

# RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 15.12.2017



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Shaping the future  
of independent retail  
since 1889



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The results are in

**RN  
RETAILER  
CHOICE  
AWARDS**

2017



## In-store vs HND

Where to focus  
to grow your  
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**“Without a doubt, my best-selling  
magazines of the year are the  
Christmas double issues”**

Paul Keys, This Week in Magazines p27

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#### Editor

Chris Gamm

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**I**n the six and a half years I have edited RN, I have met lots of great retailers and seen some fantastic, innovative stores.

Last week, I wrote about just a few of them who are pushing the boundaries of convenience with their blending of retail and foodservice.

This week, my last at RN before I join The Caterer as editor, my final interview was with a retailer doing some equally remarkable, but very different things.

Many retailers could claim to be at the heart of their communities, but few go to the lengths of East Lothian Premier retailer Asif Akhtar.

You can find out how Asif is using a vacant property he owns to house local homeless families in this week's Your News section.

And in next week's Store Lookbook, you can see how his customers' needs are driving the development and innovation in his business.

Thank you to everyone who has bought a copy of RN during my time as editor, picked up the phone to contact the team and been so generous in sharing your ideas and experiences. You've all played a huge role in making RN the UK's best magazine for independent retailers.

I have loved working in such a vibrant and passionate industry and wish you all – and particularly my successors Louise Banham and Chris Rolfe – every success for 2018 and beyond.

And if you need to find and about the restaurant trends that will keep your food to go and foodservice offer ahead of the competition, you know where to find me.



# BREAKING NEWS

## Symbols help fight rise in food inflation

Symbol groups are working to keep down the cost of Christmas dinner as food inflation threatens to drive prices up.

The Consumer Price Index shows the cost of food rose 4.4% year on year. The price of vegetables increased by 5%, while butter has rocketed by 23%.

Symbol group Spar responded to the figures by highlighting its Christmas food offers.

"Spar has been running 12 deals of Christmas since October and it'll run through to early January, all helping to bring down the cost," said a Spar spokesperson.

## Underage Christmas booze alert

Social enterprise Under Age Sales UK has warned retailers to be vigilant of the number of under-18s attempting to buy alcohol over Christmas.

"As New Year's Eve turns into New Year's Day, everyone born before the new millennium will be legal to buy alcohol and cigarettes.

"However, retailers need to remain vigilant, as the number of under-18s attempting to buy alcohol increases sharply over the Christmas period," a spokesperson said.

Research by the social enterprise found a third of 15 and 16-year-olds said they will try to purchase alcohol from independent retailers. One in 10 will use fake ID.

Under Age Sales UK recommends implementing a strict age verification policy that involves challenging anyone who looks under the age of 25, in order to avoid heavy fines or jail.

**C-stores overcome snowfall and supply issues** 'Customers queued up before we opened'

## Retailers increase sales to defy winter weather

by Alex Yau

alex.yau@newtrade.co.uk

Heavy snowfall across the UK has helped increase sales for some independent retailers despite the weather causing supply problems.

Joe Williams, of the Village Store in Hook Norton, reported an additional £1,700 sales last Sunday following sudden snow showers which covered the UK overnight.

"Customers queued up half an hour before we opened because they didn't want to be without essentials," Mr

Williams told RN. "They were stocking up in case the snow stopped them from getting anywhere. Our regular Sunday sales increased from £3,000 to £4,700."

Mr Williams added extra deliveries from Warburtons and local suppliers helped prevent any potential supply issues caused by Blakemore being unable to reach his shop.

According to the Met Office, parts of the UK had 5cm of snow as temperatures dropped to -12°C.

Harj Gill, of the Wind-

mill Select & Save in Birmingham, saw overall sales increase by 35%, despite a scheduled delivery from Warburtons not turning up.

"It was one of our busiest weekends. We had additional deliveries from local suppliers and didn't get caught out by having no stock.

"The fact our Warburtons delivery didn't arrive had no major effect because our sales increased by more than 35%."

Sarj Patel, of Pasture Lane Store in Sutton Bonington, said: "We

took in £600 of additional sales because customers wanted to ensure they had enough food in case the snow prevented them from getting anywhere.

"The shop was open for an extra two hours to handle the additional footfall. There were no issues with stock as we normally get our deliveries on a Wednesday and we were already well stocked from the previous week."

A Booker spokeswoman confirmed its warehouses remained open and 97% of scheduled deliveries were completed.

## Elf-y amount for charity

Elves took over Jacqui Dales's London Road Bakery in Boston, Lincolnshire, last week when she and her staff joined in Elf Day, a nationwide initiative to raise money for the Alzheimer's Society. "A lot of our staff have done online training to understand the issues people struggle with, so it's a charity we feel attached too," Jacqui said. The store held a raffle and donated three months of carrier bag charges, raising a total of £836.



Susan White (left) and Mandy Semmelroth dressed up as elves at London Road Bakery in Boston, Lincolnshire, to raise money for the Alzheimer's Society

## Report says meat tax is next on the menu

A new report suggests a 'meat tax' may be the next levy to put pressure on shopkeepers – but stores can future-proof sales by sourcing locally and refining their meat offer, retailers told RN.

A new paper by researchers Farm Animal Investment Risk and Return

(FAIRR) says there is "compelling" evidence meat will be taxed in the next decade.

The report cites global calls to cut farming carbon dioxide emissions and the health costs of meat over-consumption as reasons for a so-called 'sin tax' – similar to the alcohol and tobacco taxes already

in place in the UK, and the forthcoming sugar tax.

Eddie Poole, of Poole's Supervalu in Dromore, Northern Ireland, said: "I anticipate our in-store butchery will grow. Customers are very passionate about local meat in Northern Ireland. We'll stay competitive by

stocking local products."

Mo Razzaq, of Family Shopper, Blantyre, said: "I'd be very surprised if people were in favour of a tax – low-income families could suffer. With the rise in food and alcohol taxes, retailers will need to have the exact range and value customers are asking for."



## Ace contribution to charity funds

Ace Circulation raised £6,561 for the NewstrAid charity at its annual Christmas lunch held at London's Grosvenor House on 6 December. Money was raised through a raffle at the event, which has taken place for the past 26 years. A total of 615 people attended, including a mix of distributors and magazine publishers as well as independent retailers including (left to right) Kamal Thaker, Stuart Reddish, Jason Birks, Muntazir Dipoti and Peter Wagg.



**RN discovers gaps in awareness of new legislation** 'Regulations can be a burden'

# Retailers 'unprepared' for changes in data laws

by **Olivia Gagan and Toby Hill**  
RNreporter@newtrade.co.uk

Retailers who want to market effectively to customers must start preparing for forthcoming legislation that further protects customers' data, an expert has told RN.

The General Data Protection Regulation (GDPR), due to come into effect on 25 May next year, will enhance existing data protection laws last reformed in 1998.

The new law places greater accountability on organisations to manage data, meaning information gathered for

direct marketing, loyalty schemes, home deliveries and via CCTV footage must be protected to the highest possible standard.

Imran Choudhary, director at tech analysts GFK said: "Bigger organisations have the resources and infrastructure to get ready, but small businesses might not even realise the law is relevant to them."

He said retailers should carry out a self-assessment of the information they hold on employees, suppliers and consumers, where it is held, and who handles it.

But RN has found some retailers are unprepared.

One of the UK's biggest roundsmen said he was not fully aware of the legislation while another newsagent said he had "yet to think about how to prepare".

Dave Hiscutt, who runs two Londis stores in Weymouth, said retailers must arm themselves with information before the law changes.

He is researching via his symbol group and government websites. In particular, he wants to extend his coffee loyalty scheme next year.

He said: "We don't hold customer data on our coffee discount tags at present,

but our intention is to start using the scheme to do more targeted customer marketing."

Matt Clark of Penylan News, Cardiff, said building customer trust surrounding data was vital.

"Regulations can be a burden but if there is more data regulation I'm happy to comply. I wouldn't want my details shared without my knowing," he said.

A spokesman from the Information Commissioners Office said penalties would be viewed proportionately to the size of the organisation and the amount and sensitivity of data it held.

## Premium spirits of Christmas

Sales of premium spirits are growing rapidly in the run-up to Christmas, according to independent retailers and grocery market sales figures.

Kantar Worldpanel statistics show alcohol sales are up nearly £172m compared to the same time last year, with gin and whisky up by 26% and 10% respectively.

Harj Dhasee, of Village Stores in Mickleton, said he has noticed the trend in his store.

"It's gone absolutely nuts," he said. "We sold £2,500 of premium gin and whisky so far in December and we've got £500 of pre-orders waiting to be collected."

Bestsellers in Harj's store include Cotswold gin and Stratford gin, both priced at £33 with margins of 20%. Harj individually labels each bottle and displays them on a gondola.

## Booker to supply 500 Shell shops

Booker has announced it has signed a three-year deal to supply its products to 500 Shell shops across the UK.

Booker Group managing director of retail Steve Fox said the agreement would improve choice, price and service across the shops. He said: "The whole team are looking forward to working with Shell to increase footfall, sales and profits for their stores."

Shell Retail general manager David Moss added: "We are very pleased to be working with Booker to ensure that there is a safe and reliable supply of products to our service stations."

## We won't do van deliveries say tobacco firms

Tobacco and snack suppliers have confirmed they will not follow PepsiCo's decision to fill the supply gap left by Palmer & Harvey's collapse with a new van sales operation.

On Monday, PepsiCo announced a direct-to-store delivery service will have branded vans supplying Walkers snacks straight

to independent retailers, creating 50 jobs in the process.

