

RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 26.01.2018

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You shop, we donate

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Shaping the future
of independent retail
since 1889



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WELCOME

Good retailers know the importance of constant innovation – it's why you invest in RN each week



Editor

Chris Rolfe

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In last week's issue, we told the story of Roli and Reena Ranger, who have combined his experience with her modern ideas to run an outstanding store.

In the same week, industry analyst Him! published its Future of Convenience report, and some of its findings have made national headlines.

The study was picked up by the Daily Mail, which reported that just 28% of 18-24-year-olds use c-stores at least five times a week, compared to 45% of over-75s, a figure predicted to fall to 19% over the next two decades.

While the numbers are right, I disagree with its interpretation of them – that "Britain's c-stores are in danger of dying out".

Him! warned the predicted decline would come if stores "don't change anything or address this problem now".

It is undeniable that many independent stores need vast improvement. But each week in RN we showcase other stores owned by retailers who understand Him!'s warning and are modernising to keep in line with consumer, payment, technology and product trends.

In this issue, retailers discuss using vaping products, food to go, fresh sandwiches, coffee and locally-sourced produce to create a great shopping experience.

And in our refreshed This Week in Magazines section, we provide more advice than ever on how to maintain the appeal of a traditional category for customers of all ages.

These tactics are recommended by industry experts and younger retailers such as Reena Ranger, who understand how to engage with under-25s.

Good retailers know the importance of constant innovation – it's why you invest in RN each week.

Perhaps the Mail's predictions of the slow death of "Open All Hours stores" will prove correct. But as RN readers show in every issue, modern independent stores are very different beasts.

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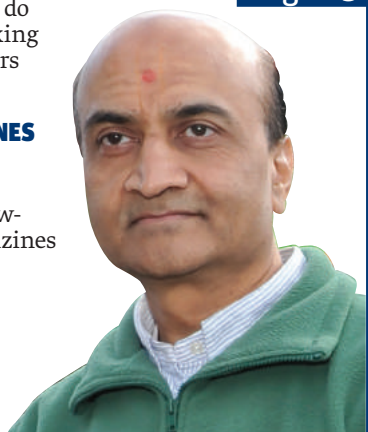
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BREAKING NEWS

HotPicks lottery launch

Camelot has unveiled The National Lottery's new EuroMillions HotPicks game that will go on sale this week, with the first game taking place on Friday.

The game, which is priced at £1.50 and played on the same day as EuroMillions, will be supported by a marketing campaign spanning TV, digital, out-of-home, radio and social media. In-store PoS, including free-standing display banners and posters, is also available for retailers.

Chris Ballatine, a staff member at Orchard News in Weston-super-Mare, Somerset, said: "We will be selling the new game because the lottery is one of the most popular things people come in for. The game will benefit a store like ours because we rely heavily on lottery income."

Trial for green coffee cup

An East Sussex retailer is to trial the use of 100% biodegradable coffee cups in response to a government drive to cut down on the use of plastics.

Peter Lamb, of Lamb's Larder in Bells Yew Green, Kent, has sourced fully biodegradable, double-wall paper cups from supplier Thirstybox.

The cups will cost him around £1,000 for 1,000 cups, which is £500 more than he currently pays.

"I'm going to put 10p on the price of my coffee so it retails at £1.90 per drink. I want to trial it to see how customers respond and continue with it if it works," he said.



Post Office unveils stores within stores

The Post Office has unveiled the first of 25 stores set to open in London convenience stores. The new store, located near Oxford Street, will be open 24/7. Owner Amarjit Singh Rakhra (pictured right) said: "This is an opportunity to provide my customers with a real range of services at a time that suits them." Debbie Smith (left), chief executive of retail at the Post Office, said the service responded to customers' evolving needs.

Customer service vital 'Shoppers return here and comment regularly on how we treat them'

C-stores' personal touch key as giants cut staff

by Alex Yau
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Tesco's decision to reduce the number of customer service roles at its stores will allow independent retailers to capitalise on their unique strength in customer service, award-winning convenience store owners have told RN.

The supermarket is to cut 1,700 jobs across its Extra, Superstore and Metro branches. These include 757 people managers, 667 compliance managers, and 226 customer experience

managers. However, 900 new positions will also be created.

Independent Achievers Academy (IAA) Customer Service finalist Vince Malone, of Tenby Stores Premier Express in Pembrokeshire, said the restructure can only be advantageous.

Meanwhile, Sainsbury's has announced it will restructure managerial roles across stores to cut costs. The company was unable to provide specific detail, but the BBC has reported that "thousands" of staff will be affected.

"My customers also shop nearby at Tesco Express, but they often complain about the lack of friendliness. Shoppers return here and comment regularly on how we treat them," said Mr Malone.

Dave Hiscutt, winner of the IAA's 2017 Overall Best Shop award for Londis Weymouth, Dorset, added: "Job losses are never good, but it shows how much importance independent retailers place on service and gives us a chance to stand out more.

"Having friendly staff who go above and beyond

when they serve customers is absolutely vital."

