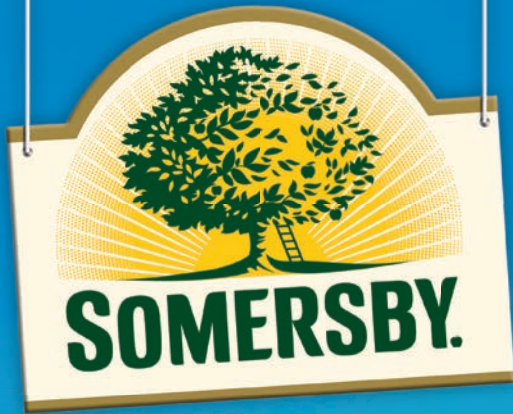
**Do you stock a locally-made cider?**

to my store,” he says. It's not the first time that David has looked to building loyalty with a specialist range and there

are over 200 varieties of bottled beers in his shop, a range that has seen beer enthusiasts travel from miles away to stock up.

One of the most niche ciders he stocks is authentic scrumpy-style Rich's Cider, made by a local farm that packages and sells the drink in 2l and 4l plastic jugs. To get customers even more interested, David promotes his local ciders on his Facebook page, which always succeeds in boosting sales, he says. ●





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SOMERSBY**



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INCLUDING WIRELESS, LEEDS & READING ALLOWING 1.5M CONSUMERS  
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**STOCK UP ON  
ALL FLAVOURS**

**ENJOY RESPONSIBLY** [drinkaware.co.uk](http://drinkaware.co.uk) for the facts  
\*Source: Canadean 2014

# CHILDREN'S MAGAZINES

Lego, Star Wars, Frozen – children's magazines today are benefiting from some of the most popular entertainment brands of all time. **Nicola Stewart** reports

## Make their holidays

**T**he children's magazines sector is one of the most dynamic and fast moving on the newsstand, falling under the influence of seasonal peaks and shifting trends.

Summer holidays are the opportune time for retailers to support children's titles, as publishers pour investment into special issues, launches and free gifts.

The sector continues to outperform the rest of the industry, with many titles showing year-on-year growth – some, such as Immediate's CBeebies, by as much as 41%.

Sales revenue is also growing, as many publishers shift towards premium cover prices and higher quality covermounts.

"The children's sector is becoming less price sensitive and 'cheap and cheerful' no longer works in this market," says Signature managing director Danny Morris. "This is supported by the fact some of our best-selling magazines have been premium priced issues, with added value."

In anticipation of a busy few months in this fiercely competitive sector, RN takes a look at eight trends that are sure to drive sales over the summer break.



**The children's sector is becoming less price sensitive and 'cheap and cheerful' no longer works**

**Parents are happy to spend if their kids are reading**



**Lego Legends of Chima is already an established brand**

### Lego

Recently named the world's most powerful brand by global consultancy Brand Finance, Lego is set to soar even further with the release of its Lego Worlds video game this summer. The launch comes after the official Lego movie raked in more than £305m at the box office following its 2014 release. Gareth Whelan, editor in chief of boys' magazines at DC Thomson, says: "Lego video games have never been more popular and the combination

of this brand with the high cache of the movie should make for a huge audience of kids playing this game." DC Thomson's 110% Gaming will be the go-to title for children looking for the latest information on the release. Outside of gaming, Lego has already topped best-seller charts, with Immediate Media's Lego Legends of Chima generating the third highest sales revenue of any children's title per issue, followed closely by new title Lego Ninjago.



Something new for your youngest readers



**new!**

Estimated RSV  
**£1.2m**

**Free tea set with first issue**



- **60k** distribution
- **£2.99** cover price
- **Free gift** with every issue
- Featuring toddlers' favourite characters



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[www.redan.co.uk](http://www.redan.co.uk)

# CHILDREN'S MAGAZINES

## Star Wars

Yet another generation has been captivated by Stormtroopers and Jedis and the release of Star Wars: Episode VII - The Force Awakens in December may be the most highly-anticipated film in recent memory. This, coupled with the upcoming launch of the Disney Infinity 3.0 game, which introduces a galaxy of Star Wars characters, means the franchise looks set to be one of the biggest draws for children this summer. Egmont Publishing has been quick



on the uptake, releasing Disney's Star Wars Rebels magazine, based on the CGI animated series on Disney XD, in January. The publisher is to build on the trend through July with the launch of Disney's Star Wars Adventures, followed by a Lego Star Wars magazine later that month. Egmont marketing director Helen Stables says:

"Lego Star Wars magazine combines two of the most popular children's brands of all time, so we are confident this will be a winner."



