

RETAIL NEWSAGENT

TIME TO GROW

Building site to building profits in six months

PROFILE

Page 28 >>



Picture of the future
'Combining hipster trends with c-store culture' Page 28 >>



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Last minute rush as darkness falls



With 10 days until the tobacco display ban comes into force, "overwhelmed" shopfitters are turning away thousands of unprepared retailers looking for eleventh hour solutions for converting their gantries. Page 5 >>



CONVENIENCE

Costcutter own label to expand

Fifty new lines in April as retailers report strong sales of Independent grocery range.

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NEWSTRADE

Yorkshire super hub on cards

Fears over drop in service following Menzies proposal.

Page 4 >>

NEWSAGENTS

11 stores sign up to N3 pilot

Launch for indies' news 'multiple group'. Page 4 >>



From craft beers to Kraftwerk, and red hot chilli sauce to Red Hot Chili Peppers... The recently opened Harringay Local Store, run by Paul Harding, right, is home to organic and whole foods, specialist beers and wines, as well as both new and secondhand vinyl records. Page 6 >>



PROMOTION

Bestway cuts to the core

New scheme delivers 3% rebate on key lines.

Page 6 >>

Online ordering and new lines as Kerryfresh helps retailers tap in to chilled growth.

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Vol 126 No 13
FOR TRADE USE ONLY



DO YOU FEEL VALUED BY YOUR SYMBOL GROUP?

☐ YES

Congratulations, you're probably with Today's. When asked,
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THAMES

LEADER



The letters we receive are often indicative of wider problems experienced by other retailers who deserve answers



CHRIS GAMM
Editor
@ChrisGammRN

I received a letter on Friday and identified – from the handwriting on the envelope – its author as Subhash Varambhia from Snutch Newsagents in Leicester, without even having to open it.

He has been a frequent correspondent over the years and we have spoken many times over the past few months about solutions for converting his tobacco gantry ready for the display ban. I was delighted to read about the new solution he has put in place, complete with artist's impression of the work involved.

Retailers like Subhash write to RN because we have created a community for readers, because we help get things fixed and because you care – about your business and our industry. Sometimes, though, it's because you just don't accept poor service.

I have always enjoyed and admired how Menzies has personally engaged with retailers when responding to letters.

I was disappointed to hear, therefore, that Menzies bosses have asked its communications team to not engage with RN readers and instead follow Smiths News' approach of "contacting retailers directly to discuss the matter".

The wholesaler recently carried out an audit of RN's letters page and counted 33 letters about its service to six about Smiths News over a 13-week period, which was attributed to answering retailers' questions and complaints publicly.

What it's missed, though, is that the letters we receive are often indicative of wider problems experienced by other retailers who also deserve answers. Very often there is a reasonable answer or solution, but this will be missed when no response is given.

What do you make of Menzies' new strategy? Write in and let me know.

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IAA LAUNCH

Industry gathers for the retail development programme's launch



STORE SECURITY

Experts talk about the support available to retailers

BURGERS AND MICROBREWERY ALES ARE RIGHT FOR HACKNEY, WHILE CHEEKY COFFEE IS RIGHT FOR MANCHESTER

– SPAR MANAGING DIRECTOR DEBBIE ROBINSON ON EMBRACING LOCAL TRENDS. Page 30 >>

NEWS



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

Troubles? Hashtag the NFRN

The NFRN has launched a Twitter hashtag designed to flag incidents of late deliveries and missing supplies to the supply chain.

Retailers are encouraged to use #NewsComplaints to heighten awareness of poor service levels and to explain how they impact their businesses.

The federation said publishers and wholesalers had committed to following the hashtag and to react to complaints as quickly as possible.

Tweets should include detail on the exact loss of sale, share customer comments and complaints and explain what the customer did next (for example, went elsewhere to buy a paper).

They should not include bad language or any kind of threat.

Diageo's awareness

Global drinks manufacturer Diageo is to provide alcohol and nutritional information about drinks either on-packs or through its alcohol aware site DRINKiQ.com.

The information will be calculated per serving of alcohol and could provide the benchmark for a move to standardise measurements of alcohol units. Currently, values are calculated differently worldwide.

Diageo chief executive officer Ivan Menezes said: "We want to provide alcohol and nutrition information that consumers can quickly understand, instead of expecting them to do the maths."

Ian Duncan, MEP for Scotland and Member of the European Parliament's Environment, Public Health and Food Safety Committee, said: "This is a hugely positive step and one that the European Commission should reflect on."

National Newsagent Network is live

The National Newsagent Network (N3) is up and running, with 11 retailers across the UK signed on as pilots.

The network is an independent company, owned and controlled by members and a board of directors, that aims to develop sales and profits of newspapers and magazines.

It plans to achieve

this by providing central category management and billing, a regular schedule of promotions and activities and using shared data to improve allocation and reduce waste.

Chairman Ray Monelle, of Orchard News in Somerset, said the network offered "huge potential" to independent retailers, as well as the supply chain.

"The independent sector has always commanded a major share of the newspaper and magazine market, and while this has been recognised by publishers and wholesalers, the extent to which we have been able to work effectively as partners has been limited by the number and diversity of independent retailers," he said.

"Our aim is to create and deliver the best multiple news retailing group in the UK."

NFRN head of news Brian Murphy said the network would take the best of a multiple retail environment and balance it with the needs of independents.

Retailers interested in joining can call the N3 helpline.

NFRN hopes move will be seamless for members Welsh retailer fears 'huge problems'

Menzies unveils its plans for reshuffle in Yorkshire

by Nicola Stewart

A proposed reshuffle of Menzies' depots in the north of England and Wales would see magazine packing centralised to a new 100,000sq ft hub in Wakefield.

The plan, which is still under consideration by the wholesaler, would result in the closure of the current Leeds spoke, with the Wakefield hub serving 9,030 customers.

Sheffield, Preston, York and Chester would become

spokes of Wakefield, along with Linwood, Stockton, Hull and Rhyl. Carlisle would be moved to Linwood.

Independents have already expressed concern over the plans, with one Welsh retailer saying weather conditions in the area, including ice, snow, and fog, were bound to cause "huge problems" for deliveries into spokes.

NFRN head of news Brian Murphy said the move wouldn't be an issue if service was maintained or

improved but that, historically, changes in Yorkshire had caused significant disruption to retailers.

"We do appreciate the need to adapt and the change to the economic situation but we are very much hoping for a seamless transition," he said.

"We don't want to hear any stories about running out of totes or magazines not able to be delivered to certain locations for any reason.

"We would also ask Menzies if it has plans to

pass on any of the benefit to retailers, rather than just cutting their own costs?"

A Menzies spokesman said: "We are currently considering a proposal to restructure operations at our branches in the north of England but it is still very much a proposal at this stage.

"Our business is always looking for ways to optimise our network and minimise cost in the supply chain, while maintaining our service levels."



It's a wrap A pair of Scottish shopkeepers have got special occasions all wrapped up with an innovative new gift basket offering. Bobby and Raj Singh of Lifestyle Express Newhouse Mini Market in Kilbirnie have been supplying bespoke gift baskets, including wines, chocolates, beers and confectionery. Other baskets are themed around occasions, such as Mother's Day, Valentine's Day, Christmas and Father's Day. Bobby said: "We're delighted that they're so popular and that our customers love them too. It means that local people can always get a gift right on their doorstep and don't need to travel elsewhere."

Frantic retailers looking for last-minute solution Suppliers receiving 150 calls a day

Panic stations for thousands as display ban looms large

by Tim Murray

Manufacturers have been deluged with calls from thousands of increasingly frantic retailers looking for a last-minute fix to comply with next month's tobacco display ban legislation.

With stores legally required to go dark in just over one week's time, some providers told RN they are turning desperate stores away.

Others have reported experiencing problems of their own, with demand for doors and other options outstripping supply.

CJ Retail Solutions is one company affected by both manufacturing delays and a flood of calls from anxious stores. "We've had unprecedented demand," said sales and marketing director Mike Houghton.

"We guarantee that all the people who we've agreed deals with – about 350 stores – will have a solution by the deadline. But we have had thousands of other enquiries too. In the last three weeks we've had a huge amount of stores who haven't got a solution calling and we've had to turn a lot down. We've had

problems getting the doors too, but we guarantee we'll get a solution."

Mukesh Patel, of MG News in Twickenham, west London, is one of those affected. He said: "We've paid and had the frame put up, but we're waiting for the doors. They've postponed a few times, but they've promised they'll get it done by Monday [30 March]."

Another supplier, Tobacco Display Screens, said it too was experiencing hundreds of retailer phone calls.

"We're still getting 150 calls every day. Everyone who ordered by the 20

March deadline will get theirs, but others we can't promise. We're working flat out," said Alex Hanson from the company.

Meanwhile, the NFRN has stressed that doing nothing is not an option and urged all stores to sort out their solutions ahead of the impending deadline.

NFRN chief executive Paul Baxter said: "With the clock ticking we hope that most small shopkeepers are ready to go dark. If they aren't, a comprehensive package of constructive advice and support can be found on our website."

New scams warning

Retailers have been warned to be on their guard against three new scams.

The NFRN urged store owners to say no to companies that cold-call offering help to get business rates reduced in return for large fees or no charge until the matter is resolved.

NFRN pensions trustee Jim Maitland also warned against companies cold-calling to offer pension re-investment schemes.

Meanwhile, JTI warned of a voucher scam where consumers are led to believe they have £3 off Benson & Hedges products.



Time to invest in a slush fund? If you are thinking of buying a slush machine, now is the time to do it. That was the message from NFRN head of trading Carolyn Kirkland at this month's Scottish Conference. Retailers are reporting high profits and margins from their machines. This week, RN columnist Bintesh Amin said he had taken nearly £350 in one week (see page 22). And Kent retailer Harry Goraya said his machine (pictured) had paid for itself within three months.

Pre-election budget gets a cautious welcome

Retailers and trade organisations have cautiously welcomed George Osborne's final Budget before May's general election.

The Budget saw a raft of measures including a 2% cut in spirit and cider duty, and an increase in tobacco duty. There was also a promise to overhaul the

business rates system and an increase in the minimum wage.

John Parkinson of Broadway Premier News in Llandudno said: "The reduction in alcohol duty was good news. I also welcomed news on an overhaul of business rates. It is an unfair system for small businesses."

NFRN chief executive Paul Baxter said: "We are pleased to see the government help independent retailers through alcohol duty cuts and freezes, yet with the other hand the chancellor has increased the tobacco duty, practically encouraging the illicit market."

Association of Convenience Stores chief executive James Lowman said: "We are concerned that the chancellor has again hinted at continuing with above-inflation increases in the National Minimum Wage. These are not affordable for local shops."

In brief

Trading cats & dogs

Today's Group is launching a new own label sub-brand, Today's Select For Pets, consisting of two larger format dog food varieties and four smaller cat and dog food variants. The former 1,200g format is priced at £1.15, the latter smaller variants at 55p. The range is supported by PoS. Today's Group own label trading controller Hilary Nithsdale said: "Petcare is a growing category and we are giving our retailers a credible, attractive alternative to branded lines, helping them to compete head to head with the multiples."

Roll with it

Spar north of England wholesaler James Hall & Co has joined forces with Manchester Japanese restaurant Samsi to offer a range of sushi. The range, which includes sushi rolls or norimaki, is available in eight-piece vegetarian or fish trays, retailing at £2, or an eight-piece norimaki with additional nigiri for £2.50. Each tray contains soy sauce, wasabi and ginger. Sales and marketing director Peter Dodding said: "The quality is fantastic. We expect to add more products to our sushi range soon."

Easter ads

Londis is launching a radio advertising campaign to attract customers into stores this Easter. Building on the success of its Christmas and New Year price crash campaigns, Easter is the second of four campaigns planned for 2015. The Easter campaign will run on stations across the UK, targeting families and commuters across the Easter weekend break.

NEWS BUSINESS

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Sainsbury's bucks mult trend with its c-stores

Sainsbury's has bucked the trend among the supermarket giants after its trading update revealed that its convenience store was helping offset declines elsewhere.

Challenging trading results have caused other big grocery chains such as Tesco and Morrisons to evaluate their c-store operations. Both have announced closures in their convenience store businesses.

With deflation driving down sales and its main supermarket business faltering, "strong" growth at both its convenience stores and website was cited as one of the few bright spots in the trading up date for the 10 weeks to the middle of March.

It is still investing in its c-store business, with further growth planned.

It is also allowing shoppers to pick up online shopping from stores.

Aldi eyes online for UK growth

Discount retailer Aldi is eyeing online sales as part of its ambitious plans for UK growth, according to reports.

With the UK proving to be one of the fastest growing online grocery markets in Europe, it could prove to be the ideal launchpad for Aldi's new operation before it rolls out across the rest of Europe.

An Aldi spokesman said: "It is not an immediate focus for Aldi, which currently has the best performing business model in the grocery sector.

"However, it is an area we monitor as part of our customer-focused approach."

Costcutter's own label brand takes off

Costcutter retailers have reported increasing sales of the firm's Independent brand as the convenience group looks to expand the range further next month.

Stores stocking the range said recent additions such as cooked meats and sweets were growing in popularity among shoppers.

Chaz Chahal, owner of two Costcutter stores in Bromsgrove and Kidderminster, said: "We have seen growing sales, particularly around the confectionery and £1 sharing bags they've launched.

"I think now the range is bigger and more shoppers are seeing it around the stores, a lot more of them are picking it up."

Vip Panchmatia, owner

of two Mace stores, added: "Soon after we opened our new shop in Stroud, Costcutter added chilled meat to the range. We have a lot of customers here looking for lunchtime snacks, so that helped us get early sales."

Costcutter said it will expand Independent further with the launch of handheld ice creams, chocolate bars and more household lines in April, bringing the total number of products in the range up from 600 to 650.

Lucinda Stephenson, marketing manager for Independent, said: "Independent sales continue to grow week-on-week and like-for-like sales in many categories are out perform-



ing the sales of previous own labels. Carbonated drinks are up 44% like-for-

like and the biscuit range is already recording excellent sales figures."

Wholesaler scheme to feature iBeacon activity 'Digital is a key strength' says group

Bestway speeds forwards with drive for more sales

by Nadia Alexandrou

Bestway is launching a new scheme - The Great Rebate - aimed at driving sales of core bestsellers in convenience stores. The initiative, which builds on last year's Core Connect rebate programme, features additional incentives and targeted marketing technology iBeacon.

As well as offering retailers a 3% rebate on selected bestsellers across 30 core categories, customers have the chance to win an extra 1% through an additional volume deal on featured



products.

Retailers buying into the monthly volume incentive scheme will be entered into a draw to win a Nissan NV200 van, pictured.

"Core Connect was a huge success, with over £1.5m earned in the form of rebates and this relaunch is designed to attract even more

customers," said Bestway's marketing manager Saliha Sheikh.

In addition to a monthly brochure covering all items

involved in the scheme, Bestway will be looking to communicate and support retailers through a raft of digital activity.

At the end of this week Bestway will become the first wholesaler to install iBeacons across all depots. It will beam targeted promotions to any retailer who has

downloaded the Bestway Batleys app and will also be used to communicate any messages from Bestway to its retailers. "Digital is a key strength of ours, and with UK retail sales through mobiles projected to double by 2017, it will continue to become a key channel for us," said Mr Sheikh.

Beginning from 1 April and running to the end of September, the promotion will benefit from extensive visibility in depots and a multi-media communication programme involving digital and trade press activity.

For the record, there's healthy food here too

North Londoner Paul Harding launched Harringay Local Store in Green Lanes to sate the public's growing appetite for whole food.

But in an unusual move, the DJ and producer decided to capitalise on the vinyl revival by stocking records too.

"We opened in January and business has been good so far.

"We hoped someone else would open a store like

this, then decided to do it ourselves," he said.

Look out for RN's retailer profile on Paul's store next month.

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NEWS

NEWSTRade

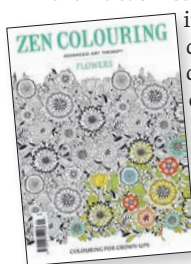


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to help you grow your sales

Zen mag is a calming influence

GMC Publications is launching a bi-monthly magazine, Zen Colouring Advanced Art Therapy, to fit into a new 'craze' of colouring in for adults.