PepsiCo UK impulse sales vice president Huseyin Tulpar said: "By establishing our own van sales delivery, we can ensure retail customers are getting the direct-to-store service and continuity of supply they deserve."

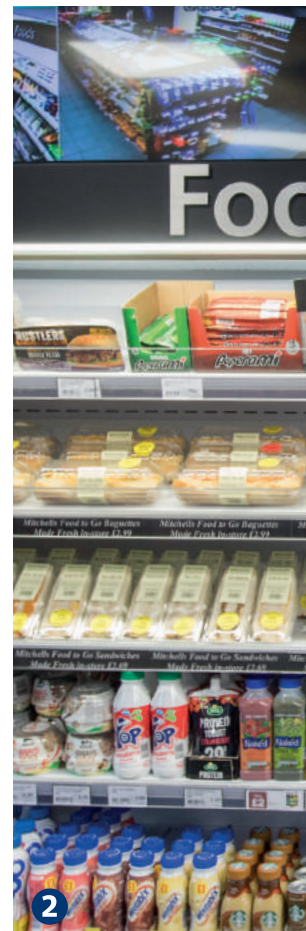
However, suppliers Imperial Tobacco, Japan Tobacco International, Pladis and Kellogg's confirmed to RN they would not be following suit.

Bolt Learning non-executive director and former HIM co-owner Tom Fender said PepsiCo's van sales operation will not affect the exist-

ing supply chain across independent convenience: "I don't think it will have much of an impact on the business decisions of other suppliers."

"They already work with wholesalers and they're cutting back on resources, so having a similar service would be both risky and costly," said Mr Fender.

# STORE LOOKBOOK



## When local means local

Stuart Mitchell is a passionate local retailer who, despite facing little competition, is working hard to improve his store's offer. He tells **Max Liu** why

**F**or Stuart Mitchell, local means local. "I see retailers in RN talking about local suppliers and it's sometimes a firm 40 miles away," he says. "I work with suppliers two miles from me. That's what I call local."

Stuart has run Costcutter in Newburgh, near Aberdeen, for 12 years and his community is the lifeblood of his store. "There are only 300 houses in the village," he says. "I get passing trade from people driving the scenic route to Aberdeen, but otherwise everyone who shops here lives in Newburgh. Staff can be hard to find in a small community, but I have 12 on my books, including one who's been with me from the start."

Villagers come in search of whatever they have forgotten to buy at the supermarket (there is a Tesco five miles in one direction and a Co-op five miles in the other), which is fine by Stuart. "We're here purely for convenience," he explains. "Nobody comes in here for their week's shopping and the average basket spend is £7. The people in the village are fairly affluent, which means they want quality, so I tend to stock a combination of local produce and brands, with very little own-label stuff."

With no convenience competitors nearby, then, why did Stuart decide changes were in order at his store last

year? "For any business to thrive, it must evolve," he says. "I wouldn't exactly call what I did a refit. It wasn't a gutting of the store, more a redesign, moving things around and adding features."

The plan was to build on the business's strengths. "I expanded food to go and made it more prominent. I've been making sandwiches on-site for four years and they've always sold exceptionally well, to the point I now sell double what I did four years ago," he says.

In fact, sales of sandwiches have increased by 35% in the past year and the store now also sells hot sausage rolls, pasties and pies.

To focus on these areas, there have had to be some losers, Stuart says: "Newspaper and magazine sales were static, so I moved them from the front to the middle aisle and, in their place, I installed a food to go unit which holds an oven and hot water machine."

He also believes in taking risks and another of his store's changes involved making a fairly long-term commitment. "You've got to try new things," he says. "I was selling Tchibo coffee but I thought a bigger brand might help us grow sales. Costa insisted I sign a minimum five-year contract, which was a bit daunting, but it's worked out well, with coffee sales doubling in the three months since I



x2

Coffee sales doubled  
after Stuart introduced  
a Costa-branded  
machine



I don't have time these days to visit other stores, so RN is a great way to see what other retailers are doing. **STUART MITCHELL**



3



4

## What you can learn

- 1 The store provides an essential service to a small community
- 2 Reflecting demand, chilled, fresh and food to go have gained extra space
- 3 From a coffee to a Slush Puppy machine, Stuart caters for all customers
- 4 Easy to use tobacco solutions help staff focus on customer service

## INFORMATION

### Location

Costcutter, Newburgh,  
Ellon AB41 6BE

### Staff

12

### Basket spend

£7

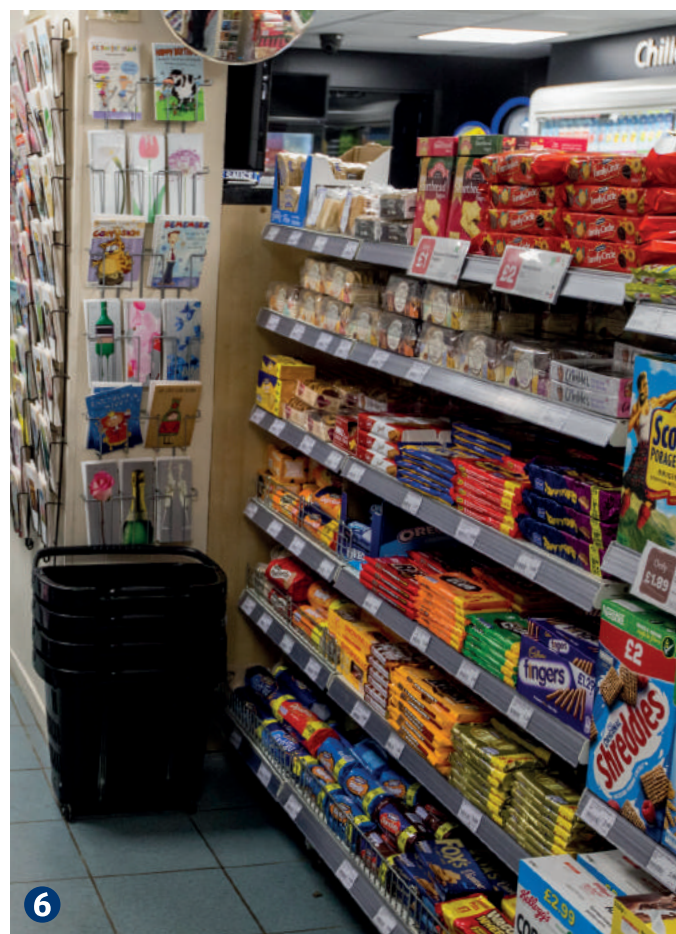
### Size

1,200sq ft





# STORE LOOKBOOK



introduced their machine.”

The machine has also widened his coffee offer's appeal “Customers who were already buying Tchibo still buy it, but it also appeals to others customers who were not buying coffee and new customers attracted by the Costa brand.”

“When you have affluent customers, brands bring them through the door. I discovered this a couple of years ago when I put in a self-service ice cream machine and a Slush Puppy machine for the kids, which both give high margins.”

The next challenge was getting the word out about his in-store developments. “I knew I could rely on word of mouth in Newburgh but social media can be used to reach potential customers further afield,” he says.

“Costcutter helped set up our Facebook page and one of the first things I did was promote our Costa coffee to customers aged 18 to 60 in a 40-mile radius.”

In fact, even the store refresh was a remarkably local project. Stuart kept it in the family: “My dad did the woodwork, shelving, canopying, joinery. It took five days and cost us just £1,000.” As Stuart says: “you can't argue with that”.

## What you can learn

- 5 Local produce such as Tunnocks Tea Cakes are championed in-store
- 6 Other local produce is stocked alongside big brands
- 7 Stuart's mini-refit cost just £1,000 thanks to family help and took just five days



Want to see more of Stuart's store? Go to [betterretailing.com/costcutter-newburgh-ellon](http://betterretailing.com/costcutter-newburgh-ellon)



£7.63  
RRP\*

# STOCK UP NOW

## CHESTERFIELD WITH NEW PREMIUM FEATURES



THAT'S WHY SUCCESSFUL RETAILERS  
LIKE KAI, MANPRITE AND PURVESH  
WEAR THE CROWN



**Tobacco smoke contains over 70 substances  
known to cause cancer**

\*RRP: Recommended Retail Price. All on-shelf prices are selected by the retailer alone. This communication is intended for the information of tobacco traders only and should not be distributed elsewhere. Pack images are for illustration purposes only and do not represent actual packs produced by Philip Morris for retail sale.

# SYMBOL NEWS

## Landmark deal for Fairway

Fairway Foodservice is joining Landmark Wholesale from January 2018, as Landmark extends its reach into foodservice, lifting its sales in the sector to £1.7bn per year.

Fairway Foodservice is a buying and marketing organisation established since 1984. It now represents a collective turnover of £650.5m.

John Mills, Landmark Wholesale managing director, said Fairway "will complement our continued strategy for building a strong catering and foodservice proposition for independent foodservice wholesalers."

Elsewhere in the sector, a Landmark member is set to sell off one of its depots. Bidfood is preparing to take over Blakemore's Penrith cash & carry, just a year after Blakemore invested £1m in refurbishing the depot.

## Nisa gives bloggers a wine time

Nisa Local has enlisted bloggers to help boost sales of its own-label pizzas and wine.

The chain sent out samples of its spicy chicken and three cheese pizzas to food and lifestyle bloggers to test, alongside bottles of its Sauvignon Blanc and Merlot wines. All are part of Nisa's Heritage range.

Heritage brand manager Tracey Redfearn said: "This is the first time we've asked bloggers to sample our goods. I hope lots of people will read the reviews and be persuaded to try our impressive range for themselves."