A new hope for the return of Star Wars

## Frozen

It is approaching 18 months since Frozen first hit the silver screen, but the momentum of the Disney franchise just keeps on and on. It escalated this spring with the release of the Frozen Fever short, followed by the announcement that a second feature film is on the cards. Egmont's Frozen magazine, launched in December, is unsurprisingly now the highest-earning children's title, totalling an average of £343,734 per issue between January and May. The publisher is releasing a summer special issue on 1 July that will be premium priced at £4.99, an extra £1, and comes with a free Elsa tiara and mirror, as well as a Frozen sticker album and stickers from Panini. Frozen is also a key brand for Redan title Sparkle World, a consistent top 10 seller for primary girls. "We place the most popular characters in the most prominent sections of our covers to try and make them extra attractive to our readers, and if we can have a tie-in covermount gift, then so much the better," says Redan joint managing director Julie Jones.



**We place the most popular characters in the most prominent sections of our covers to try and make them extra attractive to our readers**

Elsa, left, is still many little girls' heroine

## Pirates

CBeebies' pirate-themed show Swashbuckle, launched in summer 2013, is now one of its top 10 rated programmes, and its success has sailed smoothly onto the newsstand. Immediate launched a dedicated Swashbuckle title in May, after an issue of CBeebies Special dedicated to the show reaped the title's highest ever sales. CBeebies continues to prop up Immediate's children's portfolio, with CBeebies, CBeebies Special and CBeebies Art generating £9m in sales through the UK newsstand each year. Fiona Campbell, assistant publisher of Immediate's preschool portfolio, says this has meant greater investment in the titles. "This year we've invested more in cover gifts, pricing our bumper issues higher to reflect this," she says.



Swashbuckle is one of CBeebies top ten rated programmes

## Peppa Pig

You can't write about children's magazines without making mention of Peppa Pig, one of the most influential pre-school brands of all time. Redan's duo of Peppa Pig titles, Peppa Pig Bag-o-Fun and Fun-to-Learn Peppa Pig, are consistently bestsellers in the sector, with the former generating the second highest revenue of any children's title in 2015 so far. Peppa

also appears regularly in Signature's successful compilation title Milkshake!, which is based on the Channel 5 children's television strand. Last autumn, Milkshake! overtook all other children's channels both in terms of average share of children watching and children aged four to nine specifically between 6am and 9.15am.



Channel 5 is winning with Milkshake! and Peppa Pig



# SUMMER BEST SELLERS



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PRE-SCHOOL  
TITLE**



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16TH JULY**

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# CHILDREN'S MAGAZINES



## My Little Pony

My Little Pony has exploded in popularity since the launch of its fourth generation, introduced in the 2010 animated television series. It is now the fifth biggest girls brand in total and its success is reflected in sales of Signature's My Little Pony magazine, which is estimated to be up more than 55% year on year, based on the most

recent issue. Signature is continuing to invest in the brand and its content, says managing director Danny Morris. "The higher the standard of the content, the higher the level of repeat purchases. Signature is investing more than ever, further improving the production standards across its portfolio, from paper quality to cover gifts."

## Retailer viewpoint Michael Brown

Browns Newsagents,  
Stokesley,  
North Yorkshire



**WE SELL A PHENOMENAL** amount of children's magazines because we get a lot of kids coming in the shop, particularly over the weekend and in the summer holidays.

We make sure we have a wide range – everything from Lego and Moshi Monsters to the educational ones like National Geographic Kids and Wonderpedia.

I have them positioned so when the kids walk in, even the little three-year-olds, they can just pick them up straight off the shelf.

Nine times out of 10, when the kids pick a magazine up, the parents are happy to buy it for them, because they would rather them be reading something than looking at a screen.

I always support launches by having them in the window and we try to get behind them as much as we can.

We are in Menzies' Super-league retailer club and it puts a lot of effort into promoting one or two children's magazines a month, so that helps to boost sales as well.

We also sell a lot of collectables that are linked in to children's magazines, so we try to cross-promote them and to display them in several locations.



**The higher the standard of the content, the higher the level of repeat purchases**



**Peter Capaldi has fronted the latest incarnation of the Doctor**



## Doctor Who

Filming of the ninth series of Doctor Who got underway in January and the series' much anticipated return is trending on social media, filling entertainment columns – and selling magazines. Peter Capaldi, who reprises his role as the Twelfth Doctor, is one of the most popular reincarnations yet, and millions are expected to tune into the series premiere in September. Panini bought the only children's title dedicated to the show, Doctor Who Adventures, from Immediate in April, and it has since undergone a significant editorial overview on the back of BBC-commissioned research. The core age of readers was originally six to seven when the title launched. It has now shifted to nine to 10, and with a new price of £3.99, the title is expected to deliver strong sales revenue.

