

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 22.12.2017

The spirit of Christmas

'My kids volunteered to have fewer presents to fund a customer's wheelchair'

STORE LOOKBOOK

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We've now got a much better laid out fixture than we had before

Serge Khunkhun,
Premier Woodcross



It brings more people into the store, and makes payment quick and simple

Siva Thievanayagan,
Nisa Local



I can always rely on them to fix any problems we have quickly across the entire store

Conrad Davies,
Spar Pwllheli



I'm always able to get exactly the stock I'm looking for whenever I go to the depot

Anita Nye,
Premier Eldred Drive Stores



They've supported us throughout the year

Martin Ward,
Cowpen Lane Stores



It gets people into the store who maybe wouldn't have come otherwise

Chris Shelley,
Shelley's Budgens



The Retailer Choice Awards

Your winners revealed

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Shaping the future
of independent retail
since 1889



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Neville Rhodes p26

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WELCOME

My Twitter feed has
been packed with tweets
about how retailers have
gone out of their way
to help residents

Associate editor

Chris Rolfe

@ChrisRolfeRN

020 7689 3362

In an article on how brands keep customers loyal, this month's Which? outlines seven often-used tactics. Most of these ideas are ones the multiples can easily act on – create a novelty factor, entice shoppers back with 'emotional incentives' such as freebies, for example. But one stood out which independent retailers excel at, and demonstrate in abundance each week in RN: show off your community values.

My Twitter feed has been packed with tweets about how local retailers and their staff have gone out of their way to help residents this week.

James Convenience Retail tweeted about Curtis Maltby – a paperboy who found and helped an injured man while out on his rounds. Eugene Diamond told his followers how he made deliveries to pensioners who were unable to leave their houses due to frozen footpaths, and how this week he has made his annual charity hamper for a cross-community project.

This issue of RN contains many such examples too, including, in our Lookbook, Scottish retailer Asif Akhtar's inspiring story of how he and his family saved up and cut back on Christmas presents to buy an electric wheelchair for a customer who had shopped with him for 16 years when they discovered he was seriously ill.

It's fantastic to be bringing you stories like these, and I look forward to sharing many more examples of how our readers have made themselves uniquely valuable to their local communities in the months and years ahead.

But before then, and on behalf of everyone at RN – I hope you have a very happy Christmas.

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With a year of falling sales, it's crisis point for the newtrade

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The votes are in – your 2017 winners revealed

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New Dinky Toys partwork and 10 other opportunities



"He supplies what I want, when I need it. That reliability, with a quality product, is what I want from a local supplier"

Martin Mulligan
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Martin Mulligan
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BREAKING NEWS

Nisa store brings in one-hour delivery

A Nisa retailer is catering for partying shoppers in the run up to Christmas with a new one-hour delivery service.

John Stevenson, of Stevenson of Oxbridge, has teamed up with online delivery service One Delivery to allow shoppers to order products ranging from toilet paper to alcohol to their doors within the hour.

He told RN: "We started in mid-December, after I saw other retailers offer home delivery with Deliveroo, which we don't have here. It's popular in the evening for parties."

Customers pay a slight mark-up on products and a £3.95 delivery charge.

Surrey shops replace P&H with Spar

Surrey retailer Dean Holborn has agreed a supply deal with Spar following the collapse of wholesaler Palmer & Harvey.

Both his stores, located in Redhill and Earlswood, will now be supplied by Spar for at least the next six months.

"It was very hard to choose a new supplier after building a relationship with P&H for more than 20 years but we took a look at what all of them had to offer and mainly chose Spar for their chilled and fresh range," he said.

"We are going to look again in six months and make a decision on whether to stay with them because the market is changing so much at the moment. But so far we have been very impressed with their customer service and their deliveries."

Stores hope to replicate this year's huge gin growth Vodka could be next year's trend

Retailers look for next new major alcohol trend

by Olivia Gagan

RNreporter@newtrade.co.uk

Enterprising retailers are hunting for the next key alcohol trend to emerge in the new year, after enjoying a major spike in gin sales in 2017.

A like-for-like sample of 4,000 independent stores surveyed by RN data partner EDFM showed gin sales leapt 38% in late October and early November 2017, compared to the same period the year before. Growth was highest in the north west.

A December YouGov poll found gin is now the UK's most popular drink,

rising from third place in 2016. Whiskey is now in second place and vodka in third.

Steph Latham, manager of Spar Lostock Hall in Preston, told RN she has doubled her gin lines over the past year. "Sales have definitely improved, especially on flavoured gins, which we didn't stock last year. Customers tend to flip between brands and flavours, which is great for sales."

Garry Haigh of Peterhead Motors in Aberdeenshire, credits trend-led drinks

including gin and craft ale as revitalising his alcohol offer in 2017. He stocks niche gins such as Boe Violet Gin and has focused on making his store a local destination for hard-to-find brands.

Jack Matthews of Bradley's Supermarkets in Quorn, Leicestershire, said the gin market has grown phenomenally. "We've marketed our range by doing gin gift packs and tastings of local gins," he said.

Mr Matthews warned, however, that sales could slow as the market becomes saturated.

"People have tried so many gins now, their cupboards are full," he said, adding he believed vodka will be the "next renaissance".

"We've just listed two premium vodkas – Ciroc and Thunder Toffee Vodka. Spirits overall have taken a premium step, and people are willing to pay more than in the past," he said.

Ms Latham agreed that vodka could be the next spirit to enjoy a sales boost. "We've just started stocking Echo Falls flavoured vodka, which launched last month," she said.

Jumping for joy

A Spar retailer has received more than 2,000 views on social media following the launch of a staff Christmas jumper competition. Spar Oswaldtwistle, in Lancashire, began running the competition, now in its fourth year, at the start of December on its Facebook page. Visitors are asked to vote for which staff member they think has the best Christmas jumper with the winner receiving a £30 voucher to spend in store. Store manager Nigel Masters told RN: "It shows customers we're in the festive spirit. Each year we receive thousands of views from people who can find out more about the shop and our promotions."



Camelot spends more to "reconnect"

Camelot is doubling the size of its salesforce and investing in new PoS as it seeks to "reconnect" with independent retailers following a strategic review of its business.

The lottery operator has pledged every retailer will receive a visit or call from a rep every nine to 10 weeks on average, with its number of reps increasing

from 60 to 120.

Retail operations director Duncan Malyon told RN the company is aware it needs to show "more presence" to independents as it launches a new Tuesday Thunderball draw and EuroMillions Hotpicks early in the new year.

"They will see reps more often. We will

build excitement around games," he said.

"Our PoS is working. We are investing in more PoS, for example around EuroMillions and big rollovers."

Hitesh Pandya, of Toni's News in Ramsgate, Kent, said he was pleased Camelot is listening to retailer feedback, but added he is disappointed

at news the company is expanding into discounters Aldi and Lidl.

"They know the number of customers has fallen already because of all the changes they made to the games, so all they are doing is reducing the number of customers per terminal and taking away from independents," he said.

Santa stops off for Coventry shop visit

Coventry retailers Aman and Joga Uppal welcomed their community to their store on Monday, as Father Christmas stopped his sleigh on their street. The brothers organised with charity the Coventry Round Table for One Stop Mound Nod to be added to Santa's route, as well as creating a 'safe zone' for children to stand in alongside offering teas, coffees and mince pies. "It was wonderful to raise money for a great cause and see the smiles on the children's faces," said Aman.



Logic's low nicotine vaping

Vaping brand Logic has released new lower-strength e-liquids in response to growing customer demand for a choice in nicotine strengths.

JTI, the company behind the brand, said lower-strength liquids now account for a third of all vaping sales in the UK.

Jason Birks, of Moscis Convenience Store in Sunderland, said he had noticed the increasing popularity in lower-strength products with people trying to give up smoking.

He said: "People have different tastes and like different strengths, and are often trying to reduce intake. I notice customers are weaning themselves off the higher-strength varieties."

Retailers say food to go and fresh key to new set-up 'The brand will grow nationally'

Conviviality splashes out £25m on Central c-stores

by Alex Yau

alex.yau@newtrade.co.uk

Food to go and fresh must be key categories for Bargain Booze owner Conviviality to successfully compete in the south, following the £25m acquisition of 127 Central Convenience stores, retailers have said.

The deal with WS Retail, the arm of Palmer & Harvey from whom the stores were bought, extends the alcohol distributor's reach in the south and south west of England.

However, Paul Stephen-

son, of Bargain Booze in Barrow-in-Furness, who began offering food to go and fresh in September, said in order for the stores to thrive these would need be central to the offer.

He told RN: "These are such important areas now and will help the new stores compete against the supermarkets in the new areas."

"We have started to offer fresh products such as sandwiches and have found the margins – at more than 25% – to definitely be better than alcohol and tobacco."

Rocky Sehmbi, who runs three Bargain Booze stores in Bristol, added: "I'll be adding a deli to one of my stores next year. Customers have been asking and it will definitely be important. Conviviality has encouraged me and my own research shows I can make margins of 25%. Services like these will be important in the expansion."

Speaking about the takeover, Conviviality chief executive Diana Hunter said the deal will allow the company to become the "drink and impulse sec-

tor's leading independent distributor".

Paul Walker, of Bargain Booze in Stockport, added the acquisition will help increase the chain's overall buying power. "The brand will grow and become recognised more nationally, which are both huge positives," he said.

Conviviality said it will turn 123 of the sites into Bargain Booze Select Convenience stores in the next three to six months. The remaining stores will be converted into standard Bargain Booze shops, which are off-licences.

More MRH for Budgens

Symbol group Budgens is to become the retail partner in six more MRH forecourts, following a successful trial of five stores this year.

The announcement was made following a deal struck by Booker to supply 370 MRH forecourts nationwide, including MRH's own brand Hursts stores, with chilled and ambient product lines.

Karen Dickens, chief executive of MRH, said: "Broadening our convenience offer is an important part of our strategy in creating ever more reasons for customers to visit us."

Steve Fox, managing director of Booker Group, Retail, said: "We are looking forward to helping them drive footfall, sales and profits."

The new stores are expected to be opened by Easter 2018.

Record numbers vote in Retailer Choice Awards

RN readers have voted in record numbers to recognise the work of suppliers and wholesalers in supporting them over the past year.

In a year where retailers have sought help in combating rising costs, increased legislation and tougher competition, the third annual Retailer Choice Awards saw a year-

on-year increase of 125%, with nearly 2,500 votes cast.

Among the winners, PepsiCo was voted Supplier of the Year, Booker Wholesale was named Wholesaler of the Year and Spar was named Symbol Group of the Year.

Of PepsiCo's victory, Best-one Wanstead retailer Kay Patel said: "Its

reps have worked with me to adapt our planograms so we stock bestsellers and cut back on our slow lines. These days this kind of support and the rebates they offer are more important than ever."

Mail Newspapers' Daily Mail gained the Newsstand Star Performer award while the cross-industry initiative Deliver

My Newspaper, which the company is also involved in, was named Initiative of the Year.

Andy Law, retail sales manager at Mail Newspapers said: "Having voters recognise delivermynewspaper.co.uk – a platform to promote their home delivery service – as the innovation of the year is fantastic."

STORE LOOKBOOK



Hold on to what you have

If you want to see community spirit in action, look no further than Kirkcaldy retailer Asif Akhtar and his family, whose fundraising for charities and local customers from his 1,000sq ft Premier convenience store has made national headlines. **Chris Gamm** reports

Every morning for 16 years, Dick, an elderly customer, and his dog waited to greet Asif Akhtar when he arrived at 6am to open his Kirkcaldy Premier Smeaton store. Then one day, Dick stopped coming.