**Family stays with symbol** New store 200sq ft smaller than previous shops forces stock rethink

## Fourth opening is music to Premier Singh's ears



The Singhs have already adapted the range to suit customer demand

by Toby Hill  
RNReporter@newtrade.co.uk

Leading Sheffield retailers the Singh family opened their fourth store last week, converting a Bargain Booze in Rotherham into a 750sq ft Premier Express.

"We had a great launch with music, branded cupcakes, face-painting and mulled wine," said Mandeep Singh. "It's been an instant success."

Mr Singh chose to stick with Premier, the same symbol group he has worked in all his other stores.

"We've been with Premier since before they

were bought up by Booker," he said. "It's been a really productive partnership and the Premier brand is getting stronger and stronger, going from one, to four, to six Mega Deals a month. Why would we change a winning formula?"

While the family have stayed with Premier, however, the new store is 200sq ft smaller than previous Singh's Premiers, forcing some tight stocking decisions. Responsiveness has been vital, said Mr Singh, who has already adapted the range to suit customer demand.

"Just after we opened a customer came in looking

for pear cider and we didn't have any, so I told him we would have it in two hours," he said.

"I went by Booker and picked up a box of Crumpton Pear Cider. The customer came back that evening and bought two bottles."

The new store is on the same parade as a Tesco Express, and Mr Singh acknowledges that is likely to be challenging.

"It's a hard time to

trade – the supermarkets are pricing very aggressively," he said. But he is confident that, by drawing on the Singh brand's well-established strengths, this small new store will be able to take on the big boys.

"We hit social media hard and since Saturday we've picked up 300 Facebook followers, all from Rotherham."

Plus, our posts were shared 1,577 times over two days. Our new store is already getting noticed," he said.



## Retailer moves to Budgens after P&H collapse

A Simply Fresh retailer who will move to Budgens in the New Year has already begun receiving deliveries from Booker following the collapse of wholesaler Palmer & Harvey.

Avtar Sidhu, who runs Sukhi's Simply Fresh, in Kenilworth, hadn't re-

ceived a supply from P&H for more than two weeks.

"It's been a real firefight to fill the shelves, with fresh and chilled a particular challenge. Obviously, Co-op is taking over the supply side at Simply Fresh but this isn't going to come to fruition until April, which isn't helpful," he

said. Mr Sidhu's decision to move to Budgens wasn't just a response to problems with his current set-up, however. He also sees the symbol group as well-positioned to take on the future challenges and opportunities in convenience.

"Fresh and chilled and foodservice are going to

fill the void of categories that are in decline. Threats like Amazon and Deliveroo have appeared, and traditional grocery is going to be hit hard over the next few years," he said.

Mr Sidhu is looking to complete a full rebrand and refit by the end of January.



# NEWS & MAGS

## New footy mag set to kick off

Haymarket is exploring launching a new football magazine after publishing a pilot issue free with its soccer bestseller FourFourTwo.

Goal! magazine is aimed at a younger audience than FourFourTwo, with topics such as the ongoing FIFA video game and footballing YouTubers alongside its Premier League coverage.

Chris Shelley, of Shelley's Budgens, in Horsham, West Sussex, said: "It's so hard to launch magazines in the current environment, but having said that, football is still hugely popular so this might work."

"It seems like a good idea to launch this way and test out the market, rather than spending a fortune on a traditional launch."

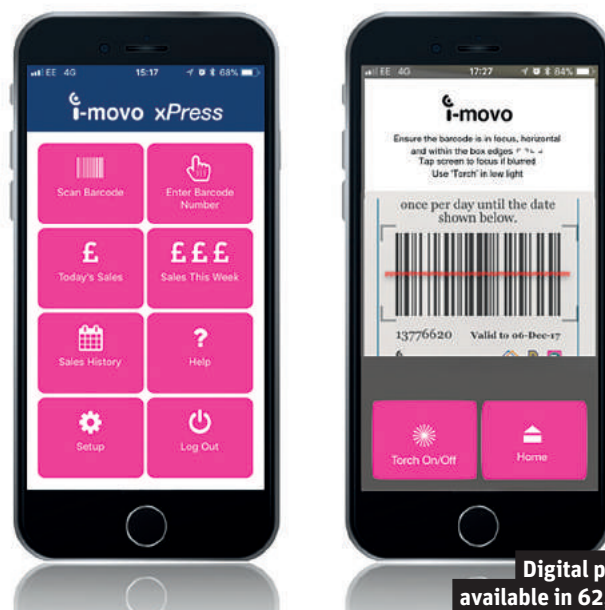
## Covers give Scottish Sun a boost

A Scottish retailer saw his best sales of The Scottish Sun in 2017 when the paper printed two different covers on the same day as part of a festive fundraising drive.

David Woodrow of Woodrow's Bishopton told RN the 38 copies he sold were his highest Friday sales of the newspaper this year. "One-off covers for advertisers tend to kill interest from shoppers, but these charity covers didn't have a negative impact on sales," he said.

The newspaper was raising cash for Mary's Meals, a charity providing food to low-income families.

One of the front pages featured a little girl with her meal, the other a boy.



Digital payment via i-movo is already available in 62,000 locations across the UK

**Digital vouchers to offer paperless solution** Company promises 100% coverage

## New app could see end of subscription coupons

by Olivia Gagan  
RNreporter@newtrade.co.uk

The business behind a newly-launched smartphone app wants to make paper subscription coupons a thing of the past for newspaper sellers.

Digital voucher company i-movo has this week rolled out xPress, an app which allows retailers to accept digital newspaper subscription vouchers via their Apple or Android smartphones.

Users will be paid automatically within seven days and will no

longer have to count paper coupons or submit claims.

Digital payment via i-movo is already available in 62,000 locations across the UK, but chief executive David Tymms told RN the firm is now targeting "100% coverage of the news network."

He said smaller vendors without EPOS systems and pop-up kiosks, in particular, could benefit from the app. "We've heard from newsagents that have PayPoint, but sell for an hour at train stations – this app will enable them to process subscription sales

at their pop-up locations," he said.

Guy Day, from HND specialist Jackie's News, hoped the app was another step to eliminating paper vouchers. "It will be helpful in our station kiosks where we haven't got full payment facilities," he said.

Mr Tymms added the app could also be a boon for university campus retailers hoping to take advantage of student digital subscription offers on titles such as the Guardian. Guardian News Media's head of sales and revenue Rob Rattley said the app will "widen the

reach of our student and marketing offers to stores that have previously been unable to participate."

However, two university-run newsagents – the University of Warwick's Rootes store and Premier St Davids in Exeter – told RN digital voucher subscriptions are an as-yet untapped market for students. One campus retailer, who did not wish to be named, said: "There's certainly been a move towards card payments over cash, but students aren't asking to use digital vouchers yet."

## Guardian moves to tabloid format next month

The Guardian has confirmed it will be switching to tabloid format on 15 January 2018.

Editor Kath Viner said the move to the smaller format from the paper's previous Berliner size would not result in a decrease in quality, adding

savings would come from paper and other production costs.

Kamal Thaker of Stop Shop News, Edgware, Middlesex, said: "I would like to see it trying to drive sales in tabloid format. I think its readership is steady and faithful. The

Berliner size helped it stand out, and felt different. But it might be better in the long run as a tabloid size is easier for readers."

Ms Viner told the BBC's Media Show, "When you make a big change you want to keep quite a lot of the same so loyal readers aren't

too discomforted, but at the same time you want to throw in some surprises."

The Guardian declined to comment further on its plans, although retailers are hoping the move to the smaller size will be backed with a marketing and promotional push.

# PRODUCT TRENDS

## Flavours focus helps vaping sales

Convenience store owners should focus on savoury and sweet e-liquid flavours to maximise vaping sales, RN has been told.

Imperial Tobacco corporate and legal affairs communications manager George Tucker told RN:

"Fruity and savoury flavours are significant as they make up more than a third of the vaping market.

"Shoppers want to buy products from someone who's knowledgeable and retailers can work with suppliers to help better their understanding."

Mr Tucker's advice follows Blu's expansion of its e-liquid range with six 10ml flavours; including Tropic Tonic and Peach Passion.

Jason Birks, of Moscis Convenience Store in County Durham, said: "We have hundreds of e-liquids on sale and fruit flavours easily make up 90% of sales."

## Lack of sleep helps energy drink sales

Sleep deprivation among British adults has helped create record demand for energy drinks in one independent retailer's store.

Research from Mintel suggests 39% of adults are getting just under the recommended seven hours of sleep a night, while 5% get just four hours. Mintel personal care analyst Hera Crossan said: "Half of consumers are not getting the sleep we need."

Anita Nye, of Premier Eldred Drive Stores in Orpington, said: "We sell 100 cans a day. Our shoppers are families whose daily lives impact on sleeping hours."



## Sharing packs to head future snacking sales

by Alex Yau

[alex.yau@newtrade.co.uk](mailto:alex.yau@newtrade.co.uk)

Growing demand for value and convenience will lead sales of sharing packs within the snacking category to outstrip sales of single packs over the next five years.

This is according to KP Snacks trading director Matt Collins who told RN £1 sharing packs have been at the forefront of the growth. "Typically the £1 format has been defined as one for sharing, but more

shoppers are buying it to eat themselves because they see more value," he said.

"The nature of the single coin transaction makes it more appealing. The market share of singles in the past year has dropped from 53% to 48%, while sharing bags in the same period have grown from 30% to 35%.

"We predict the same pattern in the future and it's very likely demand for sharing packs will exceed singles over the next five years."

