

# RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 12.01.2018



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Shaping the future  
of independent retail  
since 1889



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WELCOME

Independent retailers are  
using their passion, creativity  
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Editor

Chris Rolfe

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I've heard the phrase "redefining convenience" used to describe the work of two independent retailers in the past fortnight, but I think something more profound is going on.

The first reference was to Mital Morar – profiled in our 29 December issue – who has set a new standard for c-stores with innovations including a coffee shop with baristas, draught beer and wine, and street-food sellers. His aim was to create a store with personality, loyalty and a sense of community.

The second is in this week's Lookbook.

Budgens owner Paul Gardner has created a vibrant store by adding Japanese and Italian food concessions, alongside a butchery and chocolate counter (read the full story on page 6).

Both Mital and Paul's businesses are brimming with fresh ideas and offer customers a unique shopping experience – an achievement the supermarkets can only dream of.

But while their innovation is around the latest trends, other retailers are quietly earning loyalty and forging community spirit in other ways.

A Guardian headline about Waitrose this week claimed 'supermarket becomes first in the UK' to ban sales of energy drinks to under-16s. But as Meryl Pike and Russell Andrews tell RN on page 4, they – like hundreds of other independents – earned the respect of their communities by defining how to sell energy drinks responsibly years ago.

So rather than redefining convenience, independent retailers are using their passion, creativity and knowledge to redefine behaviour in the entire grocery market. I hope this issue shows you how.



# BREAKING NEWS

## Lidl and Aldi plan 128 stores

Discounters Lidl and Aldi submitted a total of 128 planning applications in 2017 to build predominantly small-format convenience stores, new data from construction firm Barbour ABI has shown.

According to the firm, the discounters are “tapping into the growing common consumer habit of more frequent trips to local convenience stores”.

However, Paul Patel, of Dibden Purlieu News, in Southampton – an area where Lidl has proposed two new stores – said he planned to capitalise on categories where the discounter is weak.

“My strength lies in magazines, and with larger multiples cutting down on this, it means good business for me,” he said. “Lidl can’t compete with independents’ local customer service either, so that’s another way we can stand out.”

## Mail adds lifestyle section

The Mail on Sunday is launching a new 40-page lifestyle supplement this weekend.

The publisher says the in-paper supplement, named *Life*, has been developed using feedback from readers on what they would like to see included.

The Mail on Sunday editor Geordie Greig said: “We’ve listened to what readers want and we’re now bringing some of our best-loved columnists and regular features together with a selection of exciting new elements, all in one freshly-designed pull-out section that will appeal both to our loyal readers and to advertisers.”

**25p levy proposed** ‘Customers and smaller retailers should not take the hit’

## Coffee cup tax would hit small businesses hardest

by Helena Drakakis  
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Retailers are calling for small businesses to be exempt from a proposed tax on disposable hot drinks cups, following a recommendation from MPs that customers should pay a 25p surcharge if containers are not recyclable.

Under recommendations by the environmental audit committee, a ‘latte levy’ could stem the country’s growing waste problem caused by on-the-go drinks.

According to its report, around 2.5 billion

disposable coffee cups are thrown away each year. The committee advises that all disposable cups be recyclable by 2023.

However, Roli Ranger, of Londis Sunninghill, West Berkshire, said the tax was yet another charge retailers were “being hit around the head with”.

“We should get an exemption. You can see it helping the environment, but 25p is a massive hit. Some stores offer a cup for £1, while we offer Costa coffee for £2.50 – that suddenly becomes £2.75 and it’s a massive increase,” he said.

Londis retailer Dave Hiscutt, who runs two stores in Weymouth, sold 18,803 hot drinks last year, many at a discounted rate of 80p through a loyalty scheme. Based on last year’s sales, a tax would cost his customers £4,700.

“We compete with a Costa, a Wetherspoons, a Starbucks and a Caffè Nero and our price-point acts as a footfall driver. We already absorb cost to offer drinks at 80p, but it keeps us competitive,” he said.

Mr Hiscutt said he would look to his manufacturer, Tchibo, to source fully recyclable cups.

Currently, most disposable cups contain a plastic lining that many reprocessing plants can’t easily separate. While compostable cups are available, they are expensive, and others, such as those made by Frugalpac, do not yet meet the performance standards required by larger chains.

“A 25p add-on would still make my coffee cheaper, but the onus should lie with manufacturers,” said Falkirk retailer Shabaz Ali, who sells 15 hot drinks every day at £1.25 and £1.75. “Customers and smaller retailers should not take the hit.”

## ‘C-stores came first’ with ban on energy drinks sales to under-16s

Independent retailers say they led the way on banning the sale of energy drinks to under-16s, after supermarket Waitrose announced a similar move this week.

Meryl Pike, of Pike’s Newsagent in Porthmadog, said she stopped selling high-energy drinks to under-16s two years

ago, after finding children were buying three or four cans at a time because of the cheap price.

“Two years ago, Emerge had a pricemark of 35p, and it wasn’t good for kids. It’s not made a dent in my sales, because most people who buy them are those who come in before going to work,” she said.

Russell Andrews, of Nisa Local in Stockton-on-Tees, also stopped selling energy drinks to under-16s 18 months ago, after parents and teachers at a nearby school objected.

“We’re doing our bit to stop children consuming high amounts of caffeine,” he told RN, adding: “It hasn’t affected sales of en-

ergy drinks for us, because 18-40-year-olds buy energy drinks more than children do.”

Waitrose will restrict the sale of drinks containing more than 150mg of caffeine per litre from 5 March. Morrisons restricted sales as part of a trial in 2013, but did not continue the ban.



### Creme crime

A retailer has had to move her Creme Egg display behind the till after customers tampered with the products to try to win £1,000 as part of Cadbury’s latest promotion. The campaign, which ends on 1 April, offers customers the chance to win the cash prize if they find a white Creme Egg. Ranjan Patel, of Marsh Hill News in East London, told RN: “I’ve moved the Creme Eggs by the till to prevent any other customers opening and leaving them if they don’t find a white one. It’s annoying and I don’t want to lose out on sales.”



Retailers feared tragedy was inevitable NFRN president in new call for tough action

# Gang death of shop worker 'was only a matter of time'

by Alex Yau

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A north London shop worker's death at the hands of a teenage gang was "only a matter of time," RN has been told.

Vijay Patel, who worked at Rota Express in Mill Hill, was attacked on 6 January after he refused to sell cigarette papers to three teenage boys who were unable to provide ID.

Mr Patel died in hospital two days after receiving a blow to the head, caused by a fall, after he was hit in the chest outside the store.

However, retailers say crime in the area had been spiralling out of control, and while some had noticed increased police patrols, it was not enough.

Ajmeet Singh, of Broadway News, near Rota Express, told RN he is experiencing three instances of abuse per week, compared to none three months ago. He has also been forced to cancel his newspaper deliveries.

"The delivery boy used to go through a nearby park, but it's become too dangerous because of increased gang presence," said Mr Singh.

Kamal Thakar, of Stop Shop News in nearby Edgware, said: "It was only a matter of time before someone lost their life." He added 60% of crimes he had experienced involved racial aggression.

"Crime in my store has increased by 10%. The only punishment is a slap on the wrist," said Mr Thakar.

NFRN national president Linda Sood described the death of Mr Patel as "truly shocking" and said the thoughts of the NFRN are with his family.

"Retailers have a right to feel safe in their stores and it is critical politicians and

police address the issue of retail crime once and for all," she said.

According to the Association of Convenience Stores, 9,430 incidents of shop violence occurred in the 12 months leading up to March last year.

Commenting on Mr Patel's death, detective inspector Ian Lott, from the Metropolitan Police, said: "A man lost his life trying to uphold the law. If you saw something, please get in contact."

A 16-year-old boy had been arrested on suspicion of the murder of Mr Patel as RN went to press.

## Firms 'exposed' by cuts

Local businesses have been left "dangerously exposed" by a widespread police policy to not investigate thefts with a value of less than £200, the Labour Party has told RN.

Bill Esterson, the party's shadow minister for business and international trade, said: "Massive cuts in police numbers by the Conservatives have left businesses dangerously exposed. The next Labour government will recruit the extra police needed to keep our communities and shopping areas safe."

The increase in policing numbers would be funded by a tax on the wealthiest 5%, he added.

Controversy over the policy's effects on independent retailers has been building. In RN last week, former cabinet minister Priti Patel called for the government to be "on the side of small shopkeepers".



Iain MacDougall of MacDougall's Newsagent, Carnoustie, is one of the retailers offering News UK's promotion

## Times's rugby promo aims to convert readers

News UK has kicked off a rugby promotion in advance of next month's Six Nations tournament. Following the launch of its football giveaway in Scotland last month, the publisher is now offering The Times readers the chance to pick up a free rugby ball when they collect stickers from five issues of the newspaper. More than 200 Scottish retailers are running the promotion and News UK plans to roll it out to other UK retailers next year.

## Food sales set to rise

Spend on food and groceries in UK town centres will rise by 3.6% in 2018 – making it the fastest-growing category in this market, according to a new report.

Global Data's UK Town Centres 2017-2022 report shows the market has been in decline since 2015, but is forecast to rise by 0.2% in 2018, driven by convenience goods, particularly in food and grocery. The analyst predicts the growth will be driven by the continued shift in consumer behaviour towards top-up shops and food for tonight and food to go items.

Global Data retail analyst Charlotte Pearce said: "Food and grocery spend will prop up the town centres market while non-food sales in these locations will continue to decline."

## Telegraph inserts rise 'good news' say retailers

The NFRN has welcomed an increase in the rates paid by the Telegraph to registered HND retailers for third-party advertising inserts.

The change mirrors the rise in the National Living Wage from £7.20 to £7.50 – an increase of 4.16%.

It will be backdated to apply to all qualifying issues from 1 April 2017 and

will run until the end of March 2018.

NFRN head of news Brian Murphy said he "welcomed the swift action to ensure that HND sale is preserved" and urged other publishers to follow suit.

The Telegraph previously increased its rates in November 2016, in line with an increase in the

national minimum wage and the introduction of the National Living Wage.

Raj Wadher, of Upton News in Slough, described the move as "very good news".

"Any extra money coming in is good. It will be interesting to see if other publishers follow their lead," he said.

John Vine, of News-

world in Church Stretton, agreed and said the Telegraph has made the "right move".

To qualify for payments, retailers need to contact their wholesaler to register their details, including the quantity of each title they deliver each day.

The payments, paid quarterly, will be triggered automatically.

# STORE LOOKBOOK



## Ain't seen nothing yet

Stepping into Paul Gardner's Budgens of Islington is to be confronted with a vision of the future of convenience retailing. But as he tells **Tom Gockelen-Kozlowski**, his customer's ain't seen nothing yet

**M**ost retailers are understandably exhausted after they oversee a major refit of their stores. Paul Gardner of Budgen's of Islington is instead desperate to continue his business's transformation:

"We did this major refit over the summer and then I went to Dublin and Northern Ireland where they do the most amazing food to go and now I have a ridiculous number of ideas," he says.

Enter his business at any lunchtime and there are already a "ridiculous number of ideas" on show, however. Concerned with the amount of "dead space" in the heart of his store, Paul went about creating a food hall-style area including a freshly-made sushi counter, a Max's Kitchen-branded Italian food offer and a butchery concession.

