

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 17.11.2017



We risked it all for this store

Liverpool retailer Ramsey Hasaballa's gamble paid off

LOOKBOOK

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A new era has begun

The deals are on, but what do they mean for you?

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Shaping the future
of independent retail
since 1889



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“In terms of range, I’d be more worried if I were The Co-op. Independents are more dynamic, creative and offer a more personalised service.”

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WHY I
RISKED IT
ALL ON THIS
STORE

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WELCOME

It is clear convenience is
changing and this will
bring both challenges
and opportunities

Editor

Chris Gamm

@ChrisGammRN

020 7689 3378

Privately, Co-op executives were dreading the outcome of Monday's Nisa vote, where a handful of rebel block shareholders risked killing the £143m deal. In the end, it was passed by the narrowest of margins. Booker and Tesco getting the CMA green light for their own £3.7bn merger always looked more certain.

Four tweets from the start of the week summed up the industry's mood when both deals got the go-ahead. Nisa retailer Harris Aslam tweeted "End of an era, though thoroughly excited for the future!" while

Londis retailer Steve Bassett said "Hurrah! Should be good news for all Booker-served customers."

Others, like wholesale and retail consultant John Heagney were less pleased: "This quango (the CMA) is totally ineffective and lacks the strength it should possess. The Tesco domination continues and the company is untouchable by regulators who are scared to curtail its activity."

David Sands, who sold his 28-store convenience chain to the Co-op in 2012, summed it up perfectly though: "And so a new chapter for progressive independents begins... huge opportunities but also huge challenges for all."

RN has helped steer you through many previous challenges such as tobacco legislation and the National Living Wage. We have also presented many opportunities to grow your business.

But our market-leading analysis will continue to keep you one step ahead, starting with a special analysis of what the merger means for you in this week's issue.

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PayPoint's Dominic
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customer service
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MERGER SPECIAL

On Tesco-Booker

John Mills

Managing
director
Landmark
Wholesale



There is a risk that thousands of jobs will disappear from family-run foodservice wholesalers and independent stores and the net impact will reduce choice for consumers and communities. The challenge is now for Landmark, and others, to work harder to find better, smarter and more efficient ways of buying and working.

Andy Read

Best-one
Milford Haven,
South Wales



I don't see the takeover as a threat. I'm an independent retailer and I use Booker on a regular basis. If prices go down, I'll use Booker. If they don't, I'll use Best-one. I might get the best of both worlds. You need multiple suppliers anyway - I've had orders with 30 or 40 items missing, which means I'm in the van and driving to Booker.

Andrew Hill

Londis Hill News
County Durham



We're hoping it will be an excellent opportunity for us. It should provide better selection and prices. It won't change the products we are stocking, but we should have improved choice. In particular, it may lead to better prices for bread and milk - at the moment it's hard for convenience stores to be competitive on those.



Tesco-Booker, Co-op-Nisa takeovers mean yet more disruption More pressure on margins

Who will be the winners in game-changing deals?

by RN Team

RNreporter@newtrade.co.uk

This week, two game-changing deals were given the go-ahead. First came the Co-op's takeover of Nisa, voted for by a 75.79% majority of Nisa's member shareholders, scraping past the required 75%. Hot on its heels followed the highly anticipated green light by the Competition and Markets Authority (CMA) of supermarket giant Tesco's takeover of Booker.

While opinion is divided on the merits of each deal, one fact is clear: not since the entry of the discounters to the UK has food and drink retail experienced this level of disruption. Yet to play out in convenience is who the winners and losers will be in the years ahead.

Many experts, like retailer and consolidation forerunner David Sands, believe the Tesco-Booker deal will increase competition in the market (see comment).

However, Molly Johnson-Jones, senior food & grocery analyst at GlobalData, says the CMA has "massively underestimated" the impact the merger will have and

the crossover between Booker and Tesco businesses - a point the CMA denied in its review.

"Booker is a large business and 70% of it does cross over with Tesco. Booker retailers are going to have a strong pricing advantage from Tesco. This is going to create more pressure on margins."

Independent retailers were going to struggle for the next three years, Ms Johnson-Jones predicted, adding that price rises due to Brexit are already making an impact, alongside wage increases.

David Charman, of Spar Parkfoot Garage in West Malling, Kent, shared similar concerns.

"It's probably a good thing for retailers under the Booker banners - they must be excited, but long-term it's going to produce less competition in the market, which is never a good thing," he said.

Mo Razzaq, of Premier Mo's in Glasgow, is one of those Booker retailers who expressed his delight at the deal going through. "It's good for pricing, availability and the product range. Footfall has dropped since the tobacco legislation and

this merger could be one of the answers to bringing footfall back," he said.

If Nisa shareholders were uncertain about how to vote on Monday, they may be breathing a sigh of relief today. For some, the Co-op's takeover may be, as one retailer described it, "the death of independent retail as we know it", but the deal (yet to be ratified by the CMA) may now also futureproof the business in the wake of Tesco-Booker.

"It's the right result. I am very excited for the future of retailing," said Harj Dhassee, who runs Mickleton Stores

in Gloucestershire.

However, other retailers, especially those running family-branded businesses, have expressed concern over how the Co-op's offer will sit in their stores.

Jack Matthews, who runs Bradley's supermarket in Quorn, said: "It's the one thing that had me holding back. We'll have access to a 21st century product range, but my worry is how I can brand our family store and keep it in the right light."

"There's a lot of work from the Co-op and Nisa to support retailers to help us keep that family fascia."

Breaking: Costcutter-Co-op deal on too

Costcutter and the Co-op were poised to merge, as RN went to press, with an announcement expected on Wednesday, retailers have said.

RN has understood since September a merger is on the cards, with wholesalers Bestway and the Co-op as possible frontrunners.

A retailer, who did not want to be named, told RN he had been told by an industry insider that the deal is "a sure thing".

Another retailer, who first told RN about the deal, said: "The numbers didn't add up on a Nisa/Costcutter merger so Costcutter have had to look to the Co-op."

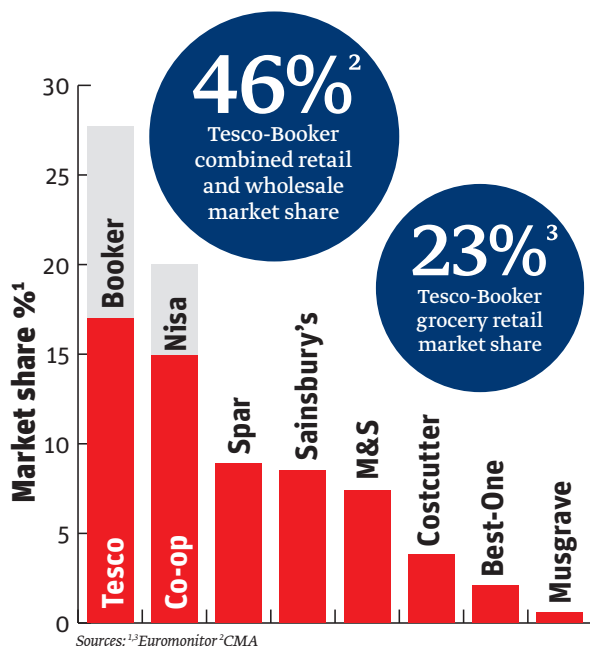
"This is consolidation on a whole other level. Symbol groups are being forced into this move by the Tesco-Booker deal - it is a seismic moment. If they don't react, other symbols will be left behind."

Co-op and Costcutter declined to comment.



CONVENIENCE POWERHOUSES

How the market will look in 2018



THE DEALS IN NUMBERS

5% how much Tesco and Booker shares jumped on Tuesday morning following the CMA announcement

STORE SIZE* (average store in sq ft)

Tesco Express: **4,341**
Booker: **1,454**

Nisa Local: **2,308**
Co-op Food: **8,096**

£203m

Co-op food operating profit in 2016

£2.8m

Nisa pre-tax profit in the year up to April

£1.28bn

Tesco operating profit in the year up to April

£174m

Booker pre-tax profits in the year up to April

£3.7bn - Value of Tesco/Booker deal

£143m - Value of Nisa/Co-op deal

Sources: *Colliers International/LDC

On Co-op-Nisa

Rav Garcha

Nisa Local
Birmingham



In terms of range, I'd be more worried if I were The Co-op. Independents are more dynamic, creative and offer a more personalised service to customers. We would execute a better job of selling own-label products. Nisa is regarded in the industry as having the best distribution model, whereas The Co-op's isn't thought of so highly.

Siva Thievanayagan

Nisa Local
Peterborough



Co-op has had a lot of financial trouble and I'm worried that will be passed onto us. I would have been more satisfied if a deal with Sainsbury's or another supermarket happened because they have more buying power and a better supply chain than The Co-op. It's going to be very difficult to compete.

Linda Sood

National president,
NFRN



The NFRN is broadly welcoming of both the Co-op takeover of Nisa and the Tesco-Booker merger. Hopefully, both moves will bring greater investment and innovation in the sector and for both Nisa members and Booker retailers there should be benefits from greater buying power, enhanced ranges and lower costs.

Strengthening the hand of retailers



Retail consolidation expert David Sands, who sold 28 stores to Co-op in 2012

Tesco's £3.7bn takeover of Booker alongside the £143m Co-op and Nisa deal can only strengthen the hand of independent retailers.

The combined buying power for everyone from both mergers means retailers will be able to negotiate better pricing and higher margins.

The market must evolve. Both deals create more

competition, to the benefit of independent retailers. All parties involved will be looking at each other and they want to be successful. I understand the anxiety from retailers, but Tesco and Co-op will not want to damage their reputation or lose retailers by jacking up prices.

Co-op has a network of 2,500 stores of similar size to Nisa's, so they have more understanding of the convenience sector than any of the multiples.

Charles Wilson has listened to independent

retailers like Dennis and Linda Williams and has helped them improve their stores. Tesco will use that experience.

I understand why retailers might worry about Tesco, but One Stop's success shows the benefits of the model.

Smart independent retailers will be watching what everyone else has to offer and how they can base their future business decisions on this new market.

They'll want to seize the opportunities.

STORE LOOKBOOK



All or nothing

Given just six months' notice before his store was razed to the ground by Liverpool City Council, Ramsey Hasaballa had a decision to make – gamble his savings or walk away. He tells **Alex Yau** why taking the financial risk has paid off

For many of the retailers who complain of a lack of support for their business from local authorities, news that their community was to gain a substantial investment would be warmly welcomed.

For Ramsey Hasaballa (pictured right) and his brother Ahmad (pictured above), however, there was a problem. The block of apartments that Liverpool City Council wanted to tear down and rebuild included his 800sq ft store.

Located in Speke, on the city's outskirts, the block had become a crime hot-spot and in April 2016 the council started work on a plan to curb anti-social behaviour by ripping it down and replacing it with new family-friendly apartments.

"Crime was rife and they wanted to build new houses to attract young professionals and families," says Ramsey.

"Our old store had been on the site since 1995 and the conditions in the existing contract allowed them to tell us to leave with very short notice. We had six months."

Although there was no opportunity for the brothers to keep their existing store, they were given first refusal on a new 2,100sq ft site being built as part of the council's regeneration plans – importantly, though, the offer came with no financial support from the council.

"It was a difficult decision and the lack of

help from the council didn't make it easier," Ramsey says. Luckily, Ramsey and Ahmad felt able to make the leap, judging that his experience of more than two decades catering to the needs of local people would help him make a store two-and-a-half-times the size of his actually work.

"More than 80% of my customers are families in the area and it's where I've made my livelihood, so I had no alternative."

The bank agreed and between it and their savings, they felt able to make the leap when the building work was over last April. In August, the bank also helped fund a £185,000 refit which took six weeks and turned Speke Town Lane Convenience into Liverpool's first and only Premier store. It was a bold move to introduce a brand with no previous presence in the city, but the major investment meant Ramsey had to go big.

