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THE C-STORE

SPY

Do you know where
the supermarket c-stores'
strengths and weaknesses
lie? RN's sleuth reveals
how every reader can
beat them locally

Don't miss our exclusive investigation inside

COMPLETE THE SET

Four must-have trends for 2015
COLLECTABLES
Page 32 >>



Bargains for Motherwell
'Irn Bru's RRP is £1.49 for 2l. I sell it for 74p.'

Page 24 >>



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NEWS • CONVENIENCE • PROFIT

Publishers pledge: 'We will do more'



- Executives from every publisher promise to work harder to protect delivered sales at NFRN's landmark summit.
- 'Sign-up to roundsman register and we will give HND retailers full control of ordering', federation told. [Page 5 >>](#)



TOBACCO

Chancellor challenged on plain pack effect

Customer views will form NFRN postcard campaign. [Page 5 >>](#)

NEWSTRADE

Election puts news in poll position

But papers will only succeed if they find their USP.

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CRIME

Licences on line for illicit traders

Rogue retailers should lose Lotto and alcohol rights, say MPs. [Page 14 >>](#)



Slice of the action Retailer Conrad Davies says opening Subway franchises at two of his Spar stores in Wales has helped him "future proof" his business, with overall food to go sales up by 15%. His claim comes as Subway announces plans to open in 350 convenience and forecourt stores by the end of the year. [Page 4 >>](#)



HND

Deliver My Times to drive subs sales

12 weeks free delivery for thousands of stores after Sun scheme adds 10,000 new orders. [Page 4 >>](#)

Irish retailers back proposal to introduce minimum alcohol unit pricing. [Page 16 >>](#)

LEADER



NEWS • CONVENIENCE • PROFIT

A major benefit of being your own boss is the ability to act quickly when you spot an opportunity and this issue is packed full of them



CHRIS GAMM

Editor

@ChrisGammRN

One of the things we do best at RN is unearthing exciting industry experts bursting with ideas to use in your business. One of our best contacts, shopper guru Phillip Adcock, returns this week as RN's spy for a fifth visit, this time uncovering the strengths and weaknesses of six multiple c-stores.

He bounded through the door of RN's office two weeks ago after a day of sleuthing with features editor Tom GK with lots of advice and reasons to feel positive. Four stores they visited were on the same road, but could compete by specialising on different areas – fruit & veg, bakery, promotions and food to go – showing that it is possible to thrive near a major competitor.

They do lots well – like having a great entrance that invites your customers to spend – and lots badly. Several of the stores were laid out like mini versions of their supermarkets and none did convenience especially well, typified by the number of unwieldy multibuy deals on the day. Two four pint milk cartons for £2 isn't convenient, he suggests. But 'buy milk and get orange juice half price' shows that you understand your customers' requirements.

One store manager approached our spy team and admitted his business doesn't 'get' convenience. He had been trying to push through a meal deal for more than a year, he said.

A major benefit of being your own boss is the ability to act quickly when you spot an opportunity and this issue is packed full of them.

One of my favourites from the issue is the suggestion to run the numbers on day-part merchandising. It might sound like hard work, but if you can get a £200 uplift from an hour's work, it's money well spent.

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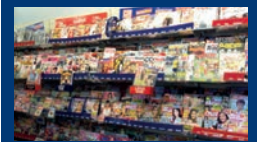
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**MAGAZINE ABC FIGURES**

The only place you can get the full lowdown on UK magazine sales

I SEE THIS AS BEING A NEW START FOR LONDIS

– NEW LONDIS BRAND DIRECTOR JOHN PATTISON ON HIS PLANS FOR THE SYMBOL GROUP'S FUTURE. Page 21 >>

NEWS



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to help you grow your sales

C-stores to benefit from food franchises

Convenience stores are expected to benefit from a boom in food franchises this year that will help retailers to “future proof” their businesses.

It follows on from sandwich chain Subway announcing its intention to have 350 franchises open in convenience and forecourt sites by the end of 2015. It forms part of larger plans to open 1,000 new Subway stores by 2020.

Retailer Conrad Davies, who opened a Subway above his Spar Pwllheli store 12 months ago and another at his Eurospar Blaenau Ffestiniog business in August, said food to go sales have grown by 15% and overall store sales were up 5% as a result.

He added: “We have seen a greater mix of shoppers coming to the stores, and impulse sales are also up as a result. It is helping us to future proof our businesses.”

Meanwhile, Philippe Rondepierre, head of marketing at Spar, said the convenience chain plans to add to its 400 food and drink franchise partnerships this year.

Budgens' new mid-tier label

Musgrave has announced its intention to develop a new ‘mid-tier’ own label option for Budgens retailers.

Speaking at a meeting at its new Budgens Byfleet lab store, Musgrave managing director Peter Ridler said SuperValu “doesn’t resonate with the Budgens brand or support the quality of the product”, with plans for a major revamp this year.

“We hope to get some changes on our fresh range into our Crouch End store, with a full rollout over the course of the year,” he added.



Counter intelligence

The Daily Mirror is enhancing its ‘intelligent tabloid’ credentials with its new multi-million pound marketing push, which kicked off during primetime Saturday night television. ‘Don’t Say Stupid’ is the tagline for its TV, print, digital and outdoor creative, which suggests that the best way to avoid making embarrassing social mistakes saying something daft about current affairs is to read a newspaper such as the Mirror.

RN investigation finds ‘little or no impact’ in Australia Price not visibility is key factor

Display ban and plain packs ‘not working’ Down Under

by Nicola Stewart

Hiding cigarettes behind plain packaging and display bans has had little to no impact on convenience sales in Australia, according to Melbourne convenience retailers.

But the soaring price of tobacco – in a country where excise tax on cigarettes has risen by 25% in the past 14 months – meant customers were increasingly turning to cheaper lines.

Kirk Jerome, owner of Kiosk 95 in Melbourne’s city centre, told RN price had become the driving force behind customer choice.

“I don’t think plain packs or the display ban have



Kirk Jerome with tobacco gantry in his Melbourne store

made any difference at all,” he said. “It is definitely pricing that is the main issue. Cigarettes are becoming too expensive for some people.”

Mr Jerome said there had been a clear shift towards cheaper lines, with some of the more premium brands, including Benson & Hedges, now costing around \$22 (£11.28) for a 20 pack.

Plain packaging became mandatory in Australia in December 2012, following a state-by-state rollout of display bans between 2009 and 2011.

Meanwhile, excise tax on cigarettes has risen by more than 25% since December 2013 and is due to increase by a further 25% by September 2016.

According to data company Aztec, value tobacco sales in Australian c-stores grew by 7.3% in the 12 months to July 2014, driven by the sub-value and RYO sectors

Mark Awad, of City Convenience Store, said customers often asked for the cheapest option, without mentioning a specific brand.

“Price is always the main factor,” he said. “Companies are coming out with cheaper alternatives now, so people will buy those.”

Tarsem Singh, owner of a 7-11 store, agreed, adding that Rothmans had overtaken Winfield as the bestseller in his store.

Times backs local stores with HND promo

After boosting HND figures with its Deliver My Sun promotion, News UK is now aiming to drive sales of The Times with a new home delivery offer.

The move will see The Times’ initiative running concurrently with News

UK’s ongoing HND promotion for The Sun, which has already added 10,000 new orders. Both its quality and tabloid publications will now be offering readers free delivery for three months.

The Times promoted the scheme in a four page

supplement in its Saturday edition on 7 February, offering free delivery for three months. Customers will go to a special website to locate a relevant retailer, with 86% of the UK covered.

News UK independents sales manager Greg Deacon

said: “For us it’s a continued investment in print and the independent channel. We’re supporting it with our field team and PoS. It’s early days, but it’s an encouraging start. This is about supporting local retailers and, hopefully, customers will get that.”



Senior executives' positive response at summit Protecting HND sales key

Publishers support NFRN's initiative to improve supply

by Neville Rhodes

Newspaper publishers have responded positively to calls from the NFRN for much more to be done to tackle the persistent problems of late deliveries and incorrect allocations of supplies.

At a summit meeting called by the federation last Friday, senior executives from every national publisher agreed to work harder both individually and collectively to improve the service for retailers.

Measures promised included an instruction to wholesalers to identify HND retailers and roundsmen and to record their details in a uniform way on their systems. Wholesalers will also be told to ensure that supply levels to these outlets are never cut below net sales figures.

To assist this process the NFRN undertook to emphasise to members the importance of providing accurate information to wholesalers about their delivery rounds so that their minimum sup-

plier requirements could be registered.

Publishers also supported the NFRN's view that a review of RDTs was well overdue

Peter Wagg, a past NFRN president and now chairman of its news operations committee, said he was encouraged by the publishers' response to retailers' concerns

"We had an open, frank and constructive meeting, and I was particularly pleased that it was the publishers who asked for a

further meeting later this year, this time with the wholesalers present," Mr Wagg said.

The summit heard there were more than a million instances of receiving their supplies on reruns due to lateness or wholesaler's problems during 2014.

All national newspapers were represented at the summit and attendees included Neil Jagger, general manager of Mirror Group and Bob Nuttall, circulation director at Express Newspapers.

In brief

Police apologise

Wiltshire police has apologised after one of its officers demanded a newsagent hand over details of customers who bought copies of the commemorative survivors' issue of the French satirical magazine Charlie Hebdo in the wake of the Paris terror attacks.

Wiltshire police apologised and deleted the information, saying that while misdirected, the officer had been attempting to act in the interest of public safety.

Sunday change call

Asda chief executive Andy Clarke has called on the winning party in the May general election to change Sunday trading laws.

Mr Clarke said current Sunday restrictions – stores bigger than 3,000sq ft can only stay open for a maximum of six hours – meant shoppers were forced to "pay more" for their goods at convenience stores. Unlike Tesco and Sainsbury's, Asda does not operate smaller shop formats.

GroceryAid support

Bestway has selected GroceryAid as the main beneficiary of the group's charity race day at Royal Ascot.

The annual event, which celebrates its 21st anniversary in 2015, has raised millions of pounds for worthy causes since its inception. GroceryAid offers support, advice and financial assistance to more than 8,500 current and former industry colleagues, ranging from regular payments and crisis grants to carer support and access to the confidential 24 hour helpline.

Fed plain pack drive to make 'big splash'

The NFRN is aiming to make "the biggest possible splash" with its campaign against plain packaging of tobacco products, targeting the Chancellor of the Exchequer.

Members are being urged to write to the chancellor, and to ask their tobacco customers to record their opposition to plain packaging on postcards.

Versions of a suggested letter to the chancellor and a supply of postcards will be sent to members shortly.

The campaign also aims to exploit the intense political atmosphere in the run-up to the general



election, and is urging all members to talk to parliamentary candidates about the adverse consequences of plain packaging, not only for retailers themselves,

but also for government revenues.

Yorkshire retailer James Wilkinson said members needed factual information about the impact of plain

packaging in order to counter the arguments of the health lobby.

Emphasising the importance of hard evidence, Republic of Ireland member Joe Sweeney said he would be producing his own report on the impact of plain packaging based on interviews he will be having with retailers, MPs and officials during his own 10-day fact finding visit to Australia, starting this weekend.

"I'll be able to argue the case against plain packaging more effectively when I can say 'I was there,'" Mr Sweeney said.

Bestway boss warns of perils of plain packs

Plain tobacco packaging will cause major restocking issues for independents and could lead to more shoppers buying cigarettes from the multiples.

That's the view of Bestway senior category controller Richard Booth, who

claims standardised packs will cause "confusion" when it comes to filling up gantries.

Mr Booth said: "Cigarettes will continue to be available in branded cartons at wholesalers so we will see very little, if

any, difference in tobacco rooms. However, when a retailer moves cartons from stockroom to gantry, will he have to empty out the packs to avoid customers seeing the branded carton? Similarly, will our customers have to cover their tobacco

purchases as they shop the main part of the depot and at till-point?"

Mr Booth said removing pricemarking from packs is another big issue, and could make smokers think they can get better tobacco prices at supermarkets.

NEWS

BUSINESS

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Hancocks' year was 'one of our best ever'

Confectionery wholesaler Hancocks has reported strong trading figures for the year just ended, stating that it was among the company's best years ever.

Turnover grew to just under £130m in 2014, up some £15m from the previous year, representing a 13.4% leap, while it signed up more than 5,000 new customers at its 20 cash and carry outlets.

It attributed its growth in part to the acquisition of another confectionery wholesale business, JTS, as well as growth in its e-commerce business.

Hancocks chief executive Mark Watson said: "We're delighted with our 2014 performance and have started 2015 at full speed with development in a number of areas of the business. There is no reason why Hancocks cannot better the 2014 performance in the year to come"

Discounter takeover bid

Poundland is aiming to buy its budget rival 99p Stores as part of a £55m takeover bid.

The deal, if approved by the Competition and Markets Authority, would create a high street powerhouse with more outlets than WHSmith and both Aldi and Lidl. It will also move Poundland closer to its proposed 1,000 store target.

Poundland chief executive Jim McCarthy, who said the retail chain is also pressing ahead with its plans to open a further 60 stores in 2015, said: "This is a good deal for both businesses and will benefit customers and shareholders."

All's Well with Bestway's pharmacies

Bestway has unveiled the first strand of its multi-million pound investment in a nationwide pharmacy chain, relaunching the former Co-operative Pharmacy group under the name Well.

The rebrand of the 780 stores into the Well chain comes after Bestway's £620m acquisition of the stores from the Co-op,

with the new owner planning a £40m annual investment over the next five years.

The investment in the new chain will place them at the centre of local communities, with cash earmarked for new jobs, renovation and relocation of existing pharmacies and further acquisition plans, according to Best-

way. It is also aiming to establish a new wholesale business for pharmacies.

John Nuttall, chief executive of Well, said: "Community pharmacies can play a key role in easing the increasingly unsustainable pressures faced by frontline NHS services, beyond simply providing prescriptions.

"Bestway Group's major

investment will not only create new jobs, it will also enable the business to develop the role of the pharmacy team to provide personalised healthcare and deliver an excellent patient experience, improving health and reducing health inequalities in local communities in the process."

Bargain Booze owner buys GT News group Early retailer interest for new sites

Conviviality plans to grow further following £6m deal

by Steven Lambert

Conviviality Retail has announced plans for even further growth for its franchises after acquiring Yorkshire-based retail store operator GT News in a £6m deal.

The move means Conviviality will bring a further 37 stores under its wing, with the new sites being predominately converted into Bargain Booze and Select Convenience stores in the next

few months.

It also adds to the 26 Rhythm and Booze stores acquired by the company from Bibby Retail Services for £1.7m last year.

Conviviality chief executive Diana Hunter said: "The GT News stores are excellent sites and are a perfect fit for what we want to do with our growth plans. Along with the acquisition of Rhythm and Booze, we now have a really good graphical grouping of stores across

Yorkshire and the East Midlands.

"From an operational perspective, this means we get better economies of scale for better area management and more efficient distribution. This is also a really important acquisition for our retailers, and we've already had significant interest in the sites from our own retailers and retailers outside the group."

It comes as Conviviality prepares for a move into Scotland after securing a

franchise deal with Scotmid Co-operative.

Mrs Hunter told RN that the group also has its sights set on other areas where it believes it is "underserved".

"We're definitely looking at the south west. We have a few stores there and our proposition works well in this area," she said.

"If there are similar groups like GT News which become available, we will definitely be interested in buying."