## Superheroes

Superheroes are a classic favourite for children of all ages and blockbuster film releases such as Avengers: Age of Ultron help to build interest in characters and brands. Panini is tapping into this trend this summer by launching Marvel Play Time, a pre-school title that introduces readers to the world of Spider-Man, Hulk, Thor and Iron Man, on 16 July. Aiming to appeal

to parents as well, the magazine encourages learning through literacy, numbers, writing and communication. Each issue features inserted sticker sheets, often working as reward stickers tied into the editorial, plus free gifts. The title is a welcome addition to Panini's already successful superhero titles for primary boys, Ultimate Spider-Man and Teenage Mutant Ninja Turtles. ●



**Find out about one more major trend. Go to: [betterretailing.com/childrensmagazines](http://betterretailing.com/childrensmagazines)**

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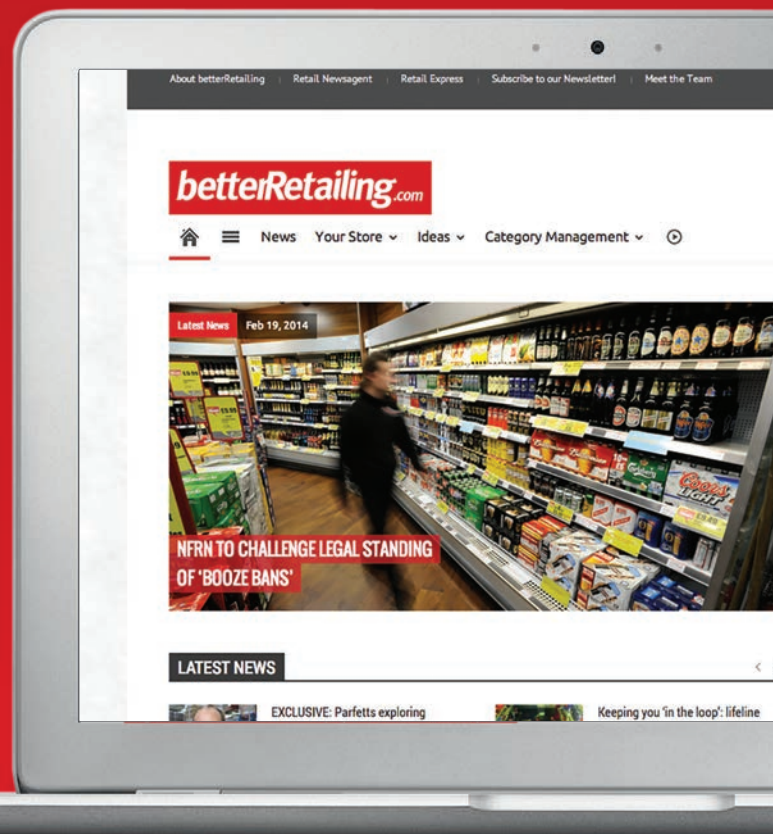
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# PREVIEW



## A bear necessity

Big Bear Confectionery has launched Fox's Candy Bear, a range of 200g sweet sharing bags in six varieties.

**RRP** £1

**Outers** not given

**Contact** 0116 287 3561



## Enjoy the sunset

Corona is aiming to grow awareness of its beer range with the return of its Corona Sunsets music festival, being held in Weston-super-Mare on 11 July.

**RRP** various

**Outers** various

**Contact** 0845 600 888



## Huggle up close

Arla Foods is investing £6m in its latest marketing campaign, including a TV ad featuring animated characters The Huggles.

**RRP** £4.50

**Outers** 6

**Contact** 08457 626 434



## It's San Miguel time

Carlsberg is supporting San Miguel with TV and cinema ads from this month under a £7m spend for the brand this year.

**RRP** various

**Outers** various

**Contact** 0845 820 820



## Improved recipes

Heinz is improving recipes on its infant food range and adding two new lines – Fruit & Veg! and Splash! spring water.

**RRP** various

**Outers** various

**Contact** 0208 573 7757



## Doritos takes a gamble

PepsiCo is supporting the launch of Doritos Roulette with a new TV ad campaign this month.

**RRP** £1.99

**Outers** not given

**Contact** 01189 306666



## Rustlers hits the road

Kepak has launched a nationwide sampling campaign for its Rustlers paninis called 'Rustlers On Tour'.

**RRP** £2.29

**Outers** 4

**Contact** 01772 688300



## Chill out with Coors

Molson Coors is giving away coasters to keep beer chilled in a £6.2m marketing campaign for Coors Light.

**RRP** not given

**Outers** not given

**Contact** 0845 600 888



## Pricemarked wines

Treasury Wine Estates is launching pricemarked packs on a number of its wine brands, including Wolf Blass Yellow Label and Lindeman's Bin 65.

**RRP** £6.49 - £7.99

**Outers** 6

**Contact** 0208 843 8411



# THIS WEEK IN MAGAZINES

nicola.stewart@newtrade.co.uk  
020 7689 3358  
@NicolaStewartRN



## Round up



**NICOLA STEWART**  
Magazines  
reporter

## PROMOTION WINNERS

I have just finished writing a puzzles magazine feature for the next issue of RN and can once again report that publishers are investing strongly in the independent channel.