"I didn't want it to be like the Best-one or the Nisa we already have in the area. It had to make an impact. I did my research and we agreed Premier was the right way to go.

"It looked like the most modern option and Booker offered the most choice in terms of stock and promotions. Locals thought we were opening a Premier Inn at first."

The next challenge for the brothers was how to utilise a much bigger store. Individual floor space for confectionery, household goods and chilled grew from four metres to 12 metres. Fresh, food to go and an

I enjoy reading because it gives me the best idea of which products are doing well for other retailers and how I can make the most of them myself. **RAMSEY HASABALLA**



What you can learn

- 1 Ahmad and Ramsey prioritise pricemarked products
- 2 Traditional convenience staples such as biscuits and teas are in huge demand among families
- 3 The brand new 2,100sq ft store provides a shopping hub for Speke's residents
- 4 Food to go is popular among the passing trade of taxi drivers and commuters

INFORMATION

Location

Premier Speke,
1a Speke Town Lane,
Liverpool, L24 3TD

Size

2,100sq ft

Employees

18

Basket spend

£6.95 (average)

STORE LOOKBOOK



area just for children's sweets have all been introduced. To cater to budget-conscious families, more than 90% of products are pricemarked, with £1 products particularly popular. They now aim to make his shop Speke's main destination for groceries.

Ramsey might have been aggrieved to have his store forcibly taken from him but he is now convinced he was right to take the gamble on opening the larger store. Annual turnover is 125% higher, while average basket spend has grown from £4 to £6.95.

"Combined sales for confectionery, household goods and chilled drinks have doubled to £4,500 a week. We're the only store in Liverpool to have self-serve slushy drinks from SnowShock, which alone generate more than £70 a week," he says.

The community seems to be valuing the changes too – Ramsey's store is the only local business to have removed the theft-reducing shield from its windows.

"I remember a gang hanging outside when we opened," he says. "Residents confronted them and told them to leave because they didn't want the store ruined by anti-social behaviour. Their exact words to them were: 'This is good, don't you dare ruin this for us!'"

What you can learn

- 5 The Post Office helps the store stand out from nearby rivals Nisa and Best-one
- 6 Ramsey says Premier Speke Town Convenience is the only store in Liverpool with self-serve slushy machines
- 7 The store has a 12m bay for confectionery and has installed Premier's Kids' Zone concept



Want to see more of Ramsey's store? Go to betterretailing.com/premier-speke-liverpool

A NEW LOOK

FOR THE WINE YOU'VE ALWAYS LOVED




Pernod Ricard UK
Créateurs de convivialité
Made to be enjoyed responsibly

STOCK UP TODAY

Grange & Sons
WINEMAKERS SINCE 1847
drinkaware.co.uk for the facts

SYMBOL NEWS

Retailers told to stick to cig RRPs

Landmark Wholesale has issued guidance to independent retailers advising them to sell cigarettes at the recommended price or risk losing customers to multiples and “managed convenience stores”.

The buying group issued the advice after figures shared by JTI revealed independent retailers are charging on average 25p more for cigarettes and 32p more for rolling tobacco than the RRP, following the introduction of EUTPD II legislation in May.

However, some retailers say they would be unable to cover costs without going above the RRP.

Bob Sykes, of Denmore Premier in Rhyl, told RN: “People want to pay by card these days and there are costs associated. We have to charge over the RRP to cover these. We must protect our income,” he said.

Clicking & collecting

Spar has partnered with wholesaler James Hall & Co to offer shoppers click and collect services from stores across the north for the first time.

Christmas Convenience is the wholesaler's first festive online catalogue, building on printed brochures offered to customers for the past two years. The online brochure will be supported by a Facebook campaign and in-store PoS.

James Hall sales and marketing director Peter Dodding said: “Christmas Convenience – the first online Christmas shopping initiative at Spar – is a fantastic way to boost our retailers’ footfall, and help them make incremental sales before this year’s festive season.”



Eat 17 hooked on Bishop's Stortford

An Eat 17 branch has opened in Bishop's Stortford, marking the first time a fishmongers has become available in the convenience food service chain. The 9,500sq ft store opened on 9 November and includes a bar, alongside three street food stalls serving Japanese, Mexican and Italian food. It is the fourth location to open since the Spar partnership launched in 2006, adding to sites in Walthamstow, Hackney and Whitstable. An Eat 17 spokeswoman told RN: “The store marks a partnership with the local Fresh Fish Shop fishmongers and is a first for an Eat 17 branch since the chain opened.”

Fascia ‘more accessible’ for smaller stores ‘It’s for everyone with the right space and standards’

Budgens looks north to expand its distribution

by Chris Rolfe

chris.rolfe@newtrade.co.uk

Booker is targeting growth for its Budgens brand by expanding distribution and making the fascia more accessible for smaller stores.

The group will service Budgens stores with national distribution from 2018 by using regional depots across the Booker network to access new areas in the north west and north east of England and in Scotland.

“Since January 2016 we have opened Budgens

stores in 12 new counties including Lancashire, Dyfed, Shropshire and Tyne & Wear, but we’ve got capacity within the network to grow,” Mike Baker, Budgens brand director, told RN. “We have always known the Budgens concept had wider appeal beyond its historic southern UK heartland.”

Mr Baker said work over the past two years to increase Budgens’ fresh food and meals for tonight ranges, simplify contracts and access Booker’s product range will help

the group recruit more smaller stores, sized from 1,000sq ft.

“Budgens isn’t just about the 3,000sq ft model. It’s for everyone who has the right chilled space and standards,” he said. “We’ve worked with several Shell stores which do well on tobacco, confectionery and snacks but didn’t have meal for tonight ranges or the right chilled offer.”

“There are a lot of stores like this where Budgens would work and where there is consumer demand for meal for tonight offers.”

Budgens retailer

Jonathan Fraser said improvements to the group’s fresh and chilled range had helped boost sales in his store.

“We’ve got more products now, such as Discover the Choice, with a better range of ready meals and pizzas and a two for £5 offer across them. It’s made a huge difference,” he said.

Mr Baker said an average three new Budgens stores are being opened per week, and the group is aiming to open a further 24 forecourt stores with Shell this year.

Select & Save stores’ Bestway move delight

Select & Save retailers have welcomed the symbol group’s move to wholesaler Bestway after it broke off a 15-year supply deal with rival supplier Nisa.

Harj Gill, who runs Select & Save The Windmill in Birmingham, told RN: “We started to receive

Bestway deliveries two weeks ago, and it’s been good so far. It’s not quite got the range of Nisa, but we didn’t expect it to have. The big advantage is you can buy single units of a lot of chilled products. I think it’s going to be a good way to build our

fresh category, try new products and prevent wastage.”

John Cero, manager of Select & Save Bideford Drive, Manchester told RN: “We had our first delivery today. It’s a good move availability-wise. We used to have to go to

Bestway twice a week anyway. We only had one delivery a week from Nisa, and we can get two a week from Bestway.”

Mr Gill added: “Another advantage is everyone knows Bestway is stable. Deliveries are arriving on time and complete.”

NEWS & MAGS

NFRN figures highlight issues over depot arrivals

Retailers are battling ongoing late deliveries of papers supplied by Smiths News' Birmingham depot as publishers continue to push arrival deadlines.

As previously reported by RN, millions of newspapers are arriving at the depot within minutes of the agreed cut-off time.

New figures from the NFRN show that in the week ending 5 November, 54% of the 1.77 million newspapers ordered arrived within 15 minutes of cut-off, making on-time deliveries to retailers impossible.

Simran Aneja, of Village News in Moseley, Birmingham, told RN that in the past week her papers have typically arrived half an hour late.

"The worst day was on Saturday, when they arrived after 7am," she said. "It is affecting our sales – early customers expect to be able to buy a paper when they come in."

Publisher set to vote on Salmond role

Publisher of The Scotsman, Johnston Press will hold a shareholder vote over the possible appointment of the former Scottish first minister Alex Salmond as chairman.

Norwegian businessman Christen Ager-Hanssen became Johnston Press's largest investor in August, owning 20% of the company's shares, and is seeking to install Mr Salmond following the removal of two of its directors.

Mr Salmond has pledged that his allegiance to the SNP would not affect the newspaper's editorial direction. The date for the shareholder meeting has not yet been announced.

Magazines have got Christmas covered

A Shropshire retailer has partially attributed a 20% rise in magazine sales this month to a strong range of Christmas front covers. John Vine, of Newsworld in Church Stretton, has created a dedicated section on his magazine shelves for festive specials. "The publishers have done a fantastic job this year and the covers look great, they are really colourful," he said. "I think we have also done a good job of our display recently, and double-facing key titles."



Wholesaler reports 50% reduction in calls Company says problems are being resolved fast

Menzies customer app has shrunk complaint calls

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Menzies' improvement of its retailer app and its process to resolve complaints has led to a 50% reduction in calls to the wholesaler, according to its new customer service director Linda Gardner (pictured).

The role was created by the company in September, with Mrs Gardner moving into it from her previous position as head of customer service.

The number of calls the company receives has halved from 50,000 a week in 2014 to 25,000 a week currently – a reduction Mrs Gardner attributes to

both a rise in the use of the iMenzies app and a rise in problems being resolved after just one call.

Almost half of Menzies' customers – 14,000 out of 30,000 – now use the app, compared to just 2,500 in 2014, before the latest version of the software was released.

"The idea behind creating my role was to send a message to our customers that we are focused on working closely with them to improve our service and be proactive," she said.

"We have spent the past two years focusing on being as proactive as we can, with both iMenzies and the telephone system now providing a bespoke

message by area letting retailers know about any problems. This is leading to more and more retailers hanging up before even speaking to our staff because they have the information they need."

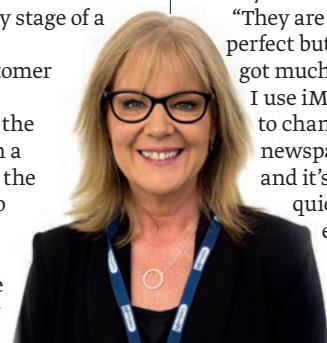
Mrs Gardner also attributed the fall in calls to an increased level of accountability for customer service staff to follow every stage of a complaint.

"If a customer call comes through to the centre with a complaint, the person who takes that call is then responsible for making

sure it is resolved. The priority is to make sure customers get feedback because the worst thing for them is when they feel they can't get answers," she said.

John Parkinson, of Broadway Premier in Penryhn Bay, said he agrees Menzies' customer service has improved in recent years.

"They are not perfect but they have got much better. I use iMenzies to change my newspaper orders and it's much quicker and easier than doing it on the phone," he said.



Smiths News improves service in Hemel

Smiths News has improved service levels out of its Hemel Hempstead hub after bringing in management from elsewhere in the business and reducing staff probation periods.

Poor service from the hub, including late and incorrect deliveries, hit retailers following the closure of Smiths's

Borehamwood and Slough branches earlier this year.

The NFRN met with senior Smiths management to discuss progress last week.

News operations manager Pete Williamson said: "They have made a lot of improvements, although they have still got a little way to go to get to what we would like

to see. They were very open and talked through everything they've done to sort the problems out. They have reduced their staff probation from six weeks to four weeks."

The number of calls received by helpline NFRN connect in relation to the hub has fallen to less than half the number received at the peak of the

problems at the start of September.

Pravin Shah, of 7am-10pm in Luton, said: "My service levels have gone back to pretty much how they were before."

"My supply and credits seem to be back to normal. I do know of a few retailers in Luton who are still receiving theirs late."

PRODUCT TRENDS

Make it easier for shoppers to find free-from in the aisles

The opportunities for free-from in food to go throughout convenience is being held back by a lack of signposting.

This is according to Adelle Foods senior marketing manager Isla Owen, who told RN the company's gluten-free BLT and Cheddar Ploughman sandwiches are among its bestsellers.