Learning the ropes

Conservative MP Mark Hoban was given a guided tour around Segensworth Batleys cash and carry in his constituency in Fareham, Hampshire to learn more about the wholesale trade and its support for hundreds of independent businesses. The meeting, organised by the Federation of Wholesale Distributors, also saw Mr Hoban (pictured right) take time out to speak with Rob Whittington, regional controller at Batleys (left) and general manager Anton James (centre) about a number of important issues, including local concerns about the illicit alcohol market.

NEWS

NEWSTRADE

WORKING WITH INDEPENDENT NEWSAGENTS TO GROW NEWSPAPER SALES

DAILY **Mirror** SUNDAY **Mirror** SUNDAY **PEOPLE** Daily **Record** **sunday mail**

Publishers enjoy positive start to 2015 But three Sundays see month-on-month declines and year-on-year figures still grim

New year delivers good news as titles enjoy a circulation bump

by Tim Murray

It was a case of mixed fortunes for the national newspapers in the current round of ABC figures, as the anticipated spike in January circulation arrested the monthly decline and, in some cases, saw month-on-month rises.

But the year-on-year figures still make for grim reading for some circulation executives.

One of the best performances came from The Times, its month-on-month figures showed it remained static in January, but year-on-year it bucked the trend with sales rising by 3.5% across weekdays. Its Saturday

figures were even more impressive, up 5.8% year-on-year. Sister publication The Sunday Times was the best year-on-year Sunday performer, only falling by 1.6%.

In terms of weekday month-on-month changes, the Daily Record, the Sun, Daily Mail, Guardian and i all saw slight increases. Not one Saturday publication saw its circulation fall month-on-month, with the Daily Star static and every other newspaper up.

In terms of Sundays, a trio saw monthly declines (the Daily Star Sunday, Sunday People and Sunday Post) while elsewhere there were month-on-month rises across the board.

Doc's back just in time for comic strip launch

Fiftieth birthday celebrations under his belt, Doctor Who is gearing up for another busy year and Titan Publishing is capitalising on the renewed interest in the Timelord by launching a new publication.

The first issue of Doctor Who Comic, which features graphic action from the three most recent incarnations of the Doctor (David Tennant, Matt Smith and, most recently, Peter Capaldi's takes on the legendary character), is due on 26 February.



The comic strips have been repackaged into the monthly, UK-only format, which retails at £3.99. It also contains competi-

tions, original strips and exclusive codes for online Who games.

Titan has licensed Doctor Who Comic from BBC Worldwide, whose director of UK publishing Nicholas Brett said: "We're delighted that Titan

will be bringing fans the Doctor Who Comic from next month and extending the relationship BBC Worldwide already enjoys with Titan."

January Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	782,792	-0.4%	-10.6%	£99.9	827,792
Daily Record	195,710	3.0%	-10.0%	£21.5	195,710
Daily Star	427,103	-0.2%	-13.3%	£41.3	427,103
The Sun	1,861,356	3.2%	-11.2%	£172.7	1,861,356
Daily Express	427,406	-0.5%	-8.9%	£56.9	427,406
Daily Mail	1,381,177	1.4%	-3.4%	£192.3	1,450,203
Daily Telegraph	437,957	-0.3%	-9.5%	£122.5	437,957
Financial Times	39,128	-1.8%	-8.3%	£19.6	61,451
Guardian	148,126	0.2%	-10.8%	£56.9	148,126
i	224,917	2.1%	-7.1%	£112.5	285,985
Independent	37,962	-0.3%	-9.6%	£11.8	54,365
Times	329,817	0.0%	3.5%	£93.0	352,242
TOTAL	6,293,451	1.3%	-8.5%	£899.6	6,529,696

January Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	1,069,717	3.5%	-7.6%	£183.1	1,114,717
Daily Record	227,768	1.7%	-11.8%	£40.1	231,736
Daily Star	393,451	0.0%	-11.8%	£57.1	393,451
The Sun	2,341,107	6.1%	-8.9%	£309.0	2,341,107
Daily Express	528,282	1.3%	-6.9%	£96.1	528,282
Daily Mail	2,230,345	2.6%	-5.5%	£429.6	2,301,070
Daily Telegraph	656,016	3.0%	-8.3%	£314.9	656,016
Financial Times	79,094	3.2%	-2.6%	£53.6	98,480
Guardian	325,318	4.8%	-10.9%	£176.6	325,318
i	190,571	0.6%	-4.1%	£19.1	250,305
Independent	70,474	3.2%	-8.5%	£29.9	85,926
Times	482,369	2.6%	5.8%	£170.0	493,138
TOTAL	8,594,512	3.5%	-7.1% ⁴	£1,879	8,819,546

January Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	219,060	1.3%	-14.2%	£73.6	222,873
Sunday Mirror	815,259	2.8%	-9.9%	£205.4	860,259
People	323,510	-1.5%	-11.0%	£81.5	323,510
Daily Star Sun.	262,078	-1.0%	-14.3%	£57.9	262,078
The Sun	1,564,921	5.3%	-12.2%	£275.4	1,564,921
Sunday Express	388,792	0.4%	-7.5%	£115.4	388,792
Sunday Post	187,055	-0.7%	-15.0%	£57.6	187,055
Mail on Sunday	1,337,007	0.7%	-7.1%	£421.2	1,403,637
Ind. on Sunday	45,087	2.2%	-6.9%	£24.8	97,371
Observer	198,368	1.6%	-12.0%	£143.8	198,368
Sun. Telegraph	373,744	0.4%	-11.2%	£170.1	373,744
Sunday Times	760,532	1.9%	-1.6%	£399.3	771,261
TOTAL	6,475,413	2.0%	-9.5%	£2,026	6,653,869

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

'Sunday Best' margins

*Pence per copy in England and Wales only

SUNDAY **Mirror**

25.20p

SUNDAY **PEOPLE**

25.20p

sunday mail

33.60p

NEWS PRODUCTS

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More from Mondelez

Bagged chocolate sales will receive a boost with Mondelez launching two new bitesize options, while extending availability of a customer favourite.

Two of the company's top-selling bitesize products, Cadbury Dairy Milk Giant Buttons and Bitsa Wispa, will be launching in new 80g £1 pricemarked packs from February.

From March, Terry's Chocolate Orange Milk Chocolate Minis will be available all year round.

New flavours and redesigned packaging Move underlines 'high quality' ethos

Revamp as Robinsons cuts 6.9bn calories from sector

by Emma Schiller

Britvic has embarked on a campaign to boost its Robinsons squash sales with a new range of flavours launching this month.

The new variants are Apple, Blackcurrant & Cherry, Lemon & Mango, Orange & Raspberry and Pineapple, Mango & Pas-

sion Fruit and all come in redesigned bottles. Limited edition lines will also be on sale later in the year.

The brand's redesign aims to link the product more closely to its fruit ingredients and its image as a high quality value product.

In addition, Britvic will now only produce No

Added Sugar Robinsons squashes to remove nearly seven billion calories from the soft drinks market.

The product changes will be supported by a revamp to PoS material featuring the same design, which Britvic said will give the brand a uniform look and encourage greater standout on shelves.

Britvic marketing director Jonathan Gatward said the changes were part of a wider aim to position Robinsons as a leader in the squash category.

"This is an exciting time for Robinsons," said Mr Gatward. "All changes to the brand have been made following customer research."



Keep up to date with the latest must-stock favourites in the collectables sector
Page 32



Essex extension WKD has extended its sponsorship deal with ITV programme *The Only Way Is Essex*, now being shown on the ITV Be channel. Last year WKD first teamed up with *TOWIE* for a three-series tie-up. The new sponsorship deal spans broadcast, online and mobile platforms. This year's 12-episode series will feature *TOWIE*-themed WKD adverts.

Bacardi back to its roots

Bacardi rum has released new packaging for the first time in more than a decade.

The new bottle is slimmer and taller and designed to be easier to handle.

The revamped pack also heralds a return to the original Spanish names for the portfolio of rums - Superior, Gold, and Black will become 'Carta Blanca,' 'Carta Oro' and 'Carta Negra.'

The new packaging was launched on 4 February, the Bacardi Founders Day, which marks the birth of family-run business in Cuba in 1862.

£4m TV ad spend after Fridge Raiders' online hit

Mattessons is investing £4m in national marketing for its Fridge Raiders meat snacks after attracting millions of followers in a social media campaign.

The brand teamed up with YouTube star Ali-A last October for a series of videos

featuring F.R.H.A.N.K, a robot designed to promote Fridge Raiders, which received more than 7.6m views. The firm is now extending its social media activity to include an on-pack promotion on core Fridge Raider lines,

offering the chance to win ringtones and PlayStation accessories, as well as a top prize of meeting Ali-A and F.R.H.A.N.K.

Mattessons brand manager Charlotte Kerr said: "The campaign has already captured the imagina-

tion of our audience - the F.R.H.A.N.K. microsite has achieved more than two million views."

A five week TV ad campaign starts on 23 February, and there will be competitions on Twitter, Facebook and Instagram.

Hot products for your shopping list



Bacardi's new packaging features original Spanish rum names



Mattessons is launching a £4m TV ad campaign



Terry's Chocolate Orange Minis are to be available all year round

NEWS PRODUCTS

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New salted caramel bar from Galaxy

Galaxy has announced the launch of a Salted Caramel bar.

Combining sweet and savoury flavours, the product will become a permanent part of the company's range. The launch will be backed by a £12m media spend, including a 44 week television advertising campaign.

The bar will be available in 48g and 135g sizes, and will be further supported with a large range of PoS materials, including dumpbins, floor standing display units, counter top units and hook over news units, as well as posters and wobblers.

Stella adds two Cidre flavours

Stella Artois has made two additions to its Cidre range.

To add to the brand's Cidre Pear and Raspberry flavours, launched in 2011 and 2014 respectively, Stella is launching Cidre Elderflower and Cidre Peach. The company claims more than a million people have bought Cidre Raspberry since it went on sale last May.

Consumer analysts Nielsen has reported that flavoured cider grew 66% to £229m in 2014 and now makes up 24% of cider sales as a whole, up from 16% in 2013 and 11% the year before.

Cidre Peach will be sold in single 500ml bottles alongside 330ml bottles in four and eight-pack formats. Cidre Elderflower will only be sold in 500ml bottles.



Keith's back Office worker Keith, the face of 2014's Cadbury Dairy Milk campaign, is back on TV screens this month with adverts to showcase the brand's range. In the 30-second spots, part of a £7m spend by Cadbury, a bored Keith, who has been put on-hold during a phone call, transforms into six different characters inspired by each of the brand's variants.

New range gives customers bags of choice More sharing options for families

Success is in the Mix with Walkers' new snack combo

by Steven Lambert

Walkers is appealing to a variety of shopper tastes and targeting sales growth among families with its latest product launch, Walkers MixUps.

The new range features a combination of Walkers snacks and crisps mixed together into single bags, which will be aimed at families looking for different sharing options

during nights in, according to Walkers brand owner PepsiCo.

The company said the range is split into three different groups. MixUps Snacks will contain a combination of Doritos, Monster Munch, Wotsits and French Fries in two flavours, Cheese and Spicy; MixUps Popcorn will be available in Sweet & Salty and Sweet & Spicy flavours; and MixUps Crisps will come in Cheese & Ba-

con and Cheese & Worcester Sauce flavours.

Matt Goddard, field sales director at PepsiCo, said: "We're excited to launch a new and innovative product which the whole family can enjoy.

"Walkers is committed to developing new products and is working closely with retailers to add excitement in store and drive growth for the crisps, snacks and nuts category."

Mr Goddard said the launch will be supported with a TV and social media campaign, with PoS material also available for retailers.

It marks the latest activity in a busy first quarter for Walkers, which has also seen the brand introduce 39p pricemarked Monster Munch packs and launch Walkers Max Flamin' Hot as an exclusive line for independent stores.

UB team to tour UK to give biscuit sales a boost

A sales team from biscuit and cake manufacturer United Biscuits (UB) will visit 43 wholesalers across the UK in the next two months to promote the company's range of sweet

and savoury biscuits. Retailers visiting the wholesalers will be offered advice on boosting their biscuit sales and promote new product lines including the recently revamped Jacob's Crinklys

crisp range. Bestway, Blake-more, Booker, Dhamecha, Landmark and Parfett's are among the wholesalers to be visited.

PoS material will be available as well as offers on

new products. The company claims two previous tours resulted in sales increases of up to 50%. UB's investment strategy, Better Biscuits, Better Business, will also be promoted.

Hot products for your shopping list



Walkers is targeting families with latest launch, MixUps



Cidre Elderflower and Cidre Peach have been launched by Stella Artois



Galaxy is spending £12m promoting its new Salted Caramel bar

NEWS REGIONAL



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

Today's great for own label

Today's Group is offering retailers margins of up to 60% on its own label products as part of the second stage of its Margin Maker promotion.

Launching this week, the scheme will give independents 40% profit on return on all Today's Select lines, 50% on Essentials products and 60% on its Stone Spring water range. It follows on from a similar incentive launched in January.

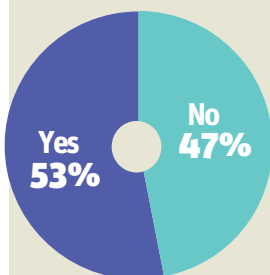
Today's Group managing director Bill Laird said: "We are supporting our retailers to tackle competition with an attractive own-label brand that hits a competitive consumer price point, provides great value over key brands and allows sustainable margins to be made by retailers and wholesalers."

Margin Maker will be supported with PoS material and a national trade media campaign.

RN reader poll

Last week we asked:

Do you feel you have received enough information on tobacco display ban legislation?



THIS WEEK'S QUESTION:

Could taking on a food franchise help future proof your business?

Have your vote now at
betterRetailing.com

betterRetailing.com

Take plain packs concern to your MP

A Yorkshire newsagent has urged fellow retailers to challenge politicians over the plain tobacco packs debate after receiving a written response on the issue from his MP.

James Wilkinson, owner of Pybus Newsagents, sent a letter to his local representative, Andrew Jones

MP, outlining his concerns over Westminster's push to introduce standardised packaging legislation before the general election

Mr Wilkinson told RN he has since received a response from the MP, and has sent a reply back with facts and figures on the impact of plain packaging

in Australia.

He added: "Neither the politicians or hierarchy understand the results the actions they are taking will bring. They're only listening to the health lobby. We must open a dialogue with them."

This move comes as the Northern Ireland govern-

ment announced its intention to pursue plain tobacco packaging.

Responding to the news, NFRN Northern Ireland district president Judith Mercer said: "We are opposed to these measures as they will only cement the growth of the black market."

'Strip offenders of lottery and alcohol,' MP tells Commons Call comes as display ban looms

Tougher action called for in war on illicit tobacco

by Emma Schiller

Retailers caught selling illicit tobacco have been warned they face far-reaching punishments including the removal of their National Lottery permissions and alcohol licence.

Speaking at a House of Commons meeting, Gill-ingham and Rainham MP Rehman Chishti called for clarification on what measures can be taken to curb growing illegal tobacco sales in his constituency.

He asked: "May we have an urgent statement on the measures that are being

taken to tackle this, including the often underused powers available to strip retailers of their lottery and alcohol licences when they are found to be breaking the law?"

It comes as industry experts fear a boom in the illicit trade with the upcoming tobacco display ban and plans to introduce plain tobacco packaging.

