

# RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 02.02.2018



## The store you want to tour

- 'How I'm making my trendy urban store format work in the suburbs'
- Street food and chilled helps Eat 17's James Brundle achieve a 35% margin

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Shaping the future  
of independent retail  
since 1889



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# WELCOME

**James' story shows how asking four basic questions can help businesses of all sizes and locations**



**Editor**

Chris Rolfe

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Last month, our features editor Tom received a phone call from Kashif Nadeem, a retailer midway through a re-fit. "RN made me rebuild my shop," he said. "I read the magazine every week and see people doing refits and getting awards. I've watched the trends, picked and chosen little bits and eventually built my shop from it."

So inspired was he by reading about Dennis and Linda Williams' decision to add a food to go counter that he phoned the equipment provider and ordered one for his own business immediately.

We love sharing your stories in RN, and this week, you can read about another business that will spark new ideas.

Three months after it opened, we visited Eat 17's latest revolutionary store to meet co-founder James Brundle. James has adapted his urban c-store model to work in a market town, with food to go concessions and an in-store restaurant area part of his offer.

Eat 17 is not a typical c-store, but James' story shows how asking four basic questions can help businesses of all sizes and locations. How can you adapt to your customer base? How can you meet competition with services and specialist products? How can social media raise awareness of your store? And how can you persuade customers to buy something they didn't plan to?

Turn to page six for an exclusive tour of James's new store and read how he answered these questions to create his amazing offer. But don't stop there. Like Kashif, I hope you find ideas for your own business.

We will profile Kashif's store as soon as it's finished and, if you're inspired to make changes by the great ideas you find in RN every week, I can't wait to feature your story too.

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# BREAKING NEWS

## NFRN to bring commercial in-house

The NFRN is to bring its commercial offering to members, which includes drop shipment service NFRN Direct, in-house following a “root and branch review of services”.

The creation of the new department aims to bring benefits to the organisation’s 15,000 members and marks the return of former head of marketing Graeme Collins to the NFRN, to head up the department.

National president Linda Sood said: “Through the creation of this new department we aim to improve and increase the range of services and deals that NFRN members currently enjoy, as well as finding new and relevant profit opportunities.”

Meanwhile, NFRN Commercial, the vehicle created to increase the benefits for members from commercial activity, is in the process of being placed into liquidation.

## easyCoffee promotion

A retailer who is offering free coffee to customers on a week’s promotion is hoping to reach 40 cups a day when he begins charging.

Raj Aggarwal, who runs two Spar stores in Leicestershire and one in Sheffield, has partnered with easyCoffee to run a hot drinks machine in his Wigston store. To advertise the offering he has dressed his window floor to ceiling with the easyCoffee logo.

“The best way for customers to taste the quality of the coffee is to trial it free. When I charge it will be between £1.20 and £1.80 a cup. My aim is to get to 40 cups per day to make it viable.”



### Pop-up chocs

Members of the public are being offered the opportunity to exchange a personal trinket for a chocolate bar at a unique pop-up shop launched in London by Mondelez International. The mock-up newsagent is aimed at increasing the sales of Cadbury Dairy Milk. Those who visit the Glass & a Half pop-up shop can exchange a trinket, like a button or a small toy, for a bar. The marketing campaign visited in Central London between 25 January and 28 January. It is set to move to Sheffield and Birmingham.

**Royal wedding and World Cup to lead to readership rises** ‘Big opportunities’ for newsagents

## Summer events to spark bumper newspaper sales

by Jennifer Hardwick

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Retailers could be in for a bumper summer of newspaper sales as publishers predict readership rises from the Royal wedding and World Cup.

During the last World Cup in 2014, the time difference between Brazil and the UK led to high numbers of re-runs and late arrivals into wholesalers – but for this summer’s tournament, the time difference with Russia should aid the on-time printing of titles, publishers have said.

Speaking at an NFRN industry forum last week, Telegraph Media Group’s national sales controller Paul Reeves said: “There are some big opportunities this year which we should be looking to promote as an industry. There is the World Cup and also the Royal wedding weekend, which should be a massive weekend for newspaper sales.”

Prince Harry’s wedding to Meghan Markle in May will follow the expected arrival of Prince William and Kate Middleton’s third child in April.

Their wedding in April 2011 generated a month-on-month sales rise across national titles, with the Sunday Express achieving the highest rise of 13%, and reporting a year-on-year rise of 5% for the month.

However, publishers at the forum also warned weekend delivery times could suffer from an increased number of Friday night Premier League matches later in the year.

Publishers said they take decisions to leave out results where necessary, with the Daily Mirror send-

ing 100,000 copies to press without the result from last Friday’s Manchester United FA cup game.

But the Guardian’s head of supply chain Roger Clapham said: “I would deem the leaving out of match reports and breaking news as making the product we put out a lower quality product. There have been a lot less cut-off extensions this year, but that’s not necessarily something publishers are happy with.”

● Turn to page 32 for a full report on the NFRN’s news-trade industry summit

## Slow ambient lines ‘must be delisted’

Retailers with a large ambient range should review their products, weed out slow lines and delist them immediately, a retail expert has told RN.

Scott Annan, founder of Blue Antana Ltd, which specialises in the convenience sectors said: “I am surprised to find ambient

grocery ranges in UK convenience stores consuming up to 50% of store space for 10% of sales.”

Mr Annan said that as consolidation changes the shape of UK convenience, retailers should look to Japan and Ireland to understand how to drive sales.

Commenting on Japan’s

network of franchised independents, he said: “Food-service is 50% or more of daily sales, with 90% of the 50,000 stores receiving three fresh deliveries each day.”

Closer to home, he said that when BP added M&S Simply Food to its forecourts, 1,000sq ft of

confectionery, snacks, soft drinks and ambient grocery was removed to make way for M&S products.

“Store sales increased 150%. Sales of impulse categories increased by over 20% showing it is more customers who buy more, not more range and space that sells more products.”

**Fears over impact of Refill service** Independents likely to be hardest hit, says expert

# Free tap water scheme set to shake up bottled sales

by Jennifer Hardwick

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Retailers and industry experts have warned of profit losses for independent retailers following the launch of a scheme encouraging people to take free tap water from businesses rather than buying bottles.

The Refill scheme encourages businesses to offer free water to members of the public and has recently launched an app showing participating outlets across the UK.

Molly Johnson-Jones, a senior analyst at Global

Data Retail, said independent retailers would be hit hardest by the scheme.

“Supermarkets have the advantage of being able to offer meal deals which can encourage shoppers to buy bottled water, but fewer independents are able to do this because of overall costs,” she said.

Vince Malone, of Tenby Stores & Post Office in Pembrokeshire, said he would be concerned if the scheme became popular in his area.

“It’ll probably hit me the worst during the summer where I sell more than 300 bottles of water per day,

which makes me £150 in sales at a profit margin of 65%,” he said.

“I would have to look at alternatives. Glass bottles is one measure, but it’s working out how to get those supplies, how to store them and how to manage any potential waste.”

Gus Hoyt, Refill’s programme manager, said manufacturers have the power to change the materials they use to stop the scheme affecting retailers.

“Water could be sold in glass bottles and fizzy drinks can be sold in cans. If all the retailers came

together to stand up to the manufacturers I’m sure it would have an impact,” he said.

In a statement the Natural Hydration Council, whose members include Nestlé Waters, Highland Spring and Danone Waters, said it would welcome plans to increase the provision of water fountains but added: “We believe it is equally important that bottled water is available as it provides a naturally-sourced option, allowing consumers to make the healthy choice from the soft drinks selection available.”

## Local stores rate highly for business success

Community-owned shops have a business success rate of 95%, compared to the 41% average success rate of small businesses, new data from The Association of Convenience Stores’ Rural Shop Report 2018 has revealed.

From a sample of 2,420 independent stores, 59% of community stores run a postal service, which the report highlighted as having the most positive impact on their local areas.

Additionally, 43% of community-run shops have cafés, with 95% selling local produce.

There are 348 community stores in the UK, which generate a combined turnover of £54m, providing services to 1,400 remote and rural communities, and 1,114 paid jobs to local residents. Over the past five years, an average 17 community shops have opened each year.

## Murdoch: Facebook should pay

Rupert Murdoch has called on Facebook to pay “carriage” charges to news publishers.

The News Corp chairman said in a statement: “The publishers are enhancing the value and integrity of Facebook through their news and content but are not being adequately rewarded for those services. Carriage payments would have a minor impact on Facebook’s profits but a major impact on the prospects for publishers and journalists.”

Facebook has come under increasing criticism for not sharing advertising revenue made through readers sharing news stories online.



## ATM raid blamed on police cuts

A Hampshire retailer whose ATM machine was ploughed into by thieves has blamed reduced policing for the “horrendous” crime. Julian Taylor-Green’s Spar store was hit twice by a tractor at around 2am on Saturday night by four balaclava-clad individuals. Mr Taylor-Green (inset) said there have been a number of similar robberies over the past 12 months within a 10-mile radius. “This is what happens when you cut down on police. It is absolutely horrendous,” he said. “It doesn’t matter how you develop your store, or what services you supply to a loyal community. Mindless idiots do this.”

## New couriers will pay dividends, says PayPoint

The addition of new couriers to PayPoint’s Collect Plus business will offset declines in its click and collect parcel service, the company has said, following the release of its autumn financial results.

The firm operates the parcel service with courier Yodel across 7,200 of its 29,000 partner stores.

Figures for the three months ending 31 December show Collect Plus volumes fell 3.3% year on year to seven million.

PayPoint group marketing director Steve O’Neill told RN the decline in Collect Plus was caused by other couriers gaining market share, but confirmed the

company is in talks to add other providers to the service over the next year alongside Yodel.

“Collect Plus is one of the key things we’re doing to help our retailers increase their sales and we want to work with other couriers to increase the likelihood of that happening,” said Mr

O’Neill.

“Click and collect is a growing market and it can help retailers attract further footfall. Customers go to a store to collect their online order and they might be tempted to purchase a product from a retailer because of the convenience of being in their shop.”

# STORE LOOKBOOK



## Winning Herts and minds

In an era of decreasing margins and rising costs, Eat 17's James Brundle is bringing his highly profitable trend-heavy store model out of the city and into the small Hertfordshire town of Bishop's Stortford. Will it work?

Alex Yau finds out

The chance to achieve overall margins of 35% is one any retailer would jump at, but is such a model the preserve of stores in trendy urban areas? Multi-award-winning retail group Eat 17 doesn't think so, and it has been its mission to prove this with its fourth store, which arrived in the market town of Bishop's Stortford three months ago.

"It is a new territory for us," says the group's co-founder James Brundle. "We've taken a model which is already successful in London where there are lots of young people who are searching out the latest food and drink trends. Bishop's Stortford is smaller and the diverse customer base of office staff, retail workers and local residents presents a new set of challenges."

In fact, the challenges were so different to those James had faced before – his high street competitors include a Tesco Express, Greggs, McDonald's and more – that he thought twice about taking on the site at all.

"We're facing big competition here but the research I did makes me certain we can be successful. We spent months researching our competitors and speaking to residents," says James.

Nine months of planning and research led to a strategy which uses some of the experiential retail elements that have made the Eat 17 team famous, with a greater focus

on traditional convenience than perhaps has been required from the stores before.

The 5,500sq ft Bishop's Stortford store therefore combines services and products from the existing Walthamstow, Hackney and Whitstable shops, such as bread from local bakers, Eat 17-branded ready meals and even a florist. Where other Eat 17 stores have had burger bars and pizza ovens, Bishop's Stortford boasts on-trend street food-style stalls serving lunches, dinners and even offering locals takeaways through Just Eat.

And each comes with its own street food style branding: Chihuahua's for Mexican food, the Italian-themed Col's Kitchen and Katsu Charlie's provides Japanese cuisine.

"I know the owners who run our street food stalls personally as I lived in the area for 15 years. These cuisines are on-trend and aren't currently available around here. The addition of a seating area makes us popular with nearby workers on their lunch because the Greggs doesn't have one."

James gives the chefs full control of their range, pricing and staff. The subsequent lower costs aren't the only ways James is achieving his margins of 35%, however. The shop has provided the budding restaurant owners with their first fixed sites and the advertising of its location on Just Eat and social media websites Facebook as a result introduces new shoppers to the store.