"More shoppers are looking to be gluten-free. It's not just coeliacs.

"We make more than three million sandwiches a week, but shoppers don't expect to find gluten-free in food to go. Retailers need to signpost on packs to draw attention."

Chris Shelley, of Shelley's Budgens in Horsham, told RN: "Gluten-free makes up 5% of overall snack and food to go sales and it's increasing. Letting people know which foods are gluten-free helps increase demand."

Store owners should focus on core wines

Retailers can increase wine sales by reducing their ranges and focusing on a core line, supplier Jacob's Creek has advised.

The latest Nielsen figures suggest the annual value of Jacob's Creek in the off-trade grew 13% for the year ending 17 June. Pernod Ricard head of marketing Vicky Hoey said: "Shoppers are getting lost among the variety of choices within the category."

Kay Patel, of Best-one Global Food & Wine in East London, told RN he has wine margins of at least 25% after he reduced his range by a third to make room for premium wines above the £10 price point.



Retailers must offer flavoured water range to offset sugar tax

by Alex Yau

alex.yau@newtrade.co.uk

Retailers need to offer a mix of all-natural flavoured waters and reformulated alternatives if they are to maintain drink sales following next year's sugar levy.

The advice comes from soft drinks supplier Nichols who told RN its annual sales for the year ending 31 October grew by 30%. The brand's senior customer marketing manager Ed Jones said: "The concept of healthy hydration in the market

has grown and it offers shoppers a chance to trade up with a health-conscious approach.

"The sugar levy has opened up more debate and shoppers are looking to move into the water category as a healthier alternative.

"Existing manufacturers have to keep their current range as they are or go for reformulation, which can lead to perceptions of the brand being changed.

"However, shoppers still want a choice because they're not prepared to move fully from one

category to the other. Retailers can make the most sales by signposting all-natural and soft drinks categories more clearly."

Nicholson Boyd, of Pickles of London in Dalston, told RN he has seen increasing demand for natural alternatives.

"We still sell Lucozade and Red Bull, but find demand for natural alternatives like maple or coconut water is growing.

"We're a bit different from a traditional retailer in the fact we offer a choice. We stock an all-natural flavoured drink called

Tenzing and we sell a case of 24 each week."

Samantha Coldbeck, of Wharfedale Premier in Hull, added: "It's essential for us to stock a range of healthier flavoured waters like Mountain Mist from Booker and more well-known alternatives such as Ribena or Lucozade because we still have an audience for both."

"We sell a case of 24 from Mountain Mist a week. Drinks like Lucozade are still popular, but customers have commented on the taste being a bit off due to reformulation."

Ageing population will drive new product lines

An ageing population twinned with rising obesity rates will drive growth of new categories and product ranges, RN has been told.

Essity, the company behind brands including Bodyform and Tena Lady, said 15% year-on-year growth in the bladder weakness category results

from this combination of factors which is unlikely to change in the future.

The company has launched a new range of gender-specific undergarments - Tena Lady Pants Plus and Tena Men Active Fit - alongside a £1.7m marketing campaign to capitalise on the sales opportunity.

Anne McCrory, brand manager for Tena Lady said: "Gender-specific bladder weakness products have already launched in the US and quickly became the majority of the market."

But retailers suggest other products and categories are likely to see demand grow in the over-50s age range. Anita Nye, of

Premier Eldred Drive Stores in Orpington, said: "More than 50% of customers are elderly and this demographic has increased by 10% in the last year.

"Steradent denture cleaners and Tena Lady are popular. The elderly are living longer and I see this base only increasing in the next few years."

BRAND SNAPSHOT



Time you Blu smoke

Blu has added eight flavours to its range of e-liquids. Additions to the 10ml £4.99 bottled range include Tropic Tonic and Vanilla Crème.



Cheese never sleeps

Retailers can now access a range of mobile-optimised images of the Cathedral City range to add to their social media and websites.



Taste of country life

Dairy Crest has updated the packaging and logo across its entire range of Country Life block and spreadable packs.



Christmas crackers

Shoppers can now buy festive Ginsters sandwiches. Christmas Cracker and Cranberry, Wensleydale & Bacon are priced £3.50 and £3 respectively.



Know your snack bars

Mars has launched the first ever TV advert for its Goodness Knows bars. The adverts, part of a £4.6m spend, are also being shown online.



Can you appreciate art?

Guinness has extended its range with limited edition prints across its 440ml cans. Each pack will come with illustrations by artist John Gilroy.



Your daily bread

Warburtons will rebrand its Newburn Bakehouse Free From to Gluten Free from 15 January. The revamped range contains wraps and crumpets.



Pud it in your mouth

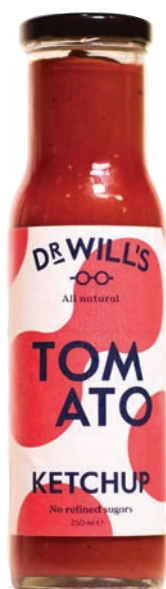
Noble Dessert Holdings' latest TV campaign places the spotlight on the Gü Puds desserts range. The advert is part of a £1.5m marketing spend.



New look for Creek

Pernod Ricard has revamped packaging across its Jacob's Creek range. The branding rolled out this month includes larger logos.

WHAT'S NEW



Dr Will's

Dr Will's offers a healthier alternative to the traditional table sauce. Each bottle – Beetroot, Ketchup and BBQ – has no artificial ingredients and contains only fruits and vegetables.

RRP £3.50

Contact info@dr-wills.com



Vivid Matcha

Vivid offers its range of Matcha powdered green teas in single-serve sachets. The product can also be added to lattes, smoothies and shakes. Each case comes with seven servings.

RRP £16.99

Contact james@vivid drinks.com



Dip Society

There are five flavours in the Dip Society's range of gluten-free patés; including Beetroot with Mint & Honey, Smoked Mackerel, and Hot Smoked Salmon with Honey and Mustard.

RRP £2.49

Contact dip@thedipsociety.co.uk



Freaks of Nature

Each flavour in Freaks of Nature's range of gluten and dairy-free desserts comes in a convenient on-the-go snack pot. Options include Cocoa Loco, Zingy Thingy and Choc & Awe.

RRP £2.29

Contact freaky@freaksofnature.co.uk



Golfera

Golfera offers a healthier sliced meat alternative with gluten and dairy-free salami slices. Each 80g pack makes up a wider range of products which includes Mediterranean burgers.

RRP £3.89

Contact info@golfera.it



Jones Pies

Family-run Jones Pies has specialised in its pork pastries for more than 30 years. Its pork pies make up a wider range which also includes pasties, wraps and rolls.

RRP £2.50

Contact info@jonespies.co.uk

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



Macneil's Smokehouse

Macneil's Smokehouse salmon has won many awards, including a Great Taste trophy earlier this year. Each product is produced, sliced and packaged by hand, and can also be frozen.

RRP £22

Contact tony@macneilssmokehouse.co.uk



Mash Direct

Authentic Bread Company has ensured coeliacs can enjoy Christmas puddings in December with its gluten-free alternative to the traditional festive treat.

RRP £1.79

Contact info@authenticbread.co.uk

Focus

Healthy dairy

Dairy products have not been excluded from growing shopper demand for Fairtrade and healthy goods. A growing list of new suppliers means customers don't have far to look for these products



Yorlife Kefir

Kefir milk is different to conventional dairy as it is created by fermenting milk with grains. The result is a drink which includes bacteria designed to cleanse the body and keep it healthy.

RRP £2.99

Contact hello@yorlife-kefir.co.uk



Hesper Farm

Hesper Farm offers Icelandic-style yoghurt which is made using only British milk. The final product is designed to offer more calcium and protein, while keeping sugar levels low.

RRP £4.60

Contact info@hesperfarmskyr.co.uk



Glenilen Farm

Family-run Glenilen Farm has been operating at its site in County Cork for generations. Each dessert in the range includes milk from cows fed with the most nutritious grass.

RRP £1.99

Contact val@glenilenfarm.com

Julie Atkinson

Hollins Green Community Shop, Warrington

All our dairy products are sourced from local farmers and we ensure they meet all Fair Trade standards.

Customers are also concerned about the health benefits offered to them.

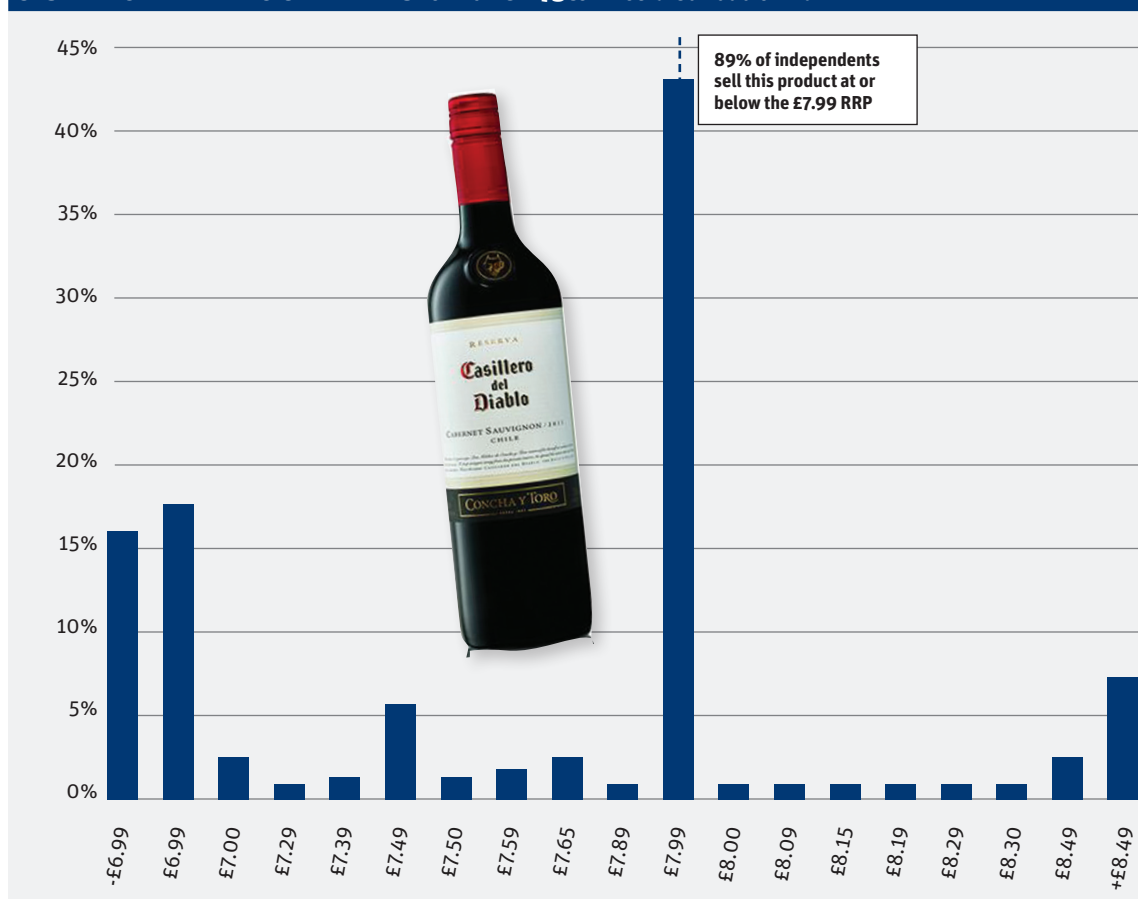


PRICEMWATCH

Profit checker Red wine

Price checker

CASILLERO DEL DIABLO CABERNET SAUVIGNON 75cl Price distribution %



Analysis

Nearly half the retailers on our graph sell Casillero Del Diablo Cabernet Sauvignon at Booker's RRP of £7.99. But many store owners choose to price below RRP, or take advantage of the plethora of wine promotions avail-

able, with the next most popular price being £6.99. Of the retailers we spoke to, two sell red wines at a pound or more below RRP, pursuing a margin of 15% to 20%, because of competition. One retailer with a high rate of sale

buys wine in bulk when wholesalers run offers so he can sell below RRP and maintain a 20% margin. Another with lower volume sales has steady, if not spectacular, sales at RRP, but earns a higher margin of 26%.