"Sushi is just something completely different from what we were doing before. The Italian range was something that we had already started to create in the old food to go area we had. We just added a bit more in terms of range and created the Max's Kitchen name - but it's the same chef and he started by just bringing in meals into the store," Paul says.

The model the store uses emphasises this food hall atmosphere. "They're all independent concessions. The sushi guys are in two other stores. Max's Kitchen is

independent and exclusive to us, we have a fresh juice guy - who turns his area into a Belgian chocolate selection during lunch times. The idea really is to get people in who know what they're doing and are passionate about it," he says

Inviting businesses to operate in his store means Paul has managed to reduce the risks of his bold new venture: "They all provide us with a 20% margin but, of course, we don't have any bills, wastage or staff costs." And where the partnerships provide opportunities, Paul is ready to grasp them.

"We're still selling plenty of our own sandwiches, despite the fact Max's Kitchen makes them to order. What I want Max to concentrate on now is on creating sandwiches for our chiller in his quieter periods of the day, replacing the Urban Eat range that we stock at the moment.

"We'll still do the same meal deal but he'll then sell it to us a bit cheaper than we get from Budgens and then he's a winner and so are we."

Another partnership which has blossomed is between the store and its butchery concession. As the weekend approaches, prepared, ready-to-roast cuts of meat are put on an offer with a bottle of wine and have been quickly selling out.

Now, with his mind full of ideas from his Ireland trip, Paul wants to go further.





Reading RN means I keep up with retail trends. It also shows me how other retailers cope with difficult situations and evolve their businesses **PAUL GARDNER**



## What you can learn

- ❶ Paul concentrated much of his recent refit on the front of the store, bringing experiential counters to the fore
- ❷ After a Cook store closed down the road, Paul saw customers come in and "fill their baskets" with his stock
- ❸ Self-service checkouts were another innovation which Paul introduced
- ❹ By bringing in businesses to run his concessions, Paul reduces the risk of offering food to go

## INFORMATION

### Location

Budgens of Islington

### Basket spend

£8

### Staff

45 (27 full time)

### Size

5,000sq ft





# STORE LOOKBOOK



5



6

"We're looking at taking away our special offers chiller at the end of one aisle, moving our Cook freezer down by about 30cm and then we'll have space for a proper hot food counter using our butcher's meat, hot baguettes from a carvery on Sunday, sausage rolls and other things he makes," he says.

With all this innovation in food to go, has Paul moved away from running a convenience store? He's adamant he hasn't.

"Overall our basket spend has increased and it's largely been through things like our spirits range and our Cook freezer. Until recently Cook had its own shop on the street but now people are coming in and filling up a trolley with their products," he says.

Even the design of the new food hall-style entrance – and its tiled flooring – is designed to convert hungry lunchtime customers into full-basket shoppers.

"The idea is that you get drawn through the store – the flooring subconsciously draws people into the store," he says.

With so much thought already displayed in this state-of-the-art business, where Paul takes his business next will be of interest to any ambitious convenience store owner. ●

## What you can learn

**5** New, niche and premium products help excite shoppers and make his store a destination

**6** A morning juice bar is transformed at lunchtimes into a chocolate concession.

**7** Paul offers a successful meal deal but is keen on developing this with his store-made sandwich range



7



Want to see more of Paul's store?  
Go to [betterretailing.com/  
budgens-islington-RN](http://betterretailing.com/budgens-islington-RN)





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# SYMBOL NEWS



## Nisa's New You Starts Now

Nisa has launched a healthy living campaign designed to drive customers on New Year health kicks to its stores. New You Starts Now runs until 21 January and is supported by PoS displays and promotions (pictured, in Bradley's Supermarket in Quorn, Leicestershire). Nisa head of marketing Philippe Rondepierre said: "This campaign is designed to coincide with the annual surge in health kicks and cater for the growing trend towards healthier living, while helping our members to drive footfall and basket spend over this key period."

## ACS will 'put Select & Save on the map'

Select & Save's membership of the Association of Convenience Stores (ACS) will help "put the symbol group on the map", a retailer has told RN.

The company became part of ACS in the new year, joining fascias including Spar, Nisa and Premier in a list of 50 symbol groups and wholesalers.

Harj Gill, of Select & Save the Windmill in Birmingham, told RN: "We have the backing of a major organisation for retail issues.

"It will boost Select & Save's presence and put it on the map."

ACS chief executive James Lowman added: "Their membership will strengthen our voice when making representations to government on the issues that matter to local shops."

**Energy crisis** Stock unavailable because of warehouse problems and Blakemore price dispute

## Retailers frustrated by Red Bull stock shortage

by Alex Yau

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A pricing dispute between wholesaler AF Blakemore & Son and energy drink manufacturer Red Bull has left Spar retailers frustrated as they have been unable to sell certain lines of the brand.

Several Spar retailers told RN the wholesaler asked Red Bull months ago to offer it prices comparable to those received by other wholesalers, but the supplier declined its requests.

Spar retailers are currently buying a case of

24x250ml cans at £17.70, whereas Booker retailers are being offered the same case for £15.75.

The dispute has resulted in Spar stores only being able to stock eight lines of single 250ml cans, out of a total of 17 variants.

One Spar retailer, who asked not to be named, told RN the decision puts him at a disadvantage compared to other symbol groups.

"It's been quite frustrating. Red Bull should be offering Blakemore a price similar to what other wholesalers are getting.

Red Bull is a big brand and other symbol groups are able to create more sales opportunities with the wider range," he said.

Another Spar retailer, who also asked not to be named, added: "We aren't able to include certain lines that customers are demanding and we're losing out on sales."

Meanwhile, in a separate supply issue, Booker retailers have also been without Red Bull stock. RN understands there has been a shortage coming from the company's warehouse in Austria. One

Premier retailer told RN he hadn't received any stock since the end of December.

"It's frustrating because Red Bull is a major seller and accounts for at least 30% of my energy drink sales," he said.

Commenting on both supply issues, a Red Bull spokesperson said: "We are committed to achieving availability on our products for both our customers and consumers. However, we do not comment on individual cases."

RN contacted Blakemore and Booker but they declined to comment.

## JJ given credit for indie card

JJ Food Service's new Mastercard has been welcomed by a Nisa retailer as a way to help independents compete against the multiples.

The card has a £500,000 limit and is interest-free for 37 days. It launched exclusively for foodservice outlets in October and was made available to retailers this month.

Siva Thievanayagan, who owns five Nisa stores in Peterborough, told RN: "Retailers can profit hugely from food to go.

"This card can help take away the financial burden when retailers purchase bulk orders of food or merchandising units. It's another way to compete against supermarkets."

## Booker's meats provide ways to compete

Independent retailers have hailed the cooked meats added to Booker's Discover the Choice range as an effective way to compete with rival symbols.

Six sliced meat variants, including turkey, ham and corned beef, have been added to the range, which

initially only consisted of microwave meals and pizzas. RRP is £1.19 for a pack of five or £2 for two packs.

Linda Williams, of Premier Oxfangs in Edinburgh, said she has sold 24 packs a week since she started stocking them at the end of last year.

"They're definitely a popular seller. It's good to have a range of own-brand sliced meats to compete with rivals like Nisa, Costcutter and Spar.

"They're good quality, and customers can tell, which is why the products are popular."

Shaun Sykes, of Denmore Premier Food & Wine Store in Rhyl, added: "They've definitely been a popular purchase among customers since they went on sale. They're all very good quality and it's a way to help us compete in the market."





**15 January 2018**

Something  
~~big~~ small  
is coming  
from the Guardian  
and the Observer.

**small size**

# big ideas

Look out for point of sale packs  
delivered into your store to support  
our newspaper launch.



# NEWS & MAGS

## Guardian pays to display

Retailers in areas of high footfall can get a free window display from The Guardian to celebrate its relaunch as a tabloid on Monday.

The publisher will pay NFRN members for the use of their windows for six to 12 weeks and employ a professional window dresser to create bespoke displays.

Guardian head of sales and revenue publishing Rob Rattley said: "We want to give selected news retailers a dramatic new look and we are looking for NFRN members in city centres to participate – although we would consider good retailers from elsewhere, if they are in an area of high footfall."

NFRN news business development manager Phil Williams said: "This is a great opportunity for members to make their shop windows a talking point."

## Football cards for champs

Collectables company Topps has launched a new set of Match Attax trading cards ahead of the next phase of the UEFA Champions League, which begins in February.

The set features football superstars such as Neymar, Griezmann, Suarez and Messi, and contains 446 cards including new defensive dynamos and hot-shot foil cards, alongside new all-star XI cards.

Eugene Diamond, of Diamonds Newsagents in Ballymena, said: "A lady dropped in to buy her son Match Attax cards. He wanted 10 red, five yellow and five blue. It's the first time I've sold them by colour."

**Publisher launches title in show of faith in print** 'Printed magazines are still relevant'

## New magazine offers pre-teens an alternative



'Pink' magazines dominate the girls' market, says Kookie's founder Vivien Jones (inset)



by Jennifer Hardwick and Toby Hill

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

A mother of two daughters has founded a quarterly magazine for pre-teen girls to offer an alternative to titles focused on shopping, celebrities and make-up.

Vivien Jones, of Overton, Wrexham, is seeking a national distributor of Kookie magazine, which she co-founded with fellow mum Nicky Shortridge in October.

"Printed magazines are still relevant for pre-teen

readers who interact with them physically. They like quizzes, colouring in pictures and pull-out posters. You can't do that with a tablet," she said.

"Magazines for pre-teen girls are usually very pink and almost exclusively focused on shopping, celebrities and make-up. That wasn't what my daughters were interested in."

Ms Jones said the title is designed to appeal to as many readers as possible.

"We've kept fonts slightly larger, so the magazine is accessible for reluctant and able readers. We have

wordsearch and spot-the-difference puzzles and a multiple choice quiz, all of which engage readers in a physical way," she said.

Leading titles in the pre-teen girl category generally follow the pink-princess pattern highlighted by Ms Jones, with Pink, Shopkins, Hello Kitty, Cute, Barbie and Disney Princess all occupying places in the category's top 10 sellers.

But the success of alternative titles suggests there is demand for a different approach. For example, sales of The Week Junior, a magazine designed for

girls and boys, grew 21.9% to 45,895 in the second quarter of 2017.

"It's definitely one of our strongest categories just now, and we're actually selling good quality magazines like The Week Junior, as opposed to the cheaper magazines we see elsewhere," said Patrick Patel, of Jay's Budgens.

"It's good value for money and you often get an item, a toy or a pull-out. Character-based magazines are particularly popular. I think there's room for a new entrant to the market."

## Retail margins ignored in price hikes

Retailers have urged Radio Times publisher Immediate Media to consider using them as a distributor in the wake of the latest price hike.

The Radio Times' 2018 price is now £2.80, a 30p increase on last year. However, retailers continue to receive 70p a copy.

"My concern is it's a drive to get more people to take up subscriptions, as they can get a bigger discount when the cover price is higher," said Hitesh Pandya, owner of Toni's News in Ramsgate.

"Unfortunately, Radio Times subscriptions don't go through us but

straight to consumers' doors. I would encourage publishers to look at going through independent HND shops instead."

