

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 10.11.2017

THIS WEEK

Your regular RN packed full of the usual ideas, insight and news that matters



47
retailer tips
featured
inside

NEW

Stock control
from anywhere

See what you're
selling in real-time

Change prices
and promotions
instantly

Your store in your pocket

Vol 128 No 45
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Shaping the future
of independent retail
since 1889



Editor

Chris Gamm

@ChrisGammRN

020 7689 3378



Associate editor

Chris Rolfe

@ChrisRolfeRN

020 7689 3362



Features editor

Tom Gockelen-Kozlowski

@TomGK_RN

020 7689 3361



News editor

Helena Drakakis

020 7689 3357



Reporter

Jennifer Hardwick

@jenniferH_RN

020 7689 3350



Reporter

Alex You

@AlexYou_RN

020 7689 3358



Head of design

Anne-Claire Pickard

020 7689 3391

Designer

Emma Langschied
020 7689 3380

Production coordinator

Alex Garton
020 7689 3368

Account directors

Will Hoad
020 7689 3370
George McCracken
020 7689 3364

Account manager

Jon Melson
020 7689 3372

Sales executive

Khi Johnson
020 7689 3366

Joe Waxman
020 7689 3363

Sales support executive

Teagan Abrahams
020 7689 3382

Marketing manager

Tom Mulready
020 7689 3352

Marketing executive

Michael Sharp
020 7689 3356

Financial controller

Parin Gohil
020 7689 3375

Finance executive

Abi Sylvane
0207 689 3383

Finance administrator

Anubhuti Shah
0207 689 3397

Managing director

Nick Shanagher
07966 530 001

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on 020 7689 3356 or email michael.sharp@newtrade.co.uk

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

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stock this
Christmas
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“The average cost of individual theft has risen from £45 in 2008 to £325. The service is woefully inadequate and it’s not what people expect”

Clive Grunshaw Page 5

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WELCOME

The best thing is these principles need not be restricted to independent retail's elite



Editor
Chris Gamm
@ChrisGammRN
020 7689 3378

I'm always impressed by how the best independent retailers are constantly looking for new ways to improve their businesses and new products and services to better meet their customers' needs.

Never is this more evident than at the Independent Achievers Academy's annual judging day, and the standard at last week's event was the highest I've seen in my seven years of judging.

The convenience model is changing and while we saw lots of evidence of convenience as we know it now being carried out impeccably, we also saw glimpses into what the c-store of the future might look like.

The best thing is these principles needn't be restricted to independent retail's elite. In this week's Store Lookbook, Falkirk retailer Shabaz Ali was looking to tap into a new and changing customer base. So he spent a year updating his range and has added food to go, fresh and chilled to his popular post office and core convenience ranges.

But what if you're like Inverurie retailer Scott Graham, who told RN recently he's done fresh and food to go for years and is now looking for the next big thing?

Inspired by Scott's challenge, this week's special report takes a look at some of the world's most innovative food businesses to find the formats, products and opportunities that could elevate your store to the next level.

Finding the trends that work for your shoppers and capitalising on them early might not just put more money in your till, it might put an IAA trophy on your mantelpiece too.

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Does your premium spirits range meet your shoppers' needs, asks Pernod Ricard's James Middleton

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BREAKING NEWS

Retailers question rise in UK Living Wage rate

Retailers have questioned how they might be able to offer the UK living wage following an announcement of its rise.

The wage is a voluntary rate designed to reflect the actual cost of living, and climbed this week from £8.45 to £8.75 an hour nationwide.

The hourly rate in London has risen from £9.75 to £10.20. By law, retailers must pay the National Living Wage to over-25s at £7.50 an hour and the minimum wage to under-25s.

One London convenience store owner, who did not want to be named, told RN: "For our industry, it's difficult. Our work is labour-intensive, rents are high and we don't have economies of scale.

"I pay part-time staff slightly above the minimum wage and my full timers the living wage."

Vote to be held on Nisa takeover

A decision on the proposed Co-op takeover of Nisa will be voted on by members next week.

The £143m deal, recommended by the Nisa board in mid-October, is subject to two votes taking place on Monday 13 October.

For the deal to be passed, more than 50% of shareholders must vote in favour, and those voting in favour must also represent 75% of the share that vote.

If this first vote is passed members move to a second vote which also requires 75% of the shares voting, to vote in favour.

A retailer, who did not want to be named, said: "It's going to be exciting either way."

Convenience sales predicted to be worth £23.5bn Tobacco was worth £19.3bn in 2015

Food to go will overtake tobacco sales by 2022

by Tom Gockelen-Kozlowski & Jennifer Hardwick
tom.gk@newtrade.co.uk

Food to go sales are set to outstrip those of tobacco with the former predicted to be worth £23.5bn by 2022, according to IGD.

This opportunity is set to be shared across food service and retail – but the growth of food to go in convenience, at 6.1%, is expected to be faster than in supermarkets and even QSRs (quick service restaurants) such as Mc-

Donalds, EAT and KFC. Only coffee specialists and food to go specialists will benefit more.

Meanwhile UK tobacco sales were estimated to be £19.3bn in 2015, according to figures from the Health and Social Care Centre.

The prediction comes after the Scottish government announced a £250,000 fund for independent convenience retailers to help them develop a hot food offering. Rural economy secretary Fergus Ewing

made the announcement at the Scottish Grocers Federation annual conference last week, with the scheme scheduled to be up and running early next year.

Retailers will be able to apply for up to half of the money they need to put in a food to go option in their stores.

Zahid Ula, of Day-Today in Kelty, said: "We are starting to sell a lot more food to go as more customers are asking for it and our cigarette sales are

definitely falling. Food to go is going to be our main focus for the next few months."

Meanwhile, Eddie Poole, of Poole's Supervalu of Moira in County Down, said food to go has been his fastest-growing category for the past few years.

"I now have four full-time staff working on food to go from 6am. Rustlers burgers and sandwiches are very popular and we also sell full dinners and curries in the evening," he said.



Ben is honoured for wheely great charity work

Nisa has honoured the charity work of a Lancashire IT worker by naming a delivery lorry after him. Harwood resident Ben Ahern had his lorry unveiled at a Nisa Local, in Bolton, on 7 November. A colleague nominated Mr Ahern for volunteering with the charity Homeless Aid UK. Store owner Krishan Patel said: "It's a great way to recognise the work Ben does and the fact this lorry will be delivering to stores in the area where Ben works means he will be able to see it now and again."

Retailers will stick to PayPoint, says CEO

Retailers will stick with PayPoint as it drives value to their stores, PayPoint chief executive Dominic Taylor told RN.

Speaking at the launch of PayPoint EPOS One Pro in London, Mr Taylor said its services are unique.

"Retailers aren't prepared to exit PayPoint because it is driving value.

No other EPOS system is like this and it offers the widest range of services.

"These include real-time stock updates, a smartphone app with on-the-go inventory management and cloud storage which keeps their sales data securely stored."

Figures given to RN by PayPoint show 449

retailers left the company in the three months ending 30 June, leaving its total retail network at 28,727 outlets.

Mr Taylor did admit PayPoint had fallen behind with customer service.

He said: "We know we're behind and that's why we're investing

millions into upgrading our internal systems intensively. Retailers will have a bespoke and better service."

Muhammed Rana, of Poplar Stores in Huddersfield, has seen profit margins increase from 20% to 35% since he started EPOS One Pro trials in September.

STORE LOOKBOOK



1 From left: Shabaz Ali's sister-in-law Shabana, his mother Surria, his father Safdar Ali and his brother Shazad



2

Reaping the rewards

There has always been a lot to impress inside Shabaz Ali's 1,200sq ft Falkirk Costcutter, but after a year of updating his range, the business is reaping even greater rewards says **Helena Drakakis**

The changing nature of convenience is a challenge facing store owners up and down the country, but one which is perfectly exemplified by the experience of Scottish retailer Shabaz Ali and his Falkirk Costcutter store.

Situated on a busy main road, half way between Edinburgh and Stirling, Shabaz's post office, lottery and convenience ranges have long satisfied the community's residential and school-age population. But as he looks to grow profits, Shabaz has taken advantage of the growing potential of an as-yet-untapped customer base – commuters.

"I've seen a difference in the past year. Passing trade has increased and we've had to rethink our market," says Shabaz, who adds there has been a marked increase in commuters cutting through from the M9 motorway plus added passing trade from workmen and tourists attraction, the Kelpies.

That the store is only 1,200sq ft in size has been a challenge for the business since it was opened 33 years ago by his father, then recently arrived from Pakistan.

Adapting and adding ranges in an already comprehensively stocked shop (there is even a haberdashery department for emergency repairs) was therefore a challenge that Shabaz and his two brothers – Shazad and Adnan – were both ready for and relished.

In the past year, the store has gained

a fresh bean-to-cup coffee machine from Essential, a hot dog maker, a microwave for burgers and a slush machine, all to increase his food to go offering.

"I sell hot dogs and hot drinks from 6.30am and as I'm selling my coffee at £1.25 and £1.75, I'm offering motorists and workmen a really competitive price. The feedback I'm getting on the quality is great. My slush machine has been surprisingly popular with adults. Some even use it as a hangover cure."

He also provides a small selection of meats supplied by a local craft butcher Gleddoch Family Butchers. Similarly, breakfast items such as Scottish Lorne sausage are sourced from WM Holleran & Sons, a butcher based in nearby Linlithgow.

Shabaz has even started buying fresh fruit and vegetables directly from Edinburgh-based wholesalers Total Produce.

Add to these modern convenience ranges the family's regular offerings of newspapers and magazines, household, DIY, a pound zone, greeting cards and stationery and it is impressive how spacious the store feels. Part of the reason is the standards Shabaz has worked with Costcutter on maintaining.

"We joined Costcutter eight years ago and since then we've revamped the store and added to it. We also put a cash machine and a Post Office Local in," he says.

With the business undergoing a major



RN always has the information I need. The average pricing in the Pricewatch pages helps me to develop my own strategy

SHABAZ ALI



1,200sq ft
The size of Shahbaz Ali's Falkirk Costcutter

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What you can learn

- 1 Utilising the family's experience has helped Shabaz successfully oversee a period of change
- 2 The store's Rollover hot dogs provide another reason for customers to use the store
- 3 Core categories such as magazines and confectionery retain a strong presence
- 4 The family's work has been recognised with a prestigious business award

INFORMATION

Location
Costcutter, Redding Road, Westquarter, Falkirk FK2 9XQ

Size
1,200sq ft

Turnover
£23,500 per week

Basket spend
£6.50

STORE LOOKBOOK



5



6

refit a year after joining the symbol group, the family have since worked to ensure every inch of the store' is working as hard as possible.

"I keep on top of things. Every month we look at a different part of the shop, strip all the shelves, clean them down and put them back," he says. "We've always got to be ahead."

Any dead stock does not last long. The hard work has paid off and, although a nearby Tesco superstore initially took some trade from him, he has managed to claw it back by constantly tweaking his store.

