

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 24.11.2017



Not just any forecourt c-store

Fraser Retail's Jonathan Fraser on how his Budgens store aims to rival M&S and Waitrose

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Shaping the future
of independent retail
since 1889



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CHOICE
AWARDS**

2017



5 questions
to help get
your pet
food range
right



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extensive galleries and news



HOW I GREW SANDWICH SALES BY 20%
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WELCOME

Wetherspoon's 7.7% operating margin is significantly higher than the 1.8% Tesco achieved last year



Editor
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I read a fascinating article in the Financial Times this week that examined the pricing model of pub chain JD Wetherspoon. It found that if you purchased the same five items from its menu in 213 of its pubs, you would end up paying 130 different prices with an almost £11 swing between its suburban Birmingham and urban Manchester sites.

What really caught my eye, though, was the article's comparison of the pub industry to the UK grocery market. Both have a fairly even independent/multiple split, with a few dominant operators benefiting from huge buying power, efficient logistics and economies of scale.

However, one key difference is, thanks to a Competition Commission ruling, unlike pubs, supermarkets cannot engage in local price wars. It means every branch of Tesco Express, for example, charges the same prices. This is certainly one explanation why the CMA dropped its interest in the 350 areas where Tesco and Booker symbol stores compete closely.

Another significant difference is the profit performance of the two industries' major players; Wetherspoon's 7.7% operating margin is significantly higher than the 1.8% Tesco achieved at group level last year.

Since the merger was first announced, Booker retailers have delighted at the opportunity to access Tesco's buying terms to help them drive up store margin and remain competitive. But how much of this advantage will be passed to independent retailers and how much will be used to bring Tesco's pretty lean bottom line closer to Wetherspoon's 7.7% remains to be seen.

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BREAKING NEWS

Two sides to minimum alcohol unit price ruling

Convenience retailers have said new plans by the Scottish government to introduce minimum unit pricing (MUP) for alcohol will result in a level playing field on price.

The government is set to unveil a timetable for introducing MUP after an industry-led legal battle failed at the UK supreme court.

Faisal Naseem of Party Time, in Arbroath, said: "There's two sides to the legislation - the positive is that it will help us when it comes to supermarket pricing, as they won't be able to heavily discount.

"The other side is that a lot of products we sell will disappear from our shelves - the ciders and super-strength beers. I think there will be an increase in wine sales too."

William Hill to cut out retailers

Retailers are continuing to lose out on sub-retailing income as William Hill shops across the country start receiving their supply of The Racing Post from specialist distributor Citipost.

Citipost has a direct contract with The Racing Post for distribution and does not operate through Smiths or Menzies. It began supplying William Hill two years ago.

Barrie Seymour of Everyday News in Sherburn said: "It's a slap in the face and they've told me two weeks before so it's a real bombshell. I'll lose £35 a week and my finances are already on a knife edge."

William Hill did not respond before RN went to press.

Less space in supermarkets will benefit c-stores 'The days of 16-metre displays are over'

Publishers urged to boost magazines through indies

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Publishers should invest more in promoting their titles through independent retailers, industry experts have told RN, as figures show supermarkets' share of RSV in the category has grown.

New figures compiled by the Wessenden Briefing using data from Seymour and Kantar Worldpanel show multiples now account for 43% of total magazine RSV in the UK.

But Richard Lamb, chairman of consultancy Lucid, predicts publishers will need to focus more on independents as

supermarkets reduce the space they give to magazines.

"The days of 12, 14 or 16-metre supermarket magazine displays are over," he said.

"Supermarkets taking space out is a big challenge for the industry. A lot of titles are good sellers, but not so good that they're guaranteed to be in the top few hundred titles stocked by supermarkets."

Frontline's national account manager for independents Mark Webb said the distributor remains focused on promoting titles through independents after setting up a dedicated team 10 years ago.

"Perhaps the most exciting development of late has been the success of store specific ranging. Our 'Local Ranging' system provides bespoke ranges for retailers based upon the unique characteristics of each store. Results have been very promising and we are working to increase the number of retailers using it throughout 2018 which is sign of our ongoing commitment to the independent channel," he said.

Marketforce's group circulation manager services Rob Humphrey said the distributor is keen to support independents with investments in PoS

support, incentives and merchandising.

"Independents are important for specialist titles, particularly those with a rural bias such as country pursuits and hobbies," he said.

Meanwhile, Redan managing director Julie Jones said the publisher sees "a lot of opportunity" in the independent sector.

"We are working closely with our distributor Seymour to identify the stores and locations with potential to reach our young audience. The challenge is to drive sales with minimal waste and to educate independents of the value of the children's sector," she said.

Log in to win cash in News UK competition

News UK is running a competition to encourage more retailers to use its website News Retail Plus. Retailers have to visit the website and log in to enter, with a top prize of £200 and five other prizes of £50 on offer. News UK's director of retail sales Neil Spencer said: "Since its launch last summer, more than 12,000 retailers have signed up to News Retail Plus to access all this unique website has to offer, including in depth case studies and sales data on your store."



Mehmet Aksu of Diamond Off Licence, Tottenham, logs on to News UK's New Retail Plus website

New crime centre sets out its priorities

The National Business Crime Centre recently launched by the Metropolitan Police is prioritising violence reduction, community co-ordination and national standardisation of the way retailers can report crime.

Metropolitan police officer Max McPartland, who has been working at the centre since its

opening last month, told RN 'crime reduction partnerships' set up across the country have a positive impact in local areas, and the centre is hoping to develop a blueprint to allow them to be set up in the same way everywhere.

"At the moment there is no national standard for what they need to look like so we are

considering looking into an accreditation process," he said.

"The challenge is that ways of reporting business crime vary so much across the country so that is also on our agenda.

"Business crime accounts for 20-25% of all crime reported in the UK so that is a significant victim group, but the

definition of what exactly counts as a business crime can also vary a lot."

He added violent crimes are "very much on our radar", with the centre particularly interested in researching the most common causes for violence and providing advice to business owners on how to diffuse situations.

Spar customers face up to festive fun

Customers at a Spar in Southport can get in the Christmas spirit thanks to a seasonal window display at the store. The window laminates, helping promote the Festive Feast sandwich at the Subway franchise in-store, mean that, from the right angle outside, customers sitting at the counter can look like a snowman, Santa or reindeer. Store manager Debbie Deeley said: "It's a bit of fun, but we've had a lot of interest and it gets people talking about the sandwich – sales have been very good."



PayPoint's TV licence deal signed

PayPoint has confirmed a deal with the BBC that will see it providing in-store payment for TV Licensing for another six years.

The deal allows consumers to pay for TV licence fees in instalments or in one go at PayPoint's network of 29,000 stores. In the past 11 years, PayPoint stores have processed 275 million transactions for TV Licensing.

PayPoint commercial director Lewis Alcraft said: "I would like to thank the retailers we work with for the great service they deliver to their communities every day."

PayPoint retailer Sam Coldbeck, of Wharfedale Convenience, Hull, said: "It's a good service for our customers, and paying bigger amounts means more commission, although I'm not sure how much footfall it brings in."

Camelot's key areas for growth

Camelot is aiming to return to growth in 2018 after identifying four key areas it needs to improve on as part of a strategic review.

The four key areas include the games themselves, retail support, its digital offering and reinvigorating the brand. These have been pinpointed after the lottery operator pledged a raft of new measures following a 10% loss in the year ending April 2017.

Additional measures also include improved POS, merchandising and a bigger sales force to support retailers.

Naresh Purohit from Marseans, Dartford, said: "Camelot is listening and talking to retailers rather than pushing things through."

Shoppers looking for best deals say experts 'Customers increasingly shopping locally'

C-stores told to mix it up to make most of Christmas

by Olivia Gagan

RNReporter@newtrade.co.uk

Convenience retailers can take advantage of a predicted fall in Christmas spend with a mix of dedicated loyalty schemes, careful stock positioning and savvy product orders.

Card provider Visa released figures this week predicting a fall in UK consumer spending for the 2017 festive period, the first decline since 2012.

However, Rob Meakin, managing director at loyalty scheme provider Loyalty Pro said there were ways stores could

capitalise. He said: "With fewer pounds to be spent, consumers will be looking at the best deals from the retailers that understand them best. A mix of personalised bargains and loyalty solutions could be the differentiator between a successful or unsuccessful Christmas."

Joe Williams, of The Village Shop in Hook Norton, said he believed customers were spending less than they used to at Christmas.

"People are cutting back, and seem more conscious of wastage – realising how much food they've thrown

away in the past.

"The good news for us is they are increasingly shopping locally and topping up as and when they need to. Customers are realising there's no need to panic and bulk buy food now.

"It's not like 10 or 20 years ago, when supermarkets would shut for two or three days."

Ensuring his stock meets seasonal needs is also key to strong sales, he added.

"Top-up shopping, people forgetting Christmas essentials like bin bags, butter, milk – that's

where our sweet spot is."

Shane Woolston, manager of C T Baker Budgens of Aylsham said: "We retain customers through a 'Christmas Club' saving scheme, with shoppers buying stamps through the year which they can redeem in December.

"Having a post office in store is beneficial too. We get our standard lines from Booker, and then order in luxury Christmas products like chutneys and truffles from a specialist supplier, which we'll position near the post counter."

HMRC 'must be tougher on illicit tobacco'

HMRC must respond better to the impact illicit tobacco is having on independent retailers' businesses and increase raids carried out and fines issued, according to the NFRN.

At Tuesday's national council meeting, NFRN national president Linda Sood praised Dudley Trad-

ing Standards for taking fast action following a tip-off from a federation member this month.

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

NFRN head of public

affairs Adrian Roper said retailers needed more action like this to take illicit tobacco off the streets.

"HMRC is great at listening, but doesn't say a great deal. It needs to get a grip on the impact illicit tobacco is having on retailers' businesses," he said, adding that HMRC was doing a lot at

international level, while independent retailers' businesses were being destroyed.

"It needs to be working with the police and trading standards to carry out raids like this more often. At the moment fines are negligible compared to the profits available," he said.

STORE LOOKBOOK



Develop the dream

Jonathan Fraser's family business has always strived to provide the best standard of convenience retailing. He tells **Chris Rolfe** why working with Budgens has helped take a big step towards this goal

This is a convenience store first, a forecourt second and we aspire to be like Waitrose," Jonathan Fraser tells RN as he embarks on a tour of his Budgens at Three Mile Cross in Berkshire.

The store is one of six in Oxfordshire and Berkshire owned by the Fraser family. A "tiny shop the size of a postage stamp" when it was bought in 2015, it was transformed into a modern Budgens last year.

While Jonathan says developing "shops that sell fuel" was always a family goal, Marks & Spencer's ongoing expansion in the forecourt sector has raised the bar in terms of store quality and customer expectations.

Much of the 3,000sq ft store's ambitious development, therefore, has involved working with Budgens and local suppliers to create a quality shopping experience based on fresh produce, food to go, local ranges and concessions, making the business a destination for affluent locals and fuel-buying customers.

Fortunately for the Frasers, their refit came at the same time as Budgens undertook a significant revamp of its fresh, food to go and overall store package.

"Fresh has always been our focus, and I wanted to grow that. When Booker bought Budgens I was worried the range would go downhill, but we've got more products now,

including Discover the Choice and Charlie Bigham's, and it's made a huge difference," says Jonathan. "We've got a better range of ready meals and pizzas, with a two for £5 offer across Booker's Discover the Choice, and the Farm Fresh range is better quality and has better pricing, availability and dates, so we've got wastage on meat down to between 4% and 5%."

Changes to the Budgens contract, which free retailers from having to source 95% of their stock centrally, mean Jonathan's extensive fresh aisle also boasts a vast selection of local products, supported by PoS to introduce each supplier.

Alongside this is a Cook concession featuring meals for two at around £8, meals for one at £4-£5 and new desserts including a Mojito Cheesecake.

"We have a lady who buys Cook products by the trolley-load. I want as many of these concessions as possible," says Jonathan, pointing out similar stands selling premium quality Purbeck Ice Cream and Laithwaite's wine.