Both H Bauer and Puzzler Media, the two leading publishers in the sector, are planning to increase supply into independent stores in advance of the peak summer months.

They are also sending out PoS material to independents who have a proven history of selling puzzle titles to help push sales even further.

It is always positive to see publishers support sales through independent stores – however I often hear from retailers who are keen to take that extra step, but aren't being chosen for these initiatives.

I know from speaking to publishers that it is a challenge to pinpoint those independents who are likely to follow through with promotions. Promotional or availability pushes are usually based on past sales history of a title, or of a similar title. But often, only a small percentage of material sent out is actually used in these stores.

For retailers who are interested in building their sales and running special promotions, I would encourage them to contact publishers and distributors directly – you can't always rely on a rep coming into your store.

If you tell a publisher you want to increase sales of one of their titles, I can say with almost total certainty that they will want to work with you. It is simply a matter of putting yourself out there and speaking up for your store.

## Mega launch

# COLLECTORS MARVEL AT SPIDEY'S ADVENTURES

**Fighting the forces of evil keeps the most popular superhero of all time busy – and Spider-Man fans flocking to newsstands**

**PANINI'S ULTIMATE** Spider-Man magazine is consistently in the top five bestsellers for primary boys and the publisher is building on its success with the launch of a sticker collection based on the Marvel superhero. Following Peter Parker as he fights evil forces and villains on the streets of Manhattan, the collection features 192 stickers, including 48 special stickers for fans to look out for. Starter packs include an album and 31 stickers and sell for £2.99. Sticker packets are a pocket money-friendly 50p. The launch will be supported by press advertising, nationwide sampling, covermounting on selected children's titles and investment at retail.



**ULTIMATE SPIDER-MAN STICKER COLLECTION**  
**On sale 25 June**  
**Frequency ongoing**  
**Price starter £2.99, stickers 50p**  
**Distributor Marketforce**  
**Display with other collectables**



**BRAND NEW!**



**STICKER COLLECTION**

**STARTER PACK: £2.99 RRP**

**STICKER PACKET: 50P RRP**



www.paninigroup.com

**ON SALE NOW!**



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# THIS WEEK IN MAGAZINES



## Bestsellers Motoring

Title	On sale date	In stock
1 Motorcycle News	24.06	<input type="checkbox"/>
2 What Car?	25.06	<input type="checkbox"/>
3 Autocar	24.06	<input type="checkbox"/>
4 Classic Car Weekly	24.06	<input type="checkbox"/>
5 BBC Top Gear	15.07	<input type="checkbox"/>
6 Auto Express	24.06	<input type="checkbox"/>
7 Classic & Sports Car	02.07	<input type="checkbox"/>
8 Auto Express Specials	01.07	<input type="checkbox"/>
9 Autosport	25.06	<input type="checkbox"/>
10 Practical Classics	08.07	<input type="checkbox"/>
11 Classic Car Buyer	24.06	<input type="checkbox"/>
12 Truck & Driver	23.06	<input type="checkbox"/>
13 Land Rover Monthly	24.06	<input type="checkbox"/>
14 Land Rover Owner	08.07	<input type="checkbox"/>
15 Commercial Motor	25.06	<input type="checkbox"/>
16 Motorsport News	24.06	<input type="checkbox"/>
17 Ride	15.07	<input type="checkbox"/>
18 Classic Bike	24.06	<input type="checkbox"/>
19 F1 Racing	16.07	<input type="checkbox"/>
20 Bike Monthly	24.06	<input type="checkbox"/>

Data supplied by Menzies DISTRIBUTION



### FROZEN

Frozen has shot to the top of the bestsellers chart for children's titles since its launch in December and this special summer issue is certain to sell well as summer holidays approach. The issue comes cover-mounted with a free Elsa tiara and mirror, along with a colouring pull-out and Panini sticker album and stickers. It is premium priced at £4.99, an additional £1, and should be displayed prominently on the fixture and in additional display spaces where possible.



**On sale** 1 July  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Seymour  
**Display with** Disney Princess, Sparkle World, Tinkerbell



### DISNEY CAKES & SWEETS – FROZEN

The latest standalone issue of Disney Cakes & Sweets is a Frozen special. Recipes in the 28-page magazine include 'Elsa's sparkling cookies' and 'Olaf's coconut snowballs'. It comes with a silicone mould for making cakes or treats in the shape of a Frozen snowflake, as well as five cake sticks featuring characters from the film.