Currently, HM Revenue & Customs can formally object to the renewal of a retailers' licence to sell alcohol and National Lottery operator Camelot can remove a retailer's Lottery

terminal if they are found to be selling illicit tobacco to the public.

A Camelot spokesman told RN they had only shut down 20 outlets in 20 years, but confirmed that a security team would investigate any retailer who was thought to be undermining the "integrity" of the National Lottery and not acting in a "socially responsible way" in their general sales activities.

Chesterfield Labour MP Toby Perkins, the Shadow Minister for Small Business, has co-ordinated raids on stores in his constitu-

ency caught selling illicit tobacco.

He said: "It is a legitimate question to ask whether anyone should be able to sell tobacco products without a licence, particularly when licencing is required for other products like alcohol," he said.

"With unlicensed products there are always safety concerns and the question must be asked that if people selling tobacco are willing to break the law by avoiding tax, would they also be willing to break the law to sell to under-age customers?"



The countryside champions Dorset village shop Ludwell Stores has scooped top prize in a prestigious competition known as the "rural Oscars". The store and its owners Phil and Jo James won a Countryside Alliance Award Champion of Champions gong at the ceremony at the Houses of Parliament. The couple are seen here receiving their award from Defra secretary of state Liz Truss.

NEWS

REGIONAL

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OMG! It's a new mag

News UK is hoping retailers will be 'LOL-ling' all the way to the bank with the launch of what it boldly claims is the first major



new women's weekly magazine to hit the market in 10 years.

OMG!, the latest entrant into the real-life sector, ar-

rives on 26 February and will carry a retail price of 70p.

The title, which will sit alongside the likes of Take A Break and Chat, is being supported with a national TV and press advertising campaign.

JTI steps up fight on illicit trade

An undercover operation in Leeds caught 22 outlets selling illicit tobacco.

Various food and drink retailers and a city centre pub were among those reportedly caught selling the illegal products which were found in a test purchasing operation by JTI.

The tobacco firm's media relations manager Mark Yexley said: "The impact of the illicit trade in tobacco on society is far reaching and members of the public, retailers, suppliers and the government all have a role to play to combat the issue.

"Criminals who deal in illegal tobacco will sell to all-comers, including children. JTI fully supports any efforts to rid our streets of illegal tobacco and stop criminals infiltrating our communities."

Meanwhile, West Yorkshire Trading Standards officers have seized more than 200kg of illicit hand rolling tobacco, with a street value of nearly £15,000.

€9 min on bottle of wine in Irish plans

A bottle of wine would cost a minimum of €9 under new proposals in Ireland that aim to set a minimum price on alcohol.

Ireland is set to introduce a raft of restrictions on alcohol sales and advertising as part of the proposed Public Health (Alcohol) Bill.

Included in these is a minimum price per unit of alcohol policy which is

expected to go some way to reducing the hefty cost alcohol-related harm causes the economy each year.

England already has in place a ban on the sale of below-cost alcohol sales and the Department of Health continues to consider the introduction of minimum pricing.

Both Northern Ireland and the Republic of Ireland support minimum unit

pricing, with health officials from both countries looking to work together on the issue.

It is a policy that NFRN Ireland President Peter Steemers will welcome not only for the health benefits but also as a means to ensure the competitiveness of independent retailers.

"Low alcohol pricing is used by the multiples as a huge draw for custom-

ers, yet when it comes to restrictions, it would seem that off-licenses and pubs are hardest hit," Mr Steemers said.

"Is there not enough political will to level the playing field so that responsible alcohol retailers can compete with the multiples rather than to find that it is cheaper to purchase from them than from their own suppliers?"

Election hoped to boost newspaper sales Printed titles need to rediscover the 'U' in 'USP'

Quality editorial is key to election paper victory

by Tim Murray

The impending general election could give newspaper sales a boost – but they need to focus on improving their editorial content.

That's the message from many in the newstrade, who believe that increased debate and political coverage can help with sales around the big day, due to take place in May this year. But newspapers need to work out how their content fits into an increasingly

complex and fractured media landscape.

NFRN head of news Brian Murphy said: "The election will be good for regional press.

"Other media has got its act together and people are staying awake getting breaking news through the night.

"At the NFRN's publisher summit last week, it was agreed that newspapers have got to be clear what their USP is. They have lost the 'U' in USP. Newspapers

used to be first with news, but now social media has that. It needs to be about opinion and quality editorial."

Smiths News has shared its insight into previous polling sales and its forecasts for this year. It said that sales in the run up to and immediately afterwards were expected to show an "uplift", in line with the 2010 election, where newspapers, especially the quality press, saw sales up by between 1

and 2%. Interestingly, the increase in sales was heightened in marginal wards.

It's not just newspapers either – The Economist was up almost 10% in independents before the 2010 general election, and double that figure in the issue immediately after the election.

Smiths News added that PoS helps and said it was working with publishers to ensure adequate supply and to plan for possible scenarios including late editions and election specials.



Award Collected A Costcutter in Chorlton-cum-Hardy has today been named the nation's best Collect+ store of the quarter in the brand's awards programme, which recognises excellent customer satisfaction and service. Robert Madden, owner of the store on Sandy Lane, was presented with his award by Collect+ chief executive Neil Ashworth, who said the business had been a standout outlet of more than 5,800 stores.

YOUR ISSUE

email steven.lambert@newtrade.co.uk
tel 020 7689 3375



'PHANTOM' FRIDGE SAGA LEAVES DAN COLD

It's a mystery that would have even the great detective Sherlock Holmes himself scratching his head - the case of the disappearing Coca-Cola fridge that hasn't actually disappeared.

At least that's what Devon retailer Dan Cock has been left puzzling over after receiving a "bizarre" letter from Coca-Cola Enterprises (CCE) this month, which claimed he had removed a piece of the company's equipment from his business without notifying them.

The owner of Whitstone Village Stores said he was "baffled" by the correspondence, which referred to a Coke chiller the manufacturer had installed in the shop in 2008.

The letter read: "As per the terms and conditions of the agreement, you must not sell, lease, move, change or dispose of the equipment. You are responsible for looking after the equipment until such time it is returned to us.

"We understand that the equipment is no longer at the premises and appreciate if you could contact me at your earliest convenience to discuss its whereabouts.

"Should you not respond within 14 days of this letter, we shall have no alternative but to take legal action against you which may result in further costs being incurred."

The funny thing was that, as it turned out, the Coca-Cola chiller in question had not actually been removed at all and was still in operation at the shop.

However, Mr Cock has found the whole situation less than humorous. So much so that he quickly took to social media to highlight the error.

Responding to CCE on Twitter, Mr Cock posted the letter he had been sent, along with the response: "How dare you threaten us. Your chiller is here!"

For good measure, he also posted a picture of the 'missing' fridge in question.

Speaking to RN, Mr Cock said: "The first thing I noticed about the letter was that while it carried the



Devon retailer Dan Cock was less than impressed to receive a letter (right, top) regarding a 'missing' Coca-Cola chiller that was in his store all the while

shop address, it also was sent to an old home address of mine, which I thought was weird.

"When I eventually read the letter, I was furious. I got on the phone straight away and put in a call to Coke. It must have taken me about half an hour to try to get through to someone and get this resolved."

Mr Cock added that he felt the situation could have been easily resolved with a quick call to the store but felt he has been let down by the way CCE has handled the situation

"Before this, we had received no phone calls or any kind of warning from Coke about this, all we had was this threatening letter that came completely out of the blue.

"It makes me wonder how they could have got this kind of information in the first place. Had they sent someone in to spy on us or had the reps given wrong

information? Whatever the case may be, we have supported Coke for years but are unhappy as to how they've treated us in this instance."

To get to the bottom of this mystery, RN put a call into its contacts at CCE to try to dig up some clues.

The manufacturer could not confirm how it acquired the information about Mr Cock's fridge, or how it came to the conclusion that it had gone missing from the store.

However, a CCE spokesman said: "We are very sorry for any confusion caused to Mr Cock and we appreciate how frustrating this must have been for him. We can confirm that we have since spoken with him directly and have resolved the issue."

The case may be closed but relationships between the retailer and manufacturer may take a bit longer to thaw out.

“

When I eventually read the letter, I was furious. I got on the phone straight away and put in a call to Coke

Dan Cock

Whitstone Village Stores

OPINION

RETAIL NEWSAGENT

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11 Angel Gate, City Road, London EC1V 2SD
 Tel 020 7689 0600 Fax 020 7689 0700
 email editorial@newtrade.co.uk

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To subscribe contact 01737 457236

Editor

Chris Gamm
 020 7689 3378

Associate Editor

Chris Rolfe
 020 7689 3362

Reporter

Steven Lambert
 020 7689 3357

Reporter

Nicola Stewart
 020 7689 3358

Content Editor – Features

Tom Gockelen-Kozlowski
 020 7689 3361

Feature Writer

Nadia Alexandrou
 020 7689 3350

Production Editor

Darren Rackham
 020 7689 3373

Design & Production Executive

Hannah Plowman
 020 7689 3380

Director of Sales

Mike Baillie
 020 7689 3367

Account Managers

Liz Dale
 020 7689 3363

Reporter

Will Hoad
 020 7689 3370

Reporter

Dwain Nicely
 020 7689 3372

Account Executive

Marta Dziok
 020 7689 3354

Sales Support Executive

Chris Chandler
 020 7689 3382

Marketing Manager

Lauren McKinnon
 020 7689 3351

Marketing Executive

Tom Mulready
 020 7689 3352

Marketing Assistant

Emma Wilson
 020 7689 3384

Managing Director

Nick Shanagher
 07966 530 001

Email: firstname.surname@newtrade.co.uk

If you do not receive your copy of RN please contact Chris Chandler:

020 7689 3382 or chris.chandler@newtrade.co.uk

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Your say

How will you take advantage of Tesco stores closing near you?

Tesco is the third chain to take over the retail outlet on this road and all of them have closed down. Tesco made no difference to my store when it arrived and I don't think it will make much difference now it's gone. I have loyal customers and everybody these days is watching their pennies. Tesco is too expensive for them and people take advantage of the 50-60 offers I have every day. I will keep doing what I'm doing.

Sarfraz Khan,
 Nisa Local,
 Walsall Wood

Tesco Express closing is not good for the town as a whole because it means job cuts. And it sold things like children's clothes that you can't get anywhere else in Devises. Although the store is very close it has never really had an impact on us. I'm sure we will

pick up some of its business, especially passing trade popping in for bread or milk or newspapers, but we've always been competitively priced with lots of promotions and so we have lots of regular customers.

Heather Wardlingham,
 Hillworth Stores,
 Devises

I've always concentrated on what I'm good at, which is confectionery, papers and things like the Lottery. I'm more expensive than Tesco but I attract a lot of passing trade and people looking for fast, convenient service. It's important to adapt every few years to stay in business but unless inner-city living makes a comeback in Ballymena we'll all suffer, not just Tesco.

Eugene Diamond,
 Diamond Newsagents,
 Ballymena



Your stock

How do you promote magazine launches in your store?

If there's flyers or posters from the publishers we'll put them in the window and we've rearranged our magazines so there's more on display and we can carry more. I try to stock the first issue of a new magazine but if it doesn't shift I call it

a day. It's clear quite quickly, particularly in children's magazines, what's going to be popular. I've a four-year-old granddaughter who tells me too.

David Dunn,
 The Paper Shop,
 Skipton

I've found magazines are dying such a death I've reduced my display area to two bays and moved into convenience. My window space is precious and I don't use it for magazines. Inside, I stock the magazines that sell, like women's titles and some children's magazines, which I try and keep up to date with, but mainly I stick to bestsellers.

Clive Birkby,
 Birkby Newsagents,
 Hengoed,
 mid-Glamorgan



When a new magazine launches and we decide to carry it, we display it prominently in our window. We have a lot of footfall here and so we have a sill where we put all the new magazines and new issues. We also stock them inside but we do our best to attract passers-by as well as our regulars.

Carl Everett,
 Farnsworth Newsagents,
 Isle of Wight

LETTERS

email letters@newtrade.co.uk
tel 020 7689 0600



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

THE CHALLENGES OF GOING DARK

'Going dark' is nearly here and nobody really knows how it is going to pan out, but I think it will have a big effect on my business, especially in the mornings.

In the early morning rush, people want to get in and out of the shop as quickly as possible. They want to find what they are looking for straight away, and going dark will have an effect on that.

A lot of my stock is pricemarked and customers are making buying decisions based on saving a penny here or there – there's no brand loyalty. With no visible packaging that decision is going to take longer.

It is a change and we will just have to live with it. My customers aren't quite sure what it all means – we tell them we are going dark and they don't understand what it really means. Sometimes I think they believe we are going to have to switch all our lights off.

We are on track to have all the necessary fittings in place by the April deadline – the frame is up and we are just waiting for the doors. I tell you what, though – I might have to lose a bit of weight, go on a cabbage leaf diet, because we've lost a good six inches of behind-the-counter space.

We just have to cope, but I do think this country is rapidly turning into a bit of a nanny state.

Graham Doubleday,
Newmarket,
Mossley,
Lancashire

I'm confused about how to convert my gantry

I am struggling with the forthcoming tobacco display ban.

We have had a JTI gantry for many years,



Going dark is a concern for retailers, but the NFRN has plenty of practical advice available

but took ownership of it last year, and this means we have to convert it ourselves for when the law changes in April.

I'm confused as there are so many different options for how I can convert it, but nothing definitive.

I know it will cost me money to convert my gantry, so I want to make sure that I am legally protected.

If anyone can advise me where to turn, I would be grateful.

Rama Varambhia,
Snutch Newsagents,
Leicester

Anne Bingham, NFRN communications manager, responds: "To assist NFRN members to prepare their shops for going dark, our subsidiary company NFRN Commercial has teamed up with Expotutto to offer the Servertab overhead gantry, with model number 90S 16P, at an exclusive Shoplink rate of £1,450 plus VAT, which includes delivery and full installation.

"Other solutions sourced by NFRN Commercial include curtain screens, with prices starting at just under £100

plus VAT and delivery, or flip shelf screens from £60 plus delivery, both from Tobacco Display Screens, and sliding doors from the Jordan Group, which start at £180 plus VAT.

"To ensure that NFRN members are not kept in the dark about the new display ban regulations, there is a wealth of advice and information on our website www.nfrnonline.com/Public-Affairs/Dont-Keep-Us-in-the-Dark-Campaign/The-Display-Ban-Are-you-Ready"

We've been abandoned by tobacco companies

In my 28 years of being a retailer, I have never seen anything quite like what has been happening with the tobacco manufacturers and their support for independents recently.

In the past, we would have had all the manufacturers trying to push as many products onto our shelves as they could. Ev-

ery week, there would be three or four new launches from companies, and we would struggle to get everything on the shelves.

Now, with the display ban coming up, they seem to have gone from one extreme to the other and we have not heard anything from them.

I have worked with one of the major manufacturers for the last 25 years and had a new gantry installed by them four years ago. But recently the company's rep came round to tell me it is terminating its contract with me, meaning I would have to cover up the gantry myself.

We are now trying to get one of the new Vivid e-liquid gantries but even then we're not too sure how much of its products we will need to buy every week to qualify.

It seems as if the manufacturers are abandoning independent retailers, even though we have been one of the main places people could buy their products.

Name and address supplied

#TOP TWEETS



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

@palmerandharvey

Next Tuesday is #PancakeDay. Optimise sales by giving ingredients a high profile location in your shop, you'd be flipping mad to miss out!