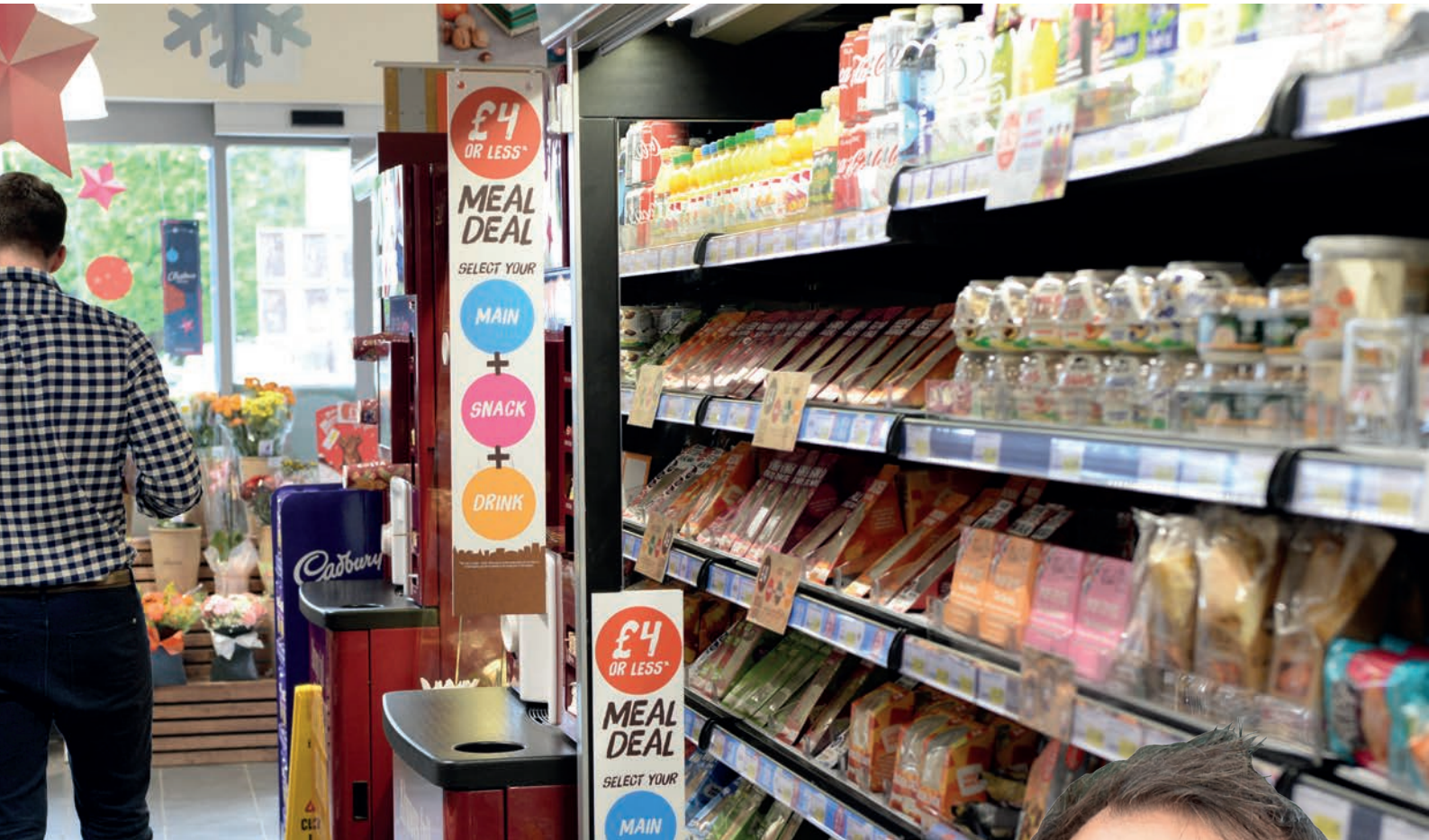
Jonathan has also tapped into several other convenience trends to drive sales growth.

In food to go, fresh baguettes, croissants and other bakery items sit beside two coffee machines that sell approximately 200 cups a day, while a lunchtime meal deal is growing in popularity thanks to an



Make your store a destination by stocking local and premium products to complement your core range of bestsellers

JONATHAN FRASER



What you can learn

- 1 A fresh, bright entrance encourages shoppers to use the store for bigger and more regular shopper missions
- 2 Offering a credible food to go range and meal deal has been key to Jonathan's 'shop-first, forecourt-second' strategy
- 3 Booker's strength in promotions has given the store a new competitive edge

INFORMATION

Location

Basingstoke Road,
Three Mile Cross, Reading,
Berkshire, RG7 1BA

Basket spend

£8.23 (shop-only)

Daily transactions

1,500

Size

3,000sq ft



STORE LOOKBOOK



200
cups of coffee a
day are bought by
Jonathan Fraser's
customers



improved choice of sandwiches.

"We replaced Ginsters sandwiches with Urban Eat since Booker started supplying them. They are part of a Budgens-exclusive '£4 or less' meal deal and since the change we've seen a 20% uplift in sales," says Jonathan. "Around 16% of people now buy a meal deal if they buy a sandwich."

Craft lager and protein products were also added to the store this year, alongside a widened gluten-free range.

"I've been looking at this since I came into the business eight years ago because my wife is gluten-intolerant," he says. "We sell premium products from local suppliers such as Holly's Fine Food and Easy Bean."

Jonathan clearly believes he's got the balance right – able to work with a partner like Booker to compete on price and range with Marks & Spencer and Waitrose while utilising his local knowledge and Budgens' in-built flexibility to beat them to the latest must-have trends.

"We're 20% up year on year because more people are noticing us. We have great ranges and promotions and are giving people more reasons to shop here. I tell my staff we might not be Waitrose yet, but it's our goal to be." ●



Want to see more of Jonathan's store? Go to betterretailing.com/basingstoke-berkshire

What you can learn

- 4 Big brands sit alongside niche and specialist items in the Frasers' chillers
- 5 Local breweries are also well represented in store
- 6 A Cook concession has helped turn the store into a 'destination', Jonathan says



6

£4M MEDIA SPEND

RED ALERT

SCRATCHCARDS BACK ON TV



HOW TO GROW YOUR SALES

- Make sure your dispenser is full – fill any gaps
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SYMBOL NEWS

Praise puts fizz in Spar prosecco

Spar retailers could benefit from an alcohol sales boost this month after the company's own-brand prosecco won praise from consumer watchdog Which?

Spar's Prosecco Valdobbadene DOCG fizz received a November 2017 'best buy' rating from the consumer charity.

Elfed Roberts runs Spar stores in Abersoch and Nefyn, Wales. He has set up a dedicated Prosecco fridge for the festive period to capitalise on seasonal demand for the sparkling wine. He said: "It's too early to see what the 'Which? effect' will be. Spar Proseccos are always solid sellers."

Spar markets its Valdobbadene DOCG Prosecco as a premium drink to compete with label brands. It launched the wine alongside its Spar Extra Dry DOC Prosecco earlier this year.

Time to sell the coffee

Wholesaler JJ Food Service has launched a Lavazza coffee micro-site to help retailers boost coffee sales.

The new site is hosted on JJ's own website and is designed to assist the firm's customers to order the right coffee products for their businesses. Store owners will have access to seasonal products alongside Lavazza's new premium espresso-based blends.

Recipe suggestions and access to free education and training are also available for retailers to learn about coffee machine maintenance and best practice for serving coffee. They can also attend free coffee training sessions at Lavazza's training centres in Uxbridge and Greenford.



Jack Matthews (right) and his father Paul have expressed concern about keeping their store in Quorn, Leicestershire's, identity

Retailers' concerns over establishing point of difference 'We will be seen as another Co-op'

Identity crisis for stores after Nisa-Co-op merger

by **Olivia Gagan**

RNReporter@newtrade.co.uk

Nisa retailers who run individually branded stores have urged the Co-op to work with them to tailor their offer following Nisa members' decision to accept a takeover deal.

Last week, members narrowly voted to accept the £143m Co-op takeover which is due to be ratified by the CMA in March next year.

However, family-branded stores, and stores whose competition is Co-op, have expressed

concern about how they might retain their point of difference.

Jack Matthews, of Bradley's Supermarket in Quorn, Leicestershire, said: "My customers are already asking when our Co-op fascia is going up, and there's a lot of work needed from the Co-op and Nisa to help us keep our branding."

Mr Matthews said while consumers might not have understood the Nisa brand, they did understand Bradley's name above the door.

"I have a purpose-built Co-op on the edge

of the village. When people come to our store they love the point of difference in products, but my worry is that customers will now see Bradley's as 'just another Co-op,'" he said.

Chris Taylor, of Taylors of Tickhill, in Doncaster, said: "I think customers are going to enjoy the Co-op branded products. We're fortunate in that we don't have another Co-op for eight miles - Nisa stores with Co-ops closer by may feel differently about the takeover."

Co-op spokesman Russ Brady said: "It's early

days, but the membership will have a much broader range of products than it had before, which will include Co-op own-brand, a branded range and the Heritage range.

"Retailers will be able to tailor their stores to the needs of their customer bases."

Mr Brady added that retailers would also enjoy autonomy on price and volume. He also confirmed Co-op had committed to a monitoring group who would try to better understand how to support retailers over the coming months.

Wholesale must innovate after Tesco-Booker

An industry expert has said the Tesco-Booker deal, which was given provisional approval by the CMA last week, will make wholesalers "tougher, leaner and more resilient".

David Gilroy, who runs online platform Store Excel, said he did not believe the merger would signal lower prices but rather

the focus would be on improved service, range, availability and customer engagement.

Writing in his LinkedIn blog, he said: "The odd price bomb might be dropped, but that is almost established practice across the whole industry. Both Booker and Tesco have to return consistently im-

proving profits to satisfy shareholders."

He added that wholesalers could counter the Tesco-Booker effect by having a plan of their own and "playing to their strengths".

Among areas he highlighted as an advantage for smaller wholesalers were excellent personal service,

the ability to be more agile and flexible on range, the ability to attract suppliers and to be at the centre of a local business community. "A turbo-charged Booker will be a formidable competitor, but I'm confident that there is a good profitable future for well-run, adaptable and innovative wholesalers," he said.

NEWS & MAGS

Compact quality paper's weekend title records 7.6% circulation rise 'If you have the right product, people will buy it'

iWeekend launch is a sales triumph for Johnston Press

by Jennifer Hardwick

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Johnston Press's relaunch of the Saturday edition of the i has proved popular with readers as the title achieved a 7.6% year-on-year sales rise in October, according to the latest figures from the Audit Bureau of Circulation (ABC).

The new iWeekend launched at the end of September, with pagination rising from 72 to 88 pages and the addition of more long-read features and interviews – accompanied by a 20p price rise to 80p.

"It was what we expected to see because we knew there was a group of people out there who wanted to read more in the i at the weekend," said sales and marketing manager Paul Bacon.

"The team put a lot of effort into adding in all

the extra features while keeping the balance of the i being seen as more of a news briefing.

"It proves that if you have the right product, people will buy it. We believe there is still more potential for growth. At 80p it is still much cheaper than a lot of the other papers you can buy on a Saturday."

The figures show Mirror titles suffered the greatest year-on-year declines, with the Sunday Mirror falling by 15.6% and the Sunday People by 16.1%. Sales of the daily edition of the title fell by 12.9%, with the Saturday edition dropping by 12.5%.

The overall decline in the Monday-to-Friday edition market remained generally consistent, with year-on-year sales falling by 9.8% overall, and sales down slightly from last month, by 1.2%.

Newsagents falling slower in UK than elsewhere

The decline in retailers selling newspapers and magazines has been slower in the UK than in other markets around the world, new research shows.

Figures from the Association of Newspaper and Magazine Wholesalers and Distripres Circulation Monitor, which tracks 43 countries, shows the average rate of decline between 2013 and 2017 was 4.6%, compared to just 0.5% in the UK.

There are a total of 53,318 outlets in the country selling either newspapers or magazines or both.

Jim Bilton, founder of media consultancy Wessenden Marketing, said: "Despite all the pressures, the UK still has a relatively robust press retailing universe. But how big a retail universe do newspapers and magazines need? Is the business able to support and resource the retail sector properly?"

But the NFRN's head of news, Brian Murphy, said he did not believe a reduction in the number of outlets would improve the pressure on the supply chain, adding a reduction would just lead to a knock-on reduction in resources.

October Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	550,001	-1.5%	-12.9%	£82.3	550,001
Daily Record	135,308	-1.4%	-11.7%	£20.2	135,308
Daily Star	407,910	-2.0%	-12.4%	£29.6	407,941
The Sun	1,298,537	-1.4%	-11.8%	£144.7	1,417,004
Daily Express	345,033	-1.3%	-7.4%	£45.9	345,033
Daily Mail	1,139,826	-0.6%	-7.7%	£165.2	1,202,312
Daily Telegraph	357,010	-0.7%	-9.4%	£138.1	425,506
Financial Times	31,435	1.0%	-8.8%	£16.9	58,302
Guardian	120,799	-0.5%	-8.2%	£5,315.2	120,799
i	199,734	-1.8%	-5.9%	£26.3	260,300
Times	310,092	-0.6%	-3.8%	£106.6	405,989
TOTAL	4,895,685	-1.2%	-9.8%	£829.6	5,328,495

October Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	709,874	-1.2%	-12.5%	£160.4	709,874
Daily Record	161,649	-0.2%	-12.3%	£34.5	161,649
Daily Star	377,872	-0.9%	-11.1%	£45.6	377,903
The Sun	1,746,814	-0.3%	-9.6%	£261.6	1,865,281
Daily Express	441,021	-0.5%	-7.3%	£75.6	441,021
Daily Mail	1,899,523	-0.1%	-7.3%	£398.9	1,962,009
Daily Telegraph	524,155	0.3%	-7.3%	£259.4	592,651
Financial Times	70,743	-1.2%	-3.6%	£55.9	97,610
Guardian	276,596	1.6%	-4.1%	£176.4	276,596
i	216,074	3.8%	7.6%	£37.1	276,640
Times	475,772	0.7%	-1.1%	£190.0	571,669
TOTAL	6,900,093	-0.1%	-7.9%	£1,696	7,332,903

October Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	148,103	-2.2%	-14.1%	£56.0	148,103
Sunday Mirror	495,462	-2.8%	-15.6%	£156.1	495,462
People	197,317	-0.6%	-16.1%	£62.2	197,317
Daily Star Sun.	244,442	-1.7%	-10.1%	£48.6	244,442
The Sun	1,151,536	-1.4%	-12.3%	£266.0	1,270,683
Sunday Express	316,528	0.3%	-7.6%	£93.9	316,528
Sunday Post	129,714	-2.1%	-12.0%	£43.6	130,252
Mail on Sunday	1,079,772	0.0%	-9.0%	£385.5	1,138,126
Observer	177,279	0.5%	-6.0%	£130.3	177,279
Sunday Telegraph	302,106	-3.2%	-8.5%	£137.5	335,954
Sunday Times	635,996	-0.9%	-6.2%	£360.6	725,433
TOTAL	4,878,255	-1.1%	-10.5%	£1,740.11	5,179,579

¹ Core sales are newtrade sales and pre-paid subscriptions in the UK and Ireland; ² ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; ³ Total sales includes bulk sales

PRODUCT TRENDS

Premium drinks take sales from alcohol

Consumers are turning away from alcohol and looking to premium offerings within the non-alcoholic sector.

That's the view of Britvic, which has just unveiled research into the drinks market alongside consumer views in the run-up to Christmas. It suggested more than one in five consumers thought there weren't enough premium soft drink options, a figure that rose to one in four among consumers aged between 25 and 34.

The report added: "It highlights a major gap in the market retailers can fill by stocking premium ranges in the chiller."

Vip Panchmatia, of Hexagon Stores, Hampshire, said: "Our alcohol sales are still going up, but customers might be looking more to premium drinks in the same way they are looking to ales and craft beers."

Consumers move away from meat

Vegan and vegetarian diets will remain popular in 2018, with further growth in the non-meat sector expected, according to specialist wholesaler Cotswold Fayre.

The company's chief executive Paul Hargreaves said meat-reducing diets will join veggie alternatives as a growing trend for the year ahead.

"There is still a need for vegetarian products replicating meat items, so we have vegetarian sausages and veggie-burgers. More recently, plant-based diets are being celebrated with interesting and unusual fruits and vegetables proving very popular."



Increases in dairy prices sparks butter meltdown

by Tim Murray
RNreporter@newtrade.co.uk

The rocketing price of butter is beginning to have an impact in retail, as parents with young families search for cheaper offerings or switch to margarine and spreads to save money.

It comes as retail analysts Kantar Worldpanel figures suggest rising prices are the main driver behind growth in the dairy sector, which is outpacing the grocery sector overall.

According to the organisation, dairy grew by

3.8% compared with 3.5% for the overall market, with butter contributing most to the growth. A report said: "The growth in butter has been seen across all social classes and life stages except young families, who instead are switching to margarine in response to rising butter prices."

Nisa retailer Philip Constantine confirmed the trend regarding family purchases in his store in Hither Green, South East London: "Butter is not selling as much. I think people are concerned over price as well as health.

Customers are buying more spreads and margarines, and, for butter, we're looking to pricemarked packs because of concerns over the price," he said.

Kantar confirmed that growth in butter is through full-price sales with promotions contributing less to growth.

However, promotions do appear to be helping some retailers in the independent sector. Dave Hiscutt, of Londis Weymouth, said: "There's been a huge amount of pricemarking. Butter companies have been

pricemarking at £1 and reducing sizes. I'm having to stock more and more pricemarked packets. The smaller sizes mean we are selling more in terms of volume."

Global issues, weather changes, European regulations and other issues have forced the record high in prices. However, while some customers appear to be switching to spreads due to price concerns, others are continuing to buy butter, regardless, because of decreasing fears over health risks.

Festive TV ads kickstart biscuits stockpiling

Consumers are beginning to stockpile for Christmas, with biscuits being top of their lists, according to the latest grocery figures from Kantar Worldpanel.

The start of the Christ-mas TV ad season, heralded by John Lewis and others, has helped kickstart the rush.

However, for some it started even earlier.

Kantar head of retail and consumer trends Fraser McKeivitt said: "Consumers have already been digging deep in preparation for the holiday season, buying 10.1 million packs of traditional Christmas biscuits in October alone. Alcohol

sales have ramped up too, increasing by 5.3% year on year as shoppers parted with an extra £142m on their favourite tipples.

"The British public is expected to shell out a whopping £28.7bn at the grocers in the final 12 weeks of 2017"

Paul Mather, of Sherston

Stores and Post Office, Malmesbury, said: "As Halloween ends we start putting Christmas goods out. We tend to look for offers, which is what consumers are doing.

"We've been selling big boxes of Victoria Biscuits, which normally sell at £9.99, for £6.99."

BRAND SNAPSHOT



Raisin the ice cream bar

Häagen-Dazs is reissuing its rum raisin flavour and introducing a new salted caramel cheesecake ice cream for its seasonal flavour range.



Taking a Liberté

Aimed as a weeknight dessert, Liberté Excellence yoghurt is a blend of pure milk and cream with a layer of salted caramel or lemon.



Midwinter festive ale

Hogs Back is offering two tipples – a fruity Advent Ale and a newly bottled 2017 vintage, Aromas Over Tongham, with a 10-year ‘drink by’ date.



Earthy delights

The Soil Association is offering online listings for retailers stocking organic products and free PoS materials to highlight their organic produce.



Twinkie, Twinkie little star

Innovative Bites is launching a new Twinkies Chocolate Peanut Butter variety. It joins the Original and Banana flavoured cake snack.



Refuel with best brew

Aryzta Food Solutions has installed Seattle’s Best Coffee and Cuisine de France throughout Park Garage Group’s 49 forecourt convenience stores.



Swig it like Beckham

Diageo has released a video campaign for its Haig whisky brand, featuring David Beckham. The ad promotes responsible drinking.



Crabbie's gets crafty

Crabbie's is entering the craft ale market with a ginger IPA. The recipe blends Crabbie's alcoholic ginger beer with an IPA from Sadler's Ales.



Now you're just teasing

Mars will launch Maltesers ice cream tubs in the new year. The flavour is a mix of malt ice cream, Maltesers mini pips and chocolate.

WHAT'S NEW



Doisy & Dam

Doisy and Dam is aiming for the healthy lifestyle market with its selection of vegan-friendly chocolate bars. Each chocolate bar in its range comes packed with 74% cocoa.

RRP £2

Contact orders@doisyanddam.com



Berrywhite

Each 330ml bottle of Berrywhite blends still mineral water with organic fruit. For every bottle purchased, the company will donate money to charity.

RRP £1.59

Contact info@berrywhite.com



Serious Pig

Each bag of Serious Pig pork scratching products is made from British pigs that have been left to roam freely in outdoor fields before their meat is oven cooked.

RRP £2.19

Contact serious@seriouspig.co.uk



FitBites

FitBites is another entrant into the healthy snack category, offering products which combine fruit and raw cocoa. Each 48g packet uses only natural ingredients.

RRP £1.99

Contact hello@fitbites.co.uk



Nix & Kix

Nix & Kix offers a natural energy drink with no added artificial sweeteners or flavourings. The boost of energy is sourced by using chilli as one of the main ingredients.

RRP £1.25

Contact pickmeup@nixandkix.com



Mr Filberts

Mr Filberts takes a different approach to pub snacks by claiming to offer the world's first all-natural dry roasted peanuts, with each individual nut coated in savoury spices.

RRP £1.75

Contact sales@filbertsfinefoods.co.uk

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



Well & Truly

Described by the company as a healthy alternative to 'nik-nak' snacks, each 23g pouch contains just 93 calories. Flavours include Crunchy Sour Cream & Onion.

RRP 99p

Contact hello@wellandtruly.co.uk



Snact

Snact strays away from the traditional convention of meat-based jerky with a fruit-focused alternative. Each 20g bag has been designed to be suitable for both vegans and coeliacs.

RRP £1

Contact hello@snact.co.uk

Focus

Jerky snacks

The snack made most famous in the US has been growing in popularity over here in the UK, thanks to a number of innovative suppliers



Itsu

The popular Japanese food to go chain's beef teriyaki snacks have been marinated and smoked over applewood. Each 31g bag has 11g of protein and is gluten-free.

RRP £2.99

Contact supplierenquiries@itsu.com



Strip Snacks

Strip Snacks has designed its selection of Cracked Black Pepper Biltong snacks to be leaner and lower in fat than similar products by only using grass-fed beef.

RRP £1.99

Contact sales@stripsnacks.com



Fori

Each bar of Fori Thai Turkey protein bars has been oven baked, with ingredients including coconut, lemongrass, egg whites and chia seeds.

RRP £2.99

Contact info@fori.co.uk

Anita Nye

Premier Eldred Drive Stores, Orpington

We sell products like Biltong beef jerky and place them by the till to drive impulse purchases.

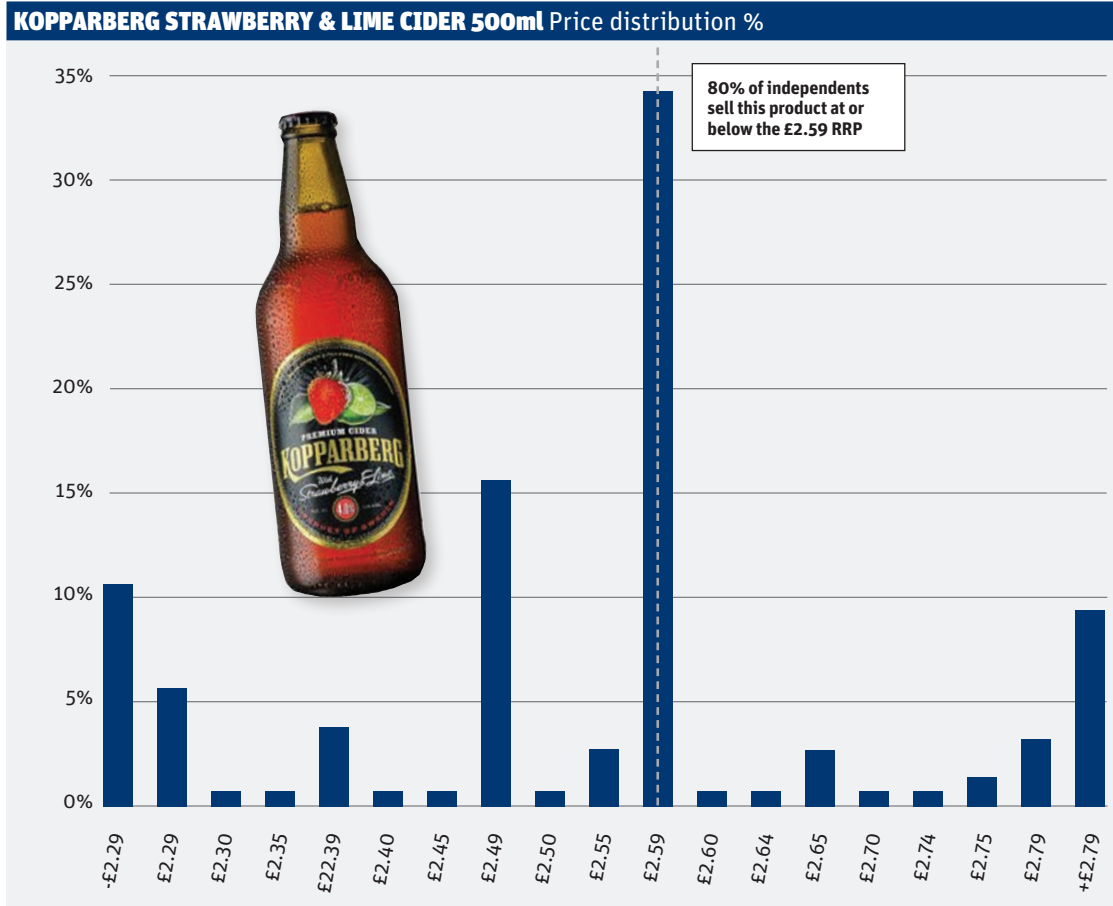
A case of 12 normally sells on a weekly basis.