Elsewhere, the price of the Saturday Daily Mirror has increased by 10p to £1.20, with Trinity Mirror maintaining pro-rata terms.

However, pro-rata terms have not been maintained on a 5p increase on the Eastern Daily Press.

Brian Murphy, head of news at the NFRN, said: "Archant need to get a grip on who their supply chain partners are or run the risk of further delisting taking place."





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\*Nielsen Total Coverage Unit Sales 52w MAT to w/e 07.10.2017  
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Cadbury Dairy Milk Fruit and Nut, Cadbury Dairy Milk Whole Nut, single, small and medium tablet pack sizes.

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# PRODUCT TRENDS

## Fuze Tea heats up ice sector

Changing tastes in soft drinks have resulted in a growth in consumers demanding a wider range, including ready-to-drink ice tea, a leading manufacturer has said.

Coca-Cola European Partners (CCEP) said ice tea is worth £47m in the UK and has grown 12% in the past year. It is capitalising on the trend with the launch of Fuze Tea.

Simon Harrison, customer marketing director at CCEP, said the manufacturer wanted to give retailers an opportunity to provide "more sophisticated flavours" to help boost sales.

Nick Fraser, of Spar Lower Earley, in Reading, says his store sells a large variety of ice teas and this range has grown over time. "Chilled green teas are doing particularly well," he told RN.

## Diageo small packs drive

Retailers can boost alcohol sales this month by stocking best-selling brands in smaller pack sizes, Diageo has advised.

Following its "Inspire, Display, Sell" initiative, designed to help boost new year sales, the manufacturer is recommending retailers stock best-selling 20cl and 35cl spirits alongside 70cl bottles, making sure fixtures are blocked by brand to help shoppers see price points more clearly.

Claire Kendall, senior customer category manager, said: "Diageo recommends stocking smaller pack sizes of beer and cider and ensuring retailers offer shoppers a choice of no- and low-alcohol products for those cutting back or abstaining."



## Spicing it up helps rum sales soar into top three

by Priyanka Jethwa  
[priyanka.jethwa@newtrade.co.uk](mailto:priyanka.jethwa@newtrade.co.uk)

Sales of rum increased by almost 15% in 2017 and overtook brandy to become the third largest spirit in value sales behind whisky and vodka, new data reveals.

EPOs data tracking sales in nearly 4,000 stores between January 2016 and December 2017, provided by RN's data partner EDFM, shows value in the overall spirits category increased by 2.5%, compared to the

double-digit growth for rum.

The growth in rum sales came overwhelmingly from increased demand for spiced rum.

Sales of traditional dark rum also grew, while white rum fell by 17%.

Harry Goraya, of Nisa Local in Kent, reported increased interest from his customers in small-batch spiced rum, although he does not predict the same level of interest as seen in craft gin, for example, unless suppliers innovate.

"It would be nice if small brands took centre stage, but suppliers will need to be careful of price, so they need to work closely with retailers on how to push and promote lines in store, and involve us in the branding and marketing."

"The artistry has a dramatic impact on whether a product sells or not, so suppliers need to ensure it hits the right notes," he said.

Mital Morar, of Ancoats General Store in Manchester, said he stocks around

10 lines of rum in his store, including the popular Captain Morgan Spiced.

He said: "Rum is good for experimentation and has the potential to go big one day. But at the moment it's more of a product that you find in bars, because it's harder to find premium varieties in retail."

He added: "Gin is more 'English', whereas rum is traditionally more popular in the Caribbean and Americas, so it will be interesting to monitor how well it does over here."

## Health benefits give shoppers taste for turmeric

Turmeric is this year's golden spice and its health benefits will cause sales to soar, a drinks manufacturer has predicted.

James White Drinks, which makes the juice shot drink Turmeric Juice Zinger, said more consumers were becoming aware of the ingredient as they

moved away from sugary, artificial drinks.

"Consumers now want healthy, functional drinks. Turmeric is an ingredient that provides consumers with health benefits and, in a shot-sized drink, can be easily integrated into someone's lifestyle," a spokesperson said.

Bimal Patel, of Londis

Ferne Park Road in London, said he now sells a variety of turmeric teas, including instant, Kombucha and Pukka's varieties.

He said: "Turmeric is increasingly popular and it will continue to grow this year as more people find out about its health benefits."

Pav Sahota, of RawStore

in London's Shoreditch, sells fresh turmeric, powder, paste and tea from Pukka and Yogi, sales of which have been consistent over the past month.

To capitalise on this trend, Pukka Herbs has launched its new Turmeric Active blend to add to its turmeric portfolio, with an RRP of £2.49.



# BRAND SNAPSHOT



## All glow for Ready Brek

Ready Brek, the porridge oat from Weetabix, has returned to its roots by giving its distinctive 'glowing silhouette' pack a modern day upgrade.



## Organic and no alcohol

St Peter's Brewery has launched the world's first organic zero-alcohol beer to appeal to more health-conscious and mindful drinkers.



## Fisherman's £1m spend

Fisherman's Friend has launched its new £1m TV campaign and a new addition to the range, accompanied by its biggest ever sampling campaign.



## Bowls of health

Mash Direct has launched Nourish Bowls in three flavours, designed to offer an alternative to traditional sandwiches.



## Recyclable Phrooti

With no added sugar or sweeteners, Phrooti's Mango Water now comes in a new 330ml recyclable plastic bottle format.



## Plenty of Puff

KP Snacks is expanding its Hula Hoops portfolio with the new Puff range, supported by a £1.5m TV spend, social media, and out-of-home media.



## Premium Old Forester

Old Forester has launched new packaging for its 86 proof bottle. Inspired by the brand's history, the new design reflects a more premium look.



## Profits for Unicef

100% of all profits from sales of Syrian Chicken Kabsa will be donated to Unicef to help provide emergency food parcels to children in Syria.



## Philadelphia inspires

Mondelez has launched a new TV campaign for Philadelphia, designed to inspire people to create meals with the soft cheese spread.

# WHAT'S NEW



## Peter's Yard

Peter's Yard Charcoal & Rye sourdough crispbread have been inspired by traditional Swedish baking techniques with organic flour, fresh milk and sourdough ingredients.

**RRP** £2.95

**Contact** [orders@petersyard.com](mailto:orders@petersyard.com)



## Serious Cheesy Puffs

Serious Cheesy Puffs are made using 100% real cheese. Flavours in the range include Sriracha Cheddar, Asiago Black Pepper, and Blue Cheese Jalapeno.

**RRP** £1

**Contact** [sales@fullersfoodsplc.com](mailto:sales@fullersfoodsplc.com)



## Cotswold Fudge Co

Every bag of Cotswold Fudge Co has been individually boiled and blended. Options include Smooth, Brittle - which contain nuts - and Cranberry & Cinnamon.

**RRP** £4

**Contact** [info@cotswoldfudgeco.co.uk](mailto:info@cotswoldfudgeco.co.uk)



## Pip Organic

Pip Organic's range of juices have been designed as a healthy option for children. The award winning products only use organic fruits picked from British farms.

**RRP** £3.59

**Contact** [juice@piporganic.com](mailto:juice@piporganic.com)



## Olly's Olives

Olly's Olives bags of snacking olives have no more than 85 calories. Chilli & Rosemary, Basil & Garlic, and Lemon & Thyme are the three flavours available in the whole range.

**RRP** £1.75

**Contact** [olly@ollyolives.com](mailto:olly@ollyolives.com)



## Melting Pot

Melting Pot's range of fudge bars come in a variety of flavours, including Chocolate, Cranberry & White Chocolate Fudge, and Honeycomb.

**RRP** £1.90

**Contact** [contactme@blackthornfoods.co.uk](mailto:contactme@blackthornfoods.co.uk)



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



## Slabs Crisps

Slabs Crisps claim to be the only supplier across independent convenience to have a window on its packaging, to see what's inside the bag.

**RRP** £1.99

**Contact** telesales@slabscrisps.com



## Pretzel Pete

Pretzel Pete provides a wide variety of products, from cheese twists to cheese nuggets in Smoky Barbeque and Garlic and Parmesan flavours.

**RRP** £1.60

**Contact** rebecca@atasteofthestates.co.uk

**Focus**

## Oat and Rice Pudding Desserts

Shoppers on healthy diets are now shying away from traditional fried breakfasts and cereal in favour of alternatives such as porridge, meaning the category isn't just a winter warmer as it's been traditionally known

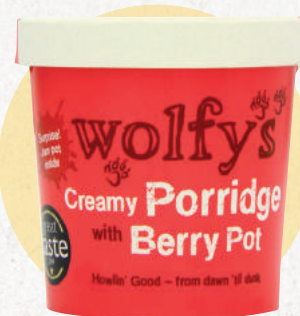


### Biona

Each 250g bag of Biona Organic Hemp Seeds can be used as an accompaniment to porridges and muesli.

**RRP** £2.39

**Contact** info@windmillorganics.com



### Wolfy's

Wolfy's was established in 2013 to liven up what it claims has been a boring and unremarkable category. Each pot is ready in four minutes.

**RRP** £1.49

**Contact** admin@wolfys.co.uk



### Country Puddings

Country Puddings are made with fresh double cream, vanilla and nutmeg, with a two-portion 350g option and a bigger 520g alternative.

**RRP** £1.80

**Available from** info@countrypuddings.co.uk

### Anita Nye

Premier Eldred Drive Stores  
Orpington

We have a lot of elderly residents and families nearby. Healthy dieting is becoming more important and they'll often go towards options such as oats to meet those needs

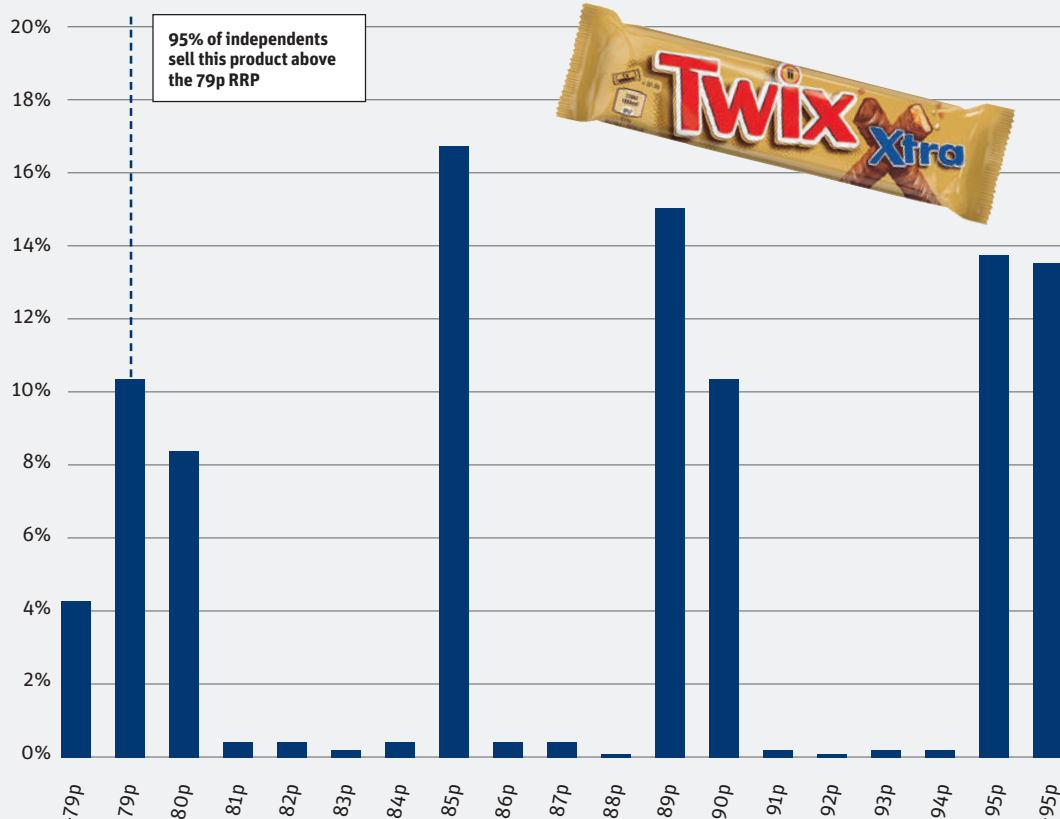


# PRICEWATCH

## Profit checker Chocolate bars

## Price checker

**TWIX XTRA 75g** Price distribution %



## Analysis

The chocolate bar category remains reasonably price-elastic for retailers, meaning customers care less about the exact price of the Twix Xtra covered in our data than they do about other products in the same