**On sale** 25 June  
**Frequency** one shot  
**Price** £12.99  
**Distributor** Comag  
**Display with** regular Disney Cakes & Sweets collection



### MOUNTAIN BIKING UK

Britain's best-selling off-road magazine is aimed at all mountain bikers who are looking to get more out of their next ride. The summer issue, which comes cover-mounted with a free chainware tool, features a new 'how to' series aimed at new riders who want to learn and master the basic riding skills. It also looks at rides in Menorca, Yorkshire and Wiltshire and includes expert reviews of new bikes and gear.



**On sale** 26 June  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Frontline  
**Display with** Cycling Plus, Singletrack, What Mountain Bike?



### CYCLING PLUS

The latest issue of Cycling Plus, the best-selling cycling title in the UK, contains more than 50 pages of expert reviews. It also comes with a free Tour de France super bikes supplement, with experts rating 12 of the bikes that the pros will be riding in July's race. The magazine is filled with essential advice for anyone planning a big ride this summer, outlining mistakes to avoid when riding a sportive.



**On sale** 23 June  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Frontline  
**Display with** Cycling Weekly, Cyclist



### F-14 BOMBCAT

Post-Operation Desert Storm, it looked as if the F-14's ocean-going days were over. However, thanks to the aircraft's carrying capacity, legendary long range and the advent of a bolt-on targeting sensor for precision bombing, the Tomcat evolved into the 'Bombcats' and went on to play a pivotal role in the US 'War on Terror'. With first hand accounts from crews, this 100-page special covers the major 'Bombcats' milestones.



**On sale** 26 June  
**Frequency** one shot  
**Price** £5.99  
**Distributor** Seymour  
**Display with** AirForces Monthly, FlyPast



## Summer special issue priced at

# £2.50

Featuring an eight-page colour pull-out

ON SALE 25 JUNE



### KERRANG!

This special 'tattoo issue' of Kerrang! comes bagged with 26 stick-on tattoos and features English band Young Guns on the cover. The issue is forecast to drive a 23% rise in sales and with the cover price bumped up to £2.50, is expected to generate 40% more sales revenue than an average issue. Retailers are asked to display it at the front of fixture and in any additional display space.



**On sale 24 June**  
**Frequency weekly**  
**Price £2.50**  
**Distributor Frontline**  
**Display with Rock Sound, Q, Mojo**



### SHOPKINS

The fourth issue of Shopkins comes covermounted with a free toy from the yet-to-be-released third Shopkins series. Marketforce is expecting a lift in sales, as the toys will be available exclusively with the magazine for at least two weeks before they hit toy shops. The title, which has a print run of 40,000, has performed well since launching in March and retailers are asked to support it through the summer holidays by displaying it prominently.



**On sale 25 June**  
**Frequency monthly**  
**Price £3.49**  
**Distributor Marketforce**  
**Display with Hello Kitty, Animals & You, My Little Pony**



### PLAY & LEARN

Covermounted with three free gifts and featuring more than 50 stickers, this activity-packed issue of Play & Learn has plenty to keep children busy. This month the title has a focus on music and offers preschoolers the chance to 'sing along with Fireman Sam, dress up like a pop star and get creative with Bing!'. Retailers are asked to display it prominently alongside other pre-school titles.



**On sale 24 June**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Seymour**  
**Display with CBeebies, Peppa Pig, Fun-to-Learn Friends**



### CLOSER SUMMER BODY SPECIAL

This issue of Closer includes a 28-page 'summer body special', offering added value for customers. It also comes with a 25% discount voucher for a luxury spray tan, along with expert advice on health, nutrition and fitness from TV personalities Sam Faiers, Vicky Pattison, Lucy Mecklenburgh and Michelle Heaton. Retailers are asked to display the issue full facing.



**On sale 23 June**  
**Frequency weekly**  
**Price £1.50**  
**Distributor Frontline**  
**Display with Heat, OK!**



### RAIL EXPRESS

The July issue of Rail Express comes bagged with a free A4 print featuring a photograph taken from the top of Forth Bridge in Scotland. Content-wise, it features a special report on Crossrail, looking at the extensive tunnelling work undertaken beneath London to get the project ready, along with articles on the return of the Highlander, the German exile 59003 and the effort taken to track down the Polish 'Class 83s'.



**On sale 18 June**  
**Frequency monthly**  
**Price £4.30**  
**Distributor Comag**  
**Display with Rail, The Railway Magazine, Modern Railways**



### Industry viewpoint

#### Danny Morris

Managing director, Signature Publishing

## QUALITY CONTENT, EXCELLENT VALUE

Signature's entire portfolio of magazines is performing exceptionally well, with RSV up 28.5% year on year, making us the fastest growing top 10 children's magazine publisher. Our two star performers are the official licensed My Little Pony and Milkshake! magazines.

Sales are continuing to rocket on My Little Pony magazine, as the brand goes from strength to strength. The success of the brand is reflected in sales of the magazine, with the latest issue alone estimated to be up over 55% year on year.