The magazine, priced at £5.99, will have a different theme each issue, with



intricate line drawings designed to engage adult brains.

The first issue, on sale 2 April, focuses on flowers.

The publisher said colouring has "been proven to be beneficial for adults as it generates wellness and quietness, stimulating the brain areas related to the senses and creativity".

Bike title set to sell Fast

Monthly sportsbike title Fast Bikes is celebrating its 300th issue with the release of a free 36-page supplement.

The A5 booklet comes bagged with the issue and looks ahead to the 2015 road-racing season including the world famous Isle of Man TT.



Steve Rose, modern motorcycle division publisher at Mortons Media Group, said: "The open-

ing lines of the supplement's introduction state, 'nothing else on the planet can contest the undiluted thrills of the sport, the close spectator proximities and the general vibe of a road-racing paddock'. This will be a popular release, particularly given the time of the year."

On sale 31 March, the issue is priced at £4.35.

Signature signs up for My Little Pony mag

Signature Publishing has teamed up with Hasbro to launch a bi-monthly title for the popular girl's brand My Little Pony Equestria Girls.

The launch was timed to coincide with the release of the My Little Pony Equestria Girls Rainbow Rocks DVD and the news that a third film will be released

later this year.

Signature already publishes My Little Pony and Littlest Pet Shop under licence from Hasbro, both of which are strong sellers.

On sale now, the first issue of Equestria Girls comes with a bumper pack of gifts including a Rainbow Dash hair extension, lip balm, nail stickers and a sampler

story book.

Editor in chief Amanda Clifford said: "We look forward to creating a truly immersive brand experience."

Priced at £3.99, the magazine is packed with features, comics, make-it-yourself projects, quizzes, posters and exclusive competitions.



Special issues and covermounts lined up Sales up by 50% on standard editions

Publisher drives big Easter push for kids' magazines

by Nicola Stewart

DC Thomson is encouraging independents to focus on their children's magazine displays in the lead up to and over the Easter break.

Head of circulation (magazines) Iain McKenzie said the holiday saw the second highest sales peak after summer for children's titles.

"Sales of our Easter issues increase significantly, by up

to around 50% on a standard issue," he said.

Issues on sale during this time also offered added value, with premium covermounts and cover prices, he said. "It's always particularly important to us to maintain sales at this time and we try to do this in a number of ways.

"For example, The Beano this year will have a bagged, increased price issue. Typically with special issues of

The Beano, we'd expect to see a 15-20% uplift in sales."

Titles that performed particularly well last Easter were Dennis & Gnasher's Epic!, up 46% on the previous issue, The Official Jacqueline Wilson Magazine, up 37%, and Animals & You, up 13%.

Teenage magazine Shout also enjoyed a 64% jump in sales over the break.

Retailers can maximise sales of children's titles by

making sure key brands are displayed prominently in store, said Mr McKenzie.

Naresh Purohit, of Marseans in Kent, said he always saw a clear rise in sales at Easter. "I usually only have kids in before school and then I don't see them again for the rest of the day, but during holidays they are in and out all the time so I see an increase in sales on all sorts of things - including magazines," he said.



Four for free The first Easter issue of 110% Gaming is premium priced at £4.99 and comes with four free gifts including a 3D door hanger, emoji badges, a gaming wristband and a pack of Topps Match Attax cards. On sale from 1 April, the issue features Minecraft - a major draw for primary aged boys - puzzles to crack, FIFA Ultimate Team tips to follow and Super Smash Bros jokes. It also rates the top 10 Lego games of all time and offers the chance to win some top prizes. Retailers should display prominently next to Toxic, Mega and Lego Chima.



Looking beyond displays

Four top tips to grow tobacco sales after the display ban comes into force on 6 April.

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.

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MERCHANDISING

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GROWTH

Tobacco is the key contributor to store turnover – BAT offers you rewards for ranging and facing our Brands.



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NEWS

PRODUCTS

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PepsiCo prizes

PepsiCo is encouraging retailers to sign up to its rewards website and be in with a chance to win £1,000 for their store.

The prize draw is part of the company's current Walkers activity, which also includes a "fresh taste guaranteed" on-pack flash and 57p pricemarked packs.

PepsiCo said the activity, which is running via its Counts For More website, is designed to help retailers improve management of crisps and snacks. Store owners who register for the competition have the opportunity to win the £1,000 investment, which can be spent on new fixtures, fittings and decorations.

Matt Goddard, head of field sales at PepsiCo, said: "Retailers are always looking for innovative new ways to grow their businesses, and this year we will continue to work harder than ever with the makeover competition via the Counts for More site."

Growth in the Valley

Nature Valley is launching a new range of protein bars.

Nature Valley Protein, available in Peanut & Chocolate and Roasted Peanuts With Pumpkin & Sunflower Seeds flavours, contains 8g of protein per bar, but just 140 calories and 30% less sugar than average cereal bars.

Both are available in five-bar multipacks, retailing at £2.89. Peanut & Chocolate bars are also available in single bars priced at 69p.

The company said it was aiming to dispel the myth that protein bars are suited just to bodybuilders and gymgoers.

Cider makers battle it out to be thirst past the post

Three cider makers are battling it out for a slice of the market with a new pre-summer selection of traditional and fruit-flavoured ciders.

Somerset-based company Brothers will aim to cash in on the summer festival trade with the launch of two

fruit cider variants – Coconut & Lime and Strawberry & Kiwi. Fruit cider is the fastest growing segment and has seen a 66% increase to £229m last year, according to the company.

Meanwhile Swedish brand Rekorderlig will add

a new variant, Rekorderlig Dry Apple. Available in packs of four 330ml bottles, the cider is sweeter than a dry English cider.

And in April, Diageo is launching Pimm's Cider Cup, which blends Pimm's No.1 and British cider with

a hint of classic Pimm's strawberry and cucumber flavours.

Minesh Parekh of Manchester off-license Jay's Costcutter said: "There's so much more variety. Competitive pricing helps, as do in-store promotions."

Independents to grab bigger share of £3.8bn market Exciting news follows buyout

Kerryfresh's new lines and online order chiller thrillers

by Steven Lambert

Online ordering and 100 new lines will form part of Kerryfresh's plans to help independents take full advantage of the growing £3.8bn chilled convenience market.

The news comes weeks after the direct-to-retail service was purchased by new company Fresh to Store from Kerry Foods following

a management buyout.

Darren Haynes, managing director at Fresh to Store, said Kerryfresh will continue to be a route to market for Kerry Foods products, but added that the move would also allow it to offer a more flexible and diverse service to some 11,000 retailers that it visits each week.

He added: "The chilled sector in convenience continues to grow and is now

almost as big as the tobacco sector. We want to help independent retailers grow in this category and we can do that by acting as a mobile cash and carry for chilled and fresh products."

Mr Haynes said Kerryfresh is expected to be renamed as Fresh to Store at some point next year, but will retain key benefits for retailers such as sale or return on items and the

ability to order in singles.

He added that the company is working on online and smartphone ordering capabilities, which are expected to be finalised "in the next few months".

In addition, new product ranges will also be added to Kerryfresh this year. Mr Haynes said the company hopes to expand the range of local products it offers to appeal to more local tastes.



The other election Mars UK's M&M's brand is aiming to take 'poll' position with a campaign calling on the public to vote in their favourite M&M character. Three characters – Ms Brown, Red and Yellow – will battle it out for the top spot with the campaign featuring on special packs of peanut, chocolate and crispy M&M's.

Hot products for your shopping list



Somerset-based Brothers is launching two fruit cider variants



Nature Valley has unveiled a new range of protein bars



A new addition from Swedish brand Rekorderlig is Dry Apple Cider

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NEWS

PRODUCTS

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New B&H brands on a budget

JTI is continuing to invest in value brands with the launch of B&H Blue King Size and Smooth Flavour King Size 18s.

The new packs launched on 23 March at an RRP of £5.99 and offer budget-conscious consumers a lower-priced alternative from the B&H portfolio.

JTI head of communications Jeremy Blackburn said: "The launch of B&H Blue King Size 18s responds to the growing trend towards value, which now accounts for over half of all cigarette sales in the UK. The lower price will ensure this must-stock line continues to drive profits for retailers."

An increasing number of 18-packs are being made available as cigarette prices soar. Rothmans Kingsize and Superkings Value Blue 18-packs now rank among the top 20 best-selling cigarettes.

Supreme's new recipe upgrade

Dairy Crest is relaunching its premium Frijj Supreme milkshake range this month.

With a recipe upgrade, refreshed logo and packaging, every 375ml bottle will now sit with the Frijj core range design.

The Supreme range includes four flavours: Honeycomb Chocolate Swirl, White Chocolate Raspberry Swirl, Sticky Toffee Pudding and Banoffee Pie. Laura Sheard, head of marketing, said the range was ideal as a sweet treat or as an alternative dessert.



Colman's come-back Colman's mustard is back on TV this week for the first time in eight years in a bid to persuade consumers that no roast dinner is complete without the brand. The ads will run for three weeks as part of the "Meals That Say It All" campaign for the brand which launched last year. Unilever said it had timed the ads to run in advance of Easter.

Innovation and expansion in products portfolio First light Guinness beer for 200 years

Diageo marks its 18th with extensions and launches

by Tom Gockelen-Kozlowski

Diageo has given the industry a glimpse of the summer to come with a set of brand extensions and launches on its most famous lines.

The company, which celebrates its 18th birthday this year, is introducing two new Pimm's products – Pimm's Cider Cup and a frozen pouch, Pimm's Summer Crush – to accompany recently-launched Pimm's

Strawberry.

The new products highlight Diageo's investment in innovating and expanding a historic portfolio and mirror recent activity on the Guinness brand.

Last year, its Brewers' Project inspired two new beers – Dublin Porter and West Indies Porter – based on recipes uncovered in the Guinness archive, and Diageo is now releasing Golden Ale, the first light Guinness

beer to be produced for over 200 years.

To offset a fall in sales in the overall white rum sector, Diageo is launching Captain Morgan White Rum. Available in 70cl bottles from next month, it will aim to build on the brand's current double-digit growth.

Diageo also hopes to reinvigorate the RTD category and make it more relevant to the key 18- to 24-year-old demographic

with the launch of Smirnoff Ice Double Black. The UK launch follows on from successful sales in South Africa, where launch targets were beaten by a factor of four. In Australia, the product is now three times larger than Smirnoff Ice.

Other products unveiled included a pineapple version of the premium vodka Ciroc and a Gordon's Frozen Cooler pouch, infused with apple and elderflower flavours.

Pricemarks and TV campaign boost for Trebor

Mondelez is aiming to boost sales of its confectionery countlines and Trebor brand with new 50p pricemarks on selected products and a TV ad campaign.

The company is introducing 50p pricemarked packs across Cadbury brands from the end of March, including Twirl, Wispa, Crunchie,

Boost, Double Decker and Dairy Milk.

The move comes after an increasing number of complaints from retailers that its current 60p pricemark is too expensive when compared to larger pricemarked block chocolate, and that countline sales are falling.

Speaking to retailers at

the NFRN's Scottish conference earlier this month, Mondelez said the move was designed to reverse the decline in countline sales and increase retailers' margins.

Meanwhile, as part of a £2m investment campaign, Trebor mints will return to screens next month for the first time in four

years, alongside radio and PR activity. Starting from 20 April, the nine week campaign will use humorous sketches to encourage consumers to 'Choose your Trebor', and celebrates Trebor's heritage, which dates back to 1918.

● Cadbury pricemarking – see Your Issue, page 21.

Hot products for your shopping list



B&H Blue and Smooth are aimed at price-conscious smokers



Diageo has a host of activity lined up to mark its 18th birthday



Mondelez has announced new Trebor TV ads



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NEWS

REGIONAL



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Kick off for 'Small Business' lead up

Small Business Saturday, fast becoming a regular date on the retail calendar, has been confirmed for 5 December, but the activity surrounding the event will begin next month.

From 1 April, free workshops and talks will be taking place around the country aimed at getting retailers enthused about and signed up for the Saturday event in December.

Small Business Saturday UK national campaign director Michelle Ovens said: "We are tremendously excited about this year's event, and we expect tens of thousands of FSB members across the UK to take part again on 5 December."

"Small Business Saturday is a great moment for everyone to celebrate the best of British."

"Let's hope this year can be even better - encouraging thousands more people to support small businesses."

E-cigs legislation cause for confusion

Retailers have expressed their concern over confusing upcoming e-cigarettes legislation that permits their sale as quit-smoking aids to under-18s.

While there is currently no age restriction on the sale of e-cigarettes, legislation coming into force in 2016 will limit sales of these products to over-18s.

However, e-cigarettes that are granted a medical license can be sold to anyone regardless of age.

Following a debate in the House of Lords last week, the NFRN urged the government to ensure that the differences between age-restricted sales and non-prescription medicine sales are fully explained to

retailers. It fears substantial fines could be incurred by retailers who inadvertently apply the regulations incorrectly.

NFRN national president Martyn Brown said: "We have written to the Department of Health to ensure that they explain the nuances of these regulations fully."

Vicky Grant of the E-Cigarette Industry Trading Association said: "The new regulations are causing a lot of confusion. When thinking about selling a product to younger people, a precautionary approach would be advisable to ensure all sales are to over 18s, this way you are not going to get caught out."

Senior policeman says crime at 'all-time low' But licensing fears may be cause for fewer reports

Retailers urged to report crime to give true picture

by Tim Murray

Trade bodies and anti-crime organisations have urged retailers to report every incident, despite fears over issues such as potential licensing problems.

One of the calls came from a senior policeman currently tasked with working for the Scottish Business Resilience Centre, which specialises in security and is assisting retailers with training and networking initiatives.

Assistant director Brian Gibson told delegates at the NFRN Scottish conference that they needed to report

crime - or else police and other authorities would believe that rates were falling.

"We're driven by what comes in on a day-to-day basis. You need to report crime so we can understand what's going on because our investigations are intelligence-led," he said.

"Figures suggest that crime is at an all-time low. If you don't think it is, you need to tell us."

The Association of Convenience Stores also made a similar plea. Its recent crime seminar in London heard that some retailers were reluctant to report "low-level crime" for fear

of falling foul of licensing authorities. The more crime a retailer reports, the more likely they are to get a visit from their local licensing officer, which could lead to them falling foul of regulations, it said. Figures from Nottingham Trent University suggest that in some regions, only 5% or less of convenience stores are reporting low-level crime.

ACS chief executive James Lowman said: "Shop theft and abuse are common occurrences in the sector, but only by reporting these crimes will local police forces know their true extent. Crimes against

c-stores are not victimless. Retailers must not let these incidents be ignored."

The discussions over retail crime came at the end of another busy week for stores struck by raiders.

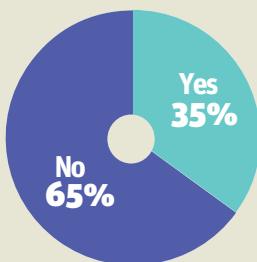
A staff member in a Jar-row newsagents frightened off a would-be robber brandishing a two-foot long blade, forcing him to flee empty-handed, while in Boston Spa, near Leeds, two shots were fired as two men - both dressed as women and one pushing the other in a wheelchair - struck at a post office.

Police are investigating both incidents.

RN reader poll

Last week we asked:

Will your business benefit from this week's Budget announcements?



THIS WEEK'S QUESTION:

Has your wholesaler's own label range improved this year?

Have your vote now at
betterRetailing.com

betterRetailing.com



Branch 4,000 posted

A Surrey Post Office has become the landmark 4,000th store in the country to be modernised. The milestone achievement, part of the biggest retail transformation in UK history, at Tongham Post Office in Surrey, was marked by Postal Affairs Minister Jo Swinson visiting the new-look store. Tongham Post Office and postmaster Mrs Kay Desai moved 25 yards into the family-owned Nisa store, which has doubled in size and is being fitted out in the new style. In keeping with the modernisation scheme, it boasts longer opening hours.

REGIONAL

Delight at success of News UK initiative 'It's a fantastic service offered by independents'

Times' HND scheme helps to deliver 1,000 new subs

by Nicola Stewart

The Times has picked up more than 1,000 new subscribers since the launch of the Deliver My Times scheme in February.

