

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 03.11.2017



Trends, changes & challenges

Six months on from EUTPD II

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Staying a step ahead of Amazon

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INNOVATION

My golden hour

How Anish Panchmatia doubled school-run sales with family-friendly store layouts

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Shaping the future
of independent retail
since 1889



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WELCOME

One of them refused
to accept their fate
and RN gave him the
platform to get
his voice heardELDERLY
CUSTOMERS
RELY ON OUR
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Editor

Chris Gamm

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Earlier this week, RN columnist and Stokesley retailer Mike Brown received a call from Ketan Petal, from Purley Bon Bon in Surrey.

Ketan's Costa area manager had been in touch, he said, to say they wouldn't be cancelling their daily order of newspapers after all because there had been a change of policy at head office.

After reading last week's issue of RN, Ketan wanted to thank Mike for flagging up the issue and changing Costa's mind about encouraging its customers to read news for free online instead of buying newspapers.

Through being proactive, Mike didn't just rescue his own £20 weekly order to supply his local Costa branch. He's saved a potential £3m a year in sales on behalf of the 2,300 retailers that supply each of the coffee chain's branches.

One of the most memorable reasons any retailer has given me why they read RN is because it makes them feel part of a secret club. It provides the opportunity to share challenges, ideas and opportunities, they say, and come up with better solutions than they would have were they acting alone.

Mike and Ketan's story is a perfect example of this in action. Thousands of retailers faced losing millions of pounds worth of business. One of them refused to accept their fate and RN gave him the platform to get his voice heard.

Mike didn't just take on a high street giant with a billion-pound turnover – he won. So no matter how big the challenge you face, it pays to share your story with RN because there are others in the same situation and we'll fight your corner all the way.

BREAKING NEWS

Social media brings in 100 HND sales

A Newport roundsman gained 100 new HND customers in a month through a social media campaign.

Jon Powell of The Newsagent Direct in Newport, Wales, created marketing posts about promotions including the Mail Newspapers Nectar partnership and Deliver My Newspaper to raise awareness about his service, which now delivers to more than 700 homes and businesses.

He posted on Twitter and Facebook and approached other community Facebook groups in his area to assist.

"It was a great way to reach new areas," he said.

Mr Powell has also won Mail Newspapers' incentive programme for its Nectar partnership, meaning he has been awarded one million Nectar points. The winner was selected from NFRN retailers who grew their sales of the Mail within the first month of the scheme's launch.

Met's new crime fight

A National Business Crime Centre has been launched by the Metropolitan Police with the aim of improving communication between police forces and businesses across the country.

The centre is intending to act as a 'one stop shop' for businesses seeking to engage more with police.

Deputy commissioner Craig Mackey said: "Small businesses are especially vulnerable to the devastating impact of crime."

Kamal Thaker of Stop Shop News in Edgware, London said: "It seems like a step in the right direction but it would be interesting to know the mechanism we are supposed to use to get in touch with them."

Increase in prices will cause loss of customers and closures 'The Brexit train is coming'

Shops' future in danger if no-deal Brexit goes ahead

by Alex Yau

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Small businesses are at risk of folding if they have no contingency plan for Britain leaving the European Union (EU) without an agreement on the free trade of goods, retailers have warned.

The comments came after the British Retail Consortium (BRC) told Bloomberg that Britain would lack the infrastructure to handle increased customs checks if it leaves the EU with no exit deal.

Peter Lamb, of Lambs

Larder in Tunbridge Wells, said he feared retailers would be hit by increased pricing. "Longer border checks alongside increased demand for domestic goods as a readily available alternative would give wholesalers and suppliers reason to increase prices.

"Our prices would have to increase and we'd lose customers," said Mr Lamb. In planning for a worst-case scenario, Mr Lamb said his plan was to increase his food to go range from 50% to 75% because it is a category where shoppers are more willing to pay a premium. "Any retailer

without a plan is crazy. The Brexit train is coming and they will get run over without one," he said.

Mo Razzaq, of Family Shopper in Blantyre, added: "The recent cigarette legislation and upcoming sugar levy certainly don't help things. Those who don't have a plan, or at least think of one, will end up folding."

ACS chief executive James Lowman advised retailers to think of a backup, even with the uncertainty surrounding Brexit. "The result of a no-deal Brexit will impact supply chain and

costs," Mr Lowman told RN. "There's still uncertainty, but it's advisable for retailers to at least have a contingency if the worst happens."

A government spokesperson added: "The government is working to build a deep and special partnership with the European Union that works for all parts of the country including our world-leading food and farming industry.

"But it is the job of a responsible government to plan for all eventualities and we will work with businesses to prepare for such scenarios."



Camelot's lottery sign is a winner

Lanarkshire retailer Harry Singh Hallen has praised Camelot for the addition of a high impact sign advertising Lottery draws in his store. Mr Singh Hallen, who runs a Londis in Carstairs Junction, said sales have risen since the sign was lit up behind his till displaying the amount customers can win for the National Lottery draw and the Euro Millions draw. "It's definitely helped sales. Customers see the sign and engage with the lottery. It's something different and trendy and for us it's a no-brainer," he said.

Stick to core values on cereals says Kellogg's

Retailers should not get distracted by niche ranges, Kellogg's has said in advance of the launch of its own organic, vegan-friendly range.

In January, the company will launch a new five-product range under the W.K. Kellogg brand, including two No Added Sugar Granolas, two Or-

ganic Wholegrain Wheats cereals and a Super Grains Granola.

The launch comes as the company announced a return to strong sales in the cereal market - Kellogg's Corn Flakes saw an 18% sales lift during this year's back to school period.

Despite announcing the new range, Simon Smith,

Kellogg's impulse sales lead, played down the opportunity for convenience retailers. "Our growth this year has come from the basics and our core range. There'll be certain stores where the W.K. Kellogg range works really, really well and we want to capitalise on that. There's other areas where focus on

the core is paramount."

Ben McKechnie, managing director of healthier wholesaler Epicurium, said: "I think it's positive that big brands are getting behind these trends as they widen the market appeal. There needs to be space for focused brands for early adopters, however."

It's party time as Raaj celebrates shop's revamp

Buckinghamshire retailer Raaj Chandarana celebrated the reopening of his High Wycombe store in style with a Halloween party. Londis Tara's News has been completely refitted to incorporate a new Post Office Local, a vape shop and extra freezer space, among other changes. The celebration day saw customers and staff enjoy Halloween themed food, free coffee, a pumpkin carving competition and a chance to win prizes including football tickets and a £200 shopping voucher. The launch coincides with the family-run store's 20th anniversary.



Decision that could have cost retailers £2.9m reversed 'It's a victory for us'

Relief as Costa keeps daily newspapers in 2,300 cafés

by Jennifer Hardwick

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Costa has performed a U-turn on its decision to stop providing free newspapers in its outlets after RN challenged the move – saving retailers up to £2.9m in lost accounts across the country.

The coffee chain has more than 2,300 stores in the UK and often uses independent retailers to supply its newspapers.

Mike Brown, of Brown's Newsagent, Stokesley, North Yorkshire, was recently told his local branch would stop providing newspapers from this week, with a spokesperson telling RN: "We have noticed since the introduction of free wi-fi the number of customers using digital devices has increased, with use of hard copy newspapers declining."

However, Mr Brown has been told the decision has

been reversed, saving him from a loss of £20 per week if the account was closed. "It looks like Costa has listened and it's a victory for us," he said.

Ketan Patel of Purley Bon Bon in Purley, Surrey was also told his local branch would be cancelling its supply of four newspapers a day, but had a call from its manager this week informing him the policy had been reversed.

Mark Dudden, of Albany News at the Post Office in Cardiff, receives £120 a month from his local Costa for supplying three newspapers a day. "It would be a concern for me if coffee shops did start going that way because I do have a couple of other cafés I supply which also pay up to £40 a week. It's usually three papers a day but it has cut back on the number over the years," he said.

OTC boost from Lloyds closures

The closure of around 190 Lloyds pharmacies will create unique opportunities for stores wanting to selling over-the-counter medicines, retailers have said.

Lloyds announced the closures last week but has not confirmed which stores are affected or how many stores could remain trading if a buyer is found.

Raj Aggarwal, who runs two Spar stores in Leicestershire and Sheffield, plans to open a store and pharmacy in the area in 2018. "Pharmacy is a great opportunity," he said, adding he would be open to working with former Lloyds pharmacists. The retailer said location is everything. "My new store will be near a doctors' surgery. We'll be open 100 hours per week but we'll sub-lease the pharmacy. Without paying for the labour, we'll benefit from the footfall."

Dhamecha delight

A Midlands-based retailer has welcomed the opening of a second depot by wholesaler Dhamecha in the Birmingham area.

The London-based wholesaler now has nine depots in total but expanded to the Midlands in 2015 with the opening of a branch in Leicester. Its newest depot is in Birmingham.

Sarj Patel, of Pasture Lane Stores in Loughborough, gets 90% of his stock from Dhamecha and says the opening will make the availability of products and services better. "It's good there's a second branch. Dhamecha is normally very good with stock availability, but having a second warehouse gives us a backup," he said.

Scots' anger over unhealthy food crackdown

Scottish retailers say they feel 'victims' by government consultations to tackle obesity through the restriction of price promotions and advertising on food and drink with high sugar and fat content.

Public health minister Aileen Campbell announced the consultation on 26 October, which

includes limiting price promotions on items such as confectionery and fast food to go.

Ferhan Ashiq, of Day-Today Ashiqs in East Lothian, told RN retailers are unfairly targeted. "We're being victimised and the government is using us as scapegoats. Why aren't Greggs or McDonald's,

who offer unhealthy food, included? We don't have a voice," said Mr Ashiq.

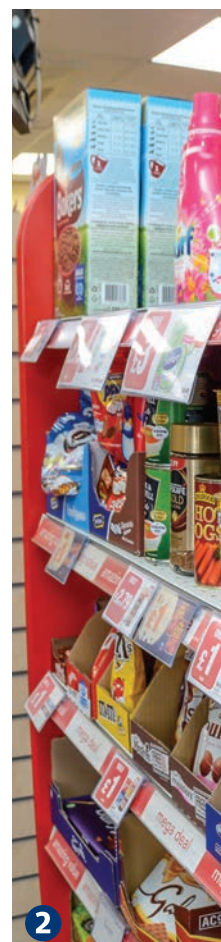
Sunita Kanji, of Family Shopper in Bolton, added: "I'd be worried if a similar law was passed in England because 40% of my sales are soft drinks and sweets. Retailers are being targeted for no reason."

A Scottish government

spokesperson said: "We want an approach that improves Scotland's weight and diet and we believe our consultation will help empower personal change and show real leadership."

"Retailers are an important part of the solution but there are actions in the strategy for us all."

STORE LOOKBOOK



Ahead of its time

Where do you look for cutting edge retailing ideas? You could do worse than visit Anita Nye's Premier Store in Orpington, Kent. What's more, many of her most on-trend ideas are things she's been doing for decades, writes **Alex Yau**

Deliveroo and the supermarket giants might boast about pioneering the home delivery trend, but Anita Nye's Premier store on Eldred Drive in Orpington was offering the service decades before its online rivals had even started. The shop has been active in the community since the 1970s and the delivery service it has been providing since then has become essential for elderly customers living nearby.

"Nearly 80% of our customers are elderly and it can sometimes be very difficult for them to walk to the store," says Anita. "This is especially true during the winter when the roads become more dangerous. We take orders from a nearby care home a five-minute drive away and it gives us a point of difference. We can chat to the customers when we deliver their groceries and we really get to know them. It's a personalised service neither the nearby Tesco or Sainsbury's offer."