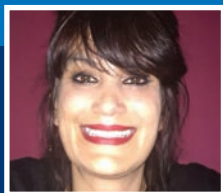
Milkshake! was also one of the most successful magazine launches in 2014, with a huge marketing push including TV, web and social media.

Milkshake! is Channel 5's highly successful children's TV strand, and every issue of the magazine features many of the top brands from Milkshake!, with each issue promoted online and on air.

Content is, and always will be, the most important part of all our magazines. Parents are incredibly discerning and like to see their children engaged with the magazines they purchase. The higher the standard of the content, the higher the level of repeat purchases.

Competition in the children's sector is fiercer than ever, so Signature is investing more than ever, further improving the production standards across its portfolio, from the paper quality to the cover gifts.

**Top tip**  
 Alongside the strength of the brands featured in a magazine, value for money is now also one of the primary drivers of sales.



### COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

## PUZZLER MEDIA'S SHAMEEM BEGG ON THE PUBLISHER'S LATEST SUCCESSES

Plus, get a rundown of the best activity in the puzzles magazines sector and find out how you can boost your sales of sugar confectionery just in time for the school holidays



# THIS WEEK IN MAGAZINES

## Partworks

Title No Pts £

### Amercom

Great British Locomotives 35 48 **8.99**

### Amermedia

Military Vehicles 39 48 **5.99**

### DeAgostini

Build the Millennium Falcon 24 100 **8.99**

Cake Decorating 170 180 **2.99**

Cake Decorating Relaunch 119 165 **2.99**

Dinosaurs & Friends 17 60 **5.99**

Official Star Wars Factfile 73 120 **2.99**

Something Sweet 75 90 **2.99**

### EagleMoss

3D Create & Print 22 90 **6.99**

Batman Automobilia 65 80 **10.99**

DC Chess Collection 89 96 **8.99**

Disney Cakes & Sweets 93 120 **4.50**

Doctor Who 48 70 **7.99**

Knit & Stitch 127 176 **5.00**

Marvel Chess Collection 40 64 **8.99**

Marvel Fact Files 118 150 **3.50**

Military Watches 35 80 **9.99**

Star Trek Off. Starships Coll. 48 70 **9.99**

### Hachette

Art of Knitting 21 90 **2.99**

Art Therapy 13 100 **2.99**

Black Pearl 75 120 **5.99**

Build the Mallard 42 130 **7.99**

Build the U96 42 150 **5.99**

Classic Pocketwatches 74 80 **8.99**

Judge Dredd Mega Collection 11 80 **9.99**

Marvel's Mightiest Heroes 39 60 **9.99**

My 3D Globe 24 100 **5.99**

Your Model Railway Village 82 120 **8.99**

### RBA Collectables

Amazing Dinosaur Discovery 16 80 **5.99**

Precious Rocks, Gems & Minerals 21 100 **5.99**

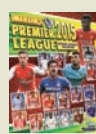
Real Life Bugs & Insects 39 85 **5.99**

## Collectables

### Topps



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



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



**Disney Frozen Fashion Pack**  
Packets **£1.00**



**Minions**  
Starter **£2.99**  
Stickers **£0.50**



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



**Minions**  
Starter **£4.99**  
Cards **£1.00**



**Lego Friends**  
Starter **£2.99**  
Stickers **£0.50**



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



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



**World of Warriors**  
Starter **£4.99**  
Cards **£1.00**



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



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



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

### Panini



**Avengers 2: Age of Ultron**  
Starter **£2.99**  
Stickers **£0.50**



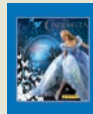
**Manchester United 2014-2015**  
Starter **£2.99**  
Stickers **£0.50**



**Big Hero 6**  
Starter **£2.99**  
Stickers **£0.50**



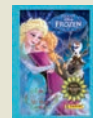
**Road to UEFA Euro 2016**  
Starter **£4.99**  
Stickers **£1.00**



**Disney Cinderella**  
Starter **£2.99**  
Stickers **£0.50**



**Sofia the First**  
Starter **£2.99**  
Stickers **£0.50**



**Disney Frozen My Sister, My Hero**  
Starter **£2.99**  
Cards **£0.50**



**UEFA Champions League Adrenalyn XL**  
Starter **£4.99**  
Cards **£1.00**



**Disney Frozen Photocards**  
Starter **£3.99**  
Cards **£1.50**



**UEFA Champions League**  
Starter **£2.99**  
Stickers **£0.50**



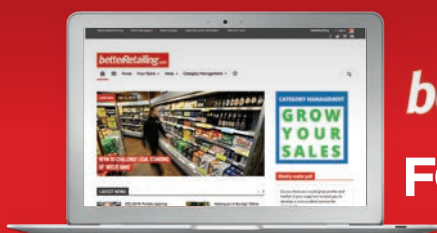
**Disney Frozen Winter Magic**  
Starter **£4.99**  
Cards **£0.75**