The store's approach was celebrated recently when the business won Best Independent Retailer at the Stirling and Falkirk business awards.

Yet, although it means a lot to the Ali family to be recognised by the business community, Shabaz knows the real judges who matter are his customers. And with a need to maintain prices, while bringing in new ranges, this is a panel that is getting harder than ever to please.

"Customers don't shop with you because you're convenient. If we can't deliver what they want at the price they want, we know our customers will shop around."



Want to see more of Shabaz's store? Go to betterretailing.com/costcutter-falkirk

What you can learn

5 Shabaz advertises the new food and coffee-to-go range outside the store

6 Fruit and vegetables are making a larger appearance in the business this year, reflecting changing demand

7 A pound-zone offering in store can drive sales with price-conscious customers



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SYMBOL NEWS

Food and drink tops for Scots

The food and drink industry in Scotland has overtaken oil and gas as the country's main economic driver, the head of Scotland Food & Drink has told delegates at the Scottish Wholesaler Association's first food-service networking event.

The event, Bridging the Gap, which took place in Edinburgh, brought together suppliers, wholesalers and tourist representatives to discuss the opportunity to offer through the promotion and sales of Scottish produce both domestically and abroad.

James Withers, chief executive officer of member organisation Scotland Food & Drink, said: "Revenues from food and drink last year were £14bn and oil and gas were £13.4bn. By 2030 we predict the food and drink sector will be Scotland's main economic driver."

Training benefits

Online training company Bolt Learning has partnered with employee recognition scheme epoints Trade to work with symbol groups on staff category understanding and product knowledge.

Under the partnership staff will be rewarded for completing online training modules with the epoints 'currency', which can then be spent on rewards.

The online modules cover topics including underage sales and food safety as well as customer service and core range. The companies are currently in discussion with symbol groups.

Mark Biscoe, managing director of epoints Trade, said: "We are sure this programme will motivate employees."



Recognition for top apprentices

Jenny Williams (second from left), Sharon Woods (centre) and Nisha Davatwal (second from right) from Costco were three of 13 apprentices who received recognition by the Federation of Wholesale Distributors (FWD) at the organisation's annual apprentice awards. The event, held on 1 November at the House of Commons, was attended by the minister of state for apprenticeship and skills Anne Milton MP (far left) and MP for Enfield North Joan Ryan (far right).

Shop owners gearing up for festive reboot 'We have to offer something different'

Christmas promotions will give booze a boost

by **Olivia Gagan & Helena Drakakis**

RNreporter@newtrade.co.uk

Symbol retailers are hoping to boost Christmas alcohol sales by persuading customers to trade up and by tapping into a record number of festive promotions from symbol groups.

Elfed Roberts, who runs Spar stores in Abersoch and Nefyn, Wales, told RN: "It's hard to compete with the multiples, so we have to offer something different to encourage people to shop."

"This Christmas, we're going to focus our offer on

premium gins and tonics. We'll refit the cigarette gantry with a display of premium gins. We're trying to get people to trade up, as they will treat themselves at Christmas."

To help retailers capitalise on a premium offering Spar will be pushing two new prosecco lines, launched this year - Spar Extra Dry DOC Prosecco and Spar Valdobbadiene DOCG Prosecco. The symbol group will also be offering a magnum of Perlezza Prosecco 1.5l at £15.

Mr Roberts said: "We've already signed up for Spar's

Christmas prosecco deals - we will have a dedicated prosecco fridge."

Anish Parekh of Londis Broadoak, Greater Manchester, said he would be stacking four-packs of cans high. "New posters will go on our front windows, and we'll advertise deals next to our external ATM. There's a lot of local competition, so you have to really try hard," he said.

Londis has released details of its Christmas promotions. Included is Blossom Hill Sauvignon Blanc, Cabernet Sauvignon and White Zinfandel at

£4.99, Secretary Bird at £5.49 and Gordon's Pink Gin at £14.99.

Amandeep Singh of Singh's Convenience, a Premier store, said: "My Christmas alcohol is driven by what deals are on offer."

Premier has confirmed it will offer Hardys Shiraz and Chardonnay at £4.99, 10 and 12-pack beers and ciders including Carling, Stongbow Dark Fruit and Foster's, at £10 and selected 70cl spirits at £12.99.

Martyn Parkinson, Premier brand director said: "Premier's alcohol offer will be our biggest and best yet."

Basket spend up 100% for Shopper First stores

Three more stores, reopened under Costcutter's Shopper First programme, have reported a boost in sales.

Costcutter on the Oxmoor Estate in Huntingdon, Cockshut Hill in Sheldon, Birmingham and a company-owned store in Fremington, North Devon, have all been refitted as part

of the brand transformation programme.

The latest to open its doors, a 2,000sq ft store in Sheldon owned by Rekha Godhania, refocused on food to go and quick meal solutions following advice from the group on how to tailor their offer to local shoppers.

Mrs Godhania said:

"We've expanded the range of chilled and fresh produce and extended our beer, wine and spirits offer. In the month since opening, we've seen basket spend increase by 100%, with word of mouth continuing to drive new footfall in to store."

The 1,500sq ft Costcutter

in Huntingdon, owned and run by the Patel family for 30 years, wanted to cater for those with lower disposable income and who were short on time.

Owner Sagar Patel said: "We've redesigned the store to bring people in from dawn until dusk for quick mealtime solutions."

NEWS & MAGS

Newsagents to benefit as WH Smith makes cuts

Newsagents located near WH Smith stores could stand to benefit from cuts made to stores' magazine ranges.

Mark Ansell, of Liskeard News in Cornwall, said he has seen an uplift in sales of craft and women's interest magazines after the branch nearest to his store reduced its stock - including selling 12 extra copies of Good Housekeeping this month.

"If the big chains start to reduce their ranges it can only be good news for independents. My footfall has been up significantly," he said.

WH Smith's recently released financial results for the year up to 31 August show its travel stores, located at stations and airports, outperformed its high street stores for the first time. Revenue for the high street business was down 5% year on year.

No reduction in frequency: Condé Nast

Condé Nast has said there are "no plans" to reduce the frequency of its other UK titles, following the announcement Glamour will be cut from monthly to biannually at the end of this year.

The statement also follows the company's announcement last week that it will cut the frequency of seven titles in the USA by between one and two issues per year, as well as closing the print edition of Teen Vogue entirely.

A Condé Nast spokesman said: "There are no plans at the moment to change the publishing schedules."

Digital-only output hit by 'fake news' fears Almost 50% of respondents mistrust social media

Trust in printed word is on the rise, says Kantar

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Customers' trust in printed newspapers and magazines has risen in comparison to social media and online news sources, according to a new study from retail analyst Kantar.

The Trust in News survey shows social media and digital-only news platforms have sustained reputational damage as a result of fears raised over 'fake news' during the recent UK and US election cycles.

It reveals 58.3% of respondents trust social media less than before the June election - while 28.3% trust printed news magazines more.

Printed newspapers, meanwhile, appear largely unaffected, with 68% saying their trust in national newspapers remains the same and 69% saying they trust local newspapers the same.

The research shows printed magazines are the most trusted news source in the UK, with 65% saying they trust them, while 57.5% said they trust printed newspapers, making them the fourth most



Almost 70% of respondents said their trust in national newspapers remained the same

trusted source behind 24-hour TV news channels and radio news.

Just 28.9% said they trust social media as a news source, 35.8% said they trust messaging apps and 45.1% trust online-only news outlets.

John Vine, of Newsworld in Church Stretton (pictured), told RN he had noticed a change in the trust cus-

tomers appeared to have in news headlines, but added the popularity of current affairs magazines such as Private Eye and The Spectator had remained high ahead of the last UK election.

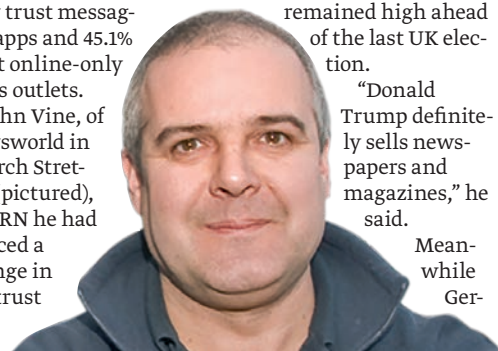
"Donald Trump definitely sells newspapers and magazines," he said.

Meanwhile Ger-

ald Thomas, of Arcade News in Ammanford, South Wales, said he noticed different levels of trust depending on the customer.

"Some people tell me they have read them from cover to cover and seem to believe every word but others only skim the headlines," he said.

Across all respondents to the survey, 40% had purchased a newspaper in the last week, but where the respondents reported they had 'trust in newspapers' this increased to 56%.



Retailers left waiting after Comag switch

Retailers are experiencing some disruption to their magazine supply following the full handover of all former Comag titles to new distributors last week.

While some retailers have not noticed any change, others told RN they have been left waiting to receive their usual

supply or even received too many titles.

Nainesh Shah, of Mayhew Newsagents in Belgravia, London, said he has received orders late as well as receiving the wrong quantities, including receiving two separate orders of his usual supply of Harper's Bazaar last week.

"It's been a real headache so far. What used to take one phone call can now take 10 because we don't know the contacts. We are hoping it's just teething problems and will improve in the next couple of months," he said.

Jai Patel, of Regent News in Soho, London, added: "We have had a few

issues with receiving the wrong magazines and not getting the right number so it has not been smooth so far."

A Frontline spokesman told RN any disruption had been caused by production and wholesaler issues and not by the handover of titles from Comag.

PRODUCT TRENDS

Consider cheaper chocs this Christmas

There is a gap in retail for the “neglected” market of confectionery boxes under £10, chocolatier Jenny Wren has said.

Jenny Wren managing director Mike Stainfield advised retailers to make the best of the category by merchandising it like premium alternatives.

“We’re currently stocked in 400 independent shops and expect huge opportunities with gifting during Christmas,” he said. Ferrero customer development director Levi Boorer added: “People are pulling back on their spending and long-standing trends are reversing.”

The advice comes as Anita Nye, of Premier Eldred Drive Stores in Orpington, said she had seen sales of premium gift boxes from Thorntons increase 15% when on promotion for £4.50 during Christmas.

Local is still king for dairy

The latest figures from Mintel have shown a growing appetite for dairy products which support local sources.

Mintel’s Global Food and Drinks Report, published on 26 October, shows 57% of 1,666 UK shoppers would only buy milk and cream from brands and suppliers who advertise their support for local farmers.

Julie Atkinson, of Hollins Green Community Shop in Warrington, said: “We made a point of stocking milk from the local Bates Dairy when we opened to support farmers from the area. They’re definitely popular as we sell more than 100 bottles a week.”



Kellogg's bowls perfect score as cereals grow

by Tom Gockelen-Kozlowski
tom.gk@newtrade.co.uk

Kellogg's 120-year-old Corn Flakes brand is helping drive a return to growth for the cereal category, the company has announced.

