

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 01.12.2017

Time to vote
RN has picked its 60 star performers of 2017. But who are your champions?
Page 30 >>

**RN
RETAILER
CHOICE
AWARDS**

2017

The UK's best c-store

- Dave Hiscutt's Londis in Weymouth crowned IAA overall best shop at glittering gala dinner
- Plus 12 category champions revealed

Page 5 >>



STORE LOOKBOOK

Bankrupt deli to booming c-store

How Scott Graham made his first business a success

Page 6 >>



CONVENIENCE

Food to go easing margin pressure

What we learned on a tour of seven leading Irish food outlets Page 10 >>



Vol 128 No 48
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CONTENTS

RN

Shaping the future
of independent retail
since 1889



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NEXT WEEK >>



Meet the
2017
stars

Golden Eggs

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12

must-stock
products this
Easter
Page 26



“When you go to sell your shop,
the fact you have an HND round
actually goes against you”

NFRN national councillor James Wilkinson
on tackling newtrade challenges p20

HEADLINES

5 BREAKING NEWS

IAA winners announced

6 STORE LOOKBOOK

Scott Graham, McLeish Inverurie

10 SYMBOL NEWS

Irish food to go study tour

11 NEWS & MAGS

Indie promotion opportunity

12 PRODUCT TRENDS

Taste for home cocktails

13 BRAND SNAPSHOT

News from nine big brands

14 WHAT'S NEW

11 opportunities for your store

16 PRICEWATCH

Benchmark your protein
product prices

OPINION

18 YOUR NEWS

Premier Deli trial update

19 YOUR REGION

All the NFRN Awards winners
plus full national council report

24 YOUR VIEWS

Your letters, views and tweets

All the winners from the NFRN Awards



Page 19

TALK
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WE SELL
150 CUPS
OF COFFEE
A DAY
Page 6

WELCOME

If Amazon takes on P&H's
1,000 vehicles, 12
distribution centres and
100,000 customers,
it would be game changing

Editor

Chris Gamm

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Over the past week, I've heard two experts predict that Amazon may use the turbulence currently surrounding Tesco, Booker, Co-op et al to slip under the radar and into the UK grocery market in a big way.

Speaking to the Sunday Times about up-market northern grocery chain Booths going up for sale, financial analyst Clive Black said: "The wild card would be whether Amazon, after buying Whole Foods in the US as a premium player, will think about going from online to offline [in the UK]."

Separately, back in August, David Gilroy asked in RN: "If P&H does go down it will be seismic. It's delivering to 90,000 units every week or fortnight on hundreds of vehicles. If it stops, there will be a vacuum. Who will take this up? Where will the supply come from?"

David was right and P&H went into administration on Tuesday afternoon. While the news raises all sorts of questions about a supply chain that's disappearing overnight for thousands of retailers, the important question for me is 'who will take this up?'

If Amazon gets its hands on a chain of 28 supermarkets it would be a threat. But if it takes on P&H's network of 1,000 vehicles, 12 distribution centres with nationwide coverage and 100,000 customers, it would be game changing.

The world's focus has been on the combined power of Tesco and Booker - £60bn, to the rest of the wholesale industry's £25bn, according to Landmark's boss John Mills. But maybe there is a new and common enemy lurking.

RN will keep you at the forefront of news of how the industry is changing, and give you the tools and ideas to compete.

INSIGHT

26 EASTER CONFECTIONERY

Four great retailers share their winning strategies

30 RN RETAILER CHOICE AWARDS

The team's 60 star performers across 12 categories in 2017

50 THIS WEEK IN MAGAZINES

New Olaf Frozen adventures collectable plus 10 other opportunities

RN
RETAILER
CHOICE
AWARDS

2017

How a demonstration
chef helped boost our
food to go sales to
£1,000 a week
Page 18

STORE LOOKBOOK



Set for the future

Opening your first shop is a daunting prospect at the best of times, let alone at the height of a financial crisis and with a new baby too, but that is exactly what Scott Graham did when he took on McLeish in Inverurie in 2009.

Olivia Gagan reports

With 20 years of retail work already under his belt, Scott Graham was no newcomer to running a store. His experience, however, was in working for high-street giants such as Boots and Clintons.

So, when he decided to make the move into convenience and buy a store whose previous owners had gone into administration, his friends and family were concerned.

"Everyone thought I was off my head," Scott says.

But he was convinced the business had profit potential, most notably through the previous occupants' focus on fresh, locally sourced food.

"It was very much a deli type operation," says Scott. "It had a premium feel – there were three metres of local shortbread, for example. The customers were primarily looking for gifts, though. In the morning, workmen would never have used the store."

From this blueprint, and with this potential additional customer base in mind, Scott decided to steer the store into a convenience format, while maintaining its upmarket twist and the local, fresh element.

This meant keeping the wide variety of fresh food – food-to-go still makes up 25% of the shop's floor space today – but making the overall offer better fit the needs of local office workers, site workers and schoolchildren.

"There was a strong foodie element to the store, so we adapted some of those practices. The previous owners made sandwiches, so we extended that into a wider lunchtime offer of salads, wraps, baguettes and pasta."

Crucially, Scott says, he decided to keep food to go production largely in-house.

"It's very labour intensive," he admits.

"There are three staff behind the deli, but the margin is there to support that."

In fact, home-made sandwiches and salads have proved to be his biggest margin-makers.

"A sandwich might cost us £1 to make, but we can sell it at £2.40. We started off with a dozen varieties of sandwich, and we now do meal deals which change seasonally."

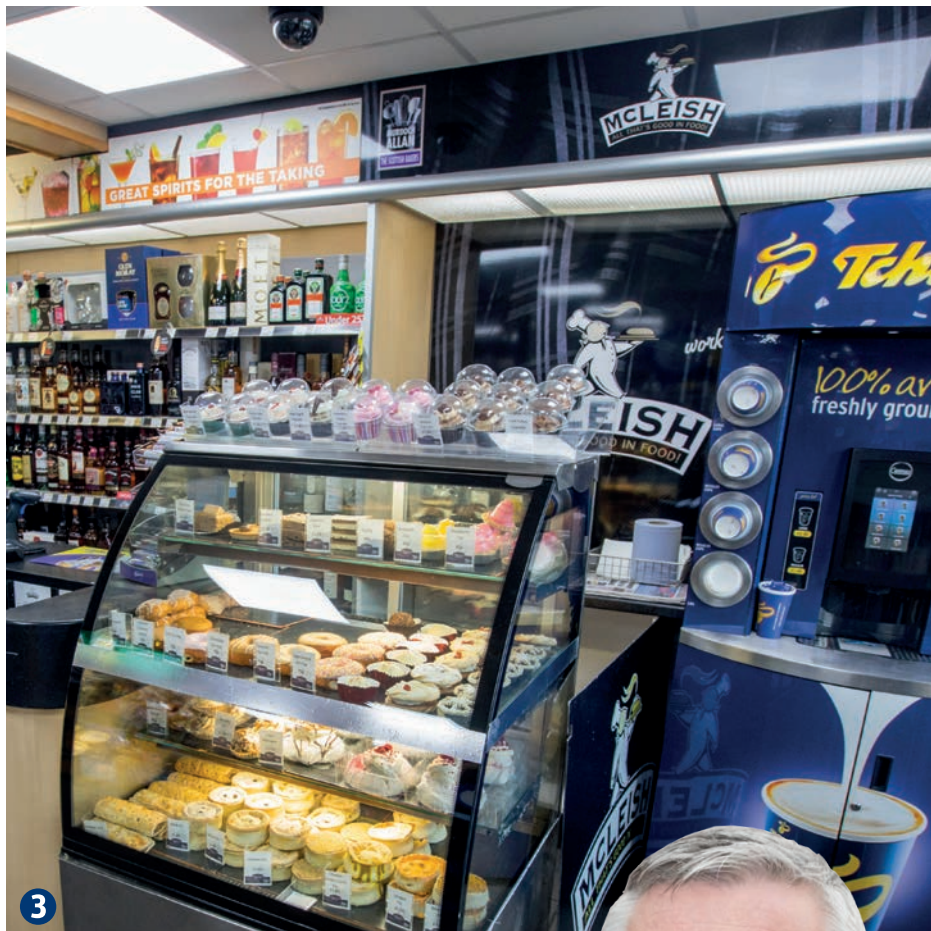
Other fresh food is mainly sourced locally. Around 20 local suppliers, from butchers to bakers, supply fresh meat and bread, cakes and pastries. KeyStore and Nisa then provide ambient and chilled goods, while a Cuisine de France unit and a Tchibo coffee machine boost the variety of takeaway options for customers.

When Scott started, McLeish was the only shop in the area offering takeaway coffee. There are now 38 places in Inverurie to pick up a hot drink so he has adjusted his pricing to suit. "We price our drinks at £1.80, not £2.10 as recommended by Tchibo, and we sell 150 cups a day," he says.

This focus on locally made food to go



Keep a constant look-out for new ranges local shoppers will want to buy, and the potential new customers they might bring in **SCOTT GRAHAM**



3



150
cups of coffee
are sold every day

4

What you can learn

- 1 Offering convenience basics alongside his deli has helped Scott attract trade from local workmen
- 2 Around 200 schoolchildren shop at Scott's store every day, looking for sweets and snacks
- 3 Local cakes sit beside Scott's popular Tchibo machine to tempt hungry shoppers
- 4 Fresh produce and local products remain mainstays of Scott's store

INFORMATION

Location

45 Market Place, Inverurie, Aberdeenshire, AB51 3PY

Basket spend

£4.60

Weekly turnover

£32,000

Size

1,500sq ft



STORE LOOKBOOK



combined with convenience store essentials has paid off. In the week Scott opened, his turnover was £6,800. Now it stands at £32,000 a week, with an average basket spend of £4.60. Locals no longer see the store as a deli, and Scott's busiest times are between 6am-8am and 12pm-2pm as he attracts local professionals. Around 200 schoolchildren visit the store each day, too, picking up snacks and sweets.

Looking ahead, Scott plans to extend his sales beyond the current breakfast and lunchtime busy times – by persuading afternoon shoppers to pick up local meat and sauces for their evening meals, for example. He is also keen to improve his cross-category merchandising.

None of Scott's success or future plans would be possible without his loyal and growing team of staff, he says. He employs 18 people, who fulfil the equivalent of six or eight full-time roles.

"Most of my staff have been with me since the beginning," he says. "Retail is about planning, working with the seasons, changing promotions, but it's also about people – managing them, helping to get the best out of them, and therefore the best of your store." ●

What you can learn

5 Sandwiches sell for £2.40 but cost £1 to make, earning Scott his biggest margins in-store

6 Customers see Scott's store as their local c-store now instead of just a deli

6 Scott's next plan is to grow food to go profits by attracting more meal-for-tonight sales



Want to see more of Scott's store?
Go to betterretailing.com/mcleish-inverurie



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Artwork may be subject to change

20 CASH & CARRY DEPOTS NATIONWIDE AND ONLINE TOO!

SYMBOL NEWS

Chilled boost for Caterforce

Ambient food, alongside fresh and chilled produce, has contributed to the sales growth of wholesaler Caterforce, managing director Nick Retford has told attendees at its annual conference.

Mr Retford said the foodservice buying group had grown sales by 28% to £547m since 2015, and is on course to achieve £121m of like-for-like sales growth in 2017 compared to two years ago.

Commenting on the results, he said: "Caterforce is outperforming the foodservice market across all categories. This is particularly impressive given our historic strength in frozen, as we are now repeating this performance in ambient, fresh and chilled."

Bringing high streets to hospitals

A hospitality chain is set to open convenience stores within hospitals throughout Lincolnshire, replacing WH Smiths which will close by the end of the year.

CH&Co, traditionally a catering and hospitality company, has been tasked with modernising shops alongside cafes for staff and patients at facilities at Grantham, Boston and Lincoln hospitals in work set to start in 2018. All convenience stores will house a coffee offering.

Paul Boocock, director of estates and facilities for United Lincolnshire Hospitals NHS Trust, said: "Together we'll bring the high street to our hospitals and offer staff and visitors a welcoming and better experience and offer a wider selection of products."

Grocery squeezed out as burger bars and delis flourish 'Food-for-now potential for every store'

Ireland c-store projects provide food for thought



Brilliant displays attract shoppers to Nisa Milestone Rathfriland (centre) and (clockwise from top right) Arytza's BYO counter at Spar Gourmet; fresh display at Spar Merrion Row; store-made food, the ambience at Maxol Long Mile and the Fudi flagship



by Nick Shanagher

nick.shanagher@newtrade.co.uk

Quality food to go offerings are providing a way for independent retailers to escape from margin pressure in the convenience channel, a study tour in Ireland has shown.

The Independent Retail Owners Forum visit, organised by founder Scott Annan, covered seven outlets in a little over 24 hours north and south of the Irish border.

"Everyone eats and drinks, which is a thousand food-selling opportunities every year," said Mr Annan. "Food-for-now and food-for-tonight have potential for every convenience store."

In four of the outlets in Dublin, owned by Thomas Ennis, sales of beverages, adult snacks and confectionery

remain strong, but core grocery is being squeezed out to make the store a destination based on a high-quality food offer.

By reducing packaged goods and shelving to make way for a meal-time seating area, turnover at Mr Ennis's city centre flagship Spar has continued to grow, up by 7% year-on-year. He has also introduced a sandwich loyalty card, where shoppers buy nine sandwiches and get the 10th one free. The packaging features Spar branding and Mr Ennis has developed his own brand look with the 'Made Right Here' sticker.

The picture is even starker at Mr Ennis's Spar Gourmet store, where grocery has given way to a build-your-own burger and pizza counter – a concept developed by foodservice supplier Arytza.

To deliver food to go from a smaller footprint, Mr Ennis has an even tighter packaged goods range in his Fudi chain, which has moved so far from retail, most shoppers would compare it to a Pret A Manger.

The fourth Ennis business was his Maxol Long Mile forecourt, where many of the lunch-time customers parked up without buying petrol.

A Mace shop is complemented by Insomnia coffee, a Chopped concession and the oil company's Moreish deli offering. There is plenty of space to encourage shoppers to dwell, including charging points for phones or laptops.

There is a similar picture in Northern Ireland where, 56 miles outside of Dublin, a focus on food has also been successful for retailer Tom

McAvoy.

His Nisa Milestone shop in Rathfriland, a town of fewer than 3,000 people, has grown from 400sq ft to 15,000sq ft in a number of stages as its reputation for quality food has grown.

In developing the Milestone brand, which attracts customers from 30 miles away for a weekly shop, roughly a third of its space has been given over to selling food made on site.

