

# RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 08.12.2017

## Dave's winning formula

Inside the IAA's overall best shop

STORE LOOKBOOK

Page 6 >>



## Secrets of the stars

● 36 brilliant ideas from the top stores in this year's Independent Achievers Academy Page 34 >>



Vol 128 No 49  
FOR TRADE USE ONLY



# CONTENTS

## RN

Shaping the future  
of independent retail  
since 1889



### Editor

Chris Gamm

@ChrisGammRN

020 7689 3378



### Associate editor

Chris Rolfe

@ChrisRolfeRN

020 7689 3362



### Features editor

Tom Gockelen-Kozlowski

@TomGK\_RN

020 7689 3361



### News editor

Helena Drakakis

020 7689 3357



### Reporter

Jennifer Hardwick

@jenniferH\_RN

020 7689 3350



### Reporter

Alex Yau

@AlexYau\_RN

020 7689 3358



### Head of design

Anne-Claire Pickard

020 7689 3391



### Production editor

Obi Jilani

020 7689 3373

### Designer

Emma Langschieff

020 7689 3380

### Production coordinator

Alex Garton

020 7689 3368

### Account directors

Will Hoad

020 7689 3370

George McCracken

020 7689 3364

Chris Carnevale

020 7689 3389

### Account manager

Jon Melson

020 7689 3372

### Sales executives

Khi Johnson

020 7689 3366

Joe Waxman

020 7689 3363

### Sales support executive

Boris Barzut

020 7689 3382

### Marketing manager

Tom Mulready

020 7689 3352

### Marketing executive

Michael Sharp

020 7689 3356

### Financial controller

Parin Gohil

020 7689 3375

### Finance executive

Abi Sylvane

020 7689 3383

### Finance administrator

Anubhuti Shah

020 7689 3397

### Managing director

Nick Shanagher

07966 530 001

If you do not receive your copy of RN please contact **Michael Sharp**  
on 020 7689 3356 or email [michael.sharp@newtrade.co.uk](mailto:michael.sharp@newtrade.co.uk)

Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper  
Distributor Seymour Distribution, 2 East Poultry Avenue, London, EC1A 9PT

**Audit Bureau of Circulations**  
July 2015 to June 2016 average net circulation per issue **13,316**

### Annual Subscription

UK 1 year	£150	Europe	£302
2 years	£237	Rest of world	£354
3 years	£333		



To subscribe contact 020 7689 3384



Newtrade  
11 Angel Gate, City Road, London EC1V 2SD  
Tel 020 7689 0600  
email [letters@newtrade.co.uk](mailto:letters@newtrade.co.uk)

RN is published by Newtrade Publishing Limited, which is wholly owned by NFRN Holdings Ltd, which is wholly owned by the Benefits Fund of the National Federation of Retail Newsagents.

RN is editorially independent of the NFRN and opinions, comments and reviews included are not necessarily those of the Federation and no warranty for goods or services described is implied. Reproduction or transmission in part or whole of any item from RN may only be undertaken with the prior written agreement of the Editor.

Contributions are welcomed and are included in part or whole at the sole discretion of the editor.

Newtrade accepts no responsibility for submitted material. Every possible care is taken to ensure the accuracy of information.

For trade use only

## NEXT WEEK >>



# 4

great retailers explain  
their pricemarking  
strategies

Page 46



**"We haven't had a fresh food  
delivery for 10 days. The cash and  
carry is no good for fresh produce."**

Simply Fresh retailer Sandeep Bains  
on life after P&H Page 10

## HEADLINES

### 5 BREAKING NEWS

What went wrong at P&H?

### 6 STORE LOOKBOOK

Take a look around Dave  
Hiscutt's Londis Weymouth

### 10 SYMBOL NEWS

50 new Simply Fresh stores

### 12 NEWS & MAGS

TLS marketing drive

### 14 PRODUCT TRENDS

Smokers want premium features

### 16 BRAND SNAPSHOT

News from nine big brands

### 18 WHAT'S NEW

11 opportunities for your store

### 20 PRICEWATCH

Benchmark your water prices

## OPINION

### 22 YOUR NEWS

Small business Saturday report

### 24 YOUR VIEWS

Your letters, views and tweets

### 26 YOUR REGION

Reports from the NFRN West  
Midlands, London, Eastern  
Counties and Northern districts

Reports  
from four  
NFRN  
districts

Page 26



TALK  
TO RNFollow RN  
on Facebookfacebook.com/ThisisRN  
to have your say on the latest newsFollow RN  
on twitter@ThisisRN for expert advice to  
help you grow your salesEmail &  
phone RNemail letters@newtrade.co.uk  
tel 020 7689 0600Visit the  
websitewww.betterretailing.com/RN  
extensive galleries and newsLOOK  
AROUND  
THE UK'S  
BEST STORE

Page 6

WELCOME

Convenience is changing  
and Mital's brilliant  
and innovative store  
could be the blueprint

Editor

Chris Gamm

@ChrisGammRN

020 7689 3378

**B**ack in November 2015, I hopped on a train to Weymouth to spend a day working at Dave Hiscutt's Londis store.

Each year, every member of the RN team works a shift in one of your stores to experience first hand the challenges you face and see the things we write about in action.

My day with Dave gave me a fascinating insight into how he runs the business. When he told me he taught himself to code to create a universal ordering system across the four stores in the group, it was clear he was a future star.

I got to see his craft beer range for which the store is famous all over the south west, his extensive range of American drinks and confectionery and his social media and loyalty strategies for winning and retaining new customers. The store was doing all the things we write about in RN each week.

So it was no surprise when, at the IAA judging day last month, it was a unanimous decision to award Londis Weymouth the overall best shop award, which Dave collected at last week's gala dinner. He didn't just pick up two individual awards, but was among the highest scoring stores across all 12 categories.

In a special report in this week's issue, you can read the success secrets behind the nine great retailers the IAA recognised this year.

Pay particular attention to the advice from Mital Morar - and write off Ancoats General Store as a format only suited to a city centre location at your peril.

Convenience is changing and Mital's brilliant and innovative store could be the blueprint.

## INSIGHT

## 30 PRICING STRATEGIES

Four retailers share their plans for making pricemarks pay

## 32 RN INTERVIEW

New Today's managing director Darren Goldney

## 34 IAA

The stars of 2018 on what makes them great, plus an interview with gala dinner keynote speaker Rasmus Ankersen

## 49 THIS WEEK IN MAGAZINES

Philosophy Now launch and 10 other opportunities

Hear from new Today's  
managing director  
Darren Goldney  
Page 32

# IAA

## OVERALL BEST SHOP



# A shop to celebrate

After months of evaluation, assessment and ideas sharing, the Independent Achievers Academy announced its overall best shop for 2017 last week. As **Tom Gockelen-Kozlowski** discovers, there's much to celebrate in winner Dave Hiscutt's Londis Westham Road store

If Waitrose were to place craft beer experts in social media forums to drive beer fans into its stores, it would be considered one of the most forward-thinking examples of "digital engagement" in the grocery market. Similarly, were Clintons or Paperchase to borrow the Caffé Nero-style buy-five-get-one-free loyalty card, they would be setting the bar high on any high street loyalty scheme. And if Tesco was to team up with local colleges to provide their staff with optional digital media qualifications, they'd be pushed right up the rankings of the UK's best employers.

So it is even more remarkable that, while all these things are indeed happening in the grocery market today, it is Weymouth-based independent retailer Dave Hiscutt who is doing them, not those big budget chains.

This is the innovative thinking and exacting execution which last week helped his 2,200sq ft Londis Westham Road store to be named the IAA Overall Best Shop for 2017. The city centre store's top spot was announced after it also took the Effective Ranging and Staff Development awards.

And there's much more forward thinking from where that came from: "We look very hard at what is trending. I created bespoke PoS to show that we'd made the store easier to use for people

using Slimming World, we've also got digital media screens and run competitions between all our sites to see which group of staff can most successfully upsell," he says.

In fact, Dave's team at Londis Westham Road (eight full time, nine permanent) are brought up again and again when Dave mentions the best elements of his business. He encourages them to suggest new products to stock – his protein range is a recent addition – with customer favourite Grenade Bars at its heart. He also works hard to help improve their skills so they are able to order, stock check and cash up when he isn't there. A new internal website, meanwhile, gives staff the ability to access holiday requests and handbooks remotely.

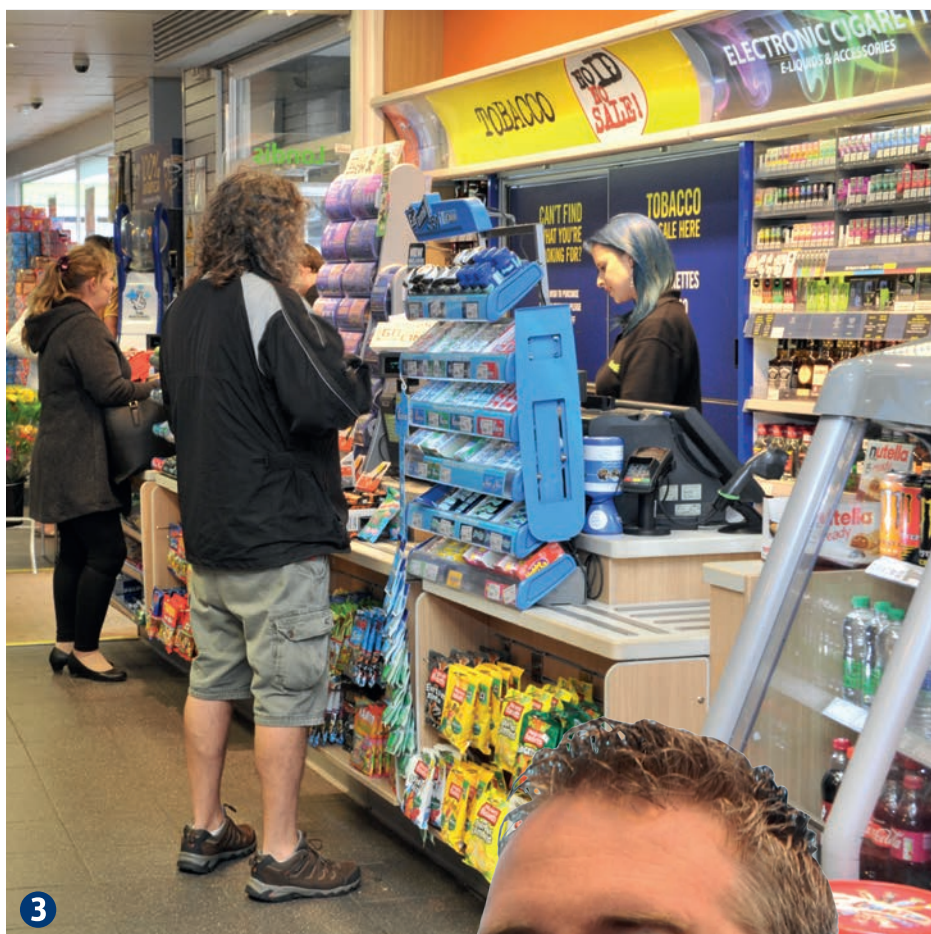
"Our staff are our biggest asset and we fully recognise that," Dave says, and he has made one particularly eye-catching recruitment this year.

"We created a specific role for social media and marketing and it has given such a lift to the business. I know I can leave our marketing with Imogen and the shop is being shouted about in a targeted, thoughtful way."

But it's not always easy for Dave to say thank you to his team for their work. "Before the National Living Wage it was much easier to reward staff who were doing great things. Now finances are squeezed I've had to find more ways to do that."



**RN speaks to so many retailers and provides many different perspectives which helps when it comes to making big decisions about the store.** **DAVE HISCUTT**



3



4

## What you can learn

- ❶ Adding American products has boosted the store's soft drinks sales.
- ❷ Dave sees his staff as being at the heart of his business's success.
- ❸ Customer suggestions are used to help build new ranges.
- ❹ Taking ownership of ranges and departments is a key part of Dave's staff development strategy.

## INFORMATION

### Location

Londis Westham Road,  
28 Westham Road, Weymouth

### Staff

8 permanent (9 part-time)

### Basket spend

£4.20

### Size

2,200sq ft



# IAA

## OVERALL BEST SHOP



One solution to this has been linking up with a local college to offer Digital Media courses, which is open to any member of staff who meet the college's criteria. "We find this sort of investment makes staff far more likely to stay with us," Dave says.

To further boost the store's profits new opportunities are continually hunted out. Among this year's successes is the introduction of American soft drinks which now account for weekly sales of £2,800. It complements his range of craft beers which regularly attracts customers travelling one and a half hours or more to stock up on them.

The inevitable celebrations at being named the UK's overall best shop, won't stop Dave looking for further areas to improve or develop.

"Me and my team are made up at the news but there's always something you could be doing better - particularly when the market is in so much flux. We're currently sharing ideas on a Google document to make the store even better next year." ●

**Discover the success secrets of the 12 IAA category stars, pages 36-48**



**Want to see more** of Dave's store?  
Go to [betterretailing.com/  
londis-westham-road](http://betterretailing.com/londis-westham-road)

### What you can learn

**5** An internal website and the use of shared documents helps the team share knowledge.

**6** Londis Westham Road is one of four stores Dave Hiscutt runs.

**7** The team is "very proud" of the popular craft beer range the store has developed.



# SYMBOL NEWS



## Landmark award

Landmark Wholesale's retail controller Stuart Johnson receives the company award for Wholesale Service to Retail at the FWD Gold Medal Awards last week. The award, sponsored by Boost (founder Simon Gray on right), and presented by TV personality Angus Deayton (second from left) alongside Bidfood chief executive officer and FWD chairman Andrew Selley (left), was one of 22 handed out on the night. Guests at the event raised £12,000 for Palmer & Harvey staff made redundant following the company's collapse.

**50 stores to open in universities, colleges and hospitals** Aim is to get early brand awareness

## New Simply Fresh shops target young customers

by Olivia Gagan

RNreporter@newtrade.co.uk

Simply Fresh is targeting convenience customers of the future with 50 new stores set to open on university campuses and in hospitals.

The firm, which was founded by brothers Sukhjot and Kash Khera in 2009, is teaming up with contract catering company Compass to open the stores in a move which will triple the size of the Simply Fresh estate.

Davinder Jheeta, creative director of Simply

Fresh, said: "We want to raise our brand awareness with young people. We understand they want fresh snack foods for now, so that's what we'll focus on. By having stores on campus, we hope that when students graduate and get on to the high street they will already know our brand."

Compass's education catering arm Chartwells, which will partner with Simply Fresh, has been specialising in healthy food for young people for 25 years. Kash Khera

recently told the Sunday Times: "Simply Fresh is all about healthy food; it's not so much about barcoded goods."

The symbol group already has two stores on university campuses – at Surrey University and De Montfort in Leicester.

Mehmet Guzel, who runs three Simply Fresh stores, believes the new outlets will be successful. He said: "The Simply Fresh range is ideal for students. I have a store near the University of Hertfordshire which gets a lot of business

from students who buy sandwiches, soft drinks, confectionery."

According to Kash Khera, the hospital sites – set to open in the next year – will include more snacks.

Along with all the universities, Simply Fresh will target colleges of further education, where it plans to trial a new concept – Little Fresh.

A further 25 traditional shops – using the same franchise model – are set to open in the first three months of 2018.

## Big growth for McColl's

McColl's has reported strong growth in the final quarter of 2017. The group grew by nearly 30% in the fourth quarter, and by almost 20% for the year, achieving annual revenues of more than £1bn for the first time.

McColl's said the growth is boosted by the acquisition of 298 convenience stores. Like-for-like sales grew by 0.1% in convenience stores and 0.2% in newsagents.

Chief executive Jonathan Miller said: "McColl's is well positioned to continue to take advantage of the growing convenience market, as well as continued expansion through our acquisition programme."

Mr Miller attributed McColl's success in part to store refreshes and said another 100 are planned for 2018.

## Nisa shops help local groups

Just under 2,000 donations were made by Nisa's independent retailers last year to help a wide range of groups from local sports clubs, hospitals, hospices, schools, food banks and community groups.

According to a report by the symbol group's charity Making a Difference Locally and Kingston Smith Fundraising and Management, independent retailers made donations ranging from around £50 to £7,000, with the majority under the £500 mark.

Kate Carroll, head of charity for Making a Difference Locally, said: "We were delighted to discover the extent of the social value created by our members' donations."