The cereal is the second-fastest growing in the category and sales grew by almost a fifth during this year's busy back-to-school period. Off the back of this recent growth, the company has announced a £10m marketing campaign – #MyPerfectBowl – for 2018, encouraging customers to

try Corn Flakes outside of breakfast times. The activity is just one of a number planned by Kellogg's in the coming months as the company looks to “turn-around” a tough period for the cereals market.

As well as the launch of an Organic and Gluten Free range (WK Kellogg) reported by RN last week, the company is bringing back its “Grown Ups Go Free” tie-in with Merlin venues from January and launching a protein bar brand extension for Special K in December. The company is

also bringing to market a £1 format for its snack brand, Pringles.

Simon Smith, Kellogg's impulse sales category lead, said the raft of activity was an acknowledgement of a need for greater investment: “There's a lot more humility in the way that we're going to market and the way we are willing to learn, listen and improve.”

“We're proud of how we have turned around a difficult three years and it shows that focusing on the core and getting the basics right makes the difference.”

Mr Smith added Kellogg's had recently brought together symbol groups and wholesalers to launch these products and explain the company's strategy.

Sarj Patel of Pasture Lane Store, Sutton Bonington said there was much retailers could do to improve cereals sales too. “Our sales have gone up significantly since our refit. We put cereal near to our milk and made it easy to shop. Customers are brand loyal but also price sensitive so we've always stocked pricemarked cereals.”

Retailers urged to push South American wines

Convenience store owners can persuade shoppers to trade up when buying wine this Christmas by tapping into the growing popularity of South American reds and whites.

Concha Y Toro head of communications Ben Smith told RN more than 18 million bottles of Casil-

lero del Diablo wine were sold into the off-trade last year. “The growing number of people travelling to destinations like Argentina has helped boost the popularity of South American wines.”

“The average price of our wines is £6.52 and retailers can certainly persuade shoppers to trade

up during Christmas by merchandising with food and drink which lends itself to social occasions. Shoppers don't mind spending more with this category, especially during the festive period.”

Tom Larkin, of Tywardreath Village Shop in Cornwall, told RN South American wines are

among some of the biggest sellers in his store. “Our most popular wines are Isla Negra Chilean Merlot or Trivento Argentinian Malbec for £7.50.”

“We normally sell 10 cases of six per week, but this can quadruple during Christmas when we promote them alongside food or as part of a hamper.”

BRAND SNAPSHOT



Fall for a new vodka

Wine giant Echo Falls is venturing into the flavoured vodka market with the launch of Echo Falls Vodka Summer Berries, RRP £16.



Jus to get you baking

Pastry maker Jus-Rol is to launch a ready-to-bake cookie dough range. Choc-Chip, Double Choc-Chip and Caramel variants will be available.



Volvic's starring role

Volvic is introducing glow-in-the-dark bottles featuring five characters from the Star Wars: The Last Jedi film across its plain water range.



Hi honey, I'm home!

Ben & Jerry's is launching a chocolate and honeycomb ice cream, Home Sweet Honeycomb, to raise awareness of the European refugee crisis.



The future's oranje

Ketel One Vodka has introduced Oranje to the UK market. The premium vodka is infused with natural orange and mandarin oils.



No woolly thinking here

Kronenbourg 1664's festive promotion will offer shoppers a free pair of festive socks when they buy two 4x440ml packs.



Joint launch is a tonic

Scottish gin producer NB Distillery and Bon Accord soft drinks are to launch a co-branded tonic with citrus and vanilla notes, RRP 95p.



Hearts of sweetness

Swizzels is to launch limited edition Love Hearts featuring 11 emoji symbols alongside the fizzy sweet's traditional romantic messages.



Snow joke for Coke

Coca-Cola is launching limited edition 4x250ml glass bottle packs with a snowflake design as part of its 2017 Christmas campaign.

WHAT'S NEW



The a2 Milk Company

The proteins contained in the a2 Milk Company's range are easier to digest than those of other companies. Each cow the milk is sourced from is hand selected by farmers.

RRP £1

Contact craig.louttit@a2milk.com



Ananda

Ananda Caramel Marshmallows are individually handmade without any gelatine products used in the process. Each 40g package is also suitable for coeliacs.

RRP £4.20

Contact anandafoodsuk@gmail.com



Bim's Kitchen

Bim's Kitchen African Relish set comes in a set of four and can be used either as a seasoning to add spice to meals or as a dip to eat with bread.

RRP £4.50

Contact sales@bimskitchen.com



Chocolate Tree

Chocolate Tree Chai Spice combines traditional Indian tea spice with a Christmas flavour for its hot chocolate. All ingredients are grown in a remote canyon at the foothill of the Andes.

RRP £5.95

Contact info@chocolatetree.com



Biona

Jars of Biona Organic Apple Rhubarb puree are designed to be used as a topping on yoghurt, rice pudding, porridge or similar foods. The product is 100% organic and vegan-friendly.

RRP £1.49

Contact shop@motherearth-health.com



Badger Balm

Badger Balm Cheerful Mind Balm combines lemon and oranges with spearmint to create its intense fragrance. All ingredients are organic.

RRP £6.39

Contact custserv@badgerbalm.com

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



The Authentic Bread Company

The 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



Amisa

Amisa Chestnut Crispbreads are designed as a treat on the go, but can also be used to accompany any main meal. They combine sweet and nutty flavours.

RRP £1.75

Contact info@authenticbread.co.uk

Focus

Ginger beer

Traditionally a summer drink, alcoholic ginger beer trends have since changed to make this a beverage which can be enjoyed during winter at festive gatherings



Fentimans & Hollows

Fentimans & Hollows Alcoholic Ginger Beer is available in 330ml and 500ml bottles. All the drinks are made using natural ingredients from a secret recipe.

RRP £2

Contact info@fentimans.com



Breckland Orchard

Award-winning Breckland Orchard puts a different spin on the traditional ginger beer by offering it in unique flavours, such as chilli. Each drink is available in a 275ml bottle.

RRP £1.46

Contact poshpop@brecklandorchard.co.uk



Luscombe Drinks

Luscombe Drinks fresh root ginger beers have been brewed using methods several decades old. The Hot variant is slightly drier than the others and is ideal with barbecue foods.

RRP £5.99

Contact info@luscombe.co.uk

Robert Kirkwood

The Corner Shop Premier, Cowdenbeath

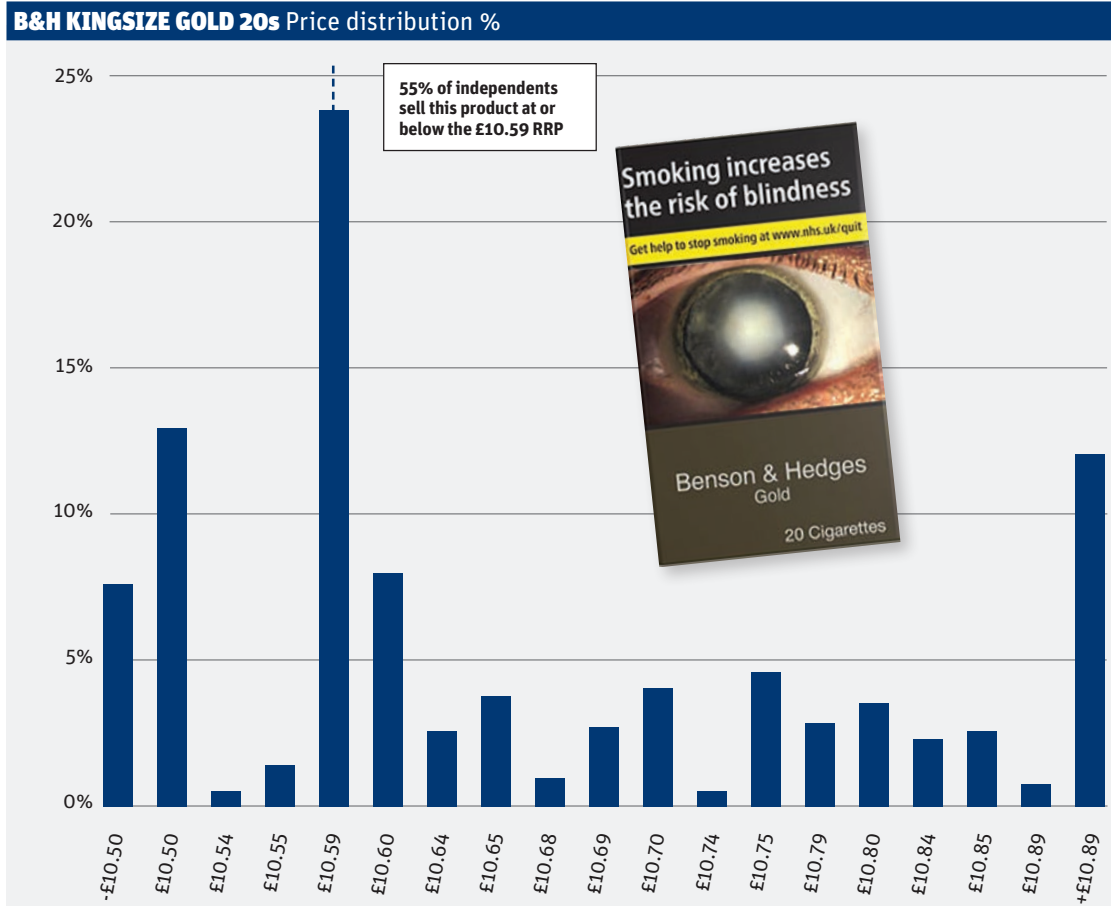
Alcoholic ginger beers do very well for us, particularly during the summer. We get them from a local company called Brew Shed. We normally sell more than 10 cases of 12 bottles per week and this can often increase during the summer



PRICEWATCH

Profit checker Premium Cigarettes

Price checker



PRODUCT
L&B Kingsize Original Silver 20s
Marlboro Kingsize Gold 20s
B&H Kingsize Gold 20s
B&H Kingsize Silver 20s
Silk Cut Kingsize Purple 20s
B&H Kingsize Silver Dual 20s
Silk Cut Kingsize Silver 20s
Regal Kingsize Blue 20s
Royals Kingsize Red 20s
Embassy No1 Kingsize 20s
Marlboro Kingsize Red 20s
Superkings Original Black 20s

Analysis

One of the main questions asked when EUTPD II legislation was introduced in May was whether retailers would raise prices above RRP post-pricemarking. Our charts clearly show more than half have chosen to increase margins,

with 52% selling B&H Kingsize Gold above its £10.59 RRP, and of the 72 prices on our Price Checker table, 81% are above RRP. While many choose to top these prices by just 10-20p, a significant number go as high as

£2 above. The pricing spectrum on tobacco was always wide, but the percentage of stores sticking to RRP on B&H Gold has fallen to less than a quarter, indicating a decisive change in pricing strategies.