The McAvoy family offer everything from cooked meals to fully-prepared meal ingredients to quality fresh produce. It is currently taking orders for full Christmas dinners.

"The trip showed that there is demand for good food in local shops and those retailers who organise themselves to take advantage of this can be successful," said Scott Annan.

NEWS & MAGS

Smiths call centres ring the changes

Smiths News is introducing changes to some of its customer service phone lines in a move it says will cut waiting times for retailers.

The changes mean automated questions will be asked to retailers before they speak to an advisor in order to direct calls, and will also include a trial of live delivery information being played as a message during peak delivery times.

So far the changes are being made for customers of the Southampton, Bournemouth, Oxford, Reading, Slough, Crawley, Croydon and Hammer-smith distribution centres, from 4 December onwards.

NFRN news operations manager Pete Williamson said: "It is good to see Smiths making changes and we will wait to see what impact it has on retailers."

Soccer stars sign up for Topps' 25th

Topps is celebrating the 25th edition of its Merlin sticker collection with 2,500 prizes signed by Premier League footballers.

Every packet of the 2018 Merlin's Official Premier League sticker collection, released on 14 December, will contain one larger format sticker with a prize code to be entered online.

Topps marketing director Rod Pearson said: "It's great we are able to celebrate 25 years of Premier League history. Our prizes have been signed by some of the greatest footballers to ever play in the Premiership."

Sticker albums for the new collection will be priced at £3 while packets of five stickers will cost 60p.

Local knowledge of customers 'invaluable' Promotions easier to run through multiples'

Publishers urged to work with indies to boost mags



by Jennifer Hardwick

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Publishers and independent retailers should work together on promotions to reap the sales benefits, publishers have told RN.

Panini's circulation manager Rebecca Smith said the publisher is working out a strategy for its forthcoming World Cup collection to be able to offer independents exactly the same PoS and promotional opportunities as supermarkets.

"We will have to start earlier to canvass their

support, plus we'll be doing a tour of the regions, presenting to the NFRN," she said.

She said promotions are easier to run through multiples because of the larger space they can offer and the opportunity for central management to implement promotions across multiple sites.

But, she added: "Having local knowledge of your customers is invaluable, and we especially see this on collectables. Any promotional albums we agree with independents,

we know go straight into the hands of local children."

Anthem Publishing chief executive officer Jon Bickley said independents provide a "fast, responsive route to market" but early returns can cause a problem.

"We certainly try to send copies to stores that have proven actual or potential demand, so one of the best ways independents can maintain their key position in the market is to try to support launches and promotions as much

as possible. I understand concerns about cashflow, but where possible do give us the chance on the shelves," he said.

Andrew Howell, of Loch Lomond News in Balloch, Scotland, said he would be keen to work with more publishers on promotions.

"It's definitely something we'd be interested in doing but we don't really get offered anything like that. When there has been stuff through from Menzies it's generally for titles we don't stock," he said.

News still our bread and butter says Smiths

Smiths News has said newspapers and magazine deliveries remain "at the forefront of its operation" despite the expansion into the Midlands of its bread delivery programme.

The wholesaler began delivering bread to supermarkets from its Hornsey depot in North London in July, but has recently started making

the deliveries from its Nottingham depot as well. This is in addition to vehicles also being used for Pass My Parcel deliveries.

Steve Archer, who owns Premier stores in Staffordshire and Cheshire, said at the NFRN's national council meeting last week: "More than half of my driver's deliveries are parcels. The other day

he told me he had already been to three stores which were non-news before getting to us.

"It is deplorable we are paying £57 a week and maybe getting late deliveries."

A Smiths spokeswoman said: "We can categorically confirm our news and mags policy remains unchanged and that these deliveries are at the

forefront of our operation at all times.

"Where we are operating bread deliveries alongside our regular news and mags, we can also confirm that our operation is tracked and measured against our Required Delivery Times (RDTs) to make sure we are consistently within the timescales agreed."

PRODUCT TRENDS

Retailer is cleaning up on laundry

A retailer has seen his laundry sales grow by as much as 63.6% by following Procter & Gamble's (P&G) advice to capitalise on consumer demand for liquid capsules.

The brand is asking store owners to focus away from laundry powders as part of its ShelfHelp campaign.

Atul Sodha, of Londis in Uxbridge, said: "I wasn't sure my customers would be ready to move away from powder yet, but the results speak for themselves. Average laundry sales have increased by more than 63%."

P&G director for convenience Sandeep Hegde said: "More than two thirds of shoppers now reach for liquid tabs, gels and liquid detergents – and they are willing to pay a premium price for the greater convenience these formats provide."

Brits favour indie cheese

Shoppers will pay a premium for cheese from independent suppliers as they associate the products with higher quality than branded alternatives.

Figures from retail analyst Mintel suggest 42% of shoppers would pay more for cheese from a smaller supplier.

Mintel senior food and drink analyst Richard Caines said: "Brits would pay more for cheese made by smaller or independent cheese-makers."

"There is room for retailers to encourage trading up."

Kate Mills, of Heath Stores in Horsmonden, Kent, added: "Our cheese comes from local suppliers Curd & Cure and they are popular. We sell £300 worth a week."



Thirsty customers get a taste for home cocktails

by Alex Yau

alex.yau@newtrade.co.uk

Home cocktail making and berry cider trends are helping retailers increase sales of fruit-flavoured vodkas in the run up to Christmas.

Figures from Accolade Wines reveal the growth of the trend, with more than 120,000 bottles of Echo Falls Summer Berries vodka sold in the two weeks following the product's launch at the start of November.

Echo Falls' brand manager Laurence Hinton told RN: "More than 53% of our sales come from

summer-fruit flavours and we sell 44 million bottles of Echo Falls a year, so releasing the new vodka range was a natural step for us.

"Summer drinks are becoming more popular in the winter because shoppers want to reminisce about the hot weather, and it works all year round. We've set a £13 RRP in retail and our sales so far show there is a market for flavoured vodkas in convenience."

Mr Hinton added sales were also tapping into the trend of home cocktail making.

He said: "Shoppers want to indulge at social gatherings, but don't want to compromise on convenience.

Retailers can boost sales by putting them at eye-level on shelves with other flavoured vodkas."

Arnaud Leudjou, of Costcutter Brunel University, has seen demand for flavoured vodkas outgrow those of regular alternatives.

He told RN: "Fruit vodkas are definitely among our most popular alcoholic drinks, especially during Christmas. When it comes to November and

December, we sell 13 bottles of apple-flavoured Absolut a week. I'd say the fruit cider trend has definitely helped this because we sell 17 bottles each week in the same period."

Narinder Kaur, of Premier Narinder's Convenience Store in Huddersfield, added: "Our fruit vodka sales increase by 30% in December and Mango Absolut is particularly popular. Customers prefer it all year round and I like to increase sales by suggesting cocktail recipes when I merchandise them near the shelf."

Pet-loving shoppers opt for healthier foods

A nation of pet lovers who have become increasingly concerned about the wellbeing of their pets has led to growth in demand for dry kibble and tinned tuna across convenience.

Recent figures from Mintel, released in November, suggest 63% of dog owners aged between

25 and 34 were concerned about how healthy their cats and dogs were.

Mintel associate director of food & drink Emma Clifford said: "Obesity is a widespread and worsening problem for both humans and pets."

"The nation's pet owners continue to worry about the welfare of their

precious pooches and there are also growing opportunities for products and services that have specific emotional benefits for pets."

Mo Razzaq, of Family Shopper in Blantyre, has a 12-metre bay dedicated to pets. He told RN: "We have a lot of dog and cat owners who shop in our

store and I've definitely noticed a trend where their pets are well-pampered."

"Dry pet food sales have increased by 10% while tinned alternatives viewed as less healthy have fallen."

"Cat owners have also helped sales of tinned tuna treble to 18 cans."

BRAND SNAPSHOT



Christmas Cathedral

Cathedral City is helping indies to increase festive sales with Christmas packaging across its whole range of 350g and 550g cheese blocks.



Wake up, sell the coffee

Arla Foods is bringing Starbucks cups to convenience stores from 2 December. Chilled drinks with the Christmas branding include lattes.



Raising the profile

Pernod Ricard has launched a print and digital ad campaign in 350 locations across the UK, designed to increase awareness of Glenlivet whisky.



Whisky's burgundy label

Loch Lomond Group's High Commissioner Whisky has been given a limited edition Christmas bottle design. The bottles will have burgundy labelling.



Olivio's something special

Unilever and Princes have partnered to launch Olivio Special Edition Flavoured Oils. The 250ml bottles have a £1.50 RRP and flavours include Lemon & Thyme.



New formula for sauces

Grace Foods UK is reformulating its range of Encona Thai Sweet Chilli and Mild Thai Sweet Chilli sauces to contain 15% less sugar.



Duracell power drive

Duracell has released a range of instore PoS tying in with the release of the new Star Wars film to boost sales of the battery brand this Christmas.



Festive Lambrini wraps

Bottles of Lambrini are now available to buy in three limited-edition festive wraps. The seasonal sleeves include, cherry and ribbon designs.



Pantene premiere

Procter & Gamble has launched the Pantene Pro-V Micellar Cleanse and Nourish shampoo and conditioner range with a £2.99 RRP.

WHAT'S NEW



Edinburgh Gin

Edinburgh Gin's rhubarb and ginger-laced liqueur offers stores a premium spirits option. It is designed for cocktails and promises a sweet-spicy taste with a warm finish.

RRP £18.50

Contact info@edinburghgin.com



Plant 'n' Grow

This kit allows consumers to grow their own specially selected herbs and then follow recipes in a book to make botanical prosecco cocktails.

RRP £16.95

Contact support@plant-n-grow.com



Gordon Rhodes

Gordon's gluten-free sage and onion stuffing mix offers a premium alternative for Christmas. It can be used as stuffing balls or to top meats and vegetables.

RRP £2.49

Contact ask@gordonrhodes.co.uk



Hectares Crisps

These sweet-potato crisps come in three flavours – lightly sea salted, chorizo and sun-dried tomato, and red onion and black pepper.

RRP £10 per 12x30g bags

Contact hello@hectares.com



Little Miracles Tea

Little Miracles drinks are an energy-boosting blend of organic tea, ginseng, acai and fruit juice in six different flavours including Baobab Ginger Agave.

RRP £1.39

Contact info@littlemiraclesdrinks.com



Look What We Found!

These microwavable pouches contain gluten-free meatballs made with 100% natural ingredients. They contain 265 calories per portion and are gluten-free.

RRP £1.48

Contact shop@lookwhatwefound.co.uk

Alex Yau
 alex.yau@newtrade.co.uk
 020 7689 3358



Perkier Bars

Perkier's healthy quinoa snack bars are gluten, wheat & dairy-free, and are suitable for vegans and vegetarians. There are six flavours available, including Peanut.

RRP 75p

Contact feedback@perkier.co.uk



Wat Kitchen

These low-fat rice and noodle snack boxes contain fewer than 350 calories each and they can be cooked in less than two minutes for a single serving.

RRP £1.49

Contact 01590 677616

Focus

Non-alcoholic drinks

Christmas may be a traditional time for strong alcohol sales, but making room for high-end non-alcoholic drinks will also help you cater for the large numbers of non-drinkers and designated drivers



Sparkling Elderflower drink

This premium sparkling elderflower drink has a light and refreshing taste and has won Great Taste Awards almost every year since 2007.

RRP £4.00

Contact 01821 642781



Norfolk Punch

Norfolk Punch is a herbal drink made with berries and spices. Available in Original and Apple & Cranberry flavours, it can be drunk hot or cold.

RRP £5.40

Contact 0845 250 1254



Botonique

Botonique is a sparkling blend of de-alcoholised botanical extracts and pear juice, enriched with vitamins, minerals and amino acids.

RRP £7.99

Contact hello@botonique.com

Narinder Kaur

Premier Narinder's Convenience Store,
Huddersfield

We get demand for non-alcoholic beers from November to the end of December. The non-alcoholic versions of Kopparberg are the most popular – we'll sell roughly 60 bottles.

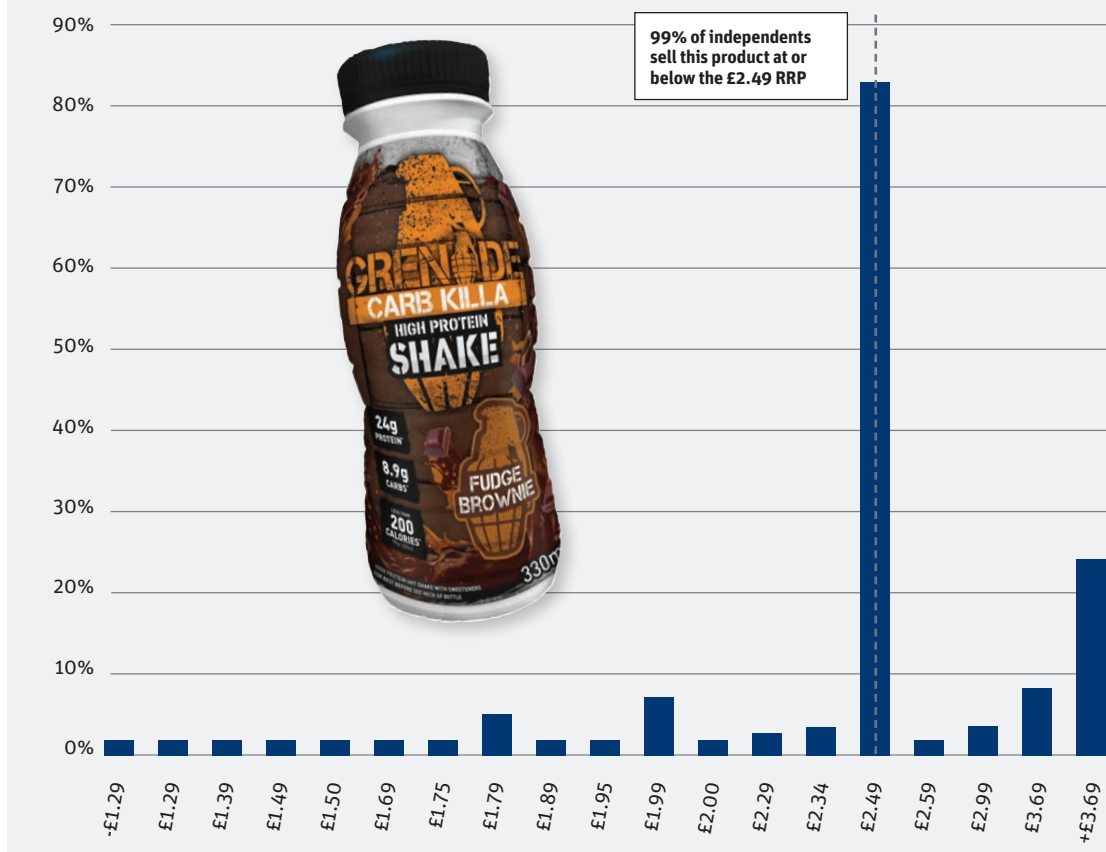


PRICEWATCH

Profit checker Protein products

Price checker

GRENADE CARB KILLA PROTEIN SHAKE FUDGE BROWNIE 330ml Price distribution %



PRODUCT

Snickers Protein 51g
Mars Protein 57g
Weetabix On The Go Chocolate 250ml
Boost Protein Chocolate 310ml
Grenade Carb Killa Protein Shake Fudge Brownie 330ml
Nature Valley Protein Peanut Butter & Chocolate 40g
Eat Natural Protein 45g
Nature Valley Protein Salted Caramel 40g
Eat Natural Protein 45g
Trek Protein Bar 55g
Naked Tropical Punch Protein Smoothie 450g
USN Protein Fuel Strawberry 500ml

Analysis

Every retailer we spoke to this week is selling protein products at RRP, which chimes with our Profit Checker chart where more than 80% of store owners are charging the £2.49 RRP for Grenade Carb Killa Protein Shake

Fudge Brownie. There was more variation in margin, however, with one retailer making 43% on bars and shakes and another hovering around 22%. With one exception, retailers reported strong sales and are optimistic

that protein will grow in popularity. The most pro-protein retailer believes people are shunning carbohydrate in favour of protein, although his shop is near a gym, making him likely to attract health-conscious customers.