store. As our data shows, just 5% of retailers charge below the RRP of 79p, 10% stick to it, while more than half charge at least 10p higher. It's easy to understand why. Most adults are looking for a quick treat, and

don't pay much attention to price. Kids, stretching their pocket money as far it will go, are more sensitive; but even if a Twirl is too expensive, they're still likely to spend their money on an alternative.

### PRODUCT

**Snickers Duo**  
83.4g

**Twirl**  
43g

**Twix Xtra**  
75g

**Wispa**  
36g

**Mars Duo**  
85g

**KitKat**  
41.5g

**Milkybar**  
25g

**Kinder Bueno Milk & Hazelnut**  
43g

**Milky Way Magic Stars**  
33g

**Ripple**  
33g

**Mars**  
51g

**Snickers**  
58g

## How we drive our profit

### Narendra Singh Jadeja

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

#### TOP TIP

Keep it simple by charging the same price for similar products: I charge 69p and 95p for small and large Twix, Mars, Bounty, Snickers



**I aim** for a 25% margin in this category. I get this by rounding up the RRP to the nearest 5p or 9p: so if its RRP is 66p, I'll charge 69p. Most customers don't really notice the price, I think the only time they do is when they're queuing at a petrol station, they look at the chocolate bars and see they're all 20p pricier than normal. In a store like mine, it's only children who make a purchasing decision based on the cheapest bar. I charge 95p for Twix Xtra – I've charged that price for years – which gives a 25% margin, more or less.

### Kamal Sisodia

**STORE** Belvoir News Loco  
**LOCATION** Coalville, Leicestershire  
**TYPE** town centre  
**SIZE** 950sq ft

#### TOP TIP

Multibuy promotions like two for £1 or two for £1.49 on duo bars work well in this category, and usually still give a 20% margin



**We more** or less stick to the RRP on chocolate bars, aiming for a 25% to 30% margin. Twirl is probably our best-selling single bar and Snickers is our best-selling Duo. We'll go through a box of Twirls a week and three quarters of a box of Snickers Duo. We charge 85p for Twix Xtra and sell a little less of these than we sell of Snickers Duo. In general, our chocolate bars are a kind of mid-afternoon pick-me-up for workers, who'll drop in and grab something on their way past, so pricemarking or promotions help push these impulse purchases.



**Helena Drakakis**

RNreporter@newtrade.co.uk

020 7689 3357

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 SMALL HIGH STREET NEWSAGENT IN NORFOLK TOWN	RETAILER 2 SMALL NEWSAGENT IN NEWCASTLE SUBURB	RETAILER 3 C-STORE IN DORSET COASTAL TOWN	RETAILER 4 C-STORE IN BLACKPOOL SUBURB	RETAILER 5 SMALL SHOP IN COUNTY DURHAM VILLAGE	RETAILER 6 C-STORE IN RESIDENTIAL AREA OF YORK
89p	79p	85p	90p	77p	99p	95p	95p
55p	55p	55p	55p	55p	–	55p	55p
88p	79p	85p	90p	75p	99p	95p	–
55p	55p	55p	55p	–	–	55p	55p
88p	79p	85p	90p	82p	99p	95p	95p
62p	65p	59p	59p	60p	65p	65p	65p
60p	61p	59p	59p	59p	65p	65p	65p
79p	79p	79p	–	80p	85p	85p	79p
67p	65p	65p	70p	–	69p	67p	65p
72p	69p	65p	75p	69p	75p	72p	65p
67p	61p	65p	70p	60p	75p	72p	65p
67p	61p	65p	70p	60p	75p	72p	67p

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Linda Williams

Premier Broadway, Edinburgh

McGill's Two-Person Family Steak Pies, £5



#### How did you discover it?

We met him the owner one morning in the cash and carry while he was buying goods for the shop. We got talking with him and were looking for a supplier at the time so decided to try taking his stock. It's worked very well – we started buying £20 a week worth of stock from him and are now selling £200 a week.

#### Who buys it?

We sell a big range of pies: a steak pie in a single size served hot in the deli, as well as two-person, three-person and four-person pies. We also sell chicken pies, macaroni pies and a wide range of other pies. They're popular with all sorts of people: we'll sell them to big families, individuals, workmen grabbing their lunch, kids wanting something hot, a wide range.

#### Why is it so popular?

The quality is absolutely superb and people definitely notice that. People also like a local pie and a local butchers, and McGill's is quite well-known in this part of Edinburgh, it's something of a local speciality. They also do such a good range and people like trying different varieties.

## Steve Haines

**STORE** The Broads  
**LOCATION** Coltishall, Norwich  
**TYPE** village store  
**SIZE** 900sq ft

#### TOP TIP

Don't get too hung up on price – it's often 18-30 year-old men grabbing a Mars or Snickers, and they don't really care how much it costs



**I generally** aim for a margin of 25% in my store. Pricemarked products will obviously drag that down a bit, although I don't use them often, because I don't think they're really that effective in this category. We sell Twix Xtra at 90p, which gives us a 27.8% margin – although that was a price set by P&H so I might not be able to get it for much longer. Typically, we go through about a case a month, which is the nature of the type of store we are. We're in a rural setting with few workplaces around, so we rely on passing traffic for our sales.

## Duncan McCutcheon

**STORE** McCutcheon Newsagents  
**LOCATION** Blaydon-on-Tyne  
**TYPE** residential  
**SIZE** 300sq ft

#### TOP TIP

Make sure you're priced competitively compared to nearby stores



**We're located** next to a Spar and a Co-op which means we have to be competitive on price, so we aim to stock pricemarked products whenever they're available from Booker. I'm not sure people are too bothered about the price of chocolate bars, but we have to remain price competitive across the store. This means we make sure we're generally cheaper than the Co-op, which doesn't do price-marking, although I'm not sure how many bars they're selling so I can't comment on whether we're winning as a result of the lower prices.

# YOUR NEWS

**£1,500 extra in sales per week** 30+ lines in range offer margins of 30%

## Baked goods prove hit for Scottish store owner

by Alex Yau

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

A Scottish retailer has added £1,500 to his weekly food to go sales after working with a local supplier to stock baked goods using a self-service display.

Robert Kirkwood, of Premier Mossgreen Convenience Store in Cowdenbeath, West Fife, started working with Stuart's the Bakers when his 800sq ft shop opened in November last year.

Stuart's the Bakers provided Mr Kirkwood with a 1m self-service display that has room for more

than 30 lines of freshly baked goods.

Mr Kirkwood said: "This is the second shop I've opened since I became an independent retailer more than two years ago," adding that his aim for the store is for it to become a food to go destination for nearby residents.

He added: "I make at least £1,500 a week from the display and I stock products such as cakes and pasties, with prices ranging between £1 and £1.70. I couldn't do this in my previous store because the 470sq ft floor space was too small.

"Stuart's the Bakers were really impressed by my business plan outlining the ambitions I had for food to go and it all kicked off from there.

"The margins are really good at 30% and we've got a niche because there are no other bakers to compete with nearby. The nearest supermarkets are more than one mile away, so we've got a good location in the area to attract customers."

Mr Kirkwood said that he is also considering expanding his food to go category to meet the increasing demand.

Stuart's the Bakers currently supplies more than 60 independent retailers across Scotland, including Nisa and Spar stores.

Managing director Keith Stuart said independent convenience is an important part of the company's business.

"Independent convenience stores are a key part of any local community and we need to support them in any way possible. Providing products that offer a point of differentiation is an important and ideal way to do so," he said.

● See Store Lookbook in next week's RN.

## Warning given on family firm sales

Independent retailers who wish to pass their businesses on to family members should, where possible, allow six to 12 months to do so and treat the process like "any stand-alone transaction", a property expert has warned.

Barry Frost, managing director of Commercial Plus, said many family businesses fail to ensure contracts with suppliers, licences and tenancies are transferred, leading to problems further down the line.

He added: "The hardest thing is to put things right after the fact. It's always more expensive."

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## Charity pasta aid

The Sheffield branches of a convenience chain based in the north of England have collected 118 bags of pasta to donate to the homeless. James Convenience Retail worked with the Pasta Project to help collect pasta for the Cathedral Archer Project – a homeless centre in Sheffield. The Bents Green and Sandygate Road stores acted as a drop-off point for people to donate pasta. Digital marketing manager Rachel Wood said: “The charity’s aim was to collect 780 bags in a month – we alone contributed 20% of that.”



(L-R) Nigel Short, John Batty, Mike Marshall and Anne Batty of The Pasta Project

## Short-date apology for store

Bestway has apologised after a retailer received deliveries of crisps with short expiry dates.

Ferhan Ashiq, of Day-Today in Preston, East Lothian, told RN that crisps delivered by Batleys in the past month had a shelf-life of just one week.

“I’m breaking even because I have to dispose of a fifth of my stock. It’s not an issue with Walkers, but it is with less popular brands such as Golden Wonder,” said Mr Ashiq.

Bestway Scotland regional controller David Livingstone said: “We are concerned because we have robust procedures that aim to give customers adequate time to sell products. We apologise for any inconvenience.”

## Costcutter difficulties for ex-P&H customer

A retailer has said a lack of communication from the Costcutter symbol group, along with late and missed deliveries, have made it difficult for him to manage stock following the collapse of wholesaler

Palmer & Harvey.

John Vine, of News-world in Church Stretton, Shropshire, said: “We have put in our Easter order but we don’t know if it’s going to come. Our deliveries keep coming at different

times or not at all.”

Nisa agreed a short-term contract to supply Costcutter stores affected by Palmer & Harvey’s collapse in December, before a new supply deal with Co-op is formalised.

Costcutter has apologised for the difficulties Mr Vine has had. A spokeswoman said: “Our field team has been working directly with Mr Vine and we will continue to maintain this close contact.”