Jacqui Dales, of Spar London Road Bakery, in Derbyshire, has seen sales of £1 sharing bags exceed singles over the last four years. She told RN: "We've definitely seen demand for sharing bags, especially the £1 packs, increase and sales are four times bigger than single packs.

"We sell more than 80 packets a week now whereas we sold none at all four years ago. Shoppers see more value and they either buy a pack to keep themselves stocked up with

a snack for the entire week or to share with friends."

Harj Gill, of Windmill Select & Save in Birmingham, added: "We sell more than nine boxes of the £1 bags nowadays and they're definitely among the most popular in our snacks range. It's essential now and we have more than 40 different products in our range. Customers see more value in them because the single bags don't offer enough to satisfy one person anymore."

## Pinot Noir continues to prove its popularity

Retailers who stock Pinot Noir throughout the year stand a greater chance of increasing their red wine sales, winemaker Concha Y Toro has advised.

Statistics from market analyst IRI suggest more than 7.3 million litres of the grape variety were sold across c-stores last

year, up from 4.5 million in 2013. Additional statistics from IRI suggest Chile is the largest exporter of Pinot Noir to the UK annually, at a value of £18.7m.

Concha Y Toro head of communications Ben Smith told RN: "Shoppers are becoming more

adventurous and are after wines from exotic places.

"We've sold more than £10.3m worth of Cono Sur Bicicleta Pinot Noir over the past year, an annual increase of 5%.

"Wine is becoming more of a purchase for social occasions, so retailers should stock it

near food if they are to make the most of sales."

Mehmet Guzel, of Simply Fresh in London, said: "We've definitely seen the popularity of Pinot Noir increase and we have four different varieties. It's a good seller as weekly sales from the wine alone total £72."



# BRAND SNAPSHOT



## Miracle shampoo

Procter & Gamble has launched the Pantene Pro-V 3 Minute Miracle shampoo range across independent convenience. RRP is £2.99.



## Five full of flavour

A range of five flavoured gins and liqueurs has been released by Aber Falls Whisky Distillery. The 70cl bottles include Coffee & Dark Chocolate.



## Big & Chunky launch

Burton's Biscuits is to release Big & Chunky Maryland Cookies in January in Milk & Dark, and White Choc and Caramel flavours. RRP is £1.49.



## New Orleans spirit

Southern Comfort is promoting its brand with its "The Spirit of New Orleans" campaign. Retailers can access in-store merchandising PoS.



## New Davidstow branding

Dairy Crest has refreshed the packaging across its Davidstow Cornwall cheddar range. The new branding is now available across all pre-packed and deli products.



## Thatchers multipacks

Shoppers can get new 440ml 10-can multipacks of Thatchers Haze Cider through independent c-stores from the start of next year.



## Yazoo reformulated

FrieslandCampina has reformulated its range of vanilla-flavoured Yazoo drinks to only include natural ingredients.



## Nutella makeover

Ferrero is running a Christmas TV campaign until the end of December to promote its festive makeover of the Nutella range.



## Less sugar in Fruitella

Perfetti Van Melle has reduced sugar content in its Fruitella Jelly Foams and Gummies range by 30%. The resealable bags have an RRP of £1.25.

# WHAT'S NEW



## Forest Feast

Forest Feast sources berries, nuts and seeds from all over the world to make healthy, tasty, premium snacks. Ranges include everything from dried fruit to street food.

**RRP** Exotic dried mango, £38.28 (12x130g bags)

**Contact** enquiries@forestfeast.com



## Drink Me Chai

This instant chai latte is a powdered blend of Indian spices and black tea with natural sweetener. Shoppers can add milk or a dairy substitute for a refreshing and energising drink.

**RRP** £2.50

**Contact** info@drinkmechai.co.uk



## Coolmore Foods

This toffee apple-flavoured cake is a premium option for customers. It is rich, moist, contains toffee pieces and is topped with caramel icing and sprinkled with caramel curls.

**RRP** £2.50

**Contact** info@coolmorefoods.ie



## Captain Tiptoe

Captain Tiptoe gives traditional snacks original twists. Its roasted peanuts come in crispy duck, pickled onion and other flavours, but cheese and onion is the place to start.

**RRP** £1.10 per 51g pack

**Contact** sales@cotswold-fayre.co.uk



## Oryx Desert Salt

Oryx Desert Salt is pure desert salt, dried by the African sun, with no additives. Popular with chefs, it will appeal to amateur cooks who want healthy seasoning.

**RRP** £11.50 for 20kg fine salt

**Contact** enquiry@oryxdesertsalt.co.za



## Hasslacher's

This unique-tasting 100% cacao gourmet hot chocolate is made from superior quality Colombian beans. The flavour makes for a great warming drink for winter.

**RRP** £6.40 for 250g

**Contact** sales@cotswold-fayre.co.uk



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



## Gran Luchito

Handmade in Mexico from a traditional recipe, these salsas are full of flavour. Whether you opt for the mild Tomatillo or the Chipotle chilli, they will add zing and flavour to any dish.

**RRP** £3.20 for 300g

**Contact** hola@luchito.co.uk



## British Quinoa

Simple to cook and healthy to eat, British Quinoa's grain products are alternatives to carbohydrates. Their nutty flavour makes them a wholesome addition to spicy dishes.

**RRP** £2.95 for 300g

**Contact** hello@britishquinoa.co.uk

## Focus

# Pasta products

The high carb content in pasta meant it was previously viewed as a product for moderation by shoppers looking after their waistlines. However, new entrants into the market have created healthier and lighter alternatives



## Filotea squid ink chitarra

Traditional handmade spaghetti alla chitarra mixed with squid ink, this is a tasty accompaniment for seafood and fish sauces, ready in just three minutes.

**RRP** £3.70-£3.95

**Contact** sales@cotswold-fayre.co.uk



## Garofalo gluten-free spaghetti

Made from cornflour, rice flour and quinoa, this gluten-free spaghetti is high in fibre and ideal for shoppers who like their pasta light but satisfying.

**RRP** £2.99 for 500g

**Contact** info@garofalo.co.uk



## Little Pasta Organics

This pasta brand for children makes original shapes, including dinosaurs made from organic red lentil flour, and sauces that introduce little ones to real food.

**RRP** £1.35

**Contact** ciao@littlepastaorganics.com

## Raj Bahtia

The Battersea General Store

I started selling squid ink pasta and moved on to organic, spelt and gluten-free. There's a growing demand for healthier pastas.

Generally, they are more expensive so shop around and you can find them at good prices.

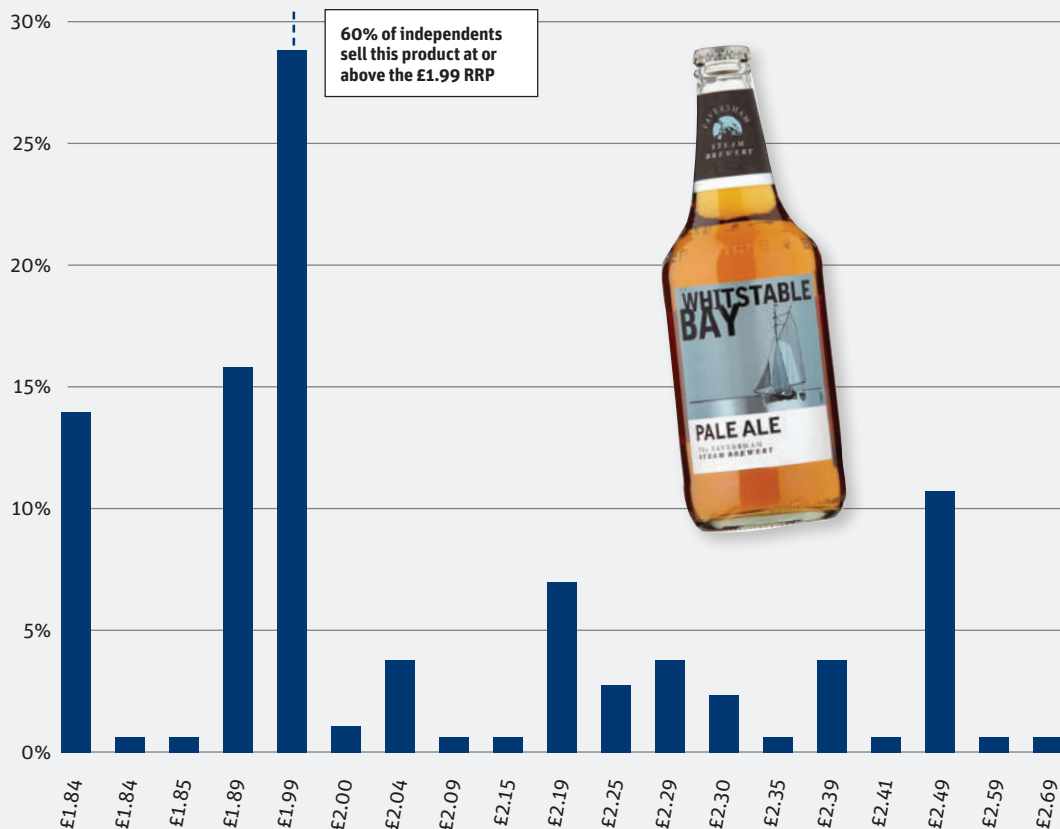


# PRICEMATCH

## Profit checker Craft ales

## Price checker

WHITSTABLE BAY PALE ALE 500ml Price distribution %



## Analysis

Craft ales remain a new phenomenon in many convenience stores, which perhaps explains why so many stores adhere to the prices recommended by suppliers. Of the prices on our table, 43% match Booker's RRP's. That said, promo-

tions are clearly influencing sales too. Ranjit Singh told us a three for £5 deal was highly effective in his store. Our graphic, meanwhile, shows just 7.2% of retailers charge the £2.19 recommended by Booker for Whitstable Pale Ale, while

67% go below, with £1.99 and £1.89 the most commonly chosen prices. Volume sales may be low, but margins typically range from 18% to 35%, and good availability alongside price are the best ways to drive sales, we were told.