PRICEWATCH

Profit checker Cider

Price checker



PRODUCT
Weston Oak-Aged Vintage Cider 500ml
Bulmers Red Berries & Lime 500ml
Kopparberg Strawberry & Lime 500ml
Kopparberg Mixed Fruit 500ml
Rekorderlig Strawberry & Lime 500ml
Magners 568ml
Bulmers Wild Berry & Lime 500ml
Old Mout Summer Berries 500ml
Strongbow 4-pack 500ml
Rekorderlig Wild Berries 500ml
Brothers Toffee Apple 500ml
Smirnoff Cider Raspberry & Pomegranate 500ml

Analysis

More than a third of the retailers on our Profit Checker graph sell Kopparberg Strawberry & Lime Cider for the Booker RRP of £2.59 per bottle, and a further 45% below, by as much as 60p. When we asked the four retailers

we spoke to this week if they follow this pricing pattern, they said they also choose to sell below RRP in a bid to bolster volumes during the cooler months. But there are other ways to encourage extra profits in winter,

two said. Sarj Patel will raise the price in the run-up to Christmas as sales volumes climb again, while Naresh Gajri notes customers often buy two bottles and recommends multibuy to attract additional sales.

How we drive our profit

Ian Lewis

STORE Spar Crescent Stores
LOCATION Witney
SIZE 1,800sq ft
TYPE neighbourhood

TOP TIP

Experiment with presentation. In summer, we sell ciders from the chiller, but at the moment we have them on the shelf



We sell Kopparberg Strawberry & Lime for £2.35 per bottle in this store. We get it from Blakemore and stick to their pricing structure because that simplifies our pricing. We generally pay £19.50 for a case of 15 bottles and usually sell about 20 bottles per month. Sales are slow at this time of year now the weather is getting colder, though. On Saturday 2 September we sold 11 bottles, then none for the next three weeks. Visibility and good availability are really important if you want sales to improve in this category, so we always keep three facings of Kopparberg on display.

Sarj Patel

STORE Pasture Lane Stores
LOCATION Sutton Bonington
SIZE 1,000sq ft
TYPE village

TOP TIP

Shop around for the best prices, especially at this time of year when cider isn't as popular as in summer



Cider is fairly popular in our village shop, perhaps due to our rural location, but inevitably, sales drop after the summer. We flex our prices depending on the season to help with this. At the moment, we're selling Kopparberg Strawberry & Lime way below RRP, for £1.99 per bottle, to help keep sales ticking over in the colder weather. We price it much higher in summer, for £2.69 and sometimes for as much as £2.89. At that price, our margin is around 30%, whereas now it's down to 10%. I will raise the price at Christmas, then take it down again in January to give our sales a boost.

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 C-STORE IN OUTER BIRMINGHAM SUBURB	RETAILER 2 C-STORE IN SUBURBAN GATESHEAD	RETAILER 3 OFF-LICENCE IN RESIDENTIAL SUSSEX COASTAL TOWN	RETAILER 4 OFF-LICENCE ON MAIN ROAD IN WEST LONDON SUBURB	RETAILER 5 OFF-LICENCE IN LARGE NORTHERN SCOTTISH TOWN	RETAILER 6 VILLAGE STORE IN SOMERSET
£2.20	£2.19	£2.20	-	£2.49	-	-	-
£2.30	£2.39	£2.39	£2.39	£1.95	£2.19	£2.59	£2.39
£2.52	£2.59	£2.75	£2.49	£3.00	£2.49	£2.59	-
£2.53	£2.59	£2.75	£2.49	£3.00	£2.49	£2.59	£2.59
£2.48	£2.69	-	£2.79	£3.00	£2.49	-	£2.69
£2.12	£2.19	-	£1.79	£2.49	£1.99	£2.39	£2.19
£2.29	£2.39	£2.39	-	£2.39	£1.99	-	£2.39
£2.08	£2.19	£1.49	-	£1.95	-	-	-
£2.58	£2.69	£1.99	£2.69	-	-	-	-
£2.49	£2.69	-	£2.79	-	£2.49	-	£2.69
£2.36	£2.49	£2.49	-	£2.29	£1.99	£2.99	-
£2.29	£2.35	-	£2.35	-	-	£2.35	£2.35

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Ray Monelle

Orchard News,
Weston-super-Mare

Devon Cakes



Where did you discover them?

We discovered these cakes from our supplier NFRN Commercial. After our refit, we wanted to broaden the range of products. We'd never sold cakes before but I thought there might be demand for them in our area so we decided to give it a go. As we're in Somerset we're not far from Devon, so I was pleased to be able to start selling something made fairly locally.

Who buys them?

Everyone. Kids buy them, families have taken to them and older customers keep coming back for more too. The feedback has been very positive. In fact, the only person with whom they haven't proved popular is yours truly. I'm not a cake-eater, and I admit I haven't tried these, although I'm tempted by the apple bakes which are flying off the shelves.

Why are they so successful?

They're good quality, tasty (so I'm told) and reasonably priced. The apple bakes are one of the most popular products they do and they sell for £1.09 for four. The other top seller is the Frangipani cake which is a little more expensive at £2.69 for four, but still pretty reasonable when you consider what some bakers charge. They're also well presented, so customers can see what they're getting, and the product description copy is very strong. They look homemade even though they're not.

Naresh Gajri

STORE Cranhill Convenience Store
LOCATION Glasgow
SIZE 3,000sq ft
TYPE neighbourhood

TOP TIP

When pricing cider, think about how much two bottles will cost, as they often sell in pairs



We sell Kopparberg for £2.50, which is 9p below RRP. In our shop, we've noticed most people buy two bottles at a time, so selling them at this price means they get two for £5, which has a nice ring to it. We tend to sell two 15-bottle cases per week, but if we were selling at RRP I think we would see a decrease in sales because we were charging people more. It's just a hunch, but I think £5 is a 'turning point' price for customers who come in for two bottles. We aim for a margin of around 25% and always buy from Booker.

Anish Parekh

STORE Londis Broadoak & Post Office
LOCATION Ashton-under-Lyne
SIZE 1,000sq ft
TYPE neighbourhood

TOP TIP

Don't let offers stagnate. If you leave deals on too long customers come to expect lower prices



We are selling Kopparberg for £2.25 per bottle at the moment, but my prices vary depending on how much my stock costs at the wholesalers - if I can get a good deal I pass it on to my customers. I shop around in order to get the best deals and I am prepared to buy cider in bulk when the price is right. Currently, I'm buying Kopparberg for £1.54 per bottle. I aim for a margin of at least 20% in this category, and if I can get cider on a promotion, I will pass on the value to my customers and sell at a lower price to benefit from a higher rate of sale.

YOUR NEWS

Shop staff abuse is up by 25%

Abuse and assaults on shop workers and staff have increased by 25% over the past year, with threats against staff growing by almost 40%.

The figures come from union USDAW as part of its Respect for Shopworkers' Week campaign. Although the Union's membership is culled more from major supermarket chains, it does represent some independents, and its figures chime with Office for National Statistics figures which show retail crime on the rise.

USDAW said nearly two thirds of all staff were verbally abused, 40% were threatened and 250 were assaulted every day.

General secretary John Hannett said: "There needs to be action to help protect staff.

"It is time for the Government to act by providing stiffer penalties for those who assault workers."

Theme bar is a c-store

A new themed bar is set to open in Manchester's Northern Quarter - with the theme set to a convenience store.

The announcement follows the opening of Ancoats General Store last year, owned by retailer Mital Morar, which merges traditional convenience and hospitality complete with a bar, coffee bar and the hosting of regular events.

It is believed the new bar, named Convenience Store, will mirror an American, 1950s-style c-store. Convenience Store replaces a former tiki bar in the location and is being branded as 'Manchester's first friendly neighbourhood Convenience Store'.

It is due to open at the end of this month.



From left: Jay, daughter Aketa, son Tilak (back), son Pratik, grandchild Lana, wife Nalini and daughter-in-law Meghana



£200,000 spend on modernisation 'It's been a long journey lasting generations'

Celebration time for refit of family-friendly store

by Helena Drakakis

helena.drakakis@newtrade.co.uk

A south-London family-run store has celebrated 38 years of serving its community by holding a party to celebrate its state-of-the-art refit.

Jay Patel, of Jay's Budgen's in Brockley, cut the ribbon to the new shop, alongside his wife Nalini, following a two-month refit costing around £200,000.

"This is not a small story. It's been a long journey lasting generations. We

are a family and are also part of the community, and together we are one big family," said Mr Patel.

Among the changes made to the store are wider aisles to accommodate pushchairs and wheelchairs, a nut and health-food dispenser and greater concentration on health products, craft beers and an expanded fruit and vegetable section.

The shop has also been extended at the back to accommodate a new area catering for meal-for-tonight customers,

including a free-standing fridge of premium meals from the Cook range.

The shop frontage was also replaced with windows and the fascia spotlighted to stand out at night.

During the celebration party, which was attended by around 50 customers, local dignitaries and three generations of Mr Patel's family, free homemade samosas were handed out, as well as tea and coffee.

The shop, now largely run by his sons Tilak and Pratik, has been at the heart of the community in

the London suburb since it opened in 1979.

As part of the reopening, Father Bates, priest from the nearby St Hilda's church, was handed a cheque for £2,000 to add to an ongoing fundraising effort to repair the church roof.

He said: "Thanks to Jay for giving us a wonderful new shop. There's so many friends around and it's really lifted me. We are showing how the community is becoming a group of friends and people who support one another."

Fake cigs exploit new plain pack rules

Retailers have called for more trading standards officers to root out the problem of counterfeit plain packaging following the discovery of the first fake cigarettes flooding the market.

Industry warnings that plain packaging presented a huge opportunity to the illicit trade by making

cigarette and tobacco packaging easier to copy for counterfeit products went unheeded during consultation ahead of the introduction of non-branded packs in May 2017, they say.

Tobacco Retailers' Alliance spokesman Hitesh Pandya, of Toni's News, Ramsgate, said: "We

advised the government and departments that this would happen. It's so much easier copying plain packaging. Retailers are finding it hard to fight against this trend.

"It was predicted and I'm not a bit surprised. We know smoking is bad for you, but counterfeit is even worse.

We need more trading standards officers to root this problem out, if the government spend more money it will get it back in legitimate revenue."

Arif Ahmed of Ahmed Newsagents, Coventry, said: "We're hearing more and more about this and trading standards are not doing anything about it."

YOUR NEWS

Bosses respond as big names come to town New arrival prompts shake up

C-stores up their game to fight Greggs' threat



Scott Graham of McLeish's, Inverurie, has had to invigorate his offer after Greggs arrived in his town

by Olivia Gagan

RNreporter@newtrade.co.uk

Convenience store owners are tweaking prices and remodelling shop floors to fight a glut of chain brand rivals jostling for food to go customers.

Scott Graham of McLeish's, Inverurie, told RN that the arrival of a Greggs in his town this summer prompted him to shake up his offer.

"We've had an eight-metre breakfast bar in our shop window since we opened in 2009. Now

Greggs has opened a 22-seat café nearby, we're going to refit and put in shelving displaying breakfast and protein bars and cereal pots instead."