PRODUCT

Casillero Del Diablo Cabernet Sauvignon
75cl

Yellow Tail Shiraz
75cl

Casillero Del Diablo Merlot
75cl

Blossom Hill Red
75cl

Yellow Tail Pinot Grigio
75cl

Secretary Bird Merlot
75cl

Echo Falls California Red
75cl

Yellow Tail Merlot
75cl

Hardys Stamp Shiraz Cabernet
75cl

Hardys VR Shiraz
75cl

Campo Viejo Tempranillo Rioja
75cl

Jacob's Creek Merlot
75cl

How we drive our profit

Harvinder Singh Thiara

STORE Marty's Convenience
LOCATION Birmingham
SIZE 1,200sq ft
TYPE neighbourhood

TOP TIP

Be competitive and adapt to your location. I have plenty of other retailers nearby, so I drop my prices accordingly



I sell Casillero Del Diablo Cabernet Sauvignon for £6.79, which is more than a pound below RRP, because of my shop's location on a busy dual carriageway in Birmingham. This is a very competitive area, with lots of other retailers who are selling this wine too within a fairly short distance. They generally price it at £6.99, so I'm trying to attract customers by offering it for less. It's worth me selling this wine for 20p cheaper if it brings people into the shop. I sell two to three cases a week at that price which means I maintain decent sales and a decent margin too.

Amandeep Singh

STORE Singh's Convenience Premier
LOCATION Barnsley
SIZE 2,960sq ft
TYPE neighbourhood

TOP TIP

Buy wine in bulk when it's on offer, if you have the storage space. Then sell below RRP



I buy Casillero Del Diablo Cabernet Sauvignon in bulk when Booker has it on promotion. We got it recently for £5.75 per bottle, which means we can sell at £6.99 and make £1.24 on each bottle – a 20% margin. This wine sells well, especially in summer when people are having parties and barbecues. At that time of year we sell in the region of around five cases of Cabernet Blanc every week. In autumn and winter sales decrease to two-and-a-half cases of white per week and one-and-a-half red. That might sound like a significant drop, but it's still a popular wine.

➡ **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 SMALL C-STORE IN YORK SUBURB	RETAILER 2 CORNER SHOP IN RESIDENTIAL SOUTH WEST LONDON	RETAILER 3 LARGE C-STORE CLOSE TO PORTSMOUTH CENTRE	RETAILER 4 SMALL VILLAGE STORE IN GLOUCESTER-SHIRE	RETAILER 5 LOCAL STORE IN GATESHEAD SUBURB	RETAILER 6 OFF LICENCE ON EDGE OF NORTH LANCASHIRE TOWN
£7.57	£7.99	£7.99	£6.49	£7.99	£7.99	£6.00	£7.99
£7.14	£7.49	£7.49	£6.00	£7.99	£7.49	£6.00	–
£7.56	£7.99	–	£6.49	£7.99	£7.99	£6.00	–
£5.46	£6.59	£6.59	–	£6.39	£6.59	£4.49	£6.59
£7.14	£7.99	£7.49	£6.00	£7.99	£7.49	£6.49	£7.49
£5.55	£5.50	£5.50	–	–	£5.50	£5.50	£5.50
£5.13	£5.99	–	–	£6.29	–	£4.49	£5.99
£7.16	£7.99	£7.49	£6.00	£7.99	£7.49	£6.00	£7.49
£6.83	£7.29	£7.29	–	–	£7.29	£5.50	£7.29
£6.02	£6.79	–	–	–	–	£5.50	£6.79
£8.73	£9.49	–	£7.50	£9.99	£9.49	–	£9.49
–	£8.39	£7.99	£7.74	–	£5.99	–	£8.99

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Josh Taylor

Tywardreath Village Shop, Cornwall

Stafford's Gin by Colwith Farm Distillery, £37.50, 70cl



Where did you discover it?

I knew the team at Colwith Farm from the local retail scene. It's only a couple of miles up the road. They're famous for their potatoes, which they use to make vodka and gin. We sold the vodka first and it did well, but now they've added Stafford's Gin too, which is named after the great grandfather who bought the farm in 1904.

Who buys it?

I've been surprised by how popular the gin has been. It's selling to tourists, as expected, but it's proved popular with locals, too. At £37.50 for 70cl it's a premium gin and we're selling eight to 10 bottles per month. In the past, we would have expected to sell gin primarily to women aged 45 to 60, but today the demographic is broader, with women aged 20 upwards buying it. Men buy Stafford's too, maybe as gifts for wives and girlfriends. We're about to increase our order for Christmas.

Why is it popular?

Gin is a big trend and so is Cornish alcohol. Colwith Farm use delicate flavours and customers tell me Stafford's is refreshing with a citrus twang. From our point of view, the team at Colwith Farm are great people to work with. They come in the shop and we give them an order. It's a nice, easy, local way of doing business.

Paul Keys

STORE Key News & Stores
LOCATION Sheffield
TYPE neighbourhood
SIZE 350sq ft

TOP TIP

Group wines by grape, as it makes it easier for customers to find what they want



At the moment I have Casillero Del Diablo Cabernet Sauvignon on offer for £5.99 per bottle and we're selling a very respectable two-and-a-half cases per week at a margin of 14.2%. When the offer ends in the next few weeks I will put the price back up to RRP – £7.99 a bottle. That's fairly expensive for my shop as the majority of our wines are on sale at £5.99 to £6.99. At RRP, we usually sell half a case of cabernet sauvignon per week. That's not a huge amount but, with a margin of 26%, it makes me a decent profit.

Bhavesh Parekh

STORE Kwiksave
LOCATION Bolton
TYPE neighbourhood
SIZE 3,000sq ft

TOP TIP

Stock a good range and make sure it's well presented. Our customers can easily locate what they want



We've got Casillero Del Diablo Cabernet Sauvignon on offer at £5.50 and it's selling well, so I'm happy. We usually pay in the region of £23.99 for a case of six bottles and sell them for £7.69 each at 30p under RRP. It is quite competitive in our part of Bolton, with plenty other shops nearby, but there are also the bootleggers to contend with. We take a small hit on the margin with this and other wines. We could be aiming for a margin of around 17% or 18% with them but, in an attempt to keep this wine selling, it's currently with a 15% margin.

YOUR NEWS

Andrew's Home Moos Delivery

A South Devon roundsman is driving sales by offering newspaper customers local organic milk as part of his deliveries.

"Milk is less profitable than papers, but my customers are asking for milk now too," Andrew White said. "It's about using my customer base to its best advantage."

He took on a two-day-a-week milk round after the supplier had staffing problems. He has added £500 a week of milk orders to his newspaper deliveries, which already bring in £1,300 per week.

Mr White's family had sold milk for generations in the six-village patch where he lives, before the work was taken back by the supplier three years ago.

Delivery firm 'must improve'

Retailers have warned that in-store delivery company Pass My Parcel must improve its customer helpline.

Londis retailer Dave Hiscutt, manager of a store in Weymouth, said he would now consider leaving the Smiths News-owned delivery operation, which allows convenience stores to offer online shopping collection and returns.

"The issue is how they deal with customer service. We've had a conversation for more than a year about how their phone system works. If I have a customer with a problem, it goes straight to voicemail," Mr Hiscutt told RN.

He said he had no option but to take customers' details and sort their delivery later in the day.

Smiths News did not respond to a request for comment.



Staff make way for DJs

A Manchester retailer is throwing Friday night bashes with 70 customers coming to shop and party. Mital Morar, who runs Ancoats General Store, told RN: "The parties make money for us, but more importantly they build goodwill from customers and raise awareness of the shop in the local area." Last week's party saw the shop host DJs, beer and food tastings, giveaways and games between 5pm and 9pm. Local digital radio station MCR Live also broadcast live from the event.

Retailers count cost of providing cash machine service £4,000 backdated rates demands

Stores' money flowing out of ATM machines

by Olivia Gagan

RNreporter@newtrade.co.uk

Crippling business rates, low commission payments and space constraints mean external ATMs are operating at a loss for many convenience stores, retailers and industry bodies have told RN.

This year retailers have been hit with backdated demands for business rates stretching as far back as 2010 after a UK government decision in April to make external ATMs liable for separate rates.

Around £4,000 in backdated business rates have been sought from one retailer in a "bullying" manner, Bhavna Patel of the NFRN's Stockport & Macclesfield branch, told North West members at a district council meeting last week.

"The retailer says he hasn't even made £4,000 on the ATM," she told the meeting. Commission fees for free-to-use cash machines are typically low, at around 3p per transaction.

Satmit Chopra, manager of Costcutter Downton

in Salisbury, told RN he is trying to keep his ATM profitable by hosting a machine which charges users a £1.79 fee to make withdrawals. "We opened in November 2016 and have had the machine since February this year. We chose to use machine supplier Cashzone because it offers us a 5% commission and pays the business rates."

However, even machines with paid-for business rates cause issues by taking up valuable sales-floor space, Mr Chopra told RN. "The ATM

is outside, but the back end is taking up space inside my store," he added.

The Association of Convenience Stores told RN it is lobbying the government ahead of the UK Budget on 22 November on the rising costs of external ATMs for retailers. A spokesperson said: "We have said these rates need to be looked at again."

"We want free-to-use ATMs to be taken out of business rates. Retailers have told us that the problems they are having with hosting ATMs is because of these bills."

Christmas comes late for advent delivery

A Costcutter retailer is facing a potential £1,000 loss as he waits for a delayed delivery of advent calendars from wholesaler P&H.

John Vine, who runs Newsworld in Church

Stretton, told RN: "I ordered 200 advent calendars in June. Delivery was due on 1 November."

"If they arrive in December, it's too late."

The majority of the order is for Lindt calendars,

which retail at £5 and make Mr Vine a 25% profit.

A spokeswoman for Costcutter said: "We are not satisfied with the current availability our retailers are receiving from P&H and are applying continued

pressure on P&H to resolve current availability issues so that Christmas pre-sells are fulfilled."

A P&H spokeswoman said: "All Christmas pre-orders will be fulfilled by the end of this week."

EXPERT BRIEFING

Dawn Spencer

Kerry Foods

Retailers seeking advice in the chilled category have always looked to Kerry Foods for guidance. Marketing manager for Richmond and Wall's, Dawn Spencer, says an updated portfolio means the company is better able to help



Time-poor customers are driving change in convenience

Busy lifestyles are playing a big part in the growth of food to go. Chilled ready-to-eat meats are therefore riding this wave, as the need for convenient products drives us away from pre-made breakfasts, for example, towards an on-the-go, readily prepared mentality. These consumer trends are driving the £10bn opportunity in convenience stores, showing the significant importance for independent operators to stock chilled ready-to-eat products.

Where they eat is changing too

We know 60% of shoppers consume food to go products at work or at home, where they are able to heat them, and this demand has proved important insight in our recent Wall's Breakfast Range launch. The sausage brand, Wall's, established in 1786, invested in the hot food to go category this year with the launch of two new 'heat to eat' breakfast rolls. The microwave snacking category is valued at £111m and is growing at 3% at total market level. It's up even further in impulse at 10.6%.

Retailers must stock bigger brands

It is important that retailers stock well-recognised and supported

brands in their fridges as they act as signposts to shoppers. Kerry Foods invests heavily in its Richmond and Wall's brands, so they are must-stocks for retailers. Richmond is not only the number-one branded sausage, valued at £119m, but our research suggests it is also the nation's favourite sausage, so it is important the brand can be bought everywhere, as consumers will expect to see it.