**2015 FIFA Women's World Cup**  
Album **£1.50**  
Stickers **£0.50**



**Jurassic World**  
Starter **£2.99**  
Stickers **50p**



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## Newspaper terms

### Daily newspapers Margins/pence

Sun	40p	9.28p
Mirror	60p	13.92p
Mirror (Scotland)	65p	15.08p
Daily Record	60p	13.20p
Daily Star	40p	9.68p
Daily Mail	60p	13.92p
Express	55p	13.31p
Express (Scotland)	50p	12.10p
Telegraph	£1.40	32.62p
Times	£1.20	28.20p
FT	£2.50	50p
Guardian	£1.80	41.40p
i	40p	10p
Independent	£1.40	31.08p
Racing Post	£2.20	53.35p
Herald	£1.30	29.90p
Scotsman	£1.30	29.25p

### Daily newspapers Margins/percentage

Sun	40p	23.20%
Mirror	60p	23.20%
Mirror (Scotland)	65p	23.20%
Daily Record	60p	22.00%
Daily Star	40p	24.20%
Daily Mail	60p	23.20%
Express	55p	24.20%
Express (Scotland)	50p	24.20%
Telegraph	£1.40	23.30%
Times	£1.20	23.50%
FT	£2.50	20.00%
Guardian	£1.80	23.00%
i	40p	25.00%
Independent	£1.40	22.20%
Racing Post	£2.20	24.25%
Herald	£1.30	23.00%
Scotsman	£1.30	22.50%

### Saturday newspapers Margins/pence

Sun	70p	14.98p
Mirror	90p	19.26p
Mirror (Scotland)	90p	19.26p
Daily Record	85p	18.70p
Daily Star	60p	14.52p
Daily Mail	90p	19.26p
Express	85p	18.19p
Express (Scotland)	80p	18p
Telegraph	£2.00	48.00p
Times	£1.50	35.25p
FT	£3.00	67.80p
Guardian	£2.70	62.10p
i Saturday	50p	12.5p
Independent	£1.80	42.48p
Racing Post	£2.50	58.125p
Herald	£1.70	39.10p
Scotsman	£1.70	38.25p

### Saturday newspapers Margins/percentage

Sun	70p	21.40%
Mirror	90p	21.40%
Mirror (Scotland)	90p	21.40%
Daily Record	85p	22.00%
Daily Star	60p	24.20%
Daily Mail	90p	21.40%
Express	85p	21.40%
Express (Scotland)	80p	22.50%
Telegraph	£2.00	24.00%
Times	£1.50	23.50%
FT	£3.00	22.60%
Guardian	£2.70	23.00%
i Saturday	50p	25.00%
Independent	£1.20	23.60%
Racing Post	£2.50	23.25%
Herald	£1.70	23%
Scotsman	£1.70	22.50%

### Sunday newspapers Margins/pence

Sun	£1.00	21p
Sunday Mirror	£1.30	27.30p
People	£1.30	27.30p
Star Sunday	£1.00	22.10p
Sunday Sport	£1.00	24p
Mail On Sunday	£1.60	33.60p
Sunday Mail	£1.60	33.60p
Sunday Mail (Scotland)	£1.60	33.60p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£2.90	72.50p
Independent on Sunday	£2.20	55p
Scotland on Sunday	£2.10	49.90p
Racing Post	£2.50	60.625p
Sunday Herald	£1.50	34.50p
Sunday Express	£1.40	29.68p
Sunday Post	£1.50	33.00p

### Sunday newspapers Margins/percentage

Sun	£1.00	21.00%
Sunday Mirror	£1.30	21.00%
People	£1.30	21.00%
Star Sunday	£1.00	22.10%
Sunday Sport	£1.00	24.00%
Mail On Sunday	£1.60	21.00%
Sunday Mail	£1.60	21.00%
Sunday Mail (Scotland)	£1.60	21.00%
Sunday Telegraph	£2.00	22.75%
Sunday Times	£2.50	21.00%
Observer	£2.90	25.00%
Independent on Sunday	£2.20	25.00%
Scotland on Sunday	£2.10	23.00%
Racing Post	£2.50	24.25%
Sunday Herald	£1.50	23.00%
Sunday Express	£1.40	21.20%
Sunday Post	£1.50	22.00%

## Newspapers

### Scale of third-party advertising insert payments

Insert weight	Original scheme	Mail	Mirror	News UK	Express	Guardian	Telegraph	Independent
Cumulative?	no	yes	no	no	no	no	no	no
0-69g	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
70-100g	1.5p	2.5p	2.57p	2.7p	2.15p	2.75p	2.65p	2.49p
101-200g	2p	3p	3.36p	3.3p	2.75p	3.35p	3.30p	2.77p
201-300g	4p	5p	6.09p	5.5p	5p	5.75p	5.66p	5.32p
301-400g	5p	7p	7.43p	6.7p	6p	7p	6.38p	6.65p
401-500g	*	7.5p	*	*	*	*	*	*
Over 500g	*	8p	*	*	*	*	*	*