The home deliveries have benefited the store considerably. Anita receives more than 15 grocery orders weekly, generating at least £500 in additional sales. However, the shop's community spirit isn't solely built on deliveries. An £80,000 expansion four years ago increased floor space from 800sq ft to 1,200sq ft, giving it further opportunity to cater to residents' demands.

"Our other customers are parents and their children or office workers, so the expansion has helped us cater for them in a way we couldn't have previously," says Anita.

"We can now offer meat sourced from a local butcher, and there are more chilled drinks on offer for school children. Chilled is one of our most popular areas because it makes up more than 40% of total sales and the expansion has definitely helped us achieve this."

Fridge space for chilled drinks and food increased from eight metres to 12 metres during the refit, while nine metres of space has opened up for a new 'free-from' section. It's a move where the benefits have certainly outweighed the costs – the average basket spend and weekly turnover since the expansion has doubled to £9 and £40,000 respectively.

To operate this enlarged store, staff numbers grew from five to 11, and this bigger team also helps to secure the store's community links – the store and staff are dressed up during events such as Christmas and Halloween.

"My husband dresses up as Santa at Christmas and we invite kids to come into the store to give him a list of what presents they want," Anita says.

"It usually costs us roughly £100 to have all the displays set up for different seasons,



The community is vital to the store. Communicating them and finding out how we can serve them best has been one of the key parts of our success **ANITA NYE**



£500

The money from additional sales due to the store's home delivery service



What you can learn

- 1 Some staff in the shop have been employed for more than 30 years
- 2 Seasonal theatre often helps increase confectionery sales by as much as 50%
- 3 Flat-panel LED lights increase space while also making the store appear brighter
- 4 Free-from foods contribute to at least 8% of total store sales each week

INFORMATION

Location

67 Alderminster Road,
Coventry, CV5 7JT

Size

1,200sq ft

Turnover

£40,000 per week

Staff

11



STORE LOOKBOOK



5



6

but it's worth it. The increased footfall raises our sweets sales by 50%."

The mix of school children and office workers means space becomes a premium, particularly during busy mornings, lunchtimes and evenings. Anita has made small changes to minimise the effect of this, including installing flat LED lights two months ago and a focus on pricemarking to make the shopping experience easier.

"We make sure all the spaces in the store are filled with goods. This means the shop is cramped sometimes, especially during peak hours. Having LED bulbs clears space and brightens our shelves. We have sliding fridge doors so the aisles don't get blocked."

"Pricemarked products such as two bags of Happy Shopper sweets for £1, or three packs of meat for £5 means a customer doesn't have to spend ages searching for what they want," she says. "I just want to provide a more relaxing environment."

This understanding of how her shop could better meet the needs of her customers puts her at the forefront of a trend for experiential retail that multiple retailers are spending millions on trying to perfect. For her it's simply instinctive.

What you can learn

- 5 Elderly shoppers make up more than 80% of Anita's total footfall
- 6 Anita attracts customers by sourcing fresh meat from a popular local butcher
- 7 Pricemarked products help customers make decisions quickly in a busy store



7



Want to see more of Anita's store? Go to betterretailing.com/premier-orpington

£4M MEDIA SPEND

RED ALERT

SCRATCHCARDS BACK ON TV



HOW TO GROW YOUR SALES

- Make sure your dispenser is full – fill any gaps
- Put up your Scratchcard POS kit so customers can see it
- Encourage customers to play £100K Red – **it's only £1**

Rules and Procedures apply. Players must be 16+.



SYMBOL NEWS

Refit gives store 13% takings uplift

Surrey retailer Dean Holborn has seen a 13% uplift in sales following a refit of his store. Mr Holborn planned the refit, with wholesaler Palmer & Harvey acting as consultant on shop layout, range and merchandising. Since reopening, alcohol sales in particular have increased 46% and snacks 54% compared to the same time this year. "I am thrilled with our South Nutfield store. We're already seeing the benefits of making the changes and investing in our customer experience, which is really the most important thing," said Mr Holborn.



Discover the Choice range gives stores a sales boost 'The imagery is very strong'

Booker own label is a hit with quality and price

by Max Liu

RNreporter@newtrade.co.uk

A new range of own label ready meals from wholesaler Booker is proving to be a big hit with customers, according to retailers, as analysts point towards overall growth in the popularity of own label ready meals.

Booker's Discover the Choice range was introduced into stores in September and since then retailers have reported increased sales.

Narinda Kaur, of Narinda's Convenience in

Huddersfield, told RN: "The range is broader than other ready meals.

"There's Italian and Indian dishes, as well as traditional meals like cottage pie."

Miss Kaur added she had been selling the range for three weeks. "There are nine dishes and I've been ordering four of each every week. They've been selling out, so this week I'm ordering more. The price plays a big part in the range's popularity. You can't beat the two meals for £5 deal."

Dennis Williams, who

runs Premier Broadway in Edinburgh, also believes the price is a factor in the meals' popularity, although he added they are well-presented and cleverly marketed too.

He said: "Customers shop with their eyes, as well as with their wallets and their appetites.

"The imagery on the Discover the Choice packaging is very strong. Once customers discover the food is of a high quality they come back for more."

Mr Williams added he had been ordering between six and eight cases of six

ready meals per week and they had sold out every time.

Fraser McKevitt, head of retail and consumer insight at Kantar Worldpanel, pointed to the growth of own label across retail: "Own label is doing really well at the moment. Its current growth is 6%, whereas branded products are growing 2%."

Not all customers wanted to pay less, he added. "The biggest growth is in premium own label, so the idea people just want cheap products simply isn't true."

Conviviality offers £50k switch loan

Conviviality Retail has launched a scheme to attract new retailers and help franchisees expand their businesses.

Under the firm's Switch, Sell, Strengthen scheme, retailers will be offered a loan of up to £50,000 to switch their store to a Bargain Booze or Select Convenience. Others can expand their businesses by finding a suitable site and also receive financial help to set up a store.

The upfront costs and half of the refit costs will be paid back over an agreed period. John Pattison, operations director for Conviviality Retail, hopes the scheme will encourage retailers to work with the company.

Indies share £28k prizes

Bestway Wholesale shared £28,000 in prize money among 18 independent retailers at its Wholesale Retail Development Awards (RDA).

More than 400 people attended the RDA at London's Grosvenor House on 26 October. Award categories included 'Soft Drinks' and 'Baby Food.'

Bestway chief executive Zameer Choudhry said: "Our RDA programme has helped thousands of retailers develop their stores."

Booker support

Booker has said it is continuing to work with a retailer who received a low score from hygiene inspectors. Londis on Walton Street in Oxford was given a two-star rating earlier this year. A Booker spokesperson said all Londis stores were independently owned and it had no operational control. It added it had been in touch with the store directly to help it improve its rating.

Retailers' P&H buyout deal reservations

Retailers have questioned whether private equity firm Carlyle will invest long-term into struggling wholesaler Palmer & Harvey (P&H) as a takeover deal edges closer.

P&H confirmed last week it had entered a period of exclusivity with the American asset management firm.

Meanwhile, retailers continue having to deal with poor order availability.

One retailer, who asked not to be named, said while he welcomed a deal to secure P&H, he was concerned about Carlyle's long-term strategy. "The key thing is that somebody buys P&H soon, but

whether Carlyle is the right buyer is another matter. Is it going to invest, so the company provides the service that's needed? Or will it use it as a cash cow?

"If P&H doesn't get investment then nothing will improve and I'll still have empty shelves and customers abandoning me

for competitors," he said.

But Shabaz Ali, who runs Costcutter on Redding Road, Falkirk, said: "I'm not worried Carlyle is coming from another sector.

"The people who run P&H will probably be the same and, with Carlyle's investment, they can improve the service."

NEWS & MAGS

New title for people with dementia Collection best-selling puzzle mag for independent retailers

Puzzler launches quest for Christmas gifting sales

by Jennifer Hardwick

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Puzzler's two launches will give retailers the opportunity to target customers buying magazines as Christmas presents, according to the publisher's promotions and innovations manager Shameem Begg.

The company launched fantasy-themed title *Puzzler Fantasy Quest* last week and will launch a title aimed at people living with dementia, *Puzzles & Pastimes*, next week.

"Puzzles are always popular at Christmas. They're an ideal buy as they are entertaining and relaxing and make great last-minute stocking-fillers especially for those difficult-to-buy-for people," said Ms Begg.

"We felt the time was right to expand our portfolio with some fresh concepts that will bring more even people to the category."

She added *Puzzler Fantasy Quest* is designed



to attract new, younger readers to the category, and could be picked up by parents and grandparents seeking presents for teenagers.

"The fantasy genre continues to grow and grow."

"You only have to look at the popularity of the Marvel films and *Game of Thrones* to see that what started with cult followings has turned into mass appeal," she said.

"Placing it near tills could definitely catch

the eye of people looking for presents, and while a teenager maybe wouldn't sit down with a puzzle magazine normally, they might well sit down with *Fantasy Quest*."

Asked how retailers should approach stocking the new titles, she said store owners should use their knowledge to give prominence to the genres they know are popular, while also ensuring new entrants to the sector are not overlooked.

"We get a lot of letters from readers saying they prefer to support their local newsagents by buying their magazines through them. It's important to highlight magazines that offer something new to consumers - these have the potential to be future bestsellers and bring in a whole new demographic," she said, adding *Puzzler* flagship title *Puzzler Collection* is the best-selling puzzle magazine for independent retailers.

Time for a shot at Liam

Time Inc has launched a one shot dedicated to Liam Gallagher, edited by the former Oasis frontman himself.

Compiled through a collaboration between NME and Uncut, the one shot will combine archived content selected by Mr Gallagher alongside a new exclusive interview.

Uncut editor John Mulvey said: "Liam has featured heavily in all our magazines over the years, so we're privileged to have a huge archive that he went through with us as he took the reins as editor."

NME GOLD: Liam Gallagher is on sale now, with a cover price of £7.99.



THE sales are top of 2017

September sales figures show THE (Times Higher Education) achieved the highest sales of the year with the issue containing its world university rankings - despite its release coming a week after a 70p price rise on the title.

The price of THE increased from £3.80 to £4.50 on 31 August, with the issue bagged with the World University Rankings 2018 hitting newsstands on 7 September.

Tes Global's head of operations Greg Frost said the sales peak was "positive news" following the hike.

He added the publisher will be carrying out geographical sales analyses to inform strategy on sales of Tes and THE in 2018.

Retailers hit by late Smiths deliveries

Retailers supplied by Smiths News' Birmingham depot have been hit by late deliveries because the majority of newspapers are regularly arriving within 15 minutes of the agreed cut-off time, the NFRN has said.

"Titles just seem to be getting in later and later," said NFRN news operations manager Pete Williamson.

"The problem is Smiths are working to the agreed supply time but the publishers are working just to the cut-off time."

"Last Wednesday morning, two million newspapers arrived within 15 minutes of cut-off."

"It is impossible for them to get them all out on time."

"As we have been saying for several months,

if all the newspapers arrived 15 minutes earlier into the wholesalers, 80% of problems would be resolved."

Narinder Randhawa of Randhawa News, in Birmingham, said the time of his newspapers' arrival has been "particularly horrendous" for the last two weeks.

Trinity Mirror's newspaper sales director for na-

tionals John Howard said: "We are working with our wholesaler colleagues to resolve issues and attended a meeting with Smiths and the NFRN to discuss the problem."

Northern & Shell's head of circulation, marketing and production Paul Goddard said the publishers' titles were delayed on 18 October by a production issue and M1 roadworks.