We've been refreshing our portfolio

Richmond's popular Perfect Bake range was rolled out with a new name, look and feel. Perfect Bake has been rebranded to 'Oven Ready' to help inform consumers of its key



Kerry Foods is committed to helping retailers become a nation of chilled experts

benefit. The range has a unique oven-ready griddle tray, an innovation introduced in 2015, which allows consumers to cook without any of the mess or fuss associated with cooking sausages, while also cooking them to perfection.

Category management is also something we're helping with

Kerry Foods is committed to helping retailers become a nation of chilled experts. We offer category management and sales support via our trade website, www.chilledexperts.com, no matter what stage of chilled range development a store happens to be at. My advice would be to make this your first point of call. Extending chilled ranges beyond milk and cheese and looking at meal occasions, everything from breakfast right through to dinner, are key areas for any business looking to ensure future success in fresh and chilled.

This is just the beginning

We always support retailers at launch of a new product and the recent Richmond rebrand was a perfect example of how we do things at Kerry Foods. There are also more exciting plans to come in 2018, which will happen throughout the year, so there will certainly be more exciting activity.

** Company CV **

Company Kerry Foods
Marketing manager for Richmond and Wall's Dawn Spencer
Profile Kerry Foods is one of a small number of big-name suppliers to have a long experience of working with independent retailers in the fresh and chilled category. As the sector continues to see strong growth, Kerry is positioning itself as a category expert for retailers.

YOUR VIEWS

YOUR LETTERS

■ Response to non-delivery of MoS was far from SNapp-y

On 12 November, we didn't receive any Mail on Sundays, we only got the magazine inserts that are meant to go into the papers.

We logged it on SNapp, like we are told to do, at 5.10am. As soon as their lines opened at 5.30am I called and was told the papers were there and they would be on their way as soon as a driver was available.

At 8am I called again and was told they were still waiting for a driver. At 9am there was nothing, at 10am nothing.

I called the NFRN and it said it was calling Smiths as well.

I kept someone back for four hours after he did his first round in the morning so that he could go out again to deliver the Mail on Sunday.

At 12pm we closed the shop and the Mail on Sundays still had not arrived.

I lost out on all my HND deliveries as well as four customers who came in asking for the paper. I have now had all the HND customers coming in to ask what happened and I've had to say sorry to them for letting them down.



It seems as if Smiths has cut back so much that either it doesn't have enough staff or the ones it does have aren't properly trained

Norman Roberts

Another problem we have with SNapp is with First News. When the children are at school, we need seven copies.

When they're not, we only need two. Every week we change it and every week it gets changed to five.

Is there someone in outer space changing it? All seven of those copies are sold before they even come into the shop.

It seems as if Smiths has cut back so much that either it doesn't have enough staff or the ones it does have aren't properly trained on what they're supposed to be doing.

Norman Roberts

Hyde News,

Winchester

Smiths News did not respond before RN went to press.

■ Partwork problem is resolved – partly...

In response to the letter headlined 'This is definitely not a model way to conduct business' (RN, 10 November) a spokeswoman for EM News said: "EM News is fully aware of the customer issues in regards to partwork back orders and regularly communicates with the customer as well as directly and consistently with any publishers responsible. Unfortunately, when EM News is short supplied there is no alternative but to reduce the initial allocation in line with

the shortfall and to ensure as far as possible this is corrected. Mr Sweeney has been contacted directly to ensure that his back order requirements are in the system."

First, I would like to thank RN for publishing my letter regarding partworks back issues because as a result of this I had an immediate response from EM News.

I received up to six phone calls last Friday, including one from John Cairns, and now I am pleased to say EM News is working hard to get me these back orders, some of which I have actually received already. Three back issues of Star Wars R2D2 were delivered to me on Monday.

EM News does not, to my knowledge, communicate regularly with its customers as stated in its response.

If this was the case I would not have to raise this issue through RN, but gladly being a member of NFRN provides me with the opportunity to do just that.

Also, if its level of communication with publishers is at the same level as with its customers it is very poor indeed.

Joe Sweeney

Newscentre. Dublin

YOUR SAY DO YOU THINK YOUR FOOD TO GO SALES WILL OVERTAKE YOUR TOBACCO SALES BY 2022?



Chris Shelley

Shelley's Budgens, Horsham

Tobacco sales are still currently bigger than food to go in my shop. Although I get higher margins with food to go, tobacco is still a vital category as it is a much higher footfall driver. The whole situation might change eventually and my food to go sales are increasing slowly, but I don't really see tobacco becoming the lesser of the two over the next five years.

Harj Gill

Select & Save The Windmill, Birmingham

We're on an estate and don't have passing trade, which I think is a big disadvantage with food to go. We've seen a decline in tobacco sales after

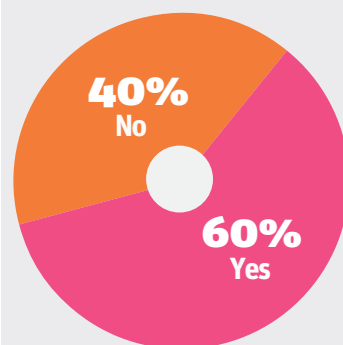
plain packaging came in, and the category is now really difficult – it will become more so in 2020, when menthol cigarettes go too. We're doing a refit next year and considering what our food to go offer will be. People snack all the time.

John Cero

Select & Save Bideford Drive, Manchester

Our tobacco sales have changed massively since the plain packaging regulations came in – sales have almost halved for us in that category, so we've had to look at new ways to bring customers in. We've just opened a food to go section as a result – we used to have a post office in the space, which we moved to our till. I do see our food to go offer growing in the next five years.

RN READER POLL



If you were the victim of retail crime this year, did you call the police?

NEXT WEEK'S QUESTION

Is your ATM operating at a loss?



Vote now at
betterRetailing.com

IT'S TOO EARLY FOR CHRISTMAS



It's starting to feel a lot like Christmas. Not yet it ain't, we've got seven Saturdays to go yet. So why in the name of Santa Claus have we started with the double issue magazines? The customers that buy them can't make it last for two weeks. It's about time this barmy idea was laid to rest.

Graham Doubleday
Doubleday Newsagents
Ashton-under-Lyne

100 YEARS AGO

17 November 1917

A columnist questioned whether wounded men returning from the battle front would be forced to "eke out their existence by selling newspapers and small wares on the street to the menace of rate-paying shopkeepers."

VIEW FROM THE COUNTER with Mike Brown



I got a nice surprise the other day when Jerry Hayes, NFRN newspaper sales manager, swept into a meeting I was chairing and presented me with the Daily Mail Newsagent of the Month award for September. When I got back to the shop we posted a picture of myself and the trophy on the shop's Facebook page.

Within a couple of days we had 141 likes with 27 actual comments, 17 people had shared it and 11 new people liked our Facebook page. Now, through other community Facebook groups in the area, the posting has been seen by more than 10,000 people. It has been brilliant for the shop in both raising our profile and attracting new customers.

I have been congratulated everywhere I go and it has certainly spurred us on to use social media more to promote the shop. After the win of

having our Costa Coffee newspaper order reinstated we are absolutely buzzing.

The local garden centre café I deliver to rang to ask us to remove the supplements/magazines from the papers at the weekend. Apparently, by mid-morning they are strewn all over the café. The fact that most are polybagged allows for masses of third party advertising to be inserted as part of the package, which nobody seems to want.

What a great idea to encourage people to get rid of any old pounds through the Poppy Appeal. As soon as it was announced the shop got behind it and it certainly caught our customers' imagination because the response was terrific.

I am confident we have collected more this year but I will let you know when the final count is in.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us [facebook.com/ThisisRN](https://www.facebook.com/ThisisRN)
and @ThisisRN



Martin Swadling
@MartinmyLondis

Great to catch up with Raaj today. Bang on trend with fresh coffee, premium gin & craft beers. Good work fella!



Tywardreath Shop
@tywardreathshop

The children from @TywardreathSc have made us an inspiring window display to teach us all about having a growth mindset to solve problems.



Woosnam & Davies
@trudydavies1964

BIG THANK YOU to all the LLANIDLOES Army Cadets for a great effort collecting on the streets – you raised £447.52. Us old ladies really appreciate it every year

Eugene Diamond
@EDiamond136

Retailers beware. Hearing a lot of fake bank-notes have been passed locally in the past few days.....Check them all.....

YOUR REGION



NORTH WEST NFRN DISTRICT COUNCIL REPORT 06.11.2017

Glyn Bellis reports from the NFRN North West district council meeting

High hopes for a festive bonanza

"Let's hope Christmas gets our tills ringing" – that was the message from district president Paresh Vyas as he reflected on another "challenging" year for retailers.



Paresh Vyas

Mr Vyas highlighted the pressures of the minimum wage, increased wholesaler service charges despite "poor" service, and newspaper price increases alongside a cut in margins.

Mr Vyas also said plain packaging for cigarettes meant more errors in selecting brands and slower service for customers.

"At least we have the NFRN there to try and minimise the impact of these things on all of us," he said. "We can only hope for a much less difficult year."

But delegates also discussed an impending further potential hit on their profitability – the ban on surcharges for debit and credit card payments.

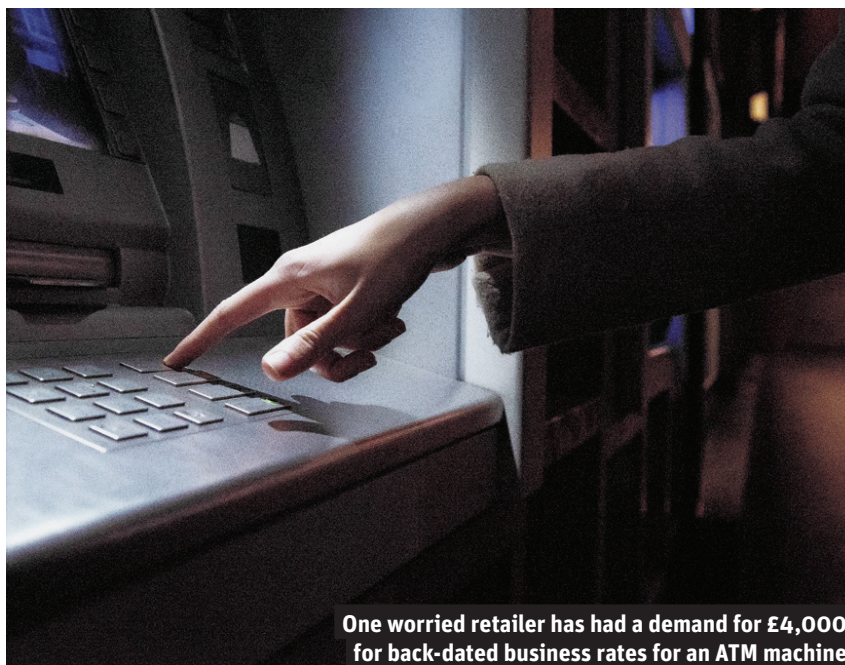
NFRN national president Linda Sood, who was visiting the district, said the federation offered support to bring standards in stores up to those of rivals such as Tesco and the Co-op.

"We can't sit back," she warned, saying retailers had to explore "every avenue" to keep their stores competitive.

Mrs Sood said the federation is waiting to see how Amazon and airlines deal with the card charge ban.

"There will be a loophole somewhere. We are waiting to see what will happen," she said.

District members



One worried retailer has had a demand for £4,000 for back-dated business rates for an ATM machine

were also told about the NFRN's new Everyday fascia which is being rolled out across the country.

Crime still cause for concern

North West members got the chance to quiz Lancashire's police and crime commissioner (PCC) Clive Grunshaw and highlight some of the retail crime issues faced by them during their



We have the NFRN there to minimise the impact

Paresh Vyas

North West district president

annual dinner dance.

Blackburn member Suleman Khonat said: "I think it was a very good meeting and evening. The PCC covered a lot of issues.