@TEARESNEWS

The Times & Sunday Times are offering 12 weeks free delivery – a saving of up to £15, with the added benefit of receiving your paper direct to your door every morning.

@WrigleyTradeUK

Did you know that 62% of single pack gum purchases are made on impulse? Pretty impressive!

@ChrisRolferN

@RetailNewsagent is in Mumbai this week. Today, we're learning about business opportunities in the retail market #RNinIndia

@guardian

Marmite Easter eggs – the final frontier of brand extensions?

@NFRN_Online

Only 55 days to go until the #TobaccoDisplayBan comes into force. Don't forget to visit @Shoplink_Online for your Going Dark solutions

@CavePostOffice

Don't forget your Valentines card

@PolperroNews

Getting a bit lighter first thing. Spring is on its way! #polperro #Cornwall

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email editorial@newtrade.co.uk
tel 020 7689 0600
fax 020 7689 0700



It's never too late...

A radical overhaul of the terms structure would enable retailers to offer promotions on magazines, as with other products, and stem the decline sales. Over to the publishers and distributors, says Neville Rhodes

The new Audit Bureau of Circulations figures for magazines, released this week, are unlikely to come as much of a shock to retailers. After seven years of unbroken falls in the category's overall newstrade sales, continuing decline seems inevitable. But does it have to be?

For the majority of magazine retailers, the category is stuck in a time-warp. While other product groups have adapted their consumer offers, in magazine retailing nothing much has changed for 20 years or more – except the percentage of unsolds.

The supply-driven system continues to push out copies to the retail trade, where they sit on generally overcrowded shelves, their cover-lines and design features often invisible, waiting for somebody to buy them at the cover price, until the off-sale date arrives and the unsolds – around four of every 10 copies supplied – are sent back for credit. There must be a better way.

Why does the industry not give independent retailers the chance to promote magazines in much the same way as they promote other products, with “two fors”, mix and match offers, money-off on multibuy, and so on?

But none of these are a realistic option for retailers without a radical overhaul of the terms structure – and that has to come from the

publishers and distributors.

A 25% retail margin with SoR seemed reasonable when demand for magazines was strong and returns levels were low, but as sales have slowed, putting a strain on retailers' cashflows and adding to the administrative burden of dealing with unsolds, it has become less than adequate – and certainly leaves little or no scope for retailer-financed promotions.

Bigger discounts are needed to finance the kind of promotions that could bring about a revival in magazine sales.

I am not advocating a general increase in magazine trade terms, although that might fire up some retailers to push harder for sales. Rather, I am urging publishers and distributors to provide a range



of offers, at an additional discount, through their wholesalers.

The sort of promotions I envisage – and I must emphasise that these are entirely hypothetical – are ‘Order 40 Time Inc women's weeklies on firm sale and get an extra 5% discount, or an extra 8% for 55 copies’; or ‘Take 15 Hearst glossies on firm sale in March and get two extra free’; or ‘A package of assorted Frontline titles, with a combined RSP of £150, usual wholesale cost £112.50, is on offer

this month for just £100, all firm sale’.

Many retailers would probably not respond to offers of this kind, as magazine sales have already dropped too far down their order of priorities, but with the independent retail sector as a whole more promotions-orientated than ever before, some retailers undoubtedly would – particularly if the publisher/distributors' offers reflected a genuine commitment to growing sales.

As I write this I sense that some readers will think it's all pie in the sky. My response to that is that somebody needs to do something out of the ordinary to try to halt, and if possible reverse, the slide in magazine sales. Because if they don't, the rate of print title closures will accelerate, and more and more retailers will realise that the category has become unprofitable for them, and abandon it completely.

So the ball is in the publishers' and distributors' court.

Neville Rhodes is a former retailer and freelance journalist

* Shout about late deliveries

+ Newspapers had a good run of on-time deliveries to our village shop during November and December, but delivery times have deteriorated sharply since the turn of the year.

On three occasions during the last fortnight in January I walked up to the shop half an hour or more after the RDT, and arrived there before the papers.

What retailers are hearing is that the lateness is not all the fault of the publishers: staff shortages and changes to the packing order are also blamed.

My advice to retailers is to protest loudly and often, and to suggest that other shops on their runs do so too, because at the wholesalers it's the squeaky wheel that gets the grease.

INDUSTRY PROFILE

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

Londis

Londis is striking out on its own following an extensive restructuring programme, investing £2.3m in store development. The company's clear focus will enable it to concentrate on quality over quantity says brand director John Pattison



RN You were previously retail director for both Budgens and Londis. What priorities do you have in your new role?

JOHN PATTISON The big change, from this month, is that I will get up and obsess about one thing - Londis. Many people in the company previously had two roles and had a foot in both camps, trying to play both brands, but now it is simpler. Also, this team now has the authority to run Londis, from its ranges, the prices it sets, the prices we recommend retailers to sell at, and promotions.

RN How do you plan to grow sales and footfall for Londis retailers this year?

JP There are a number of key pillars around this. For example, we are separating Londis's price file from Budgens' from April, which is a breakthrough moment for the brand because it can now have standalone pricing and we can start making decisions that are appropriate for our retailers.

We will also be running four national radio campaigns to drive footfall into stores and also look to add more lines to our SmartBuy own label range.

RN What is your goal for store numbers this year?

JP In the second half of last year, we spent £1m in our shared investment scheme and recruited just under 70 new stores.

This year, we want to recruit 100

new stores and have 20 waiting to be opened. We've also increased our investment to £2.3m and are looking to refit 100 of our existing businesses.

But we are continuing close stores that we believe are unprofitable and are constantly reviewing this. Through this, I expect our net store numbers will be lower at the end of the year compared to the start.

RN How will this strategy affect your long-term recruitment plans?

JP We want to open new stores but this is about the quality of the operator, not the quantity - we are no longer chasing store numbers.

We want to attract better quality retailers but, to do that, you have to make some hard decisions along the way. For example, last year we



We want to recruit 100 new stores and have 20 waiting to be opened

changed our minimum entry criteria to join Londis, such as moving minimum wholesale purchases to 7,500 a week. The good news is that the stores we recruited have hit those targets and have outperformed most of these by an average of 16%.

RN How will you maintain retailer loyalty when we have already seen so much churn in the c-store sector this year?

JP Getting the right consumer offer is our number one priority. Also, Londis is a brand that supports independent retailers to be the best they can be, but it doesn't want to manage their business for them.

It gives them the ability and the tools to be more competitive, take more margin, stock local ranges and help them become more entrepreneurial.

RN Finally, what is your message to existing and potential Londis retailers about the future for the brand?

JP I see this as being a new start for Londis. In the past, the brand got confused between being both a symbol group and a cash and carry on wheels.

We now want to be the best in class symbol operator that we can be and, with where we are now, the brand has the ability to grow at a much faster pace than it has done before.

** Company CV **

Company Londis

Brand director John Pattison

Profile Following a mass restructuring programme, which led to the closure of 200 unprofitable stores last year, Londis has announced its intention to separate itself from its sister symbol Budgens, also owned by Musgrave, with a dedicated brand strategy for 2015.

Latest news Will double its store development investment to £2.3m this year, with targets to recruit 100 new Londis members and refit 100 existing businesses.



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PRICEWATCH

ALES AND STOUTS

by **Nadia Alexandrou**

email nadia.alexandrou@newtrade.co.uk

tel 020 7689 3350

BEST-SELLING ALES AND STOUTS PRICES AROUND THE UK

PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Spitfire Premium Ale 500ml	£2.29	£2.19	£2.39	£1.99	£1.99 (3 for £5)	-	£1.99
McEwan's Export £4.75 4-pack 440ml	£4.75	£4.73	-	-	£5.50	£1.65 (single 500ml)	-
Fuller's London Pride Bitter (bottle) 500ml	£2.49	£2.38	-	£2.49	-	£2.39	£2.20
D&G Dragon Stout 284ml	£1.79	£1.59	-	£1.79	£1.39	-	-
Newcastle Brown Ale (bottle) 500ml	£2.19	-	-	£2.25	£2.29	£2.09	£1.99
Marston's Pedigree Bitter 500ml	£2.19	£2.13	-	£2.29	-	£1.99	-
Abbot Ale 500ml	£1.99	£2.29	£2.19	£1.99	£1.99	-	£2.45
John Smith's Original 440ml	£1.35	£1.31	£5.89 (4-pack)	-	£1.19 (can)	-	-
John Smith's Extra Smooth 440ml	£1.59	£1.46	£4.00 (4-pack PM)	£4.25 (4-pack)	£1.29	£1.25	£4.00 (4x440ml)
Bombardier Ale NRB 500ml	£2.29	-	-	£1.99 (3 for £5.50)	-	£1.99	-
Old Speckled Hen 500ml	£1.99	-	£2.29	£2.29	-	£2.29	£1.99
Hobgoblin 500ml	£1.99	-	£2.29 (bottle)	£1.99 (bottle)	-	£1.99	£1.99

Ales and stouts pricing strategies

RETAILER

1



NAME HARJINDER DHASEE

STORE Nisa Village Stores

LOCATION Mickleton, Gloucestershire

SIZE 1,800sq ft

TYPE village store

We generally premium price our ales by around 20p above the RRP set by Nisa. Sales of Old Speckled Hen, Hobgoblin and John Smith's are all very strong. Mix and match deals do really well here, and because of the way the market is, most of my customers expect to buy ales on these deals all the time. We stick to Nisa's planogram, but take into account our sales record. We also source from a few local suppliers through a distributor, and these brands perform quite strongly. This category generates fewer sales than other alcohol sectors.

RETAILER

2



NAME KAMRAN HAFEEZ

STORE Best-one

LOCATION Cowley, Oxfordshire

SIZE 1,400sq ft

TYPE residential

We stick to Best-one's RRP's. Our symbol group often does promotions in this area, particularly 'two for £x' or 'three for £x' deals, which our customers like as it gives them a chance to try new brands. Old Speckled Hen and Hobgoblin are the bestsellers in our store. Sales are on the slower side compared to other alcohol categories, but they do sell, and give good margins of more than 30%. We keep a mixture of ales and stouts both off and on the shelf, as I get some customers who prefer them chilled, and others who like them at room temperature.

McEWAN'S EXPORT 500ml Price distribution %



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

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



RETAILER

3

NAME **ARUL MASILAMANY**

STORE Nisa

LOCATION Chigwell, Essex

SIZE 2,900sq ft

TYPE residential



We generally stick to Nisa's RRP for ales, and follow its promotions. Right now we've got a promotion on selected ales and stouts offering three for £5.50, which is doing really well. Newcastle, Old Speckled Hen and Spitfire are our top sellers. Even though we're not in central London, I find that in the general London area there's a preference toward beers and ciders, so sales aren't as strong as they could be. Actually, I believe this category as a whole has been declining for years. We merchandise bottled ales close to the counter below the wine, and all cans are chilled.

RETAILER

4

NAME **MANNY PATEL**

STORE Manny's

LOCATION Long Ditton, Surrey

SIZE 1,000sq ft

TYPE residential



Marston's Pedigree, Old Roger, Adnam's Broadside and Greene King IPA are all on offer now at three for £5, which is really helping to drive sales. Ales-wise, Old Speckled Hen and London Pride sell best in my store. I stick to my own planogram and put everything in the chiller as all my customers prefer it that way. My stock levels are pretty good and this category provides consistent sales all year round. I find that this category has generally flat-lined, but sales were up slightly this Christmas compared to last year, which is always a good sign.

RETAILER

5

NAME **RUSSELL HOLBORN**

STORE Holborn's

LOCATION Redhill, Surrey

SIZE 1,900sq ft

TYPE residential



We stick to RRPs, adjusting them only slightly depending on how well the product sells. We use a local brewery so a lot of our bestsellers are not on this list, with the exception of Hobgoblin. Most of our ales apart from cans are shelved, unless they are 660ml, in which case they go in the chiller. We dropped a few lines when we refurbished, and I find that sales of this particular category fluctuate, more so than other alcohol sectors, as customers go through phases of trying out new ales, then sticking to just one.

THE ENTREPRENEURS

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



TOM SZAKY

Route to the top

When Tom Szaky was in his first year at Princeton he hit upon the idea of using worm faeces as an organic fertiliser. He borrowed money from family and friends and spent all his savings on a \$20,000 "worm gin" – which can hold hundreds of thousands of the invertebrates. TerraCycle was born, in 2002, and with a \$2,000 angel investment from venture capitalist Suman Sinha, he dropped out of college to focus on the company. Szaky started packaging the fertiliser in used soft drinks bottles and selling it out of his car to local gardening centres. In 2004, he convinced a buyer

for Home Depot to stock his fertiliser, which is also now available in major US retailers Target and Wal-Mart. In addition to the fertiliser, TerraCycle collects rubbish and turns it into bright, fun products like satchels made out of used Capri Sun packages and "urban art trash cans". The company donates two cents to charity for each waste item it recycles.

Key achievements

- Preventing 2.5 billion pieces of waste from going into landfill
- Donating more than \$6m to charities and schools
- Recycling cigarette stubs into a wanted good – plastic pallets

Lessons for your store

- 1 Don't think so black and white – Szaky found a way to both make money and commit to a good cause.
- 2 One man's cigarette butt is another man's start-up – never dismiss something because other people can't see the value in it.
- 3 Establish good contacts – Szaky's business relies on contracts with big names such as McVitie's, Johnson & Johnson, and Kenco, that pay TerraCycle to take their waste away.



RETAILER PROFILE



The Hussains and their customers support a local food bank



Helping hands abound

Adeil, Akeil and Haseeb Hussain do much more than just run a friendly, great value local c-store. As Steven Lambert discovers, they also provide practical support to their local community

Having lived and worked in and around Motherwell all his life, Adeil Hussain knows full well about the importance of looking after local shoppers.

Starting out in retail at age 14 by working at the store owned by his dad, Shafqat, Adeil then took on a number of jobs at companies including HSBC and Cadbury before returning to run the family's latest business, a Family Shopper store, which opened its doors at the end of 2013.

Managing the store with his brothers Akeil and Haseeb, RN reader Adeil has endeavoured to place his customers at the heart of every business decision.

"I've spent most of my life round here and we know pretty much everyone that comes through the door," says Adeil.

"Where we are located is not the most affluent area in the world, which partly influenced our decision to go with Family Shopper. With them, we can offer really good deals to our customers while also maintaining decent margins."

Adeil says having eye-catching promotions from the very start has been instrumental in growing early interest from shoppers.

He says: "For example, Irn Bru two litres is the best-selling soft drink in Scotland, and it normally retails at £1.49, but we had it for 74p for the first two months. Likewise,

we were doing 70cl bottles of Glen's vodka, which normally retail at £11.99, for £8.79.

"When we first opened, we also sent out 15,000 leaflets with £2 off vouchers attached to be spent in the store, which also encouraged people to come to the shop."

With 2,500sq ft of retail floor space to play with, Adeil has also focused on his bargain non-food section. Goods provided by value-for-money supplier OTL, for example, have been a hit with shoppers.

"We have things that we thought nobody would buy, like egg timers and latex gloves for £1, but you'd be amazed at how many people pick up these sorts of products. And we get margins of up to 50% on them too."

But Adeil's commitment to helping his community goes far beyond low prices. He is also a passionate supporter of local incentives and charities, including a nearby food bank.