The scheme, which offers 12 weeks free home delivery to new subscribers, has already delivered huge results for The Sun, which has had 12,000 readers sign up since October.

News UK independents sales manager Greg Deacon said the offer was also driving frequency of purchase

of The Sun, with 92% of customers signing on for seven-day delivery.

"It's a fantastic service offered by independent retailers," he said.

"The convenience is there, so people are buying more copies. The average purchase has gone up by three copies a month. I think customers get it – they get the convenience of it, they maintain the behaviour, and retailers see the benefit of the cash margin."

As part of the scheme, News UK has mapped

84% of the population to an independent retailer who provides home news delivery.

"We have put a lot of investment into this and at the moment we have around 5,300 stores across the UK mapped.

"We're going to have 90% of the population mapped by June, so almost wherever customers are, they will be able to have their paper home-delivered by their local retailer."

Will Garner, of Garners News in Sussex, said he had

seen some new business as a result of the offer but he hoped existing customers wouldn't take it up.

His delivery charges are set higher than the amount News UK is reimbursing for, meaning his profit was slightly less on papers delivered under the scheme.

"That is the one downside, although I appreciate News UK can't set it individually to each agent," he said.

● A full interview with Greg Deacon will appear in the 10 April issue of RN.

Thomson's hi-tech hit

DC Thomson newspapers are benefiting from a cutting edge piece of technology installed at its Kingsway-based printing arm, Discovery Print.

The new Kodak digital print head makes it possible to randomise parts of the paper, without changing plates or slowing the speed of the press.

The technology was used for the first time on Saturday, with every copy of Dundee-based title The Courier printed with a unique code. Twenty of these codes were then printed in the Monday edition and readers who had two matching codes instantly won £500.



Makeover winner One winning store has lit the imagination of Ferrero judges in a competition to receive a £3,000 store makeover. Sheffield retailer Bina Mistry won the prize after she created an outstanding Christmas display. Her store has now been kitted out with fitted window designs and in-store PoS to get it ready for Easter. Ms Mistry said: "It's always harder for small stores to stand out and it's great that Ferrero is doing something to help."

Reassurance sought over sub-postmasters probe

A government committee has sought reassurances from business secretary Vince Cable over the Post Office's handling of a mediation scheme set up after subpostmasters were fined or jailed following allegations of false accounting.

In a letter to Mr Cable, the Business, Innovation

and Skills Committee expressed concerns that the Post Office was not 'engaging as constructively as it could be' in the mediation process.

In particular the committee accused the Post Office of dragging its feet over the supply of documentation to Second Sight,

an independent investigator tasked with uncovering the extent of the failure of the faulty Horizon IT system.

Chair Adrian Bailey MP went on to urge a 'constructive resolution' to the outstanding cases involving subpostmasters.

Andy Furey, Commu-

nication Workers Union national official, said: "We would like to see Second Sight's final report published openly and not suppressed by either the Post Office or government."

"Too many postmasters have already suffered for further secrecy to continue."

In brief

Crackdown goes on

JTI has continued its crackdown on illicit sales by removing gantries from two stores recently prosecuted for possessing counterfeit goods. Around 2,500 litres of beer, 250 litres of spirits, 189 litres of wine and illegal cigarettes were discovered at Alric Food & Wine in Brent while 6,600 illegal cigarettes were seized at JB Patel and Son in Woolwich. JTI's UK head of corporate affairs Paul Williams said: "JTI has decided the removal of our gantries was the most appropriate course of action. This brings the total number of gantry removals to eight."

Plastic bank notes

Clydesdale Bank has launched the UK's first ever plastic bank notes. The limited edition £5 notes have been released a year before the Bank of England introduces plastic notes into general circulation. The notes are smaller than existing currency but will still fit into cash machines, the bank said. The news comes in the same week that the design of a new 12-sided £1 coin was also revealed.

0% inflation

UK inflation fell to a record 0% after lower food and computer goods prices helped cut the rate down from January's 0.3%. The 0% level is the lowest since records began and means that the cost of living is the same as it was one year ago. According to the Office of National Statistics, a slump in oil prices and the fierce supermarket price war brought prices down 16.6% and 3.4% respectively over the year.

YOUR REGION

NFRN CONFERENCE SCOTLAND 16-17.03.2015



Chris Rolfe reports from the annual NFRN Scottish conference

'Networking is the way forward'

The NFRN needs to facilitate more networking, business-focused meetings and profit opportunities to meet the needs of retailers, councillors agreed.

"We need to take a different approach and prove that joining the federation will provide new ways to increase income," said Lanarkshire member Shahid Razzaq.

In the face of falling attendance at branch meetings, Aberdeen member Ian Stewart and Perth member Robert Baillie urged the federation to put networking at the heart of meetings and make better use of email and Skype.

"My son said he would like roundtable events where he can network. That's what we need if we want young people involved," said Mr Baillie.

In his conference address, chief executive Paul Baxter agreed with the comments and said the federation must also focus on lobbying, supporting struggling businesses and working with suppliers.

"We have to find ways of working that will make money and hold meetings where business is more prevalent and likeminded retailers can give help and advice," he said.

He announced the upcoming launch of a best practice retail standards programme to help stores achieve standards on a par with multiple retailers and symbol groups.

"You need to take what the best stores do and apply it," he said.

Meanwhile, Lanarkshire member Des Donnelly



The NFRN has raised its political profile

called for "a radical rethink of our rules" to help members become more active.

Council passed two motions calling for work to facilitate more membership interaction and rule book changes to improve involvement in federation activities.

NFRN praised for 'political profile'

Delegates called for further engagement with politicians and praised the NFRN for its growing political profile.

"We've got plain packaging and a ban on under-20 packs to contend with. Then the health lobby will be looking for a new victim and it's likely to be alcohol or sugar. If we're not ready they'll take us to the cleaners," said Shahid Razzaq.

Aberdeen member Jim Maitland added that MPs' and MSPs' lack of understanding of business issues was another challenge to face.

Several members praised the federation for building strong links with politicians.

"Twelve years ago we were well-meaning amateurs. Now we are received by civil servants and MSPs," said Mr Maitland.

National president Martyn



The health lobby will be looking for a new victim and it's likely to be alcohol or sugar. If we're not ready they'll take us to the cleaners

Shahid Razzaq

Lanarkshire member and new Scottish president



Sharon Sisman

Brown added: "The fact we were invited to a select committee meeting on sentencing shows we are doing a fantastic job. We have to build and maintain dialogue to keep politicians informed of the issues our members face."

Robert Baillie paid tribute to Mr Maitland, who retires from the Scottish executive committee this year, for his political campaigning.

"Jim has upped our game and has the ear of civil servants. It is an amazing compliment to him that they phone him with news."

In turn, Mr Maitland paid tribute to retiring Scottish Retail Consortium chairman John Drummond. "He is one of the most respected people in retail and his departure will be a big loss," he said.

Security in dark market discussed

Council discussed simple ways to improve security while selling tobacco in a dark market.

Edinburgh member Abdul Qadar and Paisley member Hussan Lal recommended mirrors behind counters to allow retailers to keep watch on customers.

Mr Lal added that he taken gantry photos before installing shutters and put corresponding numbers on these and shelves to help staff navigate his dark gantry.

Shahid Razzaq said that shelves could be labelled with self-adhesive strips as long as compliant font sizes and labels were used.

But membership services manager Angela

Simpson and Mr Razzaq warned members to make sure mirrors were positioned so as not to reflect stock in gantries or money in tills.

New president's promos drive

Incoming Scottish president Shahid Razzaq pledged to focus on driving the federation's newstrade agenda, sourcing supplier deals and fighting excessive charges during his year in office.

"I want to give members deals they can thank the NFRN for," he said.

"We need to be more proactive because companies like Santander and PayPoint are costing us money."

District elections saw Abdul Qadar voted in as vice president, while Sharon Sisman, David Woodrow, Mr Razzaq and Mr Qadar were elected as national councillors.

Publishers 'shun' indies on promos

Publishers are refusing to run promotions with independent retailers because of their lack of compliance, council was warned.

Martyn

Brown, Paisley member David Woodrow, Dumfries & Galloway member George McCall and Robert Baillie all gave examples of publisher meetings where non-compliance had caused negotiations to fail.

"I get deals from Nisa because I agree to sell products at the prices they set, but we've had meetings with publishers where we can't guarantee them the same loyalty from retailers," said Mr McCall.



Martyn Brown



Jim Maitland

YOUR REGION

NFRN CONFERENCE SCOTLAND 16-17.03.2015



Chris Rolfe reports from the annual NFRN Scottish conference

Members told to avoid legal highs

They might be legal but no NFRN member should stock them. That was council's unanimous view as the issue of selling legal highs was debated.

David Woodrow and Edinburgh member Aleem Farooqi called for advice for retailers as council was warned that small stores could face prosecution if substance consumption caused death.

Brian Gibson, assistant director of the Scottish Business Resilience Centre, said:

"The police might look at who sold these products and ask questions.

In the worst case, the retailer could be found guilty of culpable homicide."

Chief executive Paul Baxter said: "The NEC's position is clear: they may be legal but they are immoral."

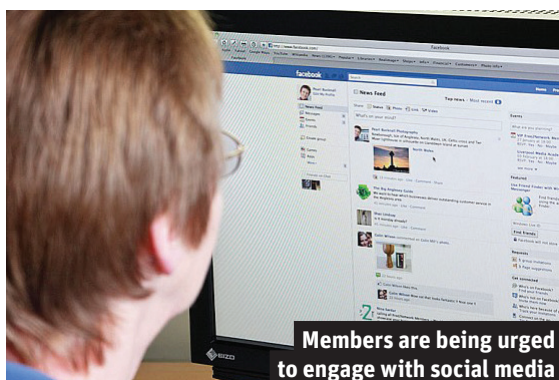
"It's perfectly simple. Do not sell them," said Greenock member Ron Ramsay.

Herald pledges copy sales boost

The Herald pledged to build on copy sales growth achieved in 2014 with a focus on strong print content.

Malcolm McDonald, head of circulation at the Herald & Times Group, said sales of The Sunday Herald grew by 35% in the second half of 2014 and by 23% in the first 10 weeks of 2015, boosted by strong coverage of events such as the Commonwealth Games and World War One centenary.

The company's pro-independence stance had helped it outperform the



market by 3% and achieve 'stable' circulation for new title The National.

"We will drive copy sales by creating compelling, unique Scottish content and growing print subscriptions. Print newspapers have a strong future," he said.

Federation goes 'back to basics'

NFRN field staff will take a 'back to basics' approach this year and support members by focusing on tobacco, legal and news-trade issues.

In her operations report, membership services manager Angela Simpson said field staff advised on the dark market on every visit and support available from



Retailers are engaging, communicating and discussing their issues on social media. We need to get members plugged in

Abdul Qadar
New vice president

services such as NFRN Assist and NFRN Legal Plus.

Robberies, scams and alcohol licensing were among the main issues discussed on during field visits last year, she added.

Meanwhile, Paul Baxter said that full-time recruiters are to be employed to reduce strain on regional development managers and allow them to refocus on news.

Scottish district membership stood at 1,548 at the end of last year, with 124 new members recruited in 2014.

Commercial offer to be improved

NFRN Commercial will improve its offer with a focus on in-store cost savings, new field and tele-marketing staff and an improved marketing strategy.

Head of trading Carolyn Kirkland said the company would help retailers save money on energy, lighting and heating bills.

Business operations, services, new deals and

provision of in-store items including staff uniforms will also be a focus.

A new telesales team will make in and outbound calls, while van sales staff will also be recruited and potential business partners, including PayPal, are being contacted.

She encouraged members to take up deals on slush machines and electronic cigarettes.

Lessons in social media on cards

The Scottish district has called on national council to educate members about social media at this year's annual conference.

Delegates voted in favour of a motion proposing workshops or presentations at the event.

"More retailers are engaging, communicating and discussing their issues on social media. We need to get members plugged in," said Abdul Qadar.

Get quotes from NFRN Mutual

Peter Wagg urged members to get quotes from NFRN Mutual following the recent introduction of a new business rating system.

"Most Scottish postcodes have a lower rating now," he said.

Mr Wagg, chairman of NFRN Mutual, said an online system is set to launch that will allow retailers to access 24-hour online quotes. The company is also hoping to offer motor insurance.

Hussan Lal asked Mr Wagg to investigate cover for shop alarms. "The charges we face on that are horrendous," he said.



David Woodrow



Shahid Razaq



Abdul Qadar

Your say

What is the best idea you've picked up from the speakers or by networking during this conference?



Irn Bru's presentation gave me the idea of teaming up with other stores and bulk ordering so I can run better promotions. I'd like to run a two for £2 deal on 2l drinks, for example.

Hussan Lal
Park License Grocer,
Paisley



After listening to Peter Wagg I realised that I can probably save money because the Mutual could insure my flat as well as my shop. I'm going to get a quote. They saved me £300 on my shop insurance.

Dave Forbes
Forbes Newsagent,
Dundee



Talking to Peter Wagg and Ferhas Ashiq made me realise I can let go and trust my staff more. With the phone, internet access and remote CCTV I don't have to be in my business all the time.

Robert Baillie
Baillie's Newsagents,
Perth

YOUR REGION

NFRN DISTRICT COUNCIL REPORT YORKSHIRE 18.3.2015



John Dean reports from the NFRN Yorkshire district council meeting

New president's fighting talk

Hull member Andrew Taylor was elected as district president as Gordon Bird's term of office came to an end.

Leeds member Jay Banning was elected as vice president and Mr Taylor, Mr Banning and York member James Wilkinson were all elected as national councillors.

In his opening speech as president, Mr Taylor said the Yorkshire district was in a strong position, having recovered from the internal divisions that caused problems a few years ago.



Andrew Taylor

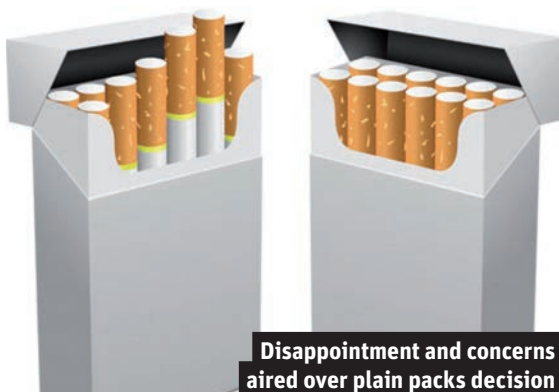
He said it was important that the district now kept up the pressure on wholesale depots to make sure that problems such as late and damaged deliveries did not occur.

Mr Taylor also praised the district's representation on the national stage through national president Martyn Brown, a Leeds member, and its national councillors. "Our district has a strong voice in London," he said.

Call for support of Ratcliffe Fund

National president Martyn Brown urged members to back his campaign to raise funds for the Ratcliffe Fund to help people injured in robberies and other incidents of retail crime.

He said that a string of incidents around the country, in which victims had been killed, seriously injured or threatened with weap-



ons, had highlighted the problem of retail crime and he urged members to help fundraise to support victims and their families.

"The idea is to collect a pot of money to help these people," he said.

Carriage charges – time for a cut

The district passed a motion to raise the issue of carriage charges at national council next month and to urge the NFRN to campaign for lower fees. Proposing the motion, Hull member Roy Turnbull said that the time was right to push for a cut because fuel prices were falling.



Our district has a strong voice in London

Andrew Taylor

NFRN Yorkshire district president

One of the supporters of the motion, Rotherham member Geoff Canadine said: "It is appalling what is happening."

Delegates also agreed to urge the federation to talk to wholesalers about raising funds for an advertising campaign to persuade the public to buy more magazines.

In addition, members called for pressure to be put on the national executive committee to investigate the issue of cheap magazines on sale at market stalls and to urge wholesalers to destroy returned magazines in-house.



Roy Turnbull

Plain packs will help smugglers

Delegates expressed disappointment that MPs had voted in favour of plain cigarette packaging.

The legislation, which will come into force in

May 2016, was approved by a majority of 254 in the House of Commons earlier this month.

It means that all packs will have to be plain brown, apart from mandatory health warnings, with the brand in a fixed-size typeface.