How we drive our profit

Wendy Boyatt

STORE Premier Morfa Stores
LOCATION Gwynedd
SIZE 2,500sq ft
TYPE residential/main road

TOP TIP

Focus on bestsellers and don't be afraid to remove products which aren't popular in your area



We buy all our tobacco products from Booker and stick to its RRP on all our cigarettes, so we sell B&H Gold at £10.59. That particular product isn't our bestseller - Sovereign 20s are the most popular - but it doesn't do too badly. Rate of sale is more important to us than margin, and this has improved now we only sell 20-packs, because previously we had too many products. When it comes to cigarettes, it's not about how much money we make. We sell them because our customers expect us to and if we didn't, they'd do their shopping while buying cigarettes at another store.

Eugene Diamond

STORE Diamond's Newsagents
LOCATION Ballymena, County Antrim
SIZE 1,000sq ft
TYPE main road

TOP TIP

Always have good availability. People will return if they know you always stock the brand they smoke



I price B&H Gold slightly above RRP at £10.65. You have to be competitive for the area you're in, but with premium cigarettes people are less price-conscious. My bestsellers are the cheaper B&H products and Players. I've bought from the same wholesaler for 38 years, but we've been hit by the removal of packs of 10. People are being driven towards loose tobacco, which is a growth market, and that now accounts for around 40% of my sales. Milder cigarettes such as Silk Cut Silver also sell well. Sales have gone down in line with fewer people smoking, so my focus is now on confectionery and news.

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 VILLAGE HIGH STREET SHOP IN KENT	RETAILER 2 SMALL C-STORE IN LONDON THEATRELAND	RETAILER 3 HIGH STREET STORE IN RURAL BEDFORDSHIRE VILLAGE	RETAILER 4 SMALL C-STORE IN CENTRAL CARDIFF	RETAILER 5 MAIN ROAD POST OFFICE IN SUBURBAN EDINBURGH	RETAILER 6 SMALL HIGH STREET SHOP IN SMALL CORNISH COASTAL TOWN
£9.26	£9.00	£9.60	£9.00	£11.65	£9.50	£9.23	£9.00
£10.60	£10.45	£11.00	£10.35	£12.40	£10.50	£10.69	£10.40
£10.67	£10.59	£11.00	£10.79	£12.50	£10.50	£10.69	£10.60
£9.80	£9.60	£10.20	£9.80	£11.85	£9.75	£9.79	£9.60
£10.66	£10.59	£11.00	£10.59	£12.50	£10.50	£10.69	£10.60
£9.82	£9.54	£10.10	£9.74	£11.85	£9.75	£9.79	£9.60
£10.66	£10.59	£11.00	£10.79	£12.50	£10.50	£10.69	£10.60
£10.70	£10.69	-	-	£11.95	-	£10.79	£10.70
£9.58	£9.60	£10.10	£9.80	-	£9.25	£9.69	-
£10.73	£10.69	-	£10.59	£11.95	£10.79	£10.79	£10.90
£10.56	£10.45	£11.10	-	£12.40	-	£10.69	£10.45
£10.71	£10.69	£11.00	£10.59	-	£10.90	-	-

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Jai Singh

MJ's Go Local Extra, Sheffield

The Henderson's Burger, £2.10 for 2 x 200g



Where did you discover it?

In Sheffield, Henderson's relish is an institution, so I wanted to sell a burger that used it as a key ingredient. I approached Patterson's butchers, another Sheffield institution, and it experimented. Patterson's tried it out on the hairdressers in the salon across the road from its shop, and my wife and I sampled the product too, so you could say it was a community effort. We all said they needed to add more relish. After that, the burgers were good to go.

Who buys them?

We introduced the Henderson's Burger at the back end of summer. It's proved popular with families having barbecues, and they've given us positive feedback, so the product appeals to people of all ages. The burgers are easy to cook so we've sold a lot to customers who are coming in from work. We sell them for £2.10 for a pack of two and have been shifting around 10 packs per week.

What makes them a success?

Patterson's infuse their meat with Henderson's relish and it makes for a delicious combination. As with all my products, I want to source the very best and for meat there's nobody better in our area than Patterson's. The Henderson's burger has a really distinctive flavour which I hope customers will associate with Sheffield.

Nicola Ransome

STORE Welton's
LOCATION Great Bowden
SIZE 800sq ft
TYPE village store

TOP TIP

For village stores, keep a small range – we have 10 products. If regulars ask for a particular brand, you'll have space to stock it



We price B&H Gold at £10.70 and they sell averagely well, but it's Marlboro products which have the highest rate of sale in this shop. We buy our cigarettes from Booker and add a small margin to their RRP. This is a small village corner shop, and the people buying cigarettes from us are a real mix, from young adults to elderly customers. We've noticed that since the ban on 10-packs earlier this year, our overall cigarette sales are down by 2%, but we don't sell many cigarettes and tobacco items in general, because they aren't a priority for people around here.

Kamal Sisodia

STORE WH Smith Local
LOCATION Coalville
SIZE 950sq ft
TYPE inside shopping complex

TOP TIP

Be sensitive to the trading environment – stock products popular within the local area



My best-selling cigarettes tend to be at the value end, such as Sovereign and B&H Blue, but in premium, B&H Gold and Marlboro Gold are the most popular. I sell B&H Gold at £10.50 a packet, which is slightly above RRP, and aim to make an overall 6%-7% margin in this sector. My primary supplier is Bestway, but I will shop around also use others too. Overall, I've noticed sales have gone down a bit since the 10-pack ban was brought in in May, but cigarettes are still selling well here, even if this is a category in decline. They make up around 40% of my total store sales.

YOUR NEWS

Slush? It's not just for summer

A traditional summer treat, slush drinks, is paying dividends in winter for a Liverpool c-store owner.

Ramsey Hasavalla, of Premier Speke, bought a three-flavour machine for £2,500 in 2016 from supplier Snow Shock. "It paid itself back in three months," he said, adding he believes he is the only retailer in Liverpool to stock the drinks. He told RN: "I sell 100 cups a week in the winter for 70p, trebling to 300 in the summer months. Each drink has a cost price of 26p."

Mr Hasavalla said rotating the flavours and careful positioning has been key to its success. "The machines often go on counters, but I recommend putting them in kids' areas too," he said.

● See next week's *Store Lookbook*.

Mortgage advice for free

Independent retail insurer The Retail Mutual is offering its members free residential mortgage advice as the insurer scales up its services.

The member-owned NFRN affiliate provides insurance to more than 4,000 independent retailers. Under the deal, members can now phone or email mortgage brokers London & Country for advice on issues such as finding, selling or remortgaging a home at no extra cost.

Chairman Peter Wagg said: "Providing a mortgage service was a logical extension of our existing offering of business, liability, home and residential landlord cover and we look forward to expanding our product range further over the coming year."



Family-run store celebrates 115 years

A Welsh family-run newsagent is marking 115 years in the business with a programme of celebrations. Owner Meryl Williams is the great granddaughter of William Pike, a cricketer who opened Pike's Newsagents in Porthmadog, North Wales, in the autumn of 1902. Ms Williams, who runs the store with husband David Williams, said: "We've commemorated the anniversary with appearances on Welsh TV channel S4C and local radio and newspapers. We also had a customer coffee morning for the Macmillan charity which raised £1,400."

Informal talks in advance of formal consultation 'We are piggy in the middle on this'

Retailers can't bottle it over deposit return plan

by **Olivia Gagan**

RNreporter@newtrade.co.uk

Shopkeepers must encourage involvement with Scotland's forthcoming bottle deposit return scheme or face losing footfall to supermarkets, retailers have told RN.

The comments were made as informal talks got under way in advance of a formal consultation north of the border. Under current proposals, Scottish shoppers will pay a deposit when buying drinks in glass bottles or cans. This will then be refunded when containers are re-

turned via a process called 'reverse vending'.

David Woodrow, of Woodrow's Newsagents in Bishopton, urged smaller retailers to assert themselves at an early stage in the talks.

"As retailers, we are piggy in the middle on this. One of the biggest fears is that if we say no to it we will lose footfall to the supermarkets," he said.

The aim of the scheme, which is being developed by the quango Zero Waste Scotland, is to curb littering and boost recycling rates, although many of the plans, including the obliga-

tions for retailers, remain unclear.

However, a Zero Waste Scotland spokeswoman confirmed the scheme is expected to include all single-use drinks containers. She added informal talks had begun this month with stakeholders, including retailers, to thrash out the amount of deposit, which containers the deposit will apply to, where they will be returned to, and the overall management of the scheme.

Glasgow retailer Mo Razzaq, who is due to trial a recycling machine in his Family Shopper store

in Blantyre, called for the government to subsidise the machines needed to run the scheme which can cost upwards of £19,000.

He said: "These need to make a decent return for shopkeepers," adding Scottish NFRN members have suggested a National Lottery-style commission for hosting the scheme.

National Lottery retailers earn between 5-6% commission for each game sold. A National Lottery spokesperson told RN National Lottery retailers "earned around £6,500 in commission per store in 2016/17".

£100k race against time for local store

A community-run shop's future is in doubt as organisers battle against the clock to raise £100,000 to keep it open.

Oake Community Shop in Somerset, which has been in Oake village for 50 years, was taken over five years ago by a community benefit society, having previously been run by the village postmaster,

who still owns the property.

Now, the society has just over a year before the lease on the property expires, following a renegotiated 13-month extension. After that, organisers must vacate the building.

"We hope to raise the cash via lottery funding and selling shares to soci-

ety members," committee secretary Fern Dunn told RN.

A new committee is also being set up to replace the existing one and plans are afoot to buy and convert another property in the village.

"There are potential locations around the village hall where there's parking and natural footfall," Ms

Dunn added.

The shop, the only convenience store in the village and within a few miles' radius, is also waiting for the renewal of its Post Office contract - a decision that is due this month.

"We won't go ahead without the Post Office contract," Ms Dunn said.

EXPERT BRIEFING



James Middleton

Pernod Ricard

With Christmas approaching, do you have a range of premium spirits to cater to customers' needs? If not, Pernod Ricard's channel director for impulse, **James Middleton**, says you'll be missing out



Demand for cocktails at home has increased by 23% year on year

Premium spirits generate 100% of spirits growth within the convenience market

This growth equated to £6.5m in the past year. To help retailers make the most of this and drive crucial sales at Christmas, we're launching two campaigns focused on helping retailers increase sales of Scotch and popular cocktail and mixer ingredients: 'Expertly Selected Whiskies' and 'Mix with The Good Stuff'.

'Expertly Selected Whiskies' will help push sales of Scotch in the coming months

As shoppers look to select the perfect gift, sales of premium whiskies usually increase by 68% in the eight weeks ahead of Christmas Day. The 'Expertly Selected' range includes five of our top-performing premium Scotches - The Glenlivet Founders Reserve, Chivas Regal 12 year old, Scapa Skiren, Aberlour 12 year old and Ballantine's Finest.