## Retailers struggling with P&H alternatives

Some retailers are struggling to receive supplies, a week on from the collapse of wholesaler Palmer & Harvey. However, others have reported a fast response from alternative suppliers.

The wholesaler went into liquidation last week, resulting in the loss of 2,500 jobs, the collapse

has left many retailers without deliveries.

Sandeep Bains, from Simply Fresh in Faversham, Kent, said his fresh supply had been particularly hit.

"We haven't had a fresh food delivery for 10 days," said Mr Bains. "I've been going to the cash and carry myself to get supplies. But the cash and

carry is no good for fresh produce."

Nisa will supply Mr Bains' store from Monday and he is in negotiations with a supplier about a long-term deal for fresh produce.

Vip Measuria, of One Stop, Borrowash in Derby, praised his franchise for finding a replacement supplier, but added: "I have

lost a week's worth of sales which, at this time of year, is worth thousands of pounds."

Following the closure, Nisa has announced short-term supply deals to plug the gap. The company will provide a short-term supply contract to Costcutter Supermarkets Group and to stores in the McColl's Retail Group.

# NEWS & MAGS

## Anthem rocks, say retailers

Retailers have praised the titles on offer from Anthem Publishing after it won awards and posted triple-digit growth.

The 15 year-old company specialises in magazines in the music, food and mindfulness sectors. The firm posted record sales up 27% and profits up 156% in the last financial year.

Mark Dudden, who manages WH Smith Local in Albany Road, Cardiff, told RN: "Anthem is doing well because it reacts to trends faster than other publishers."

Anthem titles Vegan Food & Living and Long Live Vinyl were both garlanded at the PPA Independent Publisher Awards on 28 November.

Mr Dudden said: "Vinyl is very topical and making a comeback. Vegan and vegetarian magazines are selling well, too."

## Hit music mag rolls into stores

Retailers have the chance to stock a thriving new rock magazine after customer demand helped it land a distribution deal.

Bimonthly Rock Candy has teamed up with distributor Marketforce so newsagents can order the previously mail order-only 70s and 80s rock-themed magazine from wholesalers.

Rock Candy's fifth issue, which was published on 1 December, will be the first to be available on newsstands, at £6.99.

The magazine launched in March 2017 and is edited by music journalist Howard Johnson and Hard Candy record label owner Derek Oliver. "We realised the magazine had to grow via retail," a magazine spokesman said.



Anne Schofield (left) and Karen Berry of EJ News, Westhoughton show off some of the TLS PoS material

**News UK gives 115-year-old cultural review fresh boost** Dedicated stands and posters available

## TLS woos indies with cash prizes, PoS and 25% margin

by Olivia Gagan  
RNreporter@newtrade.co.uk

News UK is aiming to entice independent retailers to order The Times Literary Supplement (TLS) with cash prizes and new marketing materials.

The 115-year-old cultural review magazine offers a 25% retail margin on its £3.50 cover price.

Publisher News UK said the title has seen growth, with readership jumping by 25% over the past year. According to ABC figures, circulation currently

stands at 35,413.

To boost sales further, regional News UK sales representatives are promoting the weekly title on shop visits, by offering dedicated stands and posters to help market the magazine in-store.

Nilam Patel, of T E Francis Newsagents in Witley, Godalming, told RN: "We've decided to stock four copies of the TLS a week and take part in the promotion."

"We've only had it for a week, so it's too early to say what sales will be like."

We've now got a special display stand for the magazine.

"It makes sense for us to stock it, as we're near a school – we're hoping it will attract the same teachers and educational staff who come in to buy one of our regular orders, the TES."

As part of the drive to win over stockists, News UK is offering £100 to 10 retailers in a TLS-themed online competition until 5 January 2018.

Retailers can win by following @NewsUK\_

Retail on Twitter and tweeting a photo using the hashtag #MyTLS of their TLS copies out on the shelves.

TLS editor Stig Abell said: "We see the independent retail market as critical for us, and have been delighted to watch our retail sales double in the last two years."

"We believe we can continue to grow, and that greater accessibility is key to that. Watch this space for more ambitious ranging in more stores around the country."

## Markle sparkle muted for Royal wedding titles

Retailers hoping for a magazine sales boost after a royal engagement was announced last week say they were at the mercy of their customers' attitudes towards the monarchy.

Express Newspapers produced an extra 50,000 copies of weekly celebrity gossip title OK! and

changed the cover to an image of newly engaged Prince Harry and actress Meghan Markle after news of their engagement broke on 27 November.

John Vine, of Newsworld in Church Stretton, told RN: "We live in a royalist, Telegraph-reading area – as soon as you put the royal

family on the cover of a magazine, people will buy it. We usually only get six or eight copies of OK!, but we ordered 18 copies of the reprinted cover. We only sent one back."

However, Bhavesh Patel, of Watties Newsagent in Horley, said: "I think sales of these special issues

depend on your area. I didn't pick up the reprint of OK!, but I did stock more copies of Hello! – it didn't affect sales."

Express Newspapers head of circulation Paul Goddard told RN the engagement cover has resulted in a 40% increase in sales.

# PRODUCT TRENDS

## Scots move towards own-label

Scotland has become a nation shying away from big-brand products as more than half of the country's grocery spend this year has been own-label.

Figures released by retail analyst Kantar Worldpanel suggest more than £5bn was spent on own-brands in Scottish stores this year. The figure accounts for 50.4% of total grocery spend. Kantar Worldpanel analyst Amanda Brown said: "Scots have always been more loyal to local products than in other parts of the UK but as own-label ranges grow then Scottish shoppers have grown to trust them more."

Mo Razzaq, of Family Shopper in Glasgow, said: "More than 50% of our grocery sales are Happy Shopper. Customers see better value and they're just as good as big branded."

## Higher sales for male skin ranges

The growing trend of male grooming has been reflected in the increasing sales of skincare products for one independent retailer.

Vince Malone, of Tenby Stores & Post Office in Pembrokeshire, told RN he sells four cases of skincare products a week.

This supports recent figures from Mintel which say that 47% of men had a beauty treatment in the past year – up from 33% in 2015.

Mintel associate director of beauty and personal care, Roshida Khanom, said: "The high proportion of men showing engagement in spa treatments highlights that consumers are moving away from gender stereotypes."



## Budget smokers want more premium features

by Alex Yau

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

Premium features have become a major decision maker in the purchasing habits of smokers who buy cigarettes at a budget pricepoint, RN has been told.

Imperial Tobacco, the company behind Lambert & Butler and Rizla, said legislation and rising duty mean 80% of shoppers now cite quality as a priority.

The company's brand manager Thomas Gully

told RN: "The feeling we get from customers is there is a lack of premium features within the £8 price range.

"The £8 RRP for a pack of 20 isn't cheap and the recent legislation changes and rising duty means customers need a way of justifying the price," said Mr Gully.

The advice comes as Imperial is to launch three updates to its John Player & Sons range in January. Major features to the £8.30 packs of 20 include

filters designed to be more durable, deliver a smoother taste and create less smoke.

Ramsey Hasaballa, of Premier Speke in Liverpool, said: "More than 60% of my cigarette sales come from the £8 range. Customers have less income, so this area will of course be the most popular, but they do often ask if they have features available in more premium products.

"I welcome budget cigarettes with more premium features as it means I'll lose less footfall

to illicit traders."

Ken Singh, of Mill Hill Stores in Pontefract, added: "Half of my total tobacco sales are from the £8 mark whereas anything above £10 only contributes 10%. We had to discontinue some lines because they weren't selling.

"Having more features like better filters in this range offers more value. It means myself and other honest and hardworking retailers will lose fewer customers to illegal tobacco trading."

## Focus on flavour for vape growth says Blu

Retailers should focus on an extensive flavour range over devices to make the most of their vape sales, Blu has advised.

The supplier, part of Imperial Tobacco, has increased its total e-liquid range to 30 after launching eight flavours last month.

Imperial Tobacco

corporate and legal affairs communications manager George Tucker told RN: "More than 70% of the vaping market is driven by e-liquids and sales are outpacing devices by three to one.

"There is demand from shoppers for range because it matches consumer habits. We

don't have the same dinner every day otherwise we'd get bored. Range, availability and knowledge are vital areas which retailers should be able to provide shoppers."

Samantha Coldbeck, of Wharfedale Premier in Hull, said offering a large range of vape flavours has helped her compete

with online rivals. She told RN: "I have more than 30 different flavours and average margins are better than tobacco at 45%."

Ferhan Ashiq, of Levenhall Village Store in Musselburgh, added: "I increased my vaping bay fourfold to 1.25m in August and sales have doubled to £300."

# BRAND SNAPSHOT



## Brief encounter

Tena has updated its range of men's Premium Fit Level 4 Pants. The re-vamped products have been designed to lock in more leaks.



## Sugar cut backs

Kellogg's is aiming to reduce sugar content in Coco Pops and Rice Krispies by 20% before the end of next year. Ricicles will be discontinued.



## Playing a blinder

Sadler's has launched a gin based on BBC drama Peaky Blinders. The 70cl range has a £25 RRP and retailers will have accompanying PoS.



## Goodness gracious

Mars Wrigley will offer retailers 'New Year, New Choices' PoS and merchandising displays designed to promote its Goodness Knows range.



## Gin's a tonic

Blackwoods has launched a new vintage dry gin range - its first major release in five years. RRP for the product starts from £22.



## Easter treats

Nestlé has unveiled its range of Easter confectionery products, which includes 300g bags of Smarties and Milky Bar Mini Eggs with a £3 RRP.



## Souping it up

New Covent Garden Soup Company has unveiled a marketing campaign across TV, print and online to promote six new flavours.



## Piece of cake

Pladis has released a festive cake range across Hobnobs, Digestives, Jaffa Cakes and Penguin products. RRP for the cake bars is £1.



## No kidding

Kellogg's will no longer run any children's on-pack promotions on Frosties to reflect a trend of cereal being more popular among adults.

# CHRISTMAS

In association with

**BRITVIC**


Stocking a dynamic range of soft drinks will enable retailers to cater for a peak in demand over Christmas

## Demand for soft drinks to soar

**N**ew research from Britvic reveals almost half of consumers will buy more soft drinks this Christmas as figures show more than a fifth plan to drink less alcohol. With 37% also planning to spend more on soft drinks at Christmas than previous years, increasing to more than half of consumers aged 16-24, seasonal soft drinks sales are predicted to soar this year and Britvic is advising retailers to be prepared and stock up now.

The research, conducted by Censuswide UK, also indicates that of those consumers planning to reduce their alcohol consumption this Christmas, 39% now drink less alcohol all year round, increasing to 41% in those aged 25-34 and to 46% in those aged 55 and older.

While there is clearly a seasonal sales opportunity that retailers need to be prepared for, with figures showing a big decline in alcohol

consumption all year round, it is also important to stock a dynamic range of soft drinks throughout the year to cater for this growing interest in soft drinks.

Interestingly, figures revealed that for more than half of those who will be indulging in alcohol this Christmas, the tipples of choice will be spirits.

With more than three in five spirit drinkers using mixers, being fully stocked with great-tasting soft drinks ideal for mixing, such as Pepsi Max and R White's Lemonade, will be key to capitalising on this seasonal sales opportunity for retailers.

The results also showed more than a fifth of consumers do not think there are enough premium soft drinks to choose from.

This increases to more than a quarter of younger shoppers and highlights a major gap in the market that retailers can fill by stocking



**It is also important to stock a dynamic range of soft drinks**

premium ranges, such as Purdey's and J2O Spritz, in the chiller.

Trystan Farnworth, commercial director for convenience and impulse at Britvic, says: "It's clear from our research there's going to be a real shift towards moderate drinking this Christmas and as a result, there is likely to be a high demand for soft drinks throughout the season."

By stocking the right range of soft drinks, including brands such as J2O and Pepsi Max, as well as chilled on-the-go and sharing formats, Britvic is confident retailers will be able to cater for this peak in demand during the festive period.



For further advice on how to take advantage of the seasonal soft drinks opportunity this season, follow us on Twitter via @BritvicTrade ●

# WHAT'S NEW



## JF Rabbit

JF Rabbit's flavoured water range has been triple filtered and is designed to offer the daily recommended intake of zinc and vitamin C. Flavours include Ginger, Cucumber and Carrot.

**RRP** £2.25

**Contact** felix@jfrabbit.com



## Gnaw

Gnaw's range of chocolate bars are handcrafted in Norfolk, with ingredients sourced from West Africa and Brazil. Flavours in the 100g range include Caramel Wave and Peanut Butter.

**RRP** 2.99

**Contact** customerservice@gnawfolkchocolateco.uk



## Longflint

Longflint specialises in 150ml bottles of pre-mixed cocktails. Flavours in the range include Rhubarb & Organic Vodka, Rosehip & Organic Gin, and Grapefruit & Mezcal.

**RRP** £3.99

**Contact** sales@longflint.com



## Minor Figures

Minor Figures 250ml cartons of cold coffee have been brewed over an 18-hour period. The result is coffee designed to be naturally sweet. Flavours include Coconut and Chocolate.

**RRP** £1.95

**Contact** info@minorfigures.com



## Taking the Pea

Each bag of Taking the Pea snacks contains no more than 144 calories. The company claims every packet of its coated peas contains more protein than a bag of crisps.

**RRP** £1.50

**Contact** hello@ttsnacks.com



## Pastinos

Pastinos offers an alternative to the dried snacks market with its range of pasta bites. Flavours include Chianti and Olive, Tomato & Sweet Basil, and Arrabiata Chilli & Tomato.

**RRP** 90p

**Contact** info@martoranasnacks.com

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



## Squirrel Sisters

Squirrel Sisters only includes natural ingredients free of artificial sugar in its range of 40g snack bars. Each product has been designed as a healthy post-workout recovery bar.

**RRP** £1.99

**Contact** hello@squirrelsisters.com



## Real Handful

Real Handful only includes natural dried fruits, whole nuts and Belgian chocolate in its range of 40g trail mix bags. Each packet has no more than 180 calories.

**RRP** £1

**Contact** hi@realhandful.com

**Focus**

## Iced coffees

The growth in food to go means coffee is no longer restricted to high street coffee chains. Shoppers can now pop into a retailer for their caffeine fix, with cold brew being the latest trend.



### Franklin & Sons

Since its founding in 1886, Franklin & Sons has specialised in premium soft drinks. Its latest product – the West African Kola nut & Colombian coffee bean – taps into the cold brew coffee trend.

**RRP** £2.50

**Contact** info@franklinandsons.co.uk

### Little Pod

Little Pod's 100ml bottles of pure coffee extract are made using only high-quality beans sourced from Brazil. The product can be used as an ingredient for cakes or to add more kick to drinks.

**RRP** £8.99

**Contact** info@littlepod.co.uk



### Tom Parker Creamery

Each bottle of free-range milk from Tom Parker Creamery is made at a family farm in Hampshire's Meon Valley.