NEWS & MAGS

New title for people with dementia Collection best-selling puzzle mag for independent retailers

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by Jennifer Hardwick

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"Placing it near tills could definitely catch

the eye of people looking for presents, and while a teenager maybe wouldn't sit down with a puzzle magazine normally, they might well sit down with *Fantasy Quest*."

Asked how retailers should approach stocking the new titles, she said store owners should use their knowledge to give prominence to the genres they know are popular, while also ensuring new entrants to the sector are not overlooked.

"We get a lot of letters from readers saying they prefer to support their local newsagents by buying their magazines through them. It's important to highlight magazines that offer something new to consumers - these have the potential to be future bestsellers and bring in a whole new demographic," she said, adding *Puzzler* flagship title *Puzzler Collection* is the best-selling puzzle magazine for independent retailers.

Time for a shot at Liam

Time Inc has launched a one shot dedicated to Liam Gallagher, edited by the former Oasis frontman himself.

Compiled through a collaboration between NME and Uncut, the one shot will combine archived content selected by Mr Gallagher alongside a new exclusive interview.

Uncut editor John Mulvey said: "Liam has featured heavily in all our magazines over the years, so we're privileged to have a huge archive that he went through with us as he took the reins as editor."

NME GOLD: Liam Gallagher is on sale now, with a cover price of £7.99.



THE sales are top of 2017

September sales figures show THE (Times Higher Education) achieved the highest sales of the year with the issue containing its world university rankings - despite its release coming a week after a 70p price rise on the title.

The price of THE increased from £3.80 to £4.50 on 31 August, with the issue bagged with the World University Rankings 2018 hitting newsstands on 7 September.

Tes Global's head of operations Greg Frost said the sales peak was "positive news" following the hike.

He added the publisher will be carrying out geographical sales analyses to inform strategy on sales of Tes and THE in 2018.

Retailers hit by late Smiths deliveries

Retailers supplied by Smiths News' Birmingham depot have been hit by late deliveries because the majority of newspapers are regularly arriving within 15 minutes of the agreed cut-off time, the NFRN has said.

"Titles just seem to be getting in later and later," said NFRN news operations manager Pete Williamson.

"The problem is Smiths are working to the agreed supply time but the publishers are working just to the cut-off time."

"Last Wednesday morning, two million newspapers arrived within 15 minutes of cut-off."

"It is impossible for them to get them all out on time."

"As we have been saying for several months,

if all the newspapers arrived 15 minutes earlier into the wholesalers, 80% of problems would be resolved."

Narinder Randhawa of Randhawa News, in Birmingham, said the time of his newspapers' arrival has been "particularly horrendous" for the last two weeks.

Trinity Mirror's newspaper sales director for na-

tionals John Howard said: "We are working with our wholesaler colleagues to resolve issues and attended a meeting with Smiths and the NFRN to discuss the problem."

Northern & Shell's head of circulation, marketing and production Paul Goddard said the publishers' titles were delayed on 18 October by a production issue and M1 roadworks.

PRODUCT TRENDS

Provenance key to sales of organic

Retailers outside of major cities can boost organic sales by raising the awareness of where the food is sourced from.

Recent Nielsen figures suggest organic sales across convenience and supermarkets rose annually by 7.1% in September. Additional Kantar statistics indicate the Midlands, Yorkshire, Lancashire and Scotland held 30% of total organic spend in August, close to London's 35% share.

The Soil Association business development director Clare McDermott told RN: "Customers are willing to spend more. Shops can take advantage of this by shouting about the origins and benefits."

Anita Nye, of Premier Eldred Drive Stores, in Kent, told RN she saw a 5% uplift in sales after using green dots and signs to help shoppers find organic foods and their source.

Early appeal of turkey sandwiches

Retailers can tap into the popular market for festive turkey sandwiches by stocking up in November.

Julie Atkinson, of Hollins Green Community Shop in Warrington, sources her sandwiches from local supplier Greenhalghs. She told RN: "We stock from November and sell 25 a day. Starting early helps, and we increase sales by merchandising with fairy lights."

The advice comes as Adelle Foods said 19,000 of its Urban Eat Turkey Sandwich range were sold last December. Senior marketing manager Isla Owen said: "It's never too early to be thinking about Christmas."



Brands past their best as own-label grows by 186%

by Alex Yau

alex.yau@newtrade.co.uk

Own label dry pasta in c-stores has outsold big-brand alternatives as shoppers search for better value.

Nisa has reported sales of its Heritage fusilli for the year ending September grew by 186%. In the same period, Heritage penne and spaghetti sales doubled.

Nisa Heritage brand manager Tracey Redfearn told RN: "The £1 pricepoint is really important when brands such as Napolina and Buitoni are quite ag-

gressive with their promotional activity."

Robert Kirkwood, of the Corner Shop Convenience Store in Cowdenbeath, told RN Happy Shopper dry pasta is the most popular choice within the category at his shop. "Happy Shopper products make up 100% of our dry pasta sales. We tried Napolina, but customers still preferred own brand."

Mr Kirkwood added the 79p pricepoint was the selling point. "Customers see better value when they look at the price and it offers just as good quality as the

more expensive brands. We merchandise with pasta sauces when they're on promotion," he said.

Samantha Coldbeck, of Wharfedale Premier in Hull, said she stopped selling Napolina because all her sales were coming from Happy Shopper pasta.

"Customers trust the 79p pricepoint. They know own brand pastas are just as good as big brand."

Recent Kantar Worldpanel figures suggest own label pasta sales for the year ending 30 July grew by 3.2%, while the value

of branded pasta dropped 13.6%.

Kantar Worldpanel analyst Cheryl Choo said: "Reflecting the trend seen in the wider grocery market, shoppers are switching over to own label lines from branded ranges. As a result, branded pasta has declined massively in value whereas own label pasta is in growth."

"This is especially obvious in dry tagliatelle, where value of the branded version slumped by 35.1% versus own label which increased by 21.2% in value."

Retailers dreaming of a non-alcoholic Christmas

Merchandising non-alcoholic drinks alongside beers and wines can help retailers capitalise on shoppers who want to enjoy a non-alcoholic Christmas, wholesaler Cotswold Fayre has said.

Chief executive Paul Hargreaves told RN that although more shoppers were making non-alco-

holic choices they didn't want to be seen as different from alcohol buyers.

"Shoppers are healthier and they're also driving to social gatherings. However, they don't really want to be left out and still will want to buy non-alcoholic beers and wines which look like the real product," he said.

Mr Hargreaves added Braes o'Gowrie Sparkling Elderflower non-alcoholic drink was his firm's best-selling product last Christmas. More than 2,880 bottles were sold in convenience throughout November and December last year.

Kay Patel, of Best-one Global Food & Wine in

East London, added:

"Non-alcoholic versions of Kopparberg, Cobra and Calibre are big sellers for us, especially during seasonal periods. We're seeing demand increasing."

"There's more availability and I expect sales to double this Christmas, as they did in the summer."

BRAND SNAPSHOT



Three Bears' brand drive

Rowse Honey has launched its Three Bears campaign on YouTube as part of a wider £4m advertising drive designed to raise awareness of the brand.



Mr Crumb for Christmas

Mr Crumb has launched a Roasted Garlic & Herb Stuffing flavour for retailers' Christmas shelves. Available in 225g trays, the RRP is £2.



£3.5m Ferrero campaign

Ferrero Rocher chocolates are being backed by a £3.5m marketing campaign this festive period. The TV adverts will run until December.



Reformulated Purity

Purity Soft Drinks has reformulated its Juiceburst range with no added sugar, which will be reflected on revamped packaging on its 500ml bottles.



Nine festive pastries

Aryzta is helping independent retailers maximise seasonal sales with the launch of nine festive pastries, including cranberry torsades at £1 RRP.



New look for haircare

Procter & Gamble has redesigned all of the packaging on its Aussie haircare range, which includes shampoos and conditioning sprays.



Chocolate Yazoo

Yazoo has added a chocolate flavour to its range of no added sugar milk drinks. The 200ml bottles are available to retailers in packs of four and six.



Urban Eats for indies

Urban Eats has launched four festive sandwiches, including a Turkey Feast flavour, which have RRP of £1.99 and £3.49.



Five more from Maynards

Mondelez has extended its Maynards Bassetts range with five new products, including Beaming Beasts Jellies and Cheery Slices Gummies.

WHAT'S NEW



Virtue Energy Water

Every 250ml slimline can of Virtue Energy Water comes with the same amount of natural caffeine as a cup of coffee. The ingredients include yerba mate herbs, guarana and ginseng.

RRP £1

Contact hello@virtuedrinks.com



Little Dish

Little Dish specialises in breakfast on-the-go with its 25g pouches of mini oat biscuits. The company claims the snacks – made with oats, flax and chia seeds – are nutritionist-approved.

RRP 60p

Contact hello@littledish.ie



TranQuini

TranQuini drinks are made from ingredients the company claims are scientifically proven to reduce anxiety and stress. Each 500ml bottle combines fruit juice and spring water.

RRP £1.29

Contact sales.distribution@tranquini.com



Short Dated Sunsoul

The Short Dated Sunsoul natural energy drinks 250ml slimline range includes the flavours Kaffir Lime & Lemon, Raspberry & Elderflower, and Spiced Mango & Pineapple.

RRP £1.20

Contact info@jmsdrinks.com



Monty Bojangles Scofflets

Monty Bojangles Scofflets are indulgent milk chocolate truffle snacks which have been dusted in cocoa powder. Each one is designed to be eaten in a single bite.

RRP £2

Contact sales@cotswold-fayre.co.uk



Eat Real Lentil Chips

Eat Real adds a healthy spin to the sharing crisps category. Every 113g bag is free from 14 registered allergens and claims to have 40% less fat than other crisp brands.

RRP £3.19

Contact sales@cofresh.co.uk

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



9Nine

9Nine Seed Fusions boxes are part of a wider range which includes snack bars. Flavours include Indian Mango Kuchela, Argentinian Chimichurri and Spanish Patatas Bravas.

RRP 99p

Contact info@9brand.co.uk



Michel et Augustin

French chocolatier Michel et Augustin offers bars of milk chocolate encased in shortbread. The bars of four are available in two flavours: Milk Chocolate Caramel and Dark Chocolate.

RRP 79p

Contact tonio@micheletaugin.com

Focus

Healthy instant noodles

The blossoming wellbeing trend has extended to instant noodles. New entrants to the market mean the category is no longer restricted to Pot Noodles or Super Noodles.



Kabuto Noodles

Kabuto Noodles are gluten-free. Variants to stock include Chicken Ramen, Vegetable Tom Yum and Thai Green Chicken Curry.

RRP £1.49

Contact saleswarrior@kabutonoodles.com



Bare Naked Noodles

Bare Naked Noodles claims its products are stripped of everything bad for you. The noodles are low in carbohydrates, fat and calories and are sugar-free.

RRP £1.80

Contact hello@barenakedfood.co.uk



Naked Noodle

A rejigged range means each pot is 56% larger. There are 11 flavours including Chinese Chow Mein and Malaysian Laksa.