At the same time, 'Mix with The Good Stuff' will tap into demand for cocktails at home

Demand for cocktails at home has increased by 23% year on year. We have selected three cocktails, which are easy to mix at home using store ingredients. These are Espresso Martini, Jameson, Ginger & Lime and The Plymouth Pink G&T.

Our activity has two important opportunities in mind

Gifting and home entertaining provide two vital opportunities to profit as Christmas approaches. Retailers should begin ranging products that match these opportunities from early November to ensure maximum visibility in the season. Our message is simple - ignore premium this Christmas and you will miss out. The premium sector is seeing real success within on-trade, where it accounts for 50% of all spirits sold, which tells us consumers are willing to spend more on premium spirits. In comparison, 18% of all spirits sold within the convenience channel are premium, so for retailers, it's about increasing



We've created these two simple campaigns to help retailers capitalise on this demand

volumes to make the most of the obvious opportunity.

These campaigns have been created with busy stores in mind

We've created these two simple campaigns to help retailers capitalise on this demand, the aim being to encourage shoppers to trade up and select the brands they are enjoying in bars at home.

Malt whisky experienced a strong uplift of 90% last year

Despite this amazing growth, only 51% of shoppers have a brand in mind when they enter a store. Pernod's investment in the 'Expertly Selected Whiskies' campaign will also help educate customers. It's designed to help them navigate between brands and pick the right whisky for the right occasion or recipient.

We'll help your customers to impress this Christmas

The campaign calls out helpful flavour cues, ratings and reviews. This simplicity is matched in our 'Mix with The Good Stuff' campaign, which can be created using spirits most retailers already stock. Encouraging shoppers to buy a 'serve' as opposed to just a spirit will increase the number of items per basket, by inspiring them to purchase drinks to impress their family and friends.

** Company CV **

Company Pernod Ricard
Channel director for impulse James Middleton

Profile The company is behind some of the biggest spirit brands in the market including Chivas Regal, Jameson and Plymouth Gin.

Latest news This Christmas the company sees a huge opportunity for independents to profit from premium spirits as consumers trade up.

YOUR VIEWS

YOUR LETTERS

I have no confidence in the entire news distribution network

In last week's letters one of my fellow newsagents mentioned he may stop weekend news deliveries.

What a state of affairs! I have sympathy with Graham Doubleday, and yet again the thread gets longer - Stephen Hunter in Bradford bemoaning the late arrival of news. Where will it all end?

Personally, I have not got a great deal of confidence in publishers and the wholesale news distribution network to deliver the product on time consistently. I do accept that a major news event will inevitably cause delays and we try to work with that scenario.

As Mr Hunter states, it is no good publishers extolling the virtues of more HND if they cannot reasonably get the product to the wholesalers in a time frame that lets us complete the cycle. It would be good to see a bigger involvement from the top echelons of the NFRN in resolving the issue - or am I just being delusional?

Les Wood
L & J News
Urmston
Manchester



I firmly believe EM News is not passing on requests for back issues to the publishers

Joe Sweeney



NFRN chief exec Paul Baxter said:

"Both the previous letter from Stephen Hunter and the response from Les Wood highlight how late newspapers continue to blight our industry, but I can assure both gentlemen, along with all NFRN members, that we beat this drum every day, at both national and local level, with the top teams from news wholesaling and publishing. We will continue to do this, as the need to support HND operators better is absolutely critical. In our discussions we have made it abundantly clear that news products are now fighting for space in stores and that the service being provided must be at least the same as that offered with other products. Of course, we appreciate the need for consolidation to take place within the news industry but with carriage charges only ever increasing, enough's enough and a back-to-basics mentality and a greater working to the scheduled arrival time to wholesaler needs to be restored by all. We urge the suppliers to also consider these regular letters and to also take time to respond."

This is definitely not a model way to conduct business

I firmly believe EM News is simply not passing on requests for back issues to publishers. This is

causing immense problems for us as customers are left very disappointed and, in some cases, they cannot finish the collection or become stuck at a certain point when it comes to building models.

Customers are left waiting for a part for so long that they often give up, and this can be very frustrating for me.

I feel I have let my loyal customers down.

They may not start collecting in the future and I have probably lost some of them as customer salttogether.

I am still awaiting the Marvel Chess Collection Issue 82. I have been waiting for this issue for more than a year despite numerous enquiries.

I'm still waiting for the Star Wars R2D2 Collection Issue 32 and Issue 19.

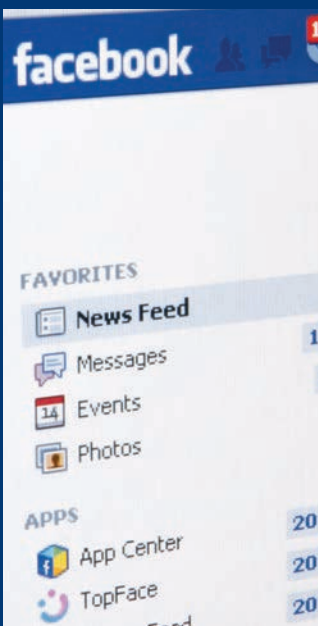
Customers have booked these issues and paid me in advance. I'm sure some customers think I am having them on and just taking their money and doing nothing about their order.

I don't order back issues without getting paid for them in advance for obvious reasons.

Joe Sweeney
Newscentre
Dublin

EM News had not responded by the time RN went to press

YOUR SAY DO YOU USE SOCIAL MEDIA TO PROMOTE YOUR STORE? IF YOU DO NOT, WHAT IS STOPPING YOU?



Scott Graham
McLeish, Inverurie

We use social media to tell customers about promotions and deals. We always put our sandwich of the week on Facebook and our meal deal is put up there too. It's also a useful platform for promoting events in which we're involved in and events which involve other local businesses we want to support. Social media is probably something we will use more in the future.

Karen Bull

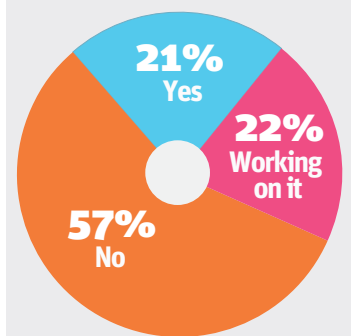
Spar Crescent Stores, Witney
We use social media to tell customers about Spar's weekly deals. My brother Ian looks after the shop's Facebook page and is pretty active on there.

It brings customers to the shop. For example, a woman came in to buy a product that was on offer recently. She told us she'd heard about it on Facebook and came in just for that reason.

Harvinder Singh Thiara
Marty's Convenience, Birmingham

I don't use social media to promote my shop. There are a couple of reasons for this and the main one is definitely our location. We are on a busy dual carriageway and we get lots of trade from passing traffic - people parking up and coming in if they need something. They don't usually make a special trip to come to the shop. The other reason I haven't tried to promote the shop on social media is that I'm too busy.

RN READER POLL



Do you have a Brexit contingency plan?

NEXT WEEK'S QUESTION

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



Vote now at
betterRetailing.com

PUBLISHERS BEING LATE TIME AND AGAIN IS THE NEW NORMAL



The advice from publishers when the clocks went back was: ‘Don’t alter your clocks we will be delivering as normal’.

Well I cannot accuse publishers of lying because they did deliver as normal – one-and-a-bit hours late again.

A really big thumbs-up from me!

It was mind-numbing being in work at 4am. At least I had YouTube to keep my mind occupied until the papers finally arrived.

Graham Doubleday
Doubleday Newsagents
Ashton-under-Lyne

100 YEARS AGO
10 November 1917
Our magazine argued against children being banned from delivering morning newspapers, despite teachers claiming “many children who came to school were too tired to profit by the instruction they received”, after completing their rounds.

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



What an awful morning we had on Saturday 21 November. My driver arrived at 4.40am telling me there was a full re-run with the Express, the Star, the Mirror and the i. Of course, Smiths News decided it had to go around its rounds before it could go back and collect the late arrivals.

This meant it was extremely late when we got the second delivery because for the majority of the time they have to pack it all when they get back and that means more delays. Consequently, it was 7.15am before I received the late ones which also meant I left to start my round just over an hour and a half late. By this time, I had lost a considerable amount of passing trade at Woodseaves Post Office, which I supply.

I find this very annoying. A number of

other newsagents I have spoken to have said we would all be better off if Smiths waited for all the papers to come in – although, by then, they may be a little later than their normal time, we would have everything and wouldn’t be losing out as I did on Saturday.

Of course, Smiths do not lose out because they get paid by the publishers every time they have a re-run so it is no wonder they do what they do. I wonder if they will pay me for my losses? The newspaper trade is not like it was when I came into it more than 23 years ago and now there is more grief to deal with because the Telegraph has gone up to £1.20 per week.

If they were to cut some of the stuff they put out at weekends, they would not use so much newsprint.

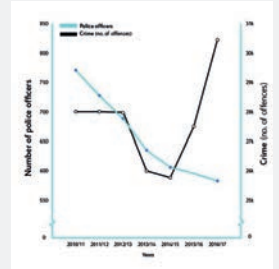
YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Hackney Council
@hacknycouncil

Hackney has lost 200 police officers since 2010 and now crime is going up. Write to the Home Sec here: <http://bit.ly/2xP6K9I> #FootTheBill



Ranjanbala Patel
@RanjanbalaPatel

Ranjanbala Patel retweeted @hacknycouncil

As a newsagent for nearly 40 years still on tension with constant shoplifting, verbal abuse and violent crime rise and no security.

Samantha Coldbeck
@samcoldbeck

Replying to @RanjanbalaPatel

Many retailers at breaking point due to rise in shoplifting and lack of support from the police. Thanks for the link, will be responding.

Alex Yau
@AlexYau_RN

Police and crime commissioner Clyde Grunshaw; “The way the police help retailers handle crime is inadequate. It’s not what people expect.”

SPAR Parkfoot
@SPAR_Parkfoot

Parkfoot is a third generation family-run business. We pay above the Living Wage & have three generations of some families working with us!



Woosnam & Davies
@trudydavies1964

Thanks to our local County Times paper for featuring our success



CATEGORY ADVICE



Better understanding baby food

More mums are looking for ways to feed their baby that are convenient and hassle-free, but are retailers making the best use of their range? RN joined **Danone Early Life Nutrition** to help two retailers get the most out of the category

Understanding the baby food category is an important step to help maximise sales of baby milk, food jars, food pouches and cereals. RN joined Nathan Kulik from Danone ELN to visit two retailers' stores to offer expert advice on how they can expand and display their range of baby food products to make them more visible and attractive to shoppers.



EXPERT ADVICE NATHAN KULIK

Head of Strategic Growth Channels, Danone Early Life Nutrition



FOCUS ON AMRIT SINGH

H & Jodie's
Nisa Local,
Walsall

"At the moment, our baby food is displayed mixed in with other baby products such as shampoo and nappies, so it would be great to see what effect separating them out would have. It is also good to learn what we're missing from our range, and how to have the best display possible and make it easier for customers to help encourage sales. We haven't had any help in the category before, so I'm glad to have Danone ELN in today."