After a month, Asif began to worry and, asking around, discovered Dick had lost both legs and his voice box to cancer. His wife, who was also unwell, was unable to push the wheelchair provided to Dick by the council.

"He couldn't speak, couldn't walk and was housebound," says Asif, who took action and researched electric wheelchairs.

"We found a super-duper one, but it was very expensive and cost £5,000. It was coming up to Christmas and playing on my mind. We didn't do a collection – Dick was a proud man and it was a sensitive subject.

"So we saved up, cut back on presents and bought it. The kids were up for it and presented it to him on Christmas Eve.

"Now every morning, Dick's back waiting for me in his wheelchair."

The generous act wasn't out of character. Asif made national news when locals donated bras to raise money for a customer suffering breast cancer so she could take time off work to receive radiotherapy treatment.

"It went viral and Lorraine Kelly even donated one," he says. "We had so many bras we made bunting out them which hung from lamppost to lamppost. We got in trouble when it reached the main road

though."

They are just two examples that demonstrate how seriously Asif takes making his store the focal point of the community.

His parish was once listed as one of the five most deprived in Scotland and a local councillor uses the store to hold a weekly surgery.

"There's a lot of drug, alcohol and domestic abuse in the area and the surgery helps a lot of people," he says.

As reported in last week's RN, Asif also used his life savings to convert a derelict building he owns into temporary accommodation for homeless families.

"It's much better for them than staying in a B&B, and we still get a minimal rent," he says.

Asif also uses his strong links to the community to drive innovation in the business.

A mini refit, completed in mid-December on the day RN interviewed him, focused on expanding the food to go range popular with local school children.

"Kids were spending £100 a day on hot pizzas and sausage rolls. We've now expanded this with a hot unit and a cold unit either side of a coffee machine to expand the trade from the morning to all day."

A local baker is supplying a range of cakes and savouries catering to customer demand, and Asif is targeting daily food to go sales of between £200 and £300.

RN is where I learned about the growing importance of food to go, fresh and frozen. I introduced Goodness Knows after reading about it in RN too. **ASIF AKHTAR**



What you can learn

- ❶ Customers are not just part of Asif's business strategy but also his business ethos
- ❷ Letting locals know about community events helps make his store a hub
- ❸ A local councillor uses his store to hold a weekly surgery
- ❹ Installing brand new food to go display units is part of the store's next stage of development

INFORMATION

Location

50 Chestnut Avenue,
Kirkcaldy, KY1 2LS

Staff

Two full-time, two part-time

Basket spend

£6.50

Size

1,000sq ft



STORE LOOKBOOK



Swapping chest freezers for upright ones has created extra shelf space, which Asif is using to grow his range of multipacks.

"Everyone's been asking for multipacks on crisps, juice, chocolate - whatever they can get. If Wispas are four for £1 instead of a single bar for 55p, they are getting a better deal.

"You've got to give customers what they want, and if it's multipacks they want, it's multipacks they'll get."

Social media and new technology, like digital loyalty scheme Zapper, are used to engage younger shoppers.

"We have 1,000 followers on Facebook and a recent competition to win a bottle of Ciroc vodka was seen by 14,000 people. We were aiming for our community, but it went everywhere."

Despite this, Asif's strategy for the business is not to win new customers or grow sales, but keeping hold of what he has.

"The shops in my area are in decline and their owners have started driving cabs in the evening. If I keep steady, and grow food to go sales a bit, I'm happy."

One thing you can be sure of, Asif will certainly be keeping Dick and all his customers happy too.

What you can learn

5 Alongside his community work, convenience staples help drive footfall and profit

6 With local school kids representing a large proportion of customers, promoting health eating is important

7 A recent mini-refit helped set up Asif's store for the future



Want to see more of Asif's store?
Go to betterretailing.com/kirkcaldy-premier-smeaton

SYMBOL NEWS



Eleven stores move to the new format Focus is on local suppliers, PMPs and trend-led products

Revamped KeyStore More fascia boosts Scots' sales

by Helena Drakakis

helena.drakakis@newtrade.co.uk

Scottish retailers who have switched to JW Filshill's KeyStore More fascia are reporting a jump in sales due to the brand's focus on local suppliers, trend-led products and pricemarked packs.

Eleven stores have now converted to the Glasgow-based wholesaler's new format, which is pitched as a premium brand with a focus on fresh and chilled products, Scottish brands and food to go.

Garry Haigh of Peterhead Motors switched from Spar to the KeyStore More fascia. He told RN: "Sales are 24-26% up on the same time last year. It's like night and day."

He credits his success to JW Filshill offering "big margins" on pricemarked confectionery, drinks and crisps. "Now we're selling a lot of pricemarked Red Bull, their reps are so much more interested in us. Milk sales increased after we started being supplied by local dairy Graham's, too," he said.

Retailer Wilson Rea has

moved to the new format at his 1,800sq ft store in South Lanarkshire. He installed new signage and new shelving, back lighting and a TV promotional screen under the refit.

He told RN sales had increased after he adopted the fascia, which included installing a new food to go counter and switching to Filshill's local suppliers.

"When I compared one week in November with the same week in 2016, sales had jumped almost 10%," he said.

Filshill's retail sales

director Craig Brown said in the future a key point of difference for KeyStore More retailers will be the fascia's use of data to inform ranging. "We're tapping into the extensive data at our disposal from our own scanning system, allowing us to gather information on consumer habits in our customers' stores - this allows us to constantly improve category management and product ranging."

Filshill aims to have 20 stores trading as KeyStore More by the end of 2018.

Analyst reflects on the year ahead

Molly Johnson-Jones

Senior analyst,
Global Data Retail



It's been a fascinating year in the convenience market. The biggest single impact has undoubtedly been Brexit, which has had an inflationary effect on costs. This has made things difficult for everyone, but particularly for independents. As a result, we've seen bigger retailers seizing the opportunity to snap up smaller retailers while they're in a vulnerable position. Hence Tesco's takeover of Booker, Co-op's purchase of Nisa, and Morrison's tie-up with McColl's.

This sets the scene for a challenging 2018 for smaller and independent retailers. We're used to paying more for convenience, to compensate for higher rents and longer opening hours. But the buying power of Tesco-Booker et al is going to be used to drive down prices, resulting in a similar price war in convenience as we saw in the discounters a few years ago.

It's going to become an increasingly competitive market. We are not expecting to see any space growth in the grocery sector outside of the multiples over the next five years. It will be a case of independent retailers and symbol groups making the most of the assets they have got.

In doing this, though, there are strong opportunities too. 2017 saw acceleration in trends towards top-up shopper missions, which means more purchases of fresh food, coffee and food to go. This is simply how millennials do their shopping, so it's going to continue.

All these are categories offering high margins and high returns on capital.

Hancocks' click and collect service welcomed

Retailers have welcomed an announcement that wholesaler Hancocks will become the first confectionery specialist to offer a nationwide click and collect service.

Chief executive of IB group, Wayne Beadle, which owns Hancocks' said: "Offering a nationwide click &

collect service means that customers will no longer be confined by their location or have to wait on scheduled delivery slots to get their stock to their business seven days a week."

Raj Aggarwal, of Spar Wigston in Leicester, told RN the service would make ordering

stock simpler. "It offers a more convenient service because retailers don't have to rush to the depot and it will save them a lot of time."

Martin Ward, of Cowpen Lane News in Cleveland, agreed about the additional convenience but said he would still visit his

nearest depot. "I see the benefits but I'll still visit the warehouse because it's the only way I'll find novelty sweets which help set a point of difference."

The service, to be first rolled out in the north of England, will extend to 20 cash and carry locations in the new year.

NEWS & MAGS

New-look Saturday edition up 7.2% year on year as others drop 'There is still potential to grow sales of the product'

iWeekend reports new rise in sales amid circulation falls

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

The i's new-look Saturday edition celebrated another sales rise in November as disappointing figures were reported elsewhere in the latest national newspapers report from the Audit Bureau of Circulations.

Sales of daily editions were down 9.7% year-on-year overall, while Saturday and Sunday editions were down 7.8% and 10.7% respectively, the figures show.

The greatest sales falls on daily editions were reported by the Daily Mirror, at 12.4%, and the Sun, at 12.1%.

The Saturday edition of the i, named iWeekend, was the only title to report a year-on-year rise, by 7.2%, after a relaunch and price rise of 20p at the end of September.

The title's sales and marketing manager Paul Bacon said: "The i has always listened to both reader and retailer feedback. From

this, we were confident the new-look, bigger iWeekend would justify the additional investment and, even after a 33% price increase, would still be considered fantastic value.

"We feel there is still potential to grow sales of the product, especially to people who value their precious time at the week-end."

Meanwhile, in a recent trading update, Trinity Mirror said it expects both its print advertising and circulation revenue to fall in the final quarter of the year, and confirmed it is making "good progress" in its proposed takeover of Express Newspaper's publisher Northern & Shell.

The publisher said it is expecting a decline in print advertising of 21% and a decline in circulation revenue of 7% this quarter.

It stated: "We continue to make progress. The board expects performance for the year to be in line with expectations."

Pop-up Monocle returns with Winter Weeklies

The publisher of Monocle magazine has launched another pop-up newspaper after a successful summer edition.

Monocle's Winter Weekly is being published every Thursday in December in major cities in Europe and North America in a Berliner format and with a cover price of £5.

The Winter Weekly will be available on UK newsstands after the summer edition was only on sale in mainland Europe.

In a statement, the publisher said: "Follow-

ing the success of its four Summer Weekly newspapers, Monocle is returning to inform, entertain and inspire and leave readers primed for 2018."

The NFRN's head of news Brian Murphy described the move as a "positive sign" for print media.

"Publishers have libraries of excellent content that isn't hidden online. Produced and priced right, this will sell through known range retailers. Good luck to Monocle riding the current affairs sales wave," he said.

November Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	547,589	-0.4%	-12.4%	£82.0	547,589
Daily Record	134,395	-0.7%	-11.3%	£20.1	134,395
Daily Star	405,176	-0.7%	-11.2%	£29.4	405,176
The Sun	1,283,820	-1.1%	-12.1%	£143.1	1,403,633
Daily Express	344,436	-0.2%	-7.3%	£45.8	344,436
Daily Mail	1,138,284	-0.1%	-7.3%	£165.0	1,199,702
Daily Telegraph	353,223	-1.1%	-10.7%	£136.7	420,238
Financial Times	30,991	-1.4%	-11.2%	£16.7	57,114
Guardian	121,135	0.3%	-8.4%	£53.3	121,135
i	196,863	-1.4%	-6.7%	£26.0	257,225
Times	311,213	0.4%	-4.7%	£107.1	404,680
TOTAL	4,867,125	-0.6%	-9.7%	£825.4	5,295,323

November Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	701,738	-1.1%	-12.6%	£158.6	701,738
Daily Record	159,361	-1.4%	-11.8%	£34.1	159,361
Daily Star	371,379	-1.7%	-11.1%	£44.9	371,379
The Sun	1,728,429	-1.1%	-10.5%	£259.0	1,848,242
Daily Express	438,714	-0.5%	-7.5%	£75.2	438,714
Daily Mail	1,904,580	0.3%	-5.3%	£399.9	1,965,998
Daily Telegraph	521,867	-0.4%	-7.8%	£258.3	588,882
Financial Times	71,275	0.8%	-3.9%	£56.4	97,398
Guardian	274,847	-0.6%	-6.3%	£175.3	274,847
i	210,725	-2.5%	7.2%	£36.2	271,087
Times	476,072	0.1%	-3.6%	£190.2	569,539
TOTAL	6,858,987	-0.6%	-7.8%	£1,696	7,287,185

November Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	145,755	-1.6%	-13.9%	£55.1	145,755
Sunday Mirror	494,036	-0.3%	-14.3%	£155.6	494,036
People	193,422	-2.0%	-15.0%	£60.9	193,422
Daily Star Sun.	237,909	-2.7%	-9.1%	£47.3	237,909
The Sun	1,130,656	-1.8%	-12.5%	£261.2	1,256,166
Sunday Express	311,511	-1.6%	-8.0%	£92.4	311,511
Sunday Post	126,608	-2.4%	-12.5%	£42.5	127,146
Mail on Sunday	1,075,892	-0.4%	-9.2%	£384.1	1,132,305
Observer	175,879	-0.8%	-7.6%	£129.3	175,879
Sunday Telegraph	300,191	-0.6%	-9.4%	£136.6	332,734
Sunday Times	640,830	0.8%	-7.6%	£363.4	729,482
TOTAL	4,832,689	-0.9%	-10.7%	£1,728.35	5,136,345

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

PRODUCT TRENDS

Stores must focus on mobile data

Convenience stores should focus on data packages to continue making the most of SIM card sales, RN has been advised.