Both restructures come as e-commerce giant Amazon opened a cashier-less convenience store in the US. Sensors recognise when a shopper picks up an item and walks out of the store, with the transaction being charged to their debit or credit card 10 minutes later.

Mr Malone said: "That might work in cities with busy office workers, but not in small towns or rural areas. Customers come into a store because of the interaction."

PayPoint ATMs can boost footfall

A potential reduction in the number of free-to-use cash machines on the high street could drive footfall to retailers who offer PayPoint's ATM services, according to the company's head of product Emma Allen.

Mrs Allen told RN that a decrease would benefit

independent retailers. "There can only be an advantage for retailers who offer PayPoint services if a shopper is unable to withdraw any money in their nearest high street because a cash machine has been removed.

"They will come into a shop if they know there's

an ATM available, which increases the opportunity for more sales because they see all the products in the store when they walk in."

Mrs Allen's comments follow proposals from cash machine operator Link to reduce the number of free-to-use cash machines, par-

ticularly in areas where two ATMs are within 300m of each other.

The latest figures from Link show it is operating more than 55,000 free-to-use ATMs across the UK, while the number of independent retailers with a PayPoint ATM is now more than 4,000.

Ministers 'should wait for Scottish test case' 'I would worry about increased illicit trade'

Government urged to put alcohol unit pricing on hold

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Industry leaders have urged the government to delay alcohol minimum unit pricing (MUP) outside Scotland as legislation edges closer south of the border.

Ministers from the health and home affairs select committees heard evidence on the policy's effectiveness at a parliamentary hearing on Monday, ahead of MUP's introduction in Scotland from May and in Wales this summer.

The Scottish government is expected to set its mini-

mum price per unit at 50p, with Wales yet to decide its figure. The 50p level would see a three-litre bottle of cider containing 22.5 units, currently on sale at around £3.60, jump to £11.

Rosanna O'Connor, director of alcohol, drugs and tobacco at Public Health England, said the policy would target the country's most vulnerable drinkers.

"Around 4.4% of the population are drinking just under a third of the alcohol consumed in this country. That's around two million drinking just over 30% of the alcohol," she said, adding this group

is mainly drinking very cheap, high-strength alcohol such as cider or spirits. Also speaking in support of the move, Sergeant Mick Urwin, co-chair of the National Police Chiefs Council Licensing Sub-group said 40% of all violent crime in the UK is alcohol related.

However, in a later, separate hearing Miles Beale, chief executive of the Wine & Spirits Trade Association, urged ministers to delay extending the policy until its effectiveness had been proved in Scotland.

"We have a test case in Scotland. Why would we

not wait five years and see the outcome there before deciding what happens next?" he said, adding that MUP was an untargeted, blanket measure. "The only thing you might be able to claim is that it targets poor people," he added.

Mo Razzaq, who owns two stores in Blantyre, said: "I don't think price is a big factor for serious drinkers and I would also be worried about the rise of illicit trade. But I do think it will help level the playing field between smaller shops and the multiples on pricing."

Customers get taste for good coffee

Investing in coffee machines and premium coffee will help independent retailers drive sales, store owners have advised.

Amish Shingadia, of Londis Caterways & Post Office in Sussex, said customers now expect retailers to have fresh coffee in store.

"If yours is the only machine in the area, customers are more likely to go to you than into town. People want a quick solution," he said.

Mr Shingadia said his customers are more discerning about the strength and grade of coffee, rather than flavour, and premium lines are selling faster.

The comments come as Costa Coffee reported a 20.4% growth in sales from its 6,688 express machines in the three months ending 30 November 2017, while like-for-like sales in the chain's cafés (excluding new stores) fell by 0.1%.

Mail promo takes flight

WH Smith Local retailers have capitalised on a Daily Mail promotion which was exclusive to WH Smith stores.

The promotion allowed readers to pick up an Airfire Supermarine Spitfire kit from stores using a coupon printed in the 13 January edition.

"The fact it was exclusive meant it worked really well for us," said Paul Patel of WH Smith Local Diben Purlieu.

"People were very happy with the kit and we definitely had a few new customers coming in to pick up the paper and the kit."

A spokesman for Mail Newspapers confirmed the title achieved a "significant uplift" with the 13 January edition.



Tony Hodkin of Bridge Street News in Ramsbottom is supporting News UK's promotion

Back of the net! Sun ball promo gets UK rollout

News UK has extended its promotion for readers of The Sun to win a free football to the rest of the UK after a successful start in Scotland. Customers receive a free sticker with every copy they buy and can receive a free Mitre ball when they collect five stickers. The promotion started with 200 Scottish retailers in December and is now being rolled out to 300 more stores across the country.

Report reveals £454m extent of P&H's debts

Documents have revealed collapsed wholesaler Palmer & Harvey (P&H) owes more than £454m in combined debt to more than 500 suppliers.

The report, provided by P&H administrator PWC, includes the names of major tobacco, soft drinks and confectionery suppliers. Tobacco companies face some of

the biggest losses, with Imperial Tobacco owed more than £118m.