How we drive our profit

Tom Dant

STORE Bilsby Filling Station & Shop
LOCATION Bilsby near Alford
TYPE village forecourt
SIZE 1,600sq ft

TOP TIP

Display protein bars near the till. If customers give them a go on impulse they might come back for more



Customers want healthy snacks so, recently, I got rid of a chewing gum display and decided to try selling protein bars in one of my filling station shops instead. I stock Mars, Yorkie and GoPro bars and have been pleasantly surprised by the sales. Personally, I think they're expensive and wouldn't be tempted myself. However, my customers, who are mainly aged 45-plus, like the protein bars. I'm selling GoPro's caramel crisp for RRP £2.29 and their flapjack at £1.70. I'm making a pretty healthy 43% margin and selling a case per month of each.

Peter Lamb

STORE Lamb's Larder
LOCATION Bells Yew Green, East Sussex
TYPE neighbourhood
SIZE 650sq ft

TOP TIP

As well as bars, consider other high-protein products like pork scratchings and biltong



We started stocking protein bars two years ago. Initially they sold well, but I still thought this might be a passing fad. I was wrong and sales have increased to the point where we're shifting a box of each of the 10 varieties of Naked bars every fortnight, each of which contains 30 bars. We sell them for 85p each and our margin is 35%. Our success might be down to good luck, rather than good management, because there's a gym near our shop, but our sales are part of a broader move away from carbs to protein.

Max Liu
 RNreporter@newtrade.co.uk
 020 7689 3357

Data supplied by



EDFM is a specialist in helping leading suppliers to the UK's independent convenience channel get value, insights and business benefits from EPoS data. To find out how they could help you call 07976 295094

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 LARGE C-STORE IN EAST LONDON SUBURB	RETAILER 2 LARGE C-STORE IN WEST YORKSHIRE VILLAGE	RETAILER 3 HIGH STREET STORE IN SCOTTISH BORDER VILLAGE	RETAILER 4 C-STORE ON MAIN ROAD IN LARGE CENTRAL SCOTLAND TOWN	RETAILER 5 POST OFFICE AND SHOP IN SWANSEA HOUSING ESTATE	RETAILER 6 C-STORE ON RESIDENTIAL AREA OF COUNTY DURHAM TOWN
£1.88	£1.89	£1.89	£1.89	£1.89	£1.89	£1.89	£1.89
£1.89	£1.89	£1.89	£1.89	£1.89	£1.89	£1.89	£1.89
£1.00	£1.00	£1.00	–	£1.00	£1.00	£1.00	£1.00
£1.00	£1.00	£1.00	£1.00	£1.00	–	–	–
£1.29	£1.29	£1.29	£1.29	£1.29	£1.29	£1.29	£1.29
£2.34	£2.49	–	£1.99	£2.49	£1.99	–	£2.49
85p	85p	85p	85p	–	85p	–	85p
85p	85p	85p	–	85p	85p	–	–
95p	89p	85p	–	89p	89p	89p	–
£1.14	£1.15	£1.05	79p	–	£1.15	–	–
£2.45	£2.55	£1.75	–	–	£2.55	–	–
£2.55	–	–	–	–	–	£2.39	£2.40

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Sarj Patel

Pasture Lane Store
 Sutton Bonington, Loughborough

Fruit and veg by food science students at Nottingham University
 £1.49 for bag of eight apples/
 £1.20 for 2kg potatoes



Where did you discover them?

Four years ago, lecturers from Nottingham University's food science department asked if I'd be interested in stocking produce farmed by the students on the campus farm. I was happy to give it a go and started taking delivery of their produce. I was impressed by the standard. As students, these aspiring farmers can't be official business suppliers, so I don't make a profit from what I sell for them. I do it because it's good for the community.

Who buys them?

People of all ages in our village buy the students' produce, because it's excellent quality. Like many of the things we sell in our shop, word of mouth has been crucial to making this produce a success. A lot of people in our community work at the university so they are particularly keen to support the students. The organic lemons, onions, potatoes and much more go down very well with our customers.

Why are they so successful?

The taste can be unbelievable. The one downside is the produce doesn't have a long shelf life – around six to seven days. The apples are crisp and succulent and the potatoes are always wholesome. They're also reasonably priced by the standards of much organic food. They're lovely and I never have any hesitation about recommending them to customers.

Adam Hogwood

STORE Budgens of Broadstairs
LOCATION Broadstairs, Kent
SIZE 2,500sq ft
TYPE neighbourhood

TOP TIP

Start with a basic range and build this up with more products if sales are promising



When Mars and Snickers protein bars were launched in 2016, I decided it was high time for me to start selling protein products. I stock both of those bars, as well as the Grenade and Eat Well bars. Initially, sales were promising but that didn't last and they've dropped off to the point that, even when I had Grenade bars on offer for £1.25 at half the RRP recently, they sold slowly. I will keep selling protein bars, as there is some demand and I'm told this is a growing category. My margin tends to be between 30% and 45%.

Sanmugalingam Pirapakran

STORE S & M Supermarket
LOCATION East London
TYPE neighbourhood
SIZE 2,000sq ft

TOP TIP

Get the Weetabix protein drink in. Customers already know and trust the brand, so are more likely to try it



For the past six months, I've been stocking protein bars and shakes. I sell Mars, Snickers and Nature Valley bars and sales are okay, at around one box of each bar per week. I sell at RRP and my margin is around 22%. The category is definitely growing and, in my store, the drinks are more popular than the bars, possibly because they're cheaper. The Weetabix drinks do well for me. They come in an attractive bottle and, at £1, are cheaper than the others. That said, my bestseller is the Protein Boost drink which is also very reasonable at £1.29.

NFRN AWARDS

Retailers, wholesalers, publishers and suppliers were rewarded for innovation and best practice at last week's annual NFRN awards. We bring you the stars of the show

Cream of the crop



The NFRN recognised the achievements of independent retailers and their suppliers

Retailer Innovation of the Year Pearce Kelly

Pearce and Shaun Kelly recently began selling freshly made meals in their eight stores, which have proved so popular the family has installed a purpose-built kitchen and employed two chefs. They also source meat from their own farm to sell in their butchery, which employs five full-time butchers.



Newsagent of the Year Roy Nesbitt

As traditional areas of Roy's business have been eroded through changes in customer habits, he has specialised in news and travelled extensively to source exceptional greetings cards, gifts and stationery items to make his shop a destination for customers looking for something different.



Community Retailer of the Year Mandeep Singh

Fun days, charity fund-raising, trolley dashes and annual football tournaments are all part of Mandeep Singh's community activities. The Singhs also have a Community Panel comprising 12 customers, which donates £1,000 a year to different causes.



Convenience Retailer of the Year – Independent Terence McCullagh

Terence McCullagh's family-run forecourt c-store offers a wide range of goods and services, including a 10-lane forecourt, a hot and cold deli, pre-packed sandwiches and an integrated chippy. With fierce local competition, the offer has been created in response to customer feedback.



MORE 2017 WINNERS

Convenience Retailer of the Year Symbol

Mandeep Singh Khaira

Topps Collectable Product Retailer of the Year

Andrew Howell

Responsible Selling Retailer of the Year

Dennis Williams

Store2Door Service of the year

Rory O'Brien

Store2Door News Deliverer Awards

Jon Powell

Marcus Leong

Lifetime Achievement Award

Farhad Pezhman

Special Services to the Industry

Neil Jagger

NFRN member of the Year

Tom Searle (pictured below)



Product of the Year

Coca-Cola

Zero Sugar

News Wholesaler of the Year

Menzies Carlisle

Regional Newspaper of the Year

The Staffordshire Sentinel

Eco Initiative of the Year

Pastorfrigor

New Product Development of the Year

IQOS

Brand Marketing Campaign of the Year

Warburtons

Innovation of the Year

Deliver My Newspaper

Magazine of the Year

OK! special – Diana 25 Years

Symbol Group or Franchise of the Year

Londis

Supplier of the Year

SnowShock

National Newspaper of the Year

Daily Mail ●

NATIONAL COUNCIL



NFRN NATIONAL COUNCIL REPORT 21-22.11.2017

Chris Gamm and Jennifer Hardwick reports from the NFRN national council meeting

PayPoint bank charges call

Retailers have renewed calls for PayPoint to take action to address the charges paid to bank the money collected through its service.



Ray Monelle

Former national president Ray Monelle said bank charges are a frequent discussion point at the PayPoint independent retail forums.

"PayPoint is concerned with how much we pay, but gets the same response from the banks the federation gets - lots of brick walls," he said.

Yorkshire member James Wilkinson said retailers should be able to deposit funds straight into PayPoint's bank account.

"The facility is there, as funds for failed direct debits are paid directly into its account," he said.

Northern member Hanif Khonat said even allowing retailers to deposit the first £50,000 taken direct to PayPoint would help.

National president Linda Sood said the facility was available to Western Union retailers, but she had been told at the PayPoint retail forum it would be too hard to reconcile with the company's 30,000 agents.

Mr Monelle questioned whether the retailers on the forum had any influence on decisions or if it was a "box ticking exercise".

Welsh member Peter Robinson called for new independent agents to be treated the same as multiple stores and be given the choice of whether to take the PayPoint One terminal



or have the service integrated into their own EPOS systems. "I wasn't allowed to integrate PayPoint into my own EPOS terminal in my new shop, so I am stuck paying £20 a week," he said. "PayPoint says it has put in 6,000 new One terminals, but how many are under duress?"

Mr Monelle said he had installed the One terminal in his newly refitted shop so he would know the full details when representing members' views.

"It's a good system, but costly," he said.

Receptions vital to raise profile

The NFRN has urged

members to attend its regional parliamentary receptions in their areas and take advantage of the opportunity to raise the profile of their businesses and the issues they face.

"We need help from the districts to get people down to regional events," said public affairs chairman Mike Mitchelson. "We need local members to lobby MPs and TDs. It doesn't look good when we turn up to Welsh, Scottish and Irish events and speak to politicians in our English accents."

He encouraged retailers to get to know their MPs, attend their surgeries and invite them to their shops.

"Politicians love a photo opportunity," he said. "It will get in the paper and you'll get publicity for your shop. It will also help the federation get mentioned in debates in parliament if an MP says 'I spoke to a retailer about the challenges they face'."

Parliamentary receptions have been arranged in Edinburgh on 24 April 2018, Westminster on 20 February 2018 and a provisional date has been set for 30 November 2018 for Dublin.

West Midlands retailer Manjit Samra said he would speak to the police and crime commissioner attending his district dinner this month about the issues affecting independent retailers.

"Use the opportunity to ask what their retail crime policy is, or if they even have one," said NFRN head of public affairs Adrian Roper.

London member Kamal Thaker asked

Mr Roper for an update on the All Party Parliamentary Group on retail crime, after district member Ravi Raveendran was attacked with a bottle of vodka recently.

"Discussions are taking place about how to move forward," said Mr Roper.



Kamal Thaker

Thumbs up for RN NFRN news page

National council gave the seal of approval to RN's plan to introduce a new federation news page in place of district council reports.

RN editor Chris Gamm told council the fortnightly page would allow RN to develop stories further and avoid repetition when similar issues occur at different district meetings.

"RN has run district council reports since the last century, but there's a better way that improves coverage of the federation and shows it in a better light," he said.

National deputy vice president Stuart Reddish said: "It's a great idea, and means RN can report on the most important and not the 'in my day' stories."



Stuart Reddish

From January, an RN reporter will call district presidents and key federation members around council meetings, while any member can also contribute story ideas to the RN team throughout the year.

Yorkshire retailer Andrew Taylor said talking to RN reporters was a great way for grassroots members to get their views across.



PayPoint is concerned with how much we pay, but gets the same response from the banks the federation gets - lots of brick walls

Ray Monelle

Former national president



Manjit Samra



Primary authority auto-enrolment

The NFRN will investigate auto-enrolling members into its primary authority scheme, after council was told that symbol retailers are automatically added to similar schemes through their group membership of the Association of Convenience Stores (ACS).

National executive committee member and Premier retailer Steve



Steve Archer

Archer said he received a letter from the ACS advising him he was being auto-enrolled into the organisation's primary authority scheme unless he opts out.

"The NFRN has 1,200 members who are Premier stores," he said. "I've been signed up to ACS Primary Authority, but didn't know about it. All the symbol groups will have arrangements like this."

"The NFRN was the first organisation to offer primary authority, so I want to be signed up to its scheme, but can't be in both."

The NFRN launched its primary authority scheme with Islington council in May 2015 so retailers in England and Wales receive consistent advice and protection on the sale of age-restricted goods.

Peter Robinson, who runs four Londis stores in Wales, said he initially spoke out against auto-enrollment, but would now vote in favour if the ACS is adding retailers who are members through their symbol groups.



Martin Ward

However, Northern district member Martin Ward said he had "very large doubts" about auto-enrollment.



The Deposit Return Scheme encourages consumers to return bottles for recycling

"If Booker symbol retailers and national councillors Jason Birks and Peter Robinson have both been auto-enrolled by the ACS through their symbol group, but don't know about it, I have big doubts," he said.