**RRP** £1.50

**Contact** info@tomparkercreamery.com

### Mehmet Guzel

Simply Fresh, Bethnal Green

We have coffees from Jimmy's Coffee and Minor Figures and we try to boost sales by stocking them at the top shelf near eye level

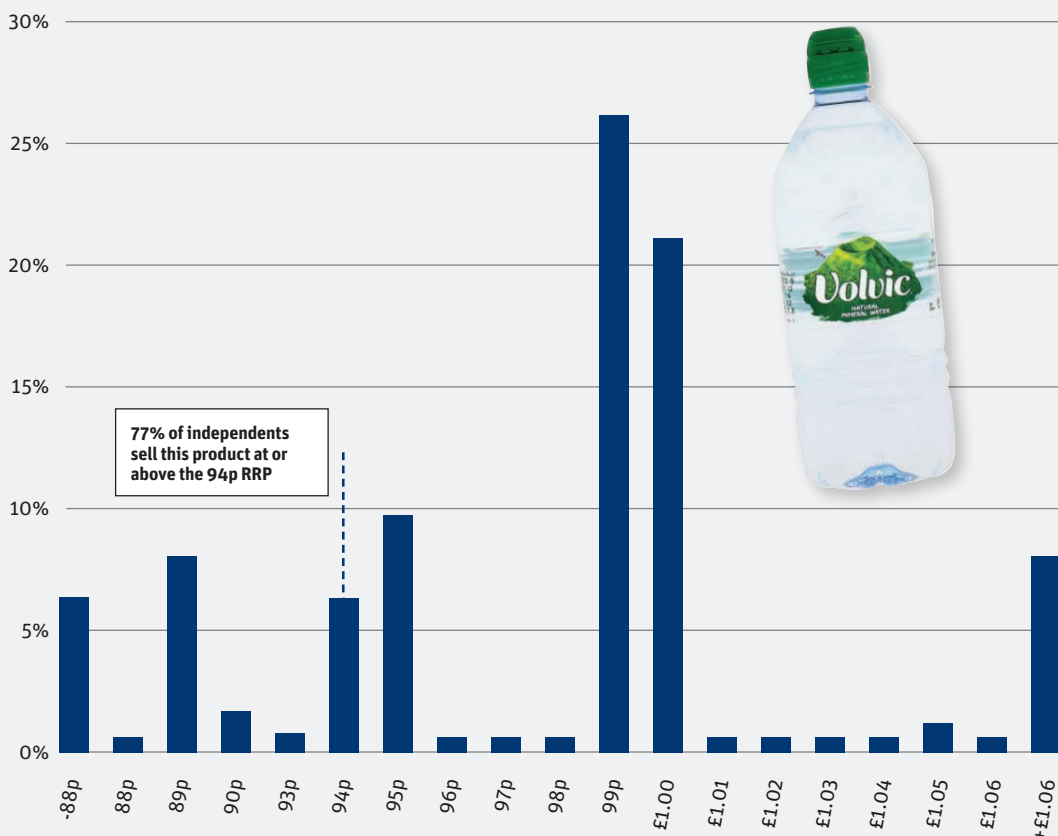


# PRICEWATCH

## Profit checker Water

## Price checker

### VOLVIC MINERAL WATER SPORTS CAP 1l Price distribution %



## Analysis

Almost half the retailers on our graph price Volvic Mineral Water Sports Cap 1lt above its RRP of 94p, at 99p or £1, but fewer than 15% break the £1 barrier. This is reflected on our table, where the majority also choose to price above

RRP. Inevitably, all the retailers we interviewed say sales slow in the cooler months, so it is interesting to track sales patterns and strategies outside the category's peak sales period. Location is key. One retailer sells at slightly

above RRP to pupils at a nearby school, while another is perfectly placed to attract pantomime-goers. Others drive sales with own brands, selling 500ml bottles for 50p or less, while maintaining 40% margins on other brands.

PRODUCT
<b>Volvic Mineral Water</b> 1.5l
<b>Volvic Mineral Water Sport Cap</b> 1l
<b>Volvic Mineral Water</b> 500ml
<b>Highland Spring Mineral Water Sports Cap</b> 750ml
<b>Highland Spring Mineral Water</b> 1.5l
<b>Volvic Touch of Fruit Strawberry</b> 500ml
<b>Volvic Touch of Fruit Strawberry</b> 1.5l
<b>Glacéau Smartwater</b> 600ml
<b>Evian Mineral Water</b> 1.5l
<b>Evian Action Still Water Sports Cap</b> 750ml
<b>Evian Mineral Water</b> 500ml
<b>Ice Valley Still Water</b> 500ml

## How we drive our profit

### Amandeep Singh

**STORE** Singh's Convenience  
**LOCATION** Barnsley  
**TYPE** neighbourhood  
**SIZE** 1,000sq ft

#### TOP TIP

Get water in the chiller fast. Room temperature water doesn't sell. Put brands next to cheaper bottles, so customers can choose



**We sell** 11 bottles of Volvic at their RRP of 95p. That give us a margin of 22%. They're steady sellers and we tend to shift one case of 24 bottles per week, but they are outsold by Ice Valley 500ml bottles which retail at 40p. Customers don't always want a whole litre and, if they do, they can get two 500ml bottles of Ice Valley for 80p. I've tried both and can't tell the difference between them. Obviously, Volvic sells by brand recognition, but I'm in an area with high unemployment, so it isn't easy to sell big brands here.

### Adrian Rodda

**STORE** AR News  
**LOCATION** Harrogate  
**TYPE** town centre  
**SIZE** 700sq ft

#### TOP TIP

If there's a mineral water brand based near you, stock it and promote it as a local water



**I sell** 500ml bottles of Evian mineral water for £1, which earns me a margin of 60%. My big seller is Harrogate Water, though, which is a local brand I sell at £1 for 500ml and earn a 100% margin on. Tourists love Harrogate Water and, in summer, I can easily sell 15 to 20 cases of 24 bottles per week. Sometimes, out of season, I put a three for two offer on which can help sustain sales in the cooler months, although I can often sell as many as 25 cases per week during pantomime season, because my store is very close to a theatre.

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

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 C-STORE ON OUTSKIRTS OF BRIGHTON	RETAILER 2 SMALL LOCAL STORE IN NORFOLK SEASIDE TOWN	RETAILER 3 NEWSAGENT ON MAIN ROAD CLOSE TO CENTRAL ABERDEEN	RETAILER 4 NEWSAGENT/C-STORE IN SOUTH HAMPTON SUBURB	RETAILER 5 CORNER SHOP IN SOUTH YORKSHIRE SUBURB	RETAILER 6 SMALL C-STORE IN CENTRAL NORTHAMPTON
£1.09	95p	£1.29	99p	£1.10	£1.00	£1.19	99p
99p	94p	£1.15	94p	£1.00	99p	£1.00	£1.00
65p	65p	65p	55p	79p	–	59p	60p
94p	93p	£1.00	79p	£1.00	£1.00	89p	–
£1.02	99p	£1.29	99p	£1.20	£1.00	85p	95p
91p	89p	99p	89p	–	89p	79p	99p
£1.39	£1.35	£1.35	£1.35	–	£1.49	£1.39	£1.39
69p	65p	65p	59p	£1.00	–	59p	65p
£1.16	£1.02	£1.29	£1.19	£1.30	£1.09	£1.39	£1.05
£1.02	99p	£1.15	89p	99p	£1.00	£1.00	–
69p	69p	65p	60p	95p	79p	69p	64p
55p	50p	–	45p	–	49p	49p	45p

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Stuart Mitchell

Costcutter, Newburgh, Aberdeenshire

Ingram's Bacon – Ingram's, Aberdeenshire



#### Where did you discover it?

Long before I opened my store in Newburgh 12 years ago, I knew about Ingram's pork, because I already lived in the village and it was established in 1994. Their farm is only two miles from my shop so, in terms of counting as a local supplier, it is the real deal. It has an excellent reputation for quality. It sells its sausages, bacon, gammon steaks, burgers, and any other pork products you can think of, at farmers markets in Aberdeenshire.

#### Who buys it?

Ingram's bacon is popular with customers of all ages. Newburgh is a small village of just 300 houses. The people who live here are fairly affluent so they want good bacon and are prepared to pay for it. I sell 200g for £3.60. With bacon, you really do get what you pay for, and Ingram's sells as well as the cheap stuff. I love and recommend it.

#### Why is it successful?

It comes down to quality. It's the attention to detail that makes it flavoursome and you can tell Ingram's has worked to produce something exceptional which, again, is why customers will pay for it. Ingram's is great to work with and, being local, it's very simple to do business: I just phone up, ask for more meat and it is usually delivered the same day. That's handy, as I do sell a lot of it.

## Hannah Edwards

**STORE** Holborn's  
**LOCATION** Earlswood, Surrey  
**TYPE** neighbourhood  
**SIZE** 1,200sq ft

#### TOP TIP

Keep all mineral water together with labels facing the front. Customers like water to be all in one place



**We sell** Volvic 1.5lt for £1.05, and because its RRP is 85p, we make a 40% margin. Last week, we sold 17 bottles, which isn't bad for this time of year. Obviously, mineral water sells much better in the summer and it can be difficult to keep up with the demand at this time, when we can shift around 50 bottles per week. We get the odd person who wants to buy room temperature water but, in the vast majority of instances, people want it cold, so we work hard to keep the chiller replenished, with the most recent additions at the back.

## Narendra Singh Jadeja

**STORE** Londis  
**LOCATION** Waltham Forest, London  
**TYPE** neighbourhood  
**SIZE** 1,000sq ft

#### TOP TIP

Price one litre of Evian at £1.05. If a customer doesn't have five pence, they'll buy Volvic for 99p



**I sell** 1l sports cap bottles of Volvic for 99p, which earns me a margin of about 40%. At this time of year, I sell around one and a half cases per week, which is steady going, in part because there's a school near to my shop and the kids like mineral water. Most customers, though, don't want to buy a full litre and are happy with 500ml. Londis' own Ice Valley 500ml bottles, which I sell for 50p, are my bestsellers. They fly off the shelf and I often sell as many as two cases per week, which is around 48 bottles.

# YOUR NEWS

## Couple set to shut up shop

A Cornish husband and wife retailing team are to shut up shop leaving the village without a newsagents.

Glynis and Alan Charlesworth will officially close Cross Street News, in Camborne, in January but newspaper deliveries will cease at the end of December.

"We've really enjoyed running the business and would like to thank all our customers for their loyalty and friendship," said Mrs Charlesworth, whose deteriorating health has caused the couple to make the decision.

Cross Street News has been a shop for around 150 years. It is believed to have been opened around 1870 to sell surveying and scientific instruments – mainly to the mines.

It became a newsagent in the 1960s and is now on the market.

## NewstrAid helpline

NewstrAid, the newtrade industry charity, is partnering with AnxietyUK to provide a helpline for troubled retailers.

A dedicated helpline has been available to NewstrAid's beneficiaries for the past year. Now the charity is preparing to open it to the whole industry in early 2018.

"In recent years, people have become more comfortable speaking about mental health and more aware of the benefits that doing so can bring," said Katie Youngs, welfare officer at NewstrAid.

Store owners will be able to reach the hotline on 0800 138 6552. If they need further help such as therapy sessions, NewstrAid will aim to help cover the cost.



## Advent beer adds festive cheer

A retailer in Manchester has added £200 to his alcohol sales since introducing a beer advent calendar into store for sale at the start of November. Mital Morar, of Ancoats General Store, worked with nearby wholesaler WDS Group to stock the £65 calendar. It has 25 doors with a range of cans and bottles from BrewDog and Brooklyn Lager. Mr Morar told RN: "It offers something different for Christmas. It's not a volume product, but the return is significant once a sale is made."

**Positive response from most to initiative** But others feel event has 'changed direction'

# Retailers' mixed reaction to day for small business

by Toby Hill

RNreporter@newtrade.co.uk

Wholesalers and retailers responded positively to this year's Small Business Saturday initiative, but others have expressed concern the day has drifted from its original purpose.

The annual event, sponsored by American Express, was held last weekend, bringing retailers together to promote small independent businesses.

Trudy Davies, owner of Woosnam & Davies in

Llanidloes, Powys, has participated in the event for several years.

"It's a great way to make an impact on people, to remind them we're a small family business with names and faces," she said.

This year Trudy downloaded posters and PoS material from the Small Business Saturday event's website. She also made up goody bags to hand out to customers.

"We invite other local businesses – the barbers, the bakery, the pub, even the plumbers and electri-

cian – to put something in the goody bag," she said. "It highlights the fact we are all local, all connected, and all rely on each other."

Other retailers, however, have expressed concern the event is losing relevance.

"In principle, it's a great way to raise awareness, and for the first couple of years it worked well," said Matt Clark, owner of Penylan Stores in Cardiff.

"But the last time I attended an event launch there were these massive companies there – sell-

ing land, or with multi-million pound housing portfolios.

"It's become more commercialised and lost its relevance to truly small businesses like mine."

Kay Patel, owner of Best-one stores in East London, said: "I know it's led by American Express and we do accept American Express cards, but we don't shout about it because it takes such a hefty commission. Perhaps if it cut its commission for the day we'd be interested in getting involved."

## We won't visit after shoplifting, say police

Retailers have reacted angrily to comments suggesting Nottinghamshire Police would "probably not" come out to a store if it reported shoplifting because of budget cuts.

Nottinghamshire's police and crime commissioner Paddy Tipping made

the shock admission to the Nottingham Post.

"The force received 8,786 reports of shoplifting between June 2016 and June 2017.

"It's ridiculous. I want my council tax cut as I have to deal with shoplifting myself," said Anna

Patel, owner of Star News in Nottingham. "We once lost £10,000 of cigarettes in a break-in. Calling the police was a total waste of time."

Former NFRN national president Ralph Patel has lobbied MPs to take retail crime more seriously.

"It's not just shoplifting," he said. "A lot of our retailers face abuse and even assault, but all the police do is make silly excuses."

"I was worried to read about the attitude of the police in Nottinghamshire because if one force does it, the rest tend to follow."

# YOUR VIEWS

## YOUR LETTERS

### ■ Staff do their best but it's up to publishers to keep newspapers alive

We have had our store and HND service for seven years and during that time we have indeed experienced some dire situations of short supplies and late deliveries, contact difficulties, non-response situations, and in some circumstances, what has appeared to be a total ignorance of our enquiries – not to mention the extended disputes we've had to go through with credits not being processed correctly.

I don't blame the delivery driver – he can only do what he can – I don't blame the depot staff – they can only do what they can. In fact, I try to work with them to gain the best possible result for us and our customers. I praise the staff at Smiths News in Redruth, Cornwall, for the diligence they show to provide the best possible service they can – within their means.

What we all need to do is just work together to ensure our customers – either HND or



**What we all need to do is just work together to ensure our customers – either HND or “casuals” get the best possible service**

**Mike Pennington**

“casuals” get the best possible service.

What the publishers need to realise is that if we can't get the product on time, we can't sell it. Newspapers are a dying product – unless publishers get their act together.

**Mike Pennington**

Bosvigo Stores, Truro, Cornwall

### ■ A retailer's tale of woe from never never (credit) land

Once upon a time in a faraway land there was a wholesaler who always got things right. No packing errors, no “checkers” who cannot count, credits always passed on time and in full, and managers who returned your phone calls.

A fairy story? Yes it is.

Every week I have packing errors and every week I have to phone and tell Menzies they have not credited these shortages, usually to be told by the person on the other end of the line “the claim was refused” aka “we don't believe you”.

This, despite the fact I even return the packing note to their manager showing who the packer was and presumably from the scribble, who the “checker” was and yet I am still getting packing

errors. To compound the problem, they now do not even return my phone calls.

I was short of my full supply of national newspapers and all my Saturday supplements on 28 October. I used I-Menzies to report these shortages, the supplements were duly delivered, but not the national newspapers. So far – after numerous phone calls and returning the packing notes – I have still only received credit for six copies despite being charged for 12.

Actually, perhaps the fairy tale is in Linwood after all, or never, never (credit) land as I like to call it.

**Jim Moorhead**

Top Cards, Johnstone

### ■ Menzies did not respond before RN went to press

### ■ Do publishers know wholesalers let them down?

Once again I am spending my tea break to send this email regarding Smiths News' poor service and helpless publishers who cannot control the wholesalers, who they are responsible to appoint.

On Tuesday 28 November I was short of nine copies of The Times.

## YOUR SAY How do you use food to generate alcohol sales?



### Gaz Bains

One Stop Belgrave Stores, Coventry  
Shopper missions are changing. Increasingly, people want to buy a complete meal for the same day or night, and alcohol is a part of that. It's been slowly moving that way for a while, and we've noticed people are adding alcohol purchases to what would have been just food baskets in the past. Shoppers have more refined tastes now too – buying world lagers, and looking for wines and premium ciders to go with specific cuisines or meals.

### Eddie Poole

Poole's Supervalu of Moira, Craigavon  
We pair wines with food, so for example this week sirloin steak is on offer and we have suggested an Argentinian Malbec to go with it. The rules in Northern Island mean we can't actually move the

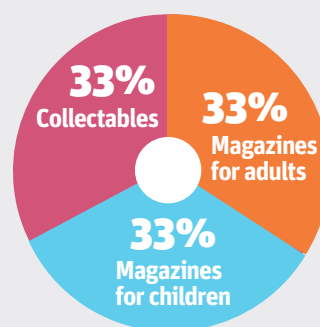
alcohol out of the alcohol area but we will put a note on the bottles making the suggestion. It means the staff working on those sections have something to speak to customers about and it is a great way to drive sales.

### Dennis Williams

Premier Broadway Convenience, Edinburgh

The good thing about being a convenience store is that we can react a lot quicker to trends than supermarkets do. Shoppers are looking for alcohol to go with their evening meals, so we're focusing on building up a relationship with customers and letting them know we're a destination for both alcohol and fresh food. We're stocking a lot of 660ml speciality beers in our chillers so they're cold and ready to drink. This has worked really well for us.