\* By negotiation

### Weight Watchers 13 - 14 June

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,220g	975g	10g	2	5g
Sunday Times	1,075g	705g	25g	2	15g
mail on Sunday	895g	490g	50g	5	25g
Guardian	795g	375g	10g	1	10g
Times	730g	410g	70g	1	70g
Sunday Telegraph	690g	395g	15g	2	10g
Mail	675g	245g	135g	7	55g
FT	610g	0g	0g	0	0g

### Insertion payment guide

Per copy sold Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p.  
Per copy supplied Independent News & Media =2p. Financial Times =2p. Mirror Group Newspapers =2p

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## Back in the day

**100**  
YEARS AGO

**19 June 1915**

Newsagents in Herne Bay, Kent, told customers they would now charge 1p per week for daily newspaper deliveries. One newsagent was reported as asking: "Is it not better to do a little business at a profit than, say, 50 per cent at no profit whatsoever?"



**50**  
YEARS AGO

**19 June 1965**

A do-it-yourself two-way conveyor belt system was introduced by newsagent Tony Jaffe to his shop in south London. Made with two pieces of Meccano and an electric motor, it was designed to reduce time on each order.



**25**  
YEARS AGO

**June 23 1990**

Lionbound, a predominantly one-shot publisher, launched a new monthly poster magazine covering all the latest from the pop charts called 'Wicked'. RN reliably informs readers that the term 'Wicked' is a fashionable streetwise term in much the same way 'groovy' was.



## Nuts prices squeezed after frost gets a hold on harvest

Hazelnut lovers may have to shell out over the odds for their favourite products after another year of frost-bitten harvests have caused prices to rocket.

"Nut funny!" we hear you cry. Well, it's no joke. The price of products like Nutella, Ferrero Rocher and treats like Cadbury Dairy Milk look set to rise after the hazelnut harvest took a hammering in Turkey during April.

Turkey produces 70% of the world's supply of hazelnuts



but this is the second year in a row that the crop has been decimated. Last year hail storms and frost wrecked flowering trees at a vital point in the growing season. As a result, prices have rocketed 65.5% in a year and 7.7% in one month.

But, there's no need to start squirrelling stocks just yet. Ferrero, which also makes Nutella, has assured customers that the nuts won't run out.

In fact, the company bought Turkey's biggest hazelnut producer Oltan last year.

## Tesco is the flop of the shops

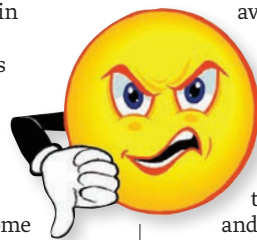
There have been protests up and down the country against proposed Tesco superstores, yet in decades past the supermarket has rarely been rivalled in runaway sales and popularity.

But... what goes up, must come down. And this week the supermarket was dealt a blow as a poll of 6,800 UK shoppers voted it their least favourite grocer. Ouch!

The survey, by consumer insights firm Market Force Information, showed that

the supermarket fell into the bottom three in all six categories including availability of items, checkout speed and store cleanliness. Waitrose took the top spot, Marks & Spencer took second place and Aldi came in a close third.

The result must have rubbed salt into Tesco's wounds after a brutal set of pre-tax losses for the year. As the long-running Tescopoly campaign slogan states: "Every Little Hurts".



## AROUND WITH THE ROUND SMAN with Blanche Fairbrother



Before I write about anything else I must tell you about my neighbour's Labrador. She has just given birth to five puppies - they are so cute and are pedigree puppies so they are rather special. David the owner is very pleased with it all.



There was a dreadful accident on the A518 on Friday 12 June. It happened on a bend at a place called Loynton Moss. A motorcyclist went under a van and was killed, which meant the road was closed for a number of hours while the investigation work took place.

The locals in Woodseaves are all feeling very pleased because, after complaining for a number of years to try and slow the traffic down that passes through the village, variable speed cameras have been erected and are now working.

They have certainly made a difference because before, no-one took any notice of the 30mph signs and the trucks would speed through en route from the Potteries to Telford and vice versa.

They have slowed down a lot now, making the villagers feel just a bit safer as they go about their daily tasks.

I have put in yet another complaint to Smiths News about the amount of rubbish in the bottom of the tote boxes when they arrive. I wouldn't dream of sending my customers anything like it.

Some of them are covered in sticky labels and sticky tape, there are old delivery notes, broken tote fasteners and I've even had a bundle of the tape that the papers are strapped in tied up in a knot under my magazines.

Maybe I should just leave it all in them when they turn up like that and put my returns on top of it. But, of course, two wrongs don't make a right do they?

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