Nathan Kulik says

"Amrit has a good strong core range of products, but one or two key elements are missing such as ready to drink milks. He has a good selection of food jars and powdered milks but could still build this and add a porridge range. We can further improve the display by brand-blocking all stages of Aptamil and Cow & Gate milks on separate shelves, and layering food jars based on the babies' age to make it easier for parents to navigate."

BEFORE



ACTION PLAN

- 1 Range:** Separate baby food products from others so there's a clear distinction and ensure you have the right core range in each sub-section; milk, food and cereal.
- 2 Merchandising:** Merchandise products in a logical order for easier navigation such as grouping baby food jars in ages from 4-6 months to 10 months upwards.
- 3 Brand blocking:** Place like-branded products close together so that customers can easily find what they're looking for within their preferred brand.

in association with



DANONE ELN TIPS FOR YOUR STORE

- 1 Make sure you give a good amount of space to baby feeding categories
- 2 Stock a core range of milks and baby food jars
- 3 Try to position baby food products beside toiletries
- 4 Put your best sellers in the best position on the shelves
- 5 Brand-block items together to make it easier for shoppers
- 6 Try to display baby food near the till point

THE OPPORTUNITY



Parents spend **38%** more than people without children in store



91% of parents shop the convenience channel every month



FOCUS ON SUKI & SERGE KHUNKHUN

Premier Woodcross Convenience Store, Coseley

“Baby food is just on the one shelf at the moment because we’ve always had limited space. We have a very small range and a lot of mums come in who ask for products we don’t have, so I am definitely excited about this project. I would like to expand baby food and make them more prominent so customers can see what we’re offering and the products that they can choose from.”



Nathan Kulik says

“The current display has a basic offering, so is not very visible. There is a big opportunity here to expand the display from one narrow shelf to three shelves. By doing this we could introduce a full range of powdered and liquid milk, food jars and cereals. We can also elevate the display so it’s at the top of the unit. And, being close to the till, it would be easy for shoppers to spot.”



ACTION PLAN

- 1 **Display:** Merchandise products correctly, such as standing up cartons of powdered milk so customers can clearly see the products they’re looking for.
- 2 **Position:** Raise products up from lower shelves to give them a more prominent position in-store, and keep them easily accessible for mothers.
- 3 **Visibility:** Ensure the display is in full view of the till to both attract immediate interest from shoppers and easily keep an eye on higher priced items.

What happens next?

Over the next ten weeks Suki and Amrit will follow Nathan’s expert advice and plan for their displays. We’ll track the sales data at both stores to see what changes.

To find out how they got on, look out for RN on...



24 NOV

IMPORTANT NOTICE: Breastfeeding is best for babies. Infant formula is suitable from birth when babies are not breastfed. Follow-on milk is only for babies over 6 months, as part of a mixed diet and should not be used as a breastmilk substitute before 6 months. We advise that all formula milks including the decision to start weaning should be made on the advice of a doctor, midwife, health visitor, public health nurse, dietitian, pharmacist or other professional responsible for maternal and child care, based on baby’s individual needs.



GET INVOLVED

To see how you can grow your baby food sales call **0207 689 0600 – option 3** or tweet **@betterretailing!**

MAGAZINES

100 MUST-STOCK CHRISTMAS PRODUCTS

As we come to the end of our 100 must-stock products for Christmas, RN's resident newstrade expert **Jennifer Hardwick** picks her top magazines for the season

91-100

Supplier advice

Dean Russell

Group sales development manager, Frontline



The key for retailers is to make sure they take a look at their range and that they have depth in the most important categories. Beyond that, they need to make sure they communicate with their wholesalers to increase their supply of the top-selling titles, even if they only take a few of them in a normal month. In store, it is a good idea to include magazines in any Christmas displays or create a dedicated section for Christmas titles.



91

Simply Christmas

From cooking to crafting and decorating to buying presents, Simply Christmas is designed inspire readers with festive ideas and features to have a happy holiday season. This year it comes with six free stencils for baking and crafting as well as two seasonal recipe collections.
On sale now, priced £4.99



92

Radio Times

Christmas wouldn't be Christmas without it. Radio Times' legendary double-issue covers the entire Christmas and New Year period. Last year's bumper edition generated a retail sales value of £6.4m, and with the latest ABC figures showing the magazine is still the highest-generating RSV title in the UK, it is well worth making plenty of space and displaying it prominently in-store.
On sale date in December



93

BBC Good Food

The Christmas issue of BBC Good Food is always the biggest-selling issue of the year. For 2017 it features more than 85 new festive recipes as well as its popular recipe calendar. Recipes include new celebration cakes and the annual Christmas Taste Test, in which the team blind taste-tested 160 supermarket products for their definitive list of the top buys this season.
On sale now, priced £4.50



94

Homes & Antiques

Homes & Antiques' December issue is always a popular choice for readers preparing their homes for Christmas celebrations. Inside are gift ideas, inspiration for readers to make their own Christmas wreaths and other green-fingered decorations, plus Homes & Antiques' guide to Europe's best Christmas markets. Of course there are also tips on how best to display antiques at Christmas.
On sale now, priced £4.30



95

Puzzler Collection

Puzzle magazines are a popular choice at Christmas for filling time at home, perhaps during long family visits. Puzzler Collection features a blend of approximately 120 new and classic puzzles. The 100-page magazine includes arrowwords, codewords and crosswords. For added appeal, the Christmas issue carries a free pen and an extra competition for the chance to win £250 every month for a whole year!
On sale 6 December, priced £2.99



96

The Christmas Magazine

Now in its 12th consecutive year of publication, The Christmas Magazine is packed with ideas on every aspect of the big day from home decorations to meals and presents. This year's edition also comes with three free supplements, Christmas Baking, Christmas Crafting and Christmas Colour Me Collection. **On sale now, priced £4.99**



97

Ideal Home's Complete Guide to Christmas

Ideal Home magazine's festive edition goes beyond decorating ideas to include gift suggestions, entertaining tips and a selection of recipes, as well as tips for family-friendly games. When the presents are all bought there are also ideas for wrapping and finishing touches, to make sure they also look pretty under the tree. **On sale now, priced £4.99**



98

What's On TV

What's on TV will have both Christmas and New Year TV covered for readers wanting to plan their TV viewing in the festive season. Inside are interviews with TV personalities as well as extra movie pages and all the details for Christmas specials and soap storylines. **On sale date and pricing not yet announced**



99

Cardmaking & Papercraft

The festive season is a time for crafting and the Christmas issue of Cardmaking & Papercraft is here to help fans create their own Christmas cards for friends and family. Also inside are ideas for them to make their own advent calendar to use year after year and even bake gingerbread cards. **On sale now, priced £6.99**



Supplier advice

Shameem Begg

Promotions and innovations manager, Puzzler

Along with prominent displays in the puzzle section, it is a good idea to add a till display if you want to encourage customers to think of these titles as last-minute stocking-fillers. Impulse buys are huge at Christmas so it's really important – especially in a category such as magazines – not to miss out. Puzzle magazines are inexpensive, thoughtful gifts that will easily tempt people if they are placed in key positions, particularly if they carry big competitions and free gifts such as pens and pencils. Customers always want value for money, so highlighting this is another plus point.



100

Quiz Kids

Another option for a last-minute stocking filler, Puzzler's Quiz Kids is the longest-established puzzle magazine for children, featuring eye-catching artwork, characters and puzzles as well as stories, games and things to do. There are competitions in each issue and the Christmas issue has a bonus section of even more puzzles for young fans to complete. **On sale 15 November, priced £3.99**

SPECIAL REPORT

What's next for convenience?

Inspired by one retailer's question, RN went in search of the future of convenience. Here, **Tom Gockelen-Kozlowski** and **Max Liu** hunt out the next big thing to drive your business's development

On a sunny September day in Musselburgh, just outside Edinburgh, RN sat down to lunch with three of the most exciting retailers in the UK.

One attendee was Ferhan Ashiq, whose small format, 'on-the-go'-inspired store in the Lothian town has been raising eyebrows since it opened earlier in the year. Also present was Joanna Casonato of Giacobazzi's. Her family runs two stores in the Kinross area of Fife where, utilising their Italian heritage, top quality ice cream and pizza is served alongside more everyday convenience fair.

The final person was Scott Graham, who runs the award-winning McCleish store in Aberdeenshire.

As the discussion veered from the need to develop staff and the challenges of higher wages to the increasing demand for food to go and fresh produce, Scott Graham asked the question which inspired this feature:

"I read all the magazines and they're all telling me to focus on fresh and chilled and food to go because that's the future of convenience. I've been focusing on this

and have got a good range of both - what I'd like to know is... what's next?"

The mission RN has given itself since having this conversation is finding out the answer to this question. Of course, fresh and chilled and food to go are growing because of change in society, our understanding of health and lifestyle and the widening tastes and demands of Britons. So "what's next?", and which trends will reign supreme when the popularity of these mega-trends peaks, is a big question.

Speaking to retailers from across the UK to find out how they plan to adapt their businesses in the future and hunting out the best new concept stores and innovative business internationally, we've tried to piece together the directions which the industry might take.

From the impact of technology, the rise of staff-less business models and the demand for items that no customer would ever expect to find in a UK convenience store today, this is our attempt to answer Scott Graham's future-focused question.

This, perhaps, is what's next.



“

They're all telling me to focus on fresh and chilled and food to go. What I'd like to know is - what's next?



GROUND-BREAKING STORE MODELS

Mariano's (concentrated around Illinois), USA

The chain started life in Illinois and now has a number of breathtakingly good stores in the state's biggest city, Chicago. In a Mariano's Fresh Market most, if not all, of the ready-to-eat produce (including sushi, cakes and pizza) is made in store and sits alongside high-quality ingredients in case you want to make the same meals at home. In fact, there are a range of classes, music events and demonstrations in store too. Tickets are often sold online, providing extra revenue for the business. The store scores highly among customers for its "old fashioned" customer service too.

WHAT YOU COULD DO IN STORE

Excel at events and not only will you showcase the range and quality of your products, but your store will become a place your customers will want to hang out in too.

WHERE'S NEXT FOR YOUR STORE?

Baz Jethwa
Costcutter,
Bolton



Food to go is still going strong and my next innovation will be an extension of that. From January 2018, we will introduce our business-to-business strategy. We want to start supplying local businesses with food. So if, for example, there's a big meeting at a local office we can provide the sandwiches. We can give them hot food too – pastries, burgers, whatever they want. We're deciding how to market this new service, whether it's through flyers, phone calls or through social media. We want to get the word out and become the go-to food supplier for local businesses.



WHERE'S NEXT FOR YOUR STORE?

Christine Hope

Hopes of Longtown,
Longtown



We're trying to become a destination retailer, as our location is rural and we need to offer customers extra reasons to come to us. We're developing a couple of buildings next to the shop with a view to having commercial tenants – a bakery/café and antiques shop – ideally by 2019. We want the site to be an attractive destination. I'd call this a 'listening phase' for us, when we're asking customers and staff to tell us what we need to offer, and asking ourselves fundamental questions: Why would people come to us? What would they need? What would they buy from us?