RRP £1.20

Contact sales@symingtons.co.uk

Arnaud Leudjou

Costcutter, Brunel University, Uxbridge

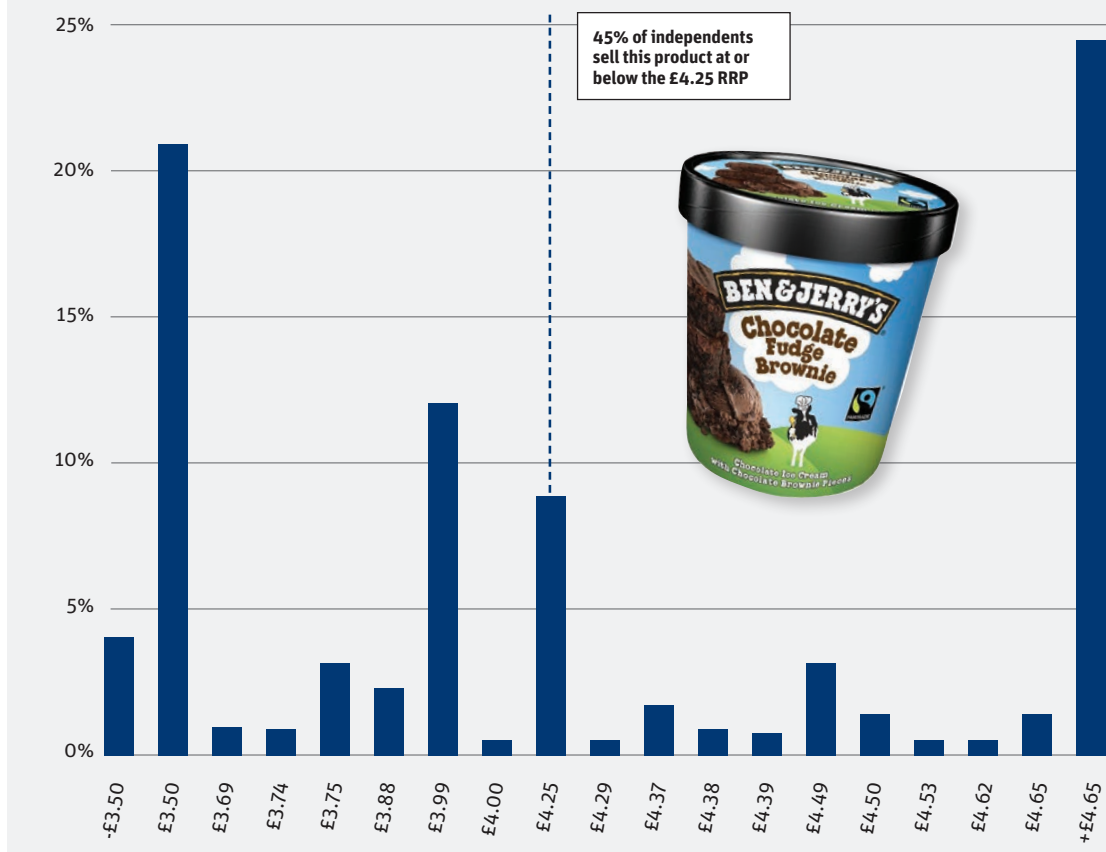
Healthier instant noodles such as from Itsu are more popular than Pot Noodles. I would say 80% of our sales in the category come from healthier options and we boost them by having one-off sampling promotions.



PRICEWATCH

Profit checker Ice cream

BEN & JERRY'S CHOC FUDGE BROWNIE 415g Price distribution %



Analysis

Nearly half of the retailers on our Profit Checker table sell Ben & Jerry's Chocolate Fudge Brownie below the £4.25 RRP, with the most popular prices £3.50 and £3.99, chosen by 21% and 12% of stores. A likely explanation

came from the retailers we spoke to – that deals are essential in making this premium product more attractive and affordable to budget-conscious customers. Through their pricing, these store owners were looking for a 15% to

30% profit margin from the category. Location also has a big influence on margin, with one retailer saying being near a park means he can make profits of more than 50% on single ice creams in summer.

Price checker

PRODUCT

Ben & Jerry's
Cookie Dough
500ml

Ben & Jerry's
Chocolate Fudge Brownie
500ml

Classic
Vanilla
900ml

Classic
Choc Chip
900ml

Ben & Jerry's
Phish Food
500ml

Classic
Caramel
900ml

Classic
Strawberry
900ml

Viennetta
Vanilla
650ml

Lyons Maid
Vanilla Ice Cream

Fab Strawberry
6-pack

Daim
Ice Cream Tub

Magnum Classic
4-pack
440ml

How we drive our profit

Ian Lewis

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

TOP TIP

Be as competitive as possible and don't hike prices in the summer, as customers will not put up with it



We keep our prices in line with similar-sized businesses in the neighbourhood. You don't want to take the mickey out of customers by pricing too high, but, at the same time, we will never be able to compete with the supermarkets on price. We generally aim for a profit margin of around 30% on ice cream. Over the years, we've learned how to cater for our customers at different times of year. To control stock levels, we're careful not to buy too much ice cream. There's no point buying single ice creams in winter, so we only buy in multipacks in the cold months.

Sandeep Bains

STORE Simply Fresh
LOCATION Faversham
SIZE 2,000sq ft
TYPE neighbourhood

TOP TIP

Single ice creams are impulse buys, so price higher. If you have space, buy lots of multipacks when they're on promotion



Customers don't want to pay premium price on Ben & Jerry's. We buy it when it's on promotion at our wholesaler and try to make sure we have enough to last until the next deal comes around. We can do this because we have ample freezer space. I like to buy Ben & Jerry's for £2.50 then sell at £2.99 or £3.50. To customers, that still looks like a promotion, but for us it's a chance to make a decent margin. Location is vital where ice cream is concerned. In summer, we can sell single ice creams at premium prices because there are no nearby competitors and there's a park across the road.

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

Data supplied by



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AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 SMALL C-STORE IN ABERDEEN SUBURB	RETAILER 2 LARGE SUBURBAN SHOP IN GLASGOW	RETAILER 3 OFF-LICENCE IN EAST LONDON RESIDENTIAL ESTATE	RETAILER 4 CAMBRIDGESHIRE VILLAGE HIGH STREET SHOP	RETAILER 5 POST OFFICE IN RESIDENTIAL AREA OF SOUTH YORKSHIRE TOWN	RETAILER 6 VILLAGE STORE IN SOUTH DEVON
£4.05	£4.25	£3.50	£3.65	£4.85	£3.99	£5.79	£4.49
£4.14	£4.25	£3.50	£3.65	£4.89	–	–	£3.50
£2.25	£2.25	–	£2.25	–	£2.25	£2.25	–
£2.25	£2.25	£2.25	–	–	£2.25	£2.25	£2.25
£4.15	£4.25	–	£3.50	–	–	–	£3.50
£2.25	£2.25	–	–	–	£2.25	£2.25	–
£2.25	£2.25	–	£2.25	–	–	£2.25	–
£1.83	£1.84	£1.84	–	£1.84	£1.84	£1.84	£1.84
£1.75	£1.75**	£1.75	–	–	£1.75	–	–
£1.99	£2.00	–	–	£1.50	£2.00	£2.00	–
£3.00	£3.00**	–	£3.00	£3.00	£3.00	–	–
£3.17	£2.50	–	–	£3.99	–	–	£2.69

* from a sample of 3,500 stores **Bestway RRP

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Peter Lamb

Lambs Larder
 Bells Yew Green, East Sussex

Taywell Ice Cream
 Various prices



Where did you discover it?

A customer told me about Taywell Ice Cream. The company is based in Tunbridge Wells and is well-known in this area. Since we started selling it in our shop, we can't get enough of it. It's made entirely from natural ingredients and comes in an array of vibrant flavours. They make a honeycomb one which outsells the many other flavours by a long way.

Who buys it?

We sell two sizes of Taywell Ice Cream – 500ml and the 125ml sizes. The big one is very popular with older customers. The kids buy the smaller ones which are much healthier for them than so many other ice creams on the market. Taywell has a fantastic range of flavours, everything from Lemon Meringue to Guinness. I recommend going on its website where you can see their long list of flavours and order deliveries to some areas of the south of England.

Why are they so successful?

Taywell's success comes down to one simple factor – it has a consistently high-quality product. It only uses natural ingredients and the product is very well branded. It's sold as an upmarket ice cream but, as mentioned already, it's still popular with children. Taywell is sold in restaurants in this part of the country and is really well established.

Duncan McCutcheon

STORE McCutcheon Newsagents
LOCATION Blaydon-on-Tyne
SIZE 800sq ft
TYPE residential

TOP TIP

Try to be competitive but, if you find yourself struggling against bigger retailers, be realistic about how much ice cream you stock



I buy all my ice cream from Booker. I only go for Ben & Jerry's when it's on offer and sell it for £3 for a sharing tub. In my area of the north east, it simply doesn't sell when it's full price. If ice cream isn't price-marked – and so much of it seems to be these days – I aim for a 30% profit margin. My problem is my shop is between a Co-op and a Spar, so it's difficult to compete with them on price for ice cream. You have to choose the categories where you can really offer a stronger range than your competition. I used to have a large freezer full of ice cream, but now I have only a small one.

Amandeep Singh

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

TOP TIP

You've got to know your community. It's no good selling ice cream at prices they will never pay. Shop around for the best offers



I shop around various suppliers, including Booker, Hollies or anywhere that offers a good deal, to find the best prices for ice cream. I buy Ben & Jerry's when it's on offer and sell it for £2.99. My shop is in a working class district of Barnsley and my customers aren't going to spend £5.00 on tubs of ice cream. If I put out Ben & Jerry's at that price, they'd just buy cheaper brands, like Farmer Jack's. But if I can stock it at £2.99, Ben & Jerry's always sells out. I aim for a 15% margin on ice cream when I buy it on offer and generally stick to the RRP to offer value to my customers.

YOUR NEWS

Store sees big drive for phone add-ons

A Premier store in Huddersfield has boosted its weekly sales by more than £80 after its owner decided to sell mobile phone accessories.

Narinder Kaur began selling the £7.99 Fifo products earlier in the year. The products include chargers, cables and headphones and their introduction follows recommendations from customers.

Miss Kaur told RN: "A lot of our customers drive, so there's definitely demand for the products. The margins are decent at 20% and we have been selling at least 10 accessories a week."

The accessories are positioned on a revolving stand next to the till area.

Re-runs 'making mockery of news'

A high number of recent re-runs from Menzies' Wakefield depot have left retailers frequently receiving newspaper supplies after 8am in the last two weeks.

NFRN head of news Brian Murphy said: "We all understand consolidation throughout the industry has had to take place, but the time some re-run products are reaching stores is making a mockery of the term 'newspaper'."

"We live in an age where tracking is commonplace yet retailers are often unable to find out when re-run newspapers will arrive."

Menzies did not respond to a request for comment before RN went to print.



Retailers reap rewards from wider aisles and extra seating 'Parents love to stand and chat'

Footfall gets a big boost at family-friendly stores

by Helena Drakakis

helena.drakakis@newtrade.co.uk

Parent and child-friendly planning in store is resulting in loyal custom and extra footfall, retailers have told RN.

Several convenience store owners reported that making simple changes in their stores has helped them become a destination for parents with young children.

When Anish Panchmatia refitted his Spar Wyld Green store, near Sutton Coldfield, he created aisles wide enough for two wheelchairs to pass each other and to accommodate two pushchairs.

He estimates his takings have doubled from £200 to £400 during the school rush hour between 3pm and 4pm.

"We refitted and improved our range so our uplift could be attributable to that, but we've also found parents love to stand in

store and have a proper chat.

"With wider aisles people tend to take their time and the experience is more personal. During that after-school hour we have as many as 10 pushchairs in the aisles that we didn't have before," he said.

Similarly, Christine Hope, of Hopes of Longtown, in Herefordshire, created extra seating outside her store, as well as switching to trolleys that accommodate baby seats.

She also placed a changing mat in her store toilet, which has brought more young mums in.

"Towards the end of the week people want to spend more time with their families.

"We looked at how we could accommodate parents and children better," she said.