## RN READER POLL



**Which category would you most like publishers to provide better promotional support for?**

### NEXT WEEK'S QUESTION

Are you paying more for an alternative supplier to Palmer & Harvey



**Vote now at**  
**betterRetailing.com**

After claiming them I was expecting them to arrive, but it seems to me Smiths have adopted the policy not to deliver. Are the publishers aware of this? So this now results in lost sales and profit to my business.

Recently I have been charged for the magazines which I have not received but my pleas for credit on these seems to be falling on deaf ears.

Finally, I have been having problems with Times supplements due to Smiths' poor service. I am not too sure if publishers are aware of it.

**Vijay Patel**  
Higham News  
Higham Ferrers

**Smiths News did not respond before RN went to press**

## Correction

RN apologises for an incorrect picture of Walkers' Choose Me or Lose Me campaign in our Retailer Choice Awards feature last week. For the correct image and to vote in the awards, go to [betterretailing.com](http://betterretailing.com).

## GOOD LUCK, JAIME



Jaime Matheson told us she has taken redundancy from Menzies. She was senior operations support manager for the past nine years and has been there for 19 years, I believe. Her last day at Menzies was Friday 24 November. She has been a great help to federation members and has helped solve many of

problems, particularly before Connect came to the fore.

**John Parkinson**  
Broadway Premier, Penrhyn Bay, Llandudno

# 100 YEARS AGO

8 December 1917

A retailer responded angrily to allegations that newsagents were profiteering on the prices of their products. "Most retailers are too patriotic to do this," he said.

## AROUND WITH THE ROUNDSMAN

### Blanche Fairbrother



Well, Saturday was a bit of a shock to the system weather-wise – the first snow of the season arrived in a bit of a rush. There was no sign of it when the papers arrived and still no snow as I loaded the van up to start the round, but by the time I had got as far as Great Bridgeford – a 15-minute drive away, I had a job to see where I was going and everywhere looked like a winter wonderland.

Some of the paths to the houses were on a slope and had become rather slippery, so my rubber shoe grips with spikes on were hastily put on as I didn't want to end up on the ground. As the morning went on the snow stopped and by lunchtime it had disappeared altogether, but the birds seemed to know cold weather was coming because all the holly trees have been laden with

berries up until just over a week ago. Our little feathered friends went into overdrive, taking every berry in a frenzy of activity, eating all before them to fatten themselves up to help cope with the cold.

I am writing this on Monday 27 November, having heard the news that Prince Harry has at last announced his long-predicted engagement, which means every front page will have the same picture and headlines. I, for one, am extremely happy for them both and I hope that, now they have told the world, the press will have the decency to respect their privacy and let them get on with their lives without having a camera pointing everywhere they go. But I expect for that to happen pigs will have to grow wings and fly. And I can't see that happening, can any of you?

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

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



**Eugene Diamond**  
@EDiamond136

It really is the Christmas season now – Cadbury Mini Eggs have joined Creme Eggs on sale at Diamonds



**Milestone Nisa Extra**  
@MilestoneRath

A big thank to everyone who turned up to our Christmas Fayre and all the many helpers who made the event such a great fun day for all. Ho Ho Ho it's Christmas



**Dave Hiscutt**  
@davehiscutt

So made up to be bringing these back to the team from the @IAAcademy. @samanthagunston thank you for you & the teams hard work behind the scenes. Looking forward to benchmarking next year to pick up on more ways to up our game. #IAA17 #alwayslearning

**One Stop Mount Nod**  
@OneStopMountNod

@WarwickshireCCC player and good friend of the family @GThornton5 shows off our awards in store! #IAA17 @IAAcademy



# YOUR REGION



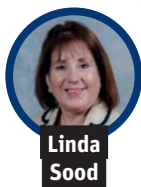
## WEST MIDLANDS DISTRICT COUNCIL REPORT 27.11.2017

Tony Collins reports from the NFRN West Midlands district council

### Illicit tobacco raid proves a success

West Midlands district members were urged to engage in the fight against illicit tobacco following a successful raid within their area earlier in November.

Visiting national president Linda Sood updated members on the raid, which took place on 10 November and led to the recovery of a large amount of counterfeit product.



Linda Sood

"Thanks to our efforts, some 50,000 illegal or counterfeit cigarettes have been taken

out of circulation, during raids by Dudley Council's trading standards team and West Midlands Police on local properties," she said. "These raids followed intelligence from the NFRN that was shared with HMRC and Imperial Tobacco.

"This arose after a member got in contact with the NFRN after hearing from customers that nearby shops were selling illicit tobacco. His sales were dropping as previously loyal and regular customers were getting their cigarettes elsewhere."

The exercise, she added, took just 10 days from the retailer's initial report to the seizure of the cigarettes.

Mrs Sood said the growing trade in illicit tobacco was of "huge concern" to the federation and many of its members, with "irreparable damage" being experienced by local retailers as a result of the "scourge".

For this reason, she



The growing trade in illicit tobacco is of "huge concern" to NFRN members

### 50,000 illegal cigarettes have been taken out of circulation

Linda Sood

National president

said, the federation is working with manufacturers, law enforcers and the police to drive out criminal gangs plying their trade in the smuggled and counterfeit markets.

"The NFRN will do all we can to drive smuggled and counterfeit tobacco out of our communities,"

### Concern over Smiths News

Members expressed continuing concerns over Smiths News with particular regard to the wholesaler's depot in Birmingham.

The meeting was told that in the five-week period from 15 October to 18 November, 238 complaints were submitted by members concerning Smiths Birmingham, with 105 relating to short deliveries and 29 for late supplies.

National president Linda Sood had earlier reported on the NFRN protest outside Smiths News' head office on 18 September.

"As a result of our protest and follow-up meetings at various levels in Hemel and in Birmingham, Smiths News has shown real

determination to improve the quality of its service," she said.

But Narinder Randhawa, from the South East Birmingham branch, said: "You say steps are being taken at Birmingham, but there are people around this room who will disagree."

Erdington member Pravin Chauhan added: "We have had lots of meetings before but nothing gets done. We need to go further.

We are a cash cow for them, so we need to hit them in the pocket, then they will listen."

Mrs Sood added: "After our meeting with Smiths, they paid out £100,000 to retailers because we addressed the issue. If I don't get my papers I put in for the carriage charge back and loss of sales. We need a refund if we get bad service and don't get our RDT."

Anne Newman, Central branch, said: "A couple of members in my area are struggling financially now because of late papers."



Narinder Randhawa

### Your say

What is the best idea or change you have introduced into your business this year?



I've added loyalty cards which give incentives for customers such as free merchandise. I only introduced them in September but they're going very well, particularly the free glass for every customer on alcohol purchases.

**Del Sandhul**

Cooks Newsagents, Cannock



My best addition has been a slush machine, which I saw when I went to the NFRN conference in June. I made my money back within three months. We're the only shop with a machine in the area.

**Julie Kaur,**

Premier Jules Convenience, Telford



I would have to say that it has been the reorganisation of my shop. I now have the main promotional ranges, such as beers and wines, near the entrance where our customers can see the displays better.

**Ramesh Sahota**

Fiveways News, Tipton

### Tributes paid to Fred Pehzman

The district paid tribute to long-serving member Fred Pehzman who was given a Lifetime Achievement Award at the NFRN National Awards last month. Mr Pehzman of Wolverhampton & Dudley branch, who's been a member for 38 years, was presented with a framed certificate by national president Linda Sood.



Fred Pehzman

# YOUR REGION



## LONDON NFRN DISTRICT COUNCIL REPORT 28.11.2017

Tim Murray reports from London district council meeting

### Issues remain at Hemel hub

The “disaster” situation following the creation of Smiths News’ Hemel Hempstead super hub is “in a better place than it was”, but issues remain.

That was the verdict given by the NFRN’s news operation manager Pete Williamson to the London meeting.

Outlining some of the worst times in the late summer and early autumn, Mr Williamson said: “The people at NFRN Connect were inundated with calls from retailers. I spent all my time working on Hemel Hempstead issues.”

Highlighting some of the problems he’d had in his area, Hertfordshire branch member Alpesh Patel said: “The Hitchin guys are suffering and we can’t seem to get them to come to our meetings to highlight these problems. What they say is one thing, what’s happening on the ground is completely different. We are losing customers because of late newspapers. If they can’t buy a paper here, they’ll buy one somewhere else.”

Mr Williamson and the meeting agreed that all incidents of late deliveries from Smiths should be logged and reported. He also urged retailers to follow up with restitution claims.

District president Pravin Shah said: “Retailers should call Connect if they have any problems.”

### Trade show and dinner success

The recent London East trade show and dinner dance was praised by



Issues remain at Smiths News’ Hemel Hempstead super hub

members for its business and social successes.

One of the driving forces behind the event, Ranjan Patel of London East & Central branch, said: “All the trade partners were really happy. BAT had 1,250 orders, the highest volume of cigarettes they’d ever sold at this kind of event.”

Peter Wagg of London East & Central branch said: “This was a branch event – not district – and it had more than 300 attendees. It shows it can be done.”

President Pravin Shah added: “It was absolutely fantastic.”



**The people at NFRN Connect were inundated with calls from retailers**

**Pete Williamson**

NFRN news operation manager

Future diary dates for the London district council include a busy three days early in 2018, a trio of events, including a district dinner dance on Sunday 25 February, is followed by the president’s visit at the next district council meeting and, on 27 February, a joint NFRN and News-tAid curry night is due to take place in Romford.

Meanwhile, a committee is being formed to look at the 100th anniversary of the NFRN and celebrations to mark the event in and around London in 2019.

### Help the NFRN to retain members

District council members were urged to do all they can to prevent disaffected members from leaving the NFRN.

One of the worrying knock-on effects of issues with the wholesale supply chain, particularly Smiths News’ Hemel Hempstead branch, was that it was leading to ordinary members feeling as if nothing was being done to help them, said

delegates.

Mr Wagg added: “As bad as things are, things would be a damn sight worse if it wasn’t for us fighting for them. I know times are hard, everyone is looking to save a bit of money here and there, and it’s difficult when your partner says ‘why are you spending on the NFRN?’”

“But we have to stand together. The weaker the NFRN, the stronger the publishers and wholesalers become.”



Peter Wagg

### Partwork issues

Partwork problems have improved in recent months, but more needs to be done to ensure all retailers get missing issues, councilors said.

Peter Wagg, a member of the NFRN committee for partworks, said: “We’ve come on leaps and bounds, but there are still historic problems. Progress takes time.”

Dev Patel, of London East & Central branch, said: “I’m a national councillor and I might get help with partwork problems, but I want every customer, and every member, to have the same treatment. “I want the wholesalers to look after every member.”

### Stay alert

After district member Ravi Raveendran was attacked in his store, other retailers were reminded to keep alert. Council members expressed their sympathies towards their colleague.

Discussing the incident at Mr Raveendran’s Colombo Food & Wine outlet in Hounslow, West London, London district president Pravin Shah said: “Members should be as vigilant as possible.”

### Your say

What has been your biggest growth category this year?



Our greetings cards business has done very well for us this year. We hand pick the cards ourselves and we’re now a destination for them. We’re in Buckhurst Hill, and there’s not a lot here for cards, apart from Waitrose, so we’ve built it up. They’re at a really good margin too.

**Val Chung**  
Broomes, Buckhurst Hill



Eastern European food has been our big growth area, and we are catering to more and more of that population. It’s been trial and error, but Eastern European crisps, biscuits and other snacks are doing really well. The cash and carry will usually split boxes so we can try two or three of each flavour and see what works.

**Dev Patel**  
This & That, Plaistow



We’ve got a bargain shop opening next to us. They’ve spent a long time working on it, and haven’t opened yet, but it’s going to be a £1 shop. We’ve had to look at areas they won’t be looking at this year, so we can develop those. This means cigarette sales, newspapers and things that a pound shop won’t sell.

**Ranjan Patel**  
Marsh Hill News, East London

# YOUR REGION



## EASTERN COUNTIES NFRN DISTRICT COUNCIL 28.11.2017

Richard Goss reports from the NFRN Eastern Counties district council meeting

### Concerns over illegal tobacco

Members of the Eastern Counties district raised concerns about the ongoing and growing problem of counterfeit tobacco in their area.

Burgh Castle store owner Ralph Childs urged delegates to report any suspicions and advised other members to look out for tell-tale

clues of illicit activity. "If regular customers stop buying rolling

tobacco, for example, but still buy cigarette papers, it is a strong sign that cheaper illegal tobacco is being sold in the area," he said.

### Police ignore 'minor' offences

District members agreed to contact their local police and crime commissioner to investigate the policy regarding police response to retail crime.

The action comes in response to fears raised by delegates about robberies and an increasing reluctance from the police to attend what they now class as "minor" offences.

Members reported anecdotal evidence that police would no longer respond to robbery calls with a visit if no-one was injured and the amount of cash taken was less than £100.

### Smiths supplies betting shops

News that wholesalers such as Smiths News are now supplying individual newspapers to betting shops and



NFRN members are concerned that wholesalers have started supplying individual papers and supplies to betting shops

adding bread and milk to their deliveries raised concern among members of the council

Ralph Childs told the meeting: "I deliver newspapers to more than 20 betting offices in Yarmouth, but this could mark the start of a new trend."

Holt retailer Barry Starling said the changes were being introduced because wholesalers now carried fewer papers and had the spare capacity for additional deliveries.



**It is a strong sign that cheaper illegal tobacco is being sold**  
**Ralph Childs**

Retailer, Burgh Castle

Josie Dixon said she understood this it was the first time direct deliveries to betting shops were being made in East Anglia.

### Conference bias questioned

Members questioned why the NFRN only sent delegates to the Conservative Party conference this year, and not the Labour Party or the Liberal Democrat events.

Delegates questioned

whether the lack of attendance was part of a cost-cutting exercise.

Each conference involves the federation paying for four delegates, Ralph Childs told the meeting.

### NFRN needs more new members

The NFRN is facing challenges recruiting members, Josie Dixon reported.

Mrs Dixon told the meeting there had been a large drop in membership during 2017, and the number leaving the federation now exceeded the number of new members.

This fall in membership, the meeting was told, was in part due to changes in business ownership and the closure of many outlets.

### Annual dinner invites reduced

Publishers and delivery companies may receive fewer invitations to NFRN districts' annual dinners - including the federation's centenary celebrations.

Members at the Eastern Counties meeting questioned the value of issuing the invites as contact between suppliers and retailers continues to reduce.

"There is no longer the closeness between the three most important links in the newspaper chain," said Josie Dixon.

Part of the problem, members said, was the pressure of work on newsagents coping with changing trading patterns.

### Your say

What is the one thing you would most like suppliers to do to help you in 2018?



Cut back on bureaucracy. Small businesses do a great job but the increasing amount of admin they have to cope with is a growing problem. And we are always in danger of being priced out by the bigger players, too.

**Josie Dixon**  
Dixon's Newsagents,  
Lowestoft



We need suppliers to understand better how trading conditions are changing and be able to adapt. We have to see changes and adapt quickly - they need to do so too, and to be able to move as quickly as we do.

**Barry Starling**  
Starlings,  
Holt



Fewer delivery mistakes. I may follow the lead of a local hotelier, who only deals with people he never hears about. If there are no complaints, things are running smoothly. Those are the suppliers you want.

**Ralph Childs**  
Childs Newsagents,  
Burgh Castle

# YOUR REGION



## NORTHERN NFRN DISTRICT COUNCIL REPORT 28.11.2017

John Dean reports from the NFRN Northern district council meeting

### Smiths protest 'has had effect'

The recent NFRN protest outside Smiths News' headquarters had raised industry awareness of retailers' supply chain issues, national councillor Jason Birks reported.

Thirty retailers from across the country protested outside the head office of news wholesaler Smiths News in Swindon on 18 September (right) to express their frustration at continued increases in carriage charges and persistent poor service in some areas.

In his national council report, Mr Birks said Smiths' response since the protest had not been particularly encouraging, but added: "However, the protest has had an effect in that it made them and other people in the industry stand up and take notice."

Carlisle member and national vice president Mike Mitchelson said Smiths entered discussions about

poor service after the protest, but added the company had indicated carriage charges would only be discussed as contracts came up for renewal.

"When it comes to carriage charges, they will not discuss it. We have had this for years," he said.

### Higher profile for retail crime

The NFRN will step up its campaign to raise the profile of retail crime in the New Year, council was told.

Mike Mitchelson said the NFRN would be urging MPs and police and crime commissioners to



press chief constables to make the investigation and prevention of retail crime a higher priority.

Mr Mitchelson gave the assurance as members expressed concern at the impact of retail crime on small traders such as newsagents.