This is according to SIM card supplier Elite Mobile. The company's sales director Tim Bateman told RN: "We're distributing SIM cards into more than 40,000 symbol group and independent retailers, which shows there is still demand for pay-as-you-go SIM cards across convenience.

"Data has been a huge driver for this demand and is key for continuing the momentum," Mr Bateman said.

Ramsey Hasaballa, of Premier Speke in Liverpool, said: "SIM cards are a big seller and we make a 95% margin on each one sold.

"Sales go up by 20% at Christmas because shoppers have received phones as presents," said Mr Hasaballa. "Customers go for data-heavy packages because of social media."

Tiddles gets treats for Xmas

Animal lovers are more likely to treat their pets to expensive food as a festive treat during the Christmas period.

A survey from pet insurance comparison specialist Animal Friends found more than 25% of pet owners will spend an average of £8 on meals for their animals at Christmas.

Julie Atkinson, of Hollins Green Community Store in Warrington, said: "Shoppers do spend more during Christmas on the more expensive packs of Felix or Pedigree, which cost at least £4. We sell more than 80 packs during this period."



Dairy-free could overtake gluten-free for consumers

by Alex Yau

alex.yau@newtrade.co.uk

Dairy-free could soon overtake gluten-free as the dominant free-from choice among 16 to 30-year-olds, sandwich maker Adelie Foods has advised.

The advice follows a survey of 200 shoppers conducted this month by the supplier, which is behind the Urban Eat and Daily Bread brands. Feedback showed that dairy-free products had either been bought or consumed by 19% of those surveyed in the past

six months. Those who bought gluten-free in the same period made up 22% of the sample.

Adelie Foods marketing director John Want said: "With competition in the food to go sector ever increasing, brands need to ensure they respond to the changes in millennial eating habits - particularly the growing proportion who are opting for dairy-free options.

"Creating quality products with premium dairy-free ingredients that meet the same high standards in taste and

visual appeal as a core range is key," Mr Want said.

According to the latest statistics from Nielsen, the value of free-from products across convenience and supermarkets throughout 2017 grew year on year by 19%, representing a £146.6m increase. Sales of Alpro Soya Milk in those six months also grew across by 14% at a value of £22.3m.

Kay Patel, of Best-one Global Food & Wine in East London, told RN sales of dairy-free milk have reached more than 1,000 bottles this year. "Alpro is

definitely one of our best-selling products and we've sold more than 1,000 cartons across three lines alone this year. Go back two years and customers only bought 200 bottles in 2015 across those same lines."

Abdul Arain, of Al Amin Convenience Store in Cambridge, added the popularity of dairy-free has also increased over the years in his store. He said: "We have a lot of students and sales of dairy-free have grown. Alpro is very popular and we normally sell more than 60 cartons every week."

Kellogg's sugar change aimed at adults

Kellogg's decision to reformulate its products as a way of tapping into the growing trend of adults eating cereal has been reflected by increased sales in the category for independent retailers.

According to Mintel, 85% of adults aged 16 to 55-years-old eat breakfast

cereals at home or in the workplace. The research comes as Kellogg's has announced it will reduce sugar across various lines by at least 10% and remove all on-pack promotions designed for children.

Kellogg's UK managing director Oli Morton said: "Cereals now tend to be

eaten by more adults than children in the UK.

"We know we have a responsibility to continuously improve the nutrition of our food. We recognise that people need more options, such as organic and vegan," said Mr Morton.

Vip Measuria, of One Stop the Prior Way in Bor-

rowash, said: "Customers are living healthier lifestyles and we have noticed more adults are buying cereals for themselves than their children.

"We sell 10 boxes of Weetabix a week. We're also shifting 20 bottles of the Weetabix breakfast drinks on a weekly basis."

BRAND SNAPSHOT



Rabbit from the hat

Mondelez will be releasing limited edition Peter Rabbit-themed Cadbury eggs during Easter, across Egg 'n' Spoon and shell egg products.



Cutting back on booze

Black Tower is tapping into the low-alcohol trend with the release of red, white and rosé wines with an alcoholic volume of just 5.5%.



Virginia wades in

Virginia Health Foods has added Dark Chocolate with Coconut & Sea Salt, and Salted Caramel to its Squbes range. RRP for 30g packs is £1.40.



Lentil launch

Wessanen UK will launch Protein-Packed Lentil Cakes into independent convenience from January. RRP for this latest product is £1.89.



New PMPs for Yazoo

FrieslandCampina has launched pricemarked versions of Yazoo 1lt bottles, now available to independent retailers.



Fruity updates

Updates to the packaging on Black Tower's Fruity White will be available to retailers until April. RRP for the bottle starts from £5.50.



Nappy Xmas

Procter & Gamble has launched its first Christmas TV campaign for the Pampers brand. The campaign will also be supported on social media.



Chinese Snow arrives

Molson Coors will bring Chinese beer Snow into UK convenience for the first time. The 330ml bottles have an alcoholic content of 5%.



French Connection

Mondelez is kicking off an on-pack Dairy Milk promotion in January allowing shoppers to spend a day with famous ex-footballer Thierry Henry.

WHAT'S NEW



Sowan's

Sowan's Date & Chia Seed Mix has been designed to liven up traditional muffins, cakes or pastries. The 370g bags from the Irish company contain no added sugar.

RRP £2.99

Contact info@gempackfoods.ie

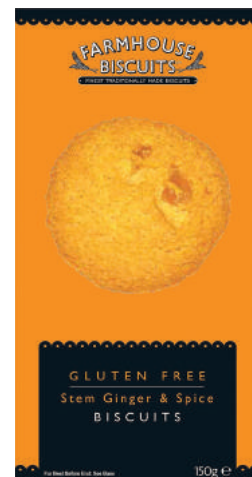


Ridgeway Brewery

Ridgeway Brewery's IPA is its best-selling product. The 500ml bottles come with a 5.5% ABV and have been designed to bring out the flavours of the hops it has been brewed with.

RRP £2.29

Contact office@beercounter.co.uk



Farmhouse Biscuits

Farmhouse Biscuits' 150g boxes of Red Velvet Crunch have been designed as a gift for any party or occasion. Each shortbread biscuit has chunks of white chocolate inside it.

RRP £2.50

Contact sales@farmhouse-biscuits.co.uk



Escuminac

Escuminac's 200ml bottles of maplesyrup have been sourced from Canada. They can be used to add flavour to savoury dishes as well as to drizzle over pancakes.

RRP £10.50

Contact info@escuminac.com



Simply Delicious Cake Co

The latest addition to Simply Delicious Cakes Co's range is its Gluten-Free Fruit Cake. The 1lb loaf is made with rice flour, apple, dates, mixed spice and orange zest.

RRP £1.50

Contact info@simplydeliciouscakes.co.uk



Snackgold

Snackgold specialises in crisps which use ingredients from Spain. Options include Black Truffle, Extra Virgin Olive Oil and Himalayan Pink Salt, Raspberry, Caviar and Iberian Ham.

RRP £4.50

Contact info@snackgold.com

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

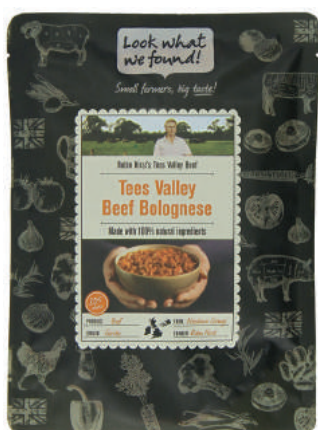


Panda

Panda has been specialising in liquorice snacks since 1927. Each bar in its Liquorice Softie range includes only four ingredients and has been designed to be softer than rival products.

RRP £1.99

Contact enquiries@bravurafoods.com



Look What We Found

Look What We Found's range of beef chilli con carne pouches have been slow cooked and use only natural ingredients which are all sourced from British farms.

RRP £1.69

Contact shop@lookwhatwefound.co.uk

Focus

Free-from

The growing free-from trend and baking innovations mean customers are looking for more than just plain white flour when finding ingredients for cakes and pastries



Wessex Mill

Wessex Mill's range of 1.5kg flours take the hassle out of baking by already including various flavoured ingredients. Options include Honey & Seed, and Apple & Cinnamon.

RRP £3.50

Contact sales@wessexmill.co.uk



Brown & Polson

Scottish flour supplier Brown & Polson was established in 1840 and claims all of its gluten-free products are smoother than ordinary flours available on the market.

RRP £2.09

Contact info@rhamar.com



Bacheldre Watermill

Bacheldre Watermill dates back to 1575 and uses traditional stone grinding processes to make its flour. The range includes unbleached white flour and a wholemeal alternative.

RRP £2.10

Contact bacheldremill@aol.com

Ken Singh

Mill Hill Stores, Pontefract

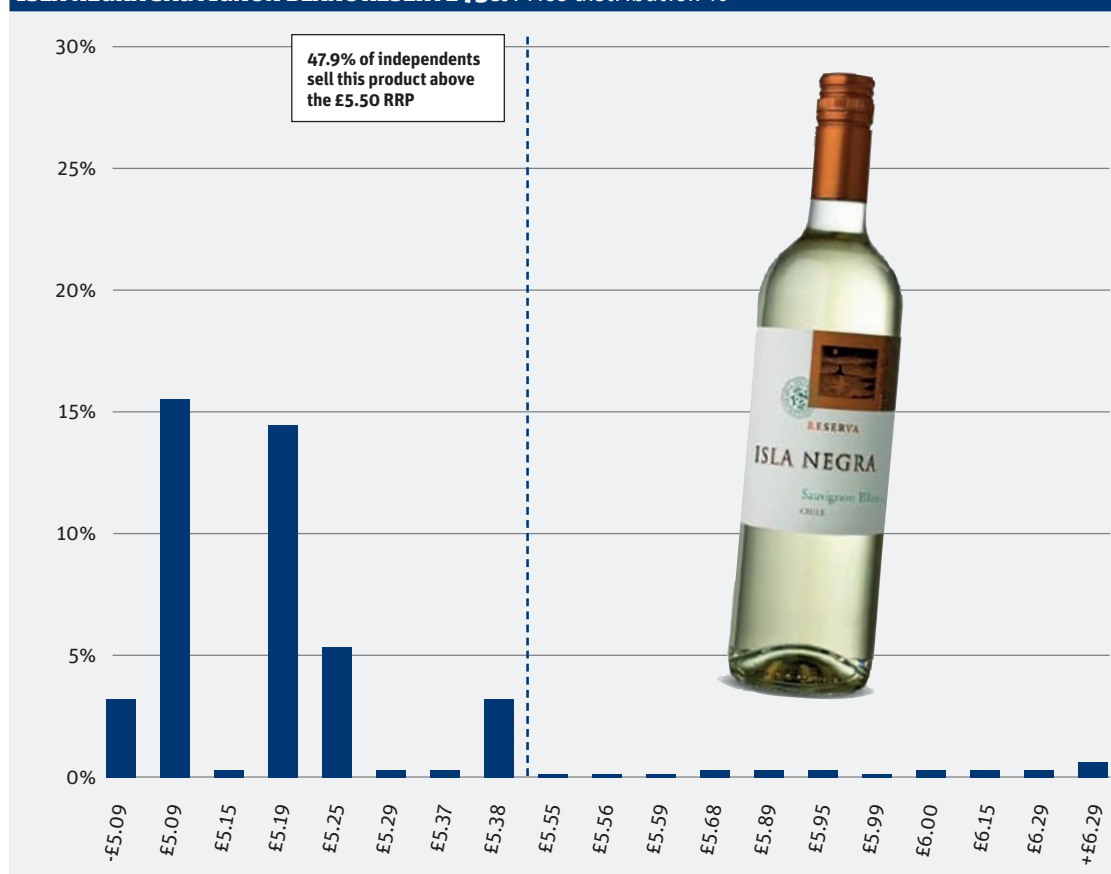
Cake mixes and flour do particularly well in the shop. We find the winter months are normally best for selling baking products because sales increase by more than 30% in this period.