Christine Hope is putting her business's future in the hands of her customers – conducting surveys to get their views

GROUND-BREAKING STORE MODELS

Wawa's, USA

If the blending of foodservice and convenience feels new in the UK, it's been at the heart of Wawa's model for more than 50 years. With forecourts, major supermarkets and local stores within the business, its small-format stores – filled with spectacular iced coffees, fresh bread rolls and pretzels and meal options for every part of the day – are a hive of activity. Such is the affection for this convenience chain in the US that its stores have become popular wedding venues.

WHAT YOU COULD DO IN STORE

Make your food to go memorable. Customers will return for the theatre and quality you offer.

SPECIAL REPORT

WHERE'S NEXT FOR YOUR STORE?

Elfed Roberts
Spar Nefyn
Gwynedd



The electronic shelf labelling system, which we got from Market Hub, has been the big recent innovation in my store and I want to build on using this. Whereas before staff had to go around changing prices manually, now the prices change electronically. This is particularly useful on a Thursday when a promotion begins. The prices are all connected to a data bank which gives me valuable information about our sales and gives me the correct margins for each product. Electronic labelling means accuracy. The price on the shelf is always the same as the price at the till, waste is reduced and labour is saved.



GROUND-BREAKING STORE MODELS

Sweenys Spar Express, Letterkenny, Republic of Ireland

Sweenys is a perennial winner of awards for Ireland's best convenience store or forecourt, but winning again and again hasn't stopped the business innovating. A wide range of lunch options are posted as menus and videos every few weeks on Facebook and the store offers a two-course lunch option from Friday to Sundays and a three-course dinner at weekends. A deli and breakfast offer provides yet more reasons to visit the store and a 90-seat café and dining area means customers can choose to eat on the go or enjoy it in store.

WHERE'S NEXT FOR YOUR STORE?

Sandeep Bains
Simply Fresh,
Faversham



The big thing we want to introduce is online ordering. We're thinking about people who might get home from work and not have time to go to the shop. They could place their order with us and we'd have it to them in 10 minutes – much quicker than the supermarkets. To provide this service we need to install the platform and set up the technology. That's something we're working on and, slowly but surely, we're getting there. It could be something we introduce in 2018.

WHAT YOU COULD DO IN STORE

Update your food offer regularly and shout about it on social media. This will help bring curious customers in again and again.



Dan Cock used a decade of research to create his new business

CONVENIENCE PRODUCTS OF THE FUTURE

You might have a great range of food to go and chilled products in place already but how might the products you stock change in the future? RN takes a look at some of the weird, wonderful and downright strange products available in other convenience sectors around the world.

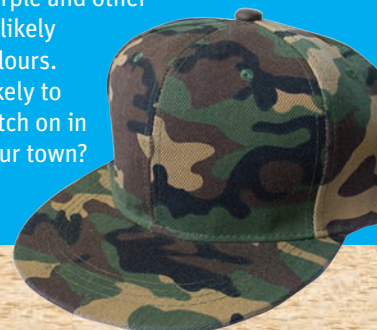


Ties
Japanese "conbini" are some of the most innovative convenience stores. They sell neckties for 99 yen to business people and their emergency black ties can be a life-saver for a funeral.



Grave decorations
The conbini are truly cradle-to-grave stores. As well as nappies and other baby essentials, they sell emergency packs of candles and incense for cemetery visits.

Camo fashion
American petrol stations stock camouflage caps, socks and fake jewel-encrusted bandanas. As well as khaki, camo-fashion comes in pink, purple and other unlikely colours. Likely to catch on in your town?



GROUND-BREAKING STORE MODELS

Premier Whitstone Village Stores, Devon, UK

Store owner Dan Cock spent a decade collecting great ideas from businesses around the UK before almost entirely rebuilding his village store last year. Miles from any other shops, pubs, restaurants or cafés, Dan saw an opportunity to combine all of these within an expanded convenience store. Following and responding to the demand of locals, he has developed an eat-in or takeaway roast dinner offer on Sundays, runs pizza nights and the store has become the venue for social events for the elderly and the village's mums and toddlers group.

WHAT YOU COULD DO IN STORE

Once you've invested and focused on adding food to go or a new seating area, analyse how customers use it further and tailor your range and offer to them.

WHERE'S NEXT FOR YOUR STORE?

Eddie Poole

Poole's Supervalu, Dromore



When my son got married in Italy, I was amazed by the quality of the gelato. It was leagues apart from any other ice cream, I had ever eaten. My son has been learning Italian for five years and, in March 2018, he's going to Bologna to take a week-long course in gelato-making. He's going to learn how to make it from scratch, the authentic Italian way. After that, we'll start selling his gelato in the store. We'll begin with the basic flavours – vanilla, strawberry, chocolate – then expand the range and become more adventurous.



Not content with a market-leading food to go range, Eddie Poole is looking to 'gelato' to drive further sales

GROUND-BREAKING STORE MODELS

Cheers, Nangyang, Singapore

A new concept store in Singapore's Nangyang Polytechnic operates as an entirely unmanned site. Freshly-made food is available through vending equipment while cameras watch the shelves to protect stock. At the back of the store computers keep a watch of stock levels, making orders wherever needed. The store saves 160 staff hours each week and has received government approval too – Singapore's minister for trade proudly stated Cheers "raises the bar of what it means to be a convenience store of the future".

WHAT YOU COULD DO IN STORE

Look out for new opportunities to automate areas of your business. Alternatively, use customer service to stand out from unmanned businesses.



Raw catfish nuggets

In the American Midwest, these are reportedly popular with customers looking for a simple meal. As food to go and meal solutions grow, could catfish be next for health-conscious hipsters?

Glass of vodka

Russian convenience stores sell plastic tumblers, sealed with foil yogurt pot-style lids, containing 150-200ml. Good idea? Or a recipe for drunken writhing on the parade/magnet for shoplifters?



Live crab vending machines

Twin Lakes Crab Co. provides machines that dispense live crabs in Chinese convenience stores. They sell for the equivalent of about £1.50, and come with bottles of ginger vinegar.

Chinese delicacies

You can't compete with Chinatown but fresh seaweed and frozen gyoza dumplings could be smart options for retailers in diverse neighbourhoods.



SPECIAL REPORT

GROUND-BREAKING STORE MODELS

FairPrice "Living Lab", Singapore

In Singapore's SingPost Centre, grocery chain FairPrice has a "technology driven" store which operates, most of the time, as a self-checkout-only store with staff only used during the busiest times. The 'Experiential Corner' allows brands to run demonstrations, hold tastings and generally bring theatre into the store. Shoppers can use a SCAN2GO system (much like Waitrose's QuickCheck) to scan items in as they shop.

WHAT YOU COULD DO IN STORE

The till does not have to be the only place where you offer great customer service. Have you got space for a permanent tastings area?



GROUND-BREAKING STORE MODELS

Eat 17 (Spar Hackney), London, UK

How can you get your store on TV? For James Brundle it was the intriguing store-made Bacon Jam on sale that - with an endorsement from Jonathan Ross - first helped put the store on the map. Starting life in Walthamstow, east London, James and his family's business model is based on using the strength of their E-17 restaurants in their convenience stores and visa versa. So, patrons can sit back and enjoy and craft beer and a trendy burger before browsing the store or simply meet up with friends before picking up a pint of milk at the end of the night. There are now three E-17-branded Spar stores - the original Walthamstow store, Spar Hackney and the newest store in Whitstable.

WHAT YOU COULD DO IN STORE

If you or your family have other business interests, think about how working together could be mutually beneficial.

WHERE'S NEXT FOR YOUR STORE?

Paul Mather

Sherston Post Office & Store, Malmesbury



A farm shop recently closed in our area, so there's an opportunity to expand our fresh fruit and veg, and chilled meat. We hope to cater to the farm shop's former customers, so I've told staff that, when somebody new comes in, they should explain we can order anything in quickly. We're trying to maximise our presence by expanding our range, not necessarily by innovating, but by doing the traditional things better. We are trying to anticipate new customers' needs, so we've put out a suggestions box and, as Christmas approaches, we're distributing fliers with an order sheet.



Paul Mather wants to do the basics better and is happy to listen to his regulars' ideas



Canned air

In China, cans of clean air are in part a protest against pollution, coming in irreverent flavours - Pristine Tibet and Post-Industrial Taiwan. Likely to catch on with UK urban-dwellers? Hmm.



Jussipussi rolls

These Finnish bread rolls aren't bad and their name alone will prick your customers' interest, prompting amusement and discussion. Worth a trial run for that reason alone?

Live turtle keyrings

Live turtle keyrings are available in China. The turtles live in plastic bubbles containing enough nutrient-rich liquid for them to survive for four months. Then you need a new keyring.



Pre-made crème brulee

Bonne Maman crème caramel is available in UK supermarkets but their crème brûlée is harder to find in the UK. It is available widely in French convenience stores and very tasty.



GROUND-BREAKING STORE MODELS

Break Time, Lee's Summit, Missouri, USA

When store owners MFA Oil were about to open their 74th store, they wanted to make the kind of changes to their existing model that any conscientious store owner would make. Alongside the higher ceilings, wooden-effect display units and a "customer-centric floorplan" came the Smokestack BAR.B.Q. This new food to go concept brought new life to a barbecue restaurant brand that has a heritage which goes back to 1957. Curtis Chaney, MFA Oil's senior vice president of retail operations in charge of the Break Time convenience store chain, says of the hickory smoked meats and selection of sides: "It's great-tasting barbecue our customers already know and love."

WHAT YOU COULD DO IN STORE

Team up with a much-loved local restaurant or brand. How happy might customers be if they can get the same quality products on the go?



Sunder Sandher's Deliveroo service already makes him £10,000 per year

WHERE'S NEXT FOR YOUR STORE?

Sunder Sandher

One Stop working with Royals, Leamington Spa



Since I started working with Deliveroo this year, I've been surprised by how much customers will pay for quick delivery. For example, with a bottle of wine that costs £10 in my shop, a customer can have it delivered for £20. Of that, Deliveroo takes 30%, which means I make £4 on top of the £10 shop price. In future, I want to cater to private parties. If somebody is throwing a party, and they run out of food or drink, we can get fresh supplies to them within 15 to 20 minutes. The supermarkets won't do that, so I see an opportunity.

GROUND-BREAKING STORE MODELS

Super Food House, Brownsburg, Indiana, USA

When a convenience store in Indiana hired a new store manager they didn't expect it to drastically change their business model. But Gurmail 'Sunny' Singh Gill is not any normal store manager. An experienced Indian chef, he saw an opportunity in an unused kitchen at the back of the store. He began to bring authentic top-quality freshly-made Indian cuisine to passing motorists. Those using the attached BP "gas station" now can head into the store rather than journeying to the many pizza parlours, sit-down restaurants and fried fish takeaways which are within feet of the store.