"We've been supporting the Basics Food Bank in Motherwell since last August, and have a collection bin for shoppers to donate tins and packs of food. We also recently donated £900 worth of stock from the store to them. We also sponsor an adult football team, as well as a youth team aimed at 12 to 15-year-olds who come from more impoverished backgrounds.

"In our position as an independent retailer, I think it's vitally important we

THIS WEEK IN MAGAZINES
Pages 24-25

“We’re big users of social media and we have Twitter and Facebook pages for the store. We use it to push promotions but it’s also a great tool to interact with customers and building relationships with them, so we try to update both as much as we can.”

Adeil Hussain, Family Shopper, Motherwell, Lanarkshire



Adeil's bargain non-food section and £1 deals are a hit with cost-conscious customers



“In our position as an independent retailer, I think it’s vitally important we give back to local shoppers who support our business”

give back to local shoppers who support our business.”

Adeil is also looking to take this generosity one step further with plans to help less fortunate shoppers out with gas and electric payments. “We have people in the area who often struggle to heat and light their homes. So we’ve been talking with a charity group called Loaves and Fishes to see if we can set up an independent fund that people could donate to.

“With the funding, we would then help people who are struggling by getting them to come to the store and give us a voucher, and then we could use a pre-paid card on our payment terminal to give them a top-up on their gas and electricity. I’m hopeful we can get it up and running this year.”

This hard work has not gone unnoticed by Adeil’s customers, who have given back by helping him to grow average weekly turnover at the business from £12,000 to £34,000. And with an additional 4,500sq ft of untouched space left in the store, he is already planning his next move.

“I’m looking into introducing hot food to go and potentially getting a franchise in,” says Adeil. “I was thinking about Subway but thought it may not be right for the area, so I’m looking into other options.” ●

Visit my shop

Family Shopper
224 Airbles Street,
Motherwell
Lanarkshire
ML1 1XF

[Twitter](#)
[@Family_Shopper](#)

Want to see more of Adeil's store? betterRetailing.com

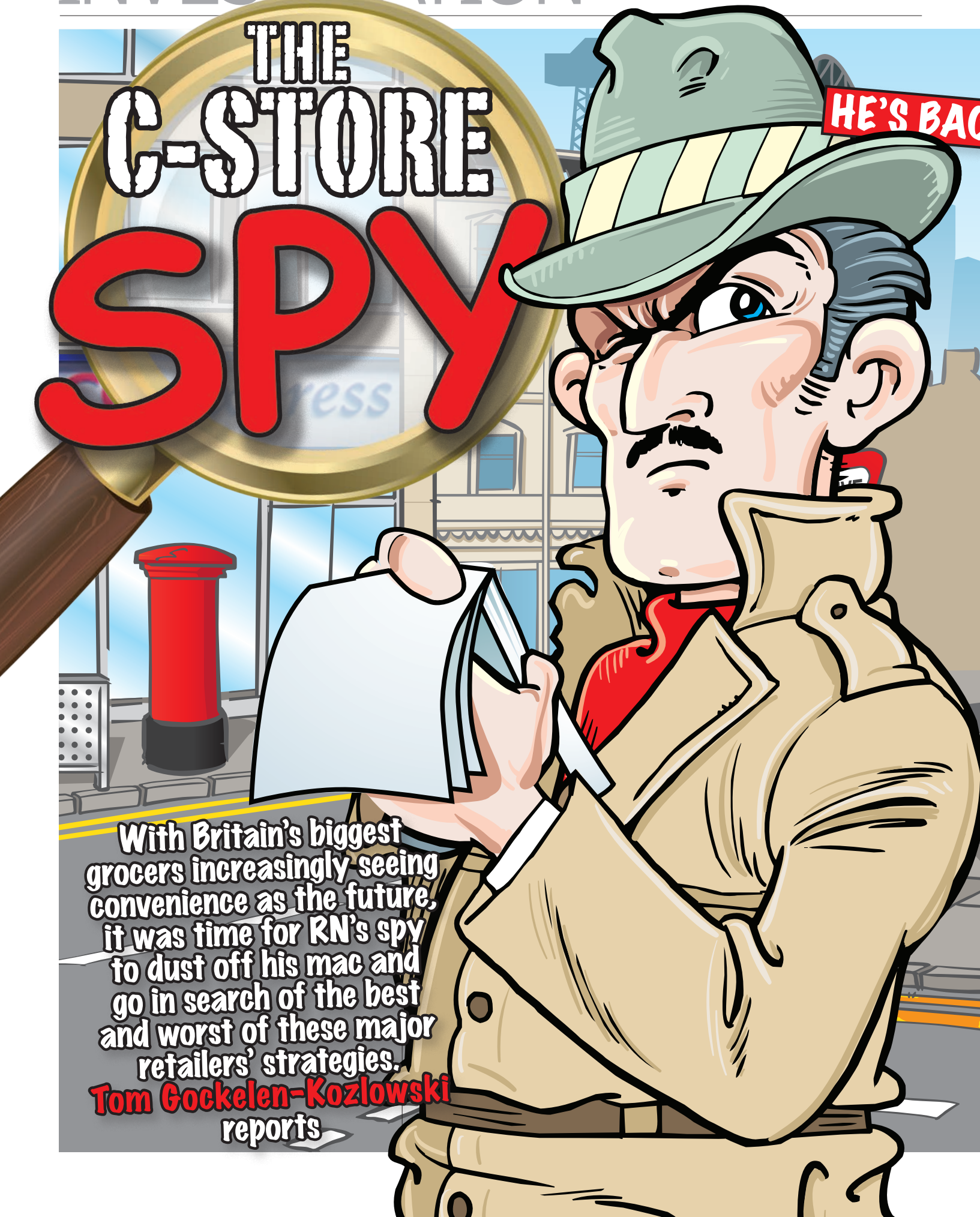
INVESTIGATION

THE C-STORE SPY

HE'S BACK

With Britain's biggest grocers increasingly seeing convenience as the future, it was time for RN's spy to dust off his mac and go in search of the best and worst of these major retailers' strategies.

Tom Gockelen-Kozlowski
reports



The stores we visited

WHSMITH

Address Euston Station, London NW1 2DU

Profile Moving into convenience with its WHSmith Local franchise, the company has ambitions to grow rapidly in this area. Its stores in busy stations and airports already give it experience of offering speedy service to time-poor consumers.

SAINSBURY'S LOCAL

Address 314-318 Clapham Road, London SW9 9AE

Profile Sainsbury's, alongside Tesco, has one of the most developed convenience formats and has invested heavily in them in recent times. Last year it opened its 200th Local store in London alone.

TESCO EXPRESS

Address 65 Clapham High Street, London SW4 7TG

Profile One of the first entrants into the multiple convenience store market in the early 1990s, Tesco Express has still by far the largest number of convenience stores among the major grocers.

M&S SIMPLY FOOD

Address Euston Station, London NW1 2HS

Profile While M&S has attracted criticism for its ill-focused clothes range in recent years, many have held up its food offer, and Simply Food stores in particular, as a shining light for the company. This wasn't enough to stop it having a dismal Christmas in 2014.

M-LOCAL

Address 24-28 Clapham High Street, London SW4 7UR

Profile Morrisons' move into convenience was given a boost when the company took on 49 former Blockbuster stores in 2013. The stores are now also present in a number of national transport hubs such as the newly-developed Nottingham train station.

LITTLE WAITROSE

Address 5 The Pavement Clapham Common London SW4 0HY

Profile With Little Waitrose now in place in petrol stations and even inside John Lewis stores, the upmarket supermarket has quickly developed its smaller store format in recent years.

According to property consultant and analyst CBRE, the number of convenience stores owned and run by the big four supermarkets has more than trebled since 1998. In almost every case, each store has dealt a (potentially mortal) blow to an independent retailer's profits.

The recent fortunes of several supermarkets have been so bad that the future of the sector itself has been called into question. So it is widely assumed that greater emphasis will be placed on developing and improving these smaller stores, even though the same CBRE report suggests it takes 10 to 15 of these stores to match the takings of just one larger supermarket.

With this spectre likely to go nowhere fast, RN knew it was time to deploy our secret weapon. Our spy, SBXL's managing director and shopper psychology expert Phillip Adcock, has previously peered with us into the world of large supermarkets, the Christmastime high street and symbol groups, but not yet the direct

competitors of many of our readers; the multiple convenience store.

This needed to change.

So one day last month, under the noses of M15, the CIA and any major retailer who might not won't such bald criticism of their stores' performance, RN and Mr Adcock met to find multiples' convenience stores across London.

Starting in Euston station - where Marks & Spencer's Simply Food store and two WHSmith stores fell under our gaze - we then went to Clapham High Street, where M-Local, Sainsbury's Local, Tesco Express and Little Waitrose are all present.

Every retailer knows how unique their store is and how different the needs of stores just a few metres apart can be.

In an area as competitive as Clapham, every store took strikingly different approaches to attracting and retaining local residents' custom, providing a huge amount of opportunity to see how each operator sees its role as a convenience store. Conse- ➤➤



Phillip Adcock returns as RN's retail spy

INVESTIGATION

quently, we have been able to provide a rich crop of advice and insight.

It was therefore disappointing to see that while Mr Adcock, who works with a host of international brands including Mondelez and PepsiCo, could not pick a definitive winner from the retailers we visited, he knew exactly who the loser was: a nearby independent.

What did they do wrong? With so many recognisable brands on the same street, the retailer had covered their shop windows with Lycamobile advertising, obscuring what the shop offered and what it looked like inside.

“We did research some years

ago for a bookmaker that showed that they were losing custom from women and middle class men simply because they couldn’t see inside and that made it less inviting,” says Mr Adcock.

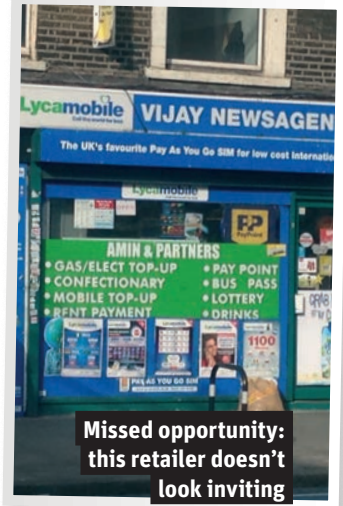
“Your regular customers might know what you stock and what services you offer, but this is a busy road and there’ll be lots of people going past on foot or in their cars who won’t know what’s available inside the store.”

With growth areas for the convenience channel including food to go and fresh produce, where trust in a retailer is paramount, intimidating or alienating your customers before

they even enter your store is a big mistake, Mr Adcock believes.

Yet, while this retailer may not be operating in a way that will help him or her flourish next to their well-funded competitors, our journey highlighted a huge array of areas where retailers have an advantage, could beat supermarkets at their own game or should steer well clear.

Over the coming pages, RN seeks to provide every reader with an understanding of what these (relatively) new entrants to the market are doing and businesses can, with only a little effort, take advantage of their lack of experience and knowledge of the sector.



Missed opportunity: this retailer doesn't look inviting



Waitrose bakery is put at the store's entrance

Mini-supermarkets or purpose built convenience stores?

Every store we visit is taking a different approach to how it welcomes shoppers as they enter and how it encourages them to spend.

While Sainsbury's repeats the model most supermarkets use in their large stores - putting fresh fruit and vegetables closest to the door - Little Waitrose hits customers with freshly baked breads, Tesco Express with a bright promotional display and M-Local with food to go.

Morrison's M-Local, with sandwiches and lunch staples greeting customers as they come through the door, gains praise from our spy. “That to me is a great c-store. They've done more to understand the shopper journey and laid out the store

with that in mind,” he says.

But he is less impressed with Sainsbury's' and Little Waitrose's set ups. “Sainsbury's has looked at the 20 bays of meat available in its big stores and just reduced it to two in this one,” he says. “Almost everything is in exactly the same place in the journey around the store here as in a supermarket.”

Waitrose, similarly, gives shoppers little different in terms of the way it greets and pushes shoppers through the store than it would in a larger format store. Even its limited frozen range is positioned at the end of the store.



Lesson for your store

Develop a layout that doesn't merely ape supermarkets' routes, but takes advantage of the knowledge you have of your shoppers and their buying habits



Tesco's uncared for newsstand looks untidy

Multiples don't manage newspapers well

It won't come as a shock to anyone who has been to a supermarket to pick up a paper that news and magazines aren't managed well in the multiples. Even Smiths, in what must be one of its most visited stores, is making basic errors in the way it merchandises one of its core categories.

“Research shows that headlines sell 30% of papers and the rest is a matter of routine. Yet, with 30% of sales up for grabs, WHSmith has a display led by Angling Weekly and Classic Car Buyer. On the main approach to the store, on the of the right of the unit, we have Motorcycle News, La Figaro and the Daily Record - they just don't seem to understand their customers' journey,” Mr Adcock says.



WHSmith obscures its biggest-selling papers



Lesson for your store

Encourage newspaper sales by making sure that front covers and headlines are highly visible



Make promotions relevant

Another store whose entrance gains plaudits from our spy is M&S Simply Food, in the busy Euston Station complex.

"The display of half-sized bottles of wine as you enter the store is perfect," he says. "These products mean customers can have a glass of wine on their way back home. It shows that M&S is aware that its customers are about to get on a train in the rush hour and could probably do with a drink."

The only downside to the display is that it isn't chilled, but a cabinet just nearby does provide the same stock at a ready-to-drink temperature.

Mr Adcock believes more could be done to advertise this fact.

"There's black space on the shelving next to the prices so why don't they have a sign saying 'find me chilled in the fridge'?", he asks.

Not all promotional displays receive such praise, however. At the nearby WHSmith, a three-for-two promotion on a range of magazines including Q, Lonely Planet and You & Your Wedding is deemed a missed opportunity.

"Here, we've got a number of magazines whose publishers are presumably paying to be in prominent positions. That's good, but it's ruined by bad housekeeping. Why aren't any of those titles not displayed by the sign advertising the deal?" he asks.

Mr Adcock says these kinds of barriers can have a major impact on a promotion's success or a category's sales.

We find another good idea ruined at Sainsbury's Local where its Big Night In display is all but impossible for one of its key target audiences to shop.

"Big Night In is a major trend for the FMCG sector and Sainsbury's has responded by creating a display," says Mr Adcock. "But where it fails is that the DVDs are positioned too high up. If you are a five foot tall woman they're too high to even reach, let alone look through. The kind of customer who is most likely to be attracted to this display won't be able to shop it. The concept is spot on, but the execution is not quite there."



Why aren't any of those titles not displayed by the sign advertising the deal?



M&S Simply Food knows its customer base

Lesson for your store

Think of who a promotion is best suited to and make sure it is accessible to the people you want to attract with it

Lesson for your store

Not everything is about the bottom line. How does a cost-saving measure affect shopper satisfaction?



Where are the magazines included in the deal?

Automatic payment systems are not the best option

Another criticism that Phillip Adcock had of WHSmith was for its use of self-service pay terminals. While increasingly ubiquitous and in use at almost every store we visited, the busy nature of a transport hub such as Euston only served to illuminate these machines' limitations.

"In some WHSmith stores there is an honesty box for newspapers, and as long as the company is not losing more money from theft, it's an easier system," he says.

"But if you're not getting just a

newspaper, however, they want you to get in a big long queue and they've now made that even worse by pretty much removing all the staff. There are three or four self-service machines only, and if you stand for ten minutes and listen to the anger of the people using them, how good is that for their brand image?" he asks.