Linda Sood said: "The public affairs team needs to educate members on what auto-enrollment is, so we can give it the go-ahead at the next national council meeting."

Business as usual council is told

National president Stuart Reddish told members it is "business as usual" at the NFRN after chief executive Paul Baxter was put on gardening leave.

A statement read out to members in regard to NFRN Commercial said: "In light of recent events a full review of the current Commercial financial performance, structure and activities is now underway."

"The trustees, along with members of the commercial board, NEC and NFC are jointly working together to ensure that ongoing commercial activities continue to serve the membership in the best way."



The public affairs team needs to educate members on what auto-enrollment is, so we can give it the go-ahead at the next national council meeting

Linda Sood

NFRN national president

Mo to trial drinks DRS technology

Glasgow retailer Mo Razzaq is to trial a deposit return scheme (DRS) return vending machine in his store next month.

Scottish member David Woodrow told RN the trial is to see how the technology works and find out about the practical issues around DRS, which Scottish First minister Nicola Sturgeon announced in September.



David Woodrow

"We need to see how it works, and it's far better to be involved than not," he said.

NFRN head of public affairs Adrian Roper told national council MSPs would be invited to the trial next month to raise publicity around DRS.

Mr Roper said he had met with Zero Waste Scotland, which has been charged with designing the new system: "We explained the NFRN's position and they gave us an understanding of what they're doing."

HMRC praise for illicit trade action

National president Linda Sood praised HMRC and Dudley trading standards for taking prompt action following a member's tip-off about shops selling illicit tobacco in his area.

"A member got in contact with the NFRN after hearing from customers that nearby shops were selling illicit tobacco," she said in her opening address.

"From the retailer's report through to the seizure took just 10 days," said Mrs Sood. "Normally it can take six to nine months to gather intelligence."

However, NFRN head

of public affairs Adrian Roper called on HMRC to deliver a consistent approach in removing illicit tobacco from the streets.

"HMRC needs to get a grip on the impact illicit tobacco is having on retailers' businesses. It's doing a lot at international level, but meanwhile independent retailers are having their businesses destroyed."

"It needs to be working with the police and trading standards to carry out raids like this more often, taking illicit tobacco off the streets and seriously fining those caught selling illicit tobacco. At the moment fines are negligible compared to the profits available."

South east member Bhavesh Patel said:

"There's even counterfeit versions of the new plain packs."

"It's hurting my business and I'm losing revenue. Tougher punishment is needed to reduce crime."



Bhavesh Patel

Link planning to slash fee by 20%

ATM provider Link is looking to reduce the fee it pays independent retailers by as much as 20%, council was told.

Head of public affairs Adrian Roper said: "Link is looking to chop the fee it pays retailers every time someone uses its ATMs by as much as 20% for the first cut." He said the federation is assessing the impact on retailers before responding to Link.

Northern member Martin Ward said this was an important issue for members. "A lot of retailers get a large income from cash machines," he said.

NATIONAL COUNCIL



NFRN NATIONAL COUNCIL REPORT 21-22.11.2017

Chris Gamm and Jennifer Hardwick reports from the NFRN national council meeting

Carriage charges' transparency key

The carriage charge system is speeding up the decline of the newstrade and is not transparent enough, members argued at national council.

Yorkshire member

James Wilkinson

said: "When rounds are closed, existing HND areas

are not taking on the extra rounds

because they can't cope with the pressure they're already under. Also, when you go to sell your store, the fact you have an HND round actually goes against you.

"Those are the two things publishers and wholesalers need to understand because if they put their heads in the sand any longer they're not going to have any newsagents left to sell their products."

The NFRN's head of news Brian Murphy updated members on the federation's 'Enough is Enough' campaign and the outcome of its protest outside Smiths News' Swindon head office in September.

"We said at the last national council we would take action and we did. It was a peaceful protest but it showed to a lot of people that we can react and we did react," he said.

"We are now hoping that when Menzies holds its carriage charge discussions in the spring, we will at least be at the table for those. We raised two principle concerns which were about carriage charges and service levels out of Hemel Hempstead and Birmingham in



Late deliveries cause problems for retailers when delivery boys and girls are unable to wait for papers to arrive

particular. We made our points very clear. Hemel Hempstead has come a long way since then."

Former national president Ray Monelle said he was not convinced any long-term change had come out of the campaign so far.

"Long term, carriage charges are not a viable proposition and the trade should find a way of tackling that. All I'm hearing from Smiths is firefighting of current issues and no plans to address that and take it forward," he said.

"Also, we are all aware a lot of the problems are being caused by publishers so if we do hold another demonstration, should we actually be protesting outside the publishers?"

National president Linda Sood said the federation will keep

pushing for wholesalers to replace carriage charges with a charge to publishers, which would

be incorporated into the price of newspapers.

Sub-retail to help your businesses

NFRN head of news Brian Murphy urged members to consider working with



When rounds are closed, existing HND areas are not taking on the extra rounds because they can't cope with the pressure they're already under

James Wilkinson

NFRN Yorkshire district member

other stores to set up a sub-retailing network in their area.

"We are in a marketplace which is quite unusual in that sales are declining but the number of outlets selling the product isn't falling at the same level and I think that could be one of the reasons why carriage charges are able to be kept artificially high," he said.

"Only through sub-retailing will that change. I think one of the reasons why people don't want to do it is they still see the shop down the road as a competitor. I understand that, but we have to try collectively to get these operations underway where we can."

He added the NFRN is carrying out a sub-retailing trial with a group of shops in Northern Ireland, which has led to the recruitment of a new member to the federation.

Newspro in house 'member benefit'

The NFRN's Newspro magazine category advice programme will be brought 'in house' and made available to every member, rather than requiring a separate

application from retailers.

"We want to create a model that can deal with different types of retailers, from those who just want one-off help to those who want much bigger ranging advice. We want Newspro to be a member benefit that people see as something they go to the NFRN for," said head of news Brian Murphy. "We need to grow the membership and we want Newspro to go beyond just magazine ranging. We think the time to bring it in-house is now."

He added the N3 programme - which allows members to work together and offer promotions with the aim of effectively functioning as a multiple on the magazine category - will still exist but will be aimed at 'elite' magazine retailers who can compete with multiples on their range. The scheme has a total membership of 208 stores.

Publishers cut it close on delivery

NFRN data shows fewer publishers are missing their cut-off time to wholesalers in recent months - but more titles than ever are arriving within 15 minutes of cut-off time.

Head of news Brian Murphy said: "The stark reality is they are arriving very close to cut-off and there are more titles on the vehicle. While the volume is the same, the packing aspect is far greater for wholesalers and is taking up far more time."

"So one of the big focuses we have is on this 'bunching up' of titles."



James Wilkinson



Brian Murphy



Linda Sood



Hard copy best for standards info

National council discussed the best way to distribute updates on retail standards to members – such as advice on alcohol sales and credit card security – in order to keep them in line with industry advances.

Northern district member Martin Ward said: “The advice is great but I’m not sure how many members would actually go and download things from the website. Even if we emailed them out I think that would be better.”

National president Linda Sood said: “We should build up a booklet of retail standards by sending out different advice sheets with every copy of The Fed.”

Head of operations Margaret McCloskey said her concern would be around sending out documents in print which would then be updated online regularly.

Southern district member Hitesh Pandya said: “I would be concerned if we started sending something out with every copy of The Fed because surely the costs are going to add up. I think we need to get the message out that people need to go onto the website.”

Mrs Sood said: “There are two types of members out there – the ones who do emails and only emails, and the ones who will only do paper. There are a lot of members out there who don’t even know about retail standards



Members were warned to be vigilant on credit card fraud

and we need to let them know about the industry standards that are expected now.”

Mrs McCloskey said the idea of sending out documents with The Fed or as emails would be considered.

Everyday fascia ‘for everyone’

The NFRN’s new Everyday fascia provides an opportunity for the federation to help struggling shops in a practical way, former national president Ray Monelle told members.

Mr Monelle’s store was the first to take on the Everyday fascia as part of a full refit in October.

“Everyday is designed for a lot of the smaller shops that want to offer a full convenience offer,” he said.

“Our main supporter is Booker so we are using a lot of their promotions, like Shop Local. Booker has been very impressed with the project and we have had a lot of interest from some of the smaller symbol groups.

“There is now a second store signed up and we have had enquiries from 20 other stores. This is

“There are two types of members out there – the ones who do emails and only emails, and the ones who will only do paper

Linda Sood

NFRN national president

something we can do that will really benefit smaller stores out there that are struggling.”

Vigilance needed over card fraud

Head of operations Margaret McCloskey warned members to be vigilant against credit card fraud with contactless cards.

She said Visa has recently updated its security so contactless will not work if the credit limit on the card has been exceeded, but added: “We urge retailers to be cautious because MasterCard and Amex have not yet updated theirs.”

National president Linda Sood said: “I had a call from the police to say someone had spent £24.95 on a stolen credit card in my store. But no retailer would think that was a problem so we should really get the money back.”

Mrs McCloskey said in most instances if a police investigation is carried out, retailers

should have the money returned to them after 120 days. However, she warned this would not necessarily be the case if multiple payments were made from a stolen card in one store in a short period of time.

Bank offers NFRN competitive rates

Members voted for the federation to consider partnering with Bira Bank, to provide an NFRN Bank service to members.

Bira Bank managing director John Collins said the bank would offer competitive rates.

“We are the only trade association-owned bank in the UK. We have partnerships with other membership organisations but the NFRN would be the first one we would be offering white label branding with – so it would be known as the NFRN bank.”

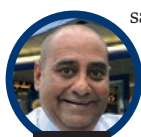
The partnership will now be formally considered before any agreement is made.

More than 5,000 in Retail Mutual

The Retail Mutual now has more than 5,000 members.

Chairman Peter Wagg said: “We are just over a year into our three-year growth plan and we are 99% on target. We are in constant double-digit growth and we are expanding our offer.

“We have to grow and we need your help. All we have ever asked is that when your policy comes up for renewal you call the Mutual for a quote and then you can decide.”



Hitesh Pandya



Margaret McCloskey



Peter Wagg

YOUR VIEWS

YOUR LETTERS

Below-standard service must be addressed

As a keen reader of RN I, like everyone else, look forward to my weekly fix. Unfortunately, I also have to read the letters pages, and the standard 'we are committed to giving all our customers the best possible service and seek to resolve any problems as soon as possible' response from Smiths News.

Allow me to inform you of Smiths News' commitment to giving the best possible service. After two years of completely missing my RDT of 5.45am and several phone calls and complaints – which were all ignored – I decided to try one more time.

At the time of writing this letter, Wednesbury branch has hit my RDT only 8% of this year. Not this week or this month, but for the whole of the year. As you can imagine, my customer base has completely disappeared in this time. People who have a 6am start will begin to come into the shop at about 5.15am which was when we historically received our supply.

This is how the latest complaint



I called Smiths News and asked to discuss delivery times. I was told someone would call me back within 48 hours. I did not get a call back

Lawrence Homer

process went: I called Smiths News and asked to discuss delivery times. I was told someone would call me back within 48 hours. I did not get a call back.

I called 48 hours later to formally complain and was told someone would ring me back within 48 hours. That did not happen.

I called again and asked to speak to either the branch manager or a senior staff member. Again, I did not receive a return call.

I called again 48 hours later and was informed I had received a call and the matter was 'resolved'. I did not receive any such call and I did not speak to anybody from Smiths News.

I again called after yet more 'radio silence' in the next 48 hours. I had no call back.

I have also called the branch to ask to speak about supply issues. My requests to increase certain titles are being continually ignored and Smiths News has also cut the supply of a title for which I have firm orders.

So there is my situation. I am sure this is a familiar story for many people. I even emailed the chief executive. I didn't get a reply.

However, as I write this letter, after receiving my papers at 6.25 this morning, I can at least console myself with the thought Smiths News is 'committed to giving all customers the best possible service and will

resolve any problems as quickly as possible.'

Lawrence Homer
Broseley News,
Broseley, Shropshire

A spokesman for Smiths News said:

"We are very sorry to hear of the issues Mr Homer has experienced due to our call centre being unable to respond to him on this occasion within the appropriate timeframe. We would like to assure Mr Homer that our teams are thoroughly investigating the matter and will respond directly in writing to him."

Publishers must wake up and smell the coffee

It's 5.25am and I have just had a peek at SNapp. Lo and behold, due to publishers we are running an hour late. Dearest publisher, you have to realise that people buy your product out of habit. To feed the habit the product needs to be here on time. If I turn people away twice they moan; if I do it every day they stop coming.

Have a think about it when you arrive at the office in the morning – because you might find your office may soon disappear.

Graham Doubleday
Doubleday Newsagents,
Mossley

YOUR SAY What will you do to offer your customers something different this Christmas?



Carl Pickering

Top Shop News, Preston

We have just received an alcohol licence – it is the first time I have ever sold it – so this is going to be our main focus for Christmas. It's a good time to start, in the run up to 25 December, and we've very encouraged so far. We can sell both as gifts and for customers' own use, so we're really concentrating on it. We only got it three weeks ago, but we're already running promotions and deals through Booker.

Spike Millican

S&A Superstore, Utttoxeter

A lot of people come here for last-minute items, so we need to make sure we're well stocked, but it's not like the Easter holidays where customers come in for special deals and offers on eggs.

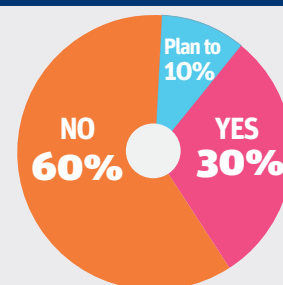
You have to make sure you have items such as a Thorntons chocolate reindeer, but it's a case of ensuring we have enough stock – but not so much we get stuck with chocolates in January when it's quiet.

Shaelender Goel

One Stop Gospel Lane, Birmingham

We will have special promotions through One Stop, that has a lot of good deals. It's all about volume, volume, volume for us in the run up to Christmas. We try and stock gifts, chocolates and drinks. We always try and get a cheaper option, a mid-price one and an expensive one, giving customers a choice. We know all our customers and keep an eye on the elderly or lonely. Last year we gave a hamper to two elderly sisters who were on their own.

RN READER POLL



Have you changed your store's food to go offer to help you compete with chains like Greggs?

NEXT WEEK'S QUESTION

Which category would you most like publishers to provide better promotional support for?



Vote now at
betterretailing.com

IT IS SIMPLY A MONOPOLY

Once again I must complain about the pathetic service from Smiths News and the total failing of its management to make any improvements to the service for which it charges top whack. And, I must also point out that the toothless publishers are more than happy to raise prices and help themselves from retailers' tills.