"The theft of something like a bottle of pop or some crisps may not have a big effect on a supermarket, but it can have an impact on a small retailer," he said.

Durham member Jason Birks, from whose store bottles of washing powder were stolen on 26 November, said although the police did attend to gather details, the reduction in the number of beat officers was having an effect.

"You used to get a beat bobby who would pop in and say 'I know who did that' and go and arrest

**The theft of a bottle of pop or some crisps may not have a big effect on a supermarket, but it can have an impact on a small retailer**

**Mike Mitchelson**

National vice president

them. It's not quite the same these days," he said.

He added, however, that his store had a good record on the prosecution of thieves, helped by an effective CCTV system.

District president Mike Brown expressed disappointment at the police response to a recent deception theft at his shop in Stokesley when £40 was taken.

Mr Brown said no local police officers were available to investigate at the time and he was told to call 101 but, to date, no one had been to interview him.

### Working party on restructuring

Members agreed to create a working party to

examine branch restructuring in the district, prompted by concerns that the Sunderland branch may be about to become unofficered.

The decision comes as the federation nationally continues to debate the future of NFRN branches on the back of falling attendance numbers.

### NFRN helpline calls plea

Teesside member Martin Ward urged newsagents suffering from a poor delivery service from Menzies over recent weeks to contact the NFRN Helpline to ensure the details were logged.

Durham member Glyn Taylor supported the call, saying: "The Helpline is essential. You need something to go back to them with."

### Event praise

District President Mike Brown congratulated all those who organised and supported the district's annual charity banquet and ball at the Ramside Hotel, Durham, on 17 November. The event raised £1,490 for the NFRN's Radcliffe Fund.

### Congratulations

Carlisle member Colin Reed congratulated Menzies Carlisle operations manager Paul Nicholson after he was named News Wholesaler of the Year at the recent NFRN awards.

Members were disappointed their district's own nominations had been unsuccessful at the awards, but were pleased to have been recognised.



**Mike Mitchelson**



**Mike Brown**



**Martin Ward**

### Your say

What is your New Year's resolution for your business in 2018?



My New Year's resolution is to make more money in the shop overall, and a big focus for us will be to work towards increasing our margins across the categories we stock and on the items we sell.

**Jason Birks**  
Mosci's, Horden,  
East Durham



My plan is to beef up our security to protect our customers and staff. We live in a nice area but there have been one or two incidents so one thing we will be doing in 2018 is installing CCTV.

**Mike Brown**  
Brown's Newsagents,  
Stokesley



Our unique selling point is the friendly and personal service we offer in our store, so my New Year resolution for 2018 is to use this more effectively to entice more customers to shop with us.

**John Abbott**  
Milbank News,  
Darlington

# PRICEMARKING

It is now a staple part of convenience retailing in stores of every kind, but how do retailers make the most of pricemarking? **Alex Yau** reports

## The mark of success

**PRICEMARKING  
IN MY STORE**

**Narinder  
Kaur**

Premier Narinder's  
Convenience Store, Huddersfield



Narinder's 800sq ft Premier store is at the centre of a residential area. She is a great believer in the power of the pricemark.

### Pricemarking on impulse products helps beat discounters

We have an Aldi and Lidl nearby and pricemarking our products definitely helps us differentiate us from them. We're a small shop and need to make the most of the space possible. Pricemarking helps customers at peak times because they can see prices quickly.

### It also helps drive basket spend

When customers realise one product is cheaper than another, it increases the temptation for them to buy more. For example, they'll often go for the £1 Happy Shopper chocolates because they are better value and offer just as much quality as big-brand alternatives.

### Most of my sales come from pricemarked stock

I'd say products with pricing clearly on display make up at least 80% of my overall sales on a weekly basis. In the three years I've been open this has probably increased by at least 30% as I have realised families are not too bothered about getting big-brand products if they're getting value for money.



As well as highlighting value, pricemarks can help shoppers navigate the fixture



# PRICEMARKING IN MY STORE

## Tony Cristofaro

Spar Landmark Place, Cardiff



Based in Cardiff city centre, clearly displaying the price of products is vital because the bulk of Tony's customer base comes from students and busy office workers.

### Drinks and snacks need clear pricing for me

We are based in the city centre and more than 80% of our business comes from office workers and students from the nearby university. It tends to be drinks Spar own-brand energy drinks for £1 and Kellogg's cereal bars at 49p.



### The till is still king

We place them near the till to drive impulse purchases, because our customers are on the go constantly and don't want to spend ages shopping during their lunch break.

### Our pricemarked spirits help us compete with the multiples

We also stock Smirnoff vodka at £14.99, which is particularly popular with local students. It's a similar price to Tesco nearby and it keeps us competitive with them.



# PRICEMARKING IN MY STORE

## Vicky Singh

Londis, Mitcham



Vicky's store is in a low-income area. Vicky needs to cater to this customer base by making them aware products in his store offer the best value.

### Pricemarking is our major focus

The majority of my customers are on low incomes, so having the cheaper pricemarks is the most effective, such as Milky Bars at £2 for 1, or Poppadoms for £1. We do this throughout the shop and 40% of products are pricemarked. Sales often go up by 20% in January when customers are on tighter budgets because of Christmas and New Year.

### Merchandising helps spread a pricemark's effect

We place them near similar items which are non-pricemarked to give customers the impression they're getting value for money because the other product is cheaper.

### Pricemarking is helping us sell more premium products

One of the more expensive products which does well is Booker's Discover the Choice Ready Meal range at two for £5. We started stocking the range in October and they have been doing really well. Sales of the products make up £300 on a weekly basis.



# HOW WORKING WITH PEPSICO HELPED US BOOST CRISPS SALES 25%

DENNIS WILLIAMS  
PREMIER BROADWAY, EDINBURGH

Walkers' core range is currently pricemarked at 55p which helps boost sales a lot. But £1 price promotions are really effective too so, off our own back, we contacted PepsiCo and started our own two for £1 crisps promotion.

Now when people come in for a pack of crisps they will more often than not buy two.

Because we work with PepsiCo's Counts For More initiative we get money back for our category management, which means we can take the margin hit.

But the work we did with PepsiCo and Booker went further. If you're going to run a promotion like this you need PoS – and that PoS needs to look professional. We've got



Walkers-branded "two for £1" shelf-edge labels for our entire crisps area.

Alongside this our new freshly-made sandwiches counter means more people are buying a pack of crisps alongside their lunch. Overall, our sales of Walkers have risen 25% thanks to this work.



# PRICEMARKING IN MY STORE

## Meryl Williams

Pike's Newsagent, Porthmadog



Meryl's community store utilises pricemarking on categories as varied as greeting cards and on best-selling essentials such as nappies

### At the top and bottom, pricemarking works well

Pricemarking works well for us at the value and premium end of categories. Cans of Vimto at £1 or sweets such as Twirl and Wispas at 55p work well, like the puzzles, fishing rods and games we sell at more than £5. The fresh food we have in the mid-range is not really pricemarked as we can make a larger margin of roughly 20% on them. It's an area which has a wide range of shoppers. Whether they're looking for a quick addition to their evening

meals or ingredients for family dinners – pricemarking is not as important as they're just picking up the items on their way home.

### Busy people are attracted by price

We have banks and offices nearby, so office workers will often pop in for their lunch. They're busy and need to nip in and out quickly. They don't mind paying £3.49 for a Nescafé coffee. They do need to know about the price because they have to get back to the office really quickly

and don't want to spend ages querying the price of our products. Pricemarking in general eliminates this issue and customers are less likely to be put off or ignore a product.

### Pricemarking increases trust

Parents aren't too concerned about paying £4.99 for Pampers nappies because products such as these are essential purchases. They also trust the brand and the pricemark gives them confidence we won't overcharge. ●

# RN INTERVIEW

**The new Today's managing director talks growth opportunities, Palmer & Harvey and his plan for 2018 with Tom Gockelen-Kozlowski**

## Darren Goldney

**T**he Today's Group grew by 4% last year and, outside of tobacco, it's growing again this year. In an area of the market where you almost get fatigued by questions about what Tesco is doing, what Amazon is doing and who's buying who, there's actually growth if you do the job right and you keep it simple."

Darren Goldney, Today's new managing director, has been in charge a little over three weeks when RN sits down with him at the group's Doncaster headquarters.

In that time, the CMA has given an effective green light to the Tesco-Booker merger, Co-op has joined forces with Nisa and Costcutter and the industry goliath Palmer & Harvey has been put into administration. As he observes, history has suddenly begun to move very quickly.

Recent events have only further highlighted the responsibility of Mr Goldney's new role: in testing times a group such as Today's needs to prove to consumers and retailers that the independent channel really can meet the needs of a modern convenience operation.

As he says: "Retailers should make the choice to work with Today's, but only if we continue to offer everything a corporate giant can do."

Mr Goldney's CV is an impressive one and, he believes, equips him with the necessary skills to meet the challenge. He began his career working in a cash and carry more than two decades ago, but has been a director at Coca-Cola Enterprises and Whitworths. Most recently, he held the position of commercial director at Palmer & Harvey (more of which later) and is planning to use this experience to guide Today's towards

what he strongly believes is a brighter future for independent retailers and wholesalers alike.

The first part in this plan is finding new sales. With higher running costs for the industry and increased pressure on price, Mr Goldney sees sales growth as the major opportunity in an era of rising costs. "Ultimately, wholesalers are often working on a net margin of less than 1%, so scale is what makes them profitable. We've still got a growing population and, as long as can make sure we don't deflate the volume that's in there, if we can do a better job for consumers there's enough value for everyone to have their share."

Getting that share won't be easy however and Today's' vision for 2018 and beyond is based on making tangible improvements to the operations of its 147 wholesaler members and their retailer customers.

On the operations side, Mr Goldney believes working with wholesalers to make retailers' lives easier and cut in-store staff costs while using its buying power to negotiate down utility costs and card charges is essential.

"It's about offering delivery, click and collect, very



Interview by **Tom Gockelen-Kozlowski**  
 email [tom.gk@newtrade.co.uk](mailto:tom.gk@newtrade.co.uk)  
 tel 020 7689 3361



**Today's needs to prove to retailers that the independent channel really can meet the needs of a modern c-store**

efficiently laid-out cash and carries to minimise the time retailers are in there. It's also about working with suppliers on shelf-ready packaging, for example. Then on the other side, what could we do about bills and costs? Maybe we can use our £5.7bn of negotiating power to look beyond FMCG suppliers to think about how we can save retailers hundreds of pounds on gas, electricity and credit card charges."

Elsewhere, Mr Goldney sees Today's upcoming launch of a new data platform as being a crucial element to the company's future success. Linking in-store EPoS data to that of individual wholesalers, Today's and suppliers, the platform is designed to give a "seamless" picture of what is going on in the supply chain. "We already have 15 suppliers subscribed and we have some significant members who are on board. We can only see that growing to include our broader wholesale colleagues."

It's what Today's then does with this information which Mr Goldney believes will be key: "With data comes the obligation to provide solutions. If data shows there's a gap in one store, for example, can we provide the solution of how we're going to fill that gap? That could be a process of allocating products out from a wholesaler to fill it or it could be a live voucher system for retailers. It's about turning our insight into action."

The big opportunity for many Today's wholesalers – and what will really convince retailers that the independent channel is keeping up – is improving on growth categories such as fresh, food to go and chilled.

"Chilled is the second biggest category in convenience and it's an area we've got to focus on. If you were talking about Savage & Whitton in Northern Ireland or United Wholesale in Glasgow, these are businesses

which have invested significantly to be able to take a greater range of fresh, chilled and frozen. Other members haven't had that and we partner with Nisa Chilled and Fresh to Store, to provide a tapestry of solutions. But one of my focuses for the end of 2017 and 2018 is how we improve on this because it's a growth area and that growth is going to continue."

That his former employer, Palmer & Harvey, has collapsed in the early days of his new role emphasises the responsibility Mr Goldney carries. The devastating consequences of when large wholesalers and buying groups don't keep up are all too clear.

While his first thoughts are for the colleagues involved – "ninety-nine percent of whom did nothing wrong" – Mr Goldney is also aware of the lessons that can be learned.

"Palmer & Harvey took its eye off the ball when it came to independents. Its business changed quite dramatically to a distribution-led company and it also changed to have quite an inflexible approach to independent retailers in terms of minimum order drops while delivery windows were also too broad."

Instead, his plan for Today's is a strong focus on independent retailers and he has already found a model he wants to repeat.

"I went to a Dee Bee branch in Grimsby and one of their Today's symbol customers, Mike Singh, had been Sainsbury's Local until recently. When I worked for suppliers, all I ever heard were stories of multiples taking over independents and doing a lot better. This guy had managed to operate the store more efficiently and had put a better proposition to customers thanks to pricemarking and promotions. The turnover went up substantially," he says.

"I came out of that with a spring in my step. The expertise of the retailers in the Today's Group can, in many ways, be better than the homogeneous offering some of the multiples offer. Our stores have the ability to stock locally-tailored ranges and services and have real community involvement."

Mr Goldney smiles: "You've got me going now. My big message, and the reason I'm excited, is there's a choice for independents and we need to help them make it. You can choose an increasingly corporate world where your competitor is now your supplier or you can choose a like-minded set of independent businesses who are focusing on being here in the next generation."

His job now is to make sure the latter, emotional, choice also makes business sense for retailers. ●

# IAA



This year's Independent Achievers Academy has come to an end. Over the course of 10 months, retailers have fine-tuned their operations, shared best practice and unveiled their most exciting innovations. With **Helena Drakakis** as your guide, it's time to learn from the best

## SECRETS OF THE STARS

**P**erhaps those in other industries would have folded their arms and simply put 2017 down as a year to forget. Rising prices and costs, increased regulation (with more to come) and the demise of one of the sector's biggest beasts – there certainly have been challenges.

Yet, this year's Independent Achievers Academy showcases the innovation, determination and hard

work that defines the world of independent retailing. And it is happening everywhere.

In Manchester, Mital Morar runs quizzes, art events and serves top craft beer on tap – totally transforming what it is to be a convenience store. In Peterborough, Siva Thievanayagan met his customers' demand for food to go with a hot sandwich and pizza counter where you can even buy freshly-made smoothies.

**Mital Morar's business shows what a c-store of the future could look like**

In North Wales, Meryl and David Williams cemented their connection to the community with a £2,000 donation which will create a new playground for local schoolchildren.

And wherever this best practice and innovation is happening, retailers are gaining higher basket spends, greater customer loyalty and better, more engaged staff.

Over the next 12 pages, RN takes a look at the businesses of the retailers recognised for their excellence in each of the IAA's categories. What's makes them stand out? What are they getting right? Most importantly, what can you learn from their stores and implement in yours.

It's time to find out why 2017 has been such a special year... ➤➤



**Meryl and David Williams are making an outstanding contribution to their community**



**This year's IAA showcases the innovation that defines independent retailing**



**Mital Morar's business shows what a c-store of the future could look like**

In North Wales, Meryl and David Williams cemented their connection to the community with a £2,000 donation which will create a new playground for local schoolchildren.

And wherever this best practice and innovation is happening, retailers are gaining higher basket spends, greater customer loyalty and better, more engaged staff.

Over the next 12 pages, RN takes a look at the businesses of the retailers recognised for their excellence in each of the IAA's categories. What's makes them stand out? What are they getting right? Most importantly, what can you learn from their stores and implement in yours.

It's time to find out why 2017 has been such a special year... ➤➤



**Siva Thievanayagan has given food to go prime position in his store**



# IAA INTERVIEW

## Rasmus Ankersen

**IAA guest speaker Rasmus Ankersen is restless. The former footballer turned business guru tells Tom Gockelen-Kozłowski why even the IAA gala dinner isn't a time for resting on your laurels**

**If it can happen to Nokia, it can happen to you, says Mr Ankersen**



**R**asmus Ankersen is not a man for dancing on podiums. The author of two successful books – *The Goldmine Effect* and *Hunger in Paradise* – came to speak to the retailers gathered at the IAA gala dinner with a clear message:

“You should treat success with the same scepticism that they treat failure”.

The former footballer, who retired due to injury after just one professional game, has stayed in the world of club management but twins this with a career as a motivational speaker, a business consultant and writer.

Unsurprisingly, the early experiences in sport have had a major effect on the way Mr Ankersen thinks about the world of business.

“I always try and take people out of their intellectual comfort zone. I talk about football but it's not really about football,” he says, adding: “I use examples that seem unfamiliar but the underlying principle is very relevant for other industries. If you give examples to business people from their own industry, it doesn't make them think as much.”