An added irritation is that, while WHSmith's long-standing sales strategy of offering customers confectionery and snacks as they reach the till may work when customers are served by a member of staff, it

will rarely work when communicated through a screen.

"Trying to get machines to do impulse selling is doomed to failure," says Mr Adcock. "The big thing which is coming out now is that shoppers want a human experience. In the US, the number of farmers markets has risen from 1,000 to 7,000 in twelve months.

"In WHSmith's accountants' heads, these machines allow them to serve more people more quickly. In terms of customer service, however, it's a false economy." >>>

INVESTIGATION

Market food as it will be served

“Images of raw food might shout fresh, but you shouldn’t show people pictures of uncooked food if you’re trying to make them hungry,” says Mr Adcock. “Instead, show food which looks like it’s just been cooked.”

At M&S Simply Food, large posters above the cabinets and shelving use images of a range of uncooked food, but its on-pack photography shows a better way to communicate freshness.

“On all of the ready meals the food on the packaging looks better than

it does uncooked inside,” Mr Adcock says, sliding off the cardboard of a lasagne ready meal. “For some reason they’ve got big pictures on the walls which look cold and uninviting. It only makes you feel sorry for the fish,” he says, pointing to a picture of a raw sardine.

At the entrance to the Tesco Express, Mr Adcock is more impressed. “There are pictures of freshly-made sandwiches and it subtly suggests to customers what the food will be like when they eat it,” he says.



Is raw fish tempting?



Lesson for your store

Use PoS that shows products in their most appealing, ready-to-eat state



Too heavy to carry?



Great prices attract more shoppers



Morrisons offers low prices



Customers may need a forklift truck for this deal



Show food which looks like it’s just been cooked



Lesson for your store

build promotions that actually suit your customers’ needs and shopping habits

Low prices are better than multibuy deals

One of the issues that Tesco, among others, has had to face recently is criticism that its prices in its convenience stores can be higher than in its larger stores. Mr Adcock believes, however, that the multiples have another issue to address.

“If you see a three for £4 promotion on chilled juice in a supermarket you will often see it repeated in the same company’s convenience stores – even if people couldn’t possibly carry three cartons, along with the rest of their shopping, home,” he says. “There has to be a different promotional strategy.”

Unsurprisingly, almost every store we visited ran potentially-

unwieldy multibuy promotions, particularly Tesco Express, where even 5l bottles of water were on a two for £2 deal.

Though also guilty of the same mistake on a few occasions, both M-Local and Sainsbury’s also had more products on sale at low promotional prices, offering value but not forcing customers to fill up their baskets with heavy items.

Mr Adcock also says that running promotions which are based on shopper behaviour can boost sales in convenience stores. “Understanding that milk is a footfall driver in c-stores means you can offer orange juice, for example, half price with

every bottle of milk bought. That’s more relevant to these shoppers’ needs,” he says.

We also spot a similar level of ignorance about shoppers’ needs in the WHSmith store.

“A big bay of two for £1.50 on chocolate bars is not going to be a footfall driver so why is it at the front of the store in such a prominent position? Who pays 75p for a Mars bar? They’re merchandising it as if it’s a great bargain,” Mr Adcock says. “That’s the deal that you position after people have already picked up their sandwich and think ‘oooh I fancy a bit of chocolate, I might as well have two’.”



Waitrose's reputation means own brand can also be premium

Confidence in your store shines through

At the Little Waitrose store there is an immediate sense that this store is good and knows it.

"Here, fruit and vegetables are put at the back. Waitrose is saying that this is a staple category for its shoppers. Other stores need to use the position of fruit and vegetables to suggest that everything else in the store is fresh. Waitrose believes that you know that about its stores, so it can use space at the front for fresh bakery or anything else in-

stead," Mr Adcock says.

The confidence Waitrose has in its brand and its reputation is also highlighted on a seasonal gondola where Easter products are being displayed. While in other stores this gondola might be filled with Easter eggs from major brands such as Cadbury, Ferrero or Lindt, here only own brand products are given such an exalted position.

This, says Mr Adcock, is possible because of how customers regard the upmarket supermarket chain. "If you buy a Waitrose egg for Easter or Waitrose chocolates for Valentine's Day, there's nothing wrong with that. If you do the same thing in Aldi, however, there'd be an issue for many people," he says.



Managers of c-stores are jealous of independents' flexibility

As we have travelled around the country over the past two years, looking at shops, discussing different stores' downfalls and finding great ideas for independents, RN and its spy have occasionally raised the eyebrows of staff members.

A questioning by a suspicious store manager was therefore long overdue, and in one store on this trip we are approached and asked what we are up to.

But his response is far from hostile. After a short explanation, he immediately begins to discuss the limitations of his own company's

understanding of convenience retailing.

"I've been trying to get a meal deal for our store for over a year," he complains.

Product formats and inappropriate promotions are also raised as concerns and it is immediately clear that independent retailers' ability to adapt their businesses at a moment's notice is envied by those in charge of the day-to-day running of multiple convenience stores.

One way Phillip Adcock suggests independent retailers can take advantage of this is embracing inno-

vative ways of working which larger c-stores cannot easily replicate.

"Most people shop where they do because of convenience, not price," he says. "One of the things supermarkets don't do is day-part merchandising - moving sandwiches to the front of the store for the lunch time rush, for example. Stores think it is too much effort, but they should do a little accountancy. If moving stock takes you an hour, but you see an uplift of £200 in sales, that's a good wage. The more convenient you make it, the more you can make people shop."



Meeting their needs? How many shoppers want dumpling mix?



Demand tailored advice

"Where we've been today, there are three multiple convenience stores within 100 yards," says Mr Adcock, as we leave behind the Sainsbury's Local, M-Local and Tesco Express. "Yet they've all got very different approaches to convenience."

How have they developed these? Mr Adcock says that every retailer, whether independent or part of a chain, should spend time watching and analysing the customers who use their store and how they behave.

This also means, he says, that independents need to be more de-

manding of reps and suppliers when they suggest planograms and give ranging advice.

"Ask them what kind of store the advice is designed for, then ask for advice that is specifically based on the sales data and information you can provide," he says.

One store where a one-size-fits-all approach seems to have been taken is Sainsbury's Local. Though in a relatively young, cosmopolitan area, the store stocked dumpling mix.

"Why are they stocking this and not a pizza base mix?" asks Mr Adcock. ●

COLLECTIBLES

Collectables is one of the newstrade's most vibrant and dynamic sectors. **Nicola Stewart** looks at why it will continue to grow in 2015 and how your store can benefit

Profit's on the cards

Collectables have the potential to drive impulse sales, ignite repeat purchases and pull in footfall – for those who play their cards right. Independents can generate serious revenue from a single collection by offering a more expertly-managed service than the supermarkets and become destination stores for collectables' biggest fans.

Strong displays, customer knowledge and prominent positioning drive sales, while recognising and capitalising on trends can help to put retailers on the front foot. RN takes a look at some of the trends set to influence the sector, upcoming launches and some top tips to keep tills ringing.



Back of the net

The World Cup fuelled a surge in the popularity of football collectables and, seven months on, the category continues to thrive. Premier League collections, such as Topps' Match Attax cards and Merlin's Premier League stickers, consistently hit the top of bestsellers tables and are expected to create strong revenue in 2015.

Collections are supported by significant marketing campaigns, sampling and covermounts on popular children's

football titles such as Kick and Match of the Day help to keep momentum. "The perpetual wide-spread popularity of Premier League football helps secure interest in, and drive sales of, our football-themed collectables," says Topps sports marketing director Rod Pearson.

"Through introducing newly updated editions of our collectables throughout the year, we are able to ensure collections are kept up to date, making the art of playing and swapping reflective of the real game."

Football collectables are still benefiting from a strong World Cup

Coming soon

Topps is set to launch Match Attax Extra in March. The collection is a new subset of cards for the 2014-15 season, featuring players who have moved clubs during the January transfer window.

“

The popularity of Premier League football helps drive sales of our football-themed collectables



COLLECTABLES

Box office hits

Success at the box office often correlates directly to the newsstand and Smiths News is expecting some strong launches in 2015 off the back of major film releases such as Star Wars: The Force Awakens. Panini's Big Hero 6 sticker collection, launched on 21 January, is the most recent example of a supplier tapping into Hollywood trends.

"As a Disney licensee, we support both

evergreen properties and theatrical film releases to ensure we have collections to support the perennial properties that children engage with," says Panini's head of circulation Rebecca Smith.

Disney's Frozen drove consistent sales for both Topps and Panini last year and both are expected to release further collections based on the hugely popular franchise in the coming months.



Coming soon

Topps and Panini are due to launch collections based on the upcoming film Avengers 2: Age of Ultron. The film hits UK cinemas in April and is expected to garner major attention in the wake of the first film, which is the third-highest grossing movie of all.



Toys are boosting sales in collectables

On the small screen

Children are drawn to brands they know and love so it comes as no surprise that collectables tied to TV franchises rate highly. This is particularly true in the pre-school sector, where collections such as Panini's Peppa Pig stickers have performed strongly and have been renewed for multiple series.

Panini is set to focus on pre-school collections in 2015 with Rebecca Smith saying the company ensures it offers "a wide range of collections for differing ages, moving away from just the traditional primary age range and introducing pre-school".



In-store displays are crucial to establishing revenues from collectables

Toys, toys, toys

The collectables market in the UK has traditionally been dominated by trading cards and sticker collections but recent launches into the newstrade have proved there is massive potential in collectable toys. Zomlings was launched by Magic Box in February 2014 and its first two series sold millions of packets across the UK, making it one of the best-selling products in the sector.

Magic Box UK director Ben Harper says: "Our core range of Zomling products are priced at just 50p, £1 and £2. We believe this gives us a real USP and allows our products to have genuine impulse purchase potential, as well as longevity as kids build up their collection."

De Agostini has entered the UK collectables market for the first time with the launch of its Magiki Puppies toy collection in January. Magiki-branded toys are already well established in Europe and have so far sold strongly in supermarkets and independents that haven't returned products early.



Coming soon

Magic Box has introduced Zomlings Series 3, with 100 new characters to collect and all new ghost trains. Zomlings was one of the top 10 advertised toys in TV in 2014 and this launch is also to feature in a long-running TV campaign.

Coming soon

Panini is launching the first sticker collection based on Disney Junior's Sofia the First princess series this month. The supplier already publishes a magazine based on the pre-school show, which sells 40,000 copies per issue on average.



INDUSTRY ADVICE FOR COLLECTABLES SUCCESS

Tip #1

Panini says "In-store displays are crucial to establishing revenues from collectables. It is worth having a dedicated space, even if it is for a few weeks around the key launch period. This space can be hot spots or front of shelf for the starters and counter top or behind the counter

displays for stickers. Grocers often limit displays to six weeks so there is opportunity for independents to steal sales away and become a destination store."

Tip #2

Topps says "Starter packs are the foundation of collectables. They encourage children to collect so retailers should

ensure they are visible and their store replenishes stock. A missed sales opportunity on a starter pack is also a missed sales opportunity on future sales from packets and increased footfall to your store."

Tip #3

Smiths News says "Retailers should consider giving every

launch a chance and try testing out different products with their customers. We recommend they try not to return new products early. They should also be vigilant about returning collections at the end of their lifecycles."

Tip #4

Magic Box says "The best piece of advice

with collectables has always been to display them as prominently as possible, ideally close to the till. This gives maximum awareness and impulse potential, as well as safeguarding stock. Building up a small range of collectables and keeping them well stocked can help to bring repeat customers to store." ●

PREVIEW

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NEWSAGENT
RECOMMENDS



Bursting with flavour

Wrigley is launching an advertising campaign for Starburst and introducing three new pack sizes.

RRP various

Outers various

Contact 01752 752094



A lot of bottle

Bacardi has been repackaged for the first time in a decade with a new bottle and label design supported by a digital advertising campaign.

RRP various

Outers various

Contact 01962 762200



Rasher decision

Oven-baked crisp brand Crinklys has added a bacon flavour to its range and enhanced its cheese & onion and salt & vinegar flavours.

RRP 69p - £2.30

Outers various

Contact 0800 138 0813



Red Nose pledge

PG Tips and Persil have teamed up to raise money for Comic Relief. PG Tips packs will feature the Monkey character wearing a red nose.

RRP various

Outers various

Contact 01293 648000



Out of this world

Galaxy has introduced salted caramel to its range in a single and sharing bar. Its launch is supported by a £12m media spend.

RRP 60p - £1.39

Outers various

Contact 01753 550055



Butter-kissed

Popcorn brand Butterkist will spend £2m on TV advertising to raise the brand's profile ahead of Valentine's Day.

RRP various

Outers various

Contact 01253 603613



Lite Laughing Cow

Cheese triangle brand Laughing Cow is aiming to attract health-conscious women with new ads to promote Laughing Cow Lite.

RRP various

Outers various

Contact 01622 774844



Earning its stripes

Heineken's Tiger lager is ushering in Chinese New Year with limited edition packaging, food-pairing deals and free coupons.

RRP various

Outers various

Contact 0845 301 0330



Low calorie, big taste

LowLow has launched its 'Take 5 and make a difference' campaign to promote its low-calorie meals range.

RRP various

Outers various

Contact 01784 430777



Shear Delights

Spar is welcoming the Year of the Sheep with Chinese ready meals, accompaniments and stir fries, with a variety of multibuy offers.

RRP various

Outers various

Contact 020 8426 3690



Nando's spices it up

Nando's is adding Peri-Salted to its Grooves cut potato chips. Peri-Salted joins Smokey BBQ, Spicy Chicken and Sizzling Hot.

RRP various

Outers various

Contact 0800 975 8181



Sparkling success

Highland Spring is launching its first ever ad campaign. 'Escape to a Sparkling Moment' will also include revamped pack designs.

RRP various

Outers various

Contact 01764 660500

THIS WEEK IN MAGAZINES

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



Sales of The Cricket Paper could leave you bowled over

Round up



TIM MURRAY
Magazines
reporter

GET SET FOR A GREAT MATCH

It seems cricket, like football, is pretty much a year-round sport these days, with the England national team either playing at home during the summer or on a seemingly endless slog around the world for the rest of the year. February sees them in Australasia for the Cricket World Cup.

It's been a relatively quiet winter for the national team, with the fireworks coming from Kevin Pietersen's autobiography, published towards the end of last year. The star's pronouncements bookended The Cricket Paper's own season: it took the winter off and is now set to relaunch on 13 February as the World Cup starts, raring to go with its bouncers at the ready, presumably.

Publisher Greenways Publishing has carved out a nice niche for itself with sports publications that shun the obvious - think its Non-League Football Paper and League Football Paper avoiding the usual Premier League hype and concentrating instead on the real nitty-gritty of the beautiful game - and The Cricket Paper falls neatly into that.

What's more, its titles help each other, as they can be racked alongside each other somewhere between newspapers and magazines. Creating similarly-themed publications means it's created its own sector. With cutbacks to some national newspaper editorial budgets for sports such as cricket, it's neatly poised to capture readers looking for meaty coverage.

ITV's transmission of some of the finals, alongside the ever-noisy Sky coverage, should drive interest in the game, which will again help The Cricket Paper's relaunch. The only real potential pitfall is whether or not the England team perform in the tournament or not.