On Sunday, I did not receive any Sunday People, Sunday Mail Glasgow or copies of the Sunday Times Magazine supplement. After calling Smiths News' call centre I still did not receive them. If my newspaper delivery staff offered the same pathetic service as Smiths News does I would not have any business left. The only reason Smiths News has got any business is because of its monopoly which it enjoys with the blessing of publishers.

Because of Smiths News' poor service I am going to remove The Times from my shelves. It is up to the

publisher to make sure that their product is supplied.

Vijay Patel
Higham News,
Higham Ferrers

A Smiths News spokeswoman said:

"We are sorry to hear of Mr Patel's dissatisfaction with the service he has received. We would like to assure Mr Patel our teams are investigating the issues raised and will respond directly to him."

A News UK spokeswoman said:

"We are working with Smiths News to investigate these issues."

**100
YEARS AGO**

1 December 1917

Retailers were asked what they could do to cut their electricity consumption. As shopkeepers embraced electric lighting, "electric plants throughout the country" were struggling to provide enough power for domestic, business and war effort use.

VIEW FROM THE COUNTER with Mike Brown



On Friday 17 November all roads led to Ramside Hall in Durham for the annual Northern District Charity Banquet & Ball. What a fantastic evening it was, and as district president I would like to say a huge thank-you to everyone who came along and made it such a memorable evening for Rachel and myself. To top it off we raised £1,500 for federation charities.

My eldest daughter Isobelle has always been reluctant to serve in the shop, preferring to help out with more behind the scenes activities such as paper rounds and trips to the cash & carry. But when her younger sister left for university she decided to take over her weekend shifts in the shop. The experience has been a real eye-opener for her. She did not realise how important the role of the shop was in our community, particularly for elderly customers, who may feel

isolated and lonely at this time of year.

For them, we might be the only point of contact they have that day. In the winter months, the staff are very vigilant and I have been sent many times to see if someone is alright. The paperboys and papergirls are also very good in alerting me to any problems with their elderly customers.

I received a call from our local primary school the other day which prompted me to retrieve my Father Christmas outfit from the loft. I checked everything was there, particularly the new pair of mittens I was compelled to don last year. One observant six-year-old had previously spotted it was me by my hands – probably from watching me intently weighing out sweets after school.

I will not be making that rookie mistake this year.

Your Logical Guide to Vaping

CHAPTER 3: THE VALUE OF VAPING

In this chapter, JTI explains the profit opportunity of stocking vaping devices and shares the latest market insights to help retailers maximise sales.

The vaping category is currently worth
£159 million
in the UK¹

The vaping category has
grown by 13.8%
in the last two years²

The most popular e-liquid flavours are³:



Independent, symbol, gas and convenience stores are key channels for vaping sales, holding over **55% share** of total retail sales value.⁴

The most popular 'must stock' devices are refillable vape devices, which have a **sales value of £73m**, followed by rechargeable devices with a total UK **sales value of £47m**.⁵



Stephane Berset, Head of Marketing UK at JTI advises;

"The statistics speak for themselves - with nearly 2 million adult vapers in the UK, retailers should strongly consider stocking a consolidated and consistent range of vaping products. As it is still a new category, there is a real opportunity for retailers to make their stores a destination for vaping customers and to maximise on the profit opportunity the products offer."

For more information, retailers should visit **JTI Advance** where there is access to training modules and a vape category guide.

1. Nielsen Scan Track MAT Sept 2017
2. Nielsen Scan Track MAT Sept 2017 vs. MAT Sept 2015. Value Sales
3. KTNS Omnibus MAT Q2 2017
4. Nielsen Scan Track Q2 2017
5. Nielsen Scan Track MAT Sept 2017

logic.
Vapes
It's that simple.

JTI Advance App
Useful | Convenient | Expert



EASTER

Crack on and prepare for Easter

Four great retailers tell RN how to get ready for the first major event in the calendar for 2018. **Max Liu** reports

Sukhi Khunkhun

Woodcross,
Wolverhampton



Start early Our supplier delivers our Easter chocolate at the beginning of December and I put Cadbury's Creme Eggs out for sale on Boxing Day. Customers laugh and say things like: "It's still Christmas, for goodness sake." But they still buy the Creme Eggs because they like eating them.

Stock variety We sell eggs for £1 which are very popular with the kids. They eat them instead of sweets on their way home from school. We also did pretty well with premium products last year, with a big display of eggs for £10 at the front of the shop. They sold out.

Promote Easter products online

We are proactive about getting Easter chocolate out in the shop and about how we get the word out about it online. Every year, we receive the Premier electronic brochure for Easter chocolate. We upload it to our Facebook page and let customers have a look. It's simple, cheap and effective advertising.

Sandeep Bains

Simply Fresh,
Faversham



Start early I sell Cadbury's Creme Eggs from the end of November. Everyone is thinking about Christmas but Creme Eggs are always popular. I'll put the first Easter eggs out in early February and do everything I can to let people know we have a great range.

Cover the range It's no good having only £1 Easter eggs. They might sell but they're so cheap you won't make big money on them. Also, customers want variety. Easter comes only once a year and customers are prepared to spend on special gifts, so we stock everything from £1 to £20.

Shout about your stock Easter egg sales are difficult for convenience stores because we can't match the supermarkets' loss leaders. Customers come to us on Easter weekend, for last-minute purchases, so we need to make sure they know we have the stock - by displaying well in advance and promoting our range on Facebook.



THE HUNT IS ON FOR THE WHITE CREME EGG



A CHANCE FOR STORES TO

WIN
UP TO £1000**

**CONVENIENCE
EGGSCLUSIVE**

**NO.1 COUNTLINE
AT EASTER!***

**IF A SHOPPER FINDS A
WHITE EGG IN YOUR STORE,
YOUR STORE
WINS TOO!*****

BE READY FROM THE 1ST JANUARY

**SIMPLY SELL CADBURY CREME EGG AND
DISPLAY ANY 'WHITE CREME EGG'
PROMOTIONAL POS IN YOUR STORE****

**GO TO [DELICIOUSDISPLAY.CO.UK](https://www.deliciousdisplay.co.uk) FOR DOWNLOADABLE
POSTERS AND GREAT SEASONAL ADVICE**



*Source: Nielsen Data Easter 02.01.2016-26.03.201616 Creme Egg Sales (Includes Cadbury Creme Egg Single & Multipack only) MDLZ Self Eats **For Full TnC's go to [deliciousdisplay.co.uk](https://www.deliciousdisplay.co.uk)

Independent retailers within the UK, 16+. Display the White chocolate Cadbury Crème Egg POS for the chance of a winning egg to be placed within your store between 01/01/2018 and 01/04/2018 If a winning egg is distributed in your store and is registered by the winning customer with the Promoter, you win. Prizes: a maximum of 13 x £1000 and 78 x £100 either as Mondelez Stock Vouchers or Love2Shop vouchers, depending on store type. See <https://www.deliciousdisplay.co.uk/welcome> for full T&Cs. Promoter: Mondelez Europe Services GmbH - UK Branch, Sanderson Road, Uxbridge, UB8 1DH.

EASTER

Amandeep Singh

Singh's Convenience
Premier, Barnsley



Shop around I shop around the big wholesalers and the local ones for all my products, and Easter chocolate is no exception. Last year, I found good deals and was able to make 20% margins on some eggs. We were very competitive and some of our prices were cheaper than the supermarkets.

Stock up your seasonal bay I start with impulse products. The day after Christmas I put MaltEaster Easter bunnies out around the till. Cadbury's Creme Eggs come next in early January and they fly off the shelves, as everyone loves them. The day after St Valentine's Day, I fill our seasonal bay with Easter Eggs.

Put premium at eye-level I put the cheapest eggs on the bottom shelf, average price eggs on the top shelf and expensive eggs on the middle shelves. That way, the expensive items are at eye-level. Children see them and pester their parents. By the Easter weekend, parents have given in and bought them.

Harvinder Singh Thiara

Marty's Convenience,
Birmingham



Stay ahead of your customers As a retailer, you constantly have to be thinking ahead and Easter is a great example. I'll put impulse products out after Christmas and Cadbury's Creme Egg will be the main one, as they always sell. This lets customers know that Easter is only a few months away.

Make a showpiece If customers are excited about Easter then they're likely to spend money on chocolate. So I make a big deal of Easter in the shop by creating a showpiece display, featuring everything from £1 eggs to premium products.

Save the best for last Getting your Easter chocolate out early is essential but I hold the premium eggs back until three weeks before Christmas. We only have one shelf dedicated to premium but there are always a small number of people who buy them, so I will keep stocking them. ●

What's in your Easter basket?

Top products from the major suppliers coming up this Easter

Maynards Bassetts Jelly Babies Chicks

An Easter alternative for those with no love for chocolate, or are merely experiencing overkill, these are available in bags and tubes.

Thorntons Mint Collection Eggs

Last year, they delivered the second highest rate of sale in Thorntons' Mint category. Sure to enliven any Easter egg display.

Kinder Surprise Pink and Blue Eggs

Kinder is joining forces with DC Super Friends and DC Superhero Girls for a TV and online marketing blitz that will send kids flocking to stores.



The MaltEaster Bunny extra large egg

Red raises sales – possibly – so this iconic product, which comes in eye-catching red packaging, should be central to your Easter egg campaign.



The Galaxy Indulgence extra large egg

The key premium product in Mars' Easter egg portfolio, and offering great margins to retailers, you'll want to display this prominently.

Cadbury's Caramel Egg

Not content with its creamy classic's popularity, Cadbury has added this caramel alternative to its range.

Galaxy Golden Eggs

An excellent non-creamy alternative for customers who want chocolate mini-eggs. And another product that could attract Easter impulse buyers.



Cadbury's Creme Egg

Last year's sales of one every ten seconds will be boosted even more by the "hunt the white egg" promotion which gives customers the chance to win £1,000.



Thorntons Adult Gift Eggs

This redesigned premium range is for shoppers who want to treat someone special. Available in four variants, it's the centrepiece in Thorntons' Easter portfolio.

Cadbury's Mini Eggs

The smaller sharing option, they come in bags of 90g or 41.5g cartons.



Cadbury Dairy Milk Inclusions Shell Egg

These premium eggs feature hidden chunks of favourite Cadbury's products within the shell. They're not cheap and, at £12 RRP, are for affluent shoppers.

Cadbury Egg Hunt Pack

Everything organisers of egg hunts need is contained in this pack, so make sure customers with children can see them in store.

Galaxy® Golden Eggs

Is the No.2 Small
Sharing Bag*

30% growth in its
2nd Year of Launch

Galaxy® chocolate with
crunchy caramel rolled in gold

Stock up from
December 2017



Golden Eggs
Large Sharing
Pouch New
for 2018!

Galaxy® is a registered trademark. ©Mars 2017.
*Source: *Nielsen Easter Sharing Value sales growth Choc '17.

RN AWARDS

The graphic features a large, white, faceted award trophy in the center. The trophy has the text 'RN RETAILER CHOICE AWARDS' in blue. Below the trophy is a white rectangular base with '2017' in black. The background is a dark blue stage with red curtains on the sides, gold stars, and spotlights. The trophy is illuminated by two spotlights from above and two from below.

RN RETAILER CHOICE AWARDS

2017

RN's Retail Choice Awards are back for a third year and it's time for you to vote for the standout companies, products and ideas of 2017

The Tesco-Booker and Nisa-Co-op mergers, EUTPD II tobacco legislation, food to go, the sugar tax - 2017 has brought with it a raft of laws, growth trends, launches, new technology, challenges and more for independent retailers.

As each has emerged, manufacturers, symbol groups and publishers have launched products, online and in-store support packages, apps and consumer schemes to help store owners take advantage of the growth

opportunities before them.

The Retailer Choice Awards bring the best of these ideas and innovations together and here, we list nominees in 12 categories who deserve your vote for their ideas, investments and support for your business.

Now it's your turn - you have until 12 December to go to betterretailing.com and vote for your winners in each category.

We'll reveal who has won in our 22 December issue.

RN AWARDS



2017

Growth category of the year

Much attention is given to key categories in decline in the industry, but there are an increasing number of exciting, often high-margin product sector which are driving the future of convenience.



Next generation e-cigarettes

After EUTPD II it has at times felt like the tobacco industry has done a hand-brake turn, focusing on the likes of Pro-logic and IQOS. Internationally, a rise in Philip Morris's branded IQOS stocks more than outweighs the decline in cigarette sales and the company's boss even told the UK media that he could envisage a time when Philip Morris ceased the sale of traditional tobacco completely.

Did you know?

The majority of e-cigs and vapers use e-liquids, but other common materials include waxy concentrates and dry herbs



Premium ready meals

While M&S Simply Food and Little Waitrose have built up huge sales with ready meals to cater for time-pressed commuters and hard-working families, there have been few similar options for independents. But last week's Lookbook retailer, Jonathan Fraser, has a customer who buys Cook meals by "the trolley load" and greater number of retailers are taking advantage of this premium-priced concession.

Did you know?

The Discover the Choice range includes pizzas, curries and tortelloni.



Premium spirits

Craft beer now appears in most industry planograms. Hot on its heels, premium spirits (particularly gin) have become a key part of many stores' ranges even more quickly. Pernod Ricard is investing in two campaigns for Christmas to focus on the opportunities for cocktail-making and whiskey sales while Diageo has seen sales of its Ciroc, Bulleit bourbon and Tanqueray gin rise after greater focus in the off-trade and on-trade.

Did you know?

Britons spend, on average, £1,500 a year on alcohol.



Sugar-free energy drinks

Faced with the challenge of the forthcoming sugar tax on soft drinks, major suppliers' response has been to innovate. The arrival of no-sugar energy drinks is one of the most eye-catching developments and has also allowed a number of new companies into the market, with Scheckter's Organic energy sitting alongside products from major suppliers Coca-Cola, Red Bull and Lucozade Ribena Suntory.

Did you know?

Soft drinks account for 25% of the UK's overall sugar intake.



Functional waters

Another sugar-tax friendly development, functional waters reflect the busy but health-conscious lifestyles of many consumers. While water sales have been increasing with new brands and marketing investment selling the health effects of water, the added benefits and flavours of functional waters have only widened the appeal to retailers. Lucozade FitWater and Glaceau Smartwater are two brands at the heart of this trend.

Did you know?

Water sales are growing faster in multiples than independents – suggesting a larger opportunity exists.

Which company is your winner?