**Specialist products are key, but I don't choose to stock a product just because it's trendy. I do my research to see if it can provide something new to shoppers** **JAMES BRUNDLE**



**35%**  
The overall margin  
Eat 17's unique offer  
achieves



3



4

**Store Tour**

- 1 Street food-style concessions help the store stand out from a nearby Greggs, McDonald's and Tesco Express
- 2 More than 30% of floor space is for high-margin fresh and chilled produce
- 3 The store front is designed to advertise the mix of traditional convenience and innovative in-store food and food to go
- 4 This fourth Eat 17 serves a mix of office staff, retail workers and local residents in the market town of Bishop's Stortford

**INFORMATION**

**Location**  
23 Potter St, Bishop's Stortford, CM23 3UH

**Average basket spend**  
£7

**Size**  
5,500sq ft

**Staff**  
15



# STORE LOOKBOOK



5



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Other opportunities to drive up margins can be seen in the store's layout. More than 30% of the shop also consists of fresh, with chilled, alcohol and bread making up nearly half of the store's overall business. The store has brought a fishmonger to the high street for the first time in years too, while James also works with 22 local suppliers such as Pye's Farm and Borough Wines. These sit alongside specialist items such as locally-ground turmeric, saffron and coriander, plus Eat 17-branded jars of Chorizo jam, and staff use sampling platters across the shop floor help convince budget-conscious customers the expense is worth it.

"The area has such a diverse range of shoppers which include the elderly and school children," says James. "Some customers will want niche products, some won't and others will want a mix of both. Our average basket spend per customer is £7 and I believe the range helps us achieve this."

"Some will already know we offer specialist products, but there are others who won't. They'll see the Spar sign outside and may just come in for a bottle of water, but they'll then be surprised when they walk in and see the niche products or the street food stalls spread out across the store. Sampling platters or tasting sessions we hold will give them a flavour of

what we offer. They'll be persuaded to look around and may spend more. It works the same way when shoppers think they're just visiting the food stalls to pick up their Just Eat orders."

And more than in the other Eat 17 stores, PayPoint, scratchcards or lottery tickets require focus. "We focus on point of difference, but we can't ignore areas which we know are successful."

With two new store openings planned for 2018, the slow-but-imperious march of Eat 17 looks set to continue. "The new Bishop's Stortford store is giving me the confidence we can carry on our momentum. We are offering new services to a new customer base so there is a lot at stake as a result," says James. "I wouldn't have done so much research or opened it if I wasn't confident it would work and it's on track to perform just as well as our other stores."

And his success lays down a challenge to other store owners who might think such innovation and profitability wouldn't work in the suburbs. "Opening this store shows me our business model can work outside of a trend-setting city like London or Manchester." ●



Want to see more of James' store? Go to [betterretailing.com/eat-17-bishops-stortford](http://betterretailing.com/eat-17-bishops-stortford)

## Store Tour

- 5 The store hosts several concessions, offers store-branded products
- 6 A seating area is popular with local workers and creates a point of difference from Greggs nearby
- 7 Bold displays of craft alcohol help promote a growth trend in the store
- 8 Local produce is regularly showcased with sampling



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**JAMES BRUNDLE: WHAT I'VE LEARNED AS WE'VE GROWN**



**WALTHAMSTOW**

Opening my first store really showed me that retail takes huge amounts of dedication and time. I'd often work until 3am and then start again when the store opened in the morning, but the success you see really makes it all worth it.



**HACKNEY**

This is where I discovered delivering good customer service is vital, but is not enough if you really want to differentiate. There's so much competition out there and you're not really going to stand out unless you offer something unique.



**WHITSTABLE**

Managing three stores can be very time consuming and I discovered communication is key, whether that's making sure you're fully stocked or working properly with suppliers. A slight issue with communication can have huge consequences.

# SYMBOL NEWS



## Coventry store celebrates 30 years in business

A Nisa store in Coventry celebrated 30 years in business at the end of last month. Dougalls started as an off-licence before being turned into a Nisa five years ago. The 1,600sq ft shop is based near two schools and features include a bakery, seven chillers for fresh food and a coffee machine. Store manager Monica Dougall said: "We have grown up with many of our customers and they have grown up with us. We know each other by name and it's a real community hub."

## 10% rise in sales for Conviviality

Bargain Booze owner Conviviality has reported a 10% rise in retail sales for the first half of its financial year, partly driven by vaping trends.

Sales for the 26 weeks ending 29 October 2017 increased year on year from £184m to £203m. Conviviality said vaping products, which include e-liquids and machines, are now available in 418 Bargain Booze shops.

Paul Stephenson, of Bargain Booze in Barrow-in-Furness, told RN vaping is important for his store. "It definitely contributes to our weekly sales of £30,000. We have over 100 different e-liquid flavours and the margins are decent at 35%."

Conviviality chief executive Diana Hunter added: "Our stores now have the full vape range to complement the destination off-licence and convenience proposition."

The increase comes as the company recorded a 13% drop in pre-tax profits from £7.4m to £6.4m in the same period.

**Co-op is reducing prices on 600 lines** Products will be available to Nisa retailers in the future

## Nisa shops unconcerned about Co-op price cuts

by Alex Yau

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Nisa retailers say they do not fear losing footfall to nearby Co-ops following the supermarket's decision to reduce the price of more than 600 products.

Co-op is investing £50m into dropping the price of its own-brand range of fruit, vegetables and ready meals alongside products from major suppliers by an average of 14%.

The products will be available to Nisa retailers in the future following a decision by the Com-

petitions and Markets Authority in March over the proposed Co-op-Nisa takeover. However, they are not on offer yet.

Jack Matthews, of Nisa Bradley's Supermarkets in Quorn, said he does not feel the reductions will affect him, despite having a Co-op nearby.

"Some products are similarly priced to those in Nisa, so I'm not worried. For example, packs of Andrex are now £2.25 while loaves of Warburtons are now £1.05," said Mr Matthews. "Customers want value, but quality cus-

tomers service is the most important thing, which independent retailers are the best at offering."

Rav Garcha, who runs five Nisa stores, said he looked forward to being able to offer the Co-op range: "We'll have to wait and see the full list of products, but the flipside is a benefit to our overall range."

"We'll have Nisa products alongside Co-op lines at a similar price and this can only help attract more customers," he said.

Commenting on the price reduction, Co-op

Retail chief executive Jo Whitfield said: "Many shoppers feel the pinch after Christmas and we are committed to offering our customers value for money and cutting prices."

"These price cuts are part of our strategy to keep attracting shoppers through the door."

A Booker spokeswoman told RN the wholesaler is constantly reviewing prices while Nisa and A.F. Blakemore & Son declined to comment when asked if they would be offering similar reductions.

## Scottish retailer buys up another Nisa store

A Scottish retailer is to extend the number of Nisa Stores he runs from two to three after buying a stake in Pinkie Farm Convenience Store in Musselburgh.

David Sands, who runs two other shops in Glenrothes and Falkirk, bought

the share from previous owner Colin Smith after Mr Smith decided to have a break from retail. The 5,000sq ft shop was opened by Mr Smith four years ago.

Mr Sands told RN he is investing an undisclosed six-figure sum into extending the shop by

2,000sq ft and adding more food to go options. "Food to go makes up more than a quarter of the business in my two other shops and I want to bring this trend to Pinkie Farm Convenience Store."

"The plan over the next year is to add a 2,000sq ft

seating area outside for popular categories such as food to go and coffee," said Mr Sands.

Mr Smith added: "Pinkie has taken up the past four years of my life and it's been a joy. I've achieved my goal of setting up and running my own business."

## Spar switch leads to 20% sales boost

A Belfast retailer has boosted her weekly sales by 20% after she converted her store from a Mace into a Spar.

Spar Greenway now has weekly sales of £29,000 after food to go and chilled products were added as part of the move. The £70,000 refit took three weeks and a one-metre hot food display was added.

Store manager Judith Mercer told RN: "We want a big focus on fresh and food to go because these are big trends. Customers have noticed the changes, which have all worked in our favour."

# NEWS & MAGS

## Deliveries too close for comfort

Newspapers are still arriving too close to their cut-off time to allow for timely delivery to retailers from Smiths News' Birmingham depot.

That was the message from the NFRN at an industry summit it held last week, with data showing 30% of all newspapers arrived within 30 minutes of cut-off in the second week of January.

Publishers said closures on the M1 for roadworks had meant drivers had been having to use a slower route on the M40.

The NFRN's head of news operations Peter Williamson said: "If you know you are likely to be 20 minutes late then perhaps the process needs to start 20 minutes earlier."

Northern & Shell's head of circulation, marketing and production, Paul Goddard, said the publisher is paying more than £300 a night for an extra vehicle to make sure the Express and Star arrive in good time.

## Less trust for online

Faith in traditional media rose sharply in the past year while only one in four Britons trusts social media as a news source, according to the annual Edelman Trust Barometer.

The survey by marketing firm Edelman found 61% of respondents trust publishers and broadcasters as a source for general news and information – the highest level since 2012, and 13% higher than in 2017.

Meanwhile trust in social media fell to 24%, with more than half of respondents (53%) reporting they are worried about being exposed to fake news while using social media.

**Publishers' joint campaign is a hit with readers** 'We want to bring more people into HND'

## Deliver My Newspaper brings in 12,000 orders

by Jennifer Hardwick

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More than 12,000 orders for Deliver My Newspaper vouchers have been made since the website was launched in July, with 1,500 new stores added to its database in the same period.

The website, operated by News UK, the Daily Mail, the Daily Telegraph, the Guardian and the i, allows customers to register for delivery of any of the newspapers involved, with free delivery for the first six weeks.

Customers select an HND retailer from the website based on their postcode, and receive vouchers in the post.

Speaking at an industry forum organised by the NFRN last week, the Telegraph Media Group's national sales controller Paul Reeves said the group is now seeking to motivate retailers to speak to more customers about the scheme.

"Obviously what we want to do is bring more people into HND," said Mr Reeves.

"There are retailers out there who want to grow their coverage and go into



Mail Newspapers' retail sales manager Andy Law addresses NFRN newstrade summit

new areas. This is a really positive step for the industry and now we want to speak more to retailers and galvanise them."

Mr Reeves and Mail Newspapers' retail sales manager Andy Law told the forum 200,000 PoS items have been sent to stores. They added regular written updates on the

progress of the scheme will soon start to be sent to retailers through wholesalers.

Mr Law said between 80% and 90% of people who have requested the vouchers online have then taken them into their chosen store, adding calls are now being carried out to find out if people who have

signed up are completely new HND customers or not.

"We know 85% of the stores' details listed on the website are accurate, but there will always be the odd glitch and retailers should get in touch with us to let us know about any problems," he said.

● NFRN summit – p32

## Sun Savers marks half million milestone

News UK's incentive scheme Sun Savers has reached 500,000 members.

The scheme, which launched in June, gives readers £5 in cash for every 28 codes they enter from the newspaper – effectively rewarding a month's worth of loyal purchasing. More than £2m has been given to customers since

its launch.

The Sun's chief marketing officer Kate Bird said: "While The Sun continues to expand its online offering the print product remains the cornerstone of our business. With 500,000 members and a phenomenal rate of growth, we hope Sun Savers will continue to shore

up sales of our newspapers for retailers across the country."

Mike Brown, of Browns Newsagent in Stokesley, said his customers were very excited about the scheme when it launched.

"It is hard to know exactly who is doing it but I have an HND customer who told me he has al-

ready made £50 out of it. It is good because it doesn't require any administration for newsagents," he said.

Stuart Jackson, of Jackson's News in Stockport, said: "Anything that creates a sale is very welcome and it's good they are coming up with schemes like this."

# PRODUCT TRENDS

## Diageo net sales show 7% growth

Guinness, Gordon's and Baileys have helped Diageo grow net sales by 7% according to the manufacturer, following the release of its half-year results.

Charles Ireland, general manager at Diageo GB, Ireland and France, said: "We have had a strong six months in Britain.

"We've continued to focus on our priorities and brands such as Guinness, Gordon's and Baileys."

Results also showed an 8% increase in total net sales of Guinness, driven by Guinness Draught and Hop House 13.

Donna Phillips, of Bargain Booze in Porthcawl, said Gordon's Premium Pink gin was very popular after Christmas.

"We have it on offer for £14.99, and it's been selling more. For us, Guinness Draught sells better than original Guinness because it's cheaper," she said.

## Tena Lady can help up-sell

Tena Lady has advised retailers to use the brand as a sign-post for the wider incontinence category for customers who need to 'grab and go'.

The news comes after Tena Lady Discreet was named Product of the Year 2018 in the bladder weakness category at the Kantar TNS Awards.