PRICEWATCH

Profit checker White wine

ISLA NEGRA SAUVIGNON BLANC RESERVE 75cl Price distribution %



Analysis

Perhaps due to the impulse nature of wine buying and the popularity of the Isla Negra brand, retailers are largely charging above the RRP for a 75cl bottle. Our Price Checker table shows a small variation from the

recommended £5.50, with retailers selling on average 22p above. Our Profit Checker table shows an even greater variance. Around 30% of retailers are selling a bottle of Isla Negra for £7.25 – a sizeable £1.75

higher – showing why white wine is not only a footfall driver but a profit driver for convenience. That said, the wide selection of wines sold below RRP confirms the importance of promotions in this category too.

Price checker

PRODUCT

Echo Falls California White
75cl

Blossom Hill White
75cl

Secretary Bird Sauvignon Blanc
75cl

Echo Falls White Zinfandel
75cl

Isla Negra Sauvignon Blanc Reserve
75cl

Hardys VR Chardonnay
75cl

Hardys VR Pinot Grigio
75cl

Distant Vines Pinot Grigio
75cl

Casillero Del Diablo Sauvignon Blanc
75cl

Blossom Hill White Zinfandel
75cl

Echo Falls Unoaked Chardonnay
75cl

Oyster Bay Sauvignon Blanc
75cl

How we drive our profit

Ash Patel

STORE Gerhold Food & Wine
LOCATION Putney, London
TYPE main road
SIZE 1,000sq ft

TOP TIP

Assess your area and, if you can stock a more premium range, do so



My store is in an affluent area so my range of white wines is a little more premium. I have Lindemans and Casillero del Diablo in stock, for example. I know I can't compete with the supermarkets like for like, but I do well selling bottles around the £6.99 pricemark. I don't stick to RRP because I'm looking for around 25%-30% margin on white wines. To get this, I source from Dhamecha, and Booker can be quite good too. All my white wine is kept in the chiller because shoppers want to buy it ready to drink straight away.

Sunita Kanji

STORE Family Shopper
LOCATION Little Hulton, Bolton
TYPE estate
SIZE 2,000sq ft

TOP TIP

Display wine in price brackets and dual site whites and rosés in the chiller



I buy my wine in bulk when it's on promotion and arrange it in price order rather than brand. So, I have a shelf with wines priced in the £6-7 range and a shelf with wines selling for £5, because my customers are very price-conscious. I also have one chiller where I put rosés and whites. Chilled wine is an impulse buy, but to encourage additional sales, I also place any bottles on promotion on the promotional bay. I've found recently Parfett's have had some great offers on wine and I look for around 20% margin on them.

Helena Drakakis
 RNreporter@newtrade.co.uk
 020 7689 3357

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 POST OFFICE AND SHOP IN SUBURBAN LEEDS	RETAILER 2 OFF-LICENCE IN PORTSMOUTH SUBURB	RETAILER 3 HIGH STREET SHOP IN NORTHUMBERLAND TOWN	RETAILER 4 SMALL C-STORE IN SUBURBAN SOUTH MANCHESTER	RETAILER 5 SMALL MAIN ROAD SHOP ON OUTSKIRTS OF PLYMOUTH	RETAILER 6 SMALL C-STORE ON SOUTH WALES VILLAGE HIGH STREET
£5.07	£5.99	£5.99	£5.95	£5.00	£4.50	£5.99	£5.79
£5.40	£6.59	£5.99	£5.95	£4.89	£4.99	£5.49	£6.69
£5.58	£5.50	£5.50	£5.50	–	£5.50	£5.50	–
£6.25	£6.69	£7.45	£5.99	£5.50	£6.69	£6.79	–
£5.60	£5.50	£5.00	£5.50	£5.99	£5.50	–	£6.99
£5.88	£6.79	£5.50	£7.45	£5.79	£5.50	£5.69	£6.49
£6.06	£6.79	£5.50	£7.45	£5.79	£5.50	£6.09	£6.29
£4.03	£4.00	£4.00	£4.00	£4.00	–	£4.00	–
£7.40	£7.99	£6.00	£8.50	£6.99	£6.99	–	£7.49
£6.54	£7.49	£7.95	£6.00	£5.50	£6.99	£6.49	–
£6.19	£6.69	£6.69	£7.45	£5.99	–	£6.69	£6.39
£10.15	£11.49	£10.45	–	–	–	–	–

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Martin Mulligan

Mulligan's Londis

Athlone, County Westmeath

Waldron Meats – Bacon
 €2.50 (£2.19) for 500g



Where did you discover it?

I've known Michael Waldron as long as he's been in business and his farm is only eight miles from my shop. He's always supplied what I want, when I want it, and is only ever a phone call away. That kind of reliability, along with a quality product, is what I want from a local supplier. Michael also gives us sale or return on everything we get from him. Not that much is ever returned, because Michael's meat always sells.

Who buys it?

Waldron Meats are very well established in this area, so the bacon is popular with customers of all ages and backgrounds. It's sold all over Ireland and has won several prestigious awards, yet it's still reasonably priced at €2.50 in my shop for 500g.

Why is it so successful?

The freshness of the meat is what makes it a hit with customers, and the excellent service from the business makes it popular with retailers. You can tell their pork is made in excellent conditions, with great care and attention going into producing distinctive flavours. In addition to the bacon, the sausages, gammon steaks and puddings are excellent.

Robert Kirkwood

STORE The Corner Shop Convenience Store
LOCATION Fife
TYPE town
SIZE 748sq ft

TOP TIP

Keep white wine chilled, especially in the summer. People look for and ask for wine that's been in the fridge



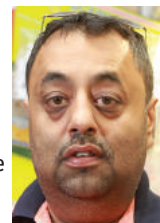
I tend to stick to the RRP on bottles of white wine, especially a brand like Isla Negra. It's a day-to-day steady seller that seems to be popular all year round where possible, I do tend to dual site it, though. I have some in the chiller and some on the shelf. The chiller works really well, especially in the summer months. I'm looking to make a maximum 23% margin on wine. I don't buy in bulk and keep on promotion simply because I don't have the space and don't want to tie money up in stock held in storage.

Ranjit Singh

STORE Lambs Larder
LOCATION Bells Yew Green, East Sussex
TYPE village store
SIZE 650sq ft

TOP TIP

Take note of what people want and buy accordingly. My customers like craft ale, so I make sure it's always available



We're not in an affluent area, so we don't sell any wine for over £10, and I always buy in promotional stock for that reason. Isla Negra does really well for us at £7, but the brand that sells best is Secretary Bird, which I price at £6.50. We sell tons of it. I do charge over the RRP, but Isla Negra used to be more expensive at £9.95, so there's an expectation there and my customers, who are not so price-conscious, now see it as good value. I don't over-price anything in my store so customers trust I'm not ripping them off.

YOUR NEWS

Anger at a Xmas Radio Times delay

An independent retailer whose sales of the Christmas Radio Times were hit because the multiples were given a “four-day sales advantage” has questioned Menzies’ explanation.

“Supermarkets received them on 9 December, but I didn’t get mine until three days later,” said Paul Bridgewater, owner of The Cabin on the Isle of Wight. “It’s massively impacted my sales. I’ve offered lots of customers the magazine and they’ve told me they’ve already picked it up.”

A Menzies’ spokesperson explained that some stores on the island had been allocated the London edition of the magazine, which was released earlier than the southeast edition received by Mr Bridgewater.

“All the big supermarkets received the earlier edition, which seems too much of a coincidence to have just been a mistake,” he said.

Government fails to stop fake tobacco

The government has a “blinkered” approach to counterfeit tobacco and is failing to stem sales, the Tobacco Retailers Alliance (TRA) has warned.

Secretary of state for business, energy and industrial strategy Joseph Johnson admitted on 15 December, in response to an MP’s written question on the rise of plain-package counterfeits, that while his department “supports” raising awareness of counterfeit goods, no campaign to date has focused on illegal tobacco.

TRA member Hitesh Pandya said: “The way the government is approaching illicit sales is blinkered. The government and police need to treat it as a major crime issue.”



Santa Claus is coming to Nye’s

Santa first dropped into Anita Nye’s store last year, and this December he’s back again, visiting twice in the run-up to Christmas. “We don’t have enough space to keep the grotto up all the time, so we set it up one school morning so a local nursery can visit, and one Saturday for people from the nearby estate,” Ms Nye said. “Everyone loves it – we don’t charge and all the kids get presents.”

Shoppers will visit untried stores Retailers look to steal Christmas market share from multiples

Uptick in new custom for speciality products

by Olivia Gagan

RNreporter@newtrade.co.uk

Independent retailers focusing on speciality products and services are seeing an uplift in new custom as they vie to steal market share from supermarkets in the run-up to Christmas.

Store owners have told RN that while they are not seeing a major uplift in December sales of core items, they are drawing shoppers away from the multiples by offering festive food, drinks and gifts that are hard to replicate

on a large-scale basis.

Their efforts are supported by a study by marketing agency Wunderman and YouGov this month, which found that 49% of shoppers will try new shops they do not normally visit for their Christmas shop.

Scott Graham of McLeish, Inverurie, told RN: “We’ve got core customers coming in to buy meats, who we expect throughout the year. But in the alcohol section, we’re definitely seeing new faces over Christmas. People are coming in looking for

speciality gins they can’t buy elsewhere. Last year, we did well with a product called Tequila Rose – we were one of the few places locally to stock it.”

Luke Mansell, who owns Chalbury Food & Wine and runs two stores in Weymouth, Dorset, said: “In our traditional corner shop, we have regular trade all year round, but at Christmas, those customers might disappear to the supermarkets.

“In our specialist local goods shop, we’re seeing the opposite. Dorset biscuits, chutneys, jams,

ciders and ales all sell well and we make hampers from them. It’s more convenient for customers than buying gifts online and they can choose exactly what they want.”

Dean Holborn, of Holborn’s, Surrey, said: “We’re doing really well this year with a baked-in-store luxury mince pie from Country Choice.

“We sell them individually under a glass bell on the shop counter and then package them in cardboard boxes in store with ribbon so they can be gifted.”

NFRN members ‘treated with contempt’

Despite continuing chaos for Birmingham retailers due to the late delivery of newspapers, all save one of the publishers responsible failed to attend a meeting called on 12 December to address the problem.

“NFRN members are of the opinion that they are being treated with contempt by the pub-

lishers, with little or no improvement being seen to the inbound times into Birmingham,” said Peter Williamson, news operations manager at the NFRN, which had arranged the meeting.