Popular cricket title returns

RELAUNCH WILL KNOCK NEWSSTANDS FOR SIX

With the Cricket World Cup starting the day after launch, expect high sales with this new-look weekly title for fans of all cricket

AFTER A WINTER BREAK The Cricket Paper is returning to the crease on 13 February with a newly relaunched edition. It's already had a good knock, having launched from the same stable as The Football League Paper, The Non League Football Paper and The Rugby Paper almost three years ago. The paper is out every Friday and still covers - as its tagline proudly claims - everything 'from test match to village green'. With the Cricket World Cup officially starting the day after launch, the timing is particularly keen, with the publication pledging to preview and then report on the goings on from the high-profile event. The World Cup runs until the end of March, providing the perfect launchpad for The Cricket Paper.



THE CRICKET PAPER
On sale 13 February
Frequency weekly
Price £1.50
Distributor Daily Mail
Display with
The Racing Post,
The Rugby Paper,
The Non-League Paper,
The Cricketer,
All Out Cricket



DON'T MISS IN NEXT WEEK'S RETAIL NEWSAGENT

PRICEMARKING IN 2015: DOES IT STILL PROVIDE VALUE TO YOUR CUSTOMERS?

Plus, solicitor Michelle Di Gioia on why health and safety should be a priority for every small business, and specialist magazine retailer Martin Skelton profiled





TAKE A BREAK WORDSEARCH

The price of Take A Break's Wordsearch has gone up from this issue, but the 10p price rise is minute compared with the £5,000 cash prize for solving its wordsearch puzzles. TaB's Wordsearch is the second biggest magazine in this category. There are more than 85 puzzles on offer, ranging from standard versions to unique variants.



On sale 19 February
Frequency monthly
Price £1.95
Distributor Frontline
Display with Take A Crossword and Take A Puzzle



JAMIE MAGAZINE

All things Asian are celebrated in the latest issue of Jamie, with the publication offering up more than 85 Asian dishes. The magazine spent a weekend with the cast of Miss Saigon, looking at food from across the region and getting recipes from the actors' native countries. As well as dishes from Jamie himself, based on suggestions from readers, there are further suggestions from other notable chefs, too.



On sale 5 February
Frequency monthly
Price £3.99
Distributor Comag
Display with Delicious Good Food and Olive



PORTER

Russian supermodel Natalia Vodianova graces the cover of the first anniversary issue of fashion magazine Porter. The issue sees the publication celebrating its growing influence: it boasts Hollywood talent, models, designers, musicians, artists and more among its interviewees. The anniversary coincides with London Fashion Week, with marketing activity around the event.



On sale 6 February
Frequency bi-monthly
Price £5
Distributor Marketforce
Display with Love, Elle, Vogue and iD



ECO KIDS PLANET

It's already benefited from a soft launch - which publishers have deemed a huge success as sales are exceeding expectations - and now Eco Kids Planet is aiming to go wider and further with its official launch. The magazine aims to appeal to children, parents and teachers, blending fictional characters and stories together with facts and information about environmentally friendly issues.



On sale 5 February
Frequency monthly
Price £3.30
Distributor Marketforce
Display with National Geographic Kids



LOVE

This issue of Love is guest edited by Cara Delevingne and features Kim Kardashian on the front cover. The cover has already featured in the UK media and has been shared thousands of times on social media so the issue should attract some interest from customers. Retailers are advised to display it full-facing at the front of the newsstand.



On sale 9 February
Frequency two per year
Price £6.50
Distributor Comag
Display with i-D, Vogue, Vanity Fair



Bestsellers Puzzle magazines

Title	On sale date	In stock
1 Puzzler Collection	25.02	<input type="checkbox"/>
2 Take A Break Take A Puzzle	05.03	<input type="checkbox"/>
3 Puzzler Q Wordsearch	25.02	<input type="checkbox"/>
4 TaB Take A Crossword	12.02	<input type="checkbox"/>
5 TaB Arrow Words	05.03	<input type="checkbox"/>
6 Puzzler	25.02	<input type="checkbox"/>
7 Puzzler Q Compendium	04.03	<input type="checkbox"/>
8 Puzzler Q Kriss Kross	25.02	<input type="checkbox"/>
9 Family Wordsearch Jumbo	26.02	<input type="checkbox"/>
10 Puzzler Sudoku Puzzle Collection	18.02	<input type="checkbox"/>
11 Puzzler Wordsearch	18.02	<input type="checkbox"/>
12 Puzzler Q Pocket Crosswords	11.02	<input type="checkbox"/>
13 TaB Sudoku	05.03	<input type="checkbox"/>
14 Take A Break Wordsearch	19.02	<input type="checkbox"/>
15 Puzzler Sudoku	18.02	<input type="checkbox"/>
16 TaB Wordsearches Collection	26.02	<input type="checkbox"/>
17 TaB Crossword Collection	26.02	<input type="checkbox"/>
18 Puzzler Q Pocket Wordsearch	11.02	<input type="checkbox"/>
19 TaB Codebreakers	12.02	<input type="checkbox"/>
20 TaB Hide Seek Wordsearch	19.02	<input type="checkbox"/>

Data supplied by Menzies Distribution

BRAND NEW STICKER COLLECTION

Starter Pack: £2.99
Sticker Packet: 50p

OUT NOW

© Disney

www.paninigroup.com

THIS WEEK IN MAGAZINES

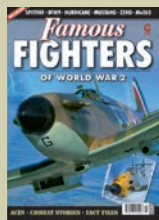


THE DARK SIDE

To mark its 25 years as one of the UK's leading lights in the horror scene, The Dark Side is upping the number of issues it produces, from bi-monthly up to nine issues a year, effectively meaning that a new publication arrives every six weeks. The new issue includes all the usual reviews and news, plus a special on horror women, entitled Girls Of Our Screams.



On sale 19 February
Frequency nine issues per year
Price £3.99
Distributor Comag
Display with Fangoria, SFX, Fortean Times



FAMOUS FIGHTERS OF WORLD WAR 2

Some of the finest aircraft of the 1939-1945 conflict are commemorated in Famous Fighters of World War 2. It takes in such planes as the Spitfire and Hurricane as well as fighters from the US, Germany and other air forces, combining facts and figures, technical specifications, and stories of combat and their pilots.



On sale 12 February
Frequency one-shot
Price £5.99
Distributor Seymour
Display with Airforces, Combat Aircraft and Fly Past



HEAT AND CLOSER

Heat is getting closer to Closer, with the two women's weeklies coming together for a multipack promotion for the week of 17 February. There will be no standalone version of Heat, meaning there will be space to rack this alongside other women's magazines. Frontline is anticipating a revenue upturn of more than 90% and sales increase of 70%, with further benefits of introducing each magazine's readers to the other publication.



On sale 17 February
Frequency one-off
Price £1.99
Distributor Frontline
Display with Closer, OK, Now, Grazia and Hello



ACOUSTIC

Acoustic, the magazine that's plugged into (or rather, unplugged into) all things acoustic guitar-related, is launching a new, regular 32-page supplement. Acoustic Presents... Playlist features album reviews, interviews, gig news and pages of coverage looking at classic artists, with everyone from Fleetwood Mac to Bob Dylan covered regularly. It promises to 'dig deeper than just music appreciation'.



On sale 14 February
Frequency monthly
Price £4.95
Distributor Comag
Display with Acoustic Guitar, Guitar, Guitarist and Guitar World



OUTDOOR PHOTOGRAPHY

The publication ties in neatly with the Telegraph Outdoor Adventure and Travel Show due to take place at London's Excel centre, which starts on the day the magazine is published. Both the show and magazine will be featuring the winners of the Outdoor Photographer Of The Year competition, the latter in a special 15-page section.



On sale 12 February
Frequency monthly
Price £4.50
Distributor Seymour
Display with Practical Photography, Digital Camera magazine

Retailer viewpoint

Mark Ansell
 Liskeard News,
 Liskeard,
 Cornwall



Overall, the magazine business is very good at the minute. What we're finding is that people are going back to printed paper magazines. Tablets are not as prevalent down here anyway, but it seems as if people have had a go at magazines online and are now coming back to print. That's certainly the impression we've got from talking to customers and it bodes well for the future. Our figures have certainly held up well over the past year.

Partworks are doing okay, but the numbers we've received aren't helping. A few of them this year are just rehashes of old ideas. Ones that take two years to build are not doing as well - the 3D printer one had interest for the first two parts, but I'm not sure if that interest will continue. The ones that do best are the standalone ones, planes and helicopters, where people get one thing with the issue. You need to offer value for money or else it won't work.

One-shots have done really well with us - things such as bookazines. I go into the WH Smith in the next town and they've got a lot of them exclusively, but they do an abominable job with them. If only we could get hold of some of those titles, we'd do even better.

Children's magazines and comics have done really well for us over the past few months. There are a number of new titles out there and some really good titles, too. Things such as anything Frozen-related, the Lego Ninjago and others are doing really well.

The industry seems to be keeping its finger on the pulse a lot more, spotting trends and getting magazines out quickly. It used to be that by the time they reacted, the trend was gone, but not at the minute.

There's no particular sector doing badly with us and there may be other reasons why people are coming back to print. It might be the lack of decent television - there's 100 channels but nothing good on. We get some customers coming in and buying a dozen magazines at one time.



**YOU NAME IT
 WE HAVE A
 COLLECTION
 FOR IT!**

Partworks

Title No Pts £

Amercom

Great British Locomotives 27 48 **8.99**

Amermedia

Giant Warplanes 29 48 **7.99**

Military Vehicles 31 48 **5.99**

DeAgostini

Build the Millennium Falcon 6 100 **8.99**

Cake Decorating 152 180 **2.99**

Cake Decorating Relaunch 101 165 **2.99**

Official Star Wars Factfile 58 120 **2.99**

Something Sweet 57 90 **2.99**

Sovereign of the Seas 128 135 **5.99**

Eagle Moss

3D Create & Print 4 90 **6.99**

Batman Automobilia 56 80 **9.99**

DC Chess Collection 81 96 **8.99**

Doctor Who 39 70 **6.99**

Knit & Stitch 109 176 **5.00**

Marvel Fact Files 100 100 **2.99**

Military Watches 27 80 **9.99**

Star Trek Off. Starships Coll. 40 70 **9.99**

Hachette

Agatha Christie Collection 82 85 **5.99**

Black Pearl 57 120 **5.99**

Build the Mallard 24 130 **7.99**

Build the U96 24 150 **5.99**

Classic Pocketwatches 65 80 **8.99**

Judge Dredd Mega Collection 3 80 **6.99**

Marvel's Mightiest Heroes 30 60 **9.99**

My 3D Globe 6 100 **5.99**

Your Model Railway Village 64 120 **8.99**

RBA Collectables

Precious Rocks, Gems & Minerals 3 100 **5.99**

Real Life Bugs & Insects 21 85 **5.99**

Collectables

Magic Box



Zomlings
Starter **£2.99**
Toys from **£0.50**

DeAgostini



Magiki Puppies
Toys **£2.50**

Collectables

Topps



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



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



Disney Frozen Fashion Pack
Packets **£1.00**



Moshi Monsters Mash Up Party
Starter **£4.99**
Cards **£1.00**



Disney Princess
Starter **£4.99**
Cards **£0.75**



Moshi Monsters Poppet
Starter **£2.99**
Stickers **£0.50**



Doctor Who Regeneration
Starter **£2.99**
Stickers **£0.50**



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



LEGO Chima
Starter **£2.99**
Stickers **£0.50**



Star Wars Rebels
Starter **£2.99**
Stickers **£0.50**



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



Transformers
Starter **£4.99**
Cards **£1.00**



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



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



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

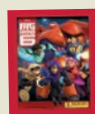
Panini



Animals
Starter **£2.99**
Stickers **£0.50**



One Direction
Starter **£2.99**
Stickers **£0.50**



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



Peppa Pig's World
Starter **£3.99**
Stickers **£0.50**



Disney Frozen Enchanted Moments
Starter **£2.99**
Stickers **£0.50**



Disney Princess Palace Pets
Starter **£2.99**
Stickers **£0.50**



Disney Planes
Starter **£2.99**
Stickers **£0.50**



Teenage Mutant Ninja Turtles
Starter **£4.99**
Cards **£0.75**



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



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



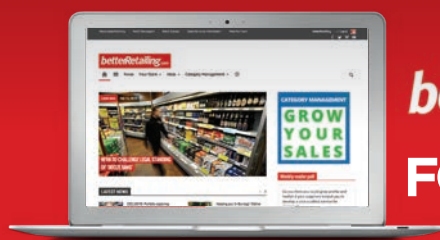
UEFA Champions League Adrenalyn XL
Starter **£4.99**
Cards **£1.00**



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



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



betterRetailing.com

FOCUSED ON INDEPENDENT RETAILING

THIS WEEK IN MAGAZINES

Newspaper terms

Daily newspapers Margins/pence

Sun	40p	9.28p
Mirror	55p	12.76p
Mirror (Scotland)	60p	14.28p
Daily Record	55p	12.10p
Daily Record (Scot.)	55p	12.10p
Daily Star	40p	9.68p
Daily Mail	60p	13.92p
Express	55p	13.31p
Express (Scotland)	50p	12.10p
Telegraph	£1.40	32.62p
Times	£1.20	28.20p
FT	£2.50	50.00p
Guardian	£1.60	38.40p
i	30p	7.50p
Independent	£1.40	31.08p
Racing Post	£2.10	52.50p
Herald	£1.30	29.90p
Scotsman	£1.30	29.25p

Daily newspapers Margins/percentage

Sun	40p	23.20%
Mirror	55p	23.20%
Mirror (Scotland)	60p	23.80%
Daily Record	55p	22.00%
Daily Record (Scot.)	55p	22.00%
Daily Star	40p	24.20%
Daily Mail	60p	23.20%
Express	55p	24.20%
Express (Scotland)	50p	24.20%
Telegraph	£1.40	23.30%
Times	£1.20	23.50%
FT	£2.50	20.00%
Guardian	£1.60	24.00%
i	30p	25.00%
Independent	£1.40	22.20%
Racing Post	£2.10	25.00%
Herald	£1.30	23.00%
Scotsman	£1.30	22.50%

Saturday newspapers Margins/pence

Sun	60p	13.20p
Mirror	80p	17.12p
Mirror (Scotland)	80p	17.12p
Daily Record	80p	17.60p
Daily Star	60p	14.52p
Daily Mail	90p	19.26p
Express	85p	18.19p
Express (Scotland)	80p	18.00p
Telegraph	£2.00	48.00p
Times	£1.50	35.25p
FT	£3.00	67.80p
Guardian	£2.30	54.28p
i Saturday	40p	10p
Independent	£1.80	42.48p
Racing Post	£2.40	56.4p
Herald	£1.70	39.10p
Scotsman	£1.70	38.25p

Saturday newspapers Margins/percentage

Sun	60p	22.00%
Mirror	80p	21.40%
Mirror (Scotland)	80p	21.40%
Daily Record	80p	22.00%
Daily Star	60p	24.20%
Daily Mail	90p	21.40%
Express	85p	21.40%
Express (Scotland)	80p	22.50%
Telegraph	£2.00	24.00%
Times	£1.50	23.50%
FT	£3.00	22.60%
Guardian	£2.30	23.60%
i Saturday	40p	25.00%
Independent	£1.20	23.60%
Racing Post	£2.40	23.50%
Herald	£1.70	23%
Scotsman	£1.70	22.50%

Sunday newspapers Margins/pence

Sun	80p	17.60p
Sunday Mirror	£1.20	25.20p
People	£1.20	25.20p
Star Sunday	£1.00	22.10p
Sunday Sport	£1.00	24.00p
Mail On Sunday	£1.50	31.50p
Sunday Mail	£1.60	33.60p
Sunday Mail (Scotland)	£1.50	31.50p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£2.90	72.50p
Independent on Sunday	£2.20	55.00p
Scotland on Sunday	£2.10	49.90p
Racing Post	£2.40	58.8p
Sunday Herald	£1.30	30.55p
Sunday Express	£1.40	29.68p
Sunday Post	£1.40	30.80p

Sunday newspapers Margins/percentage

Sun	80p	22.00%
Sunday Mirror	£1.20	21%
People	£1.20	21%
Star Sunday	£1.00	22.10%
Sunday Sport	£1.00	24.00%
Mail On Sunday	£1.50	21.00%
Sunday Mail	£1.60	21.00%
Sunday Mail (Scotland)	£1.50	21.00%
Sunday Telegraph	£2.00	22.75%
Sunday Times	£2.50	21.00%
Observer	£2.90	25.00%
Independent on Sunday	£2.20	25.00%
Scotland on Sunday	£2.10	23.00%
Racing Post	£2.40	24.50%
Sunday Herald	£1.30	23.50%
Sunday Express	£1.40	21.20%
Sunday Post	£1.40	22.00%

Newspapers

Scale of third-party advertising insert payments

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

* By negotiation

Weight Watchers 7-8 February

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	1,095g	695g	55g	4	30g
Telegraph	985g	315g	45g	3	30g
Times	850g	175g	135g	5	45g
Guardian	795g	355g	10g	2	5g
FT	700g	375g	0g	0	0g
Mail on Sunday	695g	335g	25g	3	10g
Sunday Telegraph	690g	390g	35g	2	20g
Observer	615g	90g	15g	2	10g

Insertion payment guide

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

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Back in the day

100

YEARS AGO

13 February 1915

A war-time casualty, the board members of parliamentary printers Vacher & Sons Ltd were forced to approve their company accounts from a dug-out in the trenches. Members sent minutes back to London reporting that the meeting closed with a 'hearty vote of thanks to the chairman'.