Anna McCrory, senior brand manager at Tena Lady, said: "Arranging your fixture in this way will encourage up-sell."

Meten Lakhani, of St Mary's Supermarket in Southampton, sells a case of Tena Lady per week. "Tena Lady Discreet sells particularly well," he said.



## Updated safety standards give eggs a big sales break

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

Convenience retailers can take advantage of updated health and safety standards around the consumption of eggs to tap into the trend of consumers viewing them as more than just a breakfast food, food safety scheme British Lion has said.

The advice comes after retail egg sales grew by almost 5% in volume, according to Kantar Worldpanel, following the official change in egg safety advice by the

Food Standards Agency in October 2017.

Under new guidelines, vulnerable people, such as children or mothers-to-be, can now safely eat raw, or lightly cooked eggs that carry the British Lion industry standard stamp.

Andrew Joret, council chairman for the British Egg Industry, said the increased safety meant eggs are being seen as a meal and not just a breakfast item.

"Consumers are looking for inspiration, so make sure the egg fixture is

visually appealing. Shelf barkers with serving suggestions can draw more attention and drive incremental sales. Use two sites to sell eggs from - a main fixture and then another site such as a gondola end, if there is space," he said.

According to British Lion, egg sales are on the rise for the 11th year running, rising by 250 million in volume in 2017 to top six billion for the first time in more than 40 years.

Tony Mallaban, of Premier Avon Gold store in

Bristol, said he achieves higher sales by cross-merchandising his eggs with baking goods, and has noticed customers buying them for a range of meals, mainly on weekdays.

"Over August and September last year, we had a 14% increase in sales of eggs. Part of that was because we sell local eggs and, at the time, there was concern over Dutch eggs being contaminated. Eggs being declared safe to be eaten by vulnerable people may have attributed to increased sales," he said.

## Indulgent snacks offer opportunities

Independent retailers must invest in a range of indulgent snacks to meet changing consumer appetites, retailers and suppliers have told RN.

"We know that shoppers want to treat themselves to something indulgent, but at the same time don't want to compromise their healthy eating plans," said

Marina Love, marketing director at Natural Balance Foods.

To take advantage, the supplier has just added a new Blueberry Muffin flavour to its Näkd portfolio of sugar and gluten-free bars.

Samantha Coldbeck, of Wharfedale Premier in Hull, said she has seen a three-fold increase in sales

of Trek bars when put on promotion - a brand that also taps into health and indulgence.

"More customers are looking for indulgent, higher calorie snacks on the weekends. It's important to invest in this category because peoples' needs are so different, and you don't want to lose cus-

tomers because you don't offer it," she said.

Julien Lacrampe, trade marketing manager at German manufacturer Bahlsen Biscuits, said it plans to capitalise on growth within the category by targeting younger consumers with its launch of new Choco Moments.

# BRAND SNAPSHOT



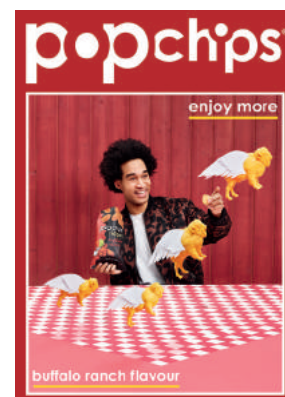
## Tub thumping

Unilever has announced a new Magnum tub flavour – Chocolate & Hazelnut Praliné. It has an RRP of £3.85 for 440ml.



## Oreo cookie quest

Mondelez is aiming to drive Oreo growth by appealing to young adults with a new on-pack promotion, called The Great Oreo Cookie Quest.



## Healthy chips

Popchips has launched a campaign to appeal to health-conscious consumers, by focusing on the chips being 'popped' and not fried.



## Sure thing

Unilever is launching a special edition variant, Sure Men Cool Sport, for the 2018 World Cup, to help retailers achieve maximum sales during the period.



## Plastic binned

Thatchers is using recyclable cardboard for its four-packs of cider – Gold and Haze – to reduce its use of plastic.



## Turning beer into water

AB InBev is announcing Stella Artois' partnership with Water.org. For every purchase, a month of water is provided to someone in the developing world.



## Hobnobs goes nuts

Pladis is introducing a Hazelnut flavour to its Hobnobs Nibbles range (RRP £1.99 for 120g). The Nibbles range is estimated to be worth £15m.



## Mug shot

Nestlé's flagship brand KitKat is launching an on-pack promotion that will give consumers a chance to win a 'Joe the Mug' mug.



## No sugar please

Next month, FrieslandCampina is launching a £200,000 advertising campaign for Yazoo's no added sugar range.

# WHAT'S NEW



## Kineta matcha drink

Kineta's natural, organic matcha green tea drinks are available in three flavours – Sicilian Lemon, Peruvian Ginger and Green Apple – and contain less than 99 calories.

**RRP** £1.99

**Contact** hello@kineta-drinks.co.uk



## Chalkdown Cider vintage cider

Chalkdown has announced the release of its 2014 vintage premium sparkling cider. The brand won the International Cider Challenge Trophy for best bottle conditioned cider in 2017.

**RRP** £11-£12 per 75cl bottle

**Contact** info@chalkdowncider.com



## MunkY peanuts

Available in a 'take home' size, all MunkY peanut bags have a hole in the top, so retailers can use clipstrips to save shelf space and cross-merchandise them with nuts and crisps.

**RRP** £1.79 per 100g bag

**Contact** mail@munkyproducts.com



## Think Brands aperitif

Pampelle Ruby Red Apéritif works in a range of cocktails and is making waves in the apéritif category. It will be distributed in the UK by Mangrove.

**RRP** £20

**Contact** info@mangroveuk.com



## Well & Truly crunchy sticks

Well & Truly's snacks are gluten-free and suitable for vegetarians. They are available in two flavours: Cheese and Sour Cream & Onion.

**RRP** 99p

**Contact** hello@wellandtruly.co.uk



## Whitley Neill gin

Whitley Neill has extended its premium gin range with two more variants: Blood Orange Gin and Raspberry Gin. They are 43% ABV and available in a 70cl format.

**RRP** £26

**Contact** 0151 480 8800

➔ **Priyanka Jethwa**  
 ✉ priyanka.jethwa@newtrade.co.uk  
 ☎ 020 7689 3355



## Fiovana cordial

Fiovana cordial comes in three flavours, contains no refined sugar, and is high in vitamins and minerals such as calcium and potassium. A 330ml bottle makes 20 drinks.

**RRP** £4.39

**Contact** [www.fiovanadrinks.co.uk/pages/trade](http://www.fiovanadrinks.co.uk/pages/trade)



## Dr Zak's cookies

Dr Zak's provides a range of 'on the go' healthy protein snacks that are available from Booker, Epicurium Wholesale and A.F.Blakemore & Son.

**RRP** £2.00

**Contact** [info@dr-zaks.com](mailto:info@dr-zaks.com)

**Focus**

## Sparkling tonics and waters

A popular choice among millennials, sparkling tonic and water varieties are must-stocks if retailers want to tap into the growing trend.



### Ugly Water sparkling water

Ugly Tropical is an alternative to traditionally sweetened fizzy drinks that contains no sugar, sweetener or calories.

**RRP** 99p

**Contact** [hello@uglydrinks.com](mailto:hello@uglydrinks.com)



### Cawston Press rhubarb sparkling water

Marketed as quintessentially British, Cawston Press's bestseller, Sparkling Rhubarb, contains natural tart and crisp flavours.

**RRP** 99p (330ml)

**Contact** [andrew@cawstonpress.com](mailto:andrew@cawstonpress.com)



### Folkington's tonic water

Folkington's premium tonic water is made from small-batch artisan botanicals and is ideal for pairing with craft gins.

**RRP** £4.95 (8 cans)

**Contact** 01323 485602

### Raj Singh

Londis Middleton Road, Banbury  
 Nowadays, 1.5l sparkling waters do really well.

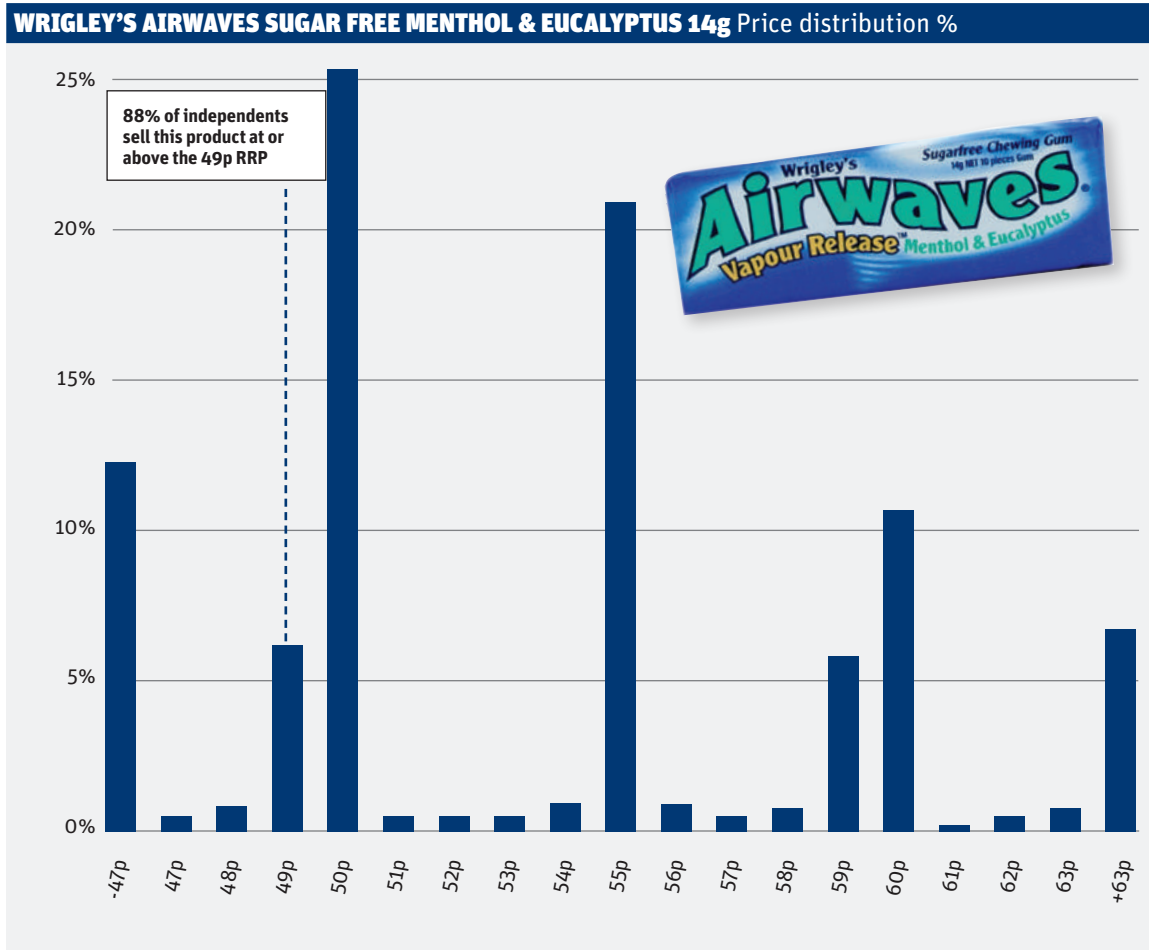
We carry products such as Volvic and own-label Euro Shopper



# PRICEWATCH

## Profit checker Chewing gum

## Price checker



PRODUCT
<b>Wrigley's Extra Sugar Free Peppermint</b> 14g
<b>Wrigley's Extra Sugar Free Spearmint</b> 14g
<b>Wrigley's Extra White Bubblemint</b> 14g
<b>Wrigley's Extra Sugar Free Cool Breeze</b> 14g
<b>Wrigley's Airwaves Sugar Free Menthol &amp; Eucalyptus</b> 14g
<b>Wrigley's Extra Ice White</b> 14g
<b>Wrigley's Extra Ice Peppermint</b> 14g
<b>Wrigley's Extra Strawberry Sugar Free</b> 14g
<b>Wrigley's Airwaves Cherry Menthol</b> 14g
<b>Wrigley's Extra Ice Spearmint</b> 14g
<b>Wrigley's Airwaves Extreme</b> 14g
<b>Wrigley's Extra Peppermint Bottle</b> 64g

### Analysis

A huge 78% of the retailers we surveyed this week charge above the 49p RRP for a packet of Airwaves Menthol and Eucalyptus. Around 25% venture just 1p above for a round 50p price, while a further 52% add up to 20p,

showing how many stores have leaped on the opportunity to glean additional margin from a highly impulsive category. It's a clear pattern demonstrated on our Price Checker table too, where 54 out of 60 stick-packs of gum are

priced 5p-11p above Booker's RRP. Retailers in our survey were more mixed, however, with those who stick to RRP to fend off local competition balanced by those who cross-sell gum with food to go to boost high sales still further.