For weeks, publishers have been delivering newspapers into Smiths News’s Birmingham’s depot too late for the

wholesaler to effectively break down the supply and re-deliver it across the city.

“On Friday, for example, 76,000 copies arrived at the depot at 3.43am,” Mr Williamson said. “The cut-off time is 3.45am.”

As a result, retailers have endured late delivery of newspapers combined with more mispacks. This

means they are missing out on sales, fielding complaints from customers, and in some cases being forced to close their shops as they undertake HND rounds themselves.

“Our next step will be to discuss the issue with Smith’s and all the publishers at our national summit early next year,” Mr Williamson said.

YOUR REGION



SOUTH EAST NFRN DISTRICT COUNCIL REPORT 11.12.2017

Tim Murray reports from the NFRN South East district council meeting

Delivery issues dominate debate

Ongoing problems with deliveries from Smiths News and Menzies dominated proceedings at the South East district meeting, as delegates reported late arrivals and other issues.

Smiths' new operation at Hemel Hempstead was a main cause for complaint, while Menzies' Greenwich house was among other depots causing concern.

"There are still big issues with Hemel Hempstead," said Crawley, Horsham & East Grinstead member Bhavesh Patel. "The past four or five days have been terrible. You can't get through to the call centre. It's a very poor service and members are suffering."

North West Kent member Ron Rushbrook said: "Menzies at Greenwich had the most horrendous weekend. Shops in the Erith area got their papers at 10am, but

there's no restitution because the Blackwall Tunnel was closed and it's not their fault. Something's got to be done."

East Kent member Hitesh Pandya reported on a meeting with NFRN officials and Menzies about problems across the region.

"In Maidstone, things have calmed down a bit. Infrastructure changes are on the way and the way they operate will change," he said.

Menzies staff had also outlined problems with recruitment, resulting in even senior management getting involved in deliveries.

Mr Pandya said: "When our members have problems, they



need to know someone is addressing them and that they'll get money back for it. We will fight our corner, but we need to know about the problems."

Nick Southern urged members to report all problems to the NFRN.

Restitution issues were also discussed, but Eastbourne member Mike Garner said wholesalers needed to get their house in order first.

"It's not just about restitution. You lose



Nick Southern

We have to move away from branches and concentrate on the district

Mike Garner

Retailer, Eastbourne

customers as well," he said.

The problem was highlighted by North West Kent member Jeet Chopra, who reported ongoing issues with delivery of a Chat magazine order, which ended with the customer cancelling and saying they would go to a "proper shop" instead.

'Keep pressure up on retail crime'

South East district councillors urged the NFRN and its public affairs team to keep up pressure on the authorities and the government to act against retail crime.

"It's raising its ugly head all the time and the police don't seem to be taking it on board unless there's a knife or a gun involved," said Mike Garner. "It's extremely sad for retailers to be in this situation."

He warned councillors to ensure NFRN members were aware of the threat of electronic fraud too. "Make sure retailers tell their staff to always

follow proper procedures to stop electronic crime," he said.

Branches' future set for review

After amalgamating two districts, the South East district is considering the future of branches within the region.

Mike Garner said: "We have to review branches, move away from them and concentrate on the district."

The NFRN and its members, he added, should encourage non-news retailers to join the federation.



Mike Garner

Camelot praised for lottery action

Camelot received praise and criticism for its recent attempts to rectify problems with the lottery.

It earned plaudits for its new retailer PoS, as well as acknowledging retailers' issues. But its move into new retail outlets such as Aldi and Lidl and changes to its games led to criticism.

£60,000 raised for NewstrAid

National and South East district fundraising efforts for industry charity NewstrAid were praised.

This year, the South East has helped raise £60,000 for the charity, and has helped it amass more than £200,000 in recent years.

"It's a wonderful charity," said Ron Rushbrook, who, with his wife Diana, has helped fundraise. "It does marvellous work for retailers and helps them get what they deserve."

Your say

Wholesalers have been challenged to keep focused on independent retailers after the collapse of P&H. What could your wholesaler do to improve its support for you?



We haven't got enough wholesalers. I'd like to see some independent ones take a foothold in other areas. Now we only have one national wholesaler and that's Booker. Someone like Batleys and Bestway should try and expand. It would offer better competition.

Hitesh Pandya
Toni's News,
Ramsgate



I'd like to see better availability. That's the main problem with Booker, because it serves caterers and restaurants, too. I'd like to see wholesalers reward retailers. Booker only gives back to Premier customers. I'd also like to see it pass on margin and discounts.

Bhavesh Patel
Watties Newsagent,
Horley



P&H was very supportive of us as an independent. I'd like to see someone help smaller traders rather than just big retailers. P&H prices were very good, and they delivered for free too, which for a smaller shop is really helpful.

Pradip Amin
Birds Newmarket,
Portsmouth

YOUR REGION



NORTHERN IRELAND NFRN DISTRICT COUNCIL 12.12.2017

Kathryn Gaw reports from the NFRN Northern Ireland district council meeting

P&H crash hits Tesco tobacco

The collapse of wholesaler Palmer & Harvey (P&H) left many Northern Irish branches of Tesco without tobacco products.

North & East Antrim member James Simpson said, following the P&H collapse, the Ballymoney branch of Tesco had no tobacco products at all.

Fellow branch member Joe Archibald added his local Tesco had "absolutely no cigarettes at all".

"My business was through the roof," said Mr Archibald. "I had one customer who would have bought everything I had, but I would only give him two packs."

P&H was the main supplier of tobacco products to Tesco in Northern Ireland, before it went into administration on 28 November.

"They went down because of a lack of cash, because the supermarkets don't pay," said Mr Archibald.

District president Gwen Patterson agreed, saying small businesses have to be very careful when working with bigger supermarkets. "They think getting into a supermarket is great, but there's a negative side," she added.

NI retailers win at NFRN Awards

District members celebrated three wins for Northern Irish retailers at the NFRN Awards, which took place at the end of November.

Terence McCullagh won Convenience Retailer of the Year for his store in Omagh,



The collapse of Palmer & Harvey resulted in some Tesco stores having no tobacco products

while Belfast's Pearce Kelly won the Retailer Innovation award, and Roy Nesbitt of Bangor was named Newsagent of the Year.

Gwen Patterson said the results were "absolutely excellent".

"Just look at Pearce Kelly – he now has 400 staff," she added. "He rears his own animals on the farm then supplies his 10 shops with meat products. He's ahead of his times."

"One of the things that came out the night was some retailers heard these stories and said they would like to bring



Some retailers would like to bring people over to look at Northern Ireland stores

Gwen Patterson

NFRN Northern Ireland district president

people over to look at some of the Northern Ireland stores."

Retailers receive EM News invite

EM News has invited Northern Irish retailers to visit its factory, following a number of queries about incomplete deliveries and missing credits.

Members had complained that since Menzies took over the Belfast-based distributor EM News in May, there have been ongoing problems. The main concern was some magazines were still being sent

in bundles, even when there was plenty of space left in tote boxes. Delays in obtaining credits, and inconsistent VAT on carriage charges have also been raised.

EM News' commercial manager John Cairns responded to these queries in an email, where he reassured members it is "business as usual" and promised to investigate any complaints.

"The majority of magazines are packed in tote boxes, but depending on the manufacturers and publishers, they are sometimes not in on time for them to go in," said Mr Cairns.

Regarding the issue of delayed credits, Mr Cairns confirmed newspaper returns are processed on a daily basis, while any magazines collected on a Thursday should be timed for credit the following week. He added the VAT on carriage charges is calculated in direct proportion to the VAT-able content of delivered issues.

He suggested NFRN members should visit the factory in the new year, so they can see the packing process and ask questions to staff directly.

Members agreed they were happy for Mrs Patterson to liaise with EM News and set up the meeting and site visit.

Mr Cairns also wrote that there have been ongoing issues with Northern Irish retailers sending Newsprint publications back to EM News in error, particularly the Irish Times and the Sunday Business Post.

Gwen Patterson asked all NI members to take extra care when returning these titles.

Your say

Which e-cigs, e-liquids, and devices are your bestsellers and what are you doing to grow sales of them?



I only sell Blu, and a lot of my customers

go for tobacco, peppermint or strawberry flavoured e-liquids. There's a shop near us that sells everything to do with e-cigarettes, so I won't be doing anything else because I can't compete with them.

Pauline Schaeffer
The Real News,
Belfast



A rep refills my e-cigarettes stock, so while I

know certain flavours sell better than others, I'm not sure which ones are my bestsellers. I keep them on the counter, and price them at £2.99 each, but sales are pretty slow.

James Simpson
Simpson's Newsagents,
Ballymoney



I stock the ARAE brand, but don't sell many be-

cause so many shops in Coleraine do them. We price reasonably – we sell flavours and bottles for £2.99. The last time the supplier came I got window posters, so hopefully that will create interest.

Joe Archibald
Archibald Newsagents,
Coleraine



Gwen Patterson

YOUR REGION



SOUTH WEST NFRN DISTRICT COUNCIL REPORT 05.12.2017

Nick Constable reports from the NFRN South West district council meeting

Bunched delivery causing problems

A senior Smiths News executive has cited 'bunched' bulk deliveries from publishers as a major challenge.

Newport general manager Paul Latham told retailers the problem is acute on Tuesdays, with increased TV listings, and on Saturdays, when news volumes and weights were at their highest.

"On those two days, we're maxed out," he said.

"We're finding everything arrives at the same time. For instance, in Taunton, we had three vehicles turning up at 3.30am.

"The publishers will say 'happy days, we're 30 minutes inside cut-off'. But although our team works as fast as they can, they couldn't turn those papers around until 3.50am."

Western-super-Mare retailer Andrea Monelle said: "It's encouraging to hear how much you care about delivering on time.

"Sometimes independents feel we're just left at the end of the line."

News runs hit by parcel business

The expansion of wholesalers into parcel delivery is affecting news runs, despite pledges to the contrary, district president Derek Cook warned the meeting.

Mr Cook said a Smiths' driver was recently diverted from his usual Swindon depot



Brexit won't force Smiths EU staff out

Brexit is unlikely to cause large numbers of Smiths News' EU workers to have to return to their home countries, retailers were told.

Guest speaker Paul Latham, general manager of the wholesaler's Newport house, said it was possible '5% to 10%' of his non-UK workforce would be affected by the vote in this way.

He added: "The majority of non-UK nationals at Newport have worked with us for a number of years.

"We don't expect to lose many, although once we see the terms of exit it may change.

"The strength of the pound is having more of an impact. The fall in its value has meant sending money to families back home is not now so profitable."

Tributes paid to John Jackson

District members paid tribute to Gloucestershire roundsman John Jackson who passed away in October.

Somerset retailer Hugh Davies said Mr Jackson had been a huge asset to his branch and district, but most of all to the NFRN as a national councillor.

Delegates were also read a letter from district member Tony Duck who described Mr Jackson as 'widely respected' across all sections of the industry.

"He was a gambler, a drinker, a smoker and a joker... but never to excess," wrote Mr Duck.

"John was a great character in an age of increasing corporate banality."

John Jackson was a great character in an age of increasing corporate banality

Tony Duck

NFRN South West district member

sold, members heard.

North Devon newsagent Roy Crawford said he needed seven copies of the Saturday edition of the Financial Times, but instead regularly received 25.

Smiths News, he added, delivered seven copies of Racing Post Plus when only two were required.

"This has happened for the whole time we've been on Inhibit," he said. "We raise it, but they won't change the run."

Smiths' Newport general manager Paul Latham said his local team would address the problem.



Roy Crawford

Unwanted copies are left unsold

The Inhibit system, designed to ensure retailers' orders are delivered accurately, has instead left unwanted copies un-

Your say

What steps are you taking to ensure HND customers get their daily papers on time despite the winter weather?