Grimsby member John Grice said that the move would be perfect for cigarette smugglers who could easily conceal contraband cigarettes under the cover of the plain packs.

"I am very disappointed that the MPs did not hear the full story," he said.

York member James Wilkinson said that many of his customers opposed the legislation, adding: "MPs do not listen to the common man."

Plaudits for use of NFRN helpline

District membership fell to 1,169 at the end of 2014, a drop of 30 from the same time in 2013, with 25 of those losses a result of store closures.

Yorkshire was the second best district in the country for using the NFRN helpline in 2014, making 2,201 calls and 171 texts.

However, figures showed 74% of the district's members were still not using the service.

Award for Hull

The Jean Clay Memorial Trophy, for best branch attendance, was awarded to Hull, with the Tom Callaghan Memorial Trophy for money donated to charity going to Huddersfield.

Your say

What have you implemented in your store in the past 12 months that has helped drive sales?



One of the things we have introduced is home deliveries to make the business more sustainable. Home deliveries help us to keep our customers as well as giving us the opportunity to attract new ones.

Gordon Bird
Mellors Newsagents,
Cudworth



We have taken part in a NFRN Assist initiative, which allowed us to upgrade the store, putting in new lighting, flooring and a counter as a way of giving the store a fresh look. We are also introducing Hermes parcels.

Stephen Hunter
Old Road News,
Bradford



We have massively increased our range of fresh produce. We have bought a new chiller and increased the fresh products that we sell and it has become the fastest growing section of the whole business.

Andrew Taylor
Taylor Premier,
Hull



Martyn Brown

LETTERS

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

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

RETAILER SAFETY IS TOP PRIORITY SAYS PAYPOINT

Having read about and spoken to Mo Razzaq, it is clear that he and his colleagues work extremely hard to provide a professional service to support their customers, and that they enjoy significant standing as community retailers in Lanarkshire.

Indeed, listening to Mo talk about his sponsorship and considerable support of local youth football teams is truly inspirational.

Reading concerns about the value of his relationship with PayPoint is interesting also.

I am reminded of two comments made by the relationship manager of our accountancy firm, which counts 1,600 retailers as clients. "Relationships are important in business" and "given a choice between win/lose, lose/win and win/win, the latter is always most beneficial to



everyone, hands down".

Not being a PayPoint partner, it is difficult for me to comment directly on this matter, however I do have another concern.

Over nine years, I have had the privilege and benefit of being a member of a business crime reduction partnership. This has enabled me to benefit from the engagement of personnel from Sainsbury's, Iceland, M&S, William Hill, Met Police, councils, CCTV suites, the Co-op, P&H and many more.

The key topics discussed have been the protection and safety of our staff, customers, ourselves and

our businesses. We must continue to take many steps to ensure we all avoid becoming victims of crime.

Retailers handling large sums of cash, like £35,000 cash in one month, may benefit greatly from considerable work on risk analysis by providers like PayPoint.

The first question that PayPoint may wish to ask as a key responsible payment solutions provider is: "Has it carried out regular and continuing risk analysis in partnership with credible organisations to help keep their retail partners safe?"

Having personally reviewed a case study I am concerned to know, how important is this issue among PayPoint retailer partners? Does PayPoint closely monitor incidents nationwide? How seriously does PayPoint look and act on this issue?

Dilip Patel,

Londis Clapham Park
Chairman, Retailers Against Crime
London/
Local Businesses Against Crime

PayPoint head of corporate affairs Peter Brooker responds:

"We fully understand Mr Patel's concerns for the safety of retailers, which is why we actively participate in forums such as the ACS Crime Forum, the ATM Security Working Group and the LINK Security Group.

"Recognising that holding large amounts of cash on site can be an issue, we have always taken steps to mitigate risk and reduce

the amount of cash held. For instance, daily banking is an essential part of our processes. Most retailers have a safe on site to store cash periodically during the day and we have a scheme that enables our retailers to buy high quality safes at a discounted rate. Self-fill ATMs and the CashOut schemes all enable retailers to reduce cash taken over the counter.

"Our incident and compliance team continuously examines risks and issues facing retailers and our commitment to retailer safety extends far beyond cash handling into constant monitoring for potentially fraudulent activity and liaison with the police on a regular basis to help investigate crime against retailers.

"While not covering everything we do to ensure retailer safety, I hope this snapshot provides Mr Patel with the comfort he seeks."

My one hour solution to going dark

Having got no satisfaction from curtain installers, JTI or the local trading standards (three attempts, no reply), I pointed my sat nav in the direction of the local B&Q.

I would like to share

my DIY solution with the other retailers who are still searching for a solution for covering their tobacco gantries.

I used:

- 1 x plastic coated 19mm metal rail
- 1 x pair of rail support sockets
- 1 x washable roller blind (wife's choice of colour to maintain marital equilibrium)

This came to £30.46 for

a 1,500mm by 1,500mm gantry.

My method was:

- Drill holes on the gantry sides, just in front of the cigarette shelf to allow for security shutters to be usable.
- Screw the sockets and cut the rail to suit.
- Cut the blind to suit the drop, allowing 75mm for rail sleeve, and attach using strong, double-edged tape (see diagram).
- Cut the blind into 250mm wide slats.
- Finally, hang.

All done and dusted in one hour.

Last word - I hate the idea of going dark.

Subhash Varambhia,
Sntuch Newsagents,
Leicester

Why should we pay for mistakes?

I have been a newsagent for nearly 29 years and

this is the first time I have written a letter of complaint.

However, two weeks ago, I didn't receive my copies of Cycling Weekly, The Woodworker or Farmers Guardian - all orders for customers. The reason given by Menzies was short supply.

Two of these titles I have had on order for my customers for a few years now, so how can they be short? I have never returned any of my ordered copies.

My second moan - it snowed on 27 December 2014 and I knew papers would be late, but I didn't receive any papers at all from Menzies Sheffield.

Asda, which is 50 yards from my shop, received their supply.

Further, on Wednesday 18 March, I opened our supply of papers and found Menzies had only sent us 12 copies of The Sun, instead of the 50 we were down for.

I phoned Menzies and was asked if I still wanted the missing 38 copies. They never came.

I understand that mistakes will happen, but why should we pay for it? Menzies made the mistake and should credit us our delivery charge for that day.

My customers don't pay me when I have the wrong product for them.

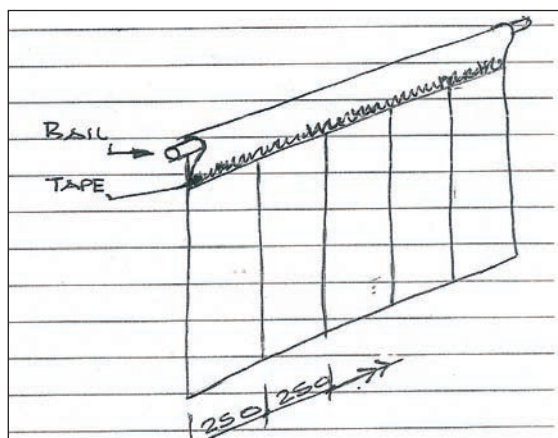
What incentive has Menzies got to improve their service when it is not losing anything? Why were my 38 copies not delivered?

The NFRN should fight for some sort of compensation scheme when deliveries are wrong.

Ash Patel,
Worsbrough Bridge Post Office,
Barnsley,
South Yorkshire

A Menzies spokesman responds:

"Mr Patel has been contacted directly by his local branch manager to resolve this matter."



No, it's not rocket science - it's a diagram of Subhash Varambhia's DIY gantry solution

OPINION



NEWS • CONVENIENCE • PROFIT

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Annual Subscription

UK 1 year £144 2 years £227 3 years £319
Europe £289
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Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper
Distributor Seymour Distribution, 2 East Poultry Avenue, London, EC1A 9PT



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



Winner of the 2009 ACE gold award for circulation excellence by a smaller magazine



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Your say

What action would you like to see the government take following its review of the current business rates system?

We'd just like it to be fairer. As it stands, the more improvements you make to your store, the more business rates you pay.

You shouldn't be punished for trying to improve your business.

You spend more, it costs

more, but it should be the other way around. It needs to be simplified too.

Pinda Cheema
Malcolm's Store,
Coventry

We're lucky, we don't pay business rates at all, because no



Your stock

Heineken is looking to differentiate itself in the flavoured cider market with the launch of Bulmers Zesty Blood Orange. Will the flavour be a standout hit on your shelves?

We're not quite out of the winter months yet, so cider is not a massive seller, but by the first week of May it will fly out.

Bulmers is not doing very well here at the minute. Strongbow is our biggest seller, while Kopparberg and Magners do well too.

We do tremendously well with flavoured ciders in the summer, so we'll maybe give the Bulmers one a try, especially if there's a good deal on it.

Ashraf Ali
Gothenburg Convenience Store,
East Whitburn,
West Lothian

Flavoured cider is always quite a good seller for us. We've had an IPA blood orange flavour that's sold well, so this could do well.

Flavoured cider has held up well during the winter months when other areas have dipped, and the summer months should be even better.

Mital Patel
Squire's Food & Wine,
Kew,
London

The cider market is exploding and everyone is bringing out different summer flavours.

With this one, it really

businesses do up to a certain size. So obviously, I'd like that to stay the same, but beyond that, they need to look at ways of making them fairer for everyone, more uniform too, so there aren't anomalies in the system.

John Green
JR Newsagent,
Sawtry,
Cambridgeshire

I've been waiting for an appeal of my business rates for four years, but it's been postponed five times.

We're paying business rates – which have gone through the roof – for a shop that doesn't warrant them.

We've invested in a shop that was empty and have been hit with a high rateable value.

And because that is high, we don't get small business relief. It's ridiculous.

We're investing in the community – something the multiples don't do – and it feels like we're being punished. They need to be fairer, because times have changed and rates haven't. They need an overhaul.

Serge Notay
Notay Stores,
Batley,
Yorkshire



depends on the promotion, because so much of this market is promotion-led.

If the offer is right, then we'll look at it.

Dee Sedani
One Stop,
Derbyshire

YOUR ISSUE

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PRICEMARKS ON THE UP SENDS SALES DOWN

While pricemarking was once a hotly-debated issue, it is generally accepted today as a tactic that promotes value for money and drives volume sales. But issues still remain around setting the right price to drive maximum profits.

Take Cadbury's £1 pricemarked Dairy Milk chocolate block range, for example, which became a staple of many stores across the UK.

With a rounded price featuring prominently on a best-selling chocolate line, retailers consistently reported positive sales for the brand.



Our customers are very price conscious and savvy to different trends, and they have been asking us why Cadbury has changed the price

Shahid Razzaq

Mo's Convenience Store, Blantyre

However, a recent move by manufacturer Mondelez to move the pricemark on the range to £1.29 has puzzled some independents.

One of those is Shahid Razzaq, of Premier Mo's Convenience Store in Blantyre, who claims sales of Cadbury block bars have fallen dramatically since the move.

He says: "I would say our sales are down by about 60% on Cadbury's bigger bars.

"We've started to prioritise Mars's Galaxy bar range, which is still at £1, and we have seen sales on these go up by about 50%.

"Our customers are very price conscious and savvy to different trends, and they have been asking us why Cadbury has changed the price.

"I think even if Cadbury made the bars thinner and kept the £1 price that would have been better, because perception of price is everything at the moment."

Mr Razzaq's thoughts were echoed by Middlesbrough retailer Bay Bashir, who has seen a similar trend developing at his Belle Vue Convenience Store.

"We've seen a 40% drop in sales of Cadbury bars that used to be £1. A lot of customers are moving over to Galaxy, which sells for £1. Sales of the Galaxy £1 PMPs have gone up by between 50% and 55%.

"Customers might not have mentioned it to us, but we can see people at the fixture and they are moving across from Cadbury to Galaxy.



Shahid Razzaq (left) says Mondelez's decision to increase its pricemark packs to £1.29 has hit sales at his store



"I'd like Cadbury to go back down to £1. It's all down to value at the minute. The uplift in price to £1.29 is quite high too – almost 30%. That's a big rise for customers."

But manufacturers have to make commercial decisions, and set pricemarks at a level that safeguards their margins and profits, as well as those of their stockists.

A spokesman for Mondelez International said: "While we remain

category leaders with our sharing tablets, we have received mixed responses to our £1.29 PMPs.

"We are continuing to monitor the situation but retailers are free to set their own prices and non PMP packs are available for retailers to purchase.

"We can confirm we have some very exciting innovation that will be available from early April which will include a £1 PMP tablet."

Security worry leaves Shailesh short of Times

London retailer Shailesh Patel was confused when News UK failed to provide him with his full allocation of The Times last Tuesday.

That was until the company sent him a letter the next day explaining that it could not fulfil the order due to a "security issue" with the metal cage he uses to store newspapers outside his shop.

Mr Patel, who runs

Georges Newsagent on Old Kent Road, is a News UK direct-to-retail customer and says this isn't the first time he has had problems.

He says he has "had enough" of the excuses provided by the company and so he decided to call RN for help.

"I have four copies of The Times for subscription customers, but last Tuesday we only received one copy

from News UK," he says.

"I received a letter the next day saying that there was an issue with the security of the metal cage that's attached to my shutters at the front of the store, where News UK drop the papers off. But the cage is always securely locked and I don't see what the problem is.

"This has happened to us about four times now over the last year. I have been

credited by News UK and, overall, the deliveries have been OK but I'm getting increasingly frustrated with it all, and so are my customers who expect to get their papers from me.

"I'm worried they're going to go elsewhere if this problem isn't sorted."

RN contacted News UK for an explanation but had not had a response at the time of going to press.



BINTESH AMIN

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Three steps to margin...

New innovations in my store are bringing new people in for new reasons, creating the perfect way for me to make my target margin

I've introduced three things in my store recently that are helping me achieve my aim of an overall margin of 23-24%.

Two weeks ago I got a Snow-shock slush machine. It cost £2,100, although it came with free stock worth the same amount, and sales are growing by the day. We're selling 10-15 cups for 80p or £1 a day and making 70% on each.

I wanted a Slush Puppy machine originally but customers assume that's what I've got anyway, so I don't mind, and it's so popular that I'm now looking to sell large cups for £1.50.

I've got school kids coming in who weren't shopping here before, and the best bit is that parents who come in with them are buying from my new fruit and veg range too.

I already had a range of pre-packed fruit and veg which I bought from Londis, but I was having trouble selling it and had a big problem with waste so my 25-30% margins were going down the drain.

This new range comes from a local supplier and it's doing really well. It's good quality, so I haven't had to reduce any stock, and we get margins of between 20% and 80%. It gives our shop a point of difference; I'm selling strawberries, grapes, satsumas, oranges, apples, potatoes and cauliflowers – the staples customers expect – but I also sell things like sweet potatoes and chillies.

I've got older customers thanking me for selling single pieces of fruit because they no longer have to go to Sainsbury's for them. I've also noticed

that kids are buying fruit for their lunchboxes in the morning, and parents stock up in the evening too.

The coffee machine I bought last month has been awesome too. It's bringing different people into the store and they're buying newspapers along with coffee. Last week we made £160 with it, this week we're expecting it to be more like £340. I'm looking forward to winter when sales really will go up. Margins are around 30-35% at the moment but I'm looking to increase that by launching a loyalty card and running tie-ins with meal ingredients.

To maintain my overall margin I also look at how I can reduce costs – reviewing my electricity, waste, staffing, purchasing and offers, for example.

Managing margins is a lengthy process, but EPOS helps me identify which products have a fast turnover, which products can be cross-sold and so on. I try and look at the overall mix and at different shop-



Schoolkids love the Snowshock slush, while their parents stock up on fresh fruit and veg

Parents who come in with their kids are buying from my new fruit and veg range too

* My duty to communicate

+ I think last week's Budget was a good one for retailers, although I suspect that's because the election is coming up. I wouldn't be surprised if there were more changes later in the year.



I decided to take advantage and run a live Twitter feed while we watched the Budget, which I also used to promote the store. When they announced a cut on cider duty, I put up pictures of Bulmers new Blood Orange and the rest of the range too.

per missions to work out how I can maximise space.

I've taken a slightly different approach with milk. Recently, I reduced my prices to bring them in line with what the supermarkets charge. I was reluctant to do this but I was really shocked when my staff said they would only buy milk here in an emergency because of the price.