50

YEARS AGO

13 February 1965

Protests from ITV and cigarette advertisers followed a government announcement to ban TV cigarette ads. In 1965 ads before the 9pm watershed were already banned but a blanket ban was met with objection from the Tobacco Advisory Committee.



25

YEARS AGO

10 February 1990

Despite one of the hottest summers in living memory annual chocolate sales reached record high of £3.43bn. Rowntree Mackintosh reported its best figures in a decade with Kit Kat increasing its lead over Mars Bar.



Sun's reader involvement goes to a whole new level

You could call it a whole new level of user generated content. Or maybe it's just because of cutbacks on the sub-editors' desk.

But The Sun this week invited its readers and followers on Twitter and across social media to come up with their own headline for a story.

And the best headline chosen by the tabloid was used in the print edition the next day.

Surprisingly, the paper wasn't deluged with angry hordes of would-be comics taking the mickey out of The Sun. Instead, its Twitter timeline was filled with predominantly

sensible headlines to illustrate the story about an outfit worn by tennis star Andy Murray's girlfriend Kim Sears at the Australian Open final. She'd previously been filmed swearing like the proverbial trooper in the stands, so wore a parental Advisory Explicit Content T-shirt.

The winning entry (and a fair few seemed to suggest it) was Kim Swears It Well (geddit?).

We're keeping an eye on this, not just to see if it's hijacked by the *nomorepage3* hashtag or, for that matter, if the bill for freelance sub-editors goes down at the tabloid...



That's a lot of lorry lolly

It's been another bad week for Tesco, what with more revelations about its financial dealings with suppliers prompting an investigation and outages at its financial services arm adding to the recent flood of negative stories coming through.

Our favourite was from the Ham & High, which focused on the ongoing battle with the grocery chain in north London, not least for its plans to open a new Express store in Belsize Park. The latest weapon used by campaigners is the blight of its lorries.

For Camden council issued Tesco lorries with more than 1,250 parking tickets in 2014 across the borough, worth a whopping £75,000 plus over the year. That's more than three tickets a day for the yellow-line flouting delivery vehicles outside its branches in the borough.

No wonder, you might muse, it needs some creative bookkeeping at head office, given that's in just one London borough. If it had the same fines across the capital, it would equate to getting on for £2.5 million.

Round up



AROUND WITH THE ROUNDSMAN

with Blanche Fairbrother

It would be nice to know just what has happened to the weekend delivery times.

Saturdays have become a particular problem because they never seem to arrive before 5am, which causes a problem because the lady who helps me has another commitment caring for someone.

She is on a time limit, hence the fact that late papers cause problems all round.

I must say that reading the letters page in RN each week I am very glad that I have Smiths News for my wholesaler. The poor retailers who have to deal with Menzies week in, week out seem to have constant problems with them that very often don't seem to get properly resolved. I'm counting my blessings.

During these last couple of weeks there have been some particularly hard frosts, so hard that getting a spade or garden fork into the ground has been a complete impossibility.

Yet there seems to be a hive of activity going on underneath the surface because, all of a sudden, on people's lawns, hedge banks and in the fields, molehills have appeared in abundance.

How those tiny little creatures with their tiny little feet can manage to heave so much soil up above ground level is just incredible, especially as the ground is frozen solid.

I don't know exactly what the industrious little tiny things live on, but maybe I should start eating whatever it is that gives them that much strength to boost my energy levels.

Mind you, there are now some very upset folks on my round because their once immaculate lawns are now peppered with dollops of soil.

I have suggested planting something in these mounds but what I've been told to do with my suggestion cannot be reprinted here.

betterRetailing.com



Got something to say? Want to gain business insight? Join our online community today



“There are three multiple convenience stores within 100 yards yet they’ve all got very different approaches to convenience”

RN spy Phillip Adcock looks at a wide range of stores’ strategies

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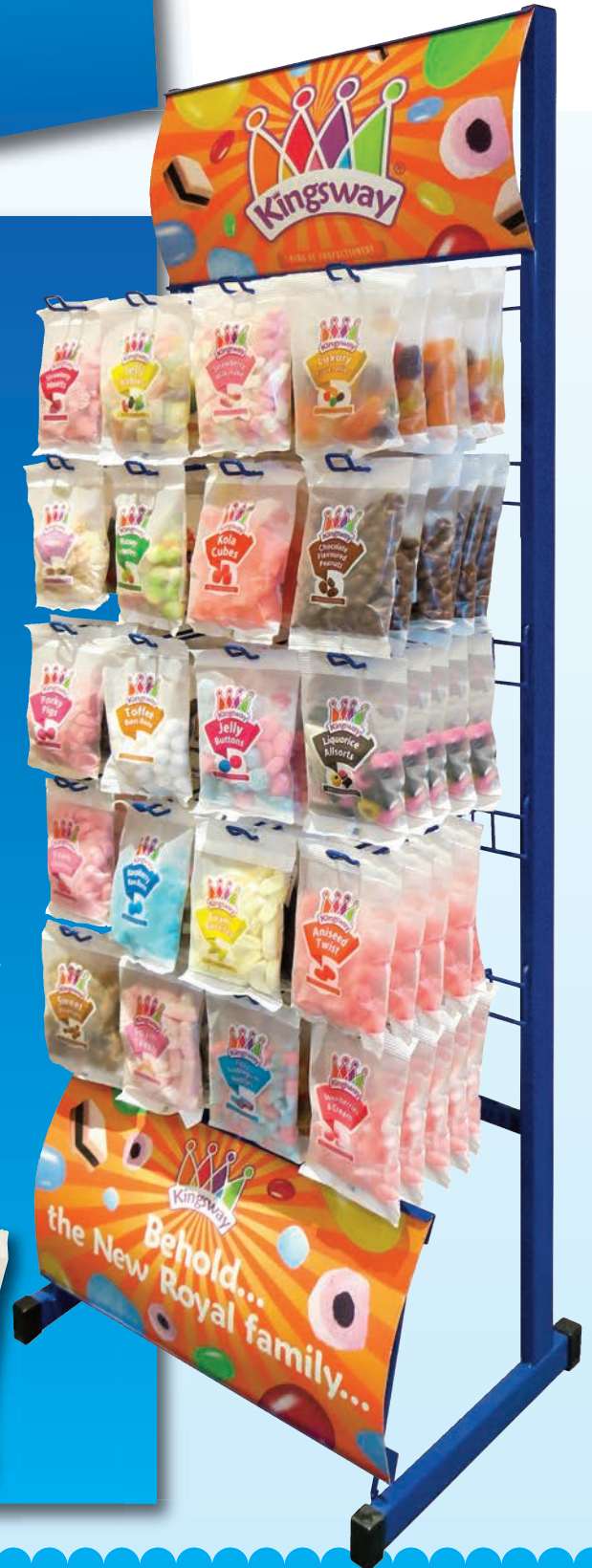
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THE BEST MONEY MAKING IDEAS FOR 2015



Great opportunities

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

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

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

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

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

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

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

THE BEST MONEY MAKING IDEAS FOR 2015

In association with
best-one
 The heart of the community

FOCUS ON CHILLED & FRESH



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



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



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

Q&A

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

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

How can retailers make the most of it?

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

How are you helping retailers take advantage of this?

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

What results can they expect?

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

Retailer viewpoint

Nayan Amin

Best-one,
Dunstable



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

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

THE BEST MONEY MAKING IDEAS FOR 2015

In association with
MARS

DISTRIBUTION & DISPLAY



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



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



SNACK STOP A till point unit drives additional impulse sales

Q&A

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

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

How can retailers make the most of it?

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

How are you helping retailers take advantage of this?

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

What results can they expect?

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

Retailer viewpoint

Kay Patel

Global Food & Wine,
East London



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

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

THE BEST MONEY MAKING IDEAS FOR 2015

In association with
Mondelēz
 International

MAKE THE MOST OF BRAND INVESTMENT



Mondelēz International has invested heavily in its biscuit and confectionery brands, with 26% share of the category's total marketing spend, which is almost four times its market share¹ – so make the most of the activity by being ready



MERCHANDISING Make sure you know which brands are being invested in by visiting www.deliciousdisplay.co.uk



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

Q&A

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

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

How can retailers make the most of it?

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

How are you helping retailers take advantage of this?

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

What results can they expect?

In tests, retailers who followed our advice on category management have seen an increase of 17% in value sales².

Retailer viewpoint

Mayur Patel

Saxon Field Stores,
 Andover, Hampshire



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

Want more advice? Visit **Dave** our virtual representative at www.deliciousdisplay.co.uk to find out how you can grow your sales.

¹The Nielsen Company, Total Value MAT 12.07.14

²Convenience Store Shop Project 2014

THE BEST MONEY MAKING IDEAS FOR 2015



THE SUN HOME NEWS DELIVERY

Q&A

What investment from your company should RN readers be most excited about?
 The Sun offering HND allows your customers to receive their daily paper delivered free of charge. The Sun is reimbursing retailers for the cost of delivery.

How can retailers make the most of it?
 This offer will give you the opportunity to speak to new and existing customers to increase your HND delivery reach. Send your store details to the contact below to be mapped, receive PoS and be included in the offer.

How are you helping retailers take advantage of this?
 Our field team are out promoting this offer and educating retailers. There is also lots of information on our engagement website www.newsretail.co.uk where retailers are able to contact a member of the team through growsales@news.co.uk if you are interested in growing your HND.

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

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

Retailer viewpoint

Amar Patel

The Paper Shop,
Mount Sorrel, Leicester

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

YOUR QUESTIONS ANSWERED

- 1. HOW MUCH DOES IT COST?**
 When you apply for the delivery part, not the newspaper itself. For the first 12 weeks of the offer you will only need to pay for the newspaper of The Sun newspaper. This costs 60p per day Monday to Friday, 65p on Saturday and 80p on Sunday.
- 2. HOW DO I PAY?**
 You will pay your retailer for your newspaper. Alternatively, you may choose to pay The Sun. This will give you the ability to pay direct to them, and we will pay your delivery, they will contact you through payment of your orders bill.
- 3. HOW DO I GET THE SUN DELIVERED?**
 Your newspaper can be delivered by any one of the options that have appeared in your promotion - just search your postcode at DeliverMySun.co.uk to find one near you.
- 4. DO I HAVE TO GET THE SUN DELIVERED EVERY DAY?**
 No, We have a different choice to suit how often you want your Sun. You can choose to have it delivered:
 • Every day of the week
 • In the weekends only
 • On Saturday only
 • On Sunday only

SUN FREE DELIVERY PROMOTION Make your customers aware of the promotion

DON'T JUST TAKE OUR WORD FOR IT

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

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

THE BEST MONEY MAKING IDEAS FOR 2015

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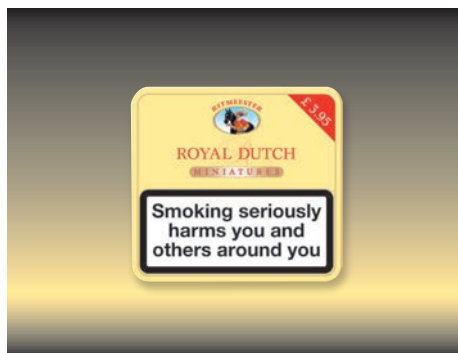
IS YOUR CASH FLOW GOING UP IN SMOKE?



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



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



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

Q&A

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

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

How can retailers make the most of it?

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

How are you helping retailers take advantage of this?

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

What results can they expect?

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

Retailer viewpoint

Raj Patel

Sandown News,
Isle of Wight



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

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

THE BEST MONEY MAKING IDEAS FOR 2015

In association with


Jack's beans
COFFEE COMPANY

DISTRIBUTION & DISPLAY



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



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



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

Q&A

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

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

How can retailers make the most of it?

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

How are you helping retailers take advantage of this?

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

What results can they expect?

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

Retailer viewpoint

Ian Lewis

Spar,
Minster Lovell



Since having a Jack's Beans

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

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

THE BEST MONEY MAKING IDEAS FOR 2015

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TAKE CONTROL OF YOUR HOT DRINKS WITH WWW.BREWVIEW.CO.UK



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



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



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

Q&A

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

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

How can retailers make the most of it?

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

How are you helping retailers take advantage of this?

On www.brewview.co.uk you can access tailored hot drinks planograms, stock up on the bestsellers and PoS for category link-ups.

What results can they expect?

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

Retailer viewpoint

Serge Notay

Notay Stores,
Heckmondwike

During a period of hot weather

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

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



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Rav Garcha, convenience store owner, Broadway

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Freehold £685,000 Ref: G31567P

Detached property, £250,000 refurb
Sales & ancillary areas and luxury accom
Potential for building plot subject to PP
Sales 2013 £410,949 ex Vat and pay point



Newsagents East Sussex
Leasehold £79,500 Ref: T31733T

Parade location in busy residential area
S/c 3-bed accommodation
Same owner for 25 years, Retirement sale
Takings £7,500 pw plus commissions

Hants 01404 813762

Sussex 01273 803777



Newsagents Peterborough
Leasehold £129,000 Ref: T31843E

Newsagents in Whittlesey
3/4 bedroom accommodation included
Corner plot on busy street
New 20 year lease recently granted



Newsagent Staffordshire
Leasehold £129,000 Ref: T31224V

Excellent city centre location (Hanley)
Sales at £13kpw plus lottery at £11kpw
ANP for a working couple of £52,681pa
Mar 2013 show nets sales £633,475k

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Staffs 01782 711022

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