I've not missed a newspaper delivery in 30 years and I certainly don't intend to start now. My wife's 4WD is on standby and if all else fails I've got access to a tractor and horse-box.

Jeff Savage
Roundsman, Cheddar



Snow is always a challenge but I will not be beaten. For the customers I serve who live in more remote locations, there's my ancient farm tractor to make sure they still get their newspapers.

Andrew White
Roundsman, East Devon



We try to keep customers informed, but with hundreds of papers to deliver it's not practical to call everyone if snow affects us. It comes down to local knowledge of roads - we can't risk delivery staff getting stuck.

Roy Crawford
Crawford News, Torrington

YOUR VIEWS

YOUR LETTERS

■ We will continue to push retail crime up the political agenda in 2018

Lancashire police and crime commissioner Clive Grunshaw recently admitted that more action was needed to tackle retail crime. Speaking at the NFRN's North West dinner and dance in November, he also urged members to report all incidents of shop theft, no matter the value of the product taken.

So, how disappointing just one month later to hear one of his PPC colleagues warn that Nottingham police would "probably not" investigate shoplifting cases as it sought to make savings of more than £16m over the next two years.

Not surprisingly, the comments from Paddy Tipping, Nottinghamshire's PCC, that the force would stop sending officers to reports of thefts from shops to focus on more serious crimes sparked fury. Shop theft is a significant and growing cost to independent retailers. Because of this it is also one of the biggest threats to NFRN members' businesses and their livelihoods.



Shop theft is a significant and growing cost to independent retailers Linda Sood

In the New Year, the NFRN will be making a renewed push to bring retail crime further up the agenda of the various parliaments. We will also be urging all police and crime commissioners to send a clear message to their police forces that shop theft cannot be downgraded.

Linda Sood
NFRN national president

■ My Christmas wish is for the demise of Smiths

I am writing about poor service from Smiths and the failure of publishers to address the issue. On 16 December I was short of nine copies of the Daily Mirror and one Daily Express.

Recently, I have also been having problems with The Times's publisher with no resolution. It seems to me it has adopted a policy to destroy sales.

One of my regular customers has been sending emails to the publisher regarding not being able to get supplements with his paper and the publisher keeps telling him it's the newsagent's fault.

This particular customer is a subscriber to The Times, and the customer is not as stupid as the publisher thinks.

Furthermore, on the last two

Sundays I sold out of The Sunday Times by 7.30am.

I am not sure whether it's the wholesaler or the publisher who dictates the copies supplied, but my number one Christmas wish is that in the new year Smith's News is no more.

Vijay Patel
Higham News
Higham Ferrers, Northampton

See Smiths News's response in next week's RN

■ Decorating my shop gets us all in the festive spirit

I love Christmas quite simply because I see more happiness, positivity and goodwill from people at this time of the year, and the one thing that visually represents this are festive decorations. Not only do I find it important to decorate my home but also my shop.

It's become an imperative tradition to jazz up the store with decorations and Christmas-themed point of sale, as it signifies more than just celebration.

It is about knowing our customers. As they enter the store, they will acknowledge we are respecting and celebrating a festive period we recognise is important to them. Coupling this with the Christmas

YOUR SAY What do you expect your biggest profit drivers to be in Christmas week and how are you driving festive sales?



Anita Nye

Premier Eldred Drive Stores, Orpington
Our biggest profit driver is alcohol and sales go up by 20% during Christmas week. Beer and wine are the bestsellers, closely followed by spirits. Alcohol makes up more than a quarter of sales in the period and a close second is cigarettes. I make sure to drive profit by ensuring we have plenty of promotions on because a lot of our customers are on low incomes. I make sure the chillers are always stocked as well.

Julian Hull

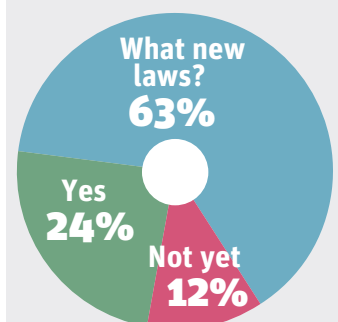
Nisa Local, Southminster
I'm anticipating alcohol to be a big seller in the run-up to Christmas, across wine, beer and spirits. They always sell well and sales are particularly strong so far this year. We'll do promotions in line with those that Nisa recommends,

although we've decided not to stock their own Heritage brand. We'll focus on big name wine brands that people immediately recognise instead, such as Casillero del Diablo.

Scott Graham

McLeish, Inverurie
Last year it was specialty gins and a product called Tequila Rose. Nothing has taken off massively this year, but boxed chocolates and novelty lines do well throughout December. This week we'll start taking in local cocktail sausages, prawn cocktail and items we wouldn't normally carry. You have to watch shelf life with things like pigs in blankets as you don't want to sell products which go out of date on Christmas Day. We're promoting via social media, our media screens and in local newspapers.

RN READER POLL



Are you prepared for changes to data protection laws in May?

NEXT WEEK'S QUESTION

Have specialist products drawn new customers to your store this Christmas?



Vote now at
betterRetailing.com



offers and seasonal products, it also tells customers we are able to provide them with novelty items that might appeal to them during the holidays.

Replacing my Pound Zone with a 'Christmas-Corner' halts customers and has them eyeing these products with intrigue.

Decoration, PoS and seasonal products enhance a business's brand image. It tells customers we understand these events

are important and we are able to provide for them.

If we can't do that then the next time a customer walks into our shop and wishes us Merry Christmas, we may as well turn our back on the well-wisher, frown and mutter "Christmas? Bah humbug".

Hitesh Parekh
Londis, Broadoak
Ashton-under-Lyme

100 YEARS AGO

22 December 1917

RN made a Christmas wish for retailers: "may you thoroughly enjoy the blessing of no papers on Christmas Day, and enjoy the leisure given in a manner befitting the day and the occasion."

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



Well, they were quite right last week when The Star and The Daily Express said we were in for a bout of the first bad weather for years.

I'm writing this on the evening of Sunday 10 December and what a day it has been. We've had snow like we haven't seen for years. Fortunately for me, I have a son who rang on Saturday evening to say if I would like some help he would come on the round this morning with me. His offer was accepted, of course, for which I will be eternally grateful.

I won't say it was an easy morning, but by the time we finally finished only two houses had been missed and they were up Lerridge Lane, way out in the sticks at Adbaston, so it was with great satisfaction that I sat down to eat a wonderful Sunday dinner which my lovely daughter-in-law had cooked while we were out.

This will be my last article before Christmas, so I would like to wish you all a very happy and peaceful Christmas. Enjoy your day off, folks, and let us all hope the new year will be a better one in all aspects.

I would also like to say a happy Christmas to my colleague Mike Brown and his family, and to all who work on RN. The time has gone so quickly that yet another year has zoomed past since I was sending out these wishes to everyone.

Lastly, but by no means least, I would like to say happy Christmas and thank you to Jon Bunting and Michael Williams from Smiths News for the help and support they gave at a rather difficult time earlier in the year.

Let us all hope 2018 will be a little bit easier and that the publishers will care about us for a change (I can dream, can't I?!).

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

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



#Londisjunction
@Londisjunction

Today we have Donated 69 cases to our local food bank "Clydesdale Foodbank" based in Carlisle. This is our 2nd donation this year. We hope this amount will help the food bank help the people who really need it.



Eugene Diamond
@EDiamond136

Just did some deliveries to old people unable to get out due to frozen footpaths in Ballymena. This is Market rd in the town centre no one has tried to clear it. The people we are talking about don't do online. One woman cried saying she was sorry to be a burden. She is not, she's old.

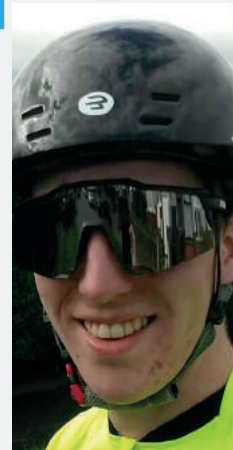


Woosnam & Davies
@trudydavies1964

Call in this week for a sherry & mince pie (it's our way of saying a big 'THANK YOU' for shopping locally) Christmas is on its way

James Convenience Retail
@James_Retail

This morning, one of our #Sheffield paperboys, Curtis Maltby, found an injured man. He gave him his coat, took his dog home, fetched his phone, & stayed with him for 2 hours. He went on to finish his round & was very late for school. What a credit to us he is!!! #PaperBoyHero RT!



COLUMNIST



Neville Rhodes

Crisis point for the newstrade

With a year of falling sales and supply issues eating away at the profitability of newspapers for independents, it is time the newstrade puts its house in order and retailers try some new ways to trade, writes Neville Rhodes



It's been a difficult year for the newstrade, with publishers, magazine distributors, wholesalers and retailers forced to come to terms with the financial effects of the continuing fall in sales.

The closure of the distributor Comag following heavy losses and the withdrawal of support by its publisher owners showed the depth of the magazine sector's problems.

The most high profile casualty was the Condé Nast women's fashion and lifestyle title *Glamour*, which ceased print publication as a monthly and announced plans to become a twice-yearly 'collectable'.

As recently as 2011, *Glamour* was the UK's best-selling monthly, with sales of more than half a million copies per issue.

In the newspaper market, numerous local weeklies either folded, merged or became

freesheets, while the decline in print sales of regional dailies seemed to be accelerating. Many weeklies had already left the ABC circulation auditing system, and in the ABC's release for the first half of 2017, some regional dailies did not declare the circulations of their print editions, showing only figures for various forms of readers' digital engagement.

For the national newspapers, the overall performance was grim. Newstrade sales, as measured by RN each month, were down year on year by 9.5%, from just over 40 million copies a week in 2016 to 36.2 million in October this year. The biggest losses were in the Sunday market (down 10.5%), while Saturday sales (down 7.8%) suffered the least.

The red tops were the biggest losers, while the quality sector held up better than the rest.



Publishers and wholesalers must grasp the nettle before it's too late

The 36.2 million copies a week figure is significant because for the first time the average sale per outlet for national newspapers has fallen to fewer than 100 copies per day. If sales through HND, at busy travel points and in some supermarkets are excluded, average sales through the rest of the retail trade must be considerably lower.

This means that with sales falling, trade margins shrinking and carriage charges increasing, the newspaper category is no longer profitable for thousands of retailers: that is why I've been calling for reform of the distribution system. Publishers and wholesalers really do need to grasp the nettle – even if it means getting stung a little – before it's too late.

National newspapers probably need 40-50,000 outlets to maximise their sales potential, but I doubt if there are that many retailers will-

ing to stock them if their 20-22% margin continues to be gobbled up by wildly excessive carriage charges.

Sub-retailing is probably the best solution to this dilemma and the publishers should do all they can to encourage it, using the database for their Deliver My Newspaper initiative to build up a national network of 'super-newsagents' to act as sub-wholesalers for their patch.

The newspaper publishers also need to put their own house in order by sticking to their scheduled arrival times at the wholesalers. Press breakdowns and adverse weather or road conditions are excusable, but these don't happen very often.

Most lateness occurs because the perpetrators know they can get away with it. This is insulting to their retailers, to their own readers, and to the readers of other titles whose papers are delayed as a result.

The issue of lateness needs to be given a much higher profile. The data is in the National Distribution Monitor, and the NFRN (which works tirelessly on the issue) should produce a national league table of lateness, with a Laggard of the Month booby prize (a parcel of unsold copies?) presented to the chief executive of the worst offender.

Merry Christmas and successful trading for all independents in 2018.