Ms Hope installed 10 seats and three tables outside her store where customers can eat ice cream



or drink tea and coffee, and she introduced flat trolleys alongside baskets.

"The trolleys accommodate babies and toddlers in car seats. We've noticed lots

of people using them and especially parents with two children.

"It's so much easier to shop when children can fit into the trolleys," she said.

Helping workers smell the coffee pays off

A Weymouth retailer who has tailored his marketing strategy to target offices with a coffee loyalty scheme has seen a 38% sales uplift in the category.

Dave Hiscutt, who runs two Londis stores in Weymouth, started the scheme in his Westham

Road store after he began employing a member of staff to work part-time on social media management and a marketing strategy.

"My staff member Imogen worked with me some years ago, but has now come back with a media degree. She has

taken on our social media management in store and has been looking at ways to market directly to our customers," he said.

As a result, businesses in the city centre were identified and approached with a coffee loyalty scheme where customers could pick up a cup for 80p.

"Just by direct marketing to the right customers we've seen that category increase sales by 38%.

"I want to work more on keeping my marketing relevant. It's about creating bespoke solutions that offer sales opportunities," he said.

Ready meals and homemade cakes hit the spot 'Our brand is becoming better known'

Dad and son's in-house food to go success story

by Helena Drakakis

helena.drakakis@newtrade.co.uk

A Dorset retailer who has built on his son's own-branded ready meals and added homemade cakes to the offer is enjoying increased margins and a further sales uplift after changing the range's packaging.

Keith Tomes, who runs Costcutter & The Food Shop in Swanage, began stocking his son Darren's homemade ready meals three years ago after his supplier retired. More recently, when his cake supplier also decided to

hang up her apron, Darren took over and supplied the shop's cake range.

"Food to go has really taken off and by bringing it in-house we are using our own ingredients. Our margins have gone from 20% to 50% and we've seen a 10% uplift in sales alone since we've changed our packaging," he said.

Previously, Darren was selling ready meals in tin foil packages with the food needing to be defrosted before cooking.

He has now replaced these with plastic, see-through microwaveable packs. Cooking times

range from one hour in the oven to 18 minutes in the microwave.

"Before, customers picked up the meals and put them back down because they took too long to prepare.

"Now, customers can see what's inside the package, it can be cooked from frozen and we label it with our own brand, The Food Shop," said Darren.

Meals available range from lasagnes to steak and kidney pies, which retail at around the £5 mark, and cakes include a Victoria sponge and lemon drizzle, which Mr Tomes sells at

between £1 and £3.10.

Darren said:

"Takeaways are so expensive now and I'm selling my beef lasagne at £4.50 for two medium sized portions, so I'm attracting customers. This summer sales really picked up as our brand is becoming better known."

The Food Shop is also supplying to four stores in the outlying area and to a local sailing club every Tuesday night.



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YOUR VIEWS

YOUR LETTERS

■ Subs leaflets will not help publishers in the longer term

In my experience, us newsagents are a cheerful bunch, whatever the problems thrown at us – late deliveries, incomplete wholesaler supplies, bad weather, newspaper delivery boy or girl shortages, or shop staff illness. It is because of our dedication to the trade that we rise to the occasion – on behalf of our loyal customers.

However, this sunny disposition does not extend to many publishers who want to have their cake and eat it at our expense, by insisting newsagents give their publications full availability in our shops while vigorously advocating subscription promotions within their own magazines, and, further, paying for subscription flyers to be inserted into a wider daily and Sunday newspaper circulation – distributed by us unwitting and unrewarded newsagents.

To these publishers, newsagents are a convenient vehicle to extend their wares. But could I suggest this is based on a particular theory without seeing the larger, more



I regularly check any titles for surreptitious subscription promotion offer inserts

Jim Mitchell

prosperous picture. By shrinking the opportunities to sell their products through many thousands of independent retail outlets across the country on a seven-days-a-week basis, certain publishers are putting a greater proportion of their efforts and resources into this questionable subscription strategy, a strategy which might, in an uncertain commercial world, fail to deliver the hoped-for financial returns.

So, in the meantime, just as new entrants to the trade are 'advised to check their wholesaler news account', I regularly check any publications for surreptitious subscription promotion offer inserts.

I do this because, in the final analysis, such pieces of paper could threaten my future livelihood, and, most importantly, my ability to stock and display the diverse range of magazines that my customers have regularly come into my shop to peruse, and, quite often, purchase.

Jim Mitchell

Carton Coldfield News & Cards,
Suffolk

What am I meant to say to customers I have let down?

I have not received any copies of my local paper, the Derby Evening Telegraph, this morning. I have

just called up Smiths News' Birmingham branch and have been told I have been "missed out". How am I supposed to explain that to my customers?

I have rung Smiths up before now with customers standing in front of me and ordered in magazines for them.

Two months later these customers were asking where the magazines they ordered were, and I rang up Smiths in front of them again and was told, "You never ordered them, Sir".

No-one will take responsibility for anything. You don't even know who you're talking to. I have customers coming to my door at 7.30am and they want their copies of the Derby Evening Telegraph and I have to tell them they're not here.

Mr Mandair

First Choice Convenience,
Derby

Smiths did not respond by the time RN went to press

I am always playing a waiting game with Smiths News

I am writing this letter to RN on 25 October, a fairly typical

YOUR SAY What could the government do to help you pay a £10-an-hour National Living Wage?



Ian Lewis

Spar Minster Lovell, Witney, Oxfordshire
We already pay staff above the National Living Wage at £7.72 an hour. We're raising pay by increments over the next few years so that, if the government raises it to £10 an hour in 2020, it won't be a shock to the business. The changes to business rates this year were a sting to our business but, overall, I'd give this government 8/10 on its policies for small businesses. We're staunch Tories round here.

Kate Clark

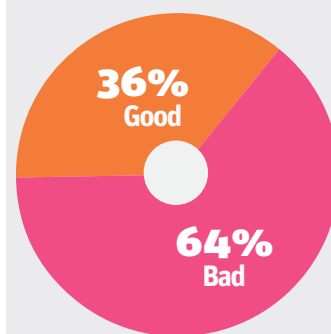
Sean's News, Worcester
I can't see what the government could do to help us pay staff £10 an hour. I don't earn that much and I think the idea is pie in the sky. If the National Living Wage is increased to that figure a lot

of small businesses will close. My shop is in a tourist area, so our trade fluctuates with the seasons. It's that kind of detail that isn't taken into consideration by politicians who make these decisions.

Luke Mansell

Chalbury Food & Wine, Weymouth
The government is already making life difficult for small businesses. In the last two years my wage bill has gone up by £10,000 per year due to National Living Wage, Minimum Wage and the government forcing us to cover changes to income support, tax credits and to introduce pension schemes. It's all very well making Tesco, which makes massive profits, pay staff £10 an hour, but for small businesses like mine, it would be very difficult.

RN READER POLL



Do you think market consolidation will be good or bad for business?

NEXT WEEK'S QUESTION

Do you have a Brexit contingency plan?



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betterretailing.com

day which finds me attempting to get through to Smiths News regarding delivery queries. Its central number was engaged twice – at 8.10am and 8.15am. I then called again after 9am, when the phone rang out and eventually cut me off. I finally got through at 9.30am to a very pleasant member of the team.

I would like to know – do others have the same problem?

For a business which has its business priority as the morning, Smiths does not seem to have the correct staffing profile, or is it just indifference to their customers, or that being in a monopoly situation it knows we are unable to take our business elsewhere?

At our end of the line there is not a lot one can do but wait.

Kevin Bieda
Abbey Bookshop Sherborne,
Dorset

Smiths did not respond by the time RN went to press

SIX WEEKS OF FREE HND IS INVESTMENT FOR THE FUTURE

It is great to see RN supporting industry-leading initiative Deliver My Newspaper (RN, 13 October)

There are a couple of additional points we would like to make.

Deliver My Newspaper has been launched to help attract new customers to HND. The six week free delivery offer, funded by publishers, is a fantastic way for new customers to try the service and, as such, the offer is only open to new customers. This is listed as one of the terms and conditions.

To be part of the scheme, we are asking retailers to work with us by supporting the six weeks' free

delivery and invest in a long-term relationship with their new customers. Previous trials have shown that giving new customers the full six weeks free delivery period creates both trust and loyalty between customers and retailers and stimulates longevity of the new orders.

At the end of the six-week period retailers will then agree the ongoing cost of delivery with their customers.

Deliver My Newspaper group

100 YEARS AGO

3 November 1917

Closing of shops during dinner hour is on the increase, the gazette reported. Local newsagents were slow to follow suit after drapers and grocers adopted the practice, but are now "feeling the benefits to both mind and body".

VIEW FROM THE COUNTER with Mike Brown



After a successful food week in October we've turned the business's attention towards Christmas. A late-night shopping event is planned for Thursday 7 December with a switch-on of the Christmas lights, choirs, Bilsdale Brass Band, a ukulele band, festive street food and a Santa Claus grotto outside the town hall, with Santa arriving in a Cadillac. A massive banner to advertise the event has gone up outside the town hall.

We must be doing something right because our popular business networking organisation, Thirsty Thursday, that meets once a month in the pub just around the corner from the shop, has received funding from Hambleton District Council to help enhance what it can offer and provide long-term sustainability. As a result of all this events activity, I have noticed a trend for customers shopping more

locally and my HND business has received a boost, particularly at the weekend when people have more time.

My wife Rachel runs, on a voluntary basis, a bingo session for the OAPs of Stokesley and the surrounding villages in the town hall every Tuesday. Last week, the community bus broke down and I was despatched in my van to rescue the incumbents and ferry them to bingo.

This week is half-term and Rachel has organised an outing for them to Millstones in Harrogate. Described as an Autumn Fling, the bingo ladies will enjoy a three-course lunch followed by dancing, singalongs and cash-prize bingo games. After the entertainment there is tea and coffee and homemade cakes to finish off the day.

Sounds great, doesn't it? I wish I was going. Sadly, I've got to stay and hold the fort.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Thank you to @MyMail_ @NFRN_Online @Andrewlaw596 for great prize, used the comp as motivation to expand. 100 customers gained in 4 weeks!

@TheNewsagent Direct
@Thenewsagent

Pleasure to meet local Shelthorpe retailer Scott & @ACS_LocalShops today to discuss small businesses, business rates & tax

Nicky Morgan MP
Verified account
@NickyMorgan01
Oct 27



Why follow the crowds?
Stand out this Halloween.
Carve a pineapple instead!

steph
@stephlatham_21

Chilly this morning - "you'll need your #hats #gloves & #scarfs on in #llanidloes today" plenty of choice at Woosnam & Davies News

Woosnam & Davies
@trudydavies1964



Papers have been printed since 1665, nearly 360 years later they still can't get them here on time. #newsagentlife

Newsagent
@LOMASNEWS

TOBACCO

Tobacco – Six months on

It's difficult to believe that it's already six months since branded cigarettes, 10-packs and small format RYO – some 80% plus of the market – disappeared from gantries. **Max Liu** finds out how stores sales and category management has changed

FOUR WAYS MY STRATEGY HAS CHANGED

Kate Clark

Sean's News, Upton-upon-Severn



Kate runs a newsagent on a busy high street in a rural town in Worcestershire

Focus on pricing

We always used to stock pricemarked cigarettes, so we still use the RRP now. That might be one reason why my tobacco sales have remained consistent since the new laws came in.

Keep up to date with my bestsellers

My shop is in a tourist area, so cigarette sales fluctuate with the seasons. At the moment, I'm selling more Players Red than anything else. Every week I'm having to get more in.

Talk to my customers

The way to be successful at selling tobacco today is to talk to your customers. It's crucial to find out what they want and what informs their buying habits.