He has also changed his prices to retain business. "When I opened I was the only place to sell takeaway coffee here - now there's 38 places. It's quite an affluent area, but we need to be competitive, so we price coffees at £1.80, not £2.10 as recommended by Tchibo."

Mr Graham added that a change from staff making

coffees for customers to a self-service Tchibo machine "proved to be the best decision".

"When coffee shops are closed in the evenings, customers can still come in and get a coffee. We sell 150 cups a day," he said.

Londis Westham Road, Weymouth manager Dave Hiscutt told RN: "The Wetherspoons opposite our store sells takeaway coffee for £1.29, so we provide a loyalty key tag so locals can buy coffee from us for 80p. It still makes a small

profit, and it drives the rest of our food to go offer."

Pete Cheema, chief executive of the Scottish Grocers Federation, urged retailers to fight food to go competition from big-name brands.

He said: "Do your homework. Make sure you're educated around food handling, how to monitor stock and food hygiene. Look at what type of area you are in and use this information to guide your offer."

Lottery win helps store to sell more

A record EuroMillions lottery win has helped boost business at the Port Talbot store that sold the winning ticket.

Customers at the One Stop store in the town have been buying extra tickets, with other new consumers flocking to the shop in the hope that some of the winners' good fortune will rub off on them.

A syndicate of NHS canteen staff scooped a whopping £25.4m in the EuroMillions win.

Store manager Claire Bentley said: "We had more people coming in for lottery tickets than ever - customers are so excited to buy theirs from the store that made millions for the ladies. It has really driven our sales."

Camelot head of retail James Pearson added: "Our retailers often see an increase in sales following a big win and that's definitely been the case in Port Talbot."

More Black Friday help is needed

Wholesalers should be doing more to help retailers with Black Friday deals, according to one shop owner who has struggled to find the right product and offers for his customers this year.

Kay Patel, of Global Food & Wine, said that his plans had been hampered by a lack of offers to pass on to customers for the much-promoted day of retail bargains. "We've got some momentum going for Black Friday in the past few years. We like to have six to eight good offers throughout the store," he said. "I've got four I can use the PoS from last year, but I haven't had much from Booker or Bestway.

Feathers fly after pigeon's surprise in-store visit

Retailer Saeed Khalily had some unexpected visitors at his Best-one store in Stirling, Scotland, when a pigeon flew in - hotly pursued by a bird of prey.

The feathered visitors flew in early at one morning and although the

pigeon managed to escape from the store relatively quickly, the sparrowhawk had more problems.

After sending several tubs of Pot Noodles flying around the store, the bird got in a flap and ended up behind a freezer. Armed

with a broom, Mr Khalily was forced to enlist the help of customers to help move the freezer before the bird finally fled.

"We've had the odd pigeon flying in here before but never anything like this. It's very unusual, as

we're right in the town centre, too," he said.

Mr Khalily's CCTV footage and pictures helped identify the bird, whose breed was confirmed as a sparrowhawk by local newspaper, The Stirling Observer.

YOUR REGION



EAST MIDLANDS NFRN DISTRICT COUNCIL 16.11.2017

Tony Collins reports from the NFRN East Midlands district council meeting

New structure for branch from 2019

A new branch structure has been agreed by members of East Midlands district Council to be implemented in 2019.

The proposed structure would see the creation of four 'super branches'.

The proposals, which were laid out at the meeting held in Burton-on-Trent, would result in the new merged branches of Derby & Burton and Erewash Valley; Nottingham, Lincolnshire and East Notts; Leicester & Hinckley, and Peterborough and Northampton.

District president Alan Smith, of the Derby & Burton branch, said: "If approved, these new super branches would then hold an AGM next year and also hold a trade show."

Previous district president John Green (Peterborough branch) said the existing

branch structure was "dead" and told the district council: "We have got to put something in place that is going to serve the membership of the whole district."

Jimmy Patel, of Northampton branch, said the plan should be implemented as soon as possible.

President Linda highlights issues

New national president Linda Sood laid out the issues facing the federation, ranging from late papers to illicit tobacco, during her address to members of



NFRN national president Linda Sood is pictured with East Midlands district president Alan Smith

the council.

She began by informing members of the outcome of a recent meeting with the chief executive officer of Smiths News, John Bunting, regarding the NFRN's 'Enough Is Enough' campaign.

"We were about 30 strong on the visit and four of us had discussions with him about carriage charges, the service provided to our members, late papers, and the restitution process which are all big issues," she said, adding Smiths

had been made aware that if they carried on raising their charges and publishers kept cutting margins, papers were not going to be viable for members to stock.

Mrs Sood said the federation was also continuing to lobby MPs



I would urge members to engage their MPs

Linda Sood

NFRN national president



on behalf of members, in particular on the issue of illicit tobacco.

"I have highlighted two shops that are doing it in my area and trading standards say they are on their radar, but being on their radar isn't enough. I would urge members to engage their MPs and also get your police commissioners on board," she said.

Delivery van man waited to deliver

Members were told of further problems of late deliveries of newspapers. District president Alan Smith (Derby and Burton) said: "On 7 October we had no Guardians. I rang Smiths and we got them at eight minutes past eight.

"Then, about a week later, we didn't get any until they eventually came at quarter to 12. This is what is happening with the Nottingham branch at the moment."

Mr Smith said on another occasion when his papers were late he was told the driver was waiting for Sainsbury's to open so he could deliver bread before returning to the Nottingham depot.



John Green

Your say

What impact will the Co-op/Nisa and Tesco/Booker mergers have on your business, and businesses like yours?



You are always apprehensive when mergers take place. For me, it remains to be seen whether the price of goods from Booker remain cost-effective and whether the service stays good or gets better.

Jack Patel
JRS News,
Nottingham



We are hopefully going to have access to the technology, banking and maybe better deals. We can't access some of the deals but Booker have access to them, so we might be able to benefit.

Jimmy Patel
Jimmy's Store,
Northampton



Being a Booker Premier I think it's quite an exciting time coming up with opportunities, such as a wider range of products. Bringing the price of fresh products down could be another benefit.

John Green
JR Green Newsagents,
Cambridgeshire

CELEBRATE THE BEST OF LOCAL

29 NOVEMBER 2017

8 NORTHUMBERLAND AVENUE, LONDON

“ It is much harder for a business to remain successful than it is to become successful. At this point, they don't just fight their competitors. More than anything, they fight themselves!

Rasmus Ankersen
IAA Keynote speaker
Entrepreneur and author of
'The Gold Mine Effect' and
'Hunger in Paradise'



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YOUR VIEWS

YOUR LETTERS

■ Yet more woes over weekend deliveries

The woeful weekend delivery continues. I wrote to RN in September to complain about the lateness of Saturday deliveries and I can seriously say since then there has been no improvement.

The Smiths News text usually says late 'inbounds', up to 45 minutes to an hour late, every Saturday and now to top it all off last Saturday just gone was an hour and half late. Yes, there was a football match on Friday night, but it did not go into extra time, and no extension was mooted, yet the publishers still do whatever they want.

There is no consideration for we retailers who are finding it hard week after week with our HND service, as we are on our own.

Who do we turn to? When will they realise the newspaper industry may be in decline but by working together this industry has still got a lot to offer?

I have to say the only plus to this was the sensible thinking of Smiths News, who did not call a re-run and waited until all the



Kim has helped us, and many other retailers, by going the extra mile to support us
Manish Mehta

papers were in. As I've said before if a re-run is made then I simply cannot afford to run my vans out to customers, so well done to Smiths for doing this.

Scott Saunders
 Newsklip
 Fakenham, Norfolk

■ Thank you, Kim, you really are a superstar

I would just like to say a big thank you to Kim Howell, who is moving on from Menzies' London branch after 20 years after a restructure.

She has helped us, and many other retailers, by going the extra mile to support us. She has always gone above and beyond to help us with missed deliveries, credits or anything else.

We will be very sad to see her go and she will be missed a great deal.

Manish Mehta
 Williams Newsagents
 Streatham, London

■ Cost of contract is far too high for what we get

I want to warn other retailers about Ezeecopy.

When you get a call from the

company a representative claims it won't cost anything. When we were called by Ezeecopy we were told that all we had to do was allow the company to come and set up the machine and everything would be paid for. For the first four months the company just charges roughly £20 a month and in that time customers are paying you to use it so that is pretty good.

Then after the four month trial period the price goes up to roughly £90 a month because if you don't print a set number of pages per day you are liable for a charge.

It is all in the contract, but the contract is very difficult to understand and retailers are very busy, so I am sure many retailers might simply scan it.

It is a 60-month contract on top of the four-month trial, so 64 months in total, and to leave we had to give notice between nine and six months of the contract ending.

At the moment retailers are trying everything to provide extra services for their customers so I want to let other people know what is in the contract.

Mrs Kalsi
 Local Express Convenience Store
 Hornchurch, Essex

A spokesperson for Ezeecopy said the company would not comment on cases in which legal proceedings are ongoing.

YOUR SAY Will the announced mergers bring prices down, and if so, which products would you most like to see cheaper?



Vip Panchmatia

Hexagon Stores, Wimborne, Dorset
 If Tesco-Booker can make it through the competition authorities, and with Nisa and Co-op happening too, it's very difficult to know how wholesale prices are going to evolve. How these new merged businesses will operate and how it will work in term of pricing is going to be very interesting. I don't think prices on essentials will get better for convenience stores after the deals go through.

Terry Caton

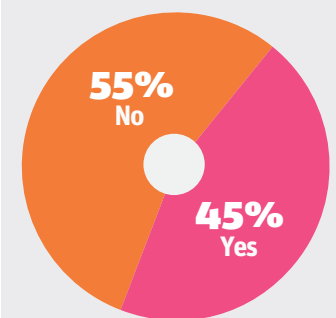
Londis Chatsworth Road, Chesterfield
 There was always going to be consolidation at some point. I believe the joining of Booker and Tesco is positive news for Londis retailers. I think we'll see

improvements to the range on offer, and also price reductions. I'm very optimistic about it. I don't think you can hope for pricing cuts for on any one product or category alone - in this market, prices need to be consistently competitive. You can't leave any category untouched.

Sivaharan Kandiah

Clarence Convenience Stores, London
 It's far too soon to tell what the fallout will be from these deals, but if it results in lower prices from wholesalers across the board for retailers then of course it's a good thing. If we can achieve the same prices as Tesco for product essentials then convenience stores may benefit, as customers may choose us knowing they don't have to walk or travel so far to get to a supermarket.

RN READER POLL



Is your ATM operating at a loss?

NEXT WEEK'S QUESTION

Have you changed your store's food to go offer this year to help you compete with big-brand chains like Greggs?



Vote now at
betterRetailing.com

IT'S SIMPLY NOT GOOD ENOUGH



On Sunday, 18 November I only received the magazine supplements to go in my 10 copies of the Sunday Telegraph at 9.56am.

I have already spoken to the publisher who has passed this on to their circulation director.

This is an ongoing saga with Smiths News because it appears when they have a lot of supplements they just can't get them out on time. It seems customer service is their lowest down priority and it's out of order.

The publishers have no choice on their wholesaler because Smiths and Menzies have the whole market.

The Competition and Markets Authority should be looking into it. The customer service is appalling and it's happening all the time.

Jack Bhatt
Universal Newsagent
Islington, London

A spokesman for Smiths said:
"We have contacted Mr Bhatt to discuss

the issues he has raised. We are committed to giving all our customers the best possible service and seek to resolve any problems as quickly as possible."

100 YEARS AGO

24 November 1917

Retail associations were fighting the Education Bill, which limited the hours children could work. Newsagents "had better wake up and send support in the shape of hard coin", the magazine suggested.

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



I, for one, will be very glad to see the back of Christmas.

Here we are, only halfway through November, and we have already been blessed with bumper Christmas double issue magazines. Why we can't just have one of these is beyond me - that would make sense. And what a palaver the House of Fraser, Debenhams and Aldi catalogues caused in the weekend papers. They would not fold or roll up and with all this extra weight I felt sorry for the kids who deliver them.

It was an extremely difficult morning and I got to thinking just how much it must have cost the companies to have all these catalogues printed.

I attended a Remembrance service at High Offley Church which stands high up on a bank. It can be rather bleak at times

standing in the churchyard. Sunday was a bitterly cold day as everyone who attended the service discovered. An icy wind made its presence felt as we stood in silent remembrance, while wreaths were laid at the war memorial.