PRODUCT
<b>Brewdog Punk IPA</b> 330ml
<b>Hop House</b> 650ml
<b>Brewdog Dead Pony Club</b> 330ml
<b>Whitstable Bay Pale Ale</b> 500ml
<b>Brewdog The Physics</b> 330ml
<b>Brewdog Elvis Juice Bottle</b> 330ml
<b>Brewdog Nanny State</b> 330ml
<b>Whitstable Bay Organic Ale</b> 500ml
<b>Sam Adams Boston Lager</b> 330ml
<b>Brooklyn Lager</b> 355ml
<b>Goose Island</b> 355ml
<b>13 Guns</b> 330ml

## How we drive our profit

### Stuart Mitchell

**STORE** Mitchells Costcutter  
**LOCATION** Newburgh, Aberdeenshire  
**TYPE** neighbourhood  
**SIZE** 1,200sq ft

#### TOP TIP

Less is more. Stick to a small range, especially at first, but keep it well-stocked. Availability is everything



**I sell** four Brewdog ales – Dead Pony, Kingpin, Elvis Juice and Punk IPA. The latter of these I sell for £2 for a 330ml bottle. The margin is 18% and I wouldn't sell for any less than that. I get it from Batleys cash and carry and always have a beer promotion running, which changes every three weeks. The key to making craft ale work, in my view, is to offer a well-stocked small range. I go into some stores and they're offering a big range but the shelves are full of gaps. I would rather have less choice but more on the shelf.

### Peter Lamb

**STORE** Lambs Larder  
**LOCATION** Bells Yew Green, E. Sussex  
**TYPE** neighbourhood  
**SIZE** 650sq ft

#### TOP TIP

People want to drink local ales so keep stocked up and remember customers are always up for trying something new



**I stock** three locally-brewed craft ales – Old Dairy, Westerham and Cellar Head – and they all sell at a steady, if unspectacular rate. Old Dairy is £2.85 for a 500ml bottle – I don't stock 330ml as they don't sell – and the margin is 35%. On average, I sell 20-30 bottles of craft ale per week, so I only buy in one 24-bottle case from each supplier every seven to 10 days. There's definitely a trend towards craft ale, but lager is my biggest seller by a country mile, with sales of Kronenbourg, Stella Artois and Foster's far outstripping craft ales.



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Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 C-STORE ON HIGH STREET IN SOUTH GLASGOW SUBURB	RETAILER 2 OFF-LICENCE IN HERTFORDSHIRE TOWN	RETAILER 3 OFF-LICENCE IN MIDLANDS SUBURBAN PRECINCT	RETAILER 4 C-STORE IN SUBURB OF EAST MIDLANDS TOWN	RETAILER 5 OFF-LICENCE IN WEST SUSSEX SUBURB	RETAILER 6 OFF-LICENCE IN OXFORDSHIRE TOWN
£2.28	£2.19	£2.29	£2.19	£1.89	£2.29	£2.49	–
£2.57	£2.59	£2.59	–	–	–	–	–
£2.24	£2.19	£2.19	£2.09	£1.99	£2.19	£2.49	–
£2.12	£1.99	–	–	£1.99	–	–	–
£2.30	£2.29	–	£2.29	£1.89	£2.29	£2.49	£2.25
£2.41	£2.39	–	£2.19	–	–	£2.49	£2.39
£2.00	£1.99	–	–	–	–	£2.00	£1.99
£2.30	£2.19	–	–	£1.99	–	–	–
£1.63	£1.69	£1.89	£1.49	–	£1.69	–	£1.30
£2.35	£2.49	–	£2.49	–	£2.49	–	£2.25
£2.00	£2.25	–	£1.99	–	–	–	–
£1.97	£1.99	–	£1.99	£1.99	£1.99	–	£2.00

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Mital Morar

Ancoats General Store, Manchester

Robinson's Bakery

Price £3.90 per loaf of sourdough bread



#### Where did you find them?

It was really difficult for me to choose which supplier to talk about, but I've gone for Robinson's Bakery, in part because my working relationship goes back to when they supplied burger buns and bread for my restaurants. I've been aware of Robinson's for as long as I can remember. It has been in business since 1864 and, two years ago, was voted Most Loved Bakery in the North West.

#### Who buys them?

Everyone. Robinson's makes seasonal products, which sell really fast at this time of year, and the sourdough is particularly popular with our demographic of 20-to 40-year-old graduates and professionals. Our customers have a health-conscious approach to what they eat and value distinctive local produce. Robinson's makes middle to premium-range bread, so it's not expensive but it is well worth paying a little extra for.

#### Why are they successful?

The sourdough is just great. Robinson's makes everything that day so the bread is unbelievably fresh. You can get sourdough in some of the better supermarkets now but I don't think for a second they pay the same level of attention to detail as Robinson's do to the production of their bread. The sourdough is a favourite but the focaccia is excellent too.

## Ian Lewis

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

#### TOP TIP

You take a leap of faith when introducing new beer, so make sure you have enough available, especially if it's on offer



**I try** to stock a wide variety of beer, so I was pleased to introduce Brewdog Punk IPA to my store in June. Traditional lager is still my biggest seller and we shift around 60 cans a week, with customers favouring Stella Artois and Foster's. In comparison, my sales of craft beers are quite low – we sell seven bottles of Brewdog a week, at £2.15 for 300ml and a 35% margin, for example – but it's early days. Recently, we had a re-fit and I've taken the pale ale out of the fridge, as I'm told customers prefer it at room temperature. We'll see if that helps sales.

## Ranjit Singh

**STORE** Parans Minimarket  
**LOCATION** Leeds  
**TYPE** neighbourhood  
**SIZE** 2,000sq 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



**I have** strong sales figures for craft ales in my shop and regularly shift 50 to 60 300ml bottles of Brewdog Punk IPA per week. I sell it for £2.69 per bottle, but the majority of sales come from bottles on the three for £5 deal I offer in my store permanently. My shop is in an area with a large number of young professionals aged from 22 to 30, and they like their craft ale. For this reason, we tend to make good use of social media, and I promote my craft ale range to 400 local people on Facebook, as well as via leaflet drops.

# YOUR NEWS

## High-value paint gets Xmas boost

Customers looking to spruce up their homes in the run-up to Christmas have boosted high-value sales of paint in Ferhan Ashiq's East Lothian convenience store.

"I'd stocked brushes and rollers for a while, but I only introduced pots of white and magnolia paint a few months ago," said Ferhan, who owns a Day-Today store in Prestonpans.

"I've already had to go back to the supplier to get more. I've kept my prices competitive with B&Q, at £13.99, but I still make 40% margins – at least twice the size of most of my grocery margins."

Ferhan sources 7.5l paint pots from Sher Brothers in Glasgow. He expects sales to increase further through April and May, as his customers embark on spring cleaning.

## Sussex store successfully live streams

A retailer who has set up a live stream of information from his shop has enjoyed 300 social media "likes" in two days.

Peter Lamb, of Lambs Larder in East Sussex, has been trialling a Twitter feed that allows the public to view his shop in real-time, access a weather forecast and follow pre-timed messages including fun facts about his shop.

"I am looking to see how this translates into footfall, but it's been good for a sense of wellbeing," he said.

Mr Lamb is also analysing how he can generate revenue from digital downloads, for example through recipe cards.



## Elephant man

Surrey retailer David Worsfold has found a novel way to carry out his HND round: using elephant bikes. These are redundant postal service bikes which have been refurbished for charity; for every bike sold, another is donated to an impoverished community in Malawi. "I need a new bike or two every year. Elephant bikes are economically viable and buying them helps a good cause, so why not?" Mr Worsfold said.

**Asif invested life savings into houses for the homeless** His Christmas generosity is legendary

## Scottish retailer gives a helping hand to homeless

by Helena Drakakis

helena.drakakis@newtrade.co.uk

A retailer whose parish was listed as one of the five most deprived in Scotland has partnered with the council to provide accommodation for homeless families.

Asif Akhtar, right, who runs Premier Smeaton Stores in East Lothian, is welcoming families in over Christmas and has even planted a Christmas tree for them to enjoy.

"We invested our entire life savings into converting a derelict building into three-bedroom houses that could be used as temporary accommodation for homeless families.



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

The retailer bought the derelict building opposite his store to prevent it being turned into a rival store. He first leased it as a

pub, but when this generated anti-social behaviour he closed it down.

"We had this empty building, which can create problems of its own," he said. To find a solution, he approached a local councillor who held advice sessions in his store. She suggested using the building to tackle one of the area's most pressing problems: rising homelessness.

Renovations were completed a few months ago, and the houses have so far been occupied by four families. Tenants are now also able to appreciate a Christmas tree, bought by Mr Akhtar and planted in November by the council,

which stands on the green that stretches between his store and the new houses across the road.

"The council have hooked it up to the streetlights, so it lights up when they do," Mr Akhtar added.

Mr Akhtar's Christmas generosity is legendary in the local area. Last year, he cut back on Christmas presents for his children in order to buy a regular customer, who had lost his legs to cancer, a £5,000 electric wheelchair. The story went viral in the local press, and for weeks afterwards, flowers poured into his store.

● Find out more in next week's Store Lookbook.