Spend more time on training

It's never been more important to make sure your staff are clued-up, that they know where everything is, so there's no mix-up with the plain packets.



It's never been more important to make sure your staff are clued-up

FOUR WAYS MY STRATEGY HAS CHANGED

Terry Caton

Londis, Chesterfield



Terry's store is located on a busy road on the outskirts of Chesterfield

Work with my suppliers and reps

The new laws have been an opportunity for us to have a closer look at the full range in the tobacco category. With help from the Londis team and tobacco company reps, we've been able to look at regional sales data.

Rethink pricing

We have premium-priced certain tobacco products to make sure we meet our target margins, but we haven't overpriced anything. Our tobacco sales have been pretty static since the laws changed – we haven't lost ground.

Make sure staff are in the know

We've made sure our staff have a greater understanding of this category. With plain packaging, customers can't see which products we've got, so it's essential staff know what we're stocking and where it is.

Keep my ears open

Knowing what your customers want is essential. So we're talking to them more, asking if there's anything they'd like us to stock. If you keep your ear to the ground then you find opportunities for profit.





Gain a few pounds this Christmas

Demand for cigars increases during the festive season*.
Make sure you don't let your customers down by forgetting to stock up on their favourite brands.

STOCK UP TO MEET THE INCREASED DEMAND



FOR THE INFORMATION OF TOBACCO TRADERS ONLY
*IRI Marketplace Total Market, Value sales, data period: 13-08-2017.

SCANDINAVIAN TOBACCO GROUP
UNITED KINGDOM

Smoking seriously harms you and others around you



TOBACCO

FOUR WAYS MY STRATEGY HAS CHANGED

Nadeem Hanif

F&K Stores (Go Local Extra), Rotherham



Nadeem's store lies on the suburban edge of the Yorkshire town of Rotherham

Be prepared for change

I thought tobacco sales would go down but so far that hasn't been the case. If it does happen then I'll be ready to adjust. Likewise, if sales increase then I'll get more in.

Be flexible with my range

The big difference I've noticed is that customers are buying more cheap tobacco. Premium tobacco sales have gone down, so I've stopped stocking it.

Think about what informs my customers' choices

I've talked to my customers about their spending habits and it's obvious to me that, as the cost of tobacco rises, they care less about the brand and more about the price.

Don't be afraid to experiment

I've heard some smokers are turning to e-cigarettes, so I've introduced some e-liquids, as an experiment. We'll see how they sell.



I thought tobacco sales would go down but so far that hasn't been the case

FOUR WAYS MY STRATEGY HAS CHANGED

John Parkinson

Broadway Premier News, Penryhn Bay



After a major refit, John's store now serves a convenience offer to passing motorists and locals

Seize opportunities

The new laws have created opportunities. Losing 10-packs and smaller packets of rolling tobacco has left room in the gantry for us to increase our range of brands.

Meet my customers' needs

If a customer asks for a brand I don't have, I tell them we'll have it for the next time they're in the shop.

Remember – tobacco customers are high value shoppers

A tobacco customer might come into your shop four or five times a week. So it pays to have what they want and, if necessary, go the extra mile to cater to their needs.

Keep an eye on what your customers are buying

I'm paying closer attention than ever to my customers' habits. I haven't noticed them moving to the cheaper brands. Occasionally, I'll have a customer ask for "20 of your cheapest" but they're the exception.



WHAT I'VE NOTICED

Duncan McCutcheon

McCutcheon Newsagents, Blaydon-on-Tyne



Since the new laws concerning tobacco sales came in, my cigarette sales have dropped off dramatically. This has affected my overall sales, as the lower footfall in the shop means fewer sales. I'm earning around £2,000 per week less than I was a year ago. I have reduced my range of tobacco and am now selling far fewer premium cigarette brands. I find customers care more about the price of cigarettes than the brand.



WHAT I'VE NOTICED

Adrian Rodda

AR News, Harrogate



The premium cigarette brands are dying a death – in my shop, at least – but the budget ones are booming. People just care so much more about price these days. The new laws make it easy for me to be competitive on pricing because they stop supermarkets selling cigarettes at minimum prices. To be successful under the new laws, we will have to be resilient, try not to get involved in price wars, and make sure we concentrate on our bestsellers.



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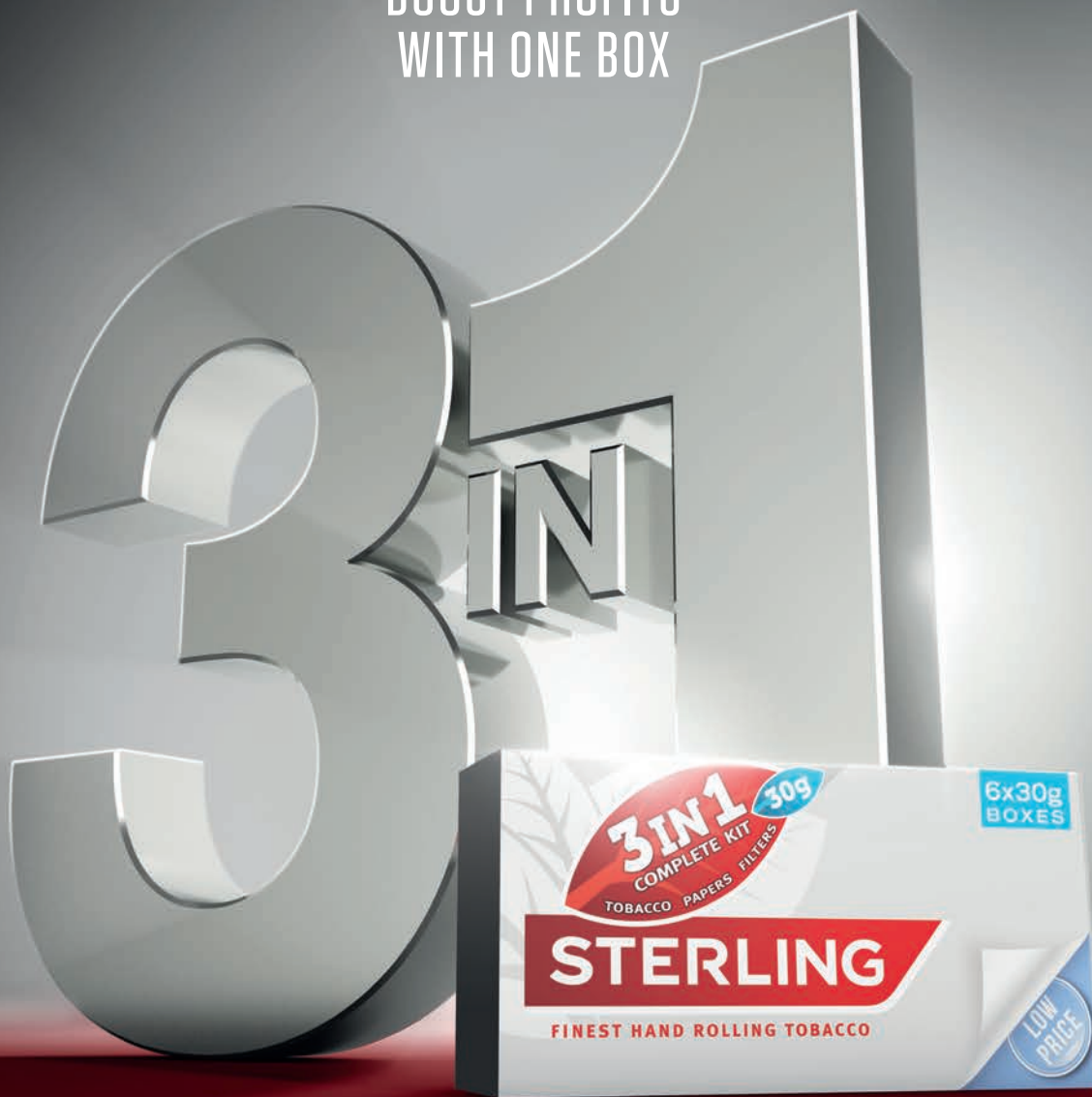
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TOBACCO

WHAT I'VE NOTICED

Sunita Kanji

Family Shopper,
Bolton



The loss of packs of 10 cigarettes and smaller tobacco packets has left a lot of space in our gantry. I've asked our supplier, JTI, to sort it out, but they've done nothing. That said, my tobacco sales haven't decreased – customers are just buying the bigger packs instead. The amount of money we make on tobacco, compared to everything else, makes me think it's not worth selling. The margins are better on e-cigarettes.

WHAT I'VE NOTICED

Mital Morar

Superstore,
Manchester



We've reduced our tobacco range and now stock only the bestsellers. Tobacco sales have decreased with the new laws but we have increased our margins. The changes to the tobacco laws have encouraged me to focus my on fresh foods and groceries – categories I want to expand. I wouldn't recommend any retailer rely on tobacco, as the fresh foods and healthy produce categories are increasingly popular and tobacco, obviously, runs counter to that.

FOUR WAYS MY STRATEGY HAS CHANGED

Paul Keys

Keys News & Stores, Sheffield



Paul serves the busy Yorkshire city of Sheffield with a classic CTN offering

Keep control of my gantry

I didn't want a tobacco company to dictate which products I stock, so I have my own gantry. That way, I can stock what sells and not be forced to stock products that don't sell.

Wait and see what sells

I was expecting tobacco sales to go down and e-liquid sales to increase. So far, that hasn't been the case, so I'm glad I didn't go all in on e-liquids.

Be prepared to be surprised

As I say, I wasn't optimistic for my tobacco sales when the new laws were introduced but, if anything, I think we're selling slightly more now.

Remember there are always opportunities for profit

The reason our tobacco sales have increased with the new laws is, I think, down to the fact we no longer sell packs of 10 cigarettes and small packets of rolling tobacco.

SUPPLIER ADVICE:

Suppliers have had to be equally agile in the market. How has their advice for independent retailers changed over the past six months? RN finds out

FOUR WAYS MY STRATEGY HAS CHANGED

Jens Christiansen

Head of marketing and public affairs,
Scandinavian Tobacco Group



Cigars provide a great opportunity

Cigars still benefit from being exempt from the restrictions around minimum pack sizes and standardised packaging so they can still be branded beyond the product name and can be wrapped and sold individually, or in 10-packs.

Look for the best value and cheapest prices

Price continues to be a major focus for shoppers. With the

EUTPD II restrictions now in place, cigars are now the cheapest option available on shelf, which may attract existing smokers from other categories.

Focus on the biggest brands

Many consumers remain loyal to well-known brands they can trust as they provide reassurance in terms of the quality and perceived value of the product. Stocking top-rated brands such as Café Crème Blue, means you don't miss out on sales.

Be knowledgeable about the category

As a result of all the legislation changes in recent years, shoppers are increasingly looking to retailers for advice. One of the most effective pieces of advice for any tobacco stockist is to take time to familiarise yourself with the category.

Availability is key

Without a doubt the simplest, but most effective, piece of advice to follow is to stay stocked up. If a product isn't in stock, consumers can't buy it so retailers should make sure they monitor stock levels carefully to avoid this happening.

FOUR WAYS MY STRATEGY HAS CHANGED

Mark Yexley

Head of trade communications, JTI



Invest in staff education

Staff education and training is now a must. In order to maximise sales, independent retailers must be knowledgeable about the tobacco category and the different brands they stock.

Maintain your display for now

We recommend that retailers don't make any snap decisions about changing the position of their tobacco offering and diminishing their brand

range and stockholding – those retailers who continue to invest in the category will reap the rewards.