My £1.79 cartons are now down to £1, £1.19 cartons to 79p and 59p cartons down to 49p. I'm watching this to see how it affects sales.

Dropping prices reduced my margins from 40% to around 15% but I'm hoping customers will buy something else to boost their basket spend.

Next, I'm looking to develop my food to go offering. I want to improve the range of snacks that people buy in the afternoon and offer a better range for the mornings too.

I've ordered a new sandwich chiller that is due to arrive at Easter and will sit beside the coffee machine. If all goes well, we'll try making our own sandwiches and wraps to create another point of difference.

Bintesh Amin runs a Londis store in Kent

INDUSTRY PROFILE

Interview by **Nicola Stewart**
email nicola.stewart@newtrade.co.uk
tel 020 7689 3358

Independent Print Limited

When i launched, some in the newspaper industry said the owner of The Independent had lost the plot. Five years on, the tabloid has a circulation of more than 280,000 and editor Oliver Duff is confident the success will continue, citing quality journalism as its major driving force



RETAIL NEWSAGENT How sustainable is the model of a quality, paid-for tabloid?

OLIVER DUFF Very. i proves there is a future for quality, paid-for print journalism. We were told we were mad to launch a new national newspaper – but we’ve tried to listen to our readers, evolving the paper based on feedback, and we expect our print sales to grow.

There’s clearly a substantial demand for a concise, quality newspaper, which is good value and doesn’t have any political top-spin.

The economics of news media have shifted towards quality journalism. People are willing to pay a premium for content that they cannot get for free elsewhere.

RN Who do you see as your main competitors?

OD Our challenge is to drive frequency of purchase rather than to compete with other national newspapers.

We focus on our core strengths rather than target any particular other readership. i helps to keep more people reading newspapers and coming into stores.

RN i recently upped its cover price to 40p. Was this price increase justified?

OD Absolutely. i remains extremely good value. We all know the challenging nature of the industry, so we wanted to put our business on a firm financial footing and to invest in the paper to ensure future growth. We explained the rationale to

readers in good time and asked for their support – and we’ve been hugely encouraged by their response.

RN How important is the independent channel to sales of i?

OD Critical. Independent newsagents have been instrumental in making i a success. Accounting for more than 40% of our sales, their support at the beginning, when the price and margin was low, was vital and that is why the circulation team has been so keen to maintain retailer margins as we have increased the price.

Independents also represent possibly the biggest opportunity for impulse purchases and casual sales.

RN How does i plan to support independent retailers in 2015?

OD The current TV campaign, which will last for four weeks and be screened across ITV, ITV2,

“People are willing to pay a premium for content that they cannot get for free elsewhere

Channel 4, Five and Sky, will help to drive sales and we are excited that this will kick-start growth in the category.

The circulation team is constantly looking to engage with retailers and are happy to create bespoke activity to boost sales at the till or via HND.

RN Some retailers are concerned i is taking sales away from higher priced national papers. Why, should independents support i?

OD While I cannot comment at individual store level, sales trends do not suggest i has taken sales from other newspapers.

The rate of decline for the quality market has actually slowed since i’s launch (excluding i’s sale). i has succeeded in keeping people reading newspapers and if we can keep people engaged in the paid-for sector, we can keep providing quality journalism.

RN How important will the election be in terms of building readership?

OD The election is a great chance for us to show how we can cut through the noise – and an opportunity to get people into the category, because quality newspapers will provide the comment and analysis required to understand one of the closest elections we’ve seen for decades.

The Scottish referendum boosted our sales and we expect to see the same ahead of the election.

** Company CV **

Company Independent Print Limited
Editor, i Oliver Duff

Profile The company launched the i as a concise sister title to The Independent in 2010 for “readers and lapsed readers”. It has a circulation of more than 280,000

Latest news Weekday copies of i have just had a second price rise from 30p to 40p



**

**



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BACK ON ALL
PRODUCTS IN THE
GREAT REBATE.

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SHOULD BE STOCKING

SELL
MORE

DRIVE MORE CUSTOMERS
INTO YOUR STORE WITH
GREAT DEALS.

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GET **3% REBATE** ON
ALL FEATURED GREAT
REBATE PRODUCTS.

GET
MORE

**+1% EXTRA
REBATE**
FOR EACH ITEM YOU TICK
OFF THE EXTRA REBATE
SHOPPING LIST

EXTRA
REBATE
SHOPPING

+1%ST



AND EACH TICK = AN ENTRY INTO OUR FREE PRIZE DRAW TO
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PRICE BEFORE 3% REBATE
PM £7.89 POR 26.3%

3 x 8 x 440ml
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£15.69
PRICE BEFORE 3% REBATE
PMP 8 FOR £9.00: BUDWEISER / STELLA ARTOIS
PM 8 FOR £9.00 POR 32.4%

24 x 330ml
£4.06
£4.19
PRICE BEFORE 3% REBATE
BARR PM 39p: VAS
PM 39p POR 47.9%

12 x 500ml
£5.71
£5.89
PRICE BEFORE 3% REBATE
ROCKSTAR 99p: VAS
PM 99p POR 42.3%

Single Pack
£1.25
£1.29
PRICE BEFORE 3% REBATE
BIRDS EYE MEALS PM £1.99:
BEEF LASAGNE/CAULIFLOWER CHEESE
PM £1.99 POR 37.2%

Single Pack
£1.93
£1.99
PRICE BEFORE 3% REBATE
BIRDS EYE MEALS PM £2.99:
SOUTH INDIAN CHICKEN CURRY/
TAGLIATELLE CON PORCINI
PM £2.99 POR 35.5%

Single Pack
£1.11
£1.15
PRICE BEFORE 3% REBATE
BIRDS EYE MEALS PM £1.75:
CHICKEN CURRY WITH RICE/
CHICKEN KORMA WITH RICE
PM £1.75 POR 36.6%

30 x 50g
£9.59 EACH
WHEN YOU BUY ANY 2 CASES
£9.89
EACH
WHEN YOU BUY
ANY 2 CASES
DEAL BEFORE 3% REBATE
MCCOYS CRISPS: VAS
SELL @ 79p POR 51.4%



6 x 4 x 568ml
£20.36

£20.99
PRICE BEFORE 3% REBATE

PM 4 FOR £5.65 POR 27.9%



6 x 4 x 568ml
£18.42

£18.99
PRICE BEFORE 3% REBATE

PM 4 FOR £5.65 POR 34.8%



6 x 4 x 568ml
£16.48

£16.99
PRICE BEFORE 3% REBATE

PM 4 FOR £5.49 POR 40%



6 x 70cl
£56.25

£57.99
PRICE BEFORE 3% REBATE

PM £14.19 POR 20.7%



12 x 500ml
£5.81

£5.99
PRICE BEFORE 3% REBATE

RUBICON PM 99p: MANGO/PASSION/
GUAVA/LYCHEE
PM 99p POR 41.3%



24 x 600ml
£4.84

£4.99
PRICE BEFORE 3% REBATE

GLACEAU SMARTWATER
SELL @ 60p POR 59.7%



12 x 500ml/600ml
£4.84

£4.99
PRICE BEFORE 3% REBATE

PMP 99p: PEPSI/7 UP/TANGO: VAS
MOUNTAIN DEW ENERGY PM 99p
PM 99p POR 51.1%



12 x 40 Tea Bags
£9.39

£9.69
PRICE BEFORE 3% REBATE

PM £1.35 POR 42%



6 x 400g
£7.26

£7.49
PRICE BEFORE 3% REBATE

HELLMANN'S MAYONNAISE PM £1.99: REAL/LIGHT
PM £1.99 POR 39.2%



10 x 500g
£2.70

£2.79
PRICE BEFORE 3% REBATE

SELL @ 35p POR 22.9%



20 x 145g
£6.39

£6.59
PRICE BEFORE 3% REBATE

MARYLAND COOKIES PM 89p:
DOUBLE CHOCOLATE/CHOCOLATE CHIP/HAZELNUT
PM 89p POR 64.1%



12 x 150g/200g/250g/300g
£6.78

£6.99
PRICE BEFORE 3% REBATE

MCVITIES PM £1.00: DIGESTIVES/
RICH TEA/GINGER NUTS/HOBNOPS/
FRUIT SHORTCAKE/JAFFA CAKES
PM £1.00 POR 43.5%



12 x 150g
£8.72

£8.99
PRICE BEFORE 3% REBATE

KETTLE CHIPS PM £1.29 + 50% EXTRA FREE: VAS
PM £1.29 POR 32.4%



48 x STD
£14.54

£14.99
PRICE BEFORE 3% REBATE

CADBURY BARS PM 50p: TWIRL/CDM/
DOUBLE DECKER/CRUNCHIE/BOOST/WISPA
PM 50p POR 27.3%



23 x 100g
£15.02

£15.49
PRICE BEFORE 3% REBATE

PM £1.00 POR 21.6%



30 x 10 Pieces
£6.10

£6.29
PRICE BEFORE 3% REBATE

EXTRA: PEPPERMINT/SPEARMINT/
COOL BREEZE/STRAWBERRY
SELL @ 40p POR 39%

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www.bestway.co.uk/rebate www.batleys.co.uk/rebate

PRICEWATCH

CIGARS

by Nadia Alexandrou

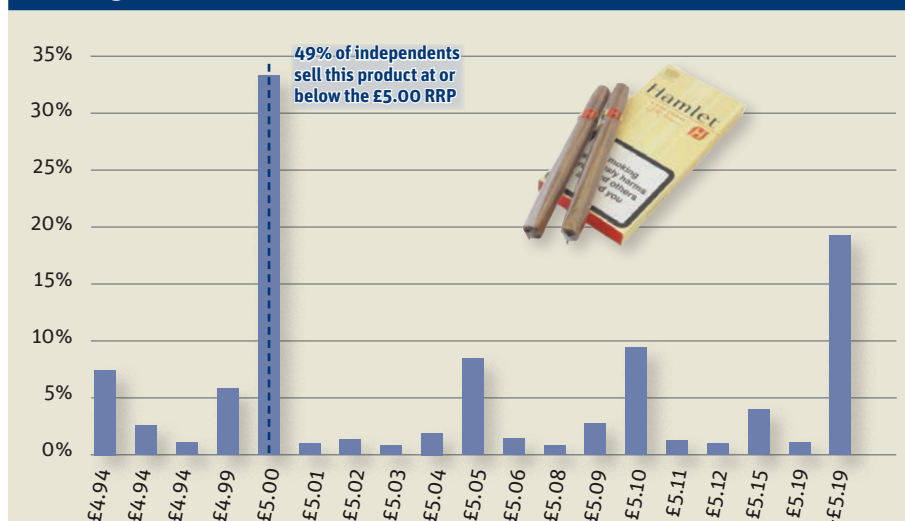
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tel 020 7689 3350

BEST-SELLING CIGARS PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Café Crème Blue 10s	£5.00	£4.95	£4.65	£4.95	£5.15	£4.95	£4.90
Hamlet Fine 5s	£5.09	£5.00	£4.80	£5.00	£5.60	£5.99	£5.10
Castella Classic Cigars 5s	£5.38	£5.32	£4.90	–	£5.60	£5.32	£4.90
Hamlet Miniatures 10s	£4.81	£4.73	£4.60	£4.73	£5.15	–	£4.90
Café Crème 10s	£4.99	£4.95	£4.65	£4.76	£5.15	£4.95	–
Hamlet Fine 10s	£10.01	£9.99	£9.49	£9.99	–	£9.99	£10.00
Hamlet Fine Single	£1.06	£1.00	£1.00	£1.00	–	–	–
Hamlet Miniatures 5s	£2.51	£2.43	£2.35	£2.35	–	–	–
Panama Cigars 6s	£5.26	£5.21	£4.99	£5.01	£5.60	£5.21	£4.90
Classic Cigars 10s	£10.68	£10.61	£9.50	£10.61	£10.99	£10.61	–
Henri Wintermans Corona Deluxe Tube Single	£4.76	£4.60	£4.60	£4.80	£4.59	–	–
Castella Panatellas 5s	£9.20	£9.35	£8.81	–	–	–	£8.75

HAMLET 5s Price distribution %



Cigars pricing strategies

RETAILER

1

**NAME MARCO SINFORIANI****STORE** Sinforiani Brothers**LOCATION** Kilmarnock, Ayrshire**SIZE** 500sq ft**TYPE** high street

Cigar sales have been slipping over the years. We try to match or charge slightly less than our competitors. People will actually come in to check prices to see if they are cheaper than nearby shops before buying, especially for Café Crème and Coronas.

I'm not planning to rearrange my cigars, or any tobacco for the display ban. I paid £110 plus delivery to manufacture my own small plastic cards that will cover every individual tobacco line, each colour coded according to size.

RETAILER

2

**NAME JOHN VINE****STORE** Newsworld**LOCATION** Church Stretton, Shropshire**SIZE** 1,000sq ft**TYPE** high street

We use RRP as a rough guide, adjusting them slightly to make our margin. Miniatures are the best-selling type of cigar, and Henri Wintermans is probably our best-selling brand.

Cigars tend to sell better during seasonal events such as Christmas and New Year, or special occasions.

We've just had Imperial put in the base of our gantry solution. I empty my gantry every night for security reasons.

RETAILER

3

NAME RAJ AGGARWAL**STORE** Londis**LOCATION** Wigston, Leicester**SIZE** 1,600sq ft**TYPE** housing estate

We tend to price at least 20p more than RRP. I know there's a good margin on cigars anyway, but you don't get the same rate of sale as you do with cigarettes. I find cigar smokers are less price conscious than cigarette smokers and are willing to pay more money for their preferred brands. We have one very regular customer who comes in every other day to buy Café Crème, so we're careful not to raise the price any higher on that particular brand. It's important to be attentive to customer habits in category.



RETAILER

4

NAME ALAN WATSON**STORE** J Walsh News**LOCATION** High Wycombe, Buckinghamshire**SIZE** 750sq ft**TYPE** village

I'll normally stick to the price list I get from the cigar reps when they visit, and then go by manufacturer's RRP. Miniatures are the bestsellers, but I would love to sell bigger cigars, but unfortunately there's no market for them here. I used to get a few people looking for big cigars around Christmas, but not so much now. New Year's Eve is also quite good for cigar sales. I find that some of my customers who have quit smoking cigarettes go on to smoke miniatures.



RETAILER

5

NAME RALPH PATEL**STORE** The Look In**LOCATION** Woodmansterne, Surrey**SIZE** 400sq ft**TYPE** village

I will round my prices up or down to the nearest 0p or 5p. Margins for cigars vary between 12% and 15%. We're not huge on cigars, but we keep a range that caters to our regulars, who for the most part go for the Hamlets, Henri Wintermans and Café Crème. I find cigar smokers tend to be more brand loyal than cigarette smokers, so it's important for me to have their brand available when they come in, otherwise they will go somewhere else. I'm leaving my cigar range where it is when the display ban comes in.



THE ENTREPRENEURS

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



GREG NORMAN

Route to the top

Also known as 'The Great White Shark', Greg Norman was one of the world's leading golfers in the 1980s and 1990s as well as an efficacious off-course entrepreneur. He established his own course design in 1987 which he named the 'Greg Norman Golf Course Design'. This company has constructed more 70 courses worldwide. He also founded a winemaking company, Greg Norman Estates Wine, and his first wine got rave reviews. He is also the owner of the Great White Shark Enterprises which is a multi-national corporation with interests

mainly in golf and golf lifestyle. He lives in Florida with wife Laura and two children.

Key achievements

- Norman spent 331 weeks as the world's top-ranked golfer in the 1980s and 1990s
- He has won more than 85 international tournaments in his career, including two majors – The Open Championships, in 1986 and 1993
- Merrill Lynch Shootout is a team golf event hosted by Norman. Hosting the event benefits CureSearch National Childhood Cancer Foundation.

Lessons for your store

- 1 Do your homework – Norman claimed it was the amount of golf he played that made him such a good businessman.
- 2 Find a confidence boost – Success breeds success, so find what you're good at.
- 3 Winning is about your heart, not your head – Norman never feared anyone on the course because he wasn't afraid to fail.