★ Inevitable demise of P&H

+ I was sad to see the collapse of P&H, not least because in the early 1980s my CTN was one of its customers and Barry, their rep, was helpful to me as a newcomer to the trade. But over the years since, I've seen P&H shifting its focus from independents to the multiples, particularly Tesco, and losing share of the delivered wholesale market to Booker, Bestway, other independent wholesalers and symbol group suppliers. With the multiples squeezing P&H's margins, and its independent retailer base shrinking, the writing has been on the wall for a long time.

Neville Rhodes is a freelance journalist and former retailer

RN AWARDS

RN RETAILER CHOICE AWARDS 2017

RESULTS

After 10 days of voting and an amazing number of votes, RN is ready to reveal the companies you chose to recognise in this year's Retailer Choice Awards.

Tom Gockelen-Kozlowski reports

The strength of retailers' respect for those suppliers who work with them week-in-week out for the collective benefit of both parties is highlighted by the outstanding engagement RN receives for its Retailer Choice Awards each year. In 2017, and with nearly 2,500 votes cast, this is truer than ever.

Over the next four pages businesses who have gone the extra mile to

boost sales, meet changing consumer demand or adapt to new legislation are all recognised. Meanwhile, our winners also tell readers how store owners can continue to strengthen this relationship in the year ahead.

Read on to discover if you voted for this year's winners and, you never know, perhaps you could forge a new and profitable partnership with one or two of our winners as they outline their plans for success in 2018. »»

RN AWARDS

Supplier of the year

PEPSICO



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

**GAINED
28%
OF THE VOTE**

RETAILER VERDICT

Kay Patel

Best-one, Wanstead



We've just got back our Counts for More points for the year and its worth well over £1,000. PepsiCo's reps have worked with me to adapt our planograms so that we have the bestsellers in stock and cut back on our slow lines. Importantly, they've worked closely with us so that we can keep some of the range that we know works for us. These days this kind of support and these rebates are more important than ever.

SUPPLIER VERDICT

Hüseyin Tulpur

Vice president for impulse sales, PepsiCo



As we move into next year we will continue to support our customers and have some exciting plans in the pipeline, capitalising on key trends such as 'better for you' and sharing. We are committed to providing outstanding service to the impulse channel, whether that is through core range advice, innovative new products or our field team.

New stand star performer

DAILY MAIL



**GAINED
43%
OF THE VOTE**

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

RETAILER VERDICT

Martin Ward

Cowpen Lane Stores, Cleveland



Our Mails have been selling really well. They've supported us throughout the year – they haven't cut our terms like a lot of other newspapers have – so we've pushed their product to our customers in return. We have substituted some copies of the Daily Express for the Daily Mail and so on. Customers have responded well because they like the newspaper they are buying too.

SUPPLIER VERDICT

Andy Law

Retailer sales manager, Mail Newspapers



Retailers can win with the Mail in 2018 by continuing their fantastic support of our market-leading titles and our comprehensive promotions. We continue to put more money into tills than any other UK newspaper title and by double-facing both the Daily Mail and The Mail on Sunday you can maximise your sales.

Salesforce of the year

IMPERIAL



**GAINED
51%
OF THE VOTE**

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

RETAILER VERDICT

Perry Pirapakran

S&M Supermarket, London



We've worked closely with Imperial this year, which has obviously included a lot of adaptations due to all the new tobacco legislation. They provided support throughout all of that: material to inform customers, suggestions on how to range after plain packaging, discussion of pricing decisions after the loss of pricemarking. It's made a big difference at a time that's been really challenging for the category.

SUPPLIER VERDICT

Andrew Miller

Head of field sales UK



Looking to 2018, innovation will be a buzzword around both e-vapour and tobacco. Being able to impart expert advice to both smokers and vapers will be the key to success and we urge retailers both continue to work with their Imperial reps and also consider joining our Ignite retailer reward programme.

Symbol Group of the Year

SPAR

GAINED
29%
OF THE VOTE



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

RETAILER VERDICT

Conrad Davies

Spar Pwllheli, Wales



I'd say Spar is the strongest symbol group of them all because of all the support retailers like us receive. I can always rely on them to fix any problems we have quickly across the entire store, whether that be IT or supply issues. Availability is fantastic and their staff training is also brilliant. I can trust that they will allow us to remain entrepreneurial and maintain our independence.

SUPPLIER VERDICT

Debbie Robinson

Managing director, Spar



Everyone in Spar is working harder than ever before. We are being vigilant about how we plot our course as we look to support a thriving independent sector. We have had another record year with wholesale sales and retail sales up 6% respectively and record high Spar brand sales, up 5%.

Wholesaler of the year

BOOKER

GAINED
48%
OF THE VOTE



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

RETAILER VERDICT

Anita Nye

Premier Eldred Drive Stores, Orpington



Booker won because retailers like myself can always rely on their warehouses to have everything we need, even in these more difficult times. Availability is very good and I'm always able to get exactly the stock I'm looking for whenever I go to the depot. On top of all of this, the retail development managers are always on hand to help with any queries I might have about deals or new products.

SUPPLIER VERDICT

Steve Fox

Managing director, Booker Wholesale



Throughout 2018, we will be concentrating on how we help our customers 'make more save more'. We will be looking at many different ways to achieve this. We are privileged to serve over 100,000 independent retailers and by focusing on choice, price and service we will be working to help them prosper.

Ad campaign of the year

IMPERIAL SUSPECT IT, REPORT IT



GAINED
31%
OF THE VOTE

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

RETAILER VERDICT

Ralph Patel

The Look In, Surrey



A lot of NFRN members like me found Imperial's anti-illicit trade campaign very helpful. If you're a retailer and there's a guy down the road selling illicit tobacco, it can be difficult, especially since it's the local area and you don't know who might be involved – maybe a customer you've ad for years. So the information and guidance is extremely useful for guiding people on how to tackle a tricky but costly issue.

SUPPLIER VERDICT

James Hall

Anti-illicit trade manager, Imperial



In response to the ever-increasing threat posed by the illicit trade, we're launching a new anti-illicit trade app in January 2018 to work alongside our Suspect It? Report It? campaign. It represents a technological sea-change in our ability to act on #illegaltobacco information supplied by our retail partners and fight back against the criminals.

RN AWARDS

Digital innovation of the year

ZAPPER



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

RETAILER VERDICT

Siva Thievanayagan

Nisa Local,
Peterborough



Zapper has been really good for my business. It brings more people into the store, it makes payment quick and simple, and we can send out vouchers targeted at customers in a way that just wasn't possible before. For example, we've currently got vouchers offering a deal on £5 Quality Street tubs. It also provides us with a database that captures when customers are coming in and what they are buying.

SUPPLIER VERDICT

Gerry Hooper

Chief executive, Zapper UK



Zapper's affordable app enables retailers to instantly reward top customers to help increase basket spend and drive visit frequency. Looking ahead to 2018, we'll be launching our mobile payment and built-in loyalty solution into more retailers around the UK, giving them the opportunity to reward and communicate with their loyal customers.

Footfall driver of the year

CLICK AND COLLECT



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

RETAILER VERDICT

Chris Shelley

Shelley's Budgens, Horsham



Click and collect gets people into the store who maybe wouldn't have come otherwise, especially around Christmas. The only challenge is that it can take up quite a lot of stockroom space – but it's worth it, because a lot of our sales are impulse driven, and people who come in to pick up a parcel will grab a few other things on their way through the store, boosting our overall basket spend too.

SUPPLIER VERDICT

Vanessa Walmsley

Managing director, Qmatic



Click and collect gives retailers a huge opportunity not only to improve their service to their customers, but also to unite the online and physical retail environments like never before. By offering customers the facility to order their items and then pick them up at their convenience, retailers can bring a new generation of consumers in-store.

Merchandising initiative of the year

BETTER BISCUITS, BETTER BUSINESS



GAINED
26%
OF THE VOTE

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

RETAILER VERDICT

Serge Khunkhun

Premier Woodcross,
Wolverhampton



We've now got a much better laid out fixture than we had before we worked with Pladis and we now have a few different lines which we didn't stock before but which are all in the top 50 best sellers. Like suppliers in other categories, Pladis has taken a category-wide approach to our biscuit fixture which is absolutely fantastic. More importantly, I'm really, really, pleased with the way it looks.

SUPPLIER VERDICT

Hena Chandarana

Trade communications controller, Pladis



Better Biscuits Best Sellers has had a huge impact within the convenience, received industry-wide recognition and has driven an average 21% uplift in sales for retailers. 2018 will be a year of accelerating the platform even further and we look forward to sharing more with retailers to help them grow their biscuit category in-store.

Launch of the year

CADBURY DAIRY MILK OREOS



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

GAINED
30%
OF THE VOTE

SUPPLIER VERDICT

Scott Snell

director of sales for the impulse sector, Mondelez

We recommend a focus on range and space. The range should cover all formats: singles, duos, tablets, sharing bags and gifts, with bestsellers from each format. Have a fully-stocked fixture and display new, promotional and seasonal products in secondary sites at the store front or near the counter to inspire extra sales.

RETAILER VERDICT

Hitesh Pandya

Toni's News,
Ramsgate



These Oreo bars have done really well for us. They fill the same niche as Cadbury's Marvellous Creations, but with the Cadbury brand and the Oreo brand both on packs it has kept the market fresh and proven popular with our consumers. We sell them on a three for £1.49 deal which encourages people to give it a try which is really important with new products.



Innovation of the year

DELIVER MY NEWSPAPER



GAINED
35%
OF THE VOTE

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

RETAILER VERDICT

Raj Wadher

Upton News,
Slough



I think it's a fantastic idea. It's a great move for the newspaper industry. It is good for customers and good for the publishers. It should also mean that those who are keen to take on more HND, like ourselves, get more customers because if someone looks for a local one on the website and the one nearest to them isn't offering deliveries, they will then be recommended to us.

SUPPLIER VERDICT
Chris Hughes

Head of retail marketing, News UK



All involved are so proud of our win for Deliver My Newspaper, and it's made all the more sweeter because we know it helps retailers win too. To ensure store owners maximise the benefits of the initiative, the key is to advertise the home news delivery offer using the PoS that we can provide.

Growth category of the year

NEXT GENERATION E-CIGARETTES



GAINED
34%
OF THE VOTE

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

RETAILER VERDICT

John Hanna

Smokemart
Brighton



The whole range of e-cigarettes have been doing very well in my store. As a rule, ladies like the cartridge cigarettes, which are more elegant and easier to handle, and men like the liquid ones, which are a little messier. The new Logic capsule technology is taking off too and brands do tend to work. It's a solid market, too – no one who moves to e-cigs ever goes back to smoking.

SUPPLIER VERDICT
Jennifer Roberts

VP customer marketing, Blu



It's good to remember that retailers can actively display their vaping ranges – they don't need to be behind the tobacco shutters. Counter-top units are great for displaying liquids so that consumers can see what is stocked without having to lean over the counter or queue up and feel pressurised to buy.

THIS WEEK IN MAGAZINES

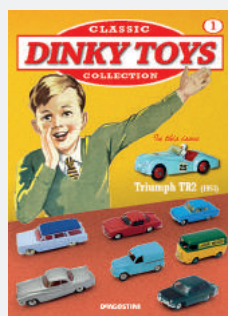


Revving up...

THIS IS ONE TOY STORY ALL AGES WILL ENJOY

Dinky Toys remain one of the most iconic brands in history, and now old and new collectors can enjoy them all over again

DEAGOSTINI is launching a new partwork celebrating iconic toys, designed to take readers back to their childhoods. The magazine series and accompanying Dinky Toys models are officially licensed from Mattel, with all models accurately recreated from the original versions, making them collector's pieces. Each model comes with a magazine that details the development of the original model and its variants, as well as the actual car that the model is based on, and an overview of the great moments in the year when each vehicle was made. The first issue is priced at £2.99, while the second will cost £7.99 and the third £11.99.