## Thumbs up for Coventry culture win

Retailers in Coventry have welcomed its victory in the race to be City of Culture 2021, which was announced last week.

Aman Uppal, owner of One Stop Mount Nod in the city, had followed the race closely, contributing to the campaign on social media.

"It's a great feeling for the city. It was on the front page of the local newspaper and there were lots of happy faces in the store this morning," he said. "My father moved to Coventry from India in the eighties and he was able to make great success for himself here.

It's a very welcoming city and definitely deserved to win."

Samantha Coldbeck, owner of Wharfedale Convenience Store in Hull, has enjoyed the benefits of being located in 2017's City of Culture.

"It's absolutely been good for Hull," she said.

"The people here didn't have a lot of belief in themselves, but the City of Culture has given everyone a boost. Our store is just five minutes from the ferry terminal and we've seen all sorts of tourists and new customers passing by who wouldn't normally use us."



# IT'S TIME

## TO STOCK SOMETHING BETTER

# EIGHT NEW E-LIQUID FLAVOURS



A range of tastes and strengths so your customers can find their favourite flavour from the e-vapour brand they know and trust

E-liquids are the driving force of value sales within the vaping category, responsible for 45% of the market and growing by +39%\*, so stocking a complementary range of flavours will appeal to more shoppers, meaning more sales and bigger profits for your store

### Available Now - Stock Up Today

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[blu.com](http://blu.com)

**blu**  
E-Cigarettes

**SOMETHING  
BETTER.**

\*Source: Nielsen Total Retail Sales - 52 w/e 25.10.17

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# YOUR VIEWS

## YOUR LETTERS

### ■ No Christmas RT for me – but it's on sale at nearby Tesco and Sainsbury's

My copies of Radio Times are delivered with my regular standing order on a Friday, but this week none arrived, and it is the special Christmas edition, which always sells in my store.

However, the Sainsbury's Local nearby and larger Tesco in Newport were both selling the Christmas special over the weekend. I had been told by Menzies there were no Christmas Radio Times in stock as it is not due to go on sale until the 13 December, but this is clearly not true.

This is a small village and many people will now have bought their copy – Sainsbury's had two full stands of the title with only six left when we checked. I don't know whether the fault lies with the distributor or the publisher. Everyone always says they value the independent trade, but in practice they are prioritising the multiples.

**Paul Bridgewater**  
The Cabin  
Freshwater, Isle of Wight



**I had been told by Menzies there were no Christmas Radio Times in stock as it is not due to go on sale until the 13 December, but this is clearly not true**

**Paul Bridgewater**

**A Menzies spokesman said:** "Most of our customers on the Isle of Wight (including, we presume, the customer in question) receive the Radio Times south-west edition, which had an official on-sale date of 13 December. We have checked our packing logs, and this edition wasn't even received for packing until Sunday, so it certainly hadn't been delivered to the island by this weekend. However, after checking our allocations for the other editions, we have discerned that some Isle of Wight customers receive the London/Anglia edition, which on this occasion had an on-sale date of 9 December. We therefore believe this customer did not receive his copies of Radio Times at the same time as other retailers due to a variance in the official on-sale dates of RT's regional editions."



### ■ Times vouchers by post is a big problem for roundsmen

We have had nearly half a dozen customers in the last four weeks complaining to us that their

subscription vouchers for the Times have been lost in the post, either between the Times and them, or when they send them to us in the post. I have just had a customer cancel his Times delivery because the vouchers got lost twice. Something needs to be done about it.

The subscription voucher system works well if you have a physical shop where customers can come and hand in their vouchers and pick up the paper in person.

But I'm a roundsman covering a large area and we don't have a shop, so all our customers have to send us their vouchers by post, and they seem to be lost very frequently.

We're talking vouchers that are worth up to £140, so it is a lot of money.

Other newspapers have systems that work better: the Financial Times has a digital voucher, and the Telegraph has a system where the vouchers are sent directly to the retailer rather than the customer, which cuts in half the chance of them getting lost in the post.

The Times needs to update its system so it works for roundsmen like us.

**Raj Wadher**  
Upton News, Slough

**News UK did not provide a response to this letter by the time RN went to press**

## YOUR SAY What impact has the closure of Palmer & Harvey had on your ability to access stock?



### **Sarj Patel**

Pasture Lane Store, Sutton Bonington  
We've had to look elsewhere for fresh and chilled food. For the past 11 days, I've been going to the cash and carry to get cheese, yogurt and packets of ham. Customers ask questions when you have empty shelves but we have managed to plug the gap so far and haven't lost sales. I'm trying to find a replacement supplier of fresh foods and am negotiating with Kerry.

### **Stuart Mitchell**

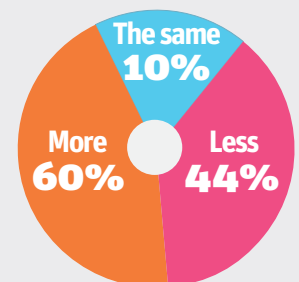
Mitchells, Newburgh  
P&H's decline hasn't caused enormous upheaval to my shop, as Costcutter put in place alternative suppliers, and there are local cash and carries with whom I was already working. But that's changed my

range and I have to check the pricing. Previously, Costcutter maintained my price file and made sure I was making the desired margin. Having to check it myself is inconvenient, especially in the busy pre-Christmas period. I don't think I've lost any sales.

### **Deniz Guler**

Stock manager, Simply Fresh, Bethnal Green  
We always had supply problems with P&H and were often dissatisfied. Since the closure of P&H, we've been using cash and carries and working with the 70-plus local suppliers who already supply the shop. Cash and carries are a little more expensive, so we have lost a small amount of profit. Longer-term, we have signed an agreement with Nisa.

## RN READER POLL



**Are you paying more for an alternative supplier to P&H?**

### **NEXT WEEK'S QUESTION**

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



**Vote now at**  
**betterretailing.com**

## MENZIES DELIVERS – DESPITE SNOW

I'm writing to RN to point out that, despite all the recent bad weather, our papers have been arriving in great time from Menzies.

I keep a diary of my deliveries, because I get three every day. I am pleased to report that for the last week they have been maybe 15 minutes out at most.

The members of the Inverness crew have been brilliant – if they can get to us, they will.

We have all the copies we've ordered, which means we've got all the Christmas issues, too.

We've got three different Radio Times's on sale – it's brilliant. Shoppers are coming in saying, "I don't suppose you've got..." and we do.

From the depot to our door is 100 miles on the A9. It is not the easiest road, and this last week has been awful – but the drivers have been friendly and upbeat and have a positive attitude.

On Sunday mornings



we normally get the papers at 7am – we got them this week at 7.30am despite three inches of frozen snow. We were just delighted. Sometimes there are problems, but not this week.

**Gail Winfield**  
Lybster Post Office,  
Lybster

# 100 YEARS AGO

15 December 1917

Retailers welcomed news the pound sterling would be kept as the British currency, as the country prepared for the decimalisation of coins. They didn't need to worry – decimalisation was not introduced until 1971.

## VIEW FROM THE COUNTER with Mike Brown



I had only just arrived back from the NFRN awards evening in London when a member of staff told me she thought she had been the victim of a deception theft.

Sure enough, the perpetrator had got away with £40 from the till. I quickly left the shop, scouring the high street on my way to the police station.

The officer in charge said he couldn't leave the station and no one was available to pursue. He suggested I ring 101 and report the incident, which I did. Again, the response was sympathetic but there was no action and, to date, no one has been to see me and get a statement.

The Deliver My Newspaper initiative, which won Innovation of the Year at the NFRN awards, has so far provided

me with one new customer. We are also promoting the TLS (Times Literary Supplement) through our Facebook page to local book clubs and our community library, but so far no luck. We did a similar exercise with First News and now have a regular order at the comprehensive school.

It has been a thoroughly miserable week for HND with high winds, torrential rain, sleet and finally heavy snow. With newspapers bunching close to the wholesaler cut-off time, delivery times have been slipping too. But there was light at the end of the tunnel when I gave the paper boys and girls Christmas cards to give to their customers. It is a brilliant way to remind them to tip them for all their hard work.

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

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



**Woosnam & Davies**

@trudydavies1964

Remember I asked you to feed the birds earlier this morning? Well this little one has just popped in to thank me!



**Gail Winfield**

@Drivenmiles

Watching the Blue Planet, even more reason to get DRS sorted.



**SPAR Lawrence Hunt**

@lawrencehunts

Insomnia coffee shop looking good at Freshfields this morning, great effort by the team



**Harj Dhasee**

@HarjDhasee

Don't get more local then @Cotswoldistill & @shakedistillery #gin all in store with more stock arriving tomorrow



# NEWSPAPERS

When it comes to growing or even maintaining your newstrade sales, there are a number of paths you can go down. RN's resident news and magazines expert **Jennifer Hardwick** speaks to the industry and weighs up the pros and cons of focusing on sales in-store or your delivery service

## Stands or deliver?

**T**his year has seen a host of developments in the newspaper category including the launch of industry-wide HND website Deliver My Newspaper and new loyalty schemes such as News UK's Sun Savers and Mail Newspaper's partnership with Nectar. All are designed to increase the regular purchase of news-

papers in one way or another, but what kind of sales do you want to encourage? The advantages and challenges of gaining HND customers are very different to those of in-store buyers, so here RN takes a look at both avenues of sale, how the industry is investing in them and what you can do to further boost your newstrade sales.