# DUAL

# NEW!

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\*Source: Nielsen Market Track up to October 2017 YTD

# SUPERKINGS

# YOUR VIEWS

## YOUR LETTERS

### ■ After a shambolic Christmas, let's hope our deliveries get back on track in the new year

I'm sorry to say my first email of 2018 to RN is not going to be a happy one.

Because of planned disruption to the rail service over the Christmas period, my father and I decided we would close from 24 December and reopen on 2 January.

It was probably just as well, because the delivery times we had been experiencing in the run-up to Christmas were atrocious, to say the least.

Because of this, we requested a fast track restitution form for 7 December which was received and returned on 13 December.

It contained a claim for £5.22 redemption, but whoever dealt with it at Menzies decided we were making a lot of it up and reduced it down to £2.78.

We could actually have put in a similar restitution claim for six



**It would be nice to get some money back, but we know it would probably be futile and end up costing us more**

**Adrian Cooke**

other days in the following three weeks, but we decided it wasn't worth the effort.

Let's do some maths – seven days at £5 a day adds up to £35. That means we lost roughly £12 a week over the three weeks.

If we then add on the loss of one week's earnings we are left with an unsustainable business model.

It would be nice to get some money back as compensation, but we know it would probably be futile and end up costing us more.

We have now started a new year and would like to hope things will get better, but I fear that by the end of the year we will have to throw in the towel.

**Adrian Cooke**  
Hockley Station Kiosk,  
Hockley, Essex

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

### ■ Missing voucher envelope is worth £1,400 and still hasn't turned up

Smiths has mislaid a voucher recall envelope I sent last September and after all this time it is still hasn't

turned up.

We have a lot of HND customers, so the contents of the envelope were worth in the region of £1,400.

Every time I call up Smiths' customer care line I am told all they can do is send an email and that they will get back to me.

I end up speaking to someone different every time who says there is nothing more that can be done, so there's no point in me getting cross with them.

Smiths has told me it had a backlog of tote boxes at the time, but it is ridiculous that my envelope still hasn't been found.

Originally, I was told a manager would call me back and then I was told a different manager would get in touch, but nobody has called and it has been going on for a long time now.

It feels to me as if Smiths doesn't care at all.

**Raj Nahal**  
Spar Pedmore Stores,  
Hagley Road, Stourbridge

#### A Smiths News spokeswoman said:

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

## YOUR SAY Will you expand your alcohol range in 2018, and if so, which products do you have in mind?



### Mital Patel

Bargain Booze Select Convenience, Brentwood  
We'll bring in new items for sure. It's primarily about responding to what people are asking for, for example we've had a few people requesting a hazelnut liqueur called Frangelico and a coffee liqueur called Kahlua, so we'll definitely bring them in this year. We'll also see what our head office makes available, and if they bring in some more interesting craft ales we'll introduce them, as our current range is very popular.

### Peter Robinson

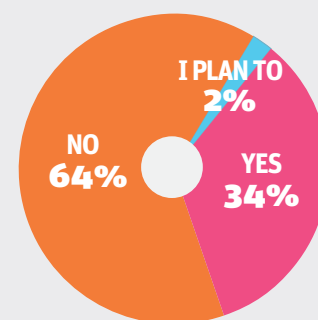
Robinson Retail, Pembrokeshire  
All my stores are Londis so we get weekly and monthly promotions through our symbol group, which means we will definitely have new lines coming in – we

just don't know what they are yet. But we are also likely to select some more speciality products too – we introduced craft ales from a local supplier last year and they've sold very well, and craft gin is on-trend just now. People like to see something different in independent stores.

### David Robertson

Pozzi, Buckie  
We are constantly updating the alcohol range in our off-licence, so we will likely continue to do so into 2018. This year we spotted the trend of craft gins taking off and decided to try some of them in the store – by this point we've now got a range of more than 50, and they've sold very well. So we'll try and stay tuned into the trends in 2018, too, and see what happens.

## RN READER POLL



**Have you extended your opening hours in the past year to make your store more convenient?**

#### NEXT WEEK'S QUESTION

Have you banned sales of energy drinks to under-16s?



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



## DAILY MAIL HAS CONDITIONED READERS TO BUY FROM TESCO

I was absolutely astonished to read in RN that the Daily Mail had won a Newsstand Star Performer award.

It made me ask myself, what has the Daily Mail done for me? I'll tell you what it has done – it has seriously damaged my Saturday sales by repeatedly offering promotions that are only available in Tesco, and, as I have a Tesco Express store next to my shop, I am fed up of sending my potential customers there to get whatever the Daily Mail is giving away.

I have decided that from now on anybody who wants the Daily Mail delivered will be offered an alternative newspaper or they will have to pay a higher delivery charge.

Even if the Mail



decided to offer a gift in all the copies sold – not just those available from Tesco – it would make no difference as people are now conditioned to free gifts only being available from Tesco.

Publishers who behave in the way the Mail does do

nothing for independent newsagents.

**Simon Bywater**  
Bywater News, Dudley, West Midlands

# 100 YEARS AGO

12 January 1918

Price rises were announced for popular books stocked by booksellers and newsagents. Titles included *Is there a Hell?*, *The Escaped Nun* and *How to Make a Small Business Pay*.

## VIEW FROM THE COUNTER with Mike Brown



On Tuesday 2 January I joined the local walking group I belong to on their first weekly walk of 2018. In 2017 the group departed from 26 locations within the North Yorkshire Moors National Park covering a total of 540 miles.

The most popular departure point was Chop Gate (four times). Pronounced locally as 'Chop Yat', it is a village about four miles from the shop. I only managed to join them four times last year due to various commitments, but hopefully this year, my 65th, I can organise a bit more time off.

The second week of the school Christmas holidays was spent preparing the shop for the children's return

to school, so we could hit the ground running in what can be a very quiet month. This meant creating a great display of novelty Valentine's, Mother's Day and Easter confectionery. Last year, Easter cards proved very popular so we are extending our range this year. We find the key to good sales is to display early.

I have been invited to take part in a competition called Stokesley's Got Talent. A local Scout has been chosen as one of only three for the North Yorkshire and Durham division to attend the 24th World Scout Jamboree in West Virginia and is raising funds for the event. I haven't quite fine-tuned my act yet (i.e. I have no idea what to do), but I am sure fear will focus my attention as the competition approaches. After all the idea is to win – isn't it?



## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Two newspapers going up in price this weekend – Saturday Mirror 10p and Sunday Business Post 50p. Only positive, they are maintaining retail margins for retailers. Let's hope other publishers take heed when increasing their price

**Eugene Diamond**  
@EDiamond136

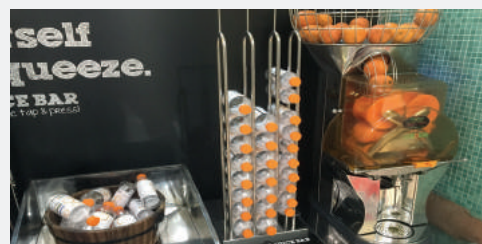


Thrilled to receive this today. 10 years of doing what we enjoy. Thank you to all our customers for making it possible

**rode post office**  
@rodepostoffice

Are pound bays still working at your stores? Any other creative ideas with what to do with that space? Let me know your thoughts people.

**Broadoak PO/Londri**  
@BroadoakLondri



100% freshly squeezed orange juice available in our Peasmarsh store and at this time of year with coughs and colds it's time to stock up on vitamin C!!

**Jempson's**  
@jempsonsstores

Following the 2017 Xmas hamper raffle we are pleased to say that the total raised for Wales Air Ambulance is £336! Well done & big thank you to everyone

**Marc & Sarah**  
@hoffnantstores

# INDUSTRY PROFILE

## Liz Wood



As a new year begins, many shoppers will be looking to make savings. Not, however, on their pets' food says Liz Wood, market development organisation director at Nestlé Purina

### **RN** How is the pet food market performing currently?

**LW** The pet food market remains healthy and continues to perform strongly. Despite the fact shoppers seem to be concerned that their overall weekly shop is becoming more expensive, they certainly don't appear to be spending less on their pets.

### **RN** Many retailers have told RN they are reducing their range of pet food. What would you say to these store owners?

**LW** Felix is the number one selling pet food brand. In order to maximise sales, retailers need to make sure they are stocking what shoppers want to buy. That means stocking a greater choice of both single unit pouches and multipacks. We know cats often live in households with more than one cat, and they are fed more than twice per day – variety is therefore extremely important.

### **RN** How can retailers bring this category to life and ensure their customers make them the destination?

**LW** Again, by stocking the right variety of products for their business. For example, in larger stores which shoppers tend to drive to, or online, there has been a lot of growth in bulk packs of 40 pouches. A number of high street retailers also have had success with this format size, though for some shoppers on foot, it may be more difficult to carry home – so it's still important to offer smaller pack sizes to suit differing shopper needs.

### **RN** What areas of the market do independents need to focus on in your opinion?

**LW** Independent retailers need to ensure they are watching what the trends are in the wider market. Often their customers will use them to top up in between shops and will look for places that they can buy smaller quantities of what they would normally get in other outlets.

### **RN** What are the major trends that retailers need to know about?

**LW** With regards to the cat food market, retailers should be aware the pouch market is the biggest segment in the market. Despite this, our research shows 41% of independent grocers still think cans out-sell them. Overall, pouches represent 31% of the market in convenience. In fact, single serve pouches sales in convenience represent four times the market size when compared to cans.

**Retailers need to watch trends in the market**

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

**Company** Nestlé Purina  
**Market development organisation director** Liz Wood

**Key brands** Felix, Bakers, GoCat  
**Profile** Nestlé's pet food division is responsible for some of the biggest names in the category.

**Latest news** Investment in Felix has included the introduction of pricemarked products and the marketing campaign #uptomischief.



### **RN** How are you investing in making Felix and the pet category a profitable one for retailers in 2018?

**LW** We are constantly investing in product innovation while highlighting the quality of our products with the on-pack message – '98% would recommend the irresistible taste of Felix' – which is supported on Facebook and above-the-line advertising too. We have also introduced pricemarking in the convenience channel to help boost sales.

### **RN** In 2017, the Felix brand was also involved in some eye-catching marketing activity. Can you tell us about it?

**LW** Our shoppers love seeing Felix and his mischievous adventures and we've run some fantastic interactive campaigns this year to drive awareness. Felix has appeared at Waterloo Station as part of our latest campaign and in our event, #uptomischief at the movies, which features him climbing over Rochester Castle ahead of an outdoor film screening. Our activities are about spreading the message that Felix is a really fun brand.





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Artwork may be subject to change

**20 CASH & CARRY DEPOTS NATIONWIDE AND ONLINE TOO!**

# CONFECTIONERY

## CHRISTMAS TO VALENTINE'S DAY

**Kay Patel**

Best-one Wanstead,  
London



We have the mantra “exit the season with no residual stock,” and use promotional mechanisms and displays to offload as much as possible. Clearly, though, we’ll never get rid of everything. Some products will remain in-date for six months after Christmas and still sell at full price, such as big tubs of chocolate, so that isn’t a problem. With other lines that aren’t branded specifically for Christmas, such as Matchmakers, big bars of Galaxy or boxes of Maltesers, you can do promotions again during Valentine’s, giving them another chance to sell.