He encouraged retailers to contact the police regarding any form of crime, irrelevant of the size or nature of the issue.

There seems to be a



Suleman Khonat

perception if shopkeepers call the police they will not come and will ignore small crimes.

"Clive Grunshaw is saying 'no' and if the police don't do what they should be doing, retailers should let him know."

Retailers face an ATM nightmare

Some North West members are facing a "hole-in-the-wall" nightmare over back-dated business rates demands.

While earning just pennies in commission for each transaction, £4,000 had been sought from one retailer in a "bullying" manner, Stockport and Macclesfield member Bhavna Patel told the district council. "He told me 'I haven't even made £4,000 on the ATM,'" she said.

National president, Linda Sood, said she would take up the matter but members also needed to check the small print in their contracts.

Mirror papers not fit for sale

The condition of Mirror newspapers when they arrive at stores, particularly weekend editions, was criticised at the district meeting.

Manchester retailer Craig Etchells said: "It doesn't look good in terms of a sale."

District deputy vice president Salma Patel said: "We need evidence to take forward."

Paresh Vyas also highlighted a further blow to independent retailers with Mirror readers being encouraged to get titles half-price at WH Smith.



Salma Patel

Your say

Have you grown your food to go range this year?



The sandwich trade is picking up and we are considering expanding it. We are thinking of having cakes and a coffee machine. Newspaper sales are in decline but food and drink is growing.

Jayesh Parekh
Costcutter Fallowfield,
Manchester



We do a meal deal and keep adjusting it, but it depends on the competition. There's a bakery across the road and we do better when they are closed. The sandwiches I make are quite profitable.

Craig Etchells
C & W Etchells,
Chorlton



I haven't got food to go at the moment but I am considering it. I am looking into having a Costa Coffee machine, croissants and pastries. Hopefully that will make up for declining newspaper sales."

Muntazir Dipoti
Todmorden News
Centre, Todmorden

INDUSTRY PROFILE

PayPoint

Relations between independent retailers and PayPoint have often been difficult, but chief executive Dominic Taylor believes the company's new EPoS Pro will make the benefits of working with PayPoint plain to see. Alex Yau reports

RN Tell us about Epos Pro

DT Our new system currently offers the widest range of services available to any retailer – we truly are unique. On top of useful features such as integrated card payments and real-time stock management, retailers can now use a smartphone app to manage their inventory on the go, while cloud storage ensures they never have to worry about losing their data if their system crashes or malfunctions.

RN Can you give a specific example of where this system would benefit a retailer?

DT By integrating EPoS Pro into their PayPoint One terminal, retailers can change the pricing of an entire category, rather than having to spend a long time going through individual products. This can be especially useful after changes in legislation, such as the sugar levy on soft drinks which will come into effect next year. Retailers will have more time to help improve other parts of their whole business.

RN Profitability can be a struggle for retailers in a world of high overheads and low margins. How does this system help?

DT The real-time inventory management system can help retailers know more about their stock and what sells well and what does not. They can use the information to get rid of lines which

are costing them, and increase their overall profit margin.

RN There are many time pressures and new technologies for retailers to master – how have you made EPoS Pro as user-friendly as possible?

DT Retailers are busy people, which is why we've added the Android and iPhone smartphone app. They can check stock on the go through their phones and update pricing regardless of whether they are at the cash and carry or at home. The cloud system also immediately combines data from various till systems into one. Retailers no longer have to manually combine data from different till points at the end of their trading hours.



Dominic Taylor: We are investing millions in upgrading our internal systems intensively



Retailers will have a bespoke and better service

RN Retailers continually complain about bad service and not being listened to by PayPoint. What are you doing to improve this?

DT We know we are behind and that is why we are investing millions in upgrading our internal systems intensively. By the time this work is done, retailers will have a bespoke and better service.

RN What does this mean in practice?

DT The millions we are investing into our back-end communication systems means they will never get a generic service as they would if they contacted a call centre elsewhere. It will be tailored for them and allow us to resolve any issues faster and more efficiently than ever before.

RN How will this benefit a store where problems have been long-standing and store owners feel as if they are not being listened to?

DT Our retailer services team will have details about a retailer and they won't have the same frustrations as they would trying to resolve any issues or problems with another company.

**** Company CV ****

Company PayPoint
Chief executive Dominic Taylor
Profile PayPoint currently has the largest payment terminal network in the UK, with nearly 29,000 independent retailers making use of its systems.

Latest news It launched its latest EPoS Pro system on 1 November, which offers features such as cloud storage, an accompanying smartphone app and real-time stock management.



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FOOD TO GO



Colin Smith

Pinkie Farm Convenience Store (Nisa), Musselburgh



My challenge

Food to go is much easier to do at lunchtime for the obvious reason that people are willing to eat lunch on the go, whereas in the evening they want a more substantial meal. Convenience stores are not the first places people think of for dinner – they're more likely to go to the supermarket or use takeaways – so one of the biggest challenges is letting them know we can cater for them for dinner.

My strategy

At Pinkie Farm, we've invested in a heated self-service counter that means we can sell hot food until 8.30pm. On the heated shelves our pies and pasties stay warm for two hours. It's early days but we're going to expand our range, introducing pizzas and pasta dishes. It will take time but, if we can let our customers know we're doing food to go for dinner, I'm confident we will be successful. We just have to stick at it and be prepared for it to take time.



Dinner on the move

While breakfast and lunch steal the limelight, many retailers are grappling with how to make a dinner offer work in store. Max Liu and Tom Gockelen-Kozlowski report



Karen Bull

Spar Crescent Stores, Witney



My challenge

Lunch is responsible for our strongest food to go sales but dinner is definitely a growing area. Presentation is a key part of retail and I've found that increased visibility has helped to bring these chilled dinner items to customers' attention. Since our refit, we've been able to stock dinner items that we couldn't sell in the past. Chilled chicken kiev and fishcakes are both selling well. I put this down, in part, to the new stand-up fridges we've installed. Previously, we had low-level fridges and customers couldn't always see what they were after. In the new fridges, products are more visible.

My strategy

I like to mix up our stock and, if any retailers reading this are thinking about how to approach dinner food to go, I advise them to give different products a go. You never know what will turn out to be popular with your customers until you bring products into your store and see if they sell. Richmond part-baked sausages are a good example. We couldn't sell them before but customers have been buying them recently.



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Rasmus Ankersen
IAA Keynote speaker
Entrepreneur and author of
'The Gold Mine Effect' and
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FOOD TO GO



A range of snacks can be developed into a more substantial offer

Amandeep Singh

Singh's Convenience Premier, Barnsley



My challenge

Food to go makes up 7%-10% of our business and it's definitely grown in the past couple of years. It's popular at lunchtime and we get a healthy amount of passing trade. We always do the Booker sandwich deal for £3 but we also do quite well selling hot food to kids on their way home from school. Hot dogs have been a big hit and we sell about 20 day. Burgers and chicken wraps also go down well. We are selling about 10 every day. I'm not sure if those items count as dinner – you'd have to ask the kids.

My strategy

We are interested in introducing a Subway franchise by 2020. There's no doubt that dinner as food to go is difficult for us. At the moment, fewer people come in for that in this residential, family-orientated area. They prefer ready meals in the evening so we have other no plans to develop food to go for dinner at the moment.



Hot dogs have been a big hit and we sell about 20 day

What food to go products will your store offer in the future?



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FOOD TO GO

AN ALTERNATIVE VIEW: meal solutions are our profit drivers

Scott Graham

McLeish,
Inverurie



We've enjoyed more success with meal solutions. We work with other business to source local produce and put together dinner packs which we sell in our shop. One of the most popular is the stir-fry, in which the butcher provides the meat and the veg is added. Customers can take that home and have it ready in 15 minutes. For us, meal solutions for dinner are a better option than food to go dinners. Food to go, in general, is a massive part of our business – around 30% – but dinner has proved so difficult that we're no longer doing it. There are a few reasons why it didn't work. One is location. There's a fish and chip shop near us, and a Chinese takeaway, so customers wanting a quick evening meal can go there. Food to go for dinner might work in a city centre store but, in our village location we're not ideally placed to catch people on their way home from work. There are other practical challenges involved in food to go for dinner. If you're offering hot food then keeping it fresh is tricky, as you can only leave it on a hotplate for four hours.



Customers are using convenience stores as a place to pick up a drink and a snack

Food to go products: what do you stock?



Coca-Cola

The company's 'Holidays are Coming' Coca-Cola truck tour has already started and with the arrival of the TV advert, the soft drinks company will once again put its flagship brand at the heart of Christmas for many consumers.



Wrigley Extra

A high-speed culture that demands great food on the go also needs ways to keep consumers' teeth healthy. Mars-Wrigley is helping retailers to encourage customers to pick up its sugar-free gum as part of its 'On A Mission' initiative.



Fridge Raiders

Mattessons' Fridge Raiders is one long-standing food to go brand in the convenience sector. Its link up with gaming franchise Call of Duty will boost its credentials among its taste-loving male target demographic.



Jacob's Crispy Thins

'Thins' have become a popular format, particularly in an age where customers are focused on the twin demands of flavour and portion control. Brand owner Pladis continues its investment in on-the-go products with this new sub-brand.



Kabuto Noodles

Instant noodles may have a reputation as a student staple but a number of premium brands have moved into this sector offering more sophisticated flavours. With listings in major multiples, Kabuto is one brand leading the way.

5 THINGS WE LEARNED ABOUT THE FUTURE OF FOOD TO GO

TWO WEEKS AGO, FOOD TO GO EXPERTS GATHERED TO HEAR THE LATEST RESEARCH, TRENDS AND INNOVATIONS FROM THE INDUSTRY. HERE'S FIVE THINGS WE LEARNED:

1 Healthier products will grow food to go sales

New IGD research suggests that 31% of customers would be more likely to eat more regularly "on the go" if there were appealing healthier options available. Current industry investment – both from independent retailers such as Budgens' Paul Gardner and supermarkets – is focused on increasing healthier options.

2 'Three meals a day' is dying

With the rise in snacking comes a new structure of eating among many consumers, IGD has predicted. Breakfast, lunch and dinner will be replaced as on-the-go snacks and coffee become more substantial parts of consumers' diets. It's all good news, IGD says, for retailers offering great food to go.

3 Open kitchens are a new food to go trend

Waitrose operates four around the country already and this is a trend that's growing internationally. If you're going to grow sales of freshly made sandwiches, salads and other meal options, opening up your kitchen to customers helps build extra trust.

4 There are four reasons that customers might choose you

Mission or occasion, mood, companions and speed are the four factors going through a consumer's mind when they pick where to eat, according to IGD. Work out what you're able to offer and this will help focus your range and improve your service.

5 Convenience has a (particularly) big opportunity

Food to go is going to grow in convenience at just over 6% between now and 2022, according to IGD. This means this fast-growing category will see a higher increase in stores than in fast food outlets like KFC and McDonald's as well as supermarkets.



Special K Protein Bar

This brand extension, launching in December, will be on shelves in time for customers' post-Christmas health kicks. Designed to meet the twin 'on the go' and protein trends the products are available as a single bar at an RRP of 89p.



Ginsters Festive Christmas Cracker

Christmas sandwiches are a large part of the build-up to the festive season for many. While M&S, Pret A Manger and Greggs already have much-loved ranges, Ginsters is helping retailers take a slice of this seasonal opportunity. ●



ON A MISSION:

Food to Go

Food to Go represents

15%

of all shopper missions in the convenience channel*

Over **97%**

of Wrigley's gum sales are from sugarfree products†

Chewing **sugarfree gum** helps keep teeth clean and healthy after snacking on the go**



Tom Lynch, Senior Category Manager, Wrigley, says:

“Shoppers are looking for **solutions** within convenience, whether it's a meal deal or simply having relevant products i.e. Sandwiches, soft drinks, confectionery and **gum** merchandised together so they are easy to find. Use additional merchandising units from manufacturers to locate impulse lines such as **gum** and **confectionery** beside food to go to drive additional sales.”