THE CLASSIC DINKY TOYS COLLECTION
On sale 27 December
Frequency fortnightly
Price £2.99
Distributor Marketforce
Display with F1 Collection, Star Trek Ships

Round up



Jennifer Hardwick

Magazines reporter
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OLD FAVOURITES BRING NEW SALES

Never underestimate the power of nostalgia. Adding a touch of sentimentality and a throwback to 'the good old days' has been a bit of a trend in magazines in 2017, with both Yours and Puzzler launching new retro editions. A brand new version of Puzzler Special, named Popular Classics, launched in April, containing puzzles taken from the publisher's archives stretching back to the early 1970s. Meanwhile the bimonthly Yours Retro launched in August, with a focus on celebrities of the past as well as former fashions. The idea is to attract new readers from the genres' existing target markets, as well as giving an incentive for regular buyers to pick up an extra copy.

The push for readers to take a walk down memory lane continues this week with a launch from DeAgostini, the partwork publisher behind this year's innovative Beatles Vinyl Collection. This time it has teamed up with toy giant Mattel to reproduce original Dinky Toys car models, originally made between the 1930s and 1970s. The publisher says the fact the models will be completely accurate reproductions will make them highly collectable, and is ramping up the nostalgia with details of all the great moments in the year the car was made.

As the first major partwork to be announced for 2018, it will be interesting to see whether it sets the tone for other launches, with the success of the Beatles collection this year proving there is a customer appetite for celebrating the past.

After some initial problems with the vinyl collection arriving in damaged condition from wholesalers, retailers will be hoping Smiths and Menzies come up with an effective strategy for preserving the quality of The Classic Dinky Toys Collection – preferably before they are expected to have the first instalments on their shelves.

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

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



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

RN

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



HEALTHY MAGAZINE

Healthy Magazine's January edition is a Veganuary Special, including a dual cover and special 30-page vegan food section. Articles include 35 vegan recipes and tips, fitness retreats, how to beat the bloat, and how to gain glowing winter skin. The issue also comes with a voucher for readers to save 20% at Holland & Barrett.



On sale out now
Price £3.40
Frequency eight per year
Distributor Seymour
Display with Fit & Well Magazine, Women's Health, Top Santé



HOME CINEMA CHOICE

This issue of Home Cinema Choice is the special Yearbook edition, celebrating the hardware and software that has really impressed the team over the past 12 months. The extended reviews section covers everything from 4K TVs and Ultra HD Blu-ray players to projectors and soundbars; from speaker systems and accessories to AV receivers, home cinema subwoofers and more.



On sale out now
Frequency monthly
Price £5.25
Distributor Marketforce
Display with Hi-Fi News, What Hi-Fi

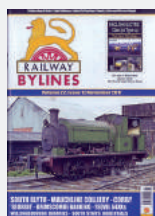


MG ENTHUSIAST

The January issue of MG Enthusiast is bagged with publisher Kelsey's 2018 Classic Cars calendar. Distributor Seymour says independents account for more than a quarter of MG Enthusiast sales and are the second biggest retail group for the title. Content includes the usual mix of news and inspirational features from one of the world's most loved car brands.



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



RAILWAY BYLINES

Railway Bylines' historical subject matter is not the country's main lines with express locos and named trains but the multitude of tiny branch lines serving villages, and industrial lines serving mills, foundries, quarries, mines and ports, together with the host of 'little engines' that could be found working such lines.



On sale out now
Frequency monthly
Price £4.50
Distributor Intermedia
Display with Steam World, Rail Express, The Railway Magazine



BUSHCRAFT

Bushcraft is the first UK magazine dedicated to Bushcraft and survival skills. Distributor Intermedia says interest in the hobby has never been higher as its popularity rises in the UK. The magazine provides articles which enhance readers' existing knowledge as well as teaching new skills. This edition will keep readers up to date with the latest courses and equipment.



On sale 28 December
Frequency bi-monthly
Price £4.95
Distributor Intermedia
Display with The Great Outdoors, Trail, Camping, Outside



Bestsellers Food & cookery

Title	On sale date	In stock
1 BBC Good Food	04/01	<input type="checkbox"/>
2 Delicious	30/12	<input type="checkbox"/>
3 Healthy Diet	27/12	<input type="checkbox"/>
4 TAB My Recipes	18/01	<input type="checkbox"/>
5 Easy Cook	02/02	<input type="checkbox"/>
6 Olive	28/12	<input type="checkbox"/>
7 Food To Love	28/12	<input type="checkbox"/>
8 BBC Home Cooking Series	22/12	<input type="checkbox"/>
9 Food & Travel	12/01	<input type="checkbox"/>
10 Decanter	03/01	<input type="checkbox"/>
11 Vegan Living	04/01	<input type="checkbox"/>
12 Vegan Food & Living	28/01	<input type="checkbox"/>
13 Food Heaven	04/01	<input type="checkbox"/>
14 Jamie Magazine	04/01	<input type="checkbox"/>
15 Healthy Food Guide	30/12	<input type="checkbox"/>
16 Cakes & Sugarcraft	18/01	<input type="checkbox"/>
17 Free-From Heaven	28/12	<input type="checkbox"/>
18 Vegetarian Living	04/01	<input type="checkbox"/>
19 Great British Food	21/12	<input type="checkbox"/>
20 Easy Food	29/12	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



Disney Olaf's FROZEN ADVENTURE STICKER COLLECTION



**STARTER
PACK**
£3.99 RRP

**STICKER
PACKET**
60P RRP



PANINI

www.paninigroup.com

© Disney
www.disney.com/frozen

ON SALE NOW!

THIS WEEK IN MAGAZINES

Retailer viewpoint

David Woodrow

Woodrow's, Bishopton,
Renfrewshire



Specialist titles are selling best for us at the moment. Titles on road transport and tractors are most popular; we have a large tractor garage up the road so that is a great opportunity.

People do seem to be very busy with Christmas preparations at the moment and therefore perhaps not in a magazine state of mind. You can tell this by the footfall in our post office. I know writing Christmas cards is supposedly going out of fashion but I can tell you from how busy our post office has been that it doesn't seem to be the case here at all. We have been incredibly busy there and it's great for footfall for the rest of the store.

When it comes to encouraging magazine sales, I would always say to retailers to go the extra mile for anyone who comes in asking for a title. If you are happy to help them it will lead to more magazine sales for you because they know they can easily come to your store for anything. I recently had a woman

come in to me to ask me for advice on which magazine she should set up as a subscription for her friend. That won't benefit me directly, but the fact I was friendly to her will hopefully mean she comes to me in the future.

So far the TV listings titles haven't been doing very well this year. I was annoyed because I only got sent four extra copies of the Radio Times but actually those four are still sitting on the shelf along with some others. I don't think the idea of running a double issue but a week earlier makes sense. If it just came out at the time customers expect it, it would be much cleaner. It's especially a problem if people are paying for their deliveries weekly and they are expecting it to be the same every week but it's suddenly extra because of a double issue.

Top tip

Be diligent and stay on top of the category at all times



NEW SCIENTIST

The Christmas special of New Scientist has an increased cover price of £4.50 compared to the usual £4.10. Inside is the usual mix of the latest scientific and technological news and innovations including in-depth articles, analysis and informed comments. Also included are science jobs adverts from all around the world.



On sale out now
Frequency weekly
Price £4.50
Distributor Marketforce
Display with National Geographic, Nature



THE ECONOMIST

The annual Economist Christmas special contains in-depth features from the title's team of writers. Content is focused on the usual mix of finance and economics as well as books and arts, international news, business and science and technology. Distributor Marketforce is predicting a 100% sales uplift on this issue.



On sale out now
Frequency weekly
Price £5.99
Distributor Marketforce
Display with New Statesman, Private Eye



PRIVATE EYE

The famous Private Eye Christmas special leads to a price increase on the title from £1.80 or £2. The many political twists and turns of 2017 provide a rich choice of topics for the team's usual satirical treatment as they look back on the key events of the year.



On sale out now
Frequency weekly
Price £2
Distributor Marketforce
Display with The Economist, The Spectator



AUTOCAR

The end-of-year special of Autocar takes a look back at 2017, with a 26-page in-depth review of the best and worst of the last 12 months. A total of 509 cars are rated and more than 500,000 miles driven by the team to put the special section together.



On sale 28 December
Frequency weekly
Price £3.80
Distributor Frontline
Display with Car Magazine, Autotrader



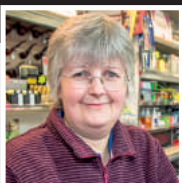
FLYPAST

The February issue of Flypast pays tribute to the men of RAF Bomber Command. The Command continued to serve after World War Two was over, with one article in the edition focusing on a 'flag-waving' trip to the US from the Avro Vulcans of the 617 Squadron. The cover star is the airworthy Messerschmitt BF 109E.



On sale 29 December
Frequency monthly
Price £4.70
Distributor Seymour
Display with Aeroplane Monthly, Aviation News

COMING UP IN NEXT WEEK'S RN



How Meryl Williams found the right niche for her coastal Welsh newsagents

Plus, RN looks back at a year's worth of great ideas from our Store Lookbooks and we report on how retailers around the UK have celebrated the festive season

RN

THIS WEEK IN MAGAZINES

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Partworks

Title	No	Pts	£
Amercom UK			
Ships of War	31	40	11.99
DeAgostini			
Build your own R2-D2	51	100	8.99
Enhancing your mind, body, spirit	51	120	3.99
My Animal Farm	46	60	5.99
Jazz at 33 and third RPM	51	70	14.99
Star Wars Helmet Coll'n	52	60	9.99
The Beatles Vinyl Collection	22	23	9.99
Zippo Collection	60	60	19.99
Eagle Moss			
DC Comics Graphic Novel	62	100	9.99
Disney Animal World	97	100	5.99
Game of Thrones	48	60	8.99
Marvel Fact Files	250	250	3.99
My Little Pony			
Colouring Adventures	43	80	3.99
Star Trek Ships	114	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	9	80	9.99
Art of Cross Stitch	52	90	2.99
Art of Knitting	52	90	2.99
Art of Quilting	104	90	3.99
Art Therapy	145	120	2.99
Assassins Creed: the official collection	23	80	9.99
Dr Who Complete History	61	80	9.99
Draw The Marvel Way	52	100	4.99
Judge Dredd Mega Collection	77	80	9.99
Marvel's Mightiest Heroes	105	100	9.99
Transformers GN Collection	27	80	9.99
Warhammer	35	80	9.99
RBA Collectables			
Real Life Bugs & Insects	69	60	0.99
Panini			
F1 Collection	45	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		
Journey to Star Wars	4.99	1.00
Match Attax 2017/18	4.99	1.00
Num Noms sticker coll'n	2.99	0.50
Shopkins World Vacation	3.00	0.60
Shimmer and Shine Sticker collection	3.00	0.60
Star Wars: The Lost Jedi Sticker collection	3.00	0.60
WWE Slam Attax 10 Trading Card Game	4.99	1.00
DeAgostini		
Magiki Mermaids		2.50
Magiki Ponies		2.50
Hot Wheels Slime Race		2.99
Premier League Sticker collection	1.99	0.50
UEFA Champions League Sticker collection	4.00	0.60

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%

Weight Watchers 25-26 November

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	805g	130g	45g	1	45g
Sunday Times	915g	425g	20g	2	15g
Sunday Telegraph	515g	130g	0g	0	0g
Guardian	715g	265g	75g	5	45g
Mail on Sunday	665g	165g	185g	3	175g
FT	425g	115g	0	0	0
Observer	725g	215g	115g	3	90g
Mail	635g	245g	75g	5	45g

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