One example he later provides IAA guests with is Newcastle United – a team who over-performed in one season, rewarded their manager with a multi-year deal without investing in the team, and were almost relegated

the next season when the random statistical anomalies that had been aiding them, fell away.

For Mr Ankersen, being prepared to analyse your successes in a brutal, honest fashion is essential if those in business aren't to repeat this experience.

“It's about how you keep complacency out of the building, you want a constant dissatisfaction with the status quo – but this is almost against human nature.”

One example from business which fascinates Rasmus Ankersen is that of mobile phone maker Nokia, which was selling phones by the hundreds of millions in the 1990s and early 2000s but dramatically lost market share after the arrival of the iPhone in 2007.

“Businesses need to improve and change from a position of strength. Nokia tried to change things when the platform was burning. It's difficult but sometimes you have to change things when it looks like there's no need. If you wait until the market forces you to, it's too late.”

“Tonight is an opportunity to say ‘Well done guys’ but also... ‘If it can happen to Nokia, it can happen to you’,” he says.

This may appear to be a sobering message for a gala dinner, but coming days after the demise of Palmer & Harvey, and with wholesaler consolidation



**You can only compete with online if you can add an extra value to it – in-store experience**

affecting the operations of thousands of independent retailers, it's also timely.

Mr Ankersen has another message for independent operators which is straight out of his footballing experience, as chairman of Danish team FC Midtjylland and co-director of football at Brentford FC.

“I help run two football clubs, and our mantra is ‘we cannot win by out-spending the competition so we have to out-think them’. It's the same for many retailers who will have competition which is bigger or better funded.

How does he overcome this David and Goliath-style battle? “I try to position a brand or a company in a way that it's almost unique and by coming up with

innovative ways of solving problems,” he says.

FC Midtjylland's 2-1 victory over Manchester United in 2016, a highlight of his career so far, came after he put this thinking into practice, focusing on set pieces like corners and free kicks in the hope of finding an advantage.

“We hired a dedicated set piece coach because a good set piece strategy can easily make a difference of 0.5 goals per game, which is massive. If that gave us 15 goals per season, how much would a striker cost who scored that many?”

RN challenges Mr Ankersen as to how he'd use this thinking if he were to open his own retail business: “I would try and open a bookstore with authenticity and atmosphere and try and see if it would be possible to give the physical book a revival.”

Compete with Amazon? That's something many retailers around the UK are confronting, but Mr Ankersen believes the right approach would make this daunting task achievable. “You can only compete with online if you can add an extra value to it, another in-store experience. You can't fight Goliath with same weapons he has.”

The IAA, as always, is living proof that canny, dedicated, intelligent business people can indeed flourish in tough circumstances.

# IAA

## MARKETING TO CUSTOMERS

**INDEPENDENT**  
Achievers Academy



Joga and Aman use everything from digital screens and loyalty programmes to Amazon lockers, PoS and time-of-day promotions to market their store



The Uppals market their business on Facebook. Sponsored posts to flag up latest crazes such as fidget spinners have prompted big sales increases

# Joga & Aman Uppal

## One Stop Mount Nod

**O**pportunities for independent retailers to make their stores stand out are evolving constantly, and no one is more aware of this than brothers Joga and Aman Uppal.

"If you don't engage with new ways to market your business, you will be left behind," they say.

Marketing, in their view, is about getting the right message to the right people at the right time.

As the brothers trial new ways to do this, they are developing a marketing strategy, which includes using PoS to advertise promotions timed around shopper missions, sponsored posts on Facebook, Amazon lockers listed on Amazon and leafletting.

"Alongside our physical leaflets we've created tailor-made online leaflets. They give us the benefit of reaching the right people," they say.

Last year, the store's Christmas leaflet doubled as a Christmas card advertising the shop's opening hours on Christmas Day. "We got a lot of extra custom and people even travelled to use us," they say.

Being in a residential area but also being near to the A45 trunk road helped that passing trade, as has the new coffee shop and Indian restaurant on either side of the 1,850ft store.

To capitalise, the brothers have placed a large digital screen in their window. "It makes us look very professional and it works brilliantly for offers, especially time-of-day offers," they say.

Events such as tastings are also advertised on the outside screens.

"We want to go further, so we plan to use direct marketing in future to engage with customers about services, like deliveries, they'd like to see in store," they say.



In-store and online leaflets are adapted for different seasons – last Christmas's doubled up as a Christmas card and advert about festive opening hours

The judge's view



**HI! STREET**  
digital media

**Joga and Aman have a strong marketing strategy which combines traditional and new techniques. They are not afraid to try new ideas**

# IAA

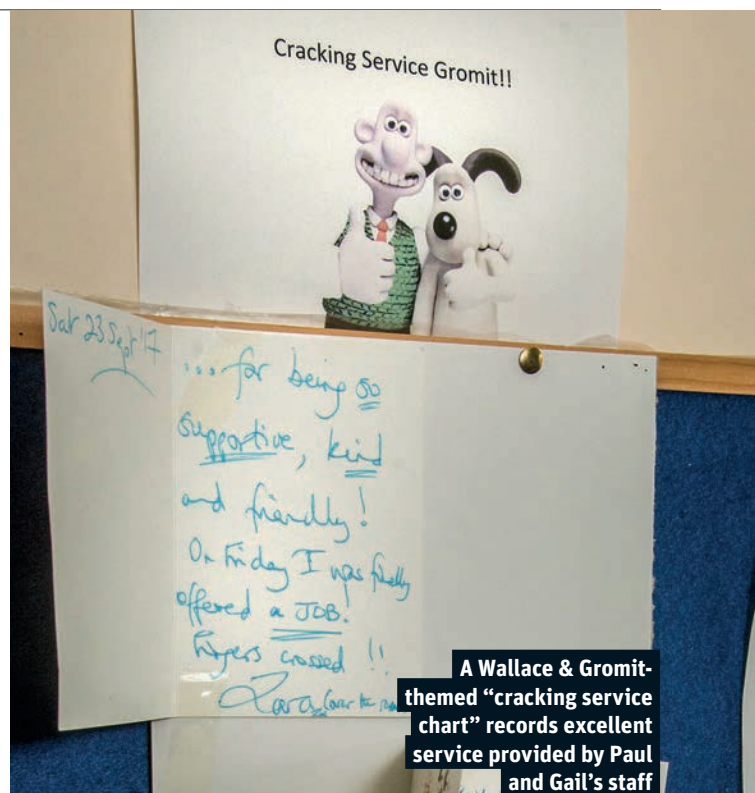
## CUSTOMER SERVICE



**INDEPENDENT**  
Achievers Academy



Paul and Gail want their service to exceed expectations and list their top 10 service turn-offs and turn-ons to help staff understand what they expect



A Wallace & Gromit-themed "cracking service chart" records excellent service provided by Paul and Gail's staff

# Paul & Gail Mather

## Sherston Post Office & Stores

**P**aul and Gail Mather describe their village store as a one-stop shop. "You name it, we have it, and the answer is yes to everything we can get," says Paul.

Everything the Mathers do is centred on great service, where staff are encouraged to go the extra mile.

"We've tried to make our shop a happy place for staff and customers. We've stamped our personality on it and trained the staff accordingly," he says.

That training comes in many forms. Every week, when the staff newsletter is circulated, a humorous customer service quote is included so staff remain focused on shoppers.

In the back office, the couple have a Wallace & Gromit wallchart, known as the "cracking service chart" to record when a member of staff has "done something brilliant".

The Mathers see customer service in their Cotswolds store as their main point of difference. They employ local people who know many of the village's 1,500 customers. Many older members of staff, who have been with the business for years, are tasked with showing younger employees the right path.

"Stalwart members of staff know the high standards we expect, and I tell the younger ones it's a bit like playing golf; there's always room for improvement," says Paul.

Outstanding customer service is something Paul returns to time again.

"My wife took something back to Marks & Spencer recently and the service was unparalleled. I want my service to be like that – to exceed expectations, and if problems occur, for them to be sorted quickly and efficiently."



Staff are trained to welcome every customer. Paul and Gail enthuse them with weekly customer service quotes in their newsletter



The judge's view



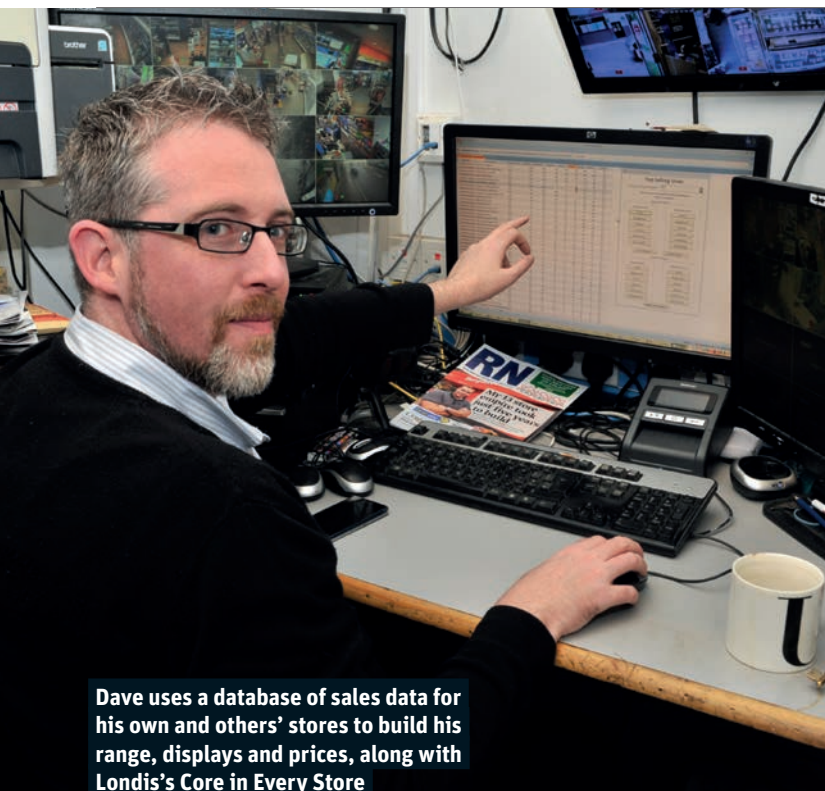
**Paul and Gail have built their business around their customers. They strive to deliver the best customer service and encourage their staff to do the same**

# IAA

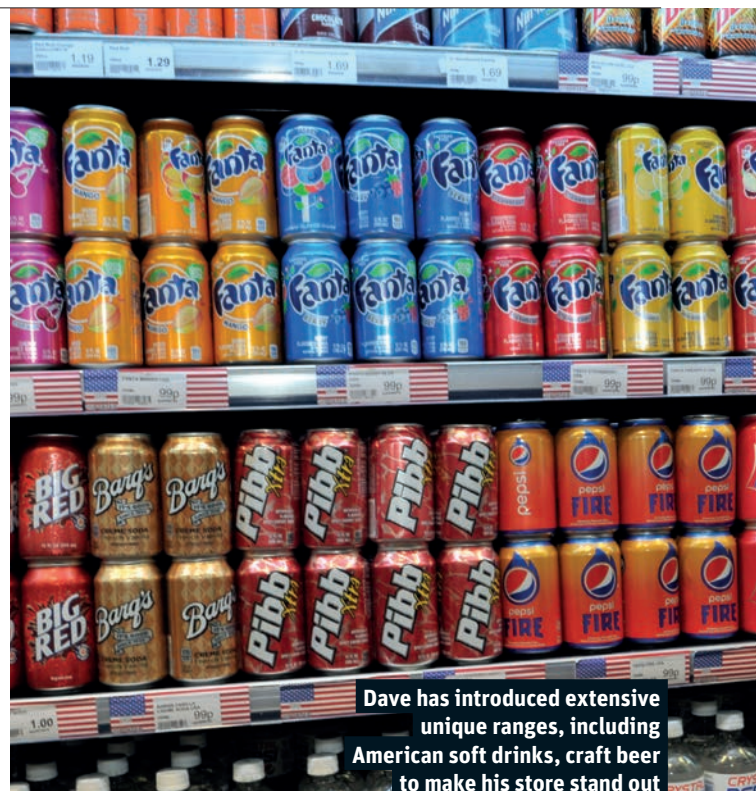
## EFFECTIVE RANGING



**INDEPENDENT**  
Achievers Academy



Dave uses a database of sales data for his own and others' stores to build his range, displays and prices, along with Londis's Core in Every Store



Dave has introduced extensive unique ranges, including American soft drinks, craft beer to make his store stand out

# Dave Hiscutt

**Londis  
Westham Road, Weymouth**

**D**ave Hiscutt's policy is that if you don't offer your customers the right range, you are not catering for them.

The manager of a Londis in Weymouth, Dave has therefore been tailoring his 2,200sq ft store to his customers with great success.

He has created a standout offer with many unique selling points.

Before the craft beer trend took off around the UK, Dave was ahead of the game, building an extensive range of locally brewed ales alongside bottles from further afield.

"I've built up a reputation for it and people travel as much as 60 miles to come to my shop," he says.

By noticing trends on social media, he also identified American soft drinks as a niche category, and now sells around £2,800 worth of stock per week to residents and tourists.

And from customers' requests,

Dave is now developing a selection of protein products.

"We now have a decent range and are known locally as a go-to location for these products," he says.

Spotting new trends is only part of the story. Data management to control stock, display and pricing is also central to Dave's strategy.

Dave has created a database where he pools data from all three of his shops, and also other stores, which he shares with other store owners.

Analysing this data has helped Dave to hone and improve his range, with premiumisation a key direction he wants to take. He has already started introducing a premium range of ready meals, and a local ice cream from Marshfield Farm which he can sell at £3.49 a tub.

"It's amazing the ideas you can pick up when you see what other stores are selling," he says.



New ranges such as protein products have been introduced based on customer feedback and requests

The judge's view



**Coca-Cola**  
EUROPEAN PARTNERS

**Dave understands the power of data. His desire to create growth means he experiments, but does so by using data to ensure success**

# IAA

## AVAILABILITY



Availability is an obsession. Paul and Gail allocate sections to staff to keep stocked up and study EPOS data to track sales patterns in 250 departments



Staff check gaps around the store up to 10 times a day to make sure sections "ransacked" by customers are constantly topped up

# Paul & Gail Mather

## Sherston Post Office & Stores

**I**f we don't have something once, a customer might forgive us, but do it twice and we've lost them," says Paul Mather.

Availability in the 1,500sq ft village shop and post office he runs with his wife Gail is key to his success, and the Mathers have set themselves up to be the one store locals turn to in an emergency.

With customer demand ever widening and a small space to fit everything into, the Mathers range carefully and concentrate on maintaining availability in each category.

Staff are given responsibility for their own sections, which they are encouraged to keep fully stocked.

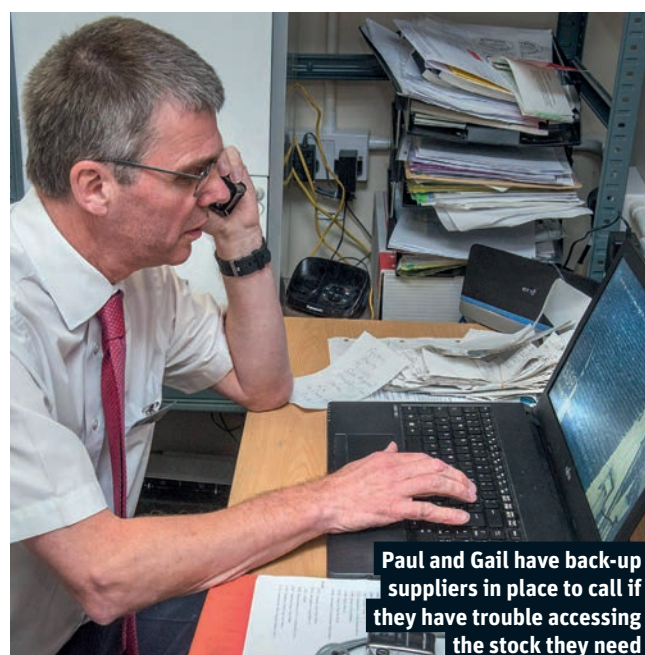
"Staff get competitive as there are awards for attention to detail," says Paul, adding staff are required to check gaps up to 10 times a day. "It's amazing how in peak times the shelves can look ransacked. It's extra

work for staff but worth it," he says.