## How we drive our profit

### Raj Aggarwal

**STORE** Spar  
**LOCATION** Market Harborough, Leicestershire  
**TYPE** Town centre  
**SIZE** 2,000sq ft

**TOP TIP**  
Look for opportunities to link-sell gum with other products as impulse items



**We price** above the 50p RRP suggested by Blakemore and this helps us earn an average 30% margin from chewing gum. We do this because customers aren't really too bothered about price because they see it as an essential product. A lot of people buy gum on impulse, which really helps as well. We sell a lot of food to go products such as coffee and sandwiches. The majority of our customers are office workers and placing these by the till normally helps. They want chewing gum to keep their breath fresh when they buy other products, so it is a good seller.

### Vicky Singh

**STORE** Londis  
**LOCATION** South London  
**TYPE** Residential  
**SIZE** 2,200sq ft

**TOP TIP**  
Advertising chewing gum near food to go is a great way to drive sales



**We aim** for a 50% margin by charging 65p on chewing gum products. This works because we don't have that much competition nearby and customers see chewing gum as an essential purchase, so our volume sales remain high. The demand is excellent because we normally sell seven boxes of 30 packets on a daily basis. We display them near our hot dog and coffee machines so customers are more tempted to buy them and keep their breath smelling fresh after eating food. We always place the bestsellers on the top shelves because customers notice them instantly.



**Alex Yau**  
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Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 C-STORE ON A SUBURBAN HIGH STREET IN PORTSMOUTH	RETAILER 2 NEWSAGENT NEAR A TRAIN STATION IN A WELSH COUNTRY TOWN	RETAILER 3 SMALL HIGH STREET C-STORE IN A WEST YORKSHIRE TOWN	RETAILER 4 LARGE HIGH STREET SHOP IN CENTRAL STOKE	RETAILER 5 C-STORE IN LIVERPOOL NEIGHBOURHOOD SUBURB	RETAILER 6 C-STORE IN CENTRE OF DEVON COASTAL TOWN
54p	43p	45p	45p	59p	49p	55p	69p
54p	43p	45p	45p	59p	49p	55p	69p
54p	49p	-	50p	59p	55p	59p	69p
54p	43p	45p	45p	59p	49p	55p	69p
54p	49p	49p	50p	59p	55p	55p	-
56p	49p	49p	50p	59p	55p	59p	69p
56p	49p	49p	50p	59p	55p	59p	69p
54p	43p	45p	45p	59p	49p	55p	69p
56p	49p	49p	50p	59p	-	55p	69p
56p	49p	49p	-	59p	-	59p	69p
56p	49p	45p	50p	59p	55p	55p	69p
£2.00	£2.00	£2.00	£2.00	£2.00	£2.00	-	£2.00

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Anita Nye

Premier Eldred Drive Stores, Orpington

Albion Baker (£1.45 for a large bloomer)



#### Where did you discover it?

Albion is a local baker just down the road. I've actually known about it for the past 30 years, but we've started really pushing its products over the past six months. We were first introduced at the cash and carry because we use the same depot to buy products. We chat to the owner quite a lot because of this and we've got to know the company's products.

#### Who buys it?

There are a lot of families and elderly people living nearby and they are our biggest customers. We've had a big push towards local products recently. We only used to sell 80 a week, but it's more like 160 each week now, which makes them very popular among the local community.

#### Why is it so successful?

The locals have kids and they're becoming continuously concerned about their general health. They want good quality products and the breads certainly come into play here. We recommend these over another local baker and customers trust our word. They're one of the bestsellers in terms of the baking category in the store and we'll continue to promote them alongside meat, vegetables and other local produce.

## Fiona Malone

**STORE** Tenby Village Stores & Post Office

**LOCATION** Pembrokeshire

**TYPE** High street

**SIZE** 900sq ft

#### TOP TIP

Gum sells fast, so make sure you have them displayed in a great position



**We've got** a post office which drives a lot of business into our store, so we sell chewing gum at RRP because our footfall is high enough to generate good sales. We do have competition from nearby stores, but I don't think we'd be affected too much if we did decide to increase our prices to get higher margins. The majority of our customers are either workers or tourists, so chewing gum products are among some of the most popular add-ons when they come in to buy their lunches. I'd say all Wrigley's products sell very well.

## Jack Matthews

**STORE** Bradley's Nisa Supermarket,

**LOCATION** Loughborough

**TYPE** Residential

**SIZE** 2,600sq ft

#### TOP TIP

Make sure your entire range of chewing gum is clearly visible by your till



**Local competition** is one reason why we stick to RRP on chewing gum. Even more so, though, we choose to do this because our shoppers all seem to think that chewing gum will be priced around the 50p mark. If we set our prices any higher, they probably wouldn't bother buying it from us. It's a subconscious thing really. We have a mix of kids and adults buying chewing gum from us. The adults are often commuters who want gum with them during their normal working days, especially after they buy coffee in the morning before catching the train.

# YOUR NEWS

## NFRN calls for crime crackdown

The latest crime figures have demonstrated the urgent need for a stronger focus on retail crime, the NFRN has said, following a surge in violent crime.

Figures gathered from the Office of National Statistics, ending September 2017, show police-recorded crime increased by 14%. Violent crimes have risen by 20%, knife crime has increased by 21%, and theft offences are up 11%.

"This new crime report makes grim reading. What is even worse is that these increases come at a time when high-ranking police personnel have openly stated that they will not investigate instances of shoplifting, criminal damages, thefts and other offences they consider 'minor crimes,'" said NFRN national president Linda Sood.

## Retailer hits out at zero-hours ban

A Republic of Ireland newsagent has hit out at upcoming legislation to ban zero-hours contracts, saying it will significantly impact his overheads.

Martin Mulligan, of Mulligan's Londis in Athlone, said: "It's a case of the government not listening to small businesses again. Cutting zero-hour contracts can affect our overheads."

Mr Mulligan added that he would have to pay a staff member for their minimum hours, even if they called in sick.

The legislation was announced in December by the Department of Employment and Social Protection and prohibits zero-hours contracts "in most circumstances".



Then and now: Mo Razzaq when he opened Premier Mo's 30 years ago; Mo's last day in store

## Mo closes Scottish store after 30 years

Glasgow retailer Mo Razzaq said he has closed the door on his Premier Mo's store in Blantyre with "mixed feelings". The retailer, who also runs a nearby Family Shopper, described the move as "the end of an era". "This week the store turned 30. We've been rooted in the community for a long time. I'm partly relieved because I can concentrate on my other business, but I'm very sad too." Mr Razzaq has closed the business to develop his Family Shopper alongside launching a delivery and loyalty app.

**The service will cover 15 locations across the Midlands** Response has been very positive

# Major mobile post office venture ready to launch

by Helena Drakakis

helena.drakakis@newtrade.co.uk

A Derbyshire newsagent is set to be the first retailer to run a mobile post office across four counties, making it the largest area covered in England.

Jag Aytain, of Linton Post Office in south Derby, plans to start the service next month, covering 15 locations across Derbyshire, Leicestershire, Staffordshire and the West Midlands.

"It's brilliant. We'll be bringing a vital service to communities who have

had no post office for eight or nine years. It's taken months of planning," said Mr Aytain.

The plans are subject to a six-week consultation, however Mr Aytain said the response from local authorities and the public has been overwhelmingly positive so far.

"The van has a post office counter and room for sweets and stationery, as well as steps and wheelchair access," said Mr Aytain. He added that while the service wouldn't necessarily bring extra footfall to his

store, it would cement him as a vital part of the community.

Mr Aytain will employ staff to run the van, which will typically visit each community for between one and two hours each week. He has also been working closely with parish councils to pinpoint carparks and council premises where the van will be housed.

The mobile vans were introduced by the Post Office in 2016 and, by the end of this year, there will be 60 vans operating.

Mr Aytain's new mobile post office service will be covering the largest number of counties in England, matched by Boneath mobile post office in Wales, which also travels to locations in four counties.

A Post Office spokeswoman said: "This mobile van enables Post Office services to be provided to communities which would not otherwise receive them; for local communities, especially those in remote or rural locations, the Post Office is a lifeline."

## Boost aims to build on NFRN event

Boost Drinks is inviting retailers to work more closely with it to grow sales ahead of the sugar levy following a successful evening with NFRN members.

The company, whose range is tailored specifically for the independent channel, visited the Croydon and South London

branch of the NFRN this month.

Seven retailers met with five representatives from Boost, who spoke about upcoming sales opportunities and challenges faced by the sector.

Branch secretary Ralph Patel said: "Representatives spoke about the sugar tax and what the drinks

industry is doing. Boost has adjusted its recipes to make sure it stays within the band so this will allow it to maintain price points."

Members tasted the reformulated drink as well as testing new products.

Natalie Rich, marketing controller at Boost, said: "We found the event

useful because retailers felt they could ask any question of us and understand how they can work more closely with us. This was the second face-to-face event we've held recently and we're already looking for more opportunities to hold similar events across the country."



“

**Reading RN has made experimental ideas seem achievable. I've been inspired by Binny Amin's Indian curries and Justin Whittaker's food to go, for example.**

**JIMMY PATEL, PREMIER JIMMY'S STORE, NORTHAMPTON**

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# YOUR VIEWS

## YOUR LETTERS

### ■ Reorganisation of delivery times means papers are later

I felt I had to write to RN with regard to the decline in the service we have been receiving from Smiths News's Bredbury branch.

Since a reorganisation of some routes, we have seen our newspapers arrive much later than before the changes.

I have spoken to other newsagents nearby, and we are profoundly dissatisfied with what's going on. In the event of late inbounds to the depot the issue is compounded even more. As a delivery newsagents we need to be able to get our rounds out on time because our deliverers have to leave to get ready to go to school.

How Smiths News arrived at the selected RDTs astounds me. We have been a given time slot that is 30 minutes after we open to the public. This is wholly unacceptable. It is almost as if they are dictating how our shops will operate.

I am increasingly dismayed with the service we receive when we are expected to give our customers



**As a delivery newsagents we need to be able to get our rounds out on time because our deliverers have to leave to get ready to go to school**

**Les Wood**

first-rate service, and that is not taking into account the mistakes made by Smiths when claims arrive more than three hours later.

**Les Wood**  
L & J News, Urmston  
Manchester

### ■ A Smiths News spokeswoman said:

*"We have contacted L&J News to discuss the issues raised and our teams have identified an anomaly with the RDT that has caused this problem for Mr Wood and are working to resolve this as quickly as possible. We apologise for any inconvenience caused."*

### ■ New year, same old poor service

Despite my Christmas wish for the demise of Smiths News – as featured in my letter in RN's in 22 December edition – things are just as bad this year as they were last.

On Sunday 14 January I did not receive any Sunday Mail Glasgow editions. On Sunday 21 January I also did not receive any and after making a claim I was sent just one.

On 23 January I received my documents from Smiths stating that my order of Rail Magazine had been cancelled. I made a call on the same day to request to put my order back for 31 January but to my surprise I was told that the system was locked and it couldn't be done.

I hope that every publisher who uses Smiths News seriously considers what they have done.

**Vijay Patel**  
Higham News, Higham Ferrers

### ■ A Smiths News spokeswoman said:

*"We are very sorry to hear of Mr Patel's strong dissatisfaction with the service he has received. We would like to assure Mr Patel that our teams are investigating the issues raised and will respond directly to him."*

### ■ Nothing changes with Menzies

I have had enough of Menzies. I have spoken to them so many times and nothing changes. Sometimes I get too many papers, sometimes not enough. They are often late. I have got six paper rounds to get out and my deliverers have to leave at 8am because they have to get to school. I am 65 and I can't get around to do them all myself. The shop opens at 6am and the papers have sometimes been as late as 10am.

This has been going on for a year and yet they charge £59 a week for the service. The problem is there is no other wholesaler I can turn to.