### In store

#### THE INDUSTRY VIEW

#### Paul Bacon

Sales and marketing manager, i



In my experience some retailers want to focus on HND but others know the best option for them is to focus on in-store sales. No two newsagents are the same so before we do any promotions with a store I will go down to find out the location, what the passing trade is like and the age of the people in the area. If a store is having a revamp and getting more people coming in, this can be a great opportunity for us to get more people to see the newspaper so we are happy to help stores make a splash and give out free copies.

The newsagents who are really passionate about the product have the best starting point for a conversation. We have had our best sales in the stores where the retailers really like the i, because it comes across when people ask about it.



#### RETAILER ADVICE

#### Mike Brown

Browns Newsagents, Stokesley, Middlesbrough



You have got to be proactive and make sure you speak to customers. The number of newspapers I sell has halved in the last five years but the figures have remained pretty steady for the last few months.

If a newspaper they normally buy isn't there when they come in I will always suggest to them that I could start saving them a copy. That happened just last week with a man who always comes in for the Telegraph and now he's signed up for a shop save. Facebook can also be a good way to get people interested. I don't know anything about it myself but I employ someone in the shop who studied media at university so she does a great job. I posted about First News, the children's newspaper, when it first came out, and now I deliver one a week to a local secondary school.

**£7.45**  
Average basket spend of a newspaper buyer

#### Advantages

- Use the daily footfall to drive further purchases in your store – Deliver My Newspaper data shows the average basket spend of a newspaper buyer is £7.45
- Engage with your customers about the titles they like and have face-to-face conversations if problems are encountered, such as late deliveries

#### Disadvantages

- Unless your customer agrees to a shop save on their favourite title, sales are less predictable and can fluctuate day to day
- A customer can easily go elsewhere if you run out of titles or suffer a late delivery



**Newsagents who are really passionate have the best starting point**





Deliver My Newspaper is the first time in the newstrade's 230-year history that publishers have united on a project to boost sales

## HND

### THE INDUSTRY VIEW

#### Chris Hughes

Head of retail marketing, News UK

Providing a HND service to customers can pay real dividends for a retailer. It helps to drive people in to your store, connects you with your community and also provides a fantastic service to individuals who are unable to, or find it difficult to, leave their home. Working with a number of retailers who offer this service, we know an average HND service can deliver an income of £17,000 per annum so there are number of fantastic reasons to introduce this to your store.

### RETAILER ADVICE

#### Jon Powell

The Newsagent Direct, Newport

I recently took on 100 new HND customers in a month with a campaign on Twitter and Facebook and I try and do a couple of leaflets drops per week. In the last two years I have also taken on five other shops' rounds that I heard they were about to close.

It is important to have good relationships with both your customers, and if possible, your wholesaler. If I take on a round in an area that is far away I will always warn them the papers won't be that early because I don't want them to be disappointed every morning. If a newspaper is in late, I will drive to Smiths and get it myself rather than waiting for a rerun and my driver is really good at letting me know when there's a problem.

**News deliverers provide a community link to your store**



## Providing a HND service to customers can pay real dividends

### Advantages

- Guaranteed income from daily customers and long-term loyalty – Deliver My Newspaper Data shows 90% of customers keep a delivery service after their first order
- Easily market other services in your store using adverts included with newspapers, such as magazine deliveries or other product promotions

### Disadvantages

- Extra staffing costs and management involved in taking on new rounds
- Delayed bill payments can cause problems with cash flow



**90%**  
of customers keep a delivery service after their first order



# FREE-FROM FOODS

Free-from is less a trend than a cultural shift, with customers making life-changing decisions to alter their diets. **Alex Yau** discovers how three retailers and three top suppliers are taking advantage

## Health care



More of your customers are likely to be hunting out alternative foods



Joe Williams is seeing a growing demand for free-from foods

### Free-from in... The village shop

Sales across free-from are definitely up, annually by 7%, and we now make £200 per week on dairy-free, sugar-free and gluten-free products. It's gaining more of a mainstream appeal as shoppers are becoming more conscious about their health and they find it actually tastes better than products they replace.

We keep them in their own one-metre bay in our 1,200sq ft store, near the fresh

section, as customers will actively seek the products out, so it's best not to confuse them by scattering the category all over the shop.

Our best-selling products are own-brand from Spar, such as pasta, milk, pizza crusts and bread. Shopper habits are changing and I only see the market continuing to grow as existing and new suppliers come in looking to tap into the trend.



**Joe Williams**  
Village Shop,  
Hook Norton



I only see the market continuing to grow

Joe Williams

#### SUPPLIER ADVICE

### Go premium

Millennials are drinking less than their Generation X forerunners, so as well as the growth in premium alcohol, sales will continue to increase in premium non-alcoholic drinks.

There is even a non-alcoholic botanical gin, yet it sits at the same price as a bottle of craft gin that comes with a full 40% proof. One of Cotswold Fayre's top selling products is currently a champagne-style elderflower sparkling drink by Braes o Gowrie.



**Paul Hargreaves**  
Chief executive,  
Cotswold Fayre

The growth of alcohol-free drinks reflects a societal shift







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\*\*Source: IRI: 52wks 4th Nov 2017

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# FREE-FROM FOODS



Some long-standing brands are driving the category

## Free-from in... The city centre store

We're based right in the city centre near the Northern Quarter, which is popular with university students as it is a trendy area. They're more conscious of their overall health and are open to free-from regardless of whether they have an allergy to certain products or not.

That's why it's important for us to have a range of products and we have about three metres in our 3,000sq ft store dedicated to alcohol-free beer like Heineken or dairy-

free products from Alpro and Rude Health. Keeping it simple works best. We place the free-from products in their own aisles or as ambient products near other categories which they go well with to increase impulse purchases. There is no point putting customers off by overcomplicating things.

We also do research by visiting Whole Foods or Planet Organic in other big cities with similar shoppers. What works well for them will probably work well for us.



**Mital Morar**

Ancoats General Store, Manchester

### SUPPLIER ADVICE

## Alcohol-free is important too

Recently, we have seen a growing number of consumers opting for alcohol-free beer when out socialising; the category continues to grow in popularity, particularly among millennials, due in-part to consumers being more aware of their health and wellness. To make the most of this trend, retailers should ensure they stock a range of low and alcohol-free beer, to give those consumers options to choose from.



**Jason Warner**

President, AB InBev North Europe

## Free-from in... A low-income area

More than 80% of my shoppers are elderly residents and the majority of them live in the elderly home which is just a five-minute drive away from the store. Many of them have intolerances and allergies to products such as gluten or dairy, so there is a market for free-from in the shop.

I'd say more than 10% of total sales come from free-from. We only started doing it about three years ago and increasing customer demand encouraged us to start being more proactive with the free-from category.

Space is quite limited in our store, so we make the area stand out by sticking green dots on the price tags in our one metre gluten-free section. It means shoppers don't have to become uncomfortable during a particularly busy period as they can pick up a product instantly.



**Anita Nye**

Premier Eldred Drive Stores, Orpington



Adelie has ensured its Urban Eat sandwich brand caters for the growing number of gluten intolerant consumers

## Free-from in... A food to go specialist

We have students and university staff in the shop, but only 10% of overall sales come from alcohol. The attitudes towards food and drink are changing with those aged between 18 to 21-years-old.

They're more concerned about their health these days and are after foods like free-from which aren't as damaging to their health. That's why we have about 30% of the store dedicated to items such as food to go from Costcutter and half of that is gluten-free. There's also alcohol-free beer in the chilled area which helps a lot.

The students and faculty staff are all busy people and signposting the food helps a lot because they can just grab and go quite quickly as they go to lectures or the library to study. They can't spend ages examining the ingredients on the back of packaging.



**Arnaud Leudjoun**

Costcutter Brunel University, Uxbridge



### SUPPLIER ADVICE

## Increase space

With the current market interest in free-from, not only from those with dairy or gluten intolerances, but from shoppers interested in the health and nutritional benefits of free-from foods, there's a huge opportunity for retailers to drive sales within this sector.

As the trend has developed, we have seen a growing number of retailers dedicating more space to free-from products. We would always advise retailers to stock those beacon brands that shoppers will be looking for.



**Nyree Chambers**

Head of marketing, Grace Foods UK

### SUPPLIER ADVICE

## Signpost free-from

The gluten-free market also works well with food to go as a trend. However, not many shops signpost this well. We sell more than three million sandwiches a week in our range across convenience which shows there is definitely a demand for gluten-free sandwiches.

Many shoppers with gluten-intolerances don't know they can get these products if they are not signposted properly. We recommend retailers should separate the products and give them their own separate section to help them stand out from each other. ●



**Isla Owen**

Senior brand manager, Adelie Foods

# THIS WEEK IN MAGAZINES



## High flyer

# CELEBRATING 100 YEARS OF THE ROYAL AIR FORCE

Next year marks the 100th anniversary of the Royal Air Force and to celebrate the occasion Key Publishing has released this tribute

**TO CELEBRATE** the centenary of the Royal Air Force, Key Publishing presents a unique 100-page tribute to the fighters that have defended Britain and fought in conflicts across the world since 1918. Every major combat type is covered, from the Sopwith Snipe of 1918 to today's Eurofighter Typhoon. Such famous aircraft as the Bulldog biplane, Hurricane and Spitfire, the Mosquito 'wooden wonder', the Lightning and the Phantom are profiled. Readers will also find details of lesser-known warplanes, such as the Gloster Gamecock biplane, the Westland Whirlwind twin-engined, single-seater and the Supermarine Swift jet.