Log on to **betterRetailing.com** to cast your vote by 12 December

RN AWARDS



Supplier salesforce of the year

Bar the arrival of RN each week, sales teams are the closest and most regular contact retailers have with industry insight and expertise. Which company's team has helped you and your business develop most this year?



Imperial

In a difficult year for tobacco, retailers could either decide to scale back focus on the category or find success through maintaining a great range. It was vital retailers had support from the biggest suppliers in the industry and Imperial Tobacco has come up trumps. Imperial reps helped committed retailers at every stage. A trade-focused website provides further information at all hours with a specific area focusing on the fight against the illicit trade.

Did you know?

Imperial's trade website also contains information on tobacco legislation, brand updates and latest RRP pricelists.



Mondelez

Retailers are seemingly unanimous in their appreciation of their Mondelez reps, a company with a reputation for investing in its sales team. Hands-on merchandising support and a non-pushy approach to introducing new products are why readers say the Mondelez team gets it right, but another factor is ranging. With the high number of seasonal and trend-based launches, Mondelez teams are seen as essential by many retailers in ensuring they build the right range.

Did you know?

Mondelez is bringing the Oreo brand to its Easter seasonal portfolio for 2018.



Ling Designs

Retailers cannot be experts on every single category and greeting cards suppliers have led the way in providing essentially a full category management solution with sales reps making regular store visits. Family Shopper retailer Sunita Kanji and WH Smith Local's Paul Patel have both highlighted the importance of this category but doubt they would have the ability to manage it to the extent it deserves. Retailers are benefiting from the tireless work of teams such as Ling Designs.

Did you know?

Britons will send more than one billion Christmas cards this year.



PepsiCo

Another company whose sales team has boosted its reputation with retailers through the expertise it offers and the assistance it can provide is PepsiCo. On a recent visit to Dennis and Linda Williams' Premier store in Edinburgh, the couple spoke in glowing terms of how PepsiCo reps had helped them take advantage of promotion trials and updated PoS. With mechanics such as meal deals sitting alongside the increase in sharing bag sales, a guiding hand can be essential to taking full advantage of opportunities.

Did you know?

In 1893, Caleb Davis Bradham began selling 'Brad's Drink' in his North Carolina store. He renamed it Pepsi-Cola some years later.



News UK

Without the investment in their sales teams many newsagents would have no personal link with news publishers – it's as simple as that. The News UK team helps make initiatives such as Sun Savers a success but also helps the entire category feel like an area of stores that still deserves the attention which is essential if a good service is going to be provided to customers. News UK's investment in Deliver My Newspaper also suggests that, one way or another, the support it gives retailers is here to stay.

Did you know?

Did you know? The gender gap between Sun readers is estimated to be 59% female to 41% male.

Which company is your winner?

Log on to **betterRetailing.com** to cast your vote by 12 December



Imperial is proud to have **partnered for success** with UK independent retailers through EUTPD II and standardised packaging



Nominated for:
**Supplier Salesforce of the Year in
2017's Retailer Choice Awards**



www.imperial-trade.co.uk

For Tobacco Traders Only

RN AWARDS



Product launch of the year

Often described as the 'lifeblood of the industry' this year's new products reflect major trends and successful products from other markets. Which sold best in your store?



Goodness Knows

Mars' first major brand launch since Celebrations, Goodness Knows comes in three flavours: Cranberry & Almond, Blueberry & Almond and Apple, Peanut & Almond. The product contains no artificial colours or preservatives and each bar contains 160 calories. Goodness Knows comes with a proven track record of success from the USA and an extensive marketing campaign in the new year will likely mean the success is repeated.

Did you know?

A £5m marketing campaign is set to support Goodness Knows during its first year.



Nutella B-Ready

Nutella B-Ready is an impulse-focused product with an established international pedigree. Ferrero recommends merchandising next to its best-selling Kinder Bueno bar. Unveiled in September, the launch was supported by a £2.8m multimedia campaign. The arrival of B-Ready to convenience stores came at a good time for Ferrero's hazelnut spread brand. Sales of the Nutella brand have grown by more than 55% in the past four years.

Did you know?

Nutella was developed as solution to the low availability of cocoa in Italy in World War Two.



Lucozade FitWater

Launched in a 600ml format this summer, brand owner Lucozade Ribena Suntory brought this enhanced water to the market to meet the demand of the fastest-growing segment in soft drinks, functional waters. The launch was supported by £3m marketing spend. With a commitment to supporting independents and preparing for the sugar tax, the company also invested in helping £1m people get more exercise with its "Made to Move" campaign.

Did you know?

LRS also owns Orangina and V Energy.



Monster Hydro

Coca-Cola European Partners launched the low-sugar energy drink in May. It unveiled its vision to help retailers grow energy sales by 25% in the next three years by investing in low-sugar drinks and encouraging shoppers to buy energy drinks with food. With brand blocking a longheld rule of merchandising, CCEP went against the grain and recommended retailers put Monster Hydro next to refreshment energy drinks, such as Lucozade.

Did you know?

Monster Hydro is targeted at men aged 25-40.



Dairy Milk Oreo Flavours

Mondelez's bringing together of Cadbury and biscuit brand Oreo into a range of tablet bars has proved popular, with the co-branded range worth more than £20m in the UK. Two new bars – Mint and Peanut Butter – were added to Mondelez's expanded tablets range in February with a £3m marketing campaign. In testing, 89% of consumers said they were likely to purchase one of the three Cadbury Dairy Milk Oreo flavours (Mint, Peanut Butter or standard Oreo).

Did you know?

Oreo Choc O Brownies were also launched in 2017.

Which company is your winner?

Log on to **betterRetailing.com** to cast your vote by 12 December

NEW

goodnessKNOWS®



Introducing goodnessKNOWS®. Each pack contains

4 DELICIOUS SQUARES

crafted with fruits and nuts, then dipped in dark chocolate.



£4.6M PLANNED MEDIA SPEND!
10% OF PROFITS GO TO A GOOD CAUSE

New goodnessKNOWS® comes in 3 delicious
flavours: Cranberry & Almond, Blueberry
& Almond and Apple, Peanut & Almond.

STOCK UP NOW!

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Visit www.whatisgoodnessknows.co.uk for more information

RN AWARDS



2017

Symbol or franchise of the year

Thousands of retailers work in partnership with symbol groups to improve their standards and encourage innovation. Who helped you develop in 2017?



Spar

An 8.5% increase in sales and a rise in store numbers to more than 180 has made this a good year for Spar. The best Spar stores have always been among the very best in the UK, but in 2017 sharing this best practice appears to have been a focus. Alongside the further roll out of Daily Deli and an encouragement to invest in bakery and butchery counters, retailers have had the opportunity to fit attention-grabbing elements such as orange juice machines. This year marked Spar's 60th operating in the UK.

Did you know?

Award-winning Spar operators Eat 17 have just opened their fourth store in Bishop's Stortford.



Premier

Martyn Parkinson's tenure at the top of Premier has overseen a raft of retailer-led innovations. Frozen meal deals, a new deli concept and an extension of the Mega Deals initiative are among highlights. There is also widening retailer take up of Premier's Kid Zone while Premier Deli's development shows this level of innovation is not about to end. The stunning redevelopment of Dan Cock's Premier Whitstone Village Stores gave Premier a truly world-class addition to its ranks.

Did you know?

Dan Cock's Premier Whitstone Village Stores serves takeaway Sunday roasts to hungry locals.



Go Local Extra

The benefits of Parfett's restructuring have been most keenly felt by Go Local Extra retailers. The strength of promotions alongside a retailer-focused approach have been repeatedly mentioned by retailers. Ian Handley of Handley's News & Convenience began to his relationship with Parfett's just buying stock here and there but he soon got into a conversation with the regional wholesaler's symbol group about transferring over. Centralised buying and in-depot theatre have also been areas of focus this year.

Did you know?

Did you know? Cheshire retailer Ian Handley's basket spend rose from £4 to £7 after joining Go Local Extra.



Nisa

The merger with Co-op might steal the headlines, but it's worth remembering this has been another strong year for Nisa. Stores such as Siva Thievanayagan's in Peterborough, with its tight core range, eye-catching food to go offer and tailored Polish and Italian ranges, illustrate how Nisa is helping stores meet shoppers' needs. Meanwhile, Heritage took further leaps forward with the introduction of salmon and a cake range highlighting the company's ambition for its own label.

Did you know?

Did you know? Nisa operates with four fascias: Nisa Local, Nisa Extra, Loco and dual-branded.



Best-one

A 20% uplift in sales and achieving the top rank for an independent convenience store brand from Which? magazine was, Best-one's boss James Hall said, a "vindication of the investment we have put in over the past year". Future areas of focus include boosting retailers' fresh and chilled offers and improving food to go ranges. With the company's Ambassadors Club creating a forum for feedback, this is another symbol group where retail members are pushing the group forward.

Did you know?

Best-one chilled sales are up 110% year on year.

Which company is your winner?

Log on to **betterRetailing.com** to cast your vote by 12 December



COMMITTED TO OUR RETAILERS SINCE 1977

"Nisa are world class when it comes to delivery. We've always enjoyed over 95% of deliveries arriving on time and in-full, so have never had issues with availability or stock.

But when Nisa suggested that we switch to the new Nisa store of the future format we couldn't have predicted what an impact it would have, it really has taken our business to the next level.

The Nisa team remodelled the whole store to take advantage of extra space made possible by a reduction in size to our stock room. It was a big jump, but the move was made possible due to the reliability and frequency of Nisa's deliveries, meaning we could easily work around the smaller stock room and maximise our selling space.

Nisa carefully worked out the range by identifying the main missions first, then location and category space. Only then was range selected. The promotions that Nisa provide are perfect for our customers and mean we can offer real value on the products our customers want to buy every day.

The results have been a hit with the locals. The customers love what we've done here and they tell us that they feel the store is larger and more open than before, so we want to adopt the same format across our portfolio."



"Nisa's phenomenal delivery service is unrivalled and better than we could ever have expected."

Anish Keshwara, Nisa Local, Whittlesey

**Join the family...
visit www.join-nisa.co.uk**

Nisa
Making a Difference Locally

RN AWARDS



2017

Advertising campaign of the year

Inventive and effective messaging is at the heart of most fast-moving consumer goods brands' success. Which campaign has had the most effect on your sales this year?



Warburtons: Pride & Breadjudice

This is the latest campaign bringing together Peter Kay with Warburtons. The message cements in viewers' minds the heritage of a company which, a century and a half after being founded, remains a family business. Bringing in Peter Kay to tell this tale guarantees laughs and a boost in the number of shares online. A focus on social media also underlines the brand's heritage.

Did you know?

Thomas and Ellen Warburton's original business was a grocers shop, not a bakers.



Imperial: Suspect it? Report it

Along with a growing number of gantry removals, the investment in Imperial's 'Suspect it? Report it' communication campaign has been a vital part of the fight against illicit tobacco since the arrival of EUTPD II. Last month's Budget contained another increase in tobacco prices and this may boost the illicit trade. This magazine will stand with suppliers in the fight against those who stock counterfeit tobacco.

Did you know?

Illicit tobacco costs the UK government £446m a week in lost revenue.



Walkers: Choose Me or Lose Me

Did they really mean it? The threat of losing Walkers Prawn Cocktail, classic Smoky Bacon or Salt & Vinegar disappeared after a public vote in November. Still, Paprika, Lime & Black Pepper and Bacon & Cheddar were brought over as best-selling flavours elsewhere in the world and who can tell how the market might change in a few years? You have been warned, Prawn Cocktail fans.

Did you know?

Walkers' American sister brand Lay's launched a cappuccino-flavoured crisp in 2014.



Pernod Ricard: Mix With Good Stuff

Making cocktails at home has been a growing trend for a number of years. Pernod Ricard's Christmas 2017 campaign provides support to this seasonal opportunity, associating its top brands including Absolut and Plymouth Gin with classic cocktails such as espresso martinis and gin and tonic. According to the company, premium spirits see an uplift in sales of 100% as the festive season nears.

Did you know?

The earliest known food pairing with gin was gingerbread.



Old Mout Cider: Help Hatch a Kiwi

Getting shoppers engaged through a charity that looks to protect wildlife has helped boost Heineken brand Old Mout's profile. Each bottle sends 10p to the 'Kiwis for Kiwi' charity that helps improve the birds' survival chances after a dramatic fall in their population. Heineken has invested £3m in this charity campaign. The company described the campaign as quirky and playful.

Did you know?

Only one in 20 Kiwi birds survive into adulthood.

Which company is your winner?

Log on to **betterRetailing.com** to cast your vote by 12 December

Imperial and UK independent retailers - fighting back against illegal tobacco **together** in 2017

Nominated for:



**Advertising
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The illicit trade impacts:

£ income

18 youth

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communities

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Report illegal cigarette
sales and smuggling



Working **together** to fight the illicit trade

RN AWARDS



2017

Wholesaler of the year

It's rare that the supply chain has been as dominant a feature of RN's news pages as it has in 2017. Despite challenges, many firms have maintained an excellent level of service to retailers this year



Booker

Every wholesaler took a hit from the arrival of EUTPD II but Booker managed an impressive 7.7% increase in non-tobacco sales last year. It continues to be 3.1% cheaper than the industry average. The merger with Tesco has been both lauded and condemned by an industry under pressure by inflation, competition and wage increases. But, the tangible investments – particularly in the Premier year – show the company hasn't taken its eye off the ball.

Did you know?

Tesco expects its merger with Booker to be complete by early next year.



Bestway

Earlier this year Bestway removed one in five of its soft drinks lines. Less the sign of a company retreating from a core category this was one clear sign that the senior management of this wholesale goliath was focusing on running a more streamlined business. Did it work? A new arrangement to 'buy and supply' Select & Save stores, plus becoming the top-ranking convenience store chain according to Which? magazine, means Bestway has had reasons to cheer in a tough year.

Did you know?

Last month Bestway signed a five-year deal with Select & Save.



Dhamecha

The wholesaler is pressing ahead with an expansion outside its London heartland where it has built a seven-depot empire around the M25. A Birmingham depot opened this year after the launch of a Leicester branch in 2015. One RN reader, Sarj Patel of Pasture Lane Stores in Sutton Bonington, cites the arrival of the Leicester branch as a major reason why he had the confidence to move from symbol retailing back to being an unaffiliated retailer after a major store refit earlier this year.

Did you know?

Dhamecha's new 70,000sq ft Birmingham depot created 75 jobs for the local area.