RETAILER PROFILE



Expect a VIP service

Taking on a new store is an exciting challenge for any retailer. For the award-winning Vip Panchmatia it was even more so as he set up a new Mace 'flagship' store from scratch as part of a major re-development. Steven Lambert reports

When Stroud district council put a call out to local businesses looking to set up shop in a new £45m wharf redevelopment in Ebley, Vip Panchmatia saw it as an ideal opportunity to open a second business in addition to his award-winning Hexagon Stores in Andover.

He says: "I was looking for a new challenge and the area being redeveloped looked like a good opportunity for us. I was looking forward to starting a business from scratch and putting my own mark on it."

This led to Vip opening The Wharf Convenience Stores, 2,000sq ft Mace shop catered to meet the needs of top-up shoppers, more than 100 local residents and some 400 workers at the nearby council offices.

He says: "We originally came over to the new site in September, when they were still building some of the flats. These have now all been bought up, and we officially opened the shop just before Christmas."

"We have a lunchtime crowd coming from the council offices close by, and we also have a lot of local workers and a gym with 1,600 members nearby who are looking for meals in the evening, so we have catered the shop around them."

This is evident in the large amount of space dedicated to chilled and frozen goods, with 15 fridges and two freezers offering a wide selection of ready meals,

cooked meats, dairy, sandwiches and snacks.

Vip says: "We were lucky in that around the time we were opening, Mace was just expanding its Independent range into chilled meats, which more customers are starting to buy, and the ready meals have been good sellers as well."

"When we started here, one of the first things I wanted to do was to make sure the shop was as energy efficient as possible, as this was going to be one of our biggest overheads."

"This is why we are working with Enviroglow, using their chill scoops on the chillers and LED lighting, which has helped us save on our energy costs."

Alcohol is another area which Vip has focused heavily on from the start. With rival convenience groups and a Sainsbury's not far from his store, he has been winning over customers with eye-catching deals and a range suited to every taste.

"Some of the deals we've had have been very good, such as Isla Negra at £3.99. It's now up to £4.99 and it's still selling."

"I Heart prosecco and Barefoot wines have also been popular, and we look to buy in bulk whenever there's an offer on."

"In the summer, we're looking to chill bulk packs of beer in the fridges as we're expecting a lot of passing trade from people walking along the canal path by the shop."

“The Independent Achievers Academy has helped our business. It’s good to have a fresh pair of eyes to help us see where we can improve”

Vip Panchmatia

The Wharf Convenience Store,
Stroud, Gloucestershire

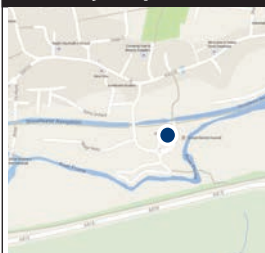


Vip Panchmatia has enjoyed the challenge of starting a new shop from scratch and making it a success



“The area being redeveloped looked like a good opportunity for us. I was looking forward to starting a business from scratch and putting my own mark on it”

Visit my shop



The Wharf
Convenience Store,
Unit M, Greenaways,
Ebley Wharf,
Stroud,
Gloucestershire
GL5 4UN



Vip says warmer weather and his scenic position will also present further opportunities for him take advantage of other seasonal sales opportunities.

He explains: “I’m currently in talks to get a bespoke ice cream counter made, which is something I’m hoping to get in place in the next few weeks.

“We’re looking to do a combination of scoop and soft serve ice cream, which should be popular if we get the right weather.”

Vip says weekly turnover at his new shop has climbed to £7,000 and, with the services he is planning to introduce in the coming months and more flats due to be built nearby, he believes this could rise to as much as £12,000 over the summer.

He says: “It’s going to be a challenge but I think it’s something that we can achieve.

“We’re already seeing a lot of repeat visits and Mace has been very helpful with leaflet drops and getting the store advertised in the local paper.

“This is one of Mace’s bigger stores, and they’re hoping to turn it into one of its flagship stores as well, so we’re really going to be pushing the boat out this year.” ●

**Want to see more
of Vip’s store?**

betterRetailing.com

THE RN INTERVIEW

Spar managing director Debbie Robinson has every reason to smile as RN sits down to talk to her about the convenience sector's future. Steven Lambert reports

Focus on the future

Mary Portas 'Secret Shopper' TV show has just used James Brundle's Spar Hackney and Eat 17 restaurant as an example of where retailers can make improvements to their businesses. It's a great piece of publicity says Spar managing director Debbie Robinson.

"It's great when you have a renowned retail guru showing how Spar as a symbol group can really be the support mechanism for entrepreneurs. It also showed our real emphasis on creating modern, relevant retail environments for our shoppers."

It's this philosophy that Ms Robinson feels helps differentiates Spar from rival convenience and multiple groups – giving independent retailers the freedom to put their mark on their businesses, backed with the strength of an internationally-renowned brand.

But, she adds, Spar is well aware of the need to constantly adapt and change, especially in the current climate.

With discounters and multiples increasingly threatening to steal market share and sales away from independent retailers, coupled with the growth of online shopping, Ms Robinson says the need to stay ahead of the curve has never been greater.

"Footfall is everybody's challenge because, as we know, online shopping is reducing footfall generally," she says.

"But we see ourselves as a complement to online shopping and the activity we're doing is based on customer missions. We're really focusing on this from a consumer's perspective

around breakfast, lunch, dinner and meals for tonight.

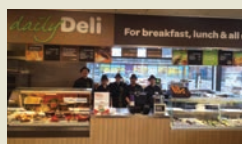
"The multiples are also still world class and while the discounters have taken time to get a grip of the UK market, they have done a tremendous job in improving their ranges, especially fresh produce,

Reasons to be cheerful: Spar is attracting praise from all quarters



Interview by **Steven Lambert**
 email steven.lambert@newtrade.co.uk
 tel 020 7689 3357

Debbie Robinson's Three Key Trends



Healthier lifestyles

Work with young people through a 'next generation programme' has helped Spar identify the strength of the healthier eating trend among this

key demographic. It has inspired a Daily Deli food service range currently being trialled.



Street food

Recent additions to Spar's chilled range,

such as BBQ ribs and pulled pork, show the direction to take, but it's the eateries of east London and the excitement of Selfridges Food Hall that impress Debbie Robinson the most.

Licensed premises

Spar Hackney was the first c-store in the UK to have an on-trade

license, allowing customers to have a beer or glass of wine with their food in store. Ms Robinson believes it's an 'obvious evolution for the sector'.



fresh meat and bakery.

"For our sector, competition is healthy and everybody is raising their game. But it is still Spar that is winning the format and convenience awards because we have been operating for almost 60 years in this sector and it's in difficult times like these where independent retailers – true entrepreneurs – really thrive."

Spar has taken a number of steps to ensure it has its finger on the pulse when it comes to the latest profit-growing trends for retailers.

This includes Spar's 'next generation' programme, a group of 18-25-year-olds who regularly feed back into the group about their buying and eating habits.

Ms Robinson says: "They have met with our national guild twice now and they share their food diaries with us, so we know what they're eating, when they're eating and how much money they're spending in various locations."

"From this, we found trends towards health and nutrition came out really strongly. It's not about dieting, it's being sensible and making good food choices."

These findings have fuelled Spar's launch of its own dedicated food service offering, Daily Deli.

A Spar store in Belfast is currently trialling a Daily Deli food counter and product range, she says, offering shoppers a host of nutritious and fresh sandwiches, salads, snacks and desserts.

"Our research shows that an increased emphasis on food service, rather than food to go, is emerging," she says.

"We have raised our standards



Trends are becoming increasingly short-lived. I think in the past the sector has expected to get years out of a product but now it's much shorter than that

on this in two ways. Firstly, we have been working with franchise partners including Greggs, Subway and Starbucks, which gives our retailers great food service credentials.

"Secondly, we are developing Daily Deli to complement this. It is Spar's answer to good quality food service."

"This is an area Spar is constantly looking into and what we've been doing is ahead of the convenience sector, including the multiples."

Ms Robinson says this is just part of an "exciting" opportunity for convenience retailers to branch out into new territories.

"I believe the next obvious evolution in food service will be licence for on-trade, and Spar has the first convenience store in the country with this at Spar Hackney, where you can have bottle of beer or a glass of wine with your burger."

"I also find the concept of street food and pop-up shops very interesting. Street food is increasing in quality rapidly and is offering real choice to consumers, so a solution for some might be include this or two or three pop-up opportunities in their store throughout the year, in the same way that if you go to the food hall in Selfridges, there's always something new and exciting."

"It's about having the right proposition. Burgers and microbrewery ales are right for Hackney, while something like Cheeky Coffee is right for Manchester city centre. This is not a one-size-fits-all approach, and we are working in partnership with our retailers to maximise the potential of their location."

Findings from research groups are also being fed into product develop-

ment on Spar's own label ranges, says Ms Robinson.

"We've been trying to focus to what's on trend, so that's why we have just launched our own BBQ rib and pulled pork products, which are microwaveable and taste great."

"We also launched a magnum of our prosecco and we thought we had bought enough to see us through Christmas but it took everybody by surprise and sold out. We were fortunate to get an extra parcel of stock in for Valentine's Day."

"Trends are becoming increasingly short-lived. I think in the past the sector has expected to get years out of a product but now it's much shorter than that, so you have to capitalise much more quickly."

With retailer loyalty to symbol groups also receiving plenty of coverage in the trade press this year, Ms Robinson says incentives such as Spar's Shop & Win shopper competition has showed that the group is continuing to launch attractive footfall-driving schemes for its retailers.

"We've had amazing redemption levels of 20% on the latest Shop & Win, which is up from 7% during the first piece of activity last year," she says. "We're also finding that customers using Shop & Win have a much higher basket spend and it's becoming a real loyalty vehicle."

Ms Robinson says Spar retailers can expect to see Shop & Win return for a third time, with a number of new elements currently being considered.

"We want to make it more interactive, allowing customers to choose the type of prizes they win, whether it's a box of chocolates or a bottle of beer. It's important to learn and continually improve these promotions to keep them fresh and exciting, so retailers have something to really talk about."

With all these elements in place, and with store numbers already on the rise this year, Ms Robinson is confident that the smiles will keep coming.

"We have increased our store numbers by 18 sites so far this year, but the key focus in convenience this year will be quality over quantity," she says.

"I think there are still a lot of independent retailers out there who are doing a fantastic job, but I also believe Spar can work with these retailers and help take their business to the next level." ●

BABY CARE & PRE-SCHOOL

The huge upsurge of discounters is changing the baby care and pre-school market. **Nadia Alexandrou** speaks to six top RN readers and suppliers to find out key ways to safeguard your profits in a changing category

Nappy ever after



Are you catering for parental needs?

Know what your competition is selling

Do you know which baby care products your biggest competitor concentrates on? This is a top priority for Moira-based Eddie Poole, owner of Poole's Supervalu, who has discovered that his nearby Boots of offers consistently great deals on nappies. To avoid losing customers to price-conscious shoppers, Eddie aims to match every nappy deal run by Boots. Similarly, Keith Furney at David's Kitchen in Glenrothes aims to stock only pricemarked nappies, which are not available in his nearest supermarket.



There's a surge of births in summer

Offer the best range for your customers

Every customer wants the best product for their children, but what 'best' means can vary dramatically depending on which region you're in, and what demographic you're catering for, according to one supplier. Sam Gillespie, category marketing executive of baby feeding brand Danone Nutricia says that in more affluent areas (such as London and the south east), retailers can offer a wider range of up-market products at a higher price. "The ease and convenience of ready to feed milk such as Aptamil means that parents are willing to pay more for it," she says. This is not to say that families in low-income areas will not be looking for similar brand recognition, but cheaper powder formats, which offer more value for money, will be more affordable.

Premium products tempt customers to spend more



New parents will value good service

Get to know expectant parents in your area

"I always find there's a surge of births in summer, or just at the start of winter, and parents appreciate when they can see I've taken an interest in their personal lives," says Bintesh Amin, owner of Blean Village Londis in Kent. Forming close customer relationships is key for local shops. Retailers like Bintesh know parents can end up being the most faithful and appreciative customers if you have had a positive effect on their family life, even if it's just chatting to them or even sending a congratulations card when the due date has finally come. As a highly emotional category where trust plays a big role in purchasing decisions, these relationships are even more important.

Mums spend £300 on formula milk over a year*



Households
with babies typically
spend £5.17 or
38%
more per
shopping trip**



Key products

Milk products



Milk products



Cereals

Snacks



Jars

Fruit Pots

Fruit Pouches



Aptamil No.1 baby milk formula brand

Aptamil is the **No. 1 baby milk formula brand** in the market, but third in the impulse channel. However, Aptamil is the **fastest growing baby milk formula brand** in impulse, having **grown by 28% in the last year**. Further growth represents a **£2.4m opportunity** for the channel.^{††}

Maximise your opportunities

★ **Offer all 3 milk brands** – Aptamil, Cow & Gate and SMA. As an absolute minimum stock powders in Stages 1, Hungry and 2 and extend range to include Growing Up Milks (Age 1+) and ready to feed liquid milks if you can. Remember that availability is key.

★ **Make life easy** – Milks should be grouped by brand and then merchandised by stage (1, Hungry, 2, 3 etc). Foods should be grouped by format (jars, cereals etc.) then by stage/age.

★ **Offer choice and make the fixture easy to shop** –

With foods mums are less brand loyal so a good range of stages and flavours will provide enough choice to keep mum interested. Jars and cereals are the basics but include Fruit Pots, Snacks and Pouches where space allows.

Did you know?

- ★ Baby Feeding (Infant Milk Formula & Food) is the **largest sector by value in the Baby Market** (worth £1.6bn), accounting for 39% of total sales.
- ★ **Milks have an 84% brand loyalty**, meaning Mums are unlikely to switch brands if their preferred milk is not available.
- ★ **Cow & Gate and Aptamil represent 80% of milk sales** in Convenience, with Aptamil (the No.1 brand in Total Market) growing by 13.4% in Convenience over the last 12 months.[†]

*Based on average weekly usage over a 12 month period. **Kantar Worldpanel January 2014.

†IRI Convenience Value Sales MAT to WE 11.10.14. ††IRI HBA/Household Impulse Value Sales MAT to WE 13.09.14.

BABY CARE & PRE-SCHOOL



Focus promotions to drive sales of own label baby products

With around 80% of total baby care sales coming from branded items, it can be easy to dismiss own label entirely, especially if you are in a more affluent area. Neglecting this segment, however, could mean losing out on 20% of sales and some price-conscious customers, too. "Own label is an important part of the category and Spar baby wipes and nappies are our bestseller," says Spar's head of marketing Philippe Rondepierre. "These, as well as our promotions, are a key reason why our own label does so well," he adds. By focusing on these promotions – Spar, for example, has developed multibuy deals on baby care products – retailers can make sure they're maximising revenue across the category.

A value range can bring extra revenue

Support struggling parents through government initiatives

As owner of Whitstone Village Stores, Dan Cock redeems £150 worth of vouchers every month through the government's public health scheme Healthy Start. The scheme, aimed at helping low-income and out-of-work families lead healthier lifestyles, provides qualifying customers with vouchers to buy fruit, vegetables, and baby milk. "The uptake was really good right from the start, and helped drive sales, while at the same time attracting new and regular customers into our store," he says.



The uptake was really good right from the start, and helped drive sales

Get involved with schools

As an integral part of most communities, working with a local school or nursery can be invaluable in establishing a store within its neighbourhood. Starting a breakfast club not only helped raise the profile of Harjinder Dhasee's Nisa Local store, but also helped him secure a significant amount of monthly extra sales by being the sole supplier of breakfast foods to the weekly club. "The club was a huge success, and parents really appreciated being able to drop off their kids somewhere safe so they could get to work on time," he says. Even helping schools with older children can make their parents see your store as a destination for the essential products needed for younger siblings.

Trial at least one niche brand

For all the bluster, discounters still only represent 2.2% of sales in the baby care market, highlighting the opportunity for trading up that stocking higher priced brands can give c-store retailers.

Christine Hope, who runs Hopes of Longtown in Herefordshire, takes advantage of this by stocking a wider range of products such as Beaming Baby, a premium organic baby food and toiletries brand. "Even though it's quite expensive and doesn't sell as fast as other brands, it offers a high margin and attracts a completely different type of customer," she says. So while own brand wipes sell for £1 for 72 wipes in her store, Christine can charge £3.99 for the same sized pack from the Beaming Baby brand.