WHAT YOU COULD DO IN STORE

Do your staff have hidden talents or experience? Do you have unused tools taking up space? Your next innovation could be under your nose.



Concert tickets

Some urban Japanese convenience retailers, with a hip young customer base, have cottoned on to the growing market for live music. In a similar UK location, could this be for you?

Canned cassoulet

Hotpot lovers will enjoy La Belle Chaurienne's cassoulet – tinned French stew with white beans, tomatoes, wine and sausage. Heat up in the oven but don't be surprised if it tastes homemade.



Snails

Escargot come tinned, frozen, pre-cooked. They're cheap too – a dozen can cost less than a euro in French convenience stores – so potentially the dish de la resistance for metropolitan anti-Brexiters?



Pet grooming

Last year, Tesco trialled in-store pet grooming. Could neighbourhood retailers get in on the act and offer pampering for pooches while owners shop or relax with a coffee and newspaper?



THIS WEEK IN MAGAZINES



Round up



Jennifer Hardwick

Magazines reporter

jennifer.hardwick@newtrade.co.uk

@jenniferh_RN

MAKING THE MOST OF CHRISTMAS

As I was researching my list of 10 magazines every retailer should stock for Christmas (p24), one tip came up time and time again from retailers and distributors alike – if you have the space, creating a special Christmas section is the best way to draw your customers' attention to your festive selection.

The other option, if you are a bit short on magazine shelf space, is to incorporate them into any Christmas displays you are making of other products. That means placing them proudly among your wrapping paper, ribbons and labels – or indeed any festive food displays you are making, with Halloween now behind us.

Frontline group sales development manager Dean Russell told me the best Christmas display he'd ever seen in a store involved a whole shop window decked out with different titles as well as plenty of decorations, which shouldn't take too much time to create.

Data from Smiths News and Marketforce shows special Christmas magazines in the sectors – including one shots and additional issues of established titles – generated around £230,000 in RSV for independents in 2016, with Immediate Media's Simply Christmas being the highest-selling title in the UK, followed by Kelsey Media's The Christmas Magazine.

Aside from these one shots there are also, of course, the TV magazines that are essential for planning in festive viewing. The front covers for Radio Times and What's On TV are yet to be revealed but are being worked on behind the scenes as we speak, with the aim of creating something as eye-catchingly merry and enticing as possible. When I approached Radio Times publisher Richard Campbell for advice on maximising your sales of this year's edition, his suggestions were simply to use as much promotional space as possible and ensure multiple facings showing the full cover.

Must-have for modellers

HELP MODEL TRAIN FANS GET ON THE RIGHT TRACK

You're never too old to be a railway modeller, and this annual round-up of all things Hornby is just the ticket for enthusiasts

THE 10TH edition of the Hornby Magazine Yearbook is the usual must-have for modellers of all ages and skill levels. The yearbook offers a tantalising view of the possibilities of model railways in all scales and for a variety of eras, with inspiration for future-proofed track designs to suit any home. This volume also features Hornby Magazine's Top 20 products listing, in depth step-by-step guides and a variety of high-quality photographs – as well as a preview of all the new models coming out in 2018 for collectors to start planning their purchases.



**HORNBY MAGAZINE
YEARBOOK**
On sale out now
Frequency annual/one
shot
Price £6.99
Distributor Seymour
Display with Railway
Modelling, Model Rail

THIS WEEK
IN MAGAZINES
**WE WANT YOUR
INSPIRATIONAL IDEAS!**

GET IN TOUCH with your news and mags
success stories for a chance to feature



Which titles fly off
your shelves? Have
you grown your sales
with a great display
or promotion?

RN

Call ☎ 020 7689 3350 or email ✉ jennifer.hardwick@newtrade.co.uk



TRACTOR & FARMING HERITAGE MAGAZINE

The December issue is bagged with the 2018 Heritage calendar, with the price rising from £3.99 to £4.99 because of the freebie. Inside is a detailed piece on 100-year-old "gems" the Titan 10-20 and the Mogul 8-16, a museum guide to Aden Country Park, as well as a 32-page section of tractors for sale.



On sale out now
Frequency monthly
Price £4.99
Distributor Seymour
Display with Classic Tractor, Tractor Machine



TOY SOLDIER & MODEL FIGURE

Toy Soldier & Model Figure contains plenty of photos and features for avid collectors. This issue has a special section titled Rule Britannia, and a feature named Ancient Warriors, Modern Trend. Elsewhere are the usual opportunities for collectors to connect with like-minded enthusiasts and share ideas and opinions about their hobby.



On sale 9 November
Frequency eight times a year
Price £5.99
Distributor Intermedia
Display with Toy Soldier Collector and Wargames, Soldiers & Strategy



CAT WORLD

Cat World is created by a team of expert professionals provides the invaluable advice that caring owners require - from health and nutrition to behaviour and grooming. This month's issue reveals the UK's favourite feline breed, reviews the best cat flaps, shares tips on cat litter, and explains how to keep a pet cat's needs in mind when moving home.



On sale out now
Frequency monthly
Price £4.99
Distributor Intermedia
Display with Your Cat, Small Furry Pets



CLASSIC & SPORTS CAR

This edition comes with a free calendar for every reader, listing more than 160 events for enthusiasts in 2018. Inside is a feature and pictures on a 200-mile trip across Europe in a Porsche 911. According to distributor Frontline, Classic & Sports Car delivered more than £1.5m in RSV in the year up to August 2017.



On sale out now
Frequency monthly
Price £4.90
Distributor Frontline
Display with Motorsport News, Classic Car Weekly



FAST CAR

The next edition of Fast Car will be bagged with the 2018 Performance calendar and an A5 Christmas Gift Guide. Featured inside are the BMW 7 Series, Honda Civic 237 BHP, Liberty Walk Audi R8, as well as a five-page handling guide and the usual tests, posters, projects and readers' rides.



On sale 15 November
Frequency monthly
Distributor Seymour
Price £5.50
Display with Car, Autocar



Bestsellers Countryside

Title	On sale date	In stock
1 Country Life	15/11	<input type="checkbox"/>
2 The Field	16/11	<input type="checkbox"/>
3 Cotswold Life	16/11	<input type="checkbox"/>
4 Devon Life	16/11	<input type="checkbox"/>
5 BBC Countryfile	24/11	<input type="checkbox"/>
6 Coast	24/11	<input type="checkbox"/>
7 Derbyshire Life	16/11	<input type="checkbox"/>
8 This England	n/a	<input type="checkbox"/>
9 Country Smallholding	16/11	<input type="checkbox"/>
10 Cornwall Today	16/11	<input type="checkbox"/>
11 The Countryman	23/11	<input type="checkbox"/>
12 Cheshire Life	17/11	<input type="checkbox"/>
13 Cornwall Life	17/11	<input type="checkbox"/>
14 Somerset Life	15/11	<input type="checkbox"/>
15 Dorset Life	30/11	<input type="checkbox"/>
16 Lincolnshire Life	22/11	<input type="checkbox"/>
17 Evergreen	22/11	<input type="checkbox"/>
18 Lancashire Life	15/11	<input type="checkbox"/>
19 Dalesman	23/11	<input type="checkbox"/>
20 Sussex Life	23/11	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

THOMAS & FRIENDS

STICKER COLLECTION

Starter Pack
£2.99 RRP

Sticker Packet
60P RRP

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ON SALE NOW!



BEN 10

The second issue of the newly rebooted Ben 10 magazine is full of stories, puzzles and games dedicated to 10-year-old Ben Tennyson and his alien transformations. In this issue readers can learn about space facts and learn how to make their own omnitrix and Ben 10 Christmas cards. There is also a chance to win a PlayStation 4. Free gifts include a Stinkfly flyer and stickers.



On sale 15 November
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Lego Ninjago, Match of the Day



TV CHOICE PUZZLE PICK

TV Choice Puzzle Pick's content is a mix of TV-themed puzzles with a selection of puzzle favourites from many different categories. There are 16 extra pages of Christmas puzzles, and prizes on offer include £500 in cash. The Christmas issue will be supported with increased copy and PoS packs for the top 5,000 newsagents across the UK.



On sale 14 November
Frequency monthly
Price £2.50
Distributor Frontline
Display with Take a Crossword, Take a Puzzle



PUZZLER KRISS KROSS

This is a bumper Christmas special with double the puzzles and an extra competition. Puzzler Kriss Kross features themed word lists and extra elements such as anagrams that reveal a film or celebrity. Related puzzles that also appear are Backwards, Number Jig, Pieceward and Quiz Kross. Competition fans may enjoy the chance to win a share of £6,000 cash in every issue.



On sale 15 November
Frequency monthly
Price £2.99
Distributor Marketforce
Display with Q Kriss Kross, Criss Cross Collection, Family Criss Cross Jumbo



SHIMMER & SHINE

Topps' new sticker collection has been launched to accompany Nickelodeon TV series Shimmer & Shine. The colourful collection has 286 stickers to collect including special episode stickers and 'super shiny' versions. Included in the starter pack, which costs £3, is a sticker album including extra activities facts and scenes from the series. Sticker packs are 60p.



On sale 16 November
Frequency monthly
Price £2.75
Distributor direct
Display with Num Noms, Beauty & the Beast Sticker Collection



TAB TAKE A CROSSWORD

Bauer has created the title's first Christmas special issue, which includes an 8-page festive puzzle pull-out to help crossword fans get into the festive spirit. This special edition has some prizes on offer, worth more than £5,000, including a break for two in Berlin worth £1,450, £1,500 in cash and vouchers, Kindle Paperwhite eReaders and tickets for West End hit, The Play That Goes Wrong.



On sale 16 November
Frequency monthly
Price £2.75
Distributor Frontline
Display with Take a Puzzle, Puzzle Collection

Industry viewpoint

Melanie Hyde

Newstrade marketing manager, Frontline

Christmas is a really key time in puzzles

as people have a little bit more time to relax over the festive break with their favourite puzzle magazines.

Pocket titles do especially well at this time of year as their compact size makes them perfect stocking fillers.

Seasonally the category will enjoy up to 15% increased sales so it's really important to make sure titles are displayed prominently to give them the best visibility during this key selling period.

This year has been great for Take a Break and TV Choice branded puzzle magazines and as a thank you to our customers we are doing something a bit different this year and publishing five special Christmas issues on some of our biggest brands - offering more pages, more prizes and more puzzles than ever before.

The first three of these special issues go on sale from 13 and 15 November with TV Choice Puzzle Pick, Take a Puzzle and Take a Crossword.

In support of these special one-off issues we are working closely with the NFRN and producing bespoke PoS packs for independent newsagents.

Take a Break Puzzles publish eight of the top 10 puzzle magazines through independent newsagents, covering all the key sub-categories and puzzle variants.



nickelodeon
SHIMMER & SHINE
 Sticker Collection

PACKET 60p

STARTER PACK £3

New collectables from **topps** OUT NOW!

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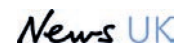
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