Multiple facings are a must

Rolling tobacco should be kept in an area where there is easy access to maintain the best level of service. Retailers should ensure their gantries are easy to navigate in a post-EUTPD II environment and multiple facings of bestsellers will help.

Don't send your customers to the competition

Research tells us almost 27% of smokers choose to buy elsewhere if their brand is unavailable. Therefore, it's vital retailers maintain full availability and range to ensure they do not lose out on sales.

Focus on 20s

Now 10s are no longer available, we predict that sales of 20s will increase, so keeping range and availability all day is key. Multiple facings of 20s packs on your gantry will help to make sure you can meet your customers' needs.

WHAT I'VE NOTICED

Amandeep Singh

Singh's Convenience,
Barnsley



So far, our tobacco sales haven't been affected by the changes to the law. We have stuck to RRP, unlike some retailers around here who have increased prices. The biggest change in our tobacco product in recent months has been introducing e-liquids. They have proved very popular, so we have extended our tobacco gantry to include more e-liquids. We sell them for £2.50 a pack and sales have gone up by 23% in the last couple of months. ●



YOUR REGION



SOUTH WEST NFRN DISTRICT COUNCIL REPORT 24.10.2017

Nick Constable reports from the NFRN South West district council meeting

Camelot delays 'cost a fortune'

A retailer has condemned Camelot for delays which have "cost a fortune" during her shop move.

Honiton newsagent Bridget McNulty told delegates at the meeting the company took six weeks to install a terminal in new premises a few yards from her previous store. She said Camelot repeatedly confirmed, then denied, receiving direct debit mandates – even shredding one because it 'didn't have a retailer number'. The fourth mandate was finally accepted.



Bridget McNulty

"For our business, this delay has cost a fortune," she said. "Customers have gone elsewhere and not returned, and news sales have been hit."

National councillor Ray Monelle said: "We hear similar stories regularly. It doesn't matter how much notice you give them, you still suffer delays."

DMN a success after initial woes

The newstrade's new Deliver My Newspaper campaign was praised by retailers, although early glitches were reported.

Torrington newsagent Roy Crawford, who has almost a thousand HND customers, said he registered with the website only to find its coverage map excluded some of his regular rounds. Potential customers visiting the website's map, he said, would have received the message "no service available" for certain areas near Barnstaple and surrounding North Devon villages.

"It's a great idea but



Camelot took six weeks to install a terminal in a new premises, says Bridget McNulty

doesn't seem terribly well organised," he said. "There's no central contact number where you can report these mistakes. If customers aren't given correct information it will fail."

Mr Crawford added the initiative would also struggle to succeed if publishers failed to deliver newspapers to stores on time.

The district agreed to ask for a contact number to be flagged up on the website.

Mr Crawford praised the initiative overall, however.

"I'm absolutely delighted to see this initiative. It just needs to ensure HND retailers can provide information themselves and show what's already

I drive 20 miles a day on my round. I can't do it twice

Jeff Savage

Retailer, Somerset

on offer," he said.

District president Derek Cook said HND agents across the region would be watching the project with great interest.

"It's an encouraging development," he said.

Ray Monelle agreed the website needed to allow input from members adding: "We'll get that done."



Derek Cook

Re-runs despite HND initiative

A News UK drive to support HND has coincided with a series of late deliveries in Western region, the meeting heard.

Somerset roundsman Jeff Savage said he had endured three re-runs from the publisher in a single week, at the same time as circulation staff phoned to ask: "How can we best support you?"

"The unfortunate lad concerned got told how," said Mr Savage. "Reliable, regular, timely deliveries. Simple. I drive 20 miles a day on my round. I can't do it twice. People want their papers before work

so there would be no point anyway."

Devon roundsman Andrew White agreed, adding: "There's no slack in the system. Wholesalers have to wait for drivers to return before sending out late copies."

Returns are being missed

Magazine returns are being missed at Smiths News' Newport house, retailers were told.

The problem has emerged within the last six weeks, according to national councillor Roy Crawford.

"Returns are not being scanned accurately," he said. "We get our credits eventually, but it takes forever."

Honiton newsagent Bridget McNulty reported a similar issue and advised colleagues not to place two thin magazines together in the same tote box, to avoid them being scanned as one title.

The impact of late deliveries

The impact on sales caused by late delivery of popular weekly magazines needs to be grasped by publishers, a newsagent has warned.



Russell Haynes

Devises retailer Russell Haynes said he stocks around 90 copies of Take a Break – which are usually quickly sold after arrival.

"Last week we got them a day late," he said.

"We lost business as a result. With a big-selling magazine like that, late copies mean your customers will go elsewhere straight away. These basic mistakes cost our shop a lot of money."

Your say

What's the most successful thing you've done to promote print sales this year?



I've just started selling milk onto my newspaper round. Doing this has helped me bring in new customers to my business and there are encouraging signs that it will boost news deliveries too.

Andrew White
East Devon roundsman



We've used a change in shop premises to make our magazine range more prominent. We've also improved our LED lighting. Customers now have to walk right past these titles and that's given impulse sales a boost.

Duncan Finlayson
The Paper Shop
Honiton



Without doubt the launch of our new shop under the NFRN's Everyday fascia. It's brought people in to have a look around, we've increased the range we stock, and that has indirectly promoted news sales.

Ray Monelle
Orchard News,
Weston-super-Mare

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ESSENTIALS

100 MUST-STOCK CHRISTMAS PRODUCTS

In part five of our Christmas products series, **Alex Yau** brings you the essential items you should have on your shelves in the run up to Christmas and the new year

76-90

76

Bostik Blu Tack

Bostik's Blu Tack (RRP £1) has been helping shoppers keep posters and Christmas decorations on their walls for decades. These days, the original blue has been joined by a stainless white tack for parents who don't want their child's Bieber obsession to leave any permanent marks.

77

Duracell batteries

Sales of Procter & Gamble's flagship brand Duracell rocket in the festive season. Whether it's an appearance by the Duracell Bunny or a tie-in with a major franchise such as Star Wars, batteries are essential, and P&G tends to invest heavily in marketing to boost sales further.

My plans for Christmas



Bob Sykes
Denmore Premier
Food & Wine
Rhyl

We normally start stocking up on items like Blu Tack, Sellotape and drawing pins from the start of November, but sales really start going up in the week before Christmas. These are all impulse items from customers who normally have to buy last-minute gifts. Drawing pins and Sellotape are big sellers for us and we merchandise them near our Christmas confectionery to drive impulse buys. Our sales normally quadruple during the period.

78

Sellotape

Anyone who doesn't spend at least two hours during the run up to Christmas getting Sellotape everywhere while bad-temperedly wrapping presents just isn't doing it right. One of the classic distress purchases, the company is releasing a range of festive-themed multipacks (RRP £2.99).



79

Air Wick Freshmatic

Air Wick's bestsellers year-round are very much outdoor scents, but brand owner Reckitt Benckiser has also found success with seasonal fragrances such as Mulled Wine (£5 RRP). The 250ml sprays make up part of a wider range, which includes Christmas Tree Wishes.



ESSENTIALS

My plans for Christmas



Debbie Davies
Pughs@Londis
Hereford

We've already ordered stock of Sellotape, Blu Tack, pens and similar items, and they're out on display. The earlier we get them out the better. We have Christmas displays to get people in the seasonal spirit and this helps drive impulse buys. We normally sell two cases of Sellotape a week in December. When it comes to November, we do find ourselves reordering every week as customers are in such a hurry to purchase these products. Getting prepared early is key for us in the seasonal periods.



80

Kleenex

For optimists, winter means Christmas, but for pessimists it means having a cold, and best-selling brand Kleenex will be a must-stock as snuffle-plagued customers arrive in convenience stores nationwide looking for something to blow their noses into.

81

Febreze air

Wearing the same clothes to work the day after the Christmas party? Clearing up after a child who has literally eaten themselves sick? Procter & Gamble's Febreze brand has a number of seasonal fragrances such as Spiced Apple, Vanilla Latte and Frosted Pine (RRP £3) to help hide the truth.



82

Bacofoil

Last year, Bacofoil tapped into the popularity of Channel 4's Great British Bake Off by making the show's 2016 finalist Benjamina Ebuehi a brand ambassador. Any shopper in charge of roasting a Christmas dinner will be checking their supplies of foil running up to the big day.



83

Fairy

For the past 13 years, Fairy has tugged on shoppers' heart strings through its partnership with children's charity Make-A-Wish, via limited edition packaging on its washing up liquids and dishwasher tablets. This December is likely to be no different.



Winner Chocolate Category.
Survey of 11,637 people by TNS.

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Source: *Nielsen, Total Coverage, Total Chocolate MAT w/e 26th Dec 2015.
Celebrations Pouch. Winner Chocolate Category. Survey of 11,637 people by TNS

ESSENTIALS

My plans for Christmas



Arnaud Leudjou
Costcutter
Brunel University

Students normally break up for the Christmas holidays at the start of December, but there will still be a few in a rush despite the early finish. A few of them will still look around to purchase items like wrapping paper or name tags for presents they give to each other before going home for the month. Demand usually increases significantly in the last few days and sales of wrapping paper can increase by more than 50%. They also buy things to take home, and employees on campus will buy items.



84

Scotch-Brite scour pad

The Doctor Who special is about to start, but there's a turkey tray that needs cleaning. Now owned by 3M, Scotch-Brite will be helping customers clean up and get around the TV quicker this Christmas Day.



85

Bic Candle Lighter

Bic Candle Lighters come with a 6cm wand to ensure lighting Christmas puddings, ovens or fireplaces is safe and easy. The company promises each product will provide up to 750 uses.



86

Bic Pens

Every Christmas, Bic decides to give a seasonal update to the regular range of black, blue and red Biro's with limited edition Christmas pens. Designs printed on each pen include Santa Clause, Christmas trees and reindeer.



Christmas bestsellers

Other last-minute essentials include some of the best-selling products around your store. Here are four products suppliers say you need to be stocked up on as Christmas Day nears.



87

Celebrations

A last minute present? A vital accompaniment to the big budget Christmas Day drama? There are many reasons why customers will be stocking up on Mars' flagship assortment brand. These days, independents also seem able to match supermarkets' heavy discounts, making local shops the obvious destination.



88

Nutella

Chocolate for breakfast is a good idea all year round but makes even more sense at Christmas. Ferrero is investing £1m to increase sales this year with limited edition Christmas-themed jars helping customers get into the mood.



89

Hamlet

The cigars market traditionally sees a peak as Christmas and New Year's Eve approaches. As changes to cigarette and rolling tobacco law have dominated the headlines this Christmas, perhaps now is the perfect time to look again at this category.



90

Warburtons Toastie

Turkey sandwiches, bread sauce, toast and pâté: nobody has ever regretted buying too much bread as Christmas approaches. And however much people stock up on, it's likely they'll be heading to their local store for more.

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*** Current plan is 1st Dec to 24th Dec 2017

THIS WEEK IN MAGAZINES



Sticker launch

SUPERHERO FAVOURITES RETURN ONE MORE TIME

The release of the new Justice League film is celebrated by Panini with a new sticker series which is sure to delight superhero fans

PANINI is aiming to help fans relive all of their favourite DC superhero movies with its latest collection, featuring images from the new Justice League film, out later this month. Other films included in the collection are Man of Steel, Batman v Superman: Dawn of Justice, and Wonder Woman. The collection contains more than 200 stickers with some special gold and silver versions. Also included in the album, which comes in the starter pack, is a free poster. Starter packs cost £2.99 with extra packets of stickers costing 60p.