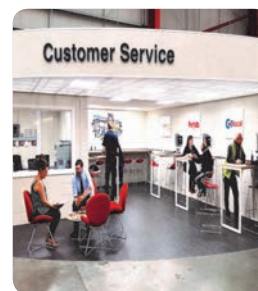


JW Filshill

Such is the confidence of this independent wholesaler about the high standard of its operations that it is sharing best practice videos as part of a marketing campaign. It is not first time the company has shown a taste for innovation. Filshill's Keystore estate continues to showcase some of the best uses of digital marketing tools. The wholesaler is proof that in an era of consolidation, regional independent wholesalers who offer great service can and will continue to thrive.

Did you know?

Filshill serves 175 KeyStore outlets across Scotland



Parfett's

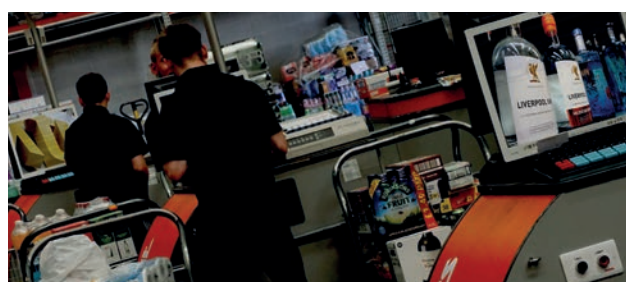
Since restructuring last year, Parfett's has focused on customer service, opening up its depots and strengthening promotions – particularly on alcohol. The changes have received a thumbs up from RN readers with Ian Handley joining Go Local Extra and almost immediately seeing a £3 leap in his average basket spend. Like Filshill, the best practice on display from Parfett's suggests a company that is ready for the inevitable challenges of consolidation, inflation and Brexit.

Did you know?

The company's Go Local retail club has 1,500 members.

Which company is your winner?

Log on to **betterRetailing.com** to cast your vote by 12 December



Parfetts Cash & Carry is an employee owned company with over 40 Years experience serving independent retailers. We are the independent for independents!

But we're more than just a cash & carry. Parfetts depots are local business hubs, a place where retailers & caterers can not only find a comprehensive range of food, drink and tobacco lines, but also liaise with depot supply teams, meet and interact with suppliers, and benefit from our extensive services and promotions

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RN AWARDS



Supplier of the year

We say it every year, but this truly has been a year of great opportunities and acute challenges in convenience. The following suppliers have set the standard for retailer support and investing in their portfolios. Who is your supplier of the year?



Mondelez

A raft of product launches, a commitment to marketing support to drive sales and a sales team that is widely lauded mean Mondelez continues to be one of the most respected suppliers by independent retailers. While the company has again provided retailers with engaging and innovative seasonal confectionery, there is also big brand support for the growing fresh and chilled categories with big-brand launches for Philadelphia during 2017. The Delicious Displays site remains one of the best around too.

Did you know?

Retailers who follow the company's Delicious Display advice can win a £1,000 Virgin Experience voucher.



Lucozade Ribena Suntory

Few companies have focused their communication on the independent sector quite as much as LRS in 2017. It is clear since the company took over the Lucozade and Ribena brands investment in convenience was going to be integral to its strategy. Reformulations and launches mean its portfolio will also be sugar-tax ready. For example, a recent launch – Ribena Pineapple & Passion Fruit cartons – are just 15 calories per carton.

Did you know?

All new and existing products will contain fewer than 110kcal under LRS's stated plans.



PepsiCo

Walkers may be a much-loved brand, but PepsiCo doesn't rest on its laurels. Its 'Choose Me Or Lose Me Campaign' raised engagement while a focus on pricemarked packs will be welcomed by many store owners. Bugles were one of the big launches for the company this year, but it is worth noting that PepsiCo snacks account for an astonishing eight of the top 10 crisps in independents, according to RN's What To Stock guide. Meanwhile, its Counts for More website continues to reward great store standards.

Did you know?

All core Walkers crisps are suitable for vegetarians.



CCEP

Another soft drinks supplier, but Coca-Cola is more than this – it is an international icon fully committed to convenience. Widening its healthier and energy drinks range, with the arrival of Monster Hydro and flavoured Glaceau Smartwater variants, for example, shows its portfolio reflects modern demands, while this time of year – and the return of the Coca-Cola truck and 'Holidays are coming' advert – further cements its core range in the hearts of millions.

Did you know?

Coca-Cola's Christmas Trucks were first used in advertising in 1995.



Mars Wrigley

Launching Goodness Knows earlier this year – its first major brand launch since Celebrations two decades ago, Mars Wrigley is hoping for a triumphant 2018. The product was first launched in the US where it found immediate success and the company has announced a UK marketing campaign in the new year to ensure a repeat performance. Meanwhile, both arms have not missed a beat in the number of new products and standard of support since this year's restructuring brought the two together.

Did you know?

Brands in the company's portfolio also include Galaxy, Tracker and M&M's.

Which company is your winner?

Log on to **betterRetailing.com** to cast your vote by 12 December

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display

Mondelēz
International

Great category advice to help you grow your snack sales

Latest
product news,
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Great facility
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market data and
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must stock lists

Planograms,
merchandising
and category
advice



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RN AWARDS



2017

Footfall driver of the year

Product categories which bring customers in regularly, leading to more impulse or associated purchases, hold a special value to convenience stores. Which category has worked most effectively this year?



Click & collect

Internet shopping is transforming retail and annual events such as Black Friday highlight the fact this is a trend only set to grow. By working with a host of companies offering click & collect services – which these days includes almost every store on the high street, as well as the fast-growing number on online retailers, independent retailers are ensuring they can gain from this retail revolution.

Did you know?

Approximately 87% of UK shoppers have bought something online in the past 12 months.



On-trend coffee

Serve good coffee and this becomes an habitual purchase that will bring customers back. In a recent Store Lookbook, Jonathan Fraser of Budgens at Three Mile Cross in Berkshire said one of his stores was now selling 200 cups of coffee a day. Dennis and Linda Williams' Premier Broadway in Oxfords, Edinburgh now sell flat whites for the incredible bargain price of £1 showing this to be a trend for every store.

Did you know?

Three to four cups of coffee a day is considered moderate – a fact worth passing on to customers.



In-store bakeries

Alongside hot food to go items, the appeal of offering freshly baked items is that customers will be tempted not just to purchase one item but may add a cup of coffee, confectionery or healthy snack to their basket. There are many ways stores can choose to develop a bakery. Raj Bhatia in The Battersea General Store offers a full bakery service and Giacomazzis in Kinross have a well-used in-store pizza oven.

Did you know?

Sales of bakery items such as croissants are up 4.5% year on year according to Kantar Worldpanel.



Social media

RN has highlighted a number of innovative uses of social media in 2017. Where this has had the greatest effect is with targeted, time-specific deals on Facebook which raise footfall and companies such as Zapper and Ubamarket mean retailers can utilise the opportunities social media offers. Store owners are experimenting with what works to increase footfall with the important benefit being that an ineffective strategy can be cheaply modified.

Did you know?

Thanks to advertising revenue, the average British Facebook user is worth £37.63 to Facebook each year.



Big brand promotions

Booker's extension of Mega Deals to six products, soon to be eight, every four weeks; Parfett's focus on great promotions on alcohol as well as One Stop's focus on 'three for £5' offers highlight the importance of big brand promotions. As the effect of the Tesco-Booker and Nisa and Co-op takeovers start to make wholesalers desperate to offer killer deals which will keep retailers loyal, expect to see more of these kind of eye-catching offers.

Did you know?

Poundland launched ranges of £2 and £5 items this year, highlighting the strength of bold round-pound prices.

Which company is your winner?

Log on to **betterRetailing.com** to cast your vote by 12 December

RN AWARDS



2017

Innovation of the year

Whether it is creating new reasons to visit stores, developing better and more tailored promotions or improving the convenience of your service, there has been a lot of innovation in the industry this year



Freshly squeezed orange juice

Spar's promotion of in-store fresh orange juice makers had driven around £20,000 worth of sales in stores where they have been trialled. It is not the first time stores have embraced fresh orange juice presses, but symbol support is widening access, with food to go and healthier eating two of the biggest trends in convenience today. A machine costs £6,000 to install, but the cost can be recouped in less than 12 months.

Did you know?

Brazil is by far the largest producer of oranges in the world.



Deliver My Newspaper

Publishers putting their differences aside and working together on an HND-boosting initiative is a sign of how serious they are about increasing stores' sales. Readers can sign up in five easy steps online and are then able to get six weeks' free newspaper delivery. Titles involved in the promotion include the Sun, The Times, the Daily Mail, the Guardian, i, and the Daily Telegraph, making it by far the biggest newspaper promotion of all time.

Did you know?

The first paperboy delivered the New York Sun in 1833.



Deliveroo online food delivery

Founded in 2013, Deliveroo has become one of the most successful online companies in the UK, with city streets now filled with cycle couriers delivering restaurant food. Increasingly, retailers are seeing an opportunity to sell beers, wines, spirits and snacks through Deliveroo. There was genuine awe at this year's Local Shop Summit when Sunder Sandher told delegates of the £10,000 per year profit he was making from engaging with the delivery service.

Did you know?

Deliveroo has more than 400 beers and wine specialists signed up in the UK.



IQOS heat not burn device

In markets where IQOS has launched, it has gained a strong foothold. This year's Pro-retail show provided many retailers with their first opportunity to see it in action. A device which heats real tobacco to create a vapour without burning, the worldwide head of Philip Morris says the development of IQOS means the company could now conceivably one day move beyond the sales of cigarettes and traditional tobacco entirely.

Did you know?

IQOS removes roughly 90% of tobacco's harmful substances.



Premier frozen meal deals

Former Cadbury rep Robert Kirkwood has been running his store for just over two years but he showed a natural instinct when he requested a new Premier-wide frozen meal deal including, for example, pizza, chips and ice cream. Martyn Parkinson, brand director of Premier, was behind scaling the deal up Premier-wide and he and Robert have since been getting positive feedback from the likes of John Green from Premier Green End Stores.

Did you know?

Every Premier promotional cycle now includes a frozen meal deal offer.

Which company is your winner?

Log on to **betterRetailing.com** to cast your vote by 12 December

RN AWARDS



2017

Supplier digital innovation of the year

Always at hand and able to reach and serve new customers, digital tools are revolutionising the convenience market. During 2017 there have been many examples of such developments



Camelot digital signs

Camelot credited its digital investment with driving an 8.3% spike in sales of National Lottery tickets last year. Online and in-store developments have been brought together with an estate-wide PoS update. 100,000 new pieces of PoS and 28,000 store visits were carried out by Camelot in the summer alone, ensuring digital developments were understood and fully utilised by retailers. The investment helped the company deflect criticism over service issues.

Did you know?

Camelot's National Lottery contract has been extended to 2023.



Beer Hawk trade site

Beer Hawk stocks more than 400 beers, making it an invaluable resource for retailers looking to take advantage of the growing craft and specialist beer market. Beer Hawk has also made available a set of tools on its site to help educate retailers and demystify a complex market. Sommelier category support, ordering and delivery options and an 'ask a beer guru' function that allows retailers to put their burning craft beer questions to an expert have made this site essential.

Did you know?

There are now more than 1,400 breweries across the UK.

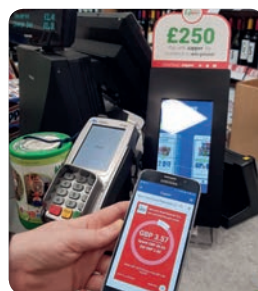


Ubamarket shopping app

CEO Will Broome was tired of having to wander in no particular order around his supermarket when Ubamarket was conceived. The app gives shoppers a mapped journey around your store and lets them take advantage of tailored promotions. With retailers trialing the system since 2016 and more stores on board in 2017, Ubamarket has a good chance of becoming ubiquitous in 2018. The question is, will you be one of the early adopters?

Did you know?

Ubamarket's updated 2.0 app has just been launched.



Zapper e-payment

E-payment and loyalty app Zapper is another app offering convenience to shoppers. Data from the company's trials shows that in the first month, 12% of users had spent £40 or more. When compared to the success rates of previous marketing tools, early signs are that Zapper could make a big difference to many retailers' promotional, marketing and pricing strategies. It is a step closer to tailoring shopping to an individual's habits.

Did you know?

Zapper is also available for the restaurant and taxi industries among others.



PayPoint One Epos Plus

PayPoint's EPoS add-on brings data management technology that has helped symbol stores to tech-minded unaffiliated stores, making it more accessible. The PayPoint One update has been mired in controversy due to increased payments retailers have been forced to make and continued irritation on low commission rates. Nonetheless, for those retailers who embrace this technology, there are clear advantages.

Did you know?

PayPoint oversees 818 million transactions annually.

Which company is your winner?

Log on to **betterRetailing.com** to cast your vote by 12 December

RN AWARDS



2017

Newsstand star performer of the year

From new partworks and regional newspapers to sales incentives and customer rewards schemes, publishers have been hard at work driving print sales and reader loyalty. But which initiatives has been most helpful in your store?



Beatles vinyl collection

This DeAgostini partwork has proved a newsstand hit with its revival of the Fab Four's biggest tracks in their original format – and a premium £16.98 cover price. The 23-part collection features magazines which all come with a copy of a Beatles album, including studio albums, the Anthology sequence, the 'red' and 'blue' compilations, Live at the BBC and Past Masters albums. Retailers have reported roaring sales of the collection.

Did you know?

The delicate nature of the product led to the need for special packaging techniques from the wholesalers.



Sun Savers

News UK put a simple concept to effective use this year with a promotion that literally pays readers back for buying the paper – £5 cash every time they buy 28 copies, and enter a daily code online. The publisher took to Twitter to raise consumer and retailer awareness of the promotion and supplied generous quantities of PoS to stores up and down the country to make sure shoppers did not miss the activity. News UK also launched its News Retail Plus site last year.

Did you know?

The five retailers judged by News UK to have created the best PoS displays received free digital advertising screens.



Mail Newspapers

Mail Newspapers powered up its existing incentive scheme MyMail with a partnership with the biggest loyalty programme in the UK, Nectar, in the summer. Other recent activity by the publisher was also recognised when the Mail won the NFRN's National Newspaper of the Year award last week, for launching its Newsagent of the Month scheme, and being a driving force behind the industry-wide Deliver My Newspaper HND initiative.

Did you know?

Newport roundsman Jon Powell recently became a Nectar millionaire thanks to an incentive for promoting the partnership.



Iliffe Media

In a very challenging year for local newspapers, and one when some significant cuts were made to retailers' margins, Iliffe opened a brand new title in Bishop's Stortford and bought 26 others from Johnston Press and the KM Group. The publisher's newspapers remain some of the biggest-selling titles across the UK. The company said this year's moves were just the latest stage in the expansion plans for Iliffe Media and demonstrated its commitment to local news.