I consider myself very fortunate to have seen Venus and Jupiter in the morning sky on 13 November. I had heard about the spectacle and luckily it was a sharp frosty morning with not a cloud in the sky, so I got a good view of the celestial bodies. I was glad I had been listening to the radio while putting my round up otherwise I would not have known to look out for them.

• *Note: In Around With The Roundsmen in the 10 November edition of RN, "Saturday 21 November" should have read "Saturday 21 October".*

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



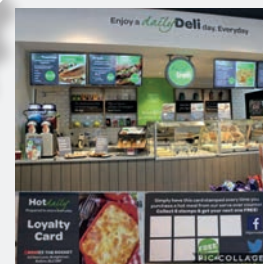
Mikes News
@mikes_news

Thanks to Maggie our #cadbury rep creme eggs will be in store this afternoon.



Sukhi's SF & P O
@sf_sukhis

#Advent #Calendars Already selling well Another batch due in this weekend.



Spar Rocket
@SparRocket

New Loyalty Card @ SparRocket its really simple, Buy 6 meals get the 7th free.

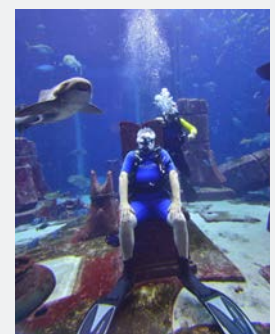


Eugene Diamond
@EDiamond136

Many a black & white TV became colour looking through this wrapper... Happy 90th Birthday Lucozade

Peter Wagg
@PeterWagg_NotW

Forty years as an independent retailer makes my swimming with sharks seem quite normal.



COLUMNIST



Neville Rhodes

The great paper chase

Could the image of retailers sorting through all their newspaper vouchers shame industry leaders into bringing about long overdue newstrade reforms, asks Neville Rhodes



Big increases in cover prices are being used by the quality newspapers in their drive to build subscriptions

For news retailers who face the weekly administrative burden of sorting and counting their newspaper vouchers, here's a fact that may come as a surprise.

The total number of vouchers exchanged for the three main quality dailies and Sundays, which account for nearly 90% of all national newspaper print subscriptions, is almost exactly the same as it was 10 years ago: just under three million a week.

There are fewer Telegraph vouchers, more for the Times and the Guardian, but the combined total has hardly changed.

What has changed is the proportion of quality newspaper sales accounted for by vouchers. In 2007 it was just over a quarter: today it's roughly 48%, reflecting a sharp drop in full-price sales where payment goes directly

to retailers. As has long been happening with magazines, most notably the Radio Times, big increases in cover prices are being used by the quality newspapers in their drive to build subscriptions. Why else would the Telegraph, which has recently raised its Monday-to-Friday cover price by 20p a day, use a full-page ad in its own pages to tell readers they could save £150 a year by taking out a subscription – and receive a further reward worth £79 for doing so?

I can see why Telegraph readers who have seen the cover price of their weekday paper increase by £1.10 a day since 2007 might be tempted.

This huge increase, and similar price rises for the Times and the Guardian in the same period, are wildly disproportionate to



Publishers will need to work with wholesalers on a radical new deal for retailers

either the general rate of inflation or the growth in household incomes, and they help to explain why full-price sales of these three titles and their Sunday stablemates have dropped by more than five million copies a week in 10 years.

Publishers have argued that subscribers are not simply regular readers; they are linked to the newspaper (or magazine) in a membership scheme that offers other benefits.

This makes complete sense if the membership scheme can be used to generate additional revenues, supplementing cover price and advertising income, but I do not understand why it is being done by alienating non-subscribing readers with frequent

cover price hikes, and damaging their retailers by successive cuts to trade terms.

The publishers don't even treat their subscribers well, obliging their 'collect copy' members to hand over little pieces of paper – rather than, say, using their smartphones or a smartcard – and subscribers who have their papers delivered are liable for inconvenience when the papers arrive late at the wholesalers.

If newspaper publishers want a viable future for their print edition titles alongside their subscription business, they will need to work with wholesalers on a radical new deal for retailers.

This should include a variable terms structure designed to reward commitment, effort, efficiency and results; much stricter adherence to retailers' requested supply figures; a new system of net sales invoicing that incorporates digital vouchering for subscriptions; and service level agreements linked to carriage charges.

I'm not holding my breath, but is it possible that the thought of retailers sorting and counting all their paper vouchers may shame some industry leaders into bringing about the newstrade reforms that are so long overdue?

Neville Rhodes is a former retailer and now a freelance journalist and a regular RN columnist

★ Glumly facing the future

+ I am far from being a Luddite, but I find some leaps in the use of technology ridiculous. One example is a new app designed to stop congestion at self-service tills when customers are buying age-restricted products. The app is set up by linking a photo of the user with a photo of their proof of age document, such as a passport. At the checkout they would take a selfie and send it to a till installed with facial recognition software. If it works better than the e-gates at UK airports the customer's purchase will be cleared; otherwise there will be an unidentified person waving a smartphone in the till area. Wouldn't it be easier to ask customers with age-restricted products not to use the self-service tills?

ADVICE CENTRE



How to recruit great deliverers

Top-notch service is a key part of maintaining a successful HND round and few links in the chain are as important as the right news deliverers. Third generation newsagent David Woodrow from Woodrows in Renfrewshire explains how he recruits the best team

When you are recruiting staff for any role, in any kind of store, it's important to make the right decision. 'My team is everything', is a sentiment most retailers happily express. Yet the challenges and importance of finding the right young people - responsible, reliable, hard-working - to man paper rounds, can be even higher.

Missed rounds or late deliveries can quickly lose your reputation and your customers. David Woodrow has spent a lifetime in the trade and given generations of young people their first taste of working life. Here he explains how to ensure you bring the right candidates into your team and maintain the great service that is integral to any successful HND operator. ●

1

Keep a record of likely candidates

Children often come into my shop and ask for a delivery job. Usually, I have plenty of paperboys and papergirls already covering the rounds but I always take down the details of anyone who is looking for a job. That way, if we need extra cover, we can get in touch and give the newcomer a chance. If they do well, I'll bear them in mind when a job becomes available.

2

Keep things local

It is better for paperboys and girls to make deliveries in their own neighbourhood. Customers like to have their papers delivered by a young person they know. Another factor is timing. You can't have paper boys and girls out before 7am - that's the law - and they need to be home by 8.15am to get ready for school. So the rounds take place in a pretty narrow window.

3

Go with who you know

My father was a newsagent and so was his father. I'm 70 now, so you can see that this job has been in my family for decades. Paper rounds are the same and can be real a family affair. School-leavers or university students might recommend younger siblings for the job. In my experience, if one family member has done a good job then another will probably be up to scratch too.

4

Stay in touch with the parents

Always maintain good terms with your paperboys and girls' parents. When weather is bad the children should not be out on their own. If it's raining hard then parents sometimes step in and give them a lift. Another thing to be aware of is dyslexia - we had one paperboy who kept making mistakes, misreading orders and addresses. We noticed something their school had missed.

5

Ask your own kids to muck in

When my father's paperboys and girls were not available, he'd send me out on the rounds. It's just part of growing up with a newsagent in the family, as my sons learned on many occasions during their childhoods. The job of paperboy or girl has not changed over the decades. It's the same now out there on the rounds as it was in my grandfather's day.

If you've had a great idea for your business or would like some advice from other retailers to get started contact Chris Rolfe at chris.rolfe@newtrade.co.uk

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PETS



Animal instincts

From cats to canaries, Britain is a nation of animal lovers. Here, two retailers who are getting the category right, advise another who is keen to learn how to increase his profits.

Alex Yau reports

Samantha Coldbeck

Wharfedale Premier,
Hull



Sam's 1,600sq ft store has a 12m bay of pet products catering for families and their children. Her range of products is varied, offering items such as dog leads to straw for hamster cages.

Mo Razzaq

Family Shopper,
High Blantyre



Mo's store operates in an area of animal lovers, particularly dog walkers, and there is high demand for pet products. He has 12m of shelving dedicated to meeting the needs of pet owners.

Eugene Diamond

Diamond's Newsagents,
Ballymena



Space is at a premium in Eugene's 1,000sq ft store and he only has a 3m bay for his pet section. He wants to know the best ways to make such a small area work with a limited selection of dog and cat food.

ED I haven't really put much thought into my pets category and there are a few challenges I've faced in the past. Is it definitely worth taking a further look into the area?

SC Yes, definitely. Pets are big sales drivers for us as the category makes up 35% of our total household sales. It is one of our biggest categories in household and it is helped by the fact we have many families with young children in the community who have pets.

MR Pet supplies is an important sector as we have a lot of dog owners living in the community. We have a core market here so we have 12m of space to cater for those customers. It doesn't matter which area you are in, there will always be pet owners who will provide a market for you.

ED I can't really expand my 3m bay because I have to consider other categories in my store. How can I make the most use of the limited space to create an appealing range?

MR Pricemarking definitely helps me here. I get a lot of my products from OTL and they are normally pricemarked at £1. It tells customers instantly how much a product is and it means they don't have to spend ages looking at the finer details. It creates an instant visual impact, regardless of how big or small your pets section might be.

SC I find having a promotional bay helps as well. We have one near the till and it draws attention to our range, especially when any of the pet foods are on offer at two for £1. I normally place the pet products near other household items too, as



It doesn't matter which area you are in, there will always be pet owners who will provide a market for you



felix

Felix® Pouch outsells Felix® Cans 12 to 1*



PETS

it helps drive impulse purchases when shoppers are buying similar products.

ED Is there an opportunity to offer a wider range of products or is a top-up shopper likely to just want food?

MR Although dog and cat food represents the majority of our sales, our £1 puppy training pads work quite well, too. It shows the pet category is not restricted to food, and customers will look for other products which fit or can improve their animals' overall lifestyles.

SC I agree. There's definitely a benefit in stocking more than just pet food. We sell everything from dog leads and straw, to chew toys and cages. We've become a pet shop destination for local customers. The accessories make up about 5% of our total pet sales, but they're definitely good at driving basket spend and impulse buys up even further. We get many dog walkers buying newspapers or small items, and sometimes they might add a pet accessory to their basket.

ED Is it just cat and dog products, or are there opportunities with other animal products as well?

SC We stock everything from dog food to cages for birds and gerbils. Pets supplies is such a wide-ranging category and often families will have many different animals in their households.

MR Dog and cat products are the predominant sellers, but stocking for other animals is essential. There are more than just dog and cat owners out there. We have food and hay for rabbits and gerbils. Items for parrots is also an area with increasing demand.



ED What about brands? Do shoppers care as much about brands in the pets category as they do in others?

MR OTL discount products tend to sell well and customers do not seem to have much of a preference between big-brand and lesser-known suppliers in my area, although that might be different elsewhere. Pets supplies is a category where many customers love their pets enough to offer them quality products at times, even if it means going without themselves.

SC We stock a range of OTL products and more well-known stock from firms such as Pedigree, Purina and Felix. We get a mix of customers purchasing big-brand products and lesser-known ones and there does not seem to be a major shift from one to the other. Big-brand and lesser-known labels are just as popular as each other.



Many customers will stick with top brands for their pets





Retailers find pricemarking helps customers to navigate displays



Stocking for other animals is essential



SUPPLIER INSIGHT

Liz Wood
Market development organisation director, Nestlé Purina



Premium is growing Shoppers are increasingly seeking out more premium cat food options as an alternative menu for their cats.

Canned pet food is dying Consumers are moving away from cans, indicating a switch to more convenient options such as pouches. In the past three years, there has been a 24% decrease in the purchase of cans and a 4% increase in pouches.

Pet food needs visibility Retailers should position bestsellers at eye-level, as well as utilising end of aisle displays to maximise exposure.

Watch out for new trends Retailers must take consumer trends into consideration when selecting which pet food products to stock, such as the popularity of snacks mentioned above, in order to capitalise on sales. ●

Stock up on



felix
Pouch

CATEGORY ADVICE

Baby steps to bigger sales

RN and Danone Early Life Nutrition category expert Nathan Kulik rejoin two retailers to learn how changes to their baby food fixtures helped improve their sales over the past ten weeks.

Baby foods and formula milks are an item for one group of shopper all year round. But are retailers stocking the full range of products, and displaying them in the best way to help maximise

their sales? RN visited two retail stores with an expert from Danone ELN to see what advice he had for improving baby food sales. So, what were the results? Both stores reveal how they were helped.