If something does run out, the Mathers have back-up suppliers in place, or staff are encouraged to think on their feet, says Paul. "We'll try and have a suitable replacement ready for the rare occasions when problems occur."

Knowing what sells well at what time is also crucial, and the Mathers analyse EPOS data for their 250 categories, as well as seasonal sales periods and events such as the Badminton Horse Trials, to plan ahead. Paul has given the responsibility of updating the system to one member of staff and is looking to refine the process to get a better understanding of sales patterns in categories such as household goods.

"Our over-riding principle is 'you cannot sell what is not on the shelf,'" he says. "Availability is as critical as pricing and customer service."



Paul and Gail have back-up suppliers in place to call if they have trouble accessing the stock they need

The judge's view



**Paul and Gail are passionate about availability. They undertake regular stock checks and carefully analyse data to make ordering decisions**

# IAA SHOP LAYOUT



Siva has designed his Nisa store to make the most of food to go, chilled and fresh produce and alcohol sales



After a year's planning and research, Siva installed a counter for hot sandwiches and pizza, curries and even fresh smoothies

## Siva Thievanayagan

**Nisa Local Fletton & Post Office, Peterborough**

**W**hen Siva Thievanayagan increased the size of his shop from 900sq ft to 5,000sq ft, many people warned against adding a seating area.

"People told me it would attract the wrong kind of customers," he says. In fact, it has had the opposite effect. By making his store a destination for locals to enjoy, Siva has increased footfall and sales.

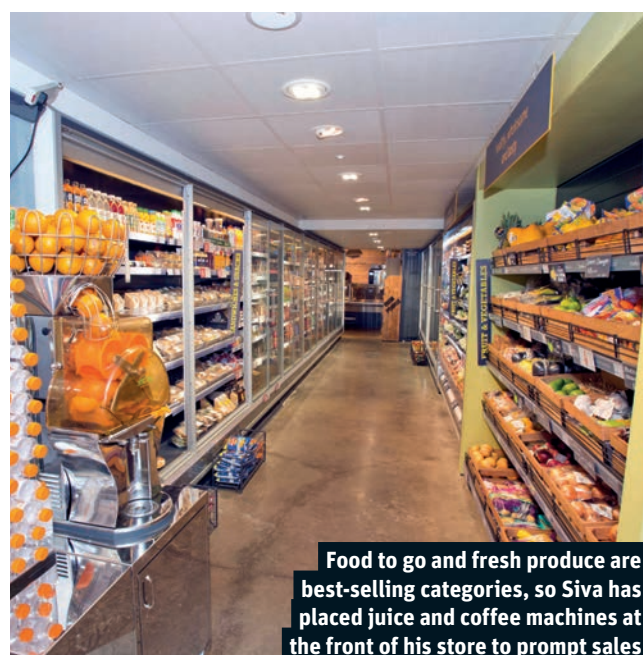
Situated on a high street in Peterborough, Siva describes his shop as "the heart of the community". It is surrounded by houses and warehouses and is used by many shift workers ensuring constant footfall throughout the day.

To expand the business, Siva began by taking one year to research every available option for his refit. He had some help from his symbol group Nisa, but also wanted to give the store a unique personality by creating graphics and a different ambience around each section.

Siva knocked through businesses on either side to allow him to incorporate a post office and a deli counter, alongside the new seating area. Widened aisles allow customers to move around more freely, while food to go and fresh produce have also been given prime positions.

"Much of my food to go is at the front, for example the coffee machine and juice," he says, adding the extra space has also allowed him to position products more cleverly, for example, fruit and vegetable next to ready meals, and to create seasonal areas.

And, to show it all off, Siva has installed LED lights. "It's created such a warm feel to the shop that people want to come in and spend time here," he says. "You can have the best products at the best prices but if they are not laid out in an attractive way that's easy for customers to shop, they won't spend money in your store."



Food to go and fresh produce are best-selling categories, so Siva has placed juice and coffee machines at the front of his store to prompt sales

The judge's view



**pladis**

GODIVA M&S ULKER

**Siva focuses on missions and each area is threaded together brilliantly to create a real flow. There is a clear strategic vision**

# IAA

## MERCHANDISING

**INDEPENDENT**  
Achievers Academy



Keith uses multibuy deals, promotions and PoS throughout his store to highlight his great range and prices to customers



The store boasts a large butchery counter from which meat is sold fresh or packaged and displayed in the chiller

# Keith Tomes

**Costcutter & The Food Shop, Swanage**

**K**eith Tomes and his family used to describe their store as a small supermarket. But with changing shopper habits, the business launched by his great grandfather in 1908 now focuses on offering convenience to their town's diverse customer base.

Fresh produce ranks among the 2,500sq ft store's bestsellers, with a butchery counter serving a wide range of meat, and ready meals such as lasagnes made by Keith's son.

Seeing the sales potential from fresh produce, he invested in a packing machine to extend the reach of this counter into the wider store throughout the day.

"We can now vacuum-pack fresh meat and sell it for longer. We can display it in the shop when the butchery is closed, and sub-retail it to two stores on nearby campsites," he says. "We also did a '£20 Meat for a Week' offer and in the summer

used PoS to link barbecue meat to alcohol."

Value offered through meal deals and promotions has been key to driving an £8.25 average basket spend.

"In addition to the meat offer, we pulled together our Costcutter meal deals into a multi-deal offer, so customers could buy a meal for under a fiver," says Keith. "We also added a 4m promotion bay where we rotate products every three weeks. Since installing it, we've seen a 25% sales increase"

Keith is looking to improve his store further next year by refitting.

"Costcutter's concept is a zonal layout with papers and food to go at the front, then a promotion area. We want to improve the look and feel of our hot food area and coffee to go," he says. "Effective merchandising is very important. If everything is faced-up nicely and the store looks easy to shop, customers will come back."



Three-weekly deals on a promotions bay have boosted sales, and Keith has grouped all his Costcutter deals into a meal-for-a-fiver deal

The judge's view



**MARS WRIGLEY**  
A Subsidiary of Mars, Incorporated

**Keith has clearly got the basics right. He is doing all the things we would suggest as a supplier, and has introduced some great innovations too**

# IAA

## IN-STORE DISPLAY



Eddie uses displays to promote seasonal, local and specialist ranges and credits in-store theatre for off-setting operational costs



Spider fridges allow Eddie to display fresh meat around the store, while tables are used for sampling and special produce

## Eddie Poole

### Poole's Supervalu Dromore

**W**hen Eddie Poole refitted his shop in Dromore in Northern Ireland, it was with the sole purpose of safeguarding its future.

"I had to make profit just to suck up my operational costs," he says.

Effective displays have been integral to achieving this goal. "Creating in-store theatre has helped. Giving customers a whole shopping experience saved me and the business," says Eddie.

Poole's Supervalu caters to local residents, passing trade and students at a nearby high school.

Eddie was keen to improve his offer to these groups and added a post office two years ago and, last year, removed a car wash to incorporate an extra 1,000sq ft into his store and expand his fresh offer.

"Now, I have a very wide first aisle

which is packed full of fruit and vegetables," he says.

The addition of fridge freezer "spiders" filled with meat from his butchery have also helped Eddie expand his fresh produce display.

In-store theatre is also used to good effect around seasonal events, such as Christmas, Easter and Valentine's Day. "The staff love wearing love-heart jumpers or Christmas jumpers to continue the theme," adds Eddie.

Local companies, including craft beer and spirits suppliers, are also invited to build pop-up displays and offer taste-testings.

"They say in our industry that two-thirds of sales are made when customers had no intention of buying something. Display is vital to that impulse nature, it's not all about price and product," he says. w



To turn structural pillars into sales space, Eddie builds displays of seasonal and best-selling goods around them

The judge's view

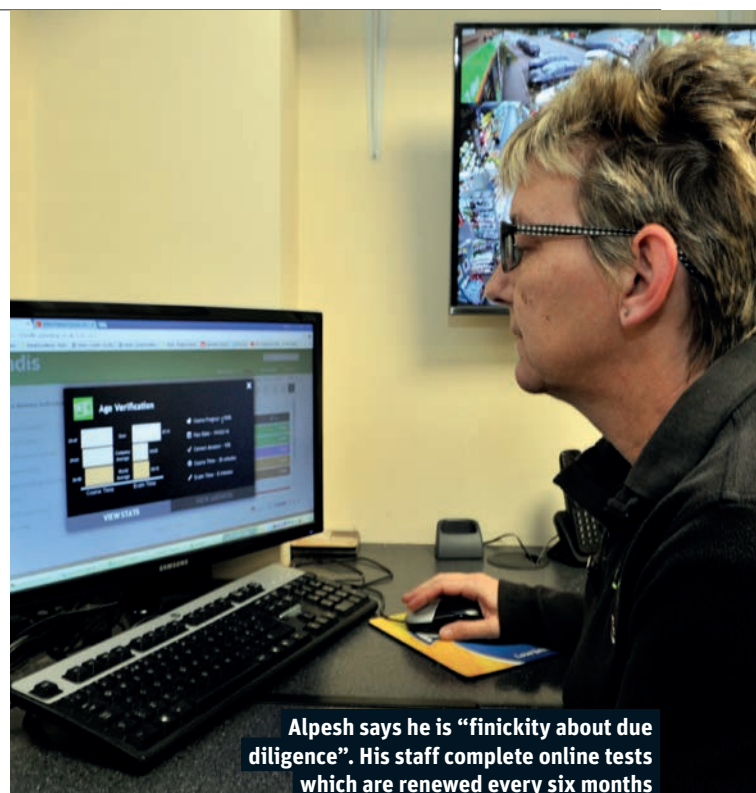


**Eddie understands the importance and benefits of displays. Every one – whether for local suppliers, trends or seasons – is well thought out**

# IAA RESPONSIBLE RETAILING



Alpesh has built trust within his community and has regular catch-ups with PCSOs to minimise any trouble in or around his store



Alpesh says he is "finicky about due diligence". His staff complete online tests which are renewed every six months

## Alpesh Shingadia

### Shingadia's Londis Southwater & Post Office

**W**hen it comes to responsible retailing, Alpesh Shingadia's mantra is if a shop allows itself to be an easy target, it will build a reputation for being one.

To avoid this problem in the Londis store he operates in the West Sussex village of Horsham, he has built trust within the community but also assisted his staff to safely maintain the store.

When shoplifting increased in certain categories he looked at how he could deter would-be thieves. "Our soft drinks section was hit in particular, so we removed shelving to make it more visible from the till," he says.

Breakfast and lunchtime meals create footfall and outside of the transient population there is a steady stream of mums, school children and elderly people.

Alpesh's position in the community means he knows everybody and feels a responsibility within it. He has regular catch-ups with local PCSOs to help minimise any trouble inside and outside of his store.

"Occasionally, there's a problem with anti-social behaviour so we highlight the problem and often the PCSO will approach the family concerned," he says.

To assist his staff in dealing with any problem, he says he is "finicky about due diligence".

"We have online tests which staff have to renew every six months. We also think communicating to staff is very important. We worked hard to inform staff of EUTPD II tobacco legislation and use a weekly staff bulletin and posters around the shop," explains Alpesh.

"The last thing you want is for something bad to happen," he says.



The store is compliant on age-restricted products and a CCTV system linked to Alpesh's phone allows him to monitor the store and staff for safety

The judge's view



**All Alpesh's fresh and chilled products are traceable, and he works with the local authority and trains his staff to ensure due diligence is a priority**

# IAA

## STAFF DEVELOPMENT



Dave invested in his staff team, creating a social media role to capitalise on one employee's skills, while offering regular training and courses for employees



Dave created an internal website for staff to consolidate daily tasks and free up their time to concentrate on working in the store

# Dave Hiscutt

## Londis Westham Road, Weymouth

**S**taff development for Dave Hiscutt is more than just providing a person with a job. "By investing in them you are creating loyalty and building the business," he says.

This belief can be clearly seen in his approach. When one of his staff, who had taken time out to complete a degree, returned to the business, Dave recognised her qualifications could be capitalised on and created a role around her skills.

The staff member, Imogen, now has a part-time social media and marketing role. "I realised the added value she could bring to the business," says Dave.

One of Imogen's ideas was to create a loyalty card for coffee and market it to office workers. This alone has caused takings in this category to increase by 38%.

Dave hopes to expand her role to 20 hours a week to work on

"keeping his market relevant".

Elsewhere, Dave has created an internal website, so employees' time is not taken up with time-consuming procedures.

The system consolidates information, including time-off requests and handbooks. "If staff can operate within an easy system it frees them up for the business of retail," he says.

Dave believes in the value of regular training and constantly looks for funding to train his staff, or free training he can access through the government or a local college.

"We have signed up with the college and have recently gained access to a digital media course which is open to any of our staff. We find by making these investments in staff they are much more likely to stay with us," he says.

He also uses gift vouchers and Christmas parties to reward his team.



Dave empowered staff by delegating responsibility for managing sections and cashing up, and tailored training to their skills

The judge's view



**This award is richly deserved as it was clear Dave has a genuine desire to help develop his staff, creating talent for the future**

# IAA

## SERVICE TO THE COMMUNITY



**INDEPENDENT**  
Achievers Academy



David and Meryl Williams sell tickets to local events, have a dedicated budget to support special projects and are helping fund a school playground



The couple hold McMillan coffee mornings and are donating £115 a month to charities to celebrate their store's 115-year anniversary

# Meryl & David Williams

**Pike's Newsagents,  
Porthmadog, North Wales**

**J**ust like her father before her, Meryl Williams's passion for her community is evident in the breadth of her charitable work.

A traditional CTN, Pike's Newsagents has been at the heart of Porthmadog for 115 years and never more so than during its birthday celebrations this year.

"Giving is in our family and I wanted to continue that tradition," says Meryl, adding that her father, who used to run the shop, sponsored sports teams, a golf tournament, a cricket trophy and helped raise funds for the football club.

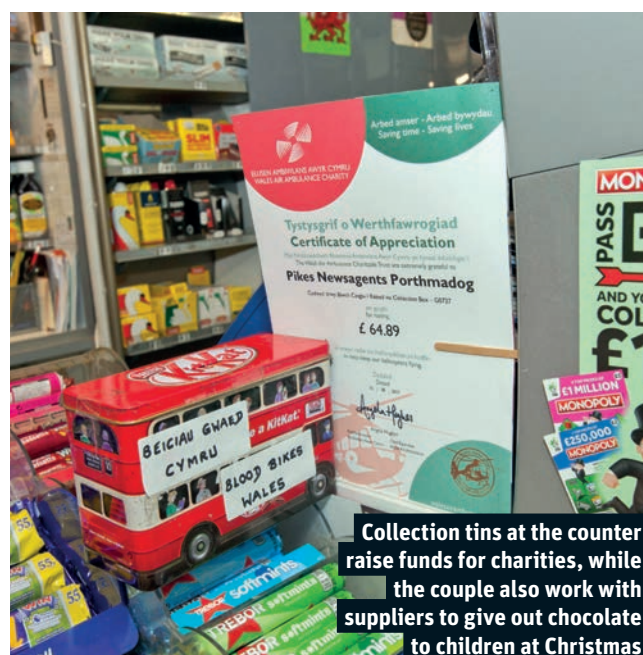
Perfectly placed on a busy high street in Porthmadog, Pike's Newsagents' core business is newspapers, magazines, tobacco, lottery and a grocery essentials range, as well as unusual items such as fishing tackle. In-store services include free

mobile top-ups, bill payments, grocery home deliveries, gift wrapping and parcel collection

It is through regular customers that Meryl understands the community's needs.

When the school nursery was forced to relocate, the new building needed £12,000 of work. When the council wouldn't pay, Meryl stepped in. "I used £2,000 that my father had invested in the community that had come back to me. The council reversed their decision so my £2,000 will now help build a playground instead," she says.

During this special anniversary year, Meryl has given her fundraising an extra push. "We've been donating £115 every month to a charity, many of which have been chosen by customers. We know when we give people really appreciate it."



Collection tins at the counter raise funds for charities, while the couple also work with suppliers to give out chocolate to children at Christmas

The judge's view



**BOOKER**  
WHOLESALE

**Meryl and David Williams have continued a family tradition of supporting the local community and raising money for many causes**

# IAA

## DIGITAL ENGAGEMENT



**INDEPENDENT**  
Achievers Academy



Joga and Aman have placed their store on Google Business, allowing customers to access it online and the brothers to track shoppers' data



Wifi, ApplePay and Android Pay are all free services that increase the store's appeal. The brothers use data collected via the wifi to better understand their shoppers

# Joga & Aman Uppal

## One Stop Mount Nod

**I**n Joga and Aman's One Stop store, digital engagement means much more than simply using social media.

When the pair began offering free wifi in store they quickly realised that as well as offering customers a free service they were able to collect data about who shops at their store and why.