### SECRET TO OUR SUCCESS

Try using big jars of selection brands, like Quality Street, to bulk out a hamper for other seasonal events, such as Valentine’s or Mother’s Day.

## Make a date for sweet success



**We have the mantra ‘exit the season with no residual stock’**

Retailers looking for a good start to 2018 will be hoping confectionery sales will be boosted by the big events that define spring. **Toby Hill** speaks to six store owners for their advice

**C**hristmas has barely been tidied away and retailers are already having to prepare for the next string of seasonal events. Spring hops relentlessly from Valentine’s Day to Mother’s Day to Easter, with confectionery at the heart of all three. The branding and decoration around each event is entirely distinct, however, so while some unsold stock can be transferred seamlessly from one to the next, in-

store theatre demands at least some specifically Valentine’s or Mother’s Day-branded chocolate that, if it isn’t sold by the event it is tied to, is unlikely to shift before its shelf life expires.

As this implies, this is a period of challenging decisions around stocking and ranging. Here, we ask retail experts what they do to minimise waste and maximise profits through the busy and varied spring period.



## VALENTINE'S DAY

**Chris Herring**

Londis Shiphay  
Post Office, Torquay



We have one metre-long card stand filled with cards sourced from a wholesaler called BGC at the centre of our Valentine’s Display. We’ll then surround it with flowers and chocolates and soft toys and other gifts. Londis will have chocolates on promotion so we’ll push them, using the PoS they provide. All the chocolate boxes we stock sell well – Black Magic, Dairy Milk, Roses and so on – and there’s usually at least one of them on offer, which we’ll highlight using promotional material supplied by Londis.

### SECRET TO OUR SUCCESS

Try putting a box of something small on the counter, Love Hearts, for example. Add a small promotion – like three rolls for a pound – and they fly out.







## PASS THE LOVE ON THIS EASTER

Thorntons is in growth year  
on year in convenience



Classic Box MDW 248g



Continental 284g



Classic MDW 205g Egg



Football 150g Egg



Bunny 151g Egg



Milk Chocolate Bunny 200g

## STOCK UP NOW FOR EASTER

Data Source: Nielsen Scantrack Easter 2016 (3w to 26.03.16) & Easter 2017 (3w to 15.04.17).



# CONFECTIONERY

## VALENTINE'S TO MOTHER'S DAY

**Julian Hull**

Nisa Local,  
Southminster



We use the same promotional bay for Valentine's Day and Mother's Day, and just transform it from one event to the other, using PoS and promotional material from Nisa. A lot of the gifts and flowers can be doubled up for both, especially the chocolate: Cadbury Dairy Milk, Terry's Gold and Guylian, all work just as well for Mother's Day as Valentine's Day.

### SECRET TO OUR SUCCESS

Centre the Mother's Day display around a few personalised products that say 'Mum' on them, then bulk it out with leftover stock from Valentine's.



## MOTHER'S DAY

**Anish Parekh**

Londis Broadoak  
& Post Office,  
Ashton-Under-Lyme



With calendar events such as Mother's Day it's important not just to put a few products on promotion, but to show customers you know what's important to them, by coupling PoS and decoration with items that will appeal to them in that period. For Mother's Day, for example, I'll make sure we have a range of products of various qualities at different price points: a Dairy Milk box, a Thorntons box, a large box of Lindor. That way we can appeal to as many different demographics as possible.

### SECRET TO OUR SUCCESS

Put up PoS and posters a couple of weeks in advance of the event to remind your customers it's coming up and they need to prepare for it.



Use counter-top displays to drive unplanned purchases



**Show customers you know what's important to them**



## MOTHER'S DAY TO EASTER

**Sanmugalingam Pirapakran**

S&M Supermarket,  
London



I'll always bring in special chocolate and confectionery items for Mother's Day, including some big boxes. I'll try and get them to sell, using reductions if necessary. Some of this stock can be transferred to Easter, but you also need a lot of Easter-specific gifts, so it's limited. If I have leftover chocolate I can't shift I will donate it to a community event, which helps foster a sense of community.

### SECRET TO OUR SUCCESS

Pairing chocolate on promotions with other products such as wine can help drive sales and create a sense of occasion in the store.



## EASTER

**Julie Atkinson**

Hollins Green Community  
Shop, Warrington



We work hard to create theatre in the store for Easter as people appreciate it, especially children. We animate the shelves with flowers, branches, and there are bunnies everywhere; we'll scatter eggs around the store, hanging them from branches and burying them in the flowers; we'll do cakes and hot cross buns. We try not to over-order on Easter-specific stock though - we'd rather run out a little early than have too much.

### SECRET TO OUR SUCCESS

We get the bulk from our main wholesaler but can always top-up from a local cash and carry if particular lines go better than we expect. So we use both a national and a local supplier to get the stock balance right.



Attract impulse sales with smaller treats





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\*Nielsen, Easter Self Eat, total coverage, Value Sales, W/E 11.04.15.

# CONFECTIONERY

## Valentine's Day

Cadbury Roses turns 80 this year and brand-owner Mondelez has launched a new flower design gift box (RRP £4.50).



For those with an orange-chocolate fan in their life, Nestlé's Orange Smarties Giant Tube (RRP £1.38) is being touted as an ideal Valentine's Day gift.

Mars Chocolate suggests store owners keep stocked up with Celebrations for both Valentine's Day and Mother's Day. Since last year the range includes a gift pack with an RRP of £1.11.



With an RRP of £1, Swizzels Love Heart tubes provide consumers with an affordable and iconic way to tell that special person in their lives how they feel.



## Spring confectionery products to stock

Below are some highlights from another busy year of supplier activity for the big spring events. Which products will be finding a place on your shelves?

## Mother's Day

Two Green & Blacks gift boxes – Praline Milk Chocolate with Whole Hazelnut, and Praline Dark Chocolate with Whole Hazelnut gift boxes – have been created by Mondelez for chocolate fans. Both come with a RRP of £4.89.



Ferrero suggests retailers can use its Raffaello Heart and Ferrero Rocher Heart for both Valentine's Day and Mother's Day. The Ferrero Rocher Heart is available in two sizes, 50g (RRP £2.25) and 125g (RRP £5.07).



With an RRP of £2.39, Emmi's Oola Secrets Triple Chocolate Mousse is a positioned as an indulgent treat to enhance a quiet moment, its three types of chocolate encasing a secret caramel core.



## Easter

Jelly Tots is another brand to provide retailers with an affordable option for smitten young customers at Easter. Its "Love You Lots Like Jelly Tots" egg comes with an RRP of £5.61.



The MaltEaster sub-brand has performed increasingly well since its introduction. Brand owner Mars says its Mini Bunny Egg format (£1.52) is a proven bestseller.



Hancocks' range this year includes a cream and cereal-filled milk chocolate egg and a Bunny & Chick marshmallow bag for those who want to get into the Easter spirit.



For many years, Thorntons stores have done a roaring trade in personalised Easter Eggs. Now convenience stores can benefit from a personalised gift campaign from the Ferrero-owned brand.



## Easter

Nestlé's family-size Pick & Mix Giant Egg brings together four big brands – Smarties, Rolo, Aero and Toffee Crisp – in one product with an RRP of £7.49.



With larger family sharing formats in growth, Mars' 330g Milkybar Mini Eggs format, with an RRP of £3.00, is designed to capitalise.





# EGGCITING NEW IMPULSE THIS EASTER



\*Source IRI Total Market Value Sales Mini Eggs segment 16 w/e 15<sup>th</sup> Apr 17' vs 14 w/e 26<sup>th</sup> Mar 16"  
© Reg. Trademark of Société des Produits Nestlé S.A.

# OWN LABEL



Own brands' fresh and chilled produce highlight how the market is changing

## The brand-free option

January is traditionally a time of financial belt-tightening and therefore the perfect time to look at the own-label market. RN's news editor and former Better Wholesaling editor **Helena Drakakis** talks us through the sector

**W**ith shoppers becoming more savvy about pricing, and fuelled by the rise of the discounters, the popularity of own label products has been on the rise for several years. According to market analysts Kantar Worldpanel, sales of branded grocery items experienced an overall decline of 1.6% in 2016, yet own brand ranges increased by 1.7%.

And, it's important to remember own brand is not always synonymous with value offerings. Premium own label is also performing well with shoppers occasionally spending more on own label products, in particular ready meals, than on bigger branded names. Here we look at what is on offer from symbol groups and speak to retailers about how own brand products work in store.

### HOW OWN LABEL WORKS IN A PREMIUM STORE

Sureka Patel, of Best-one in Bexhill-on-Sea, says own label has sold well in household goods but less so in other categories. "I get better margins on branded stock and I can be sure they will sell, as I operate in an affluent area," she says. "Own label tinned products and household goods like toilet rolls and dog and cat food sell well, but pricemarked, branded goods tend to be more popular." Best-one, Bestway's own label range, superseded the wholesaler's Best-in offer and is seeing results. The company reported a 26% rise in value sales in the weeks after its launch in July. Included is a new 500-product range and a 15-product premium range called Best-one Inspired, which includes pesto and hand-cooked crisps. However, while some retailers have reported encouraging sales, others say it's more patchy.



### Affluent customers seem more clued up about own brand

#### HOW OWN LABEL WORKS IN A SUBURBAN STORE

According to Nisa retailer Siva Thievanayagan, in his suburban store own label products sell better than branded goods – in some categories, at least. "There's no rhyme or reason, but affluent customers seem more clued up about own brand," he says. Nisa own brand Heritage, and its up-to-date packaging helps, he adds, because it has a "quality feel". And, in some areas, such as sauces he has reduced his range to stock one branded item at £2.25 and one own brand product at £1, with the £1 sauce becoming the bestseller. Own brand butter and biscuits also sell well in his store. "If customers know the product tastes good and is good value they will buy it regardless of who they are. Then again, there are some own brand Aldi meals that taste awful, and my customers know the difference," he says.





**Unlike the past, there is now no snobbery around own brand goods**

#### HOW OWN LABEL WORKS IN A VILLAGE SHOP

"People don't buy branded anymore," says Harj Dhasee of Mickleton Village Stores in Gloucestershire. In his store, own brand is strong, whether it's Nisa's Heritage range or the ready meals he buys in from a local butcher, Partridges. "I always stock one branded item such as Heinz beans and one non-branded, but customers, even in affluent areas, are food explorers now. They are looking for quality and value and will shop around." However, he doesn't think his customers would avoid items packaged for 'value', such as those you would see in Tesco's Everyday Value range. However, in tinned food, ready meals, cooked and fresh meats and fruit and vegetables, he sees little difference as long as the packaging, quality and price are right.

#### HELENA'S ANALYSIS

Unlike in the past, there is now no snobbery around own brand goods and customers are making purchases across all age ranges and the social spectrum.

Wholesalers are increasingly tapping into this with a greater number of own brand categories, and eyeing the prize of producing higher-priced premium own label products, too.

Years ago own label wine, for example, would not have sold like Spar's wine range does today, and the advent of the discounters has certainly broken down the barriers in terms of how people shop.

That said, many retailers report that if an equivalent branded product is price-marked or on promo-

tion, customers will easily switch back. Whether it's a village or an urban store, or a shop with transient footfall, customers across the board are likely to pick up own brand distress purchases like toilet rolls and washing up liquid.