THE BIG BRANDS THAT DOMINATE THE CATEGORY

As a category in which brand loyalty is particularly high, it's important for your customers to see that you stock the core range. RN lists the big names to consider

Calpol The largest brand in infant pain relief, Calpol delivers over 88% of sales in convenience.



Johnson's Seven out of every 10 purchases of baby toiletries come from the Johnson's baby range, according to its distributor SHS Sales & Marketing. The key range includes Johnson's baby oil, Johnson's baby powder and Johnson's baby lotion.



Cow & Gate Baby food in jars makes up over 30% of category sales in convenience, with brands such as Cow & Gate offering affordable products such as Cow & Gate Orchard Chicken 125g with an RRP of 125g.

Aptamil One of the leading market brands for powdered milk, Aptamil is reporting strong year-on-year growth. Its First Infant Formula Powdered Milk 900g, typically covers a week's worth of feeding.

Pampers Pampers Baby Dry, launched last February, is now one

of Pampers' leading brands. It says 92% of mums now recommend the range, with sizes four and five particularly important for convenience.



Remember, it's not just for kids

Babies and young children may be the main target audience, but there's opportunity to make more sales of baby care products to adults, according to Christine Hope. "I find runners come in for Ella's Kitchen smoothies, having them just before their run as a quick source of energy. They like them even more because the pouches are conveniently light and re-sealable," she says. By the same token, she finds that a lot of drivers will buy baby wipes for their car, and she will often run a multibuy deal on her value brand. ●

To find out 3 tips for getting better margins on baby care and pre-school products go to betterretailing.com/3tipsforbabycare

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A TREAT FOR THE IMAGINATION

*Source: Nielsen ScanTrack, Total Impulse, Value Sales, 52w to 27th December, 2014 **Nielsen Kids Confectionery, Impulse, Kinder Surprise 20g - 52 weeks to 27th Dec 2014 (SKUs over 10% distribution only)
***UK, CI, IoM & ROI, 18+. 100 books to be won 19.01.15 - 08.03.15. Main 100 book per day draw runs 09.03.15 - 10.05.15. No purchase necessary. See full T&Cs and how to enter at storymakers.com

ICE CREAM

With summer around the corner and the UK enjoying its fourth consecutive year of ice cream sales growth, your impulse freezer is about to become a key area of your store. Just a few mistakes, however, can see your sales melt away. **Nadia Alexandrou** looks at seven common mistakes and how to avoid them



Don't let bad category management ruin your sales

Ice and easy does it

MISTAKE

1 Bringing your summer range out only when summer starts

With the majority of impulse ice cream sold during summer, now is the time to get on your customers' radars as the go-to shop for ice cream. "If customers can see the range and variety of your summer ice creams before summer starts, they are far more likely to remember your store when looking to treat themselves on a hot day," says Ben & Jerry's brand manager Ale Salvo.



Attract passers-by with the right display

MISTAKE

4 Relying on your freezer to market your range

On a hot summer's day, consider how much more likely it is that shoppers will be drawn to a store with an ice cream billboard standing outside. If your neighbouring store is telling its customers that it sell ice cream, and you're not, one award-winning store owner warns retailers that they could be missing out on many sales. "Driving around on a hot day, I would only stop for ice cream at a shop which had a clear sign outside," says Eddie Poole of Poole's SuperValu, in Moira, Co. Down. His store grabs the attention of passing consumers with a large ice cream cone-shaped unit standing outside. "For me it's definitely worth the investment," he says.

MISTAKE

2 Forgetting to regularly defrost and clean your freezer

"I went into a store last summer to buy a white chocolate Magnum," says Christine Hope, owner of Village Store and Post Office in South Herefordshire. "Not only was it taken from a multipack, but it had an inch of ice around it. I would never go back to that store because of that experience," she adds. Her example highlights how important maintaining a clean and tidy freezer is, and like in food to go and other key areas of store management, delegating the responsibility for this to one member of staff can ensure it happens.

MISTAKE

3 Having messy, unclear prices

With Unilever research putting Ireland above Italy in per capita ice cream consumption, Celtic retailers' category management is considered the benchmark for others to follow. "A big reason why Irish consumers buy so much ice cream on impulse is the clarity of retailers' prices," says Wall's Kids brand manager Brigitta Weeks. And while some of Ireland's love for ice cream is cultural, and not easily copied, clearer ice cream prices certainly can be. Price boards, labels and pricemarked packs can all help customers navigate the freezer, while giving them reassurance of the value on offer.



Pricemarking is one way to add clarity



ICE CREAM

MISTAKE

5 Putting your freezer in the wrong place

Just putting your freezer in the wrong place could reduce footfall to it by up to 75% according to Unilever's senior category manager Faye Newman. The so-called 'impulse hotspot', where suppliers recommend it is placed is, unsurprisingly, is right next to the till. R&R Ice Cream's head of marketing Charlotte Hambling says this is because ice cream is normally the last thing a shopper will add to their basket. Located by the Kent coast, Bintesh Amin, of Blean Village Londis, only realised his error last year. "I've always had it at the back of my shop, as to me that was where it looked the best. Now, I'm putting my cabinet near the till for the first time, and expecting a lot more sales this summer," he says.



I'm putting my cabinet near the till for the first time, and expecting a lot more sales this summer

MISTAKE

6 Catering only for adults

Adults who have children are 25% more likely to eat ice cream according to Unilever. So, while it can be tempting to concentrate your range on adults – including launches such as Magnum's Marc de Champagne variant – a child-friendly cabinet is vital, says brand building director for ice cream Noel Clarke. Make sure you don't miss out on this extra quarter of ice cream sales, and stock a range of best-selling children's brands such as Twister and Calippo.



MISTAKE

7 Putting away your impulse freezer for the winter

It can be tempting to lock your freezer away as soon as sales dip when summer ends. Bintesh Amin, for example, uses the 'hot spot' space for gloves and hats. Yet suppliers are increasingly urging retailers to keep their freezers out all year to take advantage of the growing consumption of winter ice cream. Unilever says a quarter of ice cream sales fall outside of the traditional spring and summer peak so it is worth finding space for hats, gloves and ice cream within your store during the colder months.

Offering a kids' range is vital



APPEARING IN A CHILLER NEAR YOU

Brand innovation is key to driving sales in an impulse-led category like ice cream, according to Unilever's Noel Clarke. With sales at risk if you don't stock the latest products, what should you look out for this summer?



Ice cream lolly for Irn-Bru AG Barr is running a nationwide campaign this summer for its Irn-Bru lolly, with PoS available for retailers. The lolly was originally launched in February last year and, since then, over two million have been sold – 40% from outside the £250m soft drinks brand's Scottish heartland.

New caramel Magnum multipack

On top of new arrivals for its Magnum, Ben & Jerry's,



Cornetto and Wall's Kids ranges, Unilever launched Magnum Caramel last month. Boasting a sea-salt caramel swirl, the product was made available to all retailers from the beginning of this month in outers of 10, with an RRP of £3.35 for four.

One in six customers to get free Mars ice cream

Mars is launching its biggest ever on-pack ice cream promotion this summer, giving customers a one in six chance to win a free ice cream. A similar confectionery promotion provided a 5% sales boost, according to the company. Mars, Snickers, Maltesers Teasers, Bounty and Snickers brands are all included. ●



To find out 4 tips for growing ice cream sales go to betterretailing.com/4tipstogrowicecreamsales

PREVIEW



Pricemarked Johnnie

Diageo is launching pricemarked packs for both 70cl and 35cl variants of its Johnnie Walker Red Label brand, re-tailing at £16.49 and £9.99 respectively.

RRP £9.99, £16.49

Outers various

Contact 0845 7515 101



Bud's dream team

Gary Neville and Jamie Redknapp are among the Sky Sports stars joining forces to judge amateurs' efforts for Budweiser's Dream Goal promotion.

RRP various

Outers various

Contact 0208 3322302



Time for more sparkle

Coca-Cola Enterprises is launching Schweppes Sparkling Juice Drink range. Flavours include Grapefruit & Blood Orange and Orange & Cranberry.

RRP £2.79

Outers 6

Contact 08457 227222



Parrot Bay campaign

Flavoured spirit drink Parrot Bay is heading to TV and online as part of a £2m marketing campaign for the brand running throughout the year.

RRP various

Outers various

Contact 0845 7515 101



Bear necessities

Müller's rapping bear Tasty B is back to help launch Müller Rice Remix: Greek Inspired in apple and strawberry variants.

RRP various

Outers various

Contact 01355 244261



Nice 'N Easy does it

Mad Men star Christina Hendricks has unveiled a new blonder look as part of her role as Nice 'N Easy brand ambassador, she'll star in the brand's new TV ads.

RRP £5.99

Outers 18-24

Contact 0800 597 3388



Cornetto adds crunch

Cornetto is launching two new formats aimed at the teenage market – Cornetto Taco and Cornetto Bites.

RRP £1.50-£3.50

Outers 12

Contact 01293 648 000



Mackerel appeal

Princes is launching two boneless mackerel meal variants; both the Rich Tomato & Roasted Onion Sauce and Hot Piri Piri Style Sauce can be eaten hot or cold.

RRP £1.89

Outers 10

Contact 0151 966 7000



Fabulous rebranding

Natural ingredient muffin and flapjack company Fabulous Bakin' Boys is rebranding as The Fabulous Bakers, adding oaty cereal bars, among others, to its range.

RRP various

Outers various

Contact 01993 777444



Popcorn bars unveiled

Popcorn bars, in two flavours, Apricot and Almond White Chocolatey and Raspberry & White Chocolatey, are among Fabulous Bakers' new products.

RRP not given

Outers various

Contact 01993 777444



Nothing to worry about

Coca-Cola Enterprises is adding a new zero calorie and sugar variant, Multi-v Zero, to its Glaceau Vitamin water range.

RRP £1.45

Outers various

Contact 08457 227222



Colourful, silky skills

Head & Shoulders is launching two limited edition bottles to celebrate its variants, with both Smooth & Silky and Colour Care getting new designs.

RRP £2.99

Outers 6

Contact 0800 597 3388



Rav Garcha,
convenience
store owner,
Broadway

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THIS WEEK IN MAGAZINES

email nicola.stewart@newtrade.co.uk
tel 020 7689 3358



Another Disney hit

CINDERELLA IS GOING TO THE (SALES) BALL

She's been around a while, but Cinderella's worldwide appeal is as huge as ever. This new sticker collection is set to fly off the shelves

CINDERELLA'S sweeping entry into the US box office may well mark the next stage of the Disney Princess brand. The live action film's opening was on par with Frozen at £45.5m and it is expected to make similar waves when it opens in theatres across the UK today. Panini has been fast on the uptake, launching a Cinderella-themed issue of Disney Presents (see page 42) along with the official Cinderella Movie Sticker Collection. The collection has 180 stickers, including 36 limited edition glitter stickers, featuring scenes and characters from the movie. Starter packs include an album and 31 stickers. The launch is supported by marketing activity and covermounting.



CINDERELLA MOVIE STICKER COLLECTION
On sale 2 April
Frequency ongoing
Price starter £2.99, stickers 50p
Distributor Marketforce
Display with other collectables

Round up



NICOLA STEWART
Magazines
reporter

WHY IT PAYS TO COMMUNICATE

It's interesting how often the same issues come to light when talking to different people about magazines.

Speak to retailers and the main problems seem to be based around allocation and order management. Speak to publishers and distributors and early returns almost always come up.

I asked both Smiths and Menzies about allocation recently and how issues could be resolved.

Smiths said there were several ways it could help, including holding back certain titles or categories, introducing a range and managing to that title capacity or dealing with titles on an individual basis. It has also extended the length of time retailer orders are locked in from one issue to three for weeklies and from one issue to two for monthlies.

Menzies said retailers could self-manage their accounts by requesting a constraint. This is usually a temporary constraint to let net sales history build up, which then drives allocations. Retailers can ask for a constraint by talking to the customer service centre or through i-Menzies. The best option in both cases is to be persistent in communication.

Meanwhile, publishers continue to be frustrated by early returns from independents. I spoke to one who said they regretted making so many launch copies available to indies because so many were returned early, resulting in huge waste. I understand space is an issue and retailers know what will sell, but there is a risk of independents' market share slipping as a result.

BRAND NEW!



Disney

CINDERELLA

STICKER COLLECTION

ON SALE SOON!

STARTER PACK
£2.99
RRP

STICKER PACKET
50p
RRP



www.paninigroup.com

© 2015 Disney

THIS WEEK IN MAGAZINES



Bestsellers Home interest

Title	On sale date	In stock
1 Country Living	02.04	<input type="checkbox"/>
2 Ideal Home	31.03	<input type="checkbox"/>
3 25 Beautiful Homes	02.04	<input type="checkbox"/>
4 Your Home	02.04	<input type="checkbox"/>
5 Country Homes & Interiors	02.04	<input type="checkbox"/>
6 House Beautiful	03.04	<input type="checkbox"/>
7 BBC Gardeners' World	27.03	<input type="checkbox"/>
8 Garden News	31.03	<input type="checkbox"/>
9 Amateur Gardening	31.03	<input type="checkbox"/>
10 Style at Home	01.04	<input type="checkbox"/>
11 Homes & Gardens	02.04	<input type="checkbox"/>
12 Living etc	02.04	<input type="checkbox"/>
13 House & Garden	02.04	<input type="checkbox"/>
14 Homes & Antiques	02.04	<input type="checkbox"/>
15 Real Homes	26.03	<input type="checkbox"/>
16 Landscape	22.04	<input type="checkbox"/>
17 Elle Decoration	09.04	<input type="checkbox"/>
18 Period Living	26.03	<input type="checkbox"/>
19 Grow Your Own	02.04	<input type="checkbox"/>
20 Good Homes	01.04	<input type="checkbox"/>

Data supplied by

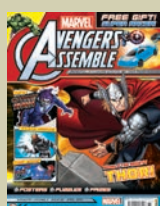


DISNEY PRESENTS

Disney Presents focuses on a different popular theme each month and the next issue is tied in to the studio's latest major release. Cinderella opened in theatres across the UK today and Panini has timed this issue perfectly to make the most of the hype. Covermounted with a necklace, charm bracelet and ring, as well as a Cinderella sticker album and stickers, the issue carries plenty of added value.



On sale 2 April
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Disney Princess, Frozen, Sparkle World

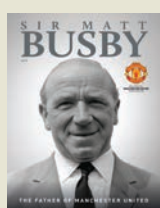


AVENGERS ASSEMBLE

Marvel Super Heroes has been rebranded as Marvel Avengers Assemble, bringing the title into line with the wider franchise ahead of the release of Avengers: Age of Ultron on 23 April. The publisher has already invested in the magazine, with a redesign that went live in the previous issue, and retailers can support the title by giving it a front of shelf position. This issue comes with a steering wheel car launcher.



On sale 26 March
Frequency monthly
Price £2.99
Distributor Marketforce
Display with Star Wars Rebels, Skylanders Universe



SIR MATT BUSBY

The modern day success of Manchester United is often attributed to Sir Alex Ferguson, but where would the club be without the trailblazer Sir Matt Busby? Taking in the triumph and tragedy of his 24 years at the club, Sir Matt Busby: The Father of Manchester United is a 100-page glossy souvenir magazine featuring articles and photos taken from the archives of the Daily Mirror and more.



On sale 1 April
Frequency one shot
Price £4.99
Distributor Comag
Display with Manchester United Magazine, Inside United



CLASSIC CAR BUYER

The classic car scene is thriving, with TV shows like Wheeler Dealers and The Classic Car Show inspiring people to enter the market. This bumper spring issue of Classic Car Buyer is well-timed ahead of National Drive it Day on 26 April, when the peak season gets underway. The 96-page issue features a guide to the UK's best motoring events in 2015 and an exclusive eight-page guide for first time buyers.



On sale 1 April
Frequency weekly
Price £3
Distributor Seymour
Display with Classic Car Weekly, Classic Car Mart



HEALTHY FOOD GUIDE

The third annual Healthy Food Guide Food and Drink Awards launches in the April issue of the healthy eating mag. Launched in 2013, the awards are growing in popularity each year, and this year is expected to see the most entries ever. Readers can nominate their favourite products across six categories outlined in this issue, with the winners announced in June. Retailers should encourage repeat purchases while the competition is running.