**Ken Patel**  
Cartright News, Portsmouth

**Menzies did not respond to a request for comment.**

## YOUR SAY How do you make sure your customer service sets your store apart from your competition?



### Khuram Pervez

Family Shopper, Newcastle Upon Tyne  
When taking on new staff members, our management trains them up. Our staff are encouraged to meet customers once they come into store and approach them to help. At the end of the day, we find that having good customer service helps create a local community bond between customers and staff. It also means that customers can come in and catch up with staff members at the same time as doing their shopping.

### Raaj Chandarana

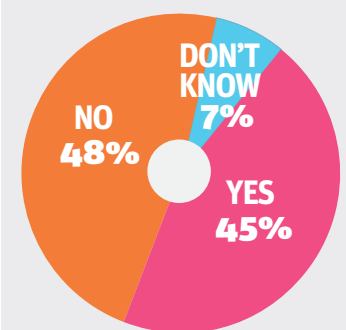
Tara's Londis, High Wycombe  
We always focus on some of the simplest ways of delivering the best customer service, but these are still some of the most important. All our staff smile

at customers and chat to them about their days and personal lives. Knowing each customer on a personal basis sets us apart from the competition and it also encourages customers to come back. It builds relationships which the big supermarkets are unable to offer.

### Graham Doubleday

Doubleday Newsagents, Mossley  
We make our store as friendly as possible. It is a real community area so we know most of the people that come in anyway; passing trade is pretty limited. Sometimes people just come in for a chat or a moan and we listen to them. The bigger stores can't compete on the relationships side because they just want to take people's money and get them out of the shop.

## RN READER POLL



**Do you agree with minimum unit pricing for alcohol?**

### NEXT WEEK'S QUESTION

What drives most footfall to your store?

**Vote now at**  
[betterretailing.com](http://betterretailing.com)



## COSTCUTTER CONFUSION CAUSES EASTER ORDER UNCERTAINTY

There is still a complete lack of communication from Costcutter.

Costcutter emailed us to say our Easter order would turn up on Monday (22 January). When it didn't arrive I rang up the customer care centre which told me to prove I had ever received the mail. So I rang my rep and was told not to worry and that it would definitely come this week.

However, I spoke to the customer care centre again on 23 January and was told they didn't

know when the order would arrive. It is now Friday (26 January) and it still hasn't turned up. So now I have no idea whether to just go elsewhere for everything I ordered, or keep waiting. How are we supposed to know what to do?

There is clearly no communication between Costcutter and Nisa. It is incredibly frustrating. Nobody seems to know anything.

**John Vine**  
Newsworld  
Church Stretton  
Shropshire

### A spokesperson for Costcutter Supermarkets Group said:

*"As with all our retailers, we have tried to maintain close communications with Mr Vine through regular updates and apologise to him for any difficulties he has experienced. We are pleased to say his Easter delivery turned up later on Friday."*

**100 YEARS AGO**  
2 February 1918

Rotherham retailers complained of a spate of newspaper parcel thefts. It sounded like an inside job: the thief threw the newspapers they could not sell into the yard of the president of Rotherham Newsagents Association.

## AROUND WITH THE ROUNDSMAN

### Blanche Fairbrother



I have come to the conclusion that if it carries on raining much more I will have to invest in an amphibious vehicle. The council cleared the flood on Adbaston Lane but three days later it was as bad as ever, and there is also still a rather large flood on Doley Road so delivering in that area is a tad nerve-wrecking at the moment.

My Radio Times sales have gone down since it was increased to £2.80. I now have just five ordered copies and haven't sold any at Woodseaves Post Office or the Norbury Junction shop. People are fed up with what they see as extortionate price hikes. I have had to increase my Saturday Daily Mail order because it is getting popular with what is by far the best Saturday television magazine. It has a comprehensive guide to the week's programmes and a host of other

interesting items and only costs £1. The Radio Times's loss has become the Mail's gain.

One of my customers had a nasty fall so an ambulance was sent for. When it arrived they opened the doors in order to put the lady in but they also had another passenger who was spotted just in time – yes it was the pet cat. Apparently it does like a ride in a vehicle given half the chance.

I hope fellow RN columnist Mike Brown has got his paper boys sorted out now but I don't think the publishers help.

The weekend papers are such a ridiculous weight that kids just can't carry them, and the papers are too thick for some of these stupid slim letterboxes. It's no wonder kids who want the job are few and far between.

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Easy Coffee, New signage up and now ready to serve. Come and get your free cup of coffee, limited time only.

**Raj Aggarwal**  
@Spar\_Wigston



Very impressive banner!! Thank you @IAAcademy

**Dave Hiscutt**  
@davehiscutt

It's time to #PassOnPlastic. Show your support by sharing how you're cutting down on single-use plastic, challenge your friends and family by tagging them in and become part of our movement. Hands up who's in...?

**AmitP**  
@AmitP327

### Pass On single-use plastic

- Pass On takeaway coffee cups
- Pass On plastic bags
- Pass On plastic cutlery
- Pass On plastic straws
- Pass On microbeads
- Pass On plastic bottles
- Pass On excess packaging
- Pass On plastic cotton buds

#PassOnPlastic



So if you have a tote box with nothing on it, how can you track and trace it, and how can Menzies charge for a missing tote box?

**James Wilkinson**  
@pybjamar

# GREEN BUSINESS

## OUR FRIDGES KEEP THE COLD AIR IN

### Khuram Pervez

Family Shopper,  
Newcastle Upon Tyne



About two years ago, we partnered up with Enviro-Glo on an energy-saving project where they installed a ventilation system in the fridge that kept the cold air inside, preventing it from spilling out on the shop floor. This means nothing is being wasted, and we don't have to turn on our heating as much. Not only has it lowered our energy bills, but it means we are doing our bit for the environment.

## WE'RE USING SOLAR POWER IN STORE

### Allison Leach

Chellow Heights Service  
Station and Spar, Bradford



We have had solar panels on the roof of our business for the past three years which we use to power all the chillers and lights in the store. We have a meter reader in the shop which customers can see and it has become a talking point for customers.



Solar panels have become a talking point at Allison Leach's Bradford store

## WE'RE DITCHING PLASTIC BAGS FOR FRUIT AND VEG

### Joe Williams

The Village Shop,  
Hook Norton



We're moving away from using plastic bags for fruit and vegetables and replacing them paper ones. In the past couple of weeks with all the media attention surrounding plastic waste, we've had customers come in and ask if we have any paper bags instead of plastic.



## WE'RE STILL PAYING 2013 RATES FOR ELECTRICITY

### Naresh Gajri

Cranhill Convenience  
Store, Glasgow



Four years ago we invested in LED lighting and immediately cut our energy use by 50%. We made our money back in a little more than two years and alongside investing in new chiller units this has meant that we're still paying what we were for electricity five years ago.



# Going green and saving pennies

As environmental issues rise up the political agenda and new regulations seem increasingly likely, RN readers are discovering that going green can be good for business. **Tom Gockelen-Kozlowski and Priyanka Jethwa** report

**A** levy on paper cups is being discussed, all retailers must now charge for carrier bags and the carbon footprint of the food we buy and the stores we buy it from is suddenly in the public eye like never before.

And the industry has reacted. Supplier Coca-Cola has pledged to collect and recycle all packaging by 2030. Evian meanwhile is going to use 100% recyclable plastic in its bottles by 2025 and PepsiCo has invested millions in potatoes for its crisps which reduce waste and grow

efficiently.

Supermarkets, too, are catching up. Iceland is due to eliminate all plastic from its own brand produce from 2023.

So, what about independent retailers?

RN spoke to 11 RN readers to find out how they have made changes to their business to help the environment and cut waste. The good news is that in almost every case, their investment has had benefits for the business's bottom line too.

**I GOT RID OF MY OLD DAIRY CHILLER**

**Narendra Singh Jadeja**

Londis, Waltham Forest, London



My dairy chiller was working perfectly but it used a lot of energy and blew hot air into the shop. I spent £6,000 on a new one which cuts my bill by a third and I also invested in new lighting for the store too. It's so important to find savings and I'm so glad I could make this investment.



**The saving we made financed my store refit**

**MY SYMBOL GROUP PICKS UP MY RUBBISH**

**Ash Patel**

Gerhold Fine Food & News, London



We used to get our rubbish collected by the council and it would pile up outside the store. Now our symbol group, Londis, collects it with every delivery. It means we can save £40 to £50 in collection costs per week because the prices of the company the council uses kept going up and up.

**MY CHILLER DOORS PAID FOR MY REFIT**

**Yogi Tatler**

Crown Row Londis, Bracknell



Updating our chillers and installing doors cut our bills by 35% to 40%. Despite the fact that it cost £9,000 to do, the saving we made financed my store refit meaning the whole update cost me very little. To begin with I was worried what customers would think about the doors but they hardly noticed.



**Switching rubbish collectors saved Ash Patel up to £50 a week**

**OUR FOOD TO GO OFFER CUTS WASTAGE**

**Tom Dant**

Partney Filling Station, Partney, Lincolnshire



By turning near-to-date items into food to go we've managed to get wastage down in one store from £600 per week to £170-£200. We've also started dry mix recycling our rubbish, separating out paper, glass and plastics as you would at home. Because there isn't a financial incentive it's not as encouraged in businesses.



**SUPPLIERS HELP ME BOOST RECYCLING**

**Adrian Rodda**

AR News, in Harrogate, Yorkshire



We take part in the returnable Coca-Cola bottle scheme where customers can recycle bottles with us, and started to sell Coke in glass bottles, instead of plastic. People prefer glass, anyway, because the Coke tastes better. We also use paper bags instead of plastic. We have to do our part to protect the planet for future generations.

# COLUMNIST



Guest columnist

**Trudy Thompson**

## How community care works for us

**When is the last time you returned a lost horse to its owner, prioritised in-store seating over shelf space or helped someone start their own business? RN columnist Trudy Thompson discusses her store's unique approach to community relationships**



Trudy and her team work closely with local customers and business owners

**W**hen we bought Tywardreath Village Shop it was a dying rural c-store destined for closure.

In our first year of trading, however, footfall and turnover has improved so dramatically there's now no doubt we have a viable business, and I believe collaborating with our community has played a significant role in securing the shop's future.

We've done this in a variety of ways, from the outset. To raise money to buy the business, for example, we shared our plans publicly and borrowed money

from hundreds of local people, giving them 6% annual interest in return for a £500,000 loan facility. Through this, we avoided jumping through bureaucratic hoops to fulfill commercial lenders' requirements and crowdfunding gave us a loyal customer base from the start.

Now we're more established, we offer accounts to regular customers. If they need something and have run out of funds, or are elderly, disabled or have a young family, they can put more on their account, even if they haven't fully paid it off, and pay a little towards their account when they can. We have also lent money to regular

customers, and if someone really can't pay this back, they repay with their skills and experience instead.

Naturally, there is a risk involved, but just five people we have helped in the last year have not repaid us – costing us around £1,000 – and some of the people who owed the most money have done more than residents to support the store.

Another way we've built links with the community is by using our experience to help local people start or grow their own businesses.

We act as business coaches and public speakers, charging big companies but offering free mentoring and business advice to local people – everything from a chat at the till to a 30-minute coaching session in the office.

We have hosted free knowledge-sharing workshops and visits to the shop for competing businesses, suppliers, council leaders and community groups. Our window displays are also used to promote other small businesses, and while we don't aim to earn a profit from people who are starting out, we agree a discount or commission – usually between 10%-30% – if we sell a lot and place regular orders. It's a great way to build business contacts in the area.

As many other newsagents have found, offering a delivery service is another easy way to connect with your community. We distribute papers to more than 300 people every day, so it makes sense to

include leaflets promoting local events, businesses and news in our rounds.

Through home deliveries for housebound or elderly customers, retailers are often the first people to know when someone needs help, and we have helped find emergency accommodation when customers have been evicted or left abusive relationships. We've also got to know people by providing lifts to hospital appointments and job interviews, and some of our more bizarre experiences include taking animals to the vet and returning lost pets – including ferrets, birds and a horse – to their homes.

We've found simple changes in-store have also gone a long way to building relationships with local people. We recently removed a confectionery sales area to install chairs near the till so people can sit and chat. Even with less shelving, we sell triple the stock because people feel comfortable in our shop, so what might have been a risky decision has paid off.

Some of the ideas we've tried might seem counterintuitive to retailers who are as focused as we are on making a profit. But we highly recommend independents to find more ways to collaborate with their communities as a business-growth strategy.