**FIGHTERS – RAF  
CENTENARY  
CELEBRATION**  
**On sale 11 December**  
**Price £5.99**  
**Frequency one shot**  
**Distributor TBC**  
**Display with Combat  
Aircraft, Flypast,  
Aviation History**

## Round up



**Tim Murray**

Magazines reporter  
RNreporter@newtrade.co.uk

## FACE TO FACE WITH AN ICONIC TITLE

The Face was a seminal UK style magazine, one that, years after its closure – it ceased publication in 2004 after a few fraught final years – still prompts both lively debate and fond memories.

Its history is celebrated in a new book, *The Story Of The Face*, publication of which has earned acres of column inches. There's nothing more journalists like than talking about themselves and their own business, but the coverage for the new coffee table tome has shown the place it still holds within popular culture.

At its height, sales stood at 125,000 copies per issue: a success story that still provides an inspiration for independent publishers. The model may have changed slightly – with less frequent publication dates, heftier cover prices, more pages, lots of ads, a lower circulation and print runs more like a tenth of what *The Face* was in its heyday – but the editorial ideals of current style and fashion magazines are still the same.

It wasn't just a London or metropolitan thing either, as one former editor noted as recently as this year. There will always be kids in the suburbs and smaller, provincial towns who "want to know what's going on".

Mixmag Media, current owner of *The Face* brand, is said to be working on new iterations of the magazine – starting with online – with a possible return to print.

It would be a welcome return to the shelves, given the amount of press a book about it has received. And, it would generate a lot of publicity for the whole category.

At a time when magazines can still earn coverage – think how *Time's* Person Of The Year, the Christmas Radio Times and others can spark conversations – *The Face* coming back as a print publication would be a major news story.



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## Bestsellers Pre-school

Title	On sale date	In stock
1 Peppa Pig Bag of Fun	28/12	<input type="checkbox"/>
2 BBC Toybox	28/12	<input type="checkbox"/>
3 CBeebies Art	28/12	<input type="checkbox"/>
4 CBeebies Weekly	20/12	<input type="checkbox"/>
5 Paw Patrol	13/12	<input type="checkbox"/>
6 Fun to Learn Peppa Pig	7/12	<input type="checkbox"/>
7 CBeebies Special	6/12	<input type="checkbox"/>
8 Blaze	14/12	<input type="checkbox"/>
9 Showcase	13/12	<input type="checkbox"/>
10 Funtastic	15/12	<input type="checkbox"/>
11 Thomas and Friends	27/12	<input type="checkbox"/>
12 Teletubbies	TBC	<input type="checkbox"/>
13 Fun to Learn Friends	21/12	<input type="checkbox"/>
14 Milkshake	28/12	<input type="checkbox"/>
15 Octonauts	28/12	<input type="checkbox"/>
16 Disney Stars	13/12	<input type="checkbox"/>
17 Fun to Learn Favourites	21/12	<input type="checkbox"/>
18 Fireman Sam	TBC	<input type="checkbox"/>
19 Disney & Me	TBC	<input type="checkbox"/>
20 Something Special	13/12	<input type="checkbox"/>

Data from independent stores supplied by

Smiths News



### BELLA

This special seasonal double issue offers additional value for customers with increased pagination, festive fun and prizes. Alongside the usual celebrity features, gossip and style tips, the double issue also includes special seasonal articles about Christmas gifts, food and family fun. Publisher H Bauer expects a 40% uplift in sales and a 154% uplift in RSV, so it's a must for your magazine range.



**On sale 12 December**  
**Price £1.99**  
**Frequency weekly**  
**Distributor Frontline**  
**Display with Take a Break, Chat, Woman**



### TAKE A BREAK

This double issue is packed with Christmas entertainment, festive articles and attractive prizes. With its larger pagination, it represents great value so will appeal to loyal readers of the magazine, with the potential to attract new ones to the fold. Publisher Bauer Media anticipates an uplift in RSV of more than 105% for this issue and a 9% increase in copies sold.



**On sale 14 December**  
**Price 94p**  
**Frequency weekly**  
**Distributor Frontline**  
**Display with Woman, That's Life, Pick Me Up**



### THAT'S LIFE

Packed full of the best true life stories, and festive competitions, That's Life is set for another bumper Christmas with its festive issue, following last year's RSV increase of 115%. Sales are expected to grow by 9%, according to publisher Bauer Media. Regular readers and Christmas casuals alike can expect true tales, with an added seasonal twist in this special issue.



**On sale 14 December**  
**Price £1.45**  
**Frequency weekly**  
**Distributor Frontline**  
**Display with Chat, Take a Break, Woman**



### VOGUE

New editor Edward Enninful created high levels of publicity, media interest and sales with the first issue of his editorship. He has ambitious plans to increase circulation and take the magazine in a bold new direction, and the second issue of his era is sure to continue in the same vein, with pop star Taylor Swift on the cover. The issue has a cover price of £2 – almost half the usual price.



**On sale 7 December**  
**Price £2**  
**Frequency monthly**  
**Distributor Frontline**  
**Display with Red, Harper's Bazaar, Elle**



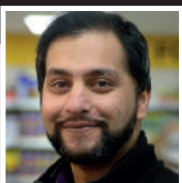
### GIRL TALK ART

This issue of the magazine for art-loving girls aged 7-11 comes with a bumper gift of stickers and gel pens, perfect for decorating the Christmas gift tags which are also free inside the mag. There are also plenty of craft ideas, from making decorations, creating colourful glitter canvas wall art and making a unicorn hair bow holder.



**On sale 13 December**  
**Price £3.50**  
**Frequency fortnightly**  
**Distributor Frontline**  
**Display with Girl Talk, Top of the Pops, Jacqueline Wilson**

## COMING UP IN NEXT WEEK'S RN



## HOW KIRKALDY RETAILER ASIF AKHTAR REDEFINED THE ROLE OF A COMMUNITY STORE

Plus, after two weeks of voting, the 12 winners of this year's Retailer Choice Awards are revealed and we present a guide for taking advantage of the most effective digital marketing tools

# RN



## AUTOCAR

Famous for its in-depth new and used car reviews, weekly motoring magazine Autocar is a must-read for car enthusiasts and the Christmas bumper issue – the biggest of the year – is likely to pull in new readers too. As well as the usual expert insight, the magazine embarks on its Christmas road trip in this issue as its writers select their five favourite cars of the year.



**On sale 13 December**  
**Price £4.99**  
**Frequency weekly**  
**Distributor Frontline**  
**Display with BBC Top Gear, Auto Express, Evo**



## NEW STATESMAN

Christmas double issues of current affairs magazines have been known to increase sales by 100% on regular issues. The New Statesman is a leading title and, with so much to look back on in this eventful year, this issue promises entertaining and intelligent contributions from stars from the fields of politics, literature and entertainment.



**On sale 8 December**  
**Price £6.50**  
**Frequency weekly**  
**Distributor Marketforce**  
**Display with Private Eye, The Spectator, The Week**



## THE SPECTATOR

The Spectator is the magazine for British Conservatives. The festive season, though, can be the time to put aside differences, especially when there are strong titles to enjoy on both sides of the political divide. Readers of all political stripes will find plenty to entertain them in this double issue, featuring the magazine's wittiest columnists and a sprinkling of guests.



**On sale 14 December**  
**Price £6.50**  
**Frequency weekly**  
**Distributor Marketforce**  
**Display with Private Eye, The Economist, New Statesman**



## LANDSCAPE

Landscape magazine is a seasonal guide to the countryside, gardening, craft, cooking and heritage. The Christmas issue is bursting with ideas to make the most of the holiday. There are pages of craft ideas, seasonal recipes, as well as thought-provoking articles about the colourful history of the pantomime and the skill of handbell ringers filling a church with the sound of carols.



**On sale 13 December**  
**Price £4.50**  
**Frequency bi-monthly**  
**Distributor Frontline**  
**Display with Country Walking, BBC Gardeners' World, Home & Garden**



## ANGLING TIMES

Angling Times is Britain's premier weekly magazine for anglers with extensive and up-to-the-minute information on where to fish, as well as tips and tactics sections. This issue is packed with stories, pictures and advice, and will appeal to anglers of all levels, from beginners to experts. This special double Christmas issue is the biggest of the year.



**On sale 12 December**  
**Price £2.99**  
**Frequency weekly**  
**Distributor Frontline**  
**Display with Big Carp, Angler's Mail, Improve Your Course**

## Retailer viewpoint

**Paul Keys**

Key News & Stores,  
Sheffield



**M**agazines are part of people's Christmas traditions, so we always see an upturn in sales at this time of year. Everyone knows about the seasonal double issues, but the increase in sales usually begins with the prior issue.

One reason for this, I think, is that publishers pull forward the publication date of the issue before the Christmas double, so it's on the shelf for longer and has more time to sell.

Without doubt, my best-selling magazines of the year are the Christmas double issues. Today, when selling magazines is difficult, and many newsagents are doubling as convenience retailers, Christmas is a lifeline.

My magazine sales triple at Christmas and my bestseller by far is the Radio Times, even though customers can get TV and radio listings online or in their newspapers.

My next bestseller at Christmas is the TV Times. I don't see a significant increase in sales of women's magazines, such as Bella and Take a Break, at Christmas, though.

Another aspect of Christmas magazine selling is the partwork magazines which publishers often launch at this time of year, like Knitting & Stitch Creative, which was recently sent to my shop.

They sell fairly well to begin with, but sales often drop off after a few months.

Sometimes, due to a quirk of the calendar, New Year isn't covered by the Christmas Radio Times.

That's good news for retailers, as the issue covering New Year will sell better than the average issue, because many people are still on holiday.

## Top tip

**Build unmissable displays of Christmas special issues to cash in on this month's sales rush**

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- T: 0161 833 3311**  
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