Certain own brand goods, such as meats and ready meals, will sell in more affluent areas, but often a premium product with on-trend packaging will play a part.

In categories like crisps and chocolate, retailers report less 'cut through' from own brand alternatives.

Despite the nuances of own brand's success, with food inflation and household costs, it is certainly here to stay.

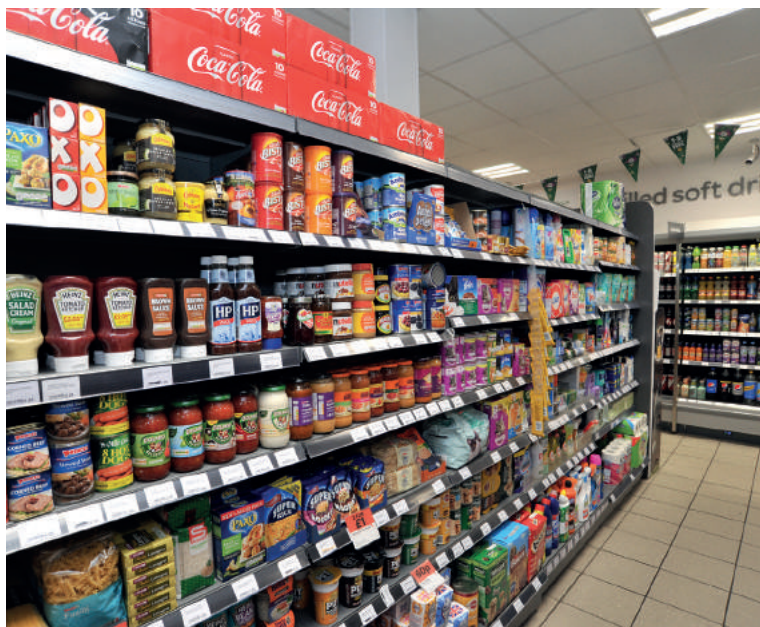
#### HOW OWN LABEL WORKS IN A LESS AFFLUENT AREA

Booker seems to have cut through the market with its Euro Shopper range, which retailers report performs well for them, whether they are an upmarket store or serving a poorer community on an estate. In Sunita Kanji's Family Shopper in Little Hulton she sees the range as perfect for her price-conscious shoppers. Items such as mouthwash and bottled water continuously outsell branded alternatives. "Our own brand water is 39p for a 500ml bottle so people are naturally attracted to that," she says. Yet even in more urban, affluent areas, a rationalised range also works. Andrew Thornton, who runs a Budgens in Belize Park in London, began stocking 100 lines after Booker took over his symbol group two years ago which, he says, are popular with many customers.



#### HOW OWN LABEL WORKS IN A TRANSPORT HUB

While customers don't seem to differentiate between brand and own brand on household items, own brand in impulse categories such as confectionery and crisps, in particular in areas where there's a transient population, perform less well, retailers report. John Wheeler, assistant at Greylees Convenience Store in Sleaford, says while the shop and forecourt are frequented by residents living nearby who are happy to buy Happy Shopper or Euro Shopper goods, motorists are more likely to pick up a branded chocolate bar or packet of crisp, regardless of price. "I sell equal amounts of non-branded and Walkers crisps," he says, adding energy drinks are his best-selling own label product with a price-point of between 30p to 39p or £1 for a four-pack a particularly sharp saving compared to mainstream brands. ●





# THIS WEEK IN MAGAZINES

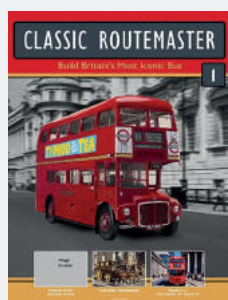


Room on top...

## CLASSIC LINES AND EASY TO PUT TOGETHER, TOO

With accurate details, pre-painted parts and no gluing with which to come unstuck, Hachette has brought the Routemaster back to life

**BRITAIN'S** legendary Routemaster bus has had a partwork makeover from Hachette with this new model featuring accurate details, working parts and lighting. Endorsed by TFL, the publisher describes the collection as "the ultimate celebration of a classic design". It features pre-painted parts and no requirement for glue or modelling expertise, because the parts can be assembled with the screws and screwdriver supplied – meaning even newcomers to the world of partworks could be tempted to try their hand.



**CLASSIC ROUTEMASTER**  
On sale 17 January  
Frequency weekly  
Price £1.99 for Issue 1  
Distributor Marketforce  
Display with Build Your Own R2-D2, Ships of War

## Round up



**Jennifer Hardwick**

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

## MASTERING THE ROUTE TO HEALTH

With the new year comes a wave of launches as publishers test the waters with readers' resolutions and new hobbies.

Well Balanced is a new entrant to the health sector, hopefully ready to attract readers trying to make changes in their habits for 2018, while two new motoring titles – Commercial Motor and CCW Guide to The Way We Were – are aiming to grab the attention of enthusiasts as they build their appetite for the events and developments of the year ahead.

Of course, January is also a great time of year for partwork launches and this week sees the arrival of the Hachette's TFL-endorsed Classic Routemaster, following hot on the heels of Deagostini's The Classic Dinky Toys Collection at the end of December.

It will be interesting to see what proves the biggest hit with collectors this year, after the sector remained relatively resilient in comparison to sales falls elsewhere last year.

It is not just readers who might be making resolutions at the moment and I imagine you might also be taking the chance to re-examine your strategy and perhaps come up with some new ways to pull in more customers.

Maybe you are thinking of setting up a magazine loyalty scheme, like Porthmadog retailer Meryl Williams, or perhaps you are considering bringing in some more specialist titles that you may not have tried before.

With the trend for making magazines about increasingly niche subjects continuing – this week I learned of a title named Benji Knewman which focuses entirely on an imaginary character looking at his ancestral home of Latvia from the perspective of an outsider – you never know what could tempt your customers to try something new.

THIS WEEK  
IN MAGAZINES **WE WANT YOUR  
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# RN

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## Bestsellers Craft

Title	On sale date	In stock
1 Simply Knitting	28/12	<input type="checkbox"/>
2 Love of Knitting	28/12	<input type="checkbox"/>
3 Relax with Art	04/01	<input type="checkbox"/>
4 Let's Knit	18/12	<input type="checkbox"/>
5 Cardmaking & Papercraft	21/12	<input type="checkbox"/>
6 World of Cross Stitching	28/12	<input type="checkbox"/>
7 Simply Crochet	28/12	<input type="checkbox"/>
8 Knitting	11/01	<input type="checkbox"/>
9 Simply Cards/Papercraft	28/12	<input type="checkbox"/>
10 Knit Now	28/12	<input type="checkbox"/>
11 Papercraft Inspirations	28/12	<input type="checkbox"/>
12 Cross Stitch Crazy	21/12	<input type="checkbox"/>
13 Love Patchwork & Quilting	28/12	<input type="checkbox"/>
14 Crafts Beautiful	04/01	<input type="checkbox"/>
15 Love Craft	12/01	<input type="checkbox"/>
16 Cross Stitcher	02/01	<input type="checkbox"/>
17 Sew	11/01	<input type="checkbox"/>
18 Mollie Makes	04/01	<input type="checkbox"/>
19 Crochet Now	21/12	<input type="checkbox"/>
20 Papercraft Essentials	11/01	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



## WELL BALANCED

The idea behind the first issue of Well Balanced is to help readers fit wholesome meals into their busy lives, as everyone makes a start on their New Year's resolutions. Healthy in a Hurry contains tips on making the most of more than 30 superfoods – from avocados to berries to whole grains – in dishes made with fresh ingredients.



**On sale out now**  
**Frequency** monthly  
**Price** £9.99  
**Distributor** Marketforce  
**Display with** Healthy Food Guide, Vegan Food & Living, Delicious, Free-From Heaven



## CCW GUIDE TO THE WAY WE WERE

Brought to you by Classic Car Weekly, Enjoy Classic Motoring series – CCW Guide to the Way we Were Vol 1 is a chance for readers to immerse themselves in five decades of British motoring nostalgia. It brings together historic images of the country's towns and cities from the 1950s through to the 1990s.



**On sale out now**  
**Frequency** monthly  
**Price** £6.99  
**Distributor** Frontline  
**Display with** Classic Car Weekly



## SUPERZINGS – RIVALS OF KABOOM

From the makers of Star Monsters and Zomlings, this new collectable range has more than 80 multi-coloured characters to collect, each with a matching 'rival'. The core collectable range includes blind bags containing one Superzing at 80p each, hideouts including one SuperZing at £1.50 each, and Supercars including one at £2.50 each.



**On sale 19 January**  
**Frequency** one shot  
**Price** £2.50/£1.50/80p  
**Distributor** Marketforce  
**Display with** Zomlings, Star Monsters



## TES

Tes is dedicated to supporting the world's teachers, enabling great teaching by helping educators find the tools and technology they need to excel, supporting them throughout their career and professional development. The start of a new year is always a key time for sales and the 12 January issue will carry the popular First Job supplement.



**On sale out now**  
**Frequency** weekly  
**Price** £3.50  
**Distributor** Seymour  
**Display with** First News, New Scientist



## COMMERCIAL MOTOR

This edition of Commercial Motor starts with a review of seven great sleeper cabs – but which will be crowned the winner? There's also a nostalgic look at the classic Volvo F88, and a test drive of Iveco's new 4x4 Eurocargo. Elsewhere, analysis is drawn from the traffic commissioner's annual report, looking at how Brexit is stalling much-needed changes to the UK's transport law.



**On sale 11 January**  
**Price** £3.10  
**Frequency** weekly  
**Distributor** Marketforce  
**Display with** Trucking, Truck & Driver

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## TAKE A BREAK

Offering 20% off at Peacocks and a jackpot of £10,000, Take a Break mixes offers and competitions with a broad range of real-life stories and diet tips. In this issue, the story of a husband who poisoned his infant children is accompanied by a report on a 56-year-old woman's surprise pregnancy with twins. Diet tips include a selection of guilt-free puddings.



On sale out now  
Price 96p  
Frequency weekly  
Distributor Frontline  
Display with Woman, That's Life, Best



## WALNUT

Walnut is an independent magazine which delves into the most interesting and innovative corners of the contemporary food world. It is packed with informative and inspirational articles, recipes and stories about the people who champion the best in food production. It is split into three sections – health, food and people – with a clean, contemporary design.



On sale out now  
Price £10  
Frequency bi-annual  
Distributor MSS and Export Press  
Display with BBC Home Cooking Series



## BBC GOOD FOOD

This issue of BBC Good Food looks forward to the year ahead, talking readers through the biggest upcoming food trends for 2018 as predicted by the BBC Good Food Trends panel. The issue also reminds readers to embrace the familiar and the comforting with a seven-day diet plan to kick-start healthy eating for the new year while simultaneously staving off the winter blues.



On sale out now  
Price £4.50  
Frequency monthly  
Distributor Frontline  
Display with Delicious, Jamie Magazine, Easy Cook



## IN THE MOMENT

In The Moment brings together creative pursuits with techniques for clearing cluttered contemporary minds. Practical craft projects are joined by stories and ideas on making the most of relationships with family and friends. This issue comes with a free fold-out vision board for readers to set out their intentions for 2018, plus the chance to win £1,000 worth of yoga kit and clothing.