On sale 1 April
Frequency monthly
Price £3.20
Distributor Comag
Display with Jamie, Delicious, BBC Good Food



HOT CROSSWORD FUN!
£10,000 IN PRIZES
£100+ WINNERS

**THIS EASTER
ON SALE
2 APRIL**



CYCLING PLUS

Cycling Plus, the UK's best-selling cycling title, is celebrating its 300th issue with a refreshed look and feel. It is refocused on the importance of testing, bringing best in class testing to the fore. The more sophisticated design is in line with the brand's affluent readers. The April issue features Bike of the Year 2015, one of the most anticipated events in the cycling calendar, plus a road test of six £1,000 bikes.



On sale 31 March
Frequency monthly
Price £4.99
Distributor Frontline
Display with Cyclist, Cycling World



COMPLETE KIT CAR

This issue of Complete Kit Car not only includes the popular Stoneleigh supplement, it is also the title's centenary special. The Stoneleigh issue is one of the best-selling of the year, with the 32-page supplement acting as a show guide to the world's largest kit car show. The guide is a "must have" for the 20,000 visitors who flock to the show each year and is available exclusively with the magazine.



On sale 2 April
Frequency monthly
Price £4.75
Distributor Marketforce
Display with TKC, Kit Car



MAJESTY

Building into an authoritative royal collection month by month, each issue of Majesty records all the important royal news, events and engagements. Featuring the Duchess of Cambridge on the cover, the April issue includes an in-depth feature on Kate's maternity style ahead of the royal birth. It also marks the tenth wedding anniversary of Prince Charles and Camilla Parker Bowles and highlights from Prince William's recent trip to the Far East.



On sale 26 March
Frequency monthly
Price £3.40
Distributor Comag
Display with Royal Life, Royalty Monthly



SFX

The June issue of SFX stars Leonard Nimoy on the cover and has a special feature on the late Star Trek icon. Other features include a Game of Thrones new season exclusive and an interview with the director and stars of Mad Max. With such strong content, Seymour is expecting a rise in sales and is advising retailers to display it full facing at the front of the newsstand.



On sale 31 March
Frequency monthly
Price £4.99
Distributor Seymour
Display with Total Film, Empire, Sci-Fi Now



EMPIRE

Empire takes an exclusive look at the upcoming sequel Terminator Genisys in its May issue, with a special gatefold cover. It also includes a massive 30-page Game of Thrones special to coincide with the return of the hit series. With a strong cover and exclusive content, the issue is expected to earn more than £239,000 in sales nationally.



On sale 26 March
Frequency monthly
Price £3.99
Distributor Frontline
Display with Total Film, SFX

Industry viewpoint

Scarlett Brady

Editor, Gurgle



As an editor, I've spent years advising readers what to buy and where to buy it. Shallow perhaps, but who can resist a good lifestyle magazine? Newsagents' shelves are packed with brilliant examples and the best, from Grazia to Red, keep customers coming back for more.

When Media 10 invited me to edit Gurgle, the magazine for modern mums, I thought it would be a case of dishing up more of the same, but having sat through various focus groups, it didn't take me long to realise that today's mums are a discerning and demanding bunch and more of the same was never going to do.

The overwhelming message – that you don't stop being you just because you've become a mum – quickly became Gurgle's editorial mantra and it continues to influence our decision making.

One of the most touching things about editing Gurgle is our mail bag. We're inundated with letters from new mums who, having stumbled upon Gurgle, can't wait to share, get involved and suggest all sorts. The joy at having found their "perfect magazine" is palpable.

Gurgle is a hit because it's got a mix of glamour and celebrity that today's stylish mums are simply not prepared to shake off, but it's bolstered with smart parenting advice, gorgeous baby finds, inspiring family travel, and delicious kids' recipes, plus tips from the people they trust most – other mums.

I'm proud of our winning formula and I'm passionate about our big aim for 2015: to be the UK's best-selling parenting magazine.

But of course I can't do that without a bit of help, and that's where you come in. If I could ask one thing it would be for you to spark up conversations with all the mums you have in store and encourage them to try Gurgle.

Pop us next to the titles you know your customers love and you'll surely have customers who keep coming back for more. Win, win, or what?

DON'T MISS IN NEXT WEEK'S RETAIL NEWSAGENT



DENNIS WILLIAMS TAKES RN ON A TOUR OF HIS AWARD-WINNING LOCAL STORE

Plus, expert retailer Susan Connolly gives exclusive advice on how to create brilliant in-store theatre, and RN's guide to better crisps and snacks sales



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
Amercom			
Great British Locomotives	29	48	8.99
Amermedia			
Giant Warplanes	32	48	7.99
Military Vehicles	33	48	5.99
DeAgostini			
Build the Millennium Falcon	12	100	8.99
Cake Decorating	158	180	2.99
Cake Decorating Relaunch	107	165	2.99
Dinosaurs & Friends	5	60	5.99
Official Star Wars Factfile	61	120	2.99
Something Sweet	63	90	2.99
Eagle Moss			
3D Create & Print	10	90	6.99
Batman Automobilia	59	80	9.99
DC Chess Collection	83	96	8.99
Doctor Who	42	70	6.99
Knit & Stitch	115	176	5.00
Marvel Fact Files	106	150	2.99
Military Watches	29	80	9.99
Star Trek Off. Starships Coll.	42	70	9.99
Hachette			
Art of Knitting	9	90	2.99
Art Therapy	1	100	0.99
Black Pearl	63	120	5.99
Build the Mallard	30	130	7.99
Build the U96	30	150	5.99
Classic Pocketwatches	68	80	8.99
Judge Dredd Mega Collection	5	80	9.99
Marvel's Mightiest Heroes	33	60	9.99
My 3D Globe	12	100	5.99
Your Model Railway Village	70	120	8.99

RBA Collectables

Amazing Dinosaur Discovery	4	80	5.99
Precious Rocks, Gems & Minerals	9	100	5.99
Real Life Bugs & Insects	27	85	5.99

Collectables

Magic Box



Zomlings Series 3
Starter £2.99
Toys from £0.50

DeAgostini



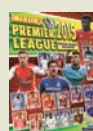
Magiki Puppies
Toys £2.50

Collectables

Topps



Disney Frozen Activity Cards
Starter £4.99
Cards £1.00



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



Disney Frozen Fashion Pack
Packets £1.00



Moshi Monsters Mash Up Party
Starter £4.99
Cards £1.00



Disney Princess
Starter £4.99
Cards £0.75



Moshi Monsters Poppet
Starter £2.99
Stickers £0.50



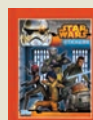
Doctor Who Regeneration
Starter £2.99
Stickers £0.50



Skylanders Trap Team
Starter £4.99
Cards £1.00



LEGO Chima
Starter £2.99
Stickers £0.50



Star Wars Rebels
Starter £2.99
Stickers £0.50



Match Attax 2014/2015
Starter £3.99
Cards £1.00



Top Gear Turbo Attax
Starter £4.99
Stickers £1.00



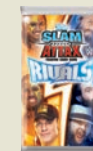
Match Attax Extra
Starter £3.99
Cards £1.00



Transformers
Starter £4.99
Cards £1.00



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



WWE Slam Attax Rivals
Starter £4.99
Cards £1.00



Hero Attax Marvel Avengers
Starter £4.99
Cards £1.00

Panini



Animals
Starter £2.99
Stickers £0.50



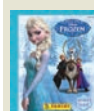
One Direction
Starter £2.99
Stickers £0.50



Big Hero 6
Starter £2.99
Stickers £0.50



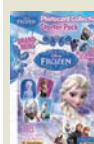
Peppa Pig's World
Starter £3.99
Stickers £0.50



Disney Frozen Enchanted Moments
Starter £2.99
Stickers £0.50



Disney Princess Palace Pets
Starter £2.99
Stickers £0.50



Disney Frozen Photocards
Starter £3.99
Stickers £1.50



Sofia the First
Starter £2.99
Stickers £0.50



Disney Planes
Starter £2.99
Stickers £0.50



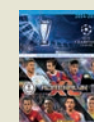
Teenage Mutant Ninja Turtles
Starter £4.99
Cards £0.75



Hello Kitty is...
Starter £2.99
Stickers £0.50



Liverpool FC 2015
Starter £2.99
Stickers £0.50



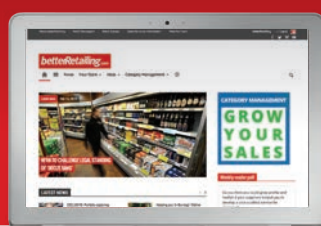
UEFA Champions League Adrenalyn XL
Starter £4.99
Cards £1.00



Manchester United 2014-2015
Starter £2.99
Stickers £0.50



UEFA Champions League
Starter £2.99
Stickers £0.50



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FOCUSED ON INDEPENDENT RETAILING

Newspaper terms

Daily newspapers Margins/pence

Sun	40p	9.28p
Mirror	55p	12.76p
Mirror (Scotland)	65p	15.08p
Daily Record	55p	12.10p
Daily Record (Scot.)	55p	12.10p
Daily Star	40p	9.68p
Daily Mail	60p	13.92p
Express	55p	13.31p
Express (Scotland)	50p	12.10p
Telegraph	£1.40	32.62p
Times	£1.20	28.20p
FT	£2.50	50.00p
Guardian	£1.60	38.40p
i	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	55p	23.20%
Mirror (Scotland)	65p	23.20%
Daily Record	55p	22.00%
Daily Record (Scot.)	55p	22.00%
Daily Star	40p	24.20%
Daily Mail	60p	23.20%
Express	55p	24.20%
Express (Scotland)	50p	24.20%
Telegraph	£1.40	23.30%
Times	£1.20	23.50%
FT	£2.50	20.00%
Guardian	£1.60	24.00%
i	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)	80p	17.12p
Daily Record	80p	17.60p
Daily Star	60p	14.52p
Daily Mail	90p	19.26p
Express	85p	18.19p
Express (Scotland)	80p	18.00p
Telegraph	£2.00	48.00p
Times	£1.50	35.25p
FT	£3.00	67.80p
Guardian	£2.30	54.28p
i Saturday	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)	80p	21.40%
Daily Record	80p	22.00%
Daily Star	60p	24.20%
Daily Mail	90p	21.40%
Express	85p	21.40%
Express (Scotland)	80p	22.50%
Telegraph	£2.00	24.00%
Times	£1.50	23.50%
FT	£3.00	22.60%
Guardian	£2.30	23.60%
i Saturday	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	21.00p
Sunday Mirror	£1.20	25.20p
People	£1.20	25.20p
Star Sunday	£1.00	22.10p
Sunday Sport	£1.00	24.00p
Mail On Sunday	£1.50	31.50p
Sunday Mail	£1.60	33.60p
Sunday Mail (Scotland)	£1.50	31.50p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£2.90	72.50p
Independent on Sunday	£2.20	55.00p
Scotland on Sunday	£2.10	49.90p
Racing Post	£2.50	60.625p
Sunday Herald	£1.30	30.55p
Sunday Express	£1.40	29.68p
Sunday Post	£1.40	30.80p

Sunday newspapers Margins/percentage

Sun	£1.00	21.00%
Sunday Mirror	£1.20	21.00%
People	£1.20	21.00%
Star Sunday	£1.00	22.10%
Sunday Sport	£1.00	24.00%
Mail On Sunday	£1.50	21.00%
Sunday Mail	£1.60	21.00%
Sunday Mail (Scotland)	£1.50	21.00%
Sunday Telegraph	£2.00	22.75%
Sunday Times	£2.50	21.00%
Observer	£2.90	25.00%
Independent on Sunday	£2.20	25.00%
Scotland on Sunday	£2.10	23.00%
Racing Post	£2.50	24.25%
Sunday Herald	£1.30	23.50%
Sunday Express	£1.40	21.20%
Sunday Post	£1.40	22.00%

Newspapers

Scale of third-party advertising insert payments

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

Insertion payment guide

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

Weight Watchers 21 - 22 March

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,590g	800g	130g	3	75g
Sunday Times	1,445g	780g	295g	5	130g
Mail on Sunday	945g	390g	200g	4	100g
FT	915g	590g	0g	0	0g
Sunday Telegraph	885g	530g	105g	5	55g
Guardian	830g	315g	75g	4	50g
Times	825g	465g	80g	4	50g
Mail	625g	235g	80g	4	45g

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 - ECA Approved
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- Digital Temperature Display
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COLD ROOM



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Back in the day

100

YEARS AGO
27 March 1915

New national newspaper Sunday Pictorial got off to a strong start, with sales of 1.5m for its second issue while its newly-launched London evening contemporary, the Echo and Evening Chronicle "proves to be a most lively and lusty youngster", RN noted, "remarkably well developed for its age".



50

YEARS AGO
27 March 1965

One senior NFRN member hit back at suggestions that small shopkeepers should stay open later to counteract the threat posed by supermarkets. Mr FG Halstead said: "What sort of people do they think we are? Are we jackals of the jungle?"



25

YEARS AGO
24 March 1990

The NFRN was pressing ahead with its plans to form a symbol group, agreeing at national council to put together a business plan with a view to starting the project by January 1991. It had hired a specialist consultancy to put a presentation to district councils.



Sweet taster success is waiting for someone

It's the job that every child dreams of. And one that – if offered to them – would cause a fair few adults to march into their boss's office, tell them in no uncertain terms they were quitting and disappear, never to be seen again.

That job title is, of course, sweet taster. The stuff of fantasy, the goal you secretly desire, the unfulfilled ambition you will never realise...

But hang on, what's this? There's a job going as a sweet taster? Where do we sign up?

Swizzels is looking for an official sweet taster to try its Love Hearts, Refreshers,

Drumsticks and Parma Violets brands, among others.

There will, Swizzels said, be training, a tour of the factory and a year's supply of free sweets to the lucky applicant, who must submit an essay or video of why they want the job.

Heaven forbid that this was an elaborate publicity stunt, but if it was, then it certainly worked – Swizzels received coverage from the Daily

Telegraph, Daily Mail, Metro and many, many more... And if it wasn't an exemplary piece of PR? Well, we've got our application in, just in case...



RN Starburst competition

Starburst is partnering with Teenage Cancer Trust to raise funds for the charity and awareness of the valuable work it does.

Featuring on Starburst Original 45g sticks, Starburst Original 165g and 192g sharing bags and Starburst FaveReds 165g bags, a donation will be made to the charity with every promotional stick or sharing bag sold.

Available now until the end of May, Starburst

is pledging a minimum £200,000 donation. All

Starburst packs featured in the campaign will adopt a Teenage Cancer Trust promotional design.

Wrigley is giving four lucky RN readers the opportunity to win £50 worth of the Starburst Original for their store.

To be in with a chance of winning, email your name, shop address and telephone number to editorial@newtrade.co.uk by 10 April 2015.



Round up



AROUND WITH THE ROUNDSMAN

with Blanche Fairbrother

I read Graham Doubleday's letter in RN last Thursday and entirely agreed with it.

The people who make these decisions to increase the price of the papers are so out of touch with Joe Public who buy them.

As time goes by, newspapers will become a thing of the past because people can get everything on the internet and so don't have to buy papers to know what is going on.

I was only thinking to myself a few days ago that if a young person asked me now if it would be a good idea to go into the newspaper business I would tell them not to.

Publishers only care about football and advertising and certainly not about the folks who are at the sharp end trying to do the job under very difficult circumstances.

The Sun was a classic example on the day of the eclipse.

I had received everything else at 5.10am only to be told that The Sun was so late it was on a re-run.

It finally crawled into Stafford at 7am. The reason it was so late was immediately obvious – it had that sleeve wrapped around it to make it look dark.

All it did was cause a problem and we received no apology from them about it.

I drove past Offley Grove Farm last week and I saw a very cute sight. There was a flock of sheep in one of the fields which had started lambing.

There were new born lambs all wearing what appeared to be little plastic raincoats.

I presume they wear them to keep warm because lambs are only covered in a rather thick skin when they are born and by wearing these little jackets they can go outside immediately instead of needing to be kept in sheds.

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