Did you know?

Staff for the new title moved into a town centre office which formerly housed Herts & Essex Observer journalists.



Tes

Specialist primary and secondary school resources publisher Tes, formerly the Times Education Supplement, remains loyal to the newsstand and has focused on growing its sales through independent retailers this year. It launched an incentive scheme run through the NFRN for which 50 retailers were given two free copies per week for a month to share with a local school. It also joined forces with the federation on its Be Seen Be Safe campaign.

Did you know?

50% of Tes's sales already go through independents.

Which company is your winner?

Log on to **betterRetailing.com** to cast your vote by 12 December

RN AWARDS



2017

Merchandising initiative of the year

Helping businesses improve the way they operate is at the heart of many suppliers' strategies and investment plans. Which initiative has most helped your business this year?



Better Biscuits

Crisps and snacks firm Pladis has had a busy year with a number of key products released into the market. The company's category management platform ensures stores are utilising this activity to the fullest extent, with detailed ranging advice, planograms, PoS and a profit calculator. Its five-step guide can help retailers see as much as a 68% uplift in biscuits sales. The site is part of a strategy to make Pladis "the second biggest food company in the world".

Did you know?

Retailers can request a biscuits relay through the company's trade website.



P&G's Shelf-Help

P&G relaunched its long-standing Shelf-Help site in 2016. One of the original trade websites for independent retailers, Shelf-Help keeps retailers up to date with the latest trends with category-by-category information on products and shopper demands. Each trend is then reflected in a planogram allowing retailers to better meet the needs of their customers. ShelfHelp continues to provide retailers with testimonials and advice for every kind of store.

Did you know?

Cincinnati entrepreneurs Proctor and Gamble founded their joint business in 1837.



JTI Advance

The tobacco supplier's app has been at the heart of its retailer communications strategy for more than three years but as the challenges of plain packaging became acute in 2017, it became an invaluable resource. As products went out of stock JTI Advance updated retailers, and with stock becoming suddenly unsellable due to the EUTPD II legislation, it also contained easy-to-understand legal advice for store owners.

Did you know?

JTI Advance also allows retailers to create digital shopping lists.



Boost's Tips to Sell More

Boost's website has a dedicated trade area where retailers can improve their category management and learn more about the company's range. A simple guide to improving sales sits on Boost's website, providing retailers with an easy access reference point from a supplier committed to its independents-only sales strategy. The expertise the company's website provides was even more called upon this year as Boost launched a range of on-trend new products.

Did you know?

The company launched Protein Boost this year with an RRP of £1.29.



Wrigley Merchandising Masters

Providing readers with an opportunity to see top retailers learn supplier best practice, enact it and then report their results has allowed Wrigley to develop a credible and useful category guide. Highlighting its effectiveness, the programme comes back again year after year reflecting fast-changing trends and opportunities in the market. The company's commitment to help store owners take advantage of trends to boost gum sales is impressive.

Did you know?

97% of Wrigley's gum sales come from sugar-free products.

Which company is your winner?

Log on to **betterRetailing.com** to cast your vote by 12 December

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THIS WEEK IN MAGAZINES



Don't let it go...

FROZEN STAR OLAF GETS SPECIAL STICKER SERIES

The Disney favourite Frozen is still hot business, and a new short film has been used by Panini to launch a collectable for fans

A NEW short film featuring Frozen's famous snowman, Olaf, was released by Disney into cinemas at the weekend. Panini's sticker collection accompanies the story, which focuses on Olaf's search for new holiday traditions for Queen Elsa and Princess Anna. The sticker album has a holidays handbook with ideas for creating Frozen-inspired crafts. There are also postcards which can be decorated with special stickers. The collection has a total of 192 stickers to collect including foil versions. Starter packs include an album and 36 stickers, priced at £3.99. Individual packets cost 60p.



**OLAF'S FROZEN
ADVENTURE**
On sale out now
Frequency one shot
Price £3.99/60p
Distributor
Marketforce
Display with Beauty
& The Beast Sticker
Collection, Despicable
Me 3 Sticker Collection

Round up



Jennifer Hardwick

Magazines reporter
jennifer.hardwick@newtrade.co.uk
@jenniferh_RN

TAKE A LOOK AT SUB-RETAILING

Have you ever thought about sub-retailing? Either supplying another store nearby or paying another retailer to supply yours?

Your instant reaction may be that you do not want to end up reliant on a business you generally think of as your competition. But in the past few weeks I've heard a number of arguments for the benefits of sub-retailing which have helped me understand why making it more commonplace could be a crucial step forward for the industry.

As reported in RN last week, new research shows the number of shops selling newspapers and magazines is not falling at the same rate as the decline in sales. There is no reason why that in itself is a problem but if the number of shops needing to be delivered to by wholesalers did decline, that could help ease some of the well-documented pressure on the supply chain.

Everyone from publishers to wholesalers to retailers has the same goal – to sell as many newspapers and magazines as possible. But that doesn't mean the way they get to the shelves has to stay the same.

Newport roundsman Jon Powell told me he has had an increasingly high number of other retailers ask him to take over the category for them, just to save them the hassle and time of doing it themselves. What that ultimately means is they can keep the category in their store, allowing customers to continue relying on them for it, but can invest more of their efforts into other categories and the new directions they want to take their store in.

For anyone struggling to focus on magazines as they push other developments in the store, a bit of teamwork could prove to be rejuvenating to your newsstand. Read about the NFRN's current push on sub-retailing in our National Council report on pages 20-23.

THIS WEEK
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Which titles fly off
your shelves? Have
you grown your sales
with a great display
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RN

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THIS IS VLOGMAS

The latest instalment in the new This Is series focuses on all things vlogger-related, with a festive twist. YouTube stars inside include Zoella, JoJo and AmyLee33. There are also competitions to win a Nintendo Switch or SuggLife merchandise, as well as a selection of other prizes. Readers can learn how to make a Minecraft winter wonderland, and how to host the best sleepover.



On sale 6 December
Frequency monthly
Price £4.50
Distributor Marketforce
Display with Shout, Top of the Pops



BRM

BRM's January issue includes a world exclusive 3D model railway mini-magazine complete with free 3D glasses. The magazine also comes with a free DVD, making the January issue the most generous giveaway package in BRM's history. The magazine offers a mix of the best model railways, expert modelling advice and new product reviews. A DVD is included with every issue.



On sale 7 December
Frequency monthly
Price £4.75
Distributor Warner Group Publications
Display with Railway Modeller, Model Railway Journal



TREASURE HUNTING

Treasure Hunting magazine has served the metal detecting community for four decades, providing informative features and illustrations relating to metal detecting, detecting finds and associated equipment. Sites of special interest and advice on specific coins are featured inside, along with interviews with metal detecting enthusiasts and experts and competitions.



On sale 7 December
Frequency monthly
Price £3.95
Distributor Intermedia
Display with The Searcher, Coin News, History Today



BBC TOP OF THE POPS MAGAZINE

The special Christmas issue of BBC Top Of The Pops Magazine contains exclusive interviews with top vlogger Zoella and the stars of CBBC series The Next Step – as well as secrets from Strictly Come Dancing, a party style guide and the chance to win a year's supply of make-up.



On sale out now
Frequency monthly
Price £4.75
Distributor Frontline
Display with Girl Talk, Mega



HISTORY REVEALED

To mark its 50th issue, History Revealed has asked some of the most well-known and respected historians, writers and broadcasters in the country to help select the 50 decisions that have most changed the world. Selections are made by Alison Weir, Dan Snow, Antony Beevor, Chris Packham, Dominic Sandbrook, Tracy Borman and many more.



On sale out now
Frequency monthly
Price £4.99
Distributor Frontline
Display with BBC History Magazine, History Today



Bestsellers Primary girls

Title	On sale date	In stock
1 Pink	06/12	<input type="checkbox"/>
2 Trolls	06/12	<input type="checkbox"/>
3 My Little Pony	08/12	<input type="checkbox"/>
4 Frozen	06/12	<input type="checkbox"/>
5 Shopkins	14/12	<input type="checkbox"/>
6 Hello Kitty	29/11	<input type="checkbox"/>
7 Girl Talk	06/12	<input type="checkbox"/>
8 Cute	20/12	<input type="checkbox"/>
9 Barbie	29/11	<input type="checkbox"/>
10 Girl Talk Art	13/12	<input type="checkbox"/>
11 Disney Princess	06/12	<input type="checkbox"/>
12 Pets 2 Collect	30/11	<input type="checkbox"/>
13 Sparkle World	30/11	<input type="checkbox"/>
14 Angelina	20/12	<input type="checkbox"/>
15 Love From	13/12	<input type="checkbox"/>
16 Lego Friends	13/12	<input type="checkbox"/>
17 Sweet	06/12	<input type="checkbox"/>
18 Disney Presents	30/11	<input type="checkbox"/>
19 Animals And You	06/12	<input type="checkbox"/>
20 We Love	12/12	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews

Olaf's FROZEN ADVENTURE

STICKER COLLECTION

**STARTER
PACK**
£3.99 RRP

**STICKER
PACKET**
60P RRP

PANINI
www.paninigroup.com
© Disney
www.disney.com/frozen

ON SALE NOW!

THIS WEEK IN MAGAZINES

Retailer viewpoint Matthew Clark

Penylan News, Penylan, Cardiff



Every year at this time I send out a letter with my newspapers to my HND customers letting them know the days I don't work over Christmas, but also saying that if they have relatives visiting over the festive season they can order a TV listings guide from me – and the only extra charge will be the cost of the cover price.

My most popular title is always the Radio Times – I do about three times as many of that as I do of TV Times or What's On TV.

I usually sell about 25 to 30 copies in a week but I can double that with the double Christmas issue, and it's double the price too – so that's a lot of extra revenue.

I have a special magazine rack on the counter that I usually reserve for special issues so I put them in there to make sure they are right in people's faces, as well as putting up extra Perspex holders with them in onto my other shelves.

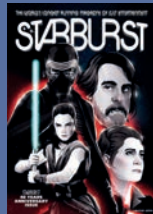
If people are interested in it, there's no way they'll miss it. I have got five pre-ordered already and I haven't even sent the letter out.

Smiths News actually sent out some A5 leaflets this year advertising some of the Christmas TV titles for me to include in my rounds.

They don't list all the ones I offer so I'm not going to use them, but that could be really useful for a retailer who doesn't send something out already.

In terms of the other Christmas magazines, anything which comes with a calendar always does well for me.

I try and create a special section in store which has all the magazines that include a calendar grouped together.



STARBURST

Starburst magazine is celebrating its 40th anniversary this month, with a host of commemorative features including how the title was reborn for the 21st Century, and an interview with cover artist Mark Reihill. Elsewhere there is a preview of the upcoming new Star Wars film as well as a look back at the life and work of the series' creator George Lucas, and the release of a remake of Jumanji.



On sale out now
Price £4.99
Frequency monthly
Distributor Marketforce
Display with SFX, Total Film



MAN ABOUT TOWN

Man About Town is a bi-annual publication exploring fashion, art, celebrity and culture, aimed at contemporary men with an eye on aesthetics. It is designed to cover a broad spectrum of diverse interests. Celebrating its decade anniversary in this issue, the title has offered a platform for some of the industry's most respected photographers, among them Juergen Teller, Steven Klein and Wolfgang Tillmans.



On sale out now
Price £14.95
Frequency biannual
Distributor Seymour
Display with GQ, Esquire



PUZZLER SUDOKU

The Christmas issue of Puzzler Sudoku contains more than 160 puzzles for all ability levels. The puzzles are graded into three levels of difficulty and suited to novices and experts. Puzzler Sudoku also includes special guest puzzles to test puzzlers' logic skills. This edition is bumper length and includes a competition to win £1,000.



On sale 6 December
Price £3.20
Frequency monthly
Distributor Marketforce
Display with Sudoku Puzzles Collection, Killer Sudoku



CLASSIC FORD

Classic Ford's January edition is bagged with a Classics calendar, with an increased price of £4.99, up from the usual £4.70 to account for the freebie. Inside is an insider's guide to buying a Fiesta Zetec as well as tips on restoring a Granada Coupe. Distributor Seymour says 26% of Classic Ford's sales come from independent stores.



On sale out now
Price £4.99
Frequency monthly
Distributor Seymour
Display with Classics Monthly, Fast Ford



PUZZLER

Puzzler magazine is designed to appeal to a wide range of puzzlers with a mix of straightforward and more complex puzzles from top compilers. This edition includes a bonus Christmas competition for the chance to win £250 every month for a whole year. It also includes another £6,000 in cash prizes and a free pen.



On sale 6 December
Price £1.99
Frequency monthly
Distributor Marketforce
Display with Puzzler Collection, Q Puzzle Compendium


COMING UP IN NEXT WEEK'S RN



RN TAKES A LOOK INSIDE DAVE HISCUTT'S ACCLAIMED LONDIS STORE

Plus, business secrets for 12 retailing categories from the top performers in this year's Independent Achievers Academy and don't miss RN's guide to getting your prices right

RN

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Title	No	Pts	£	Title	No	Pts	£
Amercom UK				Hachette			
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DeAgostini				The Ultimate Collection	8	80	9.99
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Build your own R2-D2	48	100	8.99	Art of Cross Stitch	49	90	2.99
Enhancing your mind, body, spirit	48	120	3.99	Art of Knitting	50	90	2.99
My Animal Farm	43	60	5.99	Art of Quilting	101	90	3.99
Jazz at 33 and third RPM	50	70	14.99	Art Therapy	142	120	2.99
Star Wars Helmet Coll'n	50	60	9.99	Assassins Creed: the			
The Beatles Vinyl Collection	21	23	9.99	official collection	21	80	9.99
Zippo Collection	59	60	19.99	Dr Who Complete History	59	80	9.99
Eagle Moss				Draw The Marvel Way	51	100	4.99
DC Comics Graphic Novel	60	100	9.99	Judge Dredd Mega Collection	76	80	9.99
Disney Animal World	93	100	5.99	Marvel's Mightiest Heroes	103	100	9.99
Game of Thrones	46	60	8.99	Transformers GN Collection	25	80	9.99
Marvel Fact Files	246	250	3.99	Warhammer	33	80	9.99
Military Watches	99	100	9.99	RBA Collectables			
My Little Pony				Real Life Bugs & Insects	67	60	0.99
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Star Trek Ships	112	130	10.99	F1 Collection	44	60	9.99

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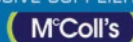
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Page 5 >>



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Bankrupt deli to booming c-store

How Scott Graham made his first business a success

Page 6 >>



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What we learned on a tour of seven leading Irish food outlets Page 10 >>



Vol 128 No 48
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48