On sale out now  
Price £5.99  
Frequency  
Distributor Frontline  
Display with Cardmaking & Papercraft, Craft Beautiful



## TEEN BREATHE LIST JOURNAL

The team behind Breathe and Teen Breathe magazines is launching a Teen Breathe special edition, a unique journal offering space for reflection and improved self-awareness. The Teen Breathe List Journal helps teenagers to gain control of their swirling emotions and offers guidance and inspiration by allowing them to explore their dreams, goals and achievements.



On sale 18 January  
Frequency one-shot  
Price £5.99  
Distributor Seymour  
Display with Teen Breathe, Breathe

## Retailer viewpoint

Mayhew's Newsagents,  
Belgravia, London



**W**e've been worried about declining magazine sales for a long time now. But while we are obviously selling less than we were five years ago, we've found recently that sales have stabilised – and in some cases, even picked up again.

Titles like Tatler and Vogue, which are traditionally important sellers for us, have plateaued, and stopped declining. Sales of some other titles, such as the Spectator and Economist, have actually started to increase again. Previously, we sold 60 or 70 copies of the Economist each week – before sales plummeted to 20 or 25.

But it's picked up again recently, and we're going through 45 copies a week. To a certain extent, people have tried the digital versions for a while then found they don't provide the same enjoyment, and they're returning to print.

It's not cheap – £5 a week for the Spectator for example – but it turns out quite a few people are willing to pay that price.

As well as mainstream titles, we've also started doing a lot more specialist niche titles. For example, Kinfolk is a women's magazine for a distinctly modern audience, with a focus on being a working mum, the family breadwinner.

Another popular one is Cereal, which publishes city companions to various places – we've had Los Angeles, Copenhagen, and Paris.

They're specialised guides: for example, the Copenhagen copy included interviews with head chefs at specialist restaurants around the city.

Sales of these niche magazines aren't massive, but they're filling a small gap in the market which has become very apparent.

## Top tip

Look to stock specialist magazines that appeal to your unique customer base

## COMING UP IN NEXT WEEK'S RN







## PREMIER STORE OWNER ROBERT KIRKWOOD: BEGINNING MY LIFE AS A MULTI-SITE RETAILER

Plus, how to manage the transfer of a business from generation to generation while securing its success, and FMCG's biggest brands pitch to put their products in your core range

# RN



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 facebook.com/thisisRN

## Partworks

Title	No	Pts	£
<b>Amercom UK</b>			
Ships of War	32	40	<b>11.99</b>
<b>DeAgostini</b>			
Build your own R2-D2	54	100	<b>8.99</b>
Enhancing your mind, body, spirit	54	120	<b>3.99</b>
My Animal Farm	49	60	<b>5.99</b>
Jazz at 33 and third RPM	53	70	<b>14.99</b>
Star Wars Helmet Coll'n	53	60	<b>9.99</b>
Zippo Collection	62	60	<b>19.99</b>
<b>Eagle Moss</b>			
DC Comics Graphic Novel	63	100	<b>9.99</b>
Game of Thrones	49	60	<b>8.99</b>
My Little Pony Colouring Adventures	45	80	<b>3.99</b>
Star Trek Ships	115	130	<b>10.99</b>

Title	No	Pts	£
<b>Hachette</b>			
2000 AD			
The Ultimate Collection	11	80	<b>9.99</b>
Art of Cross Stitch	55	90	<b>2.99</b>
Art of Quilting	107	50	<b>3.99</b>
Art Therapy	147	180	<b>2.99</b>
Assassins Creed: the official collection	24	80	<b>9.99</b>
Dr Who Complete History	62	80	<b>9.99</b>
Draw The Marvel Way	54	100	<b>4.99</b>
Judge Dredd Mega Collection	79	80	<b>9.99</b>
Marvel's Mightiest Heroes	106	110	<b>9.99</b>
Transformers GN Collection	28	80	<b>9.99</b>
Warhammer	36	80	<b>9.99</b>
<b>Panini</b>			
F1 Collection	47	60	<b>9.99</b>

## Collectables

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

Title	Starter	Cards
<b>Topps</b>		
Journey to Star Wars	<b>4.99</b>	<b>1.00</b>
Match Attax 2017/18	<b>4.99</b>	<b>1.00</b>
Num Noms sticker coll'n	<b>2.99</b>	<b>0.50</b>
Shopkins World Vacation	<b>3.00</b>	<b>0.60</b>
Shimmer and Shine Sticker collection	<b>3.00</b>	<b>0.60</b>
Star Wars: The Lost Jedi Sticker collection	<b>3.00</b>	<b>0.60</b>
WWE Slam Attax 10 Trading Card Game	<b>4.99</b>	<b>1.00</b>
<b>DeAgostini</b>		
Magiki Mermaids		<b>2.50</b>
Magiki Ponies		<b>2.50</b>
Hot Wheels Slime Race		<b>2.99</b>
Premier League Sticker collection	<b>1.99</b>	<b>0.50</b>
UEFA Champions League Sticker collection	<b>4.00</b>	<b>0.60</b>

## Newspapers

### Daily newspapers price/margin pence/margin %

Sun	<b>50p</b>	<b>11.15p</b>	<b>22.3%</b>
Mirror	<b>70p</b>	<b>14.98p</b>	<b>21.4%</b>
Mirror (Scotland)	<b>75p</b>	<b>16.05p</b>	<b>21.4%</b>
Daily Record	<b>75p</b>	<b>14.98p</b>	<b>21.4%</b>
Daily Star	<b>30p</b>	<b>7.26p</b>	<b>24.2%</b>
Daily Mail	<b>65p</b>	<b>14.5p</b>	<b>22.31%</b>
Express	<b>55p</b>	<b>13.31p</b>	<b>24.2%</b>
Express (Scotland)	<b>50p</b>	<b>12.10p</b>	<b>24.2%</b>
Telegraph	<b>£1.80</b>	<b>38.7p</b>	<b>21.5%</b>
Times	<b>£1.60</b>	<b>34.4p</b>	<b>21.5%</b>
FT	<b>£2.70</b>	<b>54p</b>	<b>20%</b>
Guardian	<b>£2</b>	<b>44p</b>	<b>22%</b>
i	<b>60p</b>	<b>13.2p</b>	<b>22%</b>
i (N. Ireland)	<b>60p</b>	<b>13.2p</b>	<b>22%</b>
Racing Post	<b>£2.30</b>	<b>54.0p</b>	<b>23.48%</b>
Herald (Scotland)	<b>£1.30</b>	<b>29.90p</b>	<b>23%</b>
Scotsman	<b>£1.60</b>	<b>36.0p</b>	<b>22.5%</b>

### Saturday newspapers

Sun	<b>70p</b>	<b>14.98p</b>	<b>21.4%</b>
Mirror	<b>£1.20</b>	<b>24.72p</b>	<b>20.6%</b>
Mirror (Scotland)	<b>£1.20</b>	<b>24.72p</b>	<b>20.6%</b>
Daily Record	<b>£1.10</b>	<b>22.6p</b>	<b>20.6%</b>
Daily Star	<b>50p</b>	<b>12.085p</b>	<b>24.17%</b>
Daily Mail	<b>£1</b>	<b>21p</b>	<b>21%</b>
Express	<b>80p</b>	<b>17.152p</b>	<b>21.44%</b>
Express (Scotland)	<b>80p</b>	<b>18p</b>	<b>22.5%</b>
Telegraph	<b>£2.20</b>	<b>49.5p</b>	<b>22.5%</b>
Times	<b>£1.70</b>	<b>39.95p</b>	<b>21.5%</b>
FT	<b>£3.50</b>	<b>79.1p</b>	<b>22.6%</b>
Guardian	<b>£2.90</b>	<b>63.8p</b>	<b>22%</b>
i Saturday	<b>80p</b>	<b>17.2p</b>	<b>21.5%</b>
i (N. Ireland)	<b>80p</b>	<b>17.2p</b>	<b>21.5%</b>
Racing Post	<b>£2.60</b>	<b>61p</b>	<b>23.46%</b>
Herald (Scotland)	<b>£1.70</b>	<b>39.1p</b>	<b>23%</b>
Scotsman	<b>£1.95</b>	<b>43.88p</b>	<b>22.5%</b>

### Sunday newspapers

Sun	<b>£1.10</b>	<b>23.1p</b>	<b>21%</b>
Sunday Mirror	<b>£1.50</b>	<b>31.5p</b>	<b>21%</b>
People	<b>£1.50</b>	<b>31.5p</b>	<b>21%</b>
Star Sunday	<b>90p</b>	<b>19.89p</b>	<b>22.10%</b>
Sunday Sport	<b>£1</b>	<b>24.3p</b>	<b>24.3%</b>
Mail on Sunday	<b>£1.80</b>	<b>37.8p</b>	<b>21%</b>
Sunday Mail	<b>£1.80</b>	<b>37.8p</b>	<b>21%</b>
Sunday Telegraph	<b>£2</b>	<b>45.5p</b>	<b>22.75%</b>
Sunday Times	<b>£2.70</b>	<b>56.7p</b>	<b>21%</b>
Observer	<b>£3</b>	<b>73.5p</b>	<b>24.5%</b>
Scotland on Sunday	<b>£1.70</b>	<b>39.95p</b>	<b>23%</b>
Racing Post	<b>£2.60</b>	<b>61p</b>	<b>23.46%</b>
Sunday Herald (Scotland)	<b>£1.70</b>	<b>35.7p</b>	<b>21%</b>
Sunday Express	<b>£1.40</b>	<b>29.65p</b>	<b>21.18%</b>
Sunday Post	<b>£1.60</b>	<b>33.6p</b>	<b>21%</b>

### Weight Watchers 6-7 January

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,355g	260g	230g	6	60g
Sunday Times	1,030g	375g	150g	7	65g
Guardian	945g	415g	150g	3	65g
Mail on Sunday	905g	280g	270g	4	145g
Times	825g	215g	75g	3	45g
Daily Mail	745g	260g	150g	3	65g
FT	585g	340g	0g	0	0g
Sunday Telegraph	580g	95g	0g	0	0g

### 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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## PROPERTY

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- T/O £748,687 for Y/E 31.3.17
- Average GP £134,616 2016/17

**T: 0113 389 2700****5416800****Ford News, Suffolk****Freehold £385,000**

- Established business with further potential
- 3 bedroom owner's accommodation

**T: 01473 256 588****1418152****Smiths Newsagent, Essex****Leasehold £165,000**

- Established town centre newsagent
- Total sales Y/E 31/03/16 £1,068,807

**T: 01473 256 588****1418086****Christchurch Road Post Office, Newport****Freehold £425,000**

- Attractive convenience store with potential
- Income to Y/E 31/03/2016 £309,128

**T: 02920 023 123****4710044****Best One, Swansea****Freehold £350,000**

- Prominent location in town centre
- Income to Y/E 28/2/2017 £313,909

**T: 02920 023 123****4710032****One Stop, Newport****Freehold £499,000**

- Profitable One Stop branded convenience store
- Current weekly sales c.£16,000 excl. services

**T: 02920 023 123****4710036****CHRISTIE & CO****rics | christie.com**

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