Knowledge gained through data analysis has resulted in a more tailored social media presence with the store using different mediums for different messages.

"We use Facebook and Snapchat for customers and Twitter to engage brands and suppliers or industry experts. We've also found we can provoke conversations on social media that can be very valuable," they say.

In store, too, digital services have been tailored to suit different demo-

graphics. ApplePay and Android Pay allow the brothers to offer flexible payment systems free of charge that "definitely appeal to younger shoppers".

Aman and Joga have also placed their store on Google Business. "It's free but allows people to access our store via a map and our opening times, which is really useful for seasonal times," they explain.

The pair recently installed Amazon lockers outside. "Being linked to such a big company is really valuable in terms of advertising, but we'd like to extend that, so if Coca-Cola are doing a promotion or FIFA are doing a computer game promotion and we can be linked online, that will help us," they say.

Digital engagement, they conclude, is as important as having a tidy, well-stocked store and looking after your staff.



Amazon lockers link the store to the online giant, raising its profile and appeal in the local area

The judge's view



**PayPoint**

**Joga and Aman have a clear digital strategy. They capture data to inform decisions, talk to customers and market their store effectively**

# IAA

## RETAIL INNOVATION



Mital Morar has introduced innovative ranges across his store, including vegan, gluten-free and dairy-free produce



Customers can pick up fresh breakfast, lunch and dinner ingredients from Mital, and attend evening events in his store

# Mital Morar

## Ancoats General Store, Manchester

**W**hen Mital Morar set out to create Ancoats General Store, his mission was to disrupt the market.

With its city centre location, the 3,000sq ft store is unlike anything the seasoned retailer has tried before, mixing convenience and hospitality to create an entirely different concept.

"We've integrated retail and the best of the hospitality trade by merging a shop with a bar, coffee shop and events space," he says.

Mital also organises monthly events, for example a shop quiz – a new take on the pub quiz. He also hosts a monthly art event and a shop party with beer on tap and even has street food vendors showcasing their products in-store.

"The integration of retail and events is very specific to me and I don't think anyone else does this in

the same way," says Mital, who adds he is fortunate to be in a location that caters for an affluent audience in their late twenties to late forties.

To cater for that demographic Mital has teamed up with symbol group Simply Fresh to offer a unique range of products.

"We've been bold and stocked a whole range of vegan, gluten-free and healthy products – things like dairy free-cheese," he says.

He has also introduced a coffee from a local roaster made with free-range milk and served by trained baristas.

"It's a real talking point and we've spent time educating ourselves about coffee," he adds.

Mital is proud of the mix of traditional and groundbreaking ideas in his business. "I feel so much pride in the innovation we've executed in store."



In Mital's coffee shop, customers can enjoy fresh coffee from a local roaster made by a specially-trained barista

The judge's view



News UK

**This is one of the first convenience stores which is truly taking the definition of traditional convenience and moving it on**

# THIS WEEK IN MAGAZINES

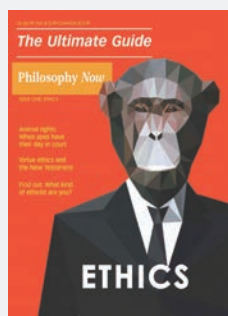


## Good thinking

# THE ONLY WAY IS ETHICS FOR THIS NEW ONE SHOT

**A readable guide to modern ethics is how Philosophy Now describes this new title, which takes a look at this thought-provoking topic**

**THE PUBLISHER** behind bimonthly title Philosophy Now has launched a one shot which it says is the first title devoted entirely to ethics to be sold through the UK newstrade. It is made up of a collection of some of the best ethics articles from past issues of Philosophy Now, alongside some new material. The Ultimate Guide is divided into five chapters covering the main aspects of ethics, and is designed as a readable guide to modern ethics for students and the general thinking public, also including cartoons and info boxes. Further issues are planned for next year.



**THE ULTIMATE GUIDE**  
On sale out now  
**Frequency** one shot  
initially  
**Price** £6.99  
**Distributor**  
Intermedia/  
Marketforce  
**Display with**  
Philosophy Now, The  
Philosophers Magazine

## Round up



**Jennifer Hardwick**

Magazines reporter  
jennifer.hardwick@newtrade.co.uk  
@jenniferh\_RN

# THE REAL WORLD OF CHRISTMAS

The magazines your customers want to buy at Christmas all have one thing in common: their presentation means they are difficult to recreate online.

Yes, you can Google how to make cards – but you can't then magically be sent the right size stencils and pieces of card from the internet. And of course you can look up recipes online but constantly scrolling on your phone while trying to concoct a 16-step Christmas feast can significantly add to the stress of the situation. Practical considerations aside, the excitement of the seasonal preparations means, for a lot of people, an annual pilgrimage to their local store for a stack of shiny and sparkly magazines is as sacred as hanging up stockings on Christmas Eve.

The most popular example of this is, of course, the Christmas TV guides, which do so much more than the 'guide' button on your remote ever could. Yes the screen can tell you what's on in the next 24 hours, but how are you meant to plan out your entire festive viewing schedule? Read more about Radio Times publisher Richard Campbell's strategy in this week's Industry Viewpoint column.

Much has been said recently about the strain on the magazine supply chain and distributors' battle with ever-tightening margins, but last week the collapse of P&H put pressure on a whole different part of the supply chain and proved no sector is safe from disruption. Speaking to Seymour employees at Newtrade's IAA Gala Dinner last week, the positive to be taken away from the closure of Comag this year is the fact so many of its workforce have now found new jobs in distribution, at Seymour and elsewhere, and are beginning new chapters in their careers. Hopefully the same will apply to the 2,500 P&H employees now facing redundancy.

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



## AUTOCAR

In this bumper double issue of Autocar enthusiasts can read about the magazine's Christmas road trip as experts go for a drive in the team's five favourite cars of the year. Also, Autocar writers give their personal highlights of the year. Publishers expect a 25% sales increase on the November issue, which is expected to generate an additional £6,000 in independents.



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



## MG ENTHUSIAST

The January edition of MG Enthusiast will be bagged with Kelsey's 2018 Classic Cars calendar. The only magazine dedicated specifically to MGs, the contents include a journey through the racing history of a Cooper MG. According to the publishers, sales through independents account for more than a quarter of MG Enthusiast sales and are the second biggest retail group for the title.



**On sale now**  
**Frequency 13 times a year**  
**Price £4.99**  
**Distributor Seymour**  
**Display with Classic Cars, Classic Car Weekly, Classics & Sports Car**

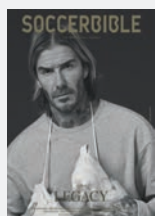


## TAB PICTURE ARROWWORDS

This Christmas issue of TAB Picture Arrowwords features TV star Holly Willoughby on its front cover. It is the only title of its kind in the UK, and is the second best-selling title within the Arrowwords category. With this special festive issue there is a chance to win a Samsung Curved HD Smart TV and a £1,500 cash prize.



**On sale 7 December**  
**Frequency 13 times a year**  
**Price £2.10**  
**Distributor Frontline**  
**Display with TAB Arrowwords**



## SOCCERBIBLE

The 10th issue of the magazine which celebrates a 'new soccer culture' has David Beckham as its cover star. The issue, named Legacy vs Legacy Over is exploring legacy in football and the game's constant reinvention. The cover story, complete with exclusive photographs, explores how deep David Beckham's cultural influence stretches – from football to fashion.



**On sale 29 November**  
**Frequency three-monthly**  
**Price £10**  
**Distributor Marketforce**  
**Display with FourFourTwo, Shoot, World Soccer**



## RADIO TIMES DOUBLE ISSUE

Radio Times's legendary double Christmas issue is on sale from 9 December, although the large print run means it might reach you later. The issue details what's on TV this festive season including two weeks' worth of TV, film and radio listings (23 December to 5 Jan). It will also offer every reader a free copy of a special edition Paddington at Large book by Michael Bond, worth £5.99.



**On sale 9 December**  
**Frequency weekly**  
**Price £4.50**  
**Distributor Frontline**  
**Display with What's On TV, TV Times**



## Bestsellers Women's interest

Title	On sale date	In stock
1 Take A Break	7/12	<input type="checkbox"/>
2 Woman's Weekly	6/12	<input type="checkbox"/>
3 People's Friend	6/12	<input type="checkbox"/>
4 Chat	7/12	<input type="checkbox"/>
5 Hello!	11/12	<input type="checkbox"/>
6 That's Life	7/12	<input type="checkbox"/>
7 Closer	5/12	<input type="checkbox"/>
8 Celeb Bumper pack	5/12	<input type="checkbox"/>
9 Yours	5/12	<input type="checkbox"/>
10 Bella	5/12	<input type="checkbox"/>
11 Heat	5/12	<input type="checkbox"/>
12 My Weekly	5/12	<input type="checkbox"/>
13 Woman's Own	5/12	<input type="checkbox"/>
14 Woman	5/12	<input type="checkbox"/>
15 New	5/12	<input type="checkbox"/>
16 Pick Me Up	14/12	<input type="checkbox"/>
17 Best	5/12	<input type="checkbox"/>
18 Real People	7/12	<input type="checkbox"/>
19 Grazia	5/12	<input type="checkbox"/>
20 National Enquirer	5/12	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews

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](mailto:jennifer.hardwick@newtrade.co.uk)



## UNITED STATES AIR FORCE AIR POWER YEARBOOK 2018

The third edition of the US Air Force Air Power Yearbook comes at a crucial time for the air force. There is a feature on the B-1B Lancers of Ellsworth AFB, the 'High Rollers' of the Nevada Air National Guard and their C-130 mountain flying training school, a look at USAF contracted Red Air plans, plus the F-35A Lightning's global presence.



**On sale out now**  
**Frequency one shot**  
**Price £5.99**  
**Distributor Seymour**  
**Display with Aeroplane**  
**Monthly, Airforces**  
**monthly**



## TRAIL

The January 2018 issue of Trail is focused on tackling big walks with ease, including the Pennine Way on a long weekend plus three more "epic" journeys made super achievable. This issue also contains a winter gear special and 12 new route cards for keen walkers to try in the new year.



**On sale out now**  
**Price £4.60**  
**Frequency 13 a year**  
**Distributor Frontline**  
**Display with Country**  
**Walking, Trail Walking**



## TAB SUDOKU

This special Christmas issue of Take a Break's Sudoku includes 16 extra pages of Sudoku puzzles and 28 bonus 'killer' puzzles to make sure fans are kept entertained throughout the festive period. Every issue is covermounted with a free high value mechanical pencil and there is also a £500 cash prize up for grabs to be won.



**On sale out now**  
**Frequency monthly**  
**Price £2.60**  
**Distributor Frontline**  
**Display with TAB Take a**  
**Puzzle, TAB Codebreakers**



## TAB ARROWWORDS

Distributor Frontline says TAB Arrowwords outsells its nearest competitor by three to one, and delivers more than £1,090,000 in RSV nationally. This title is also the highest selling in its subcategory for independents. This special New Year issue includes 16 extra pages of festive pull-outs and a chance to win £1,500 cash and a two-night break in Edinburgh.



**On sale out now**  
**Frequency monthly**  
**Price £2.50**  
**Distributor Frontline**  
**Display with TAB Take a**  
**Puzzle, Take a Crossword**



## EMPIRE

To run alongside the release of the latest Star Wars film: The Last Jedi, Empire has opened its prized archives for the first time since 1997 to produce a bespoke 40 years of Star Wars supplement focusing on the original trilogy. Also included with the issue is an exclusive Lucas Film double-sided art print.



**On sale 30 November**  
**Frequency monthly**  
**Price £5.99**  
**Distributor Frontline**  
**Display with Total Film,**  
**Sight & Sound**

## Industry viewpoint

Publisher, Radio Times



**R**adio Times towers is buzzing with the excitement that only the legendary Christmas double issue can bring. It is our 95th Christmas edition and new editor Mark Frith's first, following hot on the heels of a record-breaking 2016 issue. Last year Radio Times generated more than £6.4m in RSV for retailers and was worth 49.7% of the total Christmas television listings market. It is quite simply by far the biggest revenue-generating UK magazine issue of the year. We can't wait to see it in stores from 9 December and hope that you're looking forward to it too.

These huge revenues can only be achieved in collaboration with retailers who are adept at identifying and maximising this bumper sales opportunity for their stores. We try to help by working closely with other publishers and distributors to deliver a campaign that effectively moves copies through the supply chain and sends more than 10,000 Christmas display units into stores to boost visibility for consumers.

Please do all you can to increase awareness and excitement around the Christmas issue by displaying prominently, using available till space and reminding customers it's here.

Printing two million copies of our 294-page bumper edition takes five days so the magazine won't reach all parts of the country until Tuesday 12 December, but rest assured it will be on its way.

We're also extremely excited to show you our new television advert that will air nationwide from Tuesday 12 December for two weeks before Christmas. Featuring a student returning home for Christmas, the country will be reminded that "Christmas always starts with Radio Times".

**Top tip**  
Maximise displays using multiple facings showing the full cover and site on any promotional space available including the counter

# STAR THE LAST JEDI WARS



\* Terms and conditions apply.

# THIS WEEK IN MAGAZINES

✉ jennifer.hardwick@newtrade.co.uk  
☎ 020 7689 3350  
🐦 @JenniferH\_RN  
📘 facebook.com/thisisRN

## Partworks

Title	No	Pts	£
<b>Amercom UK</b>			
Ships of War	30	40	<b>11.99</b>
<b>DeAgostini</b>			
Build your own R2-D2	49	100	<b>8.99</b>
Enhancing your mind, body, spirit	49	120	<b>3.99</b>
My Animal Farm	44	60	<b>5.99</b>
Jazz at 33 and third RPM	50	70	<b>14.99</b>
Star Wars Helmet Coll'n	51	60	<b>9.99</b>
The Beatles Vinyl Collection	21	23	<b>9.99</b>
Zippo Collection	59	60	<b>19.99</b>
<b>Eagle Moss</b>			
DC Comics Graphic Novel	61	100	<b>9.99</b>
Disney Animal World	94	100	<b>5.99</b>
Game of Thrones	46	60	<b>8.99</b>
Marvel Fact Files	247	250	<b>3.99</b>
Military Watches	100	100	<b>9.99</b>
My Little Pony			
Colouring Adventures	40	80	<b>3.99</b>
Star Trek Ships	113	130	<b>10.99</b>

## Hachette

Title	No	Pts	£
2000 AD			
The Ultimate Collection	8	80	<b>9.99</b>
Art of Crochet	120	120	<b>2.99</b>
Art of Cross Stitch	50	90	<b>2.99</b>
Art of Knitting	51	90	<b>2.99</b>
Art of Quilting	102	90	<b>3.99</b>
Art Therapy	143	120	<b>2.99</b>
Assassins Creed: the official collection	22	80	<b>9.99</b>
Dr Who Complete History	60	80	<b>9.99</b>
Draw The Marvel Way	51	100	<b>4.99</b>
Judge Dredd Mega Collection	76	80	<b>9.99</b>
Marvel's Mightiest Heroes	104	100	<b>9.99</b>
Transformers GN Collection	26	80	<b>9.99</b>
Warhammer	33	80	<b>9.99</b>

## RBA Collectables

Real Life Bugs & Insects	66	60	<b>0.99</b>
--------------------------	----	----	-------------

## Panini

F1 Collection	44	60	<b>9.99</b>
---------------	----	----	-------------

## Collectables

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

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

## 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%

Call 0117 963 7727, email [sales@tangygifts.co.uk](mailto:sales@tangygifts.co.uk) or order online [www.tangygifts.co.uk](http://www.tangygifts.co.uk)



Blunts, Papers  
Tightvacs  
Rolling trays  
Safe products



Ashtrays, Lighters  
Grinders, T-shirts



Free Shipping  
until end Dec 17  
For new customers  
Use code:  
'RNfreedel'



Gifts  
Incense  
Waterpipes  
Vapourisers  
Scales



## TangyGifts

Your one stop  
smokeware  
convenience store  
& giftware  
supplier

Trading since 1995

Minimum initial order £250

Call now for a catalogue and full website access (trade only). Open Mon-Fri 10am-6pm. Unit 21 Brookgate, Bristol BS3 2UN