Work with your Wrigley representative to help maximise your gum sales, or visit www.wrigley.com/uk

* HIMI 2016 CTP

**Extra sugarfree gum is beneficial for dental health as it helps to neutralise plaque acids.

† Nielson Scantrack, Total Gum, Total coverage MAT w.e. 5.11.16

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A fresh approach

Laundry isn't a category that anyone wants to spend too much of their hard-earned cash on. But with customers busier, more budget-conscious and environmentally aware than ever, retailers know they have to up their category management game. **Alex Yau** reports

Raj Aggarwal

Spar Wigston, Leicester



Raj worked with Procter & Gamble in October to make the most of his laundry range across his two Spar stores in Sheffield and Leicester. The sales data in the period provided Raj with information on his best-selling lines.

Ramsey Hasaballa

Premier Speke, Liverpool



Ramsey opened his 2,100sq ft Premier last year. More than 80% of his footfall comes from families living in the area, making laundry an important category. His previous 800sq ft store was unable to have the same 4m laundry bay his new store boasts.

Sunita Kanji

Family Shopper, Bolton



Range is important for Sunita because of her varied customer base. Her footfall is a mix of pensioners living in a care home for the elderly across the road along with unemployed and low-earning younger locals.



Major brands are still more trusted by customers

New products can drive extra spend from customers

“Customers don't have much disposable income, but they still want big brands

Which products work best for you?

RA More than 70% of laundry products in my two stores are pricemarked. Customers are mostly drawn to the £1.99 price. They don't have much disposable income, but they still want big brands such as Ariel and Bold because they trust them. Pricemarking means they can rely on us to offer the same price as anywhere else.

SK Having everything pricemarked definitely helps as we have a mix of customers. They're less bothered about brand and are more concerned if a laundry product offers them value for money. They want to get the most out of the money they spend.

RH All my laundry products are pricemarked. The majority of my customers are busy families, so laundry is obviously an important

category for them. The £1 pricemark means they instantly know they're getting a great deal and it can often help drive basket spend as an impulse buy.

There are so many laundry products on the market. How do you ensure customers don't get confused or intimidated?

RA Pricemarking again plays an important role here. Seeing a big red circle on a product instantly tells customers how much the specific laundry product is. It also helps separate the different brands. A product with a pricemark on it instantly stands out in a sea of similar products.

RH I keep the 7.2kg boxes of Bold laundry detergent on the top shelf at eye-line level. Our customers want to spend their money on more ➤

LAUNDRY

interesting things so it's important that what they buy lasts. Products with a longer life are definitely popular. We instantly sell out in a day when we have them on promotion at £10.99.

SK We have a promotional bay near the till which helps drive sales. It instantly helps the category stand out and I find having them near other household goods such as washing up liquid encourages shoppers to make those impulse buys.

What are the best ways to work with your suppliers?

RA Managing laundry successfully needs to be category-led. When we first started working Procter & Gamble (P&G), they wanted to take certain products out, like our £1.99 pricemarked bottles of Surf. We analysed data over a month and found they were our bestsellers. A product might perform better for you than it does nationally.

RH I always try to get the best deals with Booker because promotions work well for us. Bigger packs priced at £10.99 on promotion, for example, are good and £1 promotions work really well for us too. Shoppers will often buy more Lenor when it's on promotion at £1 and sales can often treble as a result.

SK I wish suppliers would start pushing tried and tested products more than the new ones they keep bringing out. Detergents and powders are most popular and shoppers aren't too concerned about what new and wonderful things they can do.

What about your customers? Are certain products more popular with individual shoppers?

RA I find the older generation prefers powders, while younger shoppers go for liquids and capsules. It's just what they've been used to growing up. It obviously depends on where you live, but taking the age of your customers into consideration is important when stocking laundry products.

RH I make my store a destination for weekly shopping, which definitely comes into consideration when I merchandise. I drive those impulse buys. For example, the laundry will be placed near the back-to-school range because it tempts parents to pick up some soap powder when they're shopping for their children.



Astonish has a range of products for hard-to-laundry items



ADVICE FROM SUPPLIERS

ARE THERE ANY NEW PRODUCT DEVELOPMENTS YOU SHOULD BE CONSIDERING?

Dan Jalalpour

fabric care senior brand manager,
Procter & Gamble



While washing powders remain an important sub-segment of the laundry detergent category, there is an ever-growing demand among consumers for wet formats. More than two thirds of shoppers now reach for liquitabs, gels and liquid detergents, and liquitabs recently became the biggest segment of the grocery market.

WHAT'S CURRENTLY DRIVING GROWTH IN THE CATEGORY?

Rachel Greene

Surf brand manager,
Unilever



Capsules are currently driving the laundry category as consumers favour quick, easy-to-use and shelf-efficient products and our new offering is set to tap into this. Our new Surf Dual capsules will be supported by a £4m media campaign to tap into the growing demand for convenient, single-dose laundry solutions.

ARE THERE ANY PARTICULAR FRAGRANCES RETAILERS SHOULD BE STOCKING?

Katy Clark

head of marketing,
Astonish



"Household cleaning is a competitive category dominated by strong brands that deliver." We've created a range of fragrances we believe to be on-trend: Cotton Breeze, Orchard Blossom and Cotton Fresh. They have been designed to bring freshness back into hard-to-laundry items such as carpets and curtains and neutralise unpleasant odours.

HOW CAN I BETTER CATER FOR CUSTOMERS WITH SENSITIVE SKIN?

Cassandra Browning

Fragrance manager,
Ecover



Many shoppers have sensitive skin. It's important to stock a product which isn't damaging to their overall health. Consider stocking one which has been tested by a third party and won't be guaranteed to cause irritation to these customers. Our Ecover Zero range is fragrance free, minimising the possibility of damage to sensitive skin. ●

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THIS WEEK IN MAGAZINES



Play resumes for fans of cricket

BOWL CUSTOMERS OVER WITH WISDEN'S RETURN

Whether you are a demon-fast bowler or a sly leg-spinner, the comeback of this mag is sure to get you worked up to fever pitch

WISDEN Cricket Monthly is coming back – at the cost of All Out Cricket. The original title closed in 2003, but now the team behind All Our Cricket is bringing it back. Publisher Trinorth Media promises readers all the qualities of All Out Cricket will remain, but says the editorial team is being expanded to carry the “spirit, energy and tone” of the former title while hopefully bringing in a new audience who were readers of Wisden Cricket Monthly in the past. The content will remain a mix of reports, analysis and gossip from the world of cricket.



WISDEN CRICKET MONTHLY
On sale out now
Frequency monthly
Price £4.95
Distributor Inter-Media
Display with
The Cricketer, The Cricket Paper

Round up



Jennifer Hardwick

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

HILLARY IN VOGUE FOR FINAL ISSUE

Last week I wrote about the end of Teen Vogue as a printed magazine after 14 years, as Condé Nast made the decision to close it following a previous resolution to cut its frequency from monthly to quarterly a year ago.

However, in an interesting twist for one of its last ever print editions, Hillary Clinton will guest-edit the December edition of the title which was originally focused mainly on fashion and beauty. Mrs Clinton made the announcement on the anniversary of her election loss to Donald Trump, writing in a joint statement with the magazine's editor: “I love seeing articles about the search for the perfect makeup remover next to essays about running for office... Teen girls are a powerful force for good in the world.”

The move comes after the magazine campaigned strongly against Mr Trump in the run-up to the election last year. Although Teen Vogue's print fate is sealed, its final throes as a political voice for the younger generation are a symbol of the changing place of magazines in readers' minds. With Kantar's recent Trust in News survey showing print magazines are the most trusted news source in the UK, awareness and appreciation for the detailed research and high-quality journalism that goes into them is on the rise. The survey also showed 39% of respondents use more news sources than they did a year ago, indicating a greater willingness to go beyond quick headlines and seek further analysis to be better informed.

Whatever the seemingly constant swirl of political upheaval and scandal is doing to the UK as a whole, it is also providing constant fuel for news journalists and keeping sales of political satire titles such as Private Eye. Retailers always tell me impulse buys of such titles are generally front-page dependent, but in the current climate the headline writers and cartoonists seem unlikely to run out of inspiration any time soon.

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THE WORLD IN 2018

The Economist publishes this list of forecasts for the following year annually. The World In 2018 contains The Economist's annual collection of detailed, numerate and opinionated predictions for the year ahead. It features leading figures from politics, business, finance, science, technology and the arts alongside prominent journalists from The Economist and other news publications.



On sale out now
Frequency one shot
Distributor Marketforce
Price £9.99
Display with The Economist, The Week



OLIVE

The Olive Christmas issue features a foil logo and metallic coverlines to give it a sparkly look. Inside are recipes for show-stopping Christmas puddings and family feasts, including everything from an easy-stuffed turkey breast with maple bacon lattice, to a Camembert and cranberry pithivier and a lobster macaroni and cheese. There is also a cut-out-and-keep Christmas lunch planner.



On sale out now
Frequency monthly
Distributor Frontline
Price £4.35
Display with BBC Good Food, Delicious



GARDENS ILLUSTRATED

The December issue of Gardens Illustrated is full of festive inspiration and ideas. Readers can pick up tips for natural Christmas decorations, 26 holly varieties for year-round interest and plants for midwinter. Also inside are recipes to preserve the flavours of summer, practical and stylish gifts for gardeners and pieces by garden designers Isabel and Julian Bannerman.



On sale out now
Frequency monthly
Distributor Frontline
Price £4.50
Display with Homes & Gardens, House & Garden



WHAT HI-FI?

The awards issue of What HiFi? is here, featuring all the best products of the year as rated by the team behind the magazine. There is a winning product for every price range, from £20 to £44,000. Distributor Frontline says it is expecting a 70% uplift in RSV for independents on this issue compared to the last edition.



On sale out now
Frequency monthly
Distributor Frontline
Price £4.99
Display with Stuff, Sight & Sound



MINI MAGAZINE

The latest issue of Mini Magazine is bagged with a 32-page supplement celebrating 20 years since the new Mini was launched. Inside the issue, the team goes behind the scenes of Mini's new advert. There are also event reports from the Oh So Retro show and Mini Action Day.



On sale out now
Frequency monthly
Distributor Seymour
Price £4.99
Display with Mini World, Jaguar World



Bestsellers Crafting

Title	On sale date	In stock
1 Woman's Weekly Home Series	01/12	<input type="checkbox"/>
2 Simply Knitting	07/12	<input type="checkbox"/>
3 Love of Knitting	15/12	<input type="checkbox"/>
4 Relax With Art	07/12	<input type="checkbox"/>
5 Let's Knit	23/11	<input type="checkbox"/>
6 Colouring Heaven	29/11	<input type="checkbox"/>
7 Cardmaking & Papercraft	28/11	<input type="checkbox"/>
8 World of Cross Stitch	22/11	<input type="checkbox"/>
9 Relax With Art Holiday Special	27/12	<input type="checkbox"/>
10 Relax With Art Pocket Collection	12/01	<input type="checkbox"/>
11 Simply Crochet	07/12	<input type="checkbox"/>
12 Knitting	14/12	<input type="checkbox"/>
13 Simply Cards & Papercraft	30/11	<input type="checkbox"/>
14 Knit Now	30/11	<input type="checkbox"/>
15 Papercraft Inspirations	30/11	<input type="checkbox"/>
16 Cross Stitch Crazy	23/11	<input type="checkbox"/>
17 Patchwork & Quilting	6/12	<input type="checkbox"/>
18 Crafts Beautiful	7/12	<input type="checkbox"/>
19 Love to Craft Series	15/12	<input type="checkbox"/>
20 Cross Stitcher Magazine	08/12	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

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THIS WEEK IN MAGAZINES

Industry viewpoint

Laura Rowe

Editor,
Olive magazine



Every issue of Olive is important but the Christmas issue demands our attention for three quarters of the year. From our initial planning conversations in late spring, to discovering the latest trends at the famous Christmas-in-July trade shows in the summer, and checking the final touches on the cover at the printers only a few weeks ago – it's a long and considered process.