THE RESULT
84%
uplift in sales value after widening the range and separating products by age and brand



FOCUS ON AMRIT SINGH

H & Jodie's
Nisa Local,
Walsall

CHALLENGES

- **Range:** Baby food and milk was mixed in with other products such as nappies and wipes, making it difficult for shoppers to find what they wanted.
- **Merchandising:** Products were not consistently displayed by feeding age, so shoppers could potentially miss items they might otherwise consider buying.
- **Brand blocking:** Like-branded products were at times stocked in different parts of the display, making it harder for shoppers to search for products within a particular brand.

CHANGES TO HELP DRIVE SALES

- **Range:** Separating out baby feeding products from other baby-related goods helps keep products in a logical order and

allows shoppers to clearly see the core range.

- **Merchandising:** Products were reordered so the baby food display ranged by age & grouped age-targeted products together, once rearranged it was easy to spot and add in missing lines.
- **Brand blocking:** Placing like-branded products together allows shoppers with preferred brands to shop efficiently, and ensures they do not miss any products in the range.

AMRIT SAYS

"After the visit with Danone's expert, the trial has gone really well and we are certainly selling more. My customers prefer the range I am now stocking and it's become a lot easier for them to follow after re-arranging the shelves to separate items by brand and age. Ready-made milks, which we didn't have before, are now our main line as they suit our customers' needs."



Key lessons for your store

- 1 Ensure baby foods are displayed in a separately from other baby-related non-food items within the fixture.
- 2 Display products in order of baby feeding age to ensure no part of your range gets overlooked.
- 3 Arrange products by brand so that shoppers can easily shop the fixture and see the entire range on offer.

in association with



FOCUS ON SUKI & SERGE KHUNKHUN

Premier Woodcross Convenience Store, Coseley

CHALLENGES

- **Display:** Products were restricted to one narrow shelf, which meant larger products could not be clearly seen, as they had to be displayed on their side.
- **Position:** The baby food display was quite low down on the shelves, this made them easier to miss, and less accessible for mothers coming in to shop.
- **Visibility:** Due to the positioning of the baby food products on low down shelves, it wasn't obvious to shoppers that Suki stocked them, despite the display being near the till.

CHANGES TO HELP DRIVE SALES

- **Display:** After increasing available space by single spacing adjacent products, baby food could be displayed over 3 shelves with all cartons standing up clearly.
- **Position:** Elevating the display meant baby food products could be moved up to eye-level, which is a more visible and easily accessible location for mums.
- **Visibility:** Once the display was elevated, shoppers could easily spot the display and Suki could easily keep an eye on higher priced products at the same time.

SUKI SAYS

"We've had to make do with a very small range on one shelf for ages, so it's really good to provide a much wider choice. I've shown a few of the mothers who come here and they all like it. We didn't have the Aptamil powdered milk at all before and that's proved particularly popular, but the ready-made milks have also sold very well. The expert's advice to move the baby food from the bottom shelf to eye level has been really positive."



THE RESULT
108%
uplift in sales value after expanding range and improving the display's visibility

Key lessons for your store

- 1 Keep your display large enough so that products can be merchandised correctly.
- 2 Ensure the products are sufficiently visible to shoppers by keeping them at eye level.
- 3 Increase shopper awareness and safeguard higher priced products by keeping the display near the till.

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.

DANONE ELN'S TIPS

1. Make sure you give a good amount of space to baby feeding categories
2. Stock a core range of milks and baby food
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



MENTOR ADVICE NATHAN KULIK

Head of Strategic Growth Channels, Danone Early Life Nutrition



"It is great to hear the results of what we recommended which helped the retailers to grow their sales. Amrit & Suki were very receptive and it's very positive to have that kind of feedback. Our mission is to bring health through food to as many people as possible. This shows that making simple changes can have a big impact."



GET INVOLVED

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

CATEGORY ADVICE

Keeping track of stock and speeding up serving times are crucial to Ken Singh of Mill Hill Stores in Pontefract, so he took the opportunity to trial PayPoint One's EPOS Pro system. RN visited Ken to find out how he got on

Pointing the way

Mill Hill Stores in Pontefract is situated in a cul-de-sac heavily populated with families. With two schools nearby; owner Ken Singh's busiest times are often in the mornings, lunchtimes and after 3pm when schoolchildren arrive in large numbers. It is vital Ken can keep tabs on his stock and manage his heavy footfall during this peak time in the most efficient way, which is why he decided to begin a trial of PayPoint One's new EPOS Pro system in September. RN visited Ken two months on to see how it has helped his business.

The retailer Ken Singh

Mill Hill Stores,
Pontefract



Why did you take part in the PayPoint trial?

Other EPOS systems I used were slow, clunky and not very easy to use. I wanted to move to a new EPOS which solved all these problems and the features – such as real-time stock management, the smartphone app and integrated card payments – alongside the simple interface design available on EPOS Pro were definitely very attractive. It's only been two



Customers are becoming less frustrated because they no longer have to wait as long

months but it has made a noticeable difference to the way my store is run and managed.

How has it helped you in the everyday running of the store?

The overall efficiency has definitely improved. I have two schools nearby, so my store can get very busy at various points throughout the day. The fact I can manage stock in real time and see what my bestsellers are has definitely made my life easier. It's also faster than other EPOS systems and customers have noticed because they've made comments on the reduced queuing times during peak hours. Customers are becoming less frustrated because they no longer have to wait as long.

How will it benefit you in the future?

The category management system will help, especially with so many changes in law and legislation which have a huge impact on retailers. I can adjust an entire range in just a matter of seconds. It will make my pricing much easier when the sugar levy on soft drinks becomes active next year. I won't have to adjust pricing on products individually, which can often take up a lot of time that can be used to improve other parts of my business.

Has it been an easy system to use?

Yes, I've had no issues with navigating the system like I have with previous ones. It can often be frustrating, trying to find a feature or function I need to use, but I've had none of

Why PayPoint One EPOS Pro?

Later on RN's tour retailer Muhammed Rana, of Premier Poplar Stores in Huddersfield, outlined six key features of the new system and their benefits



Smartphone integration

I can link the smartphone app to my sales data and analyse it just as I would on the PayPoint One EPOS Pro system in the store. It's especially useful when I'm at the cash and carry and need to check really quickly if I need to replenish a product which has either sold out or is low in stock.



Accessible technology

The ability to see which stock sells well by the hour is really useful. It's even more convenient because I can tell instantly if I need to replenish or get rid of a product. I don't have to update spreadsheets manually, which has often felt like a chore in the past and taken up a lot of my time.



Cloud-based access

I am confident I won't lose any of my data in the event of a computer failure or crash as it's all stored in the cloud. That means I can recover it if the worst happens and I won't have to worry about the damage caused to my business as a result of my systems failing.

In association with



PayPoint group marketing director Steve O'Neill joins retailer Ken Singh at his store in Pontefract

those issues during the trial. It's very easy to find a feature in seconds, whether that's the integrated card payment option or real-time stock management.

What's your favourite feature?

I have many favourite features, but one of the standout ones has to be the smartphone app. I have a family, so I need to find a good balance between my work and personal life. The smartphone app allows me to manage stock while on the move and update pricing whether I'm at home or getting stock from a cash and carry. I don't have to worry

about having to be in the store all the time to manage these areas.

Would you recommend it to other retailers?

I would definitely advise other retailers to get on board with the new system. It's a no-brainer really. It has more features than any other EPOS system I've used in the past and is more advanced. My business has definitely benefited in the two months and I can only see it improving in the future. I am confident it will have the same benefit for other retailers who try it out. ●



Flexibility and control

I can keep tabs on my stock and get information at a level I haven't been able to before. Promotional pricing is also updated instantly when I scan stock in and pricing stickers can be printed out immediately to reflect these changes.



Easy to use

There are a lot of changes in law which impact retailers. The cigarette legislation and the sugar levy on soft drinks next year are the big ones. Being able to manage the pricing of my categories in one go is really convenient. I don't have to spend hours making changes to individual products.



Insight

I have two tills and the cloud storage system helps a lot. I don't have to combine two different sets of sales data into one as PayPoint One EPOS Pro automatically adds them together in the cloud. I'm not as restricted here as I would be with other EPOS systems.

THIS WEEK IN MAGAZINES



Round up



Jennifer Hardwick
Magazines reporter
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@jenniferh_RN

BRAND NEW WAYS TO BOOST INCOME

One of the big trends in the magazine industry at the moment is for publishers to look at their brands as a whole and use them in as many ways as possible to maximise their profits, for example with awards nights, partnerships with other brands or apps.

Last week, I let you know about the re-entry of the famous Wisden magazine brand to the magazine market, with the team from All Out Cricket relaunching under the name of Wisden Cricket Monthly – a title which originally closed 13 years ago.

This week publisher National Geographic is using its well-known brand to launch a new food title, in the hope of using its emphasis on storytelling and photography to bring the topic to life in a different way to the current bestsellers in the category.

It will be interesting to see if other publishers follow suit and also choose to add to their brand by increasing their print portfolio.

As Douglas McCabe, chief executive at media analysis company Enders Analysis told me following the announcement about Glamour's frequency reduction: "Physical magazines keep the brand in the consumer's mind in a completely different way from an online service or app."

While it is understandable for publishers to be looking beyond print to keep their brands on the radar of as many people as possible, they would do well to remember the fact print holds a unique place in their readers' minds.

With Shropshire retailer John Vine partially crediting a 20% increase in his magazine sales this month to eye-catching covers on Christmas specials, it is clear the bestselling brands hold a lot of potential to increase their sales with thoughtful reinvention and repackaging.

New on the menu

A WORLD OF FOOD FROM NATIONAL GEOGRAPHIC

Better known for uncovering some of the hidden wonders of the world, this trusted brand is about to serve up a new food title

NATIONAL Geographic Food is the latest title to take on the iconic brand and is seeking to carve a niche as the "thinking person's food magazine". From practical recipes to seasonal produce and new food trends, nutrition and health, the magazine speaks to chefs and cooks about how they feed their guests or families and champions sustainability while celebrating culture and people. The title uses high-quality photography and storytelling to allow readers to meet the people, try the recipes and find out about food. They can also discover more about the science of what we eat.



**NATIONAL
GEOGRAPHIC FOOD**
On sale 30 November
**Frequency 10 issues
a year**
Price £3
Distributor Intermedia
**Display with National
Geographic, BBC Good
Food, Wanderlust**

THIS WEEK
IN MAGAZINES

WE WANT YOUR INSPIRATIONAL IDEAS!

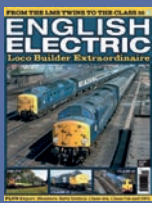
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Which titles fly off your shelves? Have you grown your sales with a great display or promotion?

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



ENGLISH ELECTRIC

This 100-page special publication celebrates the rich history, diversity and product lines of English Electric, one of the UK's most famous engineering companies. For railwaymen and enthusiasts alike, the company has been an integral part of the UK railway network for decades. The one shot is being promoted through Key Publishing's portfolio of transport and leisure titles.



On sale out now
Frequency one shot
Price £6.99
Distributor Seymour
Display with Railway Magazine, Steam Railway



MAKING CARDS

The December edition of Making Cards magazine is packed full of inspiration and techniques to create a beautiful range of Christmas cards. There's something for every crafter inside including how to use gilding flakes or create a range of different sorts of shaker cards and much more. Every reader can download a Digi Stamp courtesy of Paper Nest Dolls.



On sale 1 December
Frequency monthly
Price £5.99
Distributor Warner Group Publications
Display with Cardmaking and Papercraft, Make Cards Today



MAJESTY

Majesty takes an in-depth look at the dramatic history of not only the British royal family but also their counterparts in Europe and other parts of the world. The personalities, lifestyles and fashion are all captured in detailed features and photography. Month by month this builds into a collection, with this month's issue focusing on the Queen and Prince Philip's marriage.



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



WINQ

WinQ is a mature lifestyle magazine designed to cover any topic of interest to gay men, with sections dedicated to body and mind, travel, culture, fashion and design. WinQ reports on a range of topics and includes features from around the world. Distributor Intermedia says the editors of WinQ have many years of experience in creating lifestyle magazines for the gay audience.