### ★ Four ways to collaborate with your community ★

**+** **Don't be afraid of competition, embrace it** Network and collaborate with your competitors. There are lots of benefits from working with other independents and learning from big retailers.

**+** **Share your story on social media** It is a low-cost way to engage with people and has helped us with sales, marketing, recruitment and finding new suppliers, promoting our suppliers, events and solving problems for customers.

**+** **Build relationships with customers, drivers and suppliers** Find out more about them as people and remember their names. Share your ideas and ask good questions to get their feedback and support.

**+** **Connect with local schools** Give talks, provide work experience or help inspire the next generation to start their own businesses. We have art competitions, where the winning drawing is made into a greetings card we then sell in the shop.

*Trudy Thompson is co-owner of Tywardreath Village Shop*



# BIG NIGHT IN

## Home comforts

### Why should retailers stock it?

#### Faith Holland

head of category and insights, Diageo

The iced coffee category grew by 44% in the last two years. Diageo recommends retailers advertise Baileys Iced Coffee as a post-dinner dessert.

### BAILEYS ICED COFFEE

Last year, Diageo launched two new Baileys flavours: Latte and Mocha (RRP £1.90) to take advantage of a growing sector.



### Why should retailers stock it?

#### Faith Holland

head of category and insights, Diageo

The concept of 'Big Night In' is becoming increasingly popular among younger couples. With Gordon's Premium Pink Gin, retailers can attract this younger demographic.

### Why should retailers stock it?

#### Toby Lancaster

category and shopper marketing director, Heineken

Stocking a low or no-alcohol beer such as Heineken 0.0 will cater for shoppers looking to moderate alcohol consumption without compromising during their big night in.



### HEINEKEN 0.0

Heineken's alcohol-free variety is available in 4x330ml packs and at a RRP £3.25.



### GORDON'S PREMIUM PINK

Last year, Diageo took advantage of the craft gin trend with Gordon's Premium Pink Gin.

### BOMBAY MIX

Cofresh Snack Foods is taking advantage of demand for spicier flavours with its Bombay Mix (£1 priced marked).



### Why should retailers stock it?

#### Debbie King

director of commercial sales and marketing, Cofresh

Millennials are inspired by food from around the world, and what were once unfamiliar flavours are now widely accepted.



### HUMMUS CHIPS

Cofresh Snack Foods is tapping into the healthier food trend with its Hummus Chips (135g for sharing bag).

### Why should retailers stock it?

#### Debbie King

director of commercial sales and marketing, Cofresh

Healthier snacking is one of the strongest snacks trends and we believe the preference for 'good for you' products is here to stay.

# BIG NIGHT IN

**Why should retailers stock it?**

**Matt Collins**

sales director for convenience, wholesale, discounters and foodservice, KP Snacks

Consumers are making more than 27 million visits to chip shops every month. Recognising this trend, we've delivered a product that consumers crave.



**MCCOY'S CHIPS**

In February 2017, KP Snacks launched McCoy's Chips in 70g, £1 priced packs.



**THORNTONS TOFFEE**

Ferrero's Thorntons Toffee is available in sharing bags, gift boxes and chocolate blocks.

**Why should retailers stock it?**

**Levi Boorer**

customer development director, Ferrero

We know that 50% of toffee users buy to share, and Thorntons Toffee and Fudge has a 12% market share, making it the number one toffee and fudge brand in the market.



**IRN-BRU**

AG Barr is encouraging retailers to stock sharing size bottles to drive purchase.



**Trivento Malbec is a 'must stock', Malbec is growing at more than 30% year on year**

**Why should retailers stock it?**

**Adrian Troy**

marketing director, AG Barr

Around 75% of purchase decisions are made at the fixture and sharing-sized bottles can be dual-sited with other big night in essentials to create a range of eye-catching deals.

**KINDER CHOCO-BONS**

Ferrero impulse-friendly Kinder format is designed to tap into the £1.1bn sharing bags sector with a selection of sharing chocolate formats.

**Why should retailers stock it?**

**Levi Boorer**

customer development director, Ferrero

The Kinder sharing bag formats, which come in two variants (Kinder Choco-Bons and Kinder Chocolate Mini), offer shoppers the family favourite brand in a shareable format, for any big night in occasion, or even date night.



**HULA HOOPS BIG HOOPS**

KP Snacks says its range of £1 priced Big Hoops is a 'must stock' with its BBQ Beef the second biggest sharing product in its segment.

**Why should retailers stock it?**

**Matt Collins**

sales director for convenience, wholesale, discounters and foodservice, KP Snacks

As the UK's number one family snacking brand, Hula Hoops is set to grow sales with exciting new products lined up for 2018.



**TRIVENTO MALBEC**

Concha y Toro's Trivento is the UK's top-selling Malbec and will cater to more discerning convenience customers.

**Why should retailers stock it?**

**Ben Smith**

corporate communications, Concha y Toro UK

Trivento Malbec is a 'must stock' and Malbec is a red grape variety growing at more than 30% year on year among wine drinkers.



**Why should retailers stock it?**

**Adrian Troy**

marketing director,  
AG Barr

When shoppers are looking for something healthier, they look at the water fixture in the chiller. Therefore, we recommend that Rubicon Spring is stocked in the chiller cabinet, positioned between carbonates and water.



**RUBICON SPRING**

Last year, AG Barr responded to concerns about unhealthy drinks with the launch of Rubicon Spring.

**Why should retailers stock it?**

**Toby Lancaster**

category and shopper marketing director,  
Heineken

Promoting a beer that pairs well with food like Birra Moretti with a popular Big Night In dish such as pizza, is a simple way to increase sales.



**BIRRA MORETTI**

Heineken is encouraging retailers to cross-merchandise high-quality food and drink to cash in on the 'Big Night In' opportunity.

**Why should retailers stock it?**

**Kevin McNair**

marketing director,  
Britvic GB

With a rise in clean and healthy eating, Purdey's offers consumers a cleaner alternative to the established energy drinks brands on offer.



**PURDEY'S EDGE**

Britvic extended its range for Purdey's with the launch of a 250ml can format, last October.

**Why should retailers stock it?**

**Angela Daulby**

UK group sales director,  
Kepak Convenience Foods

Consumers want to spend minimal time preparing food when it comes to a big night in. Rustlers are the perfect fit for this occasion, offering a quick and tasty solution that takes only minutes to serve.



**RUSTLERS**

Kepak Convenience Foods is tapping into the high street gourmet food trend with its Rustlers Gourmet range.

**Why should retailers stock it?**

**Toby Lancaster**

category and shopper marketing director,  
Heineken

Increasingly, shoppers are purchasing premium cider for a treat at home so retailers can encourage customers to trade up when merchandising for the big night in.



**OLD MOUT**

Heineken is tapping into premium cider for a 'treat at home'.

**Why should retailers stock it?**

**Susan Nash**

trade communications manager, Mondelez International

Previous line extensions from the brand, such as Berry Mix, have been highly incremental to the category, and tropical is a top trending flavour. Maynards Bassetts Jelly Babies Tropical aims to attract new adults and families to the category.

**MAYNARD BASSETTS JELLY BABIES**

In 2017, Mondelez launched two new products into the Maynards Bassetts range.



**Why should retailers stock it?**

**Ed Jones**

senior customer marketing manager,  
Vimto Soft Drinks

With entertaining at home on the rise, premium, adult soft drinks that can be enjoyed alone or used as a mixer, present opportunities for retailers while saving precious chiller space.



**APPLE & ELDERFLOWER WATER**

Vimto Soft Drinks' range includes three 750ml drinks, which are suited for sharing on a Big Night In.

**CADBURY DAIRY MILK TIFFIN**

Mondelez brought back the Cadbury Dairy Milk Tiffin as a permanent addition to the range last August.



**Why should retailers stock it?**

**Susan Nash**

trade communications manager, Mondelez International

Chocolate is still the number one choice for those settling down for a night in with friends, so there are plenty of opportunities for cross-category selling to create the perfect night in.

# WEBSITES & APPS

## A week in my digital life

Using websites and apps can help level the playing field between independent retailers and the multiples. Two top retailers tell **Alex Yau** how they integrate these tools into their store management

### Ken Singh

Mill Hill Stores,  
Pontefract



Ken uses apps and websites to get the best out of his business behind the scenes. From weekly Booker orders to store security, technology helps relieve any unnecessary stress.



Being able to make these checks online means not being short staffed during busy periods

#### MONDAY

My shoppers range from office workers who read the paper on their morning commute to the elderly who enjoy magazines over tea, so newspapers and magazines are important to my morning trade. The i-Menzies app is useful on a Monday morning because I can check all my weekly deliveries. If there's an issue, I can immediately call Menzies and prevent the likelihood of any lost sales.

#### TUESDAY

My Booker delivery comes on a Wednesday and it's crucial I use the Booker website on a Tuesday. This isn't just to order products, but also to see if Booker is out of stock of anything. I can decide which products I will get instead or whether to shop around for them at other wholesalers. As it's only myself and my wife who run the store being able to make these checks online means not being short staffed during busy periods.

#### WEDNESDAY

Today is delivery day and by using the new PayPoint One EPOS Pro mobile app, which collects real-time data from my till, I can now do another last-minute check to see if I'm running low on any items. I'll then call Booker and ask if I can make any last-minute additions to my online order before the lorry gets sent out.

#### THURSDAY

Having got our big delivery out of the way, Thursday is a quieter day when I can spend time analysing how the store is performing. As well as looking at our sales data category by category to find opportunities, this also allows me to check for any oddities which indicate something has been stolen. I use this information to place these products somewhere in the store where I can keep a closer eye on them.

#### FRIDAY

I work with Collect Plus and store customers' online deliveries outside the store – it's a good footfall driver. However, each box does have a time limit and I get an email at the end of every week telling me to send packages back to the sender if a customer hasn't picked it up within seven days. This prevents congestion and increases the likelihood of shoppers coming into the store.

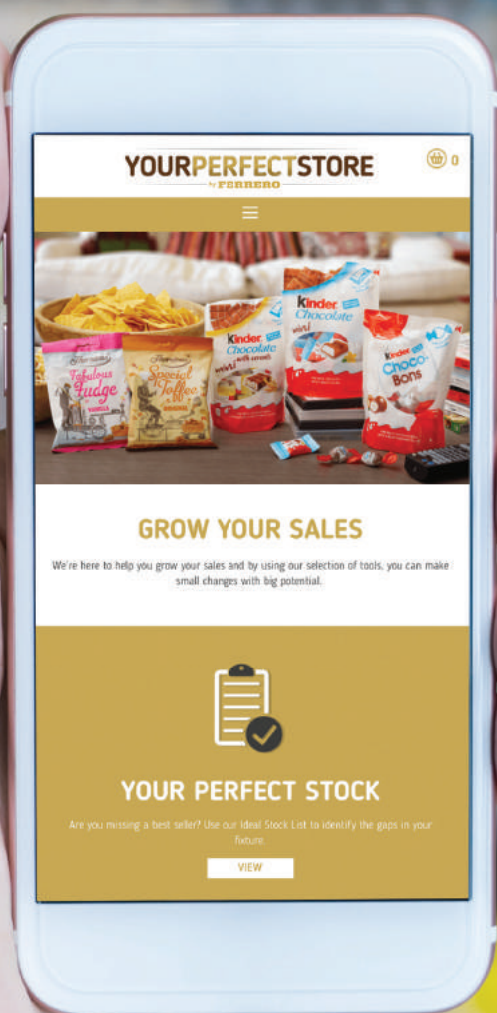
#### THE WEEKEND

I never open on a Sunday. My drinks fridge is connected to a smart meter and I can use a mobile app to alter the temperature on a Saturday evening and throughout Sunday. There's no need to have the fridge at full power when there are no customers. Doing this has helped me save £200 per month on electricity bills. I've also got the security cameras hooked up to my smartphone, which allows me to monitor the store at home. It sends me alerts should a break in happen.



visit

yourperfectstore.co.uk



Join Ferrero's online retailer community for advice on how to drive your sales and maximise the potential of your confectionery fixture.

**YOUR PERFECT STORE**  
by **FERRERO**

 FOLLOW US @FerreroYPS

# WEBSITES & APPS

Id

## Mandeep Singh

Premier Singh's,  
Sheffield



Mandeep Singh focuses more on promoting his store through social media as a way to increase sales and awareness.



### MONDAY

We get a big delivery from Booker on a Monday and this will include stock that's part of their weekly promotions. I manage five Premier stores across Sheffield and WhatsApp comes in useful because I can send the deals in one message to all my store managers and it allows my staff to determine how much stock is needed alongside what needs to be done with merchandising throughout the week. This process used to take me several hours, but I can do it all in just over an hour.