Every year we try and surpass the previous – and it has to, as we hope to at least double our circulation during these 40 days on sale. This year, our bumper issue is packed with triple-tested recipes to see readers through all the festive entertaining. There is also a stress-busting Christmas lunch planner and an expert guide to turkey, covering

everything from shopping for it, to cooking it, resting it and carving it. Also revealed are the results of the magazine's annual Christmas Supermarket Awards, the team's hot pick of the chefs to watch in 2018, and the usual award-winning foodie travel guides.

In addition we have created a handy Christmas leftovers supplement as our extensive reader research showed reducing waste in December was a top priority.

The crowning glory, however, must be our cover. We've pushed the boundaries yet again this time with several treatments to make it extra special.

Behind our show-stopping, Ferrero-Rocher-inspired chocolate and hazelnut profiterole stack which we've picked out in gloss to make it look 3D, we've got a split screen in soft touch, with metallic foil coverlines and fluted metallic foil logo.

It really sparkles in the light. It is a proper Christmas present to our readers and one I hope they will keep for years to come.

Top tip

Display Olive
alongside
BBC Good Food



YOURS

This issue is designed to be an ultimate Christmas Guide, including a chat with Paul O'Grady on his For the Love of Dogs Christmas Special, as well as interviews with Janet Ellis, Alan Titchmarsh and James Martin about their favourite Christmas traditions. Elsewhere the team cook up a Christmas dinner with a twist, and make festive preparations easy with an eight-page guide.



On sale 21 November
Frequency fortnightly
Price £1.99
Distributor Frontline
Display with Woman, Woman's Own



BIRD WATCHING

Bird Watching is Britain's best-selling bird magazine. In this issue, readers have the chance to discover a 'winter wonderland' of birds as the magazine shows them how to find various varieties. Also inside are 10 of the magazine's recommended 'Go Birding' sites to try from Scotland to Sussex. Included as a free gift with every copy will be a 2018 Birding Wall Planner.



On sale 21 October
Frequency 13 a year
Price £4.40
Distributor Frontline
Display with Display with BBC Wildlife and BBC Countryfile

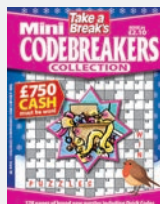


TAB SEASONAL PUZZLES

Take a Break's biggest collection of puzzles for the year contains 164 pages of fun and festive puzzles designed to keep fans entertained throughout the Christmas period. The selection aims to ensure the whole family will have something to enjoy. There is also £500 on offer to be won, as well as the usual free pen.



On sale out now
Frequency irregular
Price £3.49
Distributor Frontline
Display with Display with TAB Take a Crossword, TAB Take a Puzzle



TAB MINI COLLECTIONS

There are eight mini puzzles in the Take a Break Mini Puzzle Collection range offering content from each of the seven puzzle sub-categories. These are the Christmas issues of the collection, billed as making great stocking fillers because of their mini format. They also contain the chance to win a £750 cash prize. Distributor Frontline says the Christmas issues are set to make £210,000 in RSV.



On sale out now
Frequency monthly
Price £1.60/£2.10/£2.30
Distributor Frontline
Display with TAB Take a Crossword, TAB Puzzle Selection



BELLA

This issue of Bella is a special Christmas double issue. The price has increased from £1 to £1.99 to account for the extra content, with plenty of festive features and opportunities to win festive prizes included. Distributor Frontline is predicting a 154% increase in RSV on this issue.



On sale out now
Frequency weekly
Price £1.99
Distributor Frontline
Display with Yours, Woman's Own




COMING UP IN NEXT WEEK'S RN



BERKSHIRE RETAILER JONATHAN FRASER ON HIS REFURBISHED THREE MILE CROSS BUDGENS

Plus, how do you ensure your store stocks the best-possible prices when it comes to discount products? RN investigates. Also, we look at retailers who make big profits from pet care.

RN

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 @JenniferH_RN
 facebook.com/thisisRN

Partworks				Collectables			
Title	No	Pts	£	Title	No	Pts	£
Amercom UK				Hachette			
Ships of War	29	40	11.99	2000 AD			
DeAgostini				The Ultimate Collection	7	80	9.99
Build the Ford Mustang	98	100	8.99	Art of Crochet	117	120	2.99
Build your own R2-D2	46	100	8.99	Art of Cross Stitch	47	90	2.99
Enhancing your mind, body, spirit	46	120	3.99	Art of Knitting	48	90	2.99
My Animal Farm	41	60	5.99	Art of Quilting	99	90	3.99
Jazz at 33 and third RPM	49	70	14.99	Art Therapy	140	120	2.99
Star Wars Helmet Coll'n	49	60	9.99	Art Therapy 50 Mindful Patterns	30	80	4.99
The Beatles Vinyl Collection	20	23	9.99	Assassins Creed: the official collection	20	80	9.99
Zippo Collection	58	60	19.99	Dr Who Complete History	58	80	9.99
Eaglemoss				Draw The Marvel Way	50	100	4.99
DC Comics Graphic Novel	59	100	9.99	Judge Dredd Mega Collection	75	80	9.99
Disney Animal World	91	100	5.99	Marvel's Mightiest Heroes	102	100	9.99
Game of Thrones	44	60	8.99	Transformers GN Collection	24	80	9.99
Marvel Fact Files	244	250	3.99	Warhammer	32	80	9.99
Military Watches	98	100	9.99	RBA Collectables			
My Little Pony				Real Life Bugs & Insects	65	60	0.99
Colouring Adventures	37	80	3.99	Panini			
Star Trek Ships	111	130	10.99	F1 Collection	43	60	9.99
Title	Starter	Cards		Title	Starter	Cards	
Panini				Topps			
Cars 3 sticker collection	2.99	0.60		Despicable Me 3 Stickers	2.99	1.00	
Fantastic Beasts and Where to Find Them Sticker Collection	2.99	0.50		Despicable Me 3 Trading Cards	4.99	1.00	
FIFA 365 Trading Cards	4.99	1.00		Journey to Star Wars	499	1.00	
Football 2017 collection	2.99	0.50		Match Attax 2017/18	4.99	1.00	
Guardians of the Galaxy volume 2	2.99	0.50		Marvel Missions	4.99	1.00	
Invizimals Trading Cards	3.99	1.00		Num Noms sticker cl'n	2.99	0.50	
Paw Patrol 'A Year of Adventures' Stickers	2.99	0.50		Shopkins World Vacation	3.00	0.60	
Road to 2018 Fifa World Cup Russia	4.99	1.00		Premier League Sticker collection	1.99	0.50	
Road to 2018 Fifa World Cup Russia stickers	2.99	0.60		Star Wars Universe Stickers	2.99	0.50	
UEFA Women's Euro 2017 Stickers	2.99	0.60		Trolls Trading Card Game	4.99	1.00	
Beauty & the Beast Sticker Collection	2.99	0.50		WWE Slam Attax 10			
Magic Box				Trading Card Game	4.99	1.00	
Zomlings Series 6		0.50		WWE Ultimate Sticker	2.99	0.50	
Star Monsters		1.00		DeAgostini			
				Magiki Mermaids		2.50	
				Magiki Ponies		2.50	
				Hot Wheels Slime Race		2.99	

Newspapers				
Daily newspapers price/margin pence/margin %				
Sun	50p	11.15p	<div></div>	22.3%
Mirror	70p	14.98p	<div></div>	21.4%
Mirror (Scotland)	75p	16.05p	<div></div>	21.4%
Daily Record	70p	14.98p	<div></div>	21.4%
Daily Star	30p	7.26p	<div></div>	24.2%
Daily Mail	65p	14.5p	<div></div>	22.31%
Express	55p	13.31p	<div></div>	24.2%
Express (Scotland)	50p	12.10p	<div></div>	24.2%
Telegraph	£1.80	38.7p	<div></div>	21.5%
Times	£1.60	34.4p	<div></div>	21.5%
FT	£2.70	54p	<div></div>	20%
Guardian	£2	44p	<div></div>	22%
i	60p	13.2p	<div></div>	22%
i (N. Ireland)	60p	13.2p	<div></div>	22%
Racing Post	£2.30	54.0p	<div></div>	23.48%
Herald (Scotland)	£1.30	29.90p	<div></div>	23%
Scotsman	£1.60	36.0p	<div></div>	22.5%
Saturday newspapers				
Sun	70p	14.98p	<div></div>	21.4%
Mirror	£1.10	22.6p	<div></div>	20.6%
Mirror (Scotland)	£1.10	22.6p	<div></div>	20.6%
Daily Record	£1	21.4p	<div></div>	21.4%
Daily Star	50p	12.085p	<div></div>	24.17%
Daily Mail	£1	21p	<div></div>	21%
Express	80p	17.152p	<div></div>	21.44%
Express (Scotland)	80p	18p	<div></div>	22.5%
Telegraph	£2.20	49.5p	<div></div>	22.5%
Times	£1.70	39.95p	<div></div>	21.5%
FT	£3.50	79.1p	<div></div>	22.6%
Guardian	£2.90	63.8p	<div></div>	22%
i Saturday	80p	17.2p	<div></div>	21.5%
i (N. Ireland)	80p	17.2p	<div></div>	21.5%
Racing Post	£2.60	61p	<div></div>	23.46%
Herald (Scotland)	£1.70	39.1p	<div></div>	23%
Scotsman	£1.95	43.88p	<div></div>	22.5%
Sunday newspapers				
Sun	£1.10	23.1p	<div></div>	21%
Sunday Mirror	£1.50	31.5p	<div></div>	21%
People	£1.50	31.5p	<div></div>	21%
Star Sunday	90p	19.89p	<div></div>	
22.10%				
Sunday Sport	£1	24.3p	<div></div>	24.3%
Mail on Sunday	£1.70	35.7p	<div></div>	21%
Sunday Mail	£1.80	37.8p	<div></div>	21%
Sunday Telegraph	£2	45.5p	<div></div>	22.75%
Sunday Times	£2.70	56.7p	<div></div>	21%
Observer	£3	73.5p	<div></div>	24.5%
Scotland on Sunday	£1.70	39.95p	<div></div>	23%
Racing Post	£2.60	61p	<div></div>	23.46%
Sunday Herald (Scotland)	£1.70	35.7p	<div></div>	21%
Sunday Express	£1.40	29.65p	<div></div>	21.18%
Sunday Post	£1.60	33.6p	<div></div>	21%

Weight Watchers 14-15 October						Scale of third-party advertising insert payments							
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert	Insert weight	Original scheme	Mail	Mirror	News UK	Express	Guardian	Telegraph
Telegraph	1,010g	1,255g	135g	7	60g	Cumulative?	no	yes	no	no	no	no	no
Sunday Times	925g	420g	150g	5	110g	0-69g	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Sunday Telegraph	690g	185g	245g	6	185g	70-100g	1.5p	2.5p	2.57p	2.7p	2.93p	2.75p	2.93p
Guardian	700g	240g	75g	6	25g	101-200g	2p	3p	3.36p	3.3p	3.65p	3.35p	3.65p
Mail on Sunday	945g	125g	465g	8	210g	201-300g	4p	5p	6.09p	5.5p	6.26p	5.75p	6.26p
FT	745g	240g	75g	*	*	301-400g	5p	7p	7.43p	6.7p	7.06p	7p	7.06p
Observer	550g	90g	90g	2	15g	401-500g	*	7.5p	*	*	*	*	*
Mail	630g	225g	70g	3	55g	Over 500g	*	8p	*	*	*	*	*
* By negotiation													

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

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6810991

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