On sale out now
Frequency monthly
Price £3.50
Distributor Intermedia
Display with Royal Life, Royalty



WANDERLUST

Wanderlust is aimed at independent travellers looking for expert information and facts about where to go, what to visit and how to travel. In-depth travel guides are written by experts to help readers organise their travels. Whether it is a trek, a tour or a round the world adventure, Wanderlust aims to help readers get there. This issue contains the team's travel hot list for 2018.



On sale out now
Frequency 10 per year
Price £4.50
Distributor Intermedia
Display with Lonely Planet, Sunday Times Travel, Condé Nast Traveller



Bestsellers Sport

Title	On sale date	In stock
1 Angling Times	28/11	<input type="checkbox"/>
2 British Homing World	01/12	<input type="checkbox"/>
3 Angler's Mail	28/11	<input type="checkbox"/>
4 The Countryman's Weekly	29/11	<input type="checkbox"/>
5 Shooting Times & Country	29/11	<input type="checkbox"/>
6 Match of the Day	05/12	<input type="checkbox"/>
7 Boxing News	30/11	<input type="checkbox"/>
8 Kick	20/12	<input type="checkbox"/>
9 Match	28/11	<input type="checkbox"/>
10 Cycling	30/11	<input type="checkbox"/>
11 Carp Talk	28/11	<input type="checkbox"/>
12 Sea Angler	14/12	<input type="checkbox"/>
13 Rugby Leaguer & League Express	27/11	<input type="checkbox"/>
14 FourFourTwo	06/12	<input type="checkbox"/>
15 Sporting Gun	30/11	<input type="checkbox"/>
16 Improve Your Coarse Fishing	19/12	<input type="checkbox"/>
17 Carpworld	22/12	<input type="checkbox"/>
18 Match Fishing	22/12	<input type="checkbox"/>
19 Advanced Pole Fishing	01/12	<input type="checkbox"/>
20 Racing Pigeon	01/12	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



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ON SALE NOW!

THIS WEEK IN MAGAZINES

Industry viewpoint

Jon Powell
Newsagent Direct,
Newport



Along with my newspaper deliveries I deliver approximately £200 a month worth of magazines. I often advertise the fact I offer magazines through Twitter and Facebook but I also include it on the leaflets we deliver.

I find it works particularly well to advertise partworks on social media. People will message me to send them to them. Recently I had a man specifically message me to ask for a copy of Playboy, because the latest issue is a tribute issue to Hugh Hefner.

I don't usually sell it but I have ordered it on the Smiths app and it is due in soon. He said he tried five newsagents that weren't stocking it before finding me on Twitter. There is another customer on

there who messages me for about three different magazines in a month. We've never met but that's good regular custom.

I've always said that if it's in Newport I won't charge for a monthly magazine, and I just see it as extra money every month.

I already drive past pretty much every street in Newport on my rounds now so I don't need to go out of my way.

My most popular magazines are weekly TV listings guides like the Radio Times and What's On TV.

I have a post office that I sub-retail to and I go in every morning to restock their newspapers and sort out their paper and magazine returns, so they really don't have anything to do with it now.

I have had a couple of other newsagents approach me about doing it for them because they don't want to stop offering the category, but they can't invest the time to do it properly themselves anymore.

Top tip
Always keep up a friendly relationship with customers



RADIO CONTROL MODEL & ELECTRONICS (RCM&E)

Radio Control Model & Electronics (RCM&E) has a free 20-page Jet Model supplement included with its December issue. This issue is a diesel special including a test of a new engine as well as an operating guide. There are also three free plans of the PSS Canberra, Mini Blitz and Micro Blitz.



On sale 24 November
Frequency monthly
Price £5.25
Distributor Marketforce
Display with AeroModeller, Railway Modeller



STANDPOINT

Described by distributor Intermedia as "unashamedly high-brow", Standpoint is designed to celebrate our culture and civilisation, and hopes to offer discerning readers a different way of looking at current affairs and world issues. Readers can pick up the December edition to get well informed ahead of the new year.



On sale 30 November
Frequency 10 issues per year
Price £4.95
Distributor Intermedia
Display with Prospect, Spectator, New Statesman



FUN TO LEARN FAVOURITES

This special edition of Fun To Learn Favourites includes festive stories and activities from pre-school favourites such as Paddington Bear, Paw Patrol and PJ Masks. This issue also features a 14-page Peppa Pig pull out workbook, 84 character stickers and a Christmas bauble set from Ben & Holly's Little Kingdom.



On sale out now
Frequency monthly
Price £3.99
Distributor Seymour
Display with Fun to Learn Friends, Peppa Pig Bag o'Fun



Q PUZZLE COMPENDIUM

The latest issue of Q Puzzle Compendium includes a bonus Christmas competition for the chance to win £250 every month for a whole year. Also inside are chances to win another £2,000 in cash prizes, as well as the attached free pen. Q Puzzle Compendium contains the largest selection of mixed puzzles available on the newsstand with more than 170 puzzles for novices, experts and children.



On sale out now
Price £3.10
Frequency monthly
Distributor Marketforce
Display with Puzzler Collection, Puzzler, Take a Puzzle



WARGAMES ILLUSTRATED

Wargames Illustrated is at hand to show enthusiasts how to create the perfect figurines and weaponry and how best to play out some of the most famous war scenes in military history. This edition features a report from the annual Crisis wargaming show held in Antwerp, Belgium.



On sale 30 November
Frequency monthly
Price £4.95
Distributor Intermedia
Display with White Dwarf, Miniature Wargames

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Partworks

Title	No	Pts	£
Amercom UK			
Ships of War	29	40	11.99
DeAgostini			
Build the Ford Mustang	99	100	8.99
Build your own R2-D2	47	100	8.99
Enhancing your mind, body, spirit	47	120	3.99
My Animal Farm	42	60	5.99
Jazz at 33 and third RPM	49	70	14.99
Star Wars Helmet Coll'n	50	60	9.99
The Beatles Vinyl Collection 20	23		9.99
Zippo Collection	58	60	19.99
Eagle Moss			
DC Comics Graphic Novel	60	100	9.99
Disney Animal World	92	100	5.99
Game of Thrones	44	60	8.99
Marvel Fact Files	245	250	3.99
Military Watches	99	100	9.99
My Little Pony			
Colouring Adventures	38	80	3.99
Star Trek Ships	112	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	7	80	9.99
Art of Crochet	118	120	2.99
Art of Cross Stitch	48	90	2.99
Art of Knitting	49	90	2.99
Art of Quilting	100	90	3.99
Art Therapy	141	120	2.99
Art Therapy 50 Mindful Patterns	30	80	4.99
Assassins Creed: the official collection	21	80	9.99
Dr Who Complete History	59	80	9.99
Draw The Marvel Way	50	100	4.99
Judge Dredd Mega Collection	75	80	9.99
Marvel's Mightiest Heroes	103	100	9.99
Transformers GN Collection	25	80	9.99
Warhammer	33	80	9.99
RBA Collectables			
Real Life Bugs & Insects	66	60	0.99
Panini			
F1 Collection	43	60	9.99

Collectables

Title	Starter	Cards
Panini		
Cars 3 sticker collection	2.99	0.60
Fantastic Beasts and Where to		
Find Them Sticker Collection	2.99	0.50
FIFA 365 Trading Cards	4.99	1.00
Football 2017 collection	2.99	0.50
Guardians of the Galaxy volume 2	2.99	0.50
Invizimals Trading Cards	3.99	1.00
Paw Patrol 'A Year of Adventures' Stickers	2.99	0.50
Road to 2018 Fifa World Cup Russia	4.99	1.00
Road to 2018 Fifa World Cup Russia stickers	2.99	0.60
UEFA Women's Euro 2017 Stickers	2.99	0.60
Beauty & the Beast Sticker Collection	2.99	0.50
Magic Box		
Zomlings Series 6		0.50
Star Monsters		1.00

Title	Starter	Cards
Topps		
Despicable Me 3 Stickers	2.99	1.00
Despicable Me 3 Trading Cards	4.99	1.00
Journey to Star Wars	4.99	1.00
Match Attax 2017/18	4.99	1.00
Marvel Missions	4.99	1.00
Num Noms sticker coll'n	2.99	0.50
Shopkins World Vacation	3.00	0.60
Premier League Sticker collection	1.99	0.50
Star Wars Universe Stickers	2.99	0.50
Trolls Trading Card Game	4.99	1.00
WWE Slam Attax 10 Trading Card Game	4.99	1.00
WWE Ultimate Sticker	2.99	0.50
DeAgostini		
Magiki Mermaids		2.50
Magiki Ponies		2.50
Hot Wheels Slime Race		2.99

Newspapers

Daily newspapers	price/margin	pence/margin %
Sun	50p	11.15p 22.3%
Mirror	70p	14.98p 21.4%
Mirror (Scotland)	75p	16.05p 21.4%
Daily Record	70p	14.98p 21.4%
Daily Star	30p	7.26p 24.2%
Daily Mail	65p	14.5p 22.31%
Express	55p	13.31p 24.2%
Express (Scotland)	50p	12.10p 24.2%
Telegraph	£1.80	38.7p 21.5%
Times	£1.60	34.4p 21.5%
FT	£2.70	54p 20%
Guardian	£2	44p 22%
i	60p	13.2p 22%
i (N. Ireland)	60p	13.2p 22%
Racing Post	£2.30	54.0p 23.48%
Herald (Scotland)	£1.30	29.90p 23%
Scotsman	£1.60	36.0p 22.5%

Saturday newspapers	price/margin	pence/margin %
Sun	70p	14.98p 21.4%
Mirror	£1.10	22.6p 20.6%
Mirror (Scotland)	£1.10	22.6p 20.6%
Daily Record	£1	21.4p 21.4%
Daily Star	50p	12.085p 24.17%
Daily Mail	£1	21p 21%
Express	80p	17.152p 21.44%
Express (Scotland)	80p	18p 22.5%
Telegraph	£2.20	49.5p 22.5%
Times	£1.70	39.95p 21.5%
FT	£3.50	79.1p 22.6%
Guardian	£2.90	63.8p 22%
i Saturday	80p	17.2p 21.5%
i (N. Ireland)	80p	17.2p 21.5%
Racing Post	£2.60	61p 23.46%
Herald (Scotland)	£1.70	39.1p 23%
Scotsman	£1.95	43.88p 22.5%

Sunday newspapers	price/margin	pence/margin %
Sun	£1.10	23.1p 21%
Sunday Mirror	£1.50	31.5p 21%
People	£1.50	31.5p 21%
Star Sunday	90p	19.89p 22.10%
Sunday Sport	£1	24.3p 24.3%
Mail on Sunday	£1.70	35.7p 21%
Sunday Mail	£1.80	37.8p 21%
Sunday Telegraph	£2	45.5p 22.75%
Sunday Times	£2.70	56.7p 21%
Observer	£3	73.5p 24.5%
Scotland on Sunday	£1.70	39.95p 23%
Racing Post	£2.60	61p 23.46%
Sunday Herald (Scotland)	£1.70	35.7p 21%
Sunday Express	£1.40	29.65p 21.18%
Sunday Post	£1.60	33.6p 21%

Weight Watchers	18-19 November				
	Total weight	Supplements weight	Ad inserts weight	Number of inserts	Heaviest ad insert
Telegraph	1,540g	335g	300g	9	105g
Sunday Times	970g	565g	190g	6	115g
Sunday Telegraph	905g	225g	115g	4	70g
Guardian	775g	250g	135g	7	70g
Mail on Sunday	960g	120g	415g	8	220g
FT	960g	615g	0	*	*
Observer	315g	70g	35g	2	50g
Mail	665g	225g	125g	0	55g

Scale of third-party advertising insert payments							
Insert weight	Original scheme	Mail	Mirror	News UK	Express	Guardian	Telegraph
Cumulative?	no	yes	no	no	no	no	no
0-69g	n/a	n/a	n/a	n/a	n/a	n/a	n/a
70-100g	1.5p	2.5p	2.57p	2.7p	2.93p	2.75p	2.93p
101-200g	2p	3p	3.36p	3.3p	3.65p	3.35p	3.65p
201-300g	4p	5p	6.09p	5.5p	6.26p	5.75p	6.26p
301-400g	5p	7p	7.43p	6.7p	7.06p	7p	7.06p
401-500g	*	7.5p	*	*	*	*	*
Over 500g	*	8p	*	*	*	*	*

* By negotiation

Insertion payment guide

Per copy sold Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p.
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Takings £5,000pw, Lottery £1,000pw

Warwickshire 01564 771770



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