### TUESDAY

It might not be an app or website but Adobe InDesign is invaluable. We promote products with posters designed by ourselves. Our graphic designer uses InDesign and it helps the store stand out with its own personality – and they don't look like they've been created by an amateur. I speak to the designer regularly throughout the week, but Tuesdays are normally best because we've organised the deliveries by then which take up a lot of time, and we'll know what to advertise on the posters afterwards.

### WEDNESDAY

We start promoting the posters on Facebook, which is a really important way of increasing sales for us. We do this throughout the day, every day of the week and it works. For example, we once advertised a promotion for an eight-pack of Bud Light at £5. We sold 180 cases within 10 days of the promotion going online. Taking the time to invest in your own branding and social media certainly pays off.



### THURSDAY

If you're a multi-site retailer, managing the finances of various stores can be quite time consuming. Internet banking has helped make this aspect of the business more efficient. We can check the cash flow of each store by either going online or using a mobile app. It saves each store manager having to go through the slow process of calling or going to the bank, which used to take up at least a couple hours in the day. It also means we save money on having to pay an additional staff member to cover the store.

### FRIDAY

The weekends allow us to prepare for the next business week. As well as reviewing what has been working well throughout the last few days with Facebook and WhatsApp, we use apps like i-Menzies to make sure our weekly newspaper and magazines delivery is still scheduled and whether we'll have the full stock coming to each shop.

### THE WEEKEND

Our Booker delivery needs to go as smoothly as possible on Monday to minimise any disruption throughout the week. We normally send our delivery orders at the weekend to Booker and we get an email shortly after telling us what's missing or if there'll be any late deliveries. If one delivery doesn't go well, this can have a knock-on effect all week.



## UPDATE: what's going on in the world of websites and apps

### Pass My Parcel

The 'Pass My Parcel' app is provided to all retailers who are signed up to the Pass My Parcel pick up/drop off network and works alongside a terminal provided by the company.

#### What they say

Using the 'Pass My Parcel' application makes the store handling of parcel customer collections, and the drop off of returns, quick and easy to process. This also drives additional footfall and revenue into the store which can only be beneficial.

#### Andrew Caple

head of IT change and transformation, Smiths News

### The PayPoint app

At the end of the year PayPoint launched a new mobile app, allowing retailers to run their stores from anywhere. It launched alongside the latest evolution of PayPoint One's EPoS proposition, EPoS Pro.

#### What they say

The PayPoint app gives retailers the freedom and capability with their business that they currently enjoy in other aspects of their lives, allowing store owners to see sales in real time, change prices and promotions instantly and control stock from wherever they are.

#### Steve O'Neill

group marketing director, PayPoint

### betterRetailing.com

Relaunched at the end of 2017, the betterRetailing.com website is designed to offer a unique mixture of category advice in multiple categories, profiles of hundreds of retailers and a link to trade press and industry events

#### What they say

As the online home of RN and Retail Express, the Independent Achievers Academy and the Local Shop Summit, the site provides latest industry and product news, money-making ideas and retailer case studies. The site is home to a wide selection of downloadable, personalisable tools and resources, plus more than 400 retailer case studies.

#### Stefan Appleby

head of product, Newtrade

### SNapp

### SNapp

SNapp has been designed to help independent retailers manage the news and magazines category. Smiths News describes the system as particularly crucial to those retailers who manage home news delivery accounts.

#### What they say

On a day-to-day basis, by monitoring SNapp's instant messaging service to understand how distribution is going has proved to be a real win for customers. Knowing that a delivery might be delayed due to stock inbound issues or bad weather, helps the store adapt and plan accordingly.

#### Andrew Caple

head of IT change and transformation, Smiths News

### Ferrero

The confectionery manufacturer launched its My Perfect Store website last year to provide a range of advice, tools and case studies to help independent retailers find growth in a competitive category.

#### What they say

Digital is a part of everyday life and there's no stopping the speed of evolution in this sector; we need to listen to our customers' needs and adapt our tools accordingly. From the website's first conception, our vision was to bring together our best in class executions and market-leading brands in the form of a digital platform, aiding retailers and setting best practice within the industry.

#### Levi Boorer

customer development director, Ferrero ●

# “

**There's no stopping the speed of evolution in this sector**



# NFRN NEWS SUMMIT



Telegraph Media Group national sales controller Paul Reeves said the Deliver My Newspaper scheme would help fill HND 'blackspots'

## Working together

When circulation directors, distributors and independent retailers met at the NFRN's newstrade summit last week, the big question debated by all was how the industry can work together to drive sales. Here, **Chris Rolfe** and **Jennifer Hardwick** outline five proposed ideas

### Use Deliver My Newspaper to increase HND customers

The publishers behind the Deliver My Newspaper website said they are aiming to get more customers using HND and to fill in the UK's HND "blackspots". The website has now received 12,000 orders for vouchers since its launch in July.

The Telegraph Media Group's national sales controller, Paul Reeves, reported a good geographical spread on the Telegraph's orders, with 24% in the north, 23% in the home counties and 17.5% in the midlands – but the website has also revealed the parts of the UK with low numbers of HND customers.

"We are really pleased with the way it's going. Now our aim is the fill in the HND 'blackspots' and get to full UK postcode coverage," said Mr Reeves.

### Capitalise on big events to sell newspapers

Publishers and retailers agreed newspapers should be promoted around big events of national interest.

As well as the World Cup in Russia in the summer, May's Royal Wedding was highlighted as a good opportunity for PoS to be used in independent stores to encourage

newspaper sales.

Trinity Mirror's newspaper sales director for nationals, John Howard, said the wedding would be an ideal time for the industry to work together. "Even if 1,000 retailers were interested in some PoS or creating a window display, it would be something worth working together on," he said.

### Push magazines as a category

The idea of promoting magazines as a category rather than as individual brands was discussed as a way of benefiting everyone involved in the industry.

The NFRN's head of news Brian Murphy said: "Every school in the country gets involved with World Book Day. Would it not be possible to do something similar with magazines?"

Frontline's managing director Frank Straetmans spoke about the



Professional Publishers Association's industry-wide Press Pause campaign, which aims to promote the mental health benefits of taking time out of busy schedules to sit down with a magazine. "That's something all of the publishers have committed to

and we're in the early stages of developing that concept, with a brand, logo and PR campaign. We believe there is merit in moving away from brand-driven promotions to cross-category promotions," he said.

### Use traffic alerts to communicate with customers

It was no surprise that late deliveries – and the knock-on effects to stores of customer complaints and the risk of a reputation for poor service – were one of the first issues to be raised at the summit.

A solution, suggested NFRN head of news Brian Murphy, would be for wholesalers to tweet lateness

updates and traffic problems so retailers can placate customers left waiting for their papers.

Another, The Guardian's head of supply chain Roger Clapham countered, would be for retailers to keep customers updated on late deliveries caused by traffic problems by signing up for alerts in their areas. "Customers are less upset if we can give a reason for their papers being late. That's why communication is so important," said London newsagent Peter Wagg.

### Protect sales by prioritising HND

Given that motorway closures, accidents and roadworks can cause unavoidable delays, Steve Archer and Peter Wagg were among several retailers who called on wholesalers to prioritise HND to minimise disruption to stores.

These sales, they argued, are guaranteed purchases in a declining market, and protecting deliveries alongside copy allocation is essential.

"We are managing decline. Sooner or later, something has to give and HND has to be given absolute priority. Distribution contracts are coming up, and this needs to be considered within those contracts," said Mr Wagg.



# INDUSTRY PROFILE

## Cotswold Fayre

**With closures and mergers, it's not been an easy time for wholesale recently. Could it be that small is beautiful these days? Cotswold Fayre chief executive Paul Hargreaves certainly thinks so**



**RN A lot has gone on in wholesale recently. What do you think the effect of this will be on retailers in 2018?**

**PH** It will definitely influence independents but, personally, I think too many convenience stores duplicate the range supermarkets offer. I understand retailers need to offer a similar core range to remain competitive, but they also need a point of difference, stocking products unavailable in the multiples. They also need to offer more in-store theatre and tastings to stand out. Supermarkets used to do this, but it's not common anymore and there's a gap for independent retailers to take advantage of.

**RN How does working with Cotswold Fayre help retailers to do this?**

**PH** We work with an average 400 suppliers a year. We normally end our relationship with a supplier if they get picked up by a major supermarket and therefore no longer offer a point of difference to independents. It's ruthless, but we have to do it. We're planning to add 50 new suppliers to our business by the end of this year. There'll be 40 with a focus on ambient and 10 which are predominantly chilled.

**RN Are there any major convenience trends you see for the year?**

**PH** Chilled is going to get even bigger this year. Although ambient products are still a major area for us, our chilled business has gone from 2%

to 8% in the last year and we expect this to grow to nearly 20% by the end of this year. This is because of the new chilled suppliers we're adding, so retailers will have more products to sell. The feedback we've received from the stores we supply also suggests chilled is on the rise.

**RN What was the main lesson you learned as a business from the collapse of P&H?**

**PH** It didn't move with the times and its focus on developing trends such as fresh or chilled wasn't quite as big as it should have been. Cigarettes were obviously huge because it was the largest part of its business, but it focused too much on this declining category. Sales were always going to decrease with legislation and a growing focus on healthier lifestyles.



**Chilled is going to get even bigger this year**

We don't supply cigarettes, but you look at other wholesalers and you see them pushing away from cigarettes into newer areas to try and offset the decline. P&H didn't do that.

**RN How can smaller wholesalers operate successfully in such a competitive era?**

**PH** The solution for smaller wholesalers to minimise any disruption is to work with other likeminded wholesalers. Business is already competitive. There might be two wholesalers who offer totally different services, but they can perhaps become more successful by combining together.

**RN Is that part of your plans for the rest of the year?**

**PH** I can't really say much yet, but we're currently in discussions with another company which will enable us to extend our delivery range and allow us to offer our customers more products. We've already got warehouses as far north as Nottingham and as far south as Bristol, but we're looking at a partner company who will be able to help us extend this reach.

### \*\* Company CV \*\*

**Company** Cotswold Fayre  
**Chief executive** Paul Hargreaves  
**Profile** Reading-based wholesaler which supplies 1,750 independent retailers with chilled and ambient products from speciality suppliers. Best-selling products include Shaken Udder milk drinks.

**Latest news** The company is extending its distribution network to retailers this year, with aims to double its chilled business as well.



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# THIS WEEK IN MAGAZINES



## Revving up

# CLASSIC CAR SPECIAL IS A TREAT FOR FORD FANATICS

The Ford Motor Company has been at the forefront of trends and developments in the motor industry since Henry Ford established it in 1903; this one shot tells the Ford story through the decades

**THIS** 100-page one shot from the Classic Ford stable is packed with restoration stories, model and motorsport history, expert buying advice and guides. Ford Heritage is for all owners and enthusiasts of 1960s through to early 2000s Fords. It includes the best original and restored classic Fords – bringing to life the stories of these iconic vehicles and the people behind them. Inside is a celebration of the Escort RS1600i, a look inside Ford’s secret Cologne heritage collection, the unique Turbo Technics-converted Capri 280, plus an in-depth guide to buying a fast-emerging modern classic – the Focus ST170.



**CLASSIC FORD PRESENTS FORD HERITAGE**  
**On sale out now**  
**Frequency one shot**  
**Price £6.99**  
**Distributor Seymour**  
**Display with Classic Ford, Fast Ford**

## My week in magazines



**Jennifer Hardwick**

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

# WHY QUALITY MAGS MAKE GREAT GIFTS

The gift of a magazine is for life, not just for Christmas.

One outcome of the boom in popularity in specialist, more highly-priced titles is an increased chance for you to sell them to customers as potential presents.

Daniel McCabe of Magelleria in Bath, one of our new panel of magazine experts featuring in our Specialist Choice section, partly attributed his selection of Design Anthology last week to its suitability as a gift. He told me that although it is priced above the average magazine, at £7.99, it is affordable compared to pricier aspirational lifestyle titles such as Cereal and Kinfolk.

Of course, this will work particularly well if you are in a tourist area or have a lot of impulse buys from passing trade.

And with Valentine’s Day just around the corner, there is an opportunity to tempt the more literary lovebirds who come into your store to go for something other than the usual trinkets, and pick up a magazine for the object of their affection.