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Round up



Jennifer Hardwick

Magazines reporter

jennifer.hardwick@newtrade.co.uk

@Jenniferh_RN

CHANGING FACE OF DISTRIBUTION

Standing in Menzies' Linwood distribution centre this week, I was struck by the many changes it has been through in its lifetime, starting with an entirely manual operation in the 1800s.

My tour guide for the day explained how as the tote boxes are packed now they are automatically weighed to make sure the packer has put the right titles in: every new title is weighed on arrival, meaning a mistake or a missing title will instantly flag up an error. Until recently, no such technology existed and a second of human error could lead to a major retailer headache.

However, there is no equivalent way for the newspaper system to be so fine-tuned because of the short turnaround between their arrival from the printer and the time they need to be at your store and ready to sell.

As a number of Menzies staff mentioned to me, the greatest challenge they face is the increasingly late arrival of newspapers compared the increasingly early opening hours of stores, under pressure to increase their profits.

Meanwhile, by the time you read this, all Comag staff will have left the company, apart from a few members of the finance department who will tie up some loose ends.

A lot of them have moved on to new roles at Frontline, Seymour or Marketforce along with the titles that have transferred, so I hope you will find the changeover smooth for your store.

A large number of the more specialist titles Comag used to supply have been picked up by smaller distributors like MMS Distribution, featured in RN a few weeks ago.

So, now could be the time to look into finding a more specialist distributor to help you build your range of niche, high value titles.

THIS WEEK
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Price £7.99
Distributor Marketforce
Display with Motor sport, Autosport



BRITISH PHANTOMS

This 100-page special is a eulogy to the British Phantom, billed as one of the most loved fighter aircraft to ever serve with the British military. Twenty-five years have passed since the RAF retired its Phinal Phantom in October 1992, following a distinguished air force career. British Phantoms will be promoted through on-page ads, social media and bespoke email campaigns.



On sale out now
Frequency one shot
Price £5.99
Distributor Seymour
Display with Air International, Airforces



PRACTICAL PHOTOGRAPHY

This issue contains the launch of Practical Photography's Treasure Hunt feature, with £6,000 worth of Fuji cameras for readers to find in the most picturesque photography spots across the country. Free gifts include a CyberLink Photo Director 8 Deluxe worth £50, more than 60 minutes of new camera and editing videos, 45 high resolution texture files and a 32-page Photoshop magazine.



On sale out now
Frequency 13 per year
Price £5.49
Distributor Frontline
Display with Digital Camera Magazine, N-Photo and PhotoPlus



STUFF

The 2017 Stuff Gadget Awards issue contains all of the year's greatest tech, as rated by the team behind the magazine. There are more than 20 categories included and more than 100 nominees, with one gadget of the year selected. Samsung and Apple phones go head-to-head, with other categories including headphones, speakers, smart watches and games.



On sale out now
Frequency monthly
Price £4.99
Distributor Frontline
Display with Wired, What Hi-Fi?



CLASSIC FORD

The December issue of Classic Ford is bagged with a free A5 Christmas gift guide, and the price has increased from £4.70 to £5.50 to account for the freebie. Inside are 32 pages of Ford technology and a chance for readers to vote for their car of the year. Distributor Seymour says independents account for 25% of sales for Classic Ford and are the biggest sales outlet group for the title.



On sale out now
Frequency monthly
Price £5.50
Distributor Seymour
Display with Fast Ford, Classic & Sports Car



Bestsellers Puzzles

Title	On sale date	In stock
1 Puzzler Collection	15/11	<input type="checkbox"/>
2 Take a Break's Take a Crossword	16/11	<input type="checkbox"/>
3 Take a Break's Take a Puzzle	16/11	<input type="checkbox"/>
4 Take a Break's Puzzle Selection	23/11	<input type="checkbox"/>
5 Take a Break's Arrowwords	09/11	<input type="checkbox"/>
6 TaB's Seasonal Puzzle Collection	17/11	<input type="checkbox"/>
7 TaB's Wordsearches Collection	30/11	<input type="checkbox"/>
8 TaB's Hide'n'Seek Wordsearch	23/11	<input type="checkbox"/>
9 Puzzler Q Wordsearch	15/11	<input type="checkbox"/>
10 Take a Break's Wordsearch	23/11	<input type="checkbox"/>
11 TaB's Criss Cross Collection	30/11	<input type="checkbox"/>
12 The Puzzler	15/11	<input type="checkbox"/>
13 TaB's Crossword Collection	30/11	<input type="checkbox"/>
14 Take a Break's Codebreakers	16/11	<input type="checkbox"/>
15 Puzzler Q Puzzle Compendium	22/11	<input type="checkbox"/>
16 Take a Break's Sudoku	09/11	<input type="checkbox"/>
17 Puzzler Wordsearch	15/11	<input type="checkbox"/>
18 Puzzler Q Kriss Kross	15/11	<input type="checkbox"/>
19 TaB's Picture Arrowwords	09/11	<input type="checkbox"/>
20 Chat Crosswords	15/11	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews

PANINI
www.paninigroup.com

JUSTICE LEAGUE

STARTER PACK:
£2.99 RRP

STICKER PACKET:
60P RRP

ON SALE NOW!

TM & © DC, BATMAN & SUPERMAN, WONDER WOMAN, JUSTICE LEAGUE, and all related characters and elements © & TM DC Comics and Warner Bros. Entertainment Inc. (S17)



MOUNTAIN BIKING UK

The November issue of Mountain Biking UK goes on sale with a free beanie hat for every reader. Features this month include a test of six of the most important bikes setting the trends for 2018, and an article revealing just how diverse and capable modern mountain bikes are becoming.



On sale 7 November
Frequency monthly
Price £4.20
Distributor Frontline
Display with ProCycling and Cycling Plus



220 TRIATHLON

This November issue of 220 Triathlon looks ahead to 2018 with a free 28-page overseas racing and training guide supplement that will help triathletes start planning for the next season. Inside the magazine there are 51 essential lunch-time workouts, 60-minute swim drills and top tips for how to build bike strength this winter, plus tests on the latest jackets and bike lights.



On sale out now
Frequency monthly
Price £5.50
Distributor Frontline
Display with Mens' Running, Cycling Weekly



LANDSCAPE

This edition of Landscape magazine welcomes Christmas with a special edition for families. Showcasing the best of British food, gardening countryside and craft, readers will find recipes for simple suppers on Christmas Eve and a guide to making Christmas crafts, including bunting and an advent calendar made from match boxes.



On sale 1 November
Frequency 8 per year
Price £4.50
Distributor Frontline
Display with Country Living, The Simple Things



TRAIL RUNNING

In this issue of Trail Running there is a fell-running masterclass and a look at how strong your feet really are. Readers can also learn about pilates for runners and the magazine asks, can trail running really help clear your mind? Plus, winter gear is put to the test to ensure runners select the best clothing and shoes for the season ahead.



On sale 2 November
Frequency bi-monthly
Price £4.99
Distributor Frontline
Display with Runner's World



YOURS

Yours is offering readers the chance to get Christmas delivered to their doors with a mail order Christmas gear guide. Plus, there's an interview with cover star Julie Walters about her upcoming film. The best winter coats for this season are also showcased and readers are shown how to cook up a post-Halloween feast using pumpkin and squash.



On sale 7 November
Frequency fortnightly
Price £1.55
Distributor Frontline
Display with Woman's Weekly, My Weekly and People's Friend

Retailer viewpoint

Carl Pickering

Top Shop Newsagents,
Lancashire



We've already put Christmas titles out, double-

facing them and making sure they are prominent. Titles that do best for us include Simply Christmas, BBC Good Food, Ideal Home Christmas and the Good Housekeeping Christmas edition.

Food magazines in general do well for us throughout the season. They have started coming out already and people are buying them because they like to get prepared. We have also started selling other Christmas stock like gift wrap and cards, so it makes sense that people will start picking up magazines.

We don't have so many people coming in to buy magazines as presents, but I always notice the uplift on the food titles.

One of our strongest categories is kids' comics and we have a dedicated section for those. We are near a school, so that helps, but the most common time for the children to come in is actually on a Friday night or on a Saturday, with their pocket money. We always see an uplift on magazines on payday weekends when people have a bit more money to spend.

I have definitely noticed an uplift on Lego titles in recent weeks with The Lego Ninjago Movie being in cinemas.

We have sold a few more copies of the actual Lego Ninjago magazine and also the other Lego titles.

People are obviously going to see the film and then coming in.



Top tip
Double-face Christmas titles as soon as they come in



COMING UP IN NEXT WEEK'S RN

FALKIRK COSTCUTTER SHABAZ ALI ON HIS YEAR-LONG MODERN C-STORE TURNAROUND

Plus, RN takes an in-depth look at the next big trends for convenience, and, in the final part of our 100 must-stock products for Christmas we take a look at the festive magazine market.

RN

THIS WEEK IN MAGAZINES

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☎ 020 7689 3350
📧 @JenniferH_RN
📘 facebook.com/thisisRN

Partworks

Title	No	Pts	£
Amercom UK			
Ships of War	29	40	11.99
DeAgostini			
Build the Ford Mustang	96	100	8.99
Build your own R2-D2	44	100	8.99
Enhancing your mind, body, spirit	44	120	3.99
My Animal Farm	39	60	5.99
Jazz at 33 and third RPM	48	70	14.99
Star Wars Helmet Coll'n	48	60	9.99
The Beatles Vinyl Collection 19	23		9.99
Zippo Collection	57	60	19.99
Eagle Moss			
DC Comics Graphic Novel	58	100	9.99
Disney Animal World	88	100	5.99
Game of Thrones	43	60	8.99
Marvel Fact Files	241	250	3.99
Military Watches	97	100	9.99
My Little Pony			
Colouring Adventures	34	80	3.99
Star Trek Ships	110	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	6	80	9.99
Art of Crochet	115	120	2.99
Art of Cross Stitch	45	90	2.99
Art of Knitting	46	90	2.99
Art of Quilting	97	90	3.99
Art Therapy	137	120	2.99
Art Therapy 50 Mindful Patterns	29	80	4.99
Assassins Creed: the official collection	19	80	9.99
Dr Who Complete History	57	80	9.99
Draw The Marvel Way	49	100	4.99
Judge Dredd Mega Collection	74	80	9.99
Marvel's Mightiest Heroes	101	100	9.99
Transformers GN Collection 23	80		9.99
Warhammer	31	80	9.99
RBA Collectables			
Real Life Bugs & Insects	62	60	0.99
Panini			
F1 Collection	41	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			
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			
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%

Nickelodeon Shimmer & Shine Sticker Collection

PACKET 60p

STARTER PACK £3

Sticker Starter Pack

Sticker album plus 50 stickers

NEW collectables from TOPPS ON SALE 9TH NOVEMBER

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THIS WEEK
IN MAGAZINES

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 @JenniferH_RN
 facebook.com/thisisRN

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Paw Patrol 'A Year of				Premier League			
Adventures' Stickers	2.99	0.50		Sticker collection	1.99	0.50	
Road to 2018 Fifa World				Star Wars Universe Stickers	2.99	0.50	
Cup Russia	4.99	1.00		Trolls Trading Card Game	4.99	1.00	
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Zomlings Series 6		0.50					
Star Monsters		1.00					

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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 14-15 October					
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,660g	1,255g	135g	7	55g
Sunday Times	1,050g	405g	150g	6	50g
Sunday Telegraph	685g	400g	15g	1	15g
Guardian	690g	270g	20g	3	10g
Mail on Sunday	935g	460g	120g	5	55g
FT	490g	175 g	0	*	*
Observer	715g	265g	65g	2	60g
Mail	675g	230g	130g	5	70g

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.
Per copy supplied Independent News & Media =2p. Financial Times =2p. Mirror Group Newspapers =2p

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