Magazines hold a unique place in people’s consciousness and their appeal to an incredibly broad customer base should never be underestimated.

### Opportunity - New Habits

With January drawing to a close some of your customers’ resolutions may be fading. Help them stay on the right track by taking care to engage with anyone you have noticed picking up a new title for the first time this month.

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?



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# THIS WEEK IN MAGAZINES

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## RADIO TIMES

- The Radio Times Winter Olympics special issue goes on sale with four different covers, each featuring a Winter Olympic discipline.
- The issue includes a 24-page supplement with a 16-day TV guide to all the action from South Korea and features on some of Team GB's medal hopefuls.

**On sale 6 February**  
**Frequency weekly**  
**Price £2.80**  
**Distributor Frontline**  
**Display with What's on TV, TV & Satellite Week**



## PRACTICAL MOTORHOME

- Practical Motorhome offers reviews and advice on motorhomes.
- The new issue reveals the results of its annual owner satisfaction survey, in which readers can find out the details of the most reliable new and used motorhome models currently available.

**On sale 8 February**  
**Frequency monthly**  
**Price £4.20**  
**Distributor Frontline**  
**Display with Caravan Magazine, Practical Caravan**



## FOURFOURTWO

- The cover star of the March issue of football magazine FourFourTwo is Liverpool star Mo Salah.
- Already set to be one of the Premier League's best players, his national side, Egypt, has now qualified for the World Cup and he has been named African Footballer of the Year.

**On sale 7 February**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Frontline**  
**Display with Match of the Day, Match**



## STUFF

- In tech title Stuff's March issue the team reveal the 100 best apps in the world for smartphones, tablets, computers and televisions.
- The list covers apps for games, recipes and fitness to cover a wide range of readers' interests.

**On sale out now**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Frontline**  
**Display with Wired, What HiFi**



## CLASSIC & SPORTS CAR

- The team has gathered together 17 benchmark 'hot hatchbacks' for its biggest ever track test.
- The selection is from four decades, ranging from the iconic Mk1 Golf GTI to the Renault Clio Williams and Honda Civic Type R through to the Alfa Romeo 147 GTA.

**On sale out now**  
**Frequency monthly**  
**Price £4.90**  
**Distributor Frontline**  
**Display with Classic Car Buyer, Car**



## Bestsellers Angling

Title	On sale date	In stock
1 Angling Times	06/02	<input type="checkbox"/>
2 Angler's Mail	06/02	<input type="checkbox"/>
3 Carp Talk	06/02	<input type="checkbox"/>
4 Sea Angler	08/02	<input type="checkbox"/>
5 Improve Your Coarse Fishing	13/02	<input type="checkbox"/>
6 Carpworld	16/02	<input type="checkbox"/>
7 Match Fishing	16/03	<input type="checkbox"/>
8 Advanced Pole Fishing	30/03	<input type="checkbox"/>
9 Total Carp	23/03	<input type="checkbox"/>
10 Carpology	15/02	<input type="checkbox"/>
11 Trout & Salmon	07/02	<input type="checkbox"/>
12 Trout Fisherman	28/02	<input type="checkbox"/>
13 Fly Fishing & Fly Tying	09/02	<input type="checkbox"/>
14 Big Carp	23/02	<input type="checkbox"/>
15 Saltwater Boat Angling	16/02	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

### SYMBOL KEY

Price change	Launch	Frequency change	Bumper issue
One shot	Special issue	Free gift	Competition

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**Starter Pack: £2.99** RRP

**Sticker Packet: 60p** RRP

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# THIS WEEK IN MAGAZINES



## ELLE

- This issue has the usual articles on fashion, beauty, and pop culture, including an interview with Hollywood actress Margot Robbie.
- It comes with a free Rodial covermount eye and lip mask. Distributor Frontline says this product always drives a high uplift in sales.



**On sale 7 February**  
**Frequency monthly**  
**Price £4.40**  
**Distributor Frontline**  
**Display with Marie Claire, Cosmopolitan**



## HOUSE BEAUTIFUL

- House Beautiful keeps readers updated with the latest fabric, wallpaper and furniture trends.
- This issue comes with a free 24-page seasonal supplement containing expert advice on kitchens, including information on units, cookers, ovens, hobs, fridges and freezers.



**On sale 6 February**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Frontline**  
**Display with Ideal Home, House & Garden, Homes & Gardens**



## VANITY FAIR

- This month's issue of Vanity Fair is The Hollywood Issue. The 24th annual special features 12 "extraordinary" Hollywood stars.
- The issue also comes with the "On Travel" supplement, designed to give readers a taste for adventures they could have around the world.



**On sale out now**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Frontline**  
**Display with Tatler, Grazia**



## SPECIALIST CHOICE

**NAINESH SHAH**  
**MAYHEW NEWSAGENTS**  
**LONDON**

### ELEMENTUM

**Who buys it?**  
 Elementum is targeted at people who like good reading. It appeals to all ages as well as both genders.

**How do you display it?**  
 This publication is timeless and can be sold as a unique gift. I display it alongside other more literary titles.



**On sale out now**  
**Frequency biannual**  
**Price £15**  
**Distributor MMS**

### Expert advice

## John Parkinson

Broadway Premier,  
 Penrhyn Bay, Gwynedd



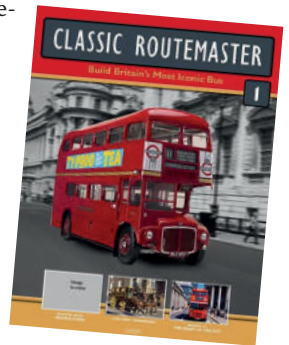
**P**artworks have been selling well for us so far this year, and there have been some great launches. Classic Routemaster has done particularly well for us.

The key is to persuade customers to put down deposits for future issues if they like the first two editions. You won't lose a customer if they have paid the deposit and that can be a massive boost to your sales if they buy the whole collection.

We have also just put up a stand for the new UEFA Champions League trading cards. We tend to do well with the football cards and sold a few tins over Christmas as stocking fillers.

We always have the TV listings displayed prominently until Sunday and then we will put in a different category because they tend not to sell well after that.

This week we have put in a selection of healthy eating titles.



## Our strategy

### Who are your best customers?

We have a very broad demographic mix. If people want a specific magazine they tend to come to us because we have a bigger range than any of the other shops nearby.

### What is your strongest category?

Women's interest is our strongest and we still do well with TV listings as well.

### What is your sales strategy?

We always move our magazines around. If you change your display, something new might catch your customers' eye.

## COMING UP IN NEXT WEEK'S RN



## Me and my fascia – how retailers are innovating with a little help from their symbol groups

Plus, is your pet care range right for your customer base? And RN takes a deeper look at your pricing strategies for over-the-counter medicines in our weekly Pricewatch analysis.



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 facebook.com/thisisRN

Partworks				Collectables			
Title	No	Pts	£	Title	No	Pts	£
<b>DeAgostini</b>				<b>Hachette</b>			
Art Gallery	1	60	8.99	2000 AD			
British Steam Railways	1	50	1.99	The Ultimate Collection	12	80	9.99
Build Your Own R2-D2	57	100	8.99	Art of Cross Stitch	58	90	2.99
Classic Dinky Toys Collection	4	60	11.99	Art of Quilting	110	50	3.99
Enhancing Your Mind, Body, Spirit	57	120	3.99	Art Therapy	151	180	2.99
My Animal Farm	52	60	5.99	Assassins Creed: The Official Collection	26	80	9.99
Jazz at 33 and Third RPM	55	70	14.99	Classic Routemaster	3	130	8.99
Star Wars Helmet Coll'n	55	60	9.99	Dr Who Complete History	64	80	9.99
Zippo Collection	63	60	19.99	Draw The Marvel Way	55	100	4.99
<b>Eagle Moss</b>				<b>Panini</b>			
DC Comics Graphic Novel	65	100	9.99	Judge Dredd Mega Collection	80	80	9.99
Game of Thrones	49	60	8.99	Marvel's Mightiest Heroes	108	110	9.99
My Little Pony Colouring Adventures	48	80	3.99	Transformers GN Collection	30	80	9.99
Star Trek Ships	117	130	10.99	Warhammer	37	80	9.99
				<b>Panini</b>			
				F1 Collection	48	60	9.99
				<b>Magic Box</b>			
				Zomlings Series 6			0.50
				Star Monsters			1.00
				<b>Topps</b>			
				Journey to Star Wars			4.99 1.00
				Match Attax 2017/18			4.99 1.00
				Num Noms sticker cl'n			2.99 0.50
				Premier League Sticker collection			1.99 0.50
				Shimmer and Shine Sticker collection			3.00 0.60
				Shopkins World Vacation			3.00 0.60
				Star Wars: The Last Jedi Sticker collection			3.00 0.60
				UEFA Champions League Sticker collection			4.00 0.60
				WWE Slam Attax 10 Trading Card Game			4.99 1.00
				<b>DeAgostini</b>			
				Magiki Ponies			2.50
				Piranhas & Co			2.50

Daily newspapers price/margin pence/margin %				Saturday newspapers				Sunday newspapers			
Sun	50p	11.15p	22.3%	Sun	70p	14.98p	21.4%	Sun	£1.10	23.1p	21%
Mirror	70p	14.98p	21.4%	Mirror	£1.20	24.72p	20.6%	Sunday Mirror	£1.50	31.5p	21%
Mirror (Scotland)	75p	16.05p	21.4%	Mirror (Scotland)	£1.20	24.72p	20.6%	People	£1.50	31.5p	21%
Daily Record	75p	14.98p	21.4%	Daily Record	£1.10	22.6p	20.6%	Star Sunday	90p	19.89p	22.10%
Daily Star	30p	7.26p	24.2%	Daily Star	50p	12.085p	24.17%	Sunday Sport	£1	24.3p	24.3%
Daily Mail	65p	14.5p	22.31%	Daily Mail	£1	21p	21%	Mail on Sunday	£1.80	37.8p	21%
Express	55p	13.31p	24.2%	Express	80p	17.152p	21.44%	Sunday Mail	£1.80	37.8p	21%
Express (Scotland)	50p	12.10p	24.2%	Express (Scotland)	80p	18p	22.5%	Sunday Telegraph	£2	45.5p	22.75%
Telegraph	£1.80	38.7p	21.5%	Telegraph	£2.20	49.5p	22.5%	Sunday Times	£2.70	56.7p	21%
Times	£1.60	34.4p	21.5%	Times	£1.70	39.95p	21.5%	Observer	£3	73.5p	24.5%
FT	£2.70	54p	20%	FT	£3.50	79.1p	22.6%	Scotland on Sunday	£1.70	39.95p	23%
Guardian	£2	44p	22%	Guardian	£2.90	63.8p	22%	Racing Post	£2.60	61p	23.46%
i	60p	13.2p	22%	i Saturday	80p	17.2p	21.5%	Sunday Herald (Scotland)	£1.70	35.7p	21%
i (N. Ireland)	60p	13.2p	22%	i (N. Ireland)	80p	17.2p	21.5%	Sunday Express	£1.40	29.65p	21.18%
Racing Post	£2.30	54.0p	23.48%	Racing Post	£2.60	61p	23.46%	Sunday Post	£1.60	33.6p	21%
Herald (Scotland)	£1.30	29.90p	23%	Herald (Scotland)	£1.70	39.1p	23%				
Scotsman	£1.60	36.0p	22.5%	Scotsman	£1.95	43.88p	22.5%				

Weight Watchers 28-29 January					
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,245g	335g	25g	4	10g
Sunday Times	960g	330g	120g	4	65g
Times	900g	130g	90g	3	50g
Sunday Telegraph	800g	120g	145g	5	45g
Mail on Sunday	790g	225g	165g	2	60g
Daily Mail	760g	345g	80g	4	55g
Guardian	695g	380g	40g	4	20g
Observer	590g	160g	45g	4	20g

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

\* By negotiation

**Insertion payment guide**

Per copy sold Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p.  
 Per copy supplied Independent News & Media =2p. Financial Times =2p. Mirror Group Newspapers =2p

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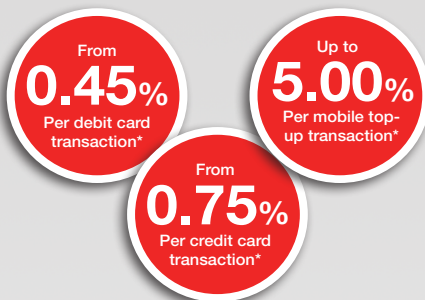
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