A statement from PWC in the document said: "The group has continued to face challenging trading conditions and uncertainty which has resulted in a number of its suppliers applying standard payment terms to reduce their credit

exposure.

"This created additional cash needs which were both unsizeable and unsustainable.

"Despite lengthy and constructive discussions, efforts to mitigate the significant cash flow pressure ultimately proved unsuccessful."

Other major suppliers facing losses include

Mondelez (£2.4m), alcohol supplier AB InBev (£2.7m), Unilever (£1.2m) and Walkers (£4.9m).

Additional figures in the document show turnover for the company before its collapse was £4.5bn for the year ending 8 April 2017, with losses in the same period hitting £63.8m.

STORE LOOKBOOK



Not just for Christmas

Thanks to tireless community work, Molly's Nisa in Luton comes alive in the run up to 25 December. As the team behind the store tell **Jennifer Hardwick**, their focus now is to maintain this level of excitement year round

We've always made sure Santa Claus comes to the store every year," says Holly Patel, owner of Molly's Nisa in Lewsey Farm in Luton. "We used to organise it outside the shop but this time we made it even bigger and did it in the local community centre."

Even in the bleak mid-winter of late January, with Christmas seeming months ago already, the store's approach to seasonal cheer bears repeating.

In addition to putting on a Christmas lunch for the 46 elderly residents of the assisted living flats across the road from the stores, Holly and her store manager Scott Jell this year decided to organise a disco for local children. In what they now plan to be an annual event, each child received their own Christmas gift while a free buffet was put on for kids and parents.

"We took toys and tubes of chocolate given to us by Mondelez, and Country Toys also gave us gingerbread men and mince pies," Holly explains. "We brought along drinks and crisps and played Christmas music – it was great fun."

For Holly and Scott, being a part of their community is more than just important – it is their number one priority. And with a Co-op, Sainsbury's, Asda, Tesco, Morrisons, Aldi and Lidl all within a mile and a half of Molly's, making a connection with

customers is also a crucial part of the store's competitive strategy.

With wines and spirits sales up 15% each this Christmas and the store reporting its best December sales for five years, the strategy looks like it succeeded.

Yet Holly and Scott make sure their team – who almost entirely live on the Lewsey Farm estate – know this work must continue after the tinsel comes down. "We have always prided ourselves on good customer service. We also always make sure no-one is waiting too long to be served so people can get in and out quickly, which they appreciate," says Scott.

To improve this service, the store now features a bakery, Costa machine and in-store Subway, making food to go a key category throughout the day – perfect for the many builders, busy parents, school children and teachers who rush past the store each day.

"We bake baguettes and French sticks all day and also sell steak bakes, sausage rolls and turnovers. It all sells really well at lunchtime and first thing in the morning, particularly with builders on their way to work. We've just extended Sunday hours to 8am until 9pm to make the most of Subway," says Holly.

While tobacco and alcohol remain bestsellers, focusing on food to go, chilled and community work is a mix



I read RN every week, particularly Pricewatch to check we are charging the right amount
SCOTT JELL



What you can learn

- 1 Molly's saw a 15% rise in wine and spirits sales at Christmas
- 2 Holly Patel and Scott Jell are well known to their community
- 3 The store has recently increased its Sunday opening hours to attract more customers to its Subway concession
- 4 Builders, teachers and parents are all keen food to go customers

INFORMATION

Location

Molly's Nisa, 14-15 Dominic Square, Lewsey Farm, Luton, LU4 0UN

Average basket spend
 £8

Size
 2,200sq ft

Opening hours
 Monday to Friday 6am-9pm
 Saturday 7am-9pm
 Sunday 8am-9pm



STORE LOOKBOOK



6



5

that has proved key to keeping the store successful.

So it makes sense that the team is now on the search for any other opportunities to put itself at the heart of the community it serves.

"We like to host little parties outside the store and we never charge for any of them, getting support instead from suppliers," says Holly.

Meanwhile, the team runs colouring competitions, with entries uploaded to the store's Facebook page for customers to vote on, with chocolate and sweets awarded to winners.

And utilising Nisa's own charity fund, Making a Difference Locally, the store also makes frequent donations to good causes in the area, via collections and the carrier bag charge. Customers regularly vote for the cause they would like to support.

But having seen so much festive success in 2017, Holly, Scott and the team are now planning to make an Easter to match it.

"To compete against the big supermarkets now you have to offer something different and that's what we'll continue to do," says Holly. ●

What you can learn

5 The store underwent a full refit in April 2017 with brighter units and fittings installed

6 Molly's runs Facebook votes for customers to vote for which local causes the store supports

7 As part of the refit, four extra metres of shelving were added to the store's alcohol section



7



Want to see more of Holly's store?
Go to betterretailing.com/mollys-nisa-lewsey-farm



The NEW TUESDAY THUNDERBALL is here

STILL
£1

And it's big news – for you and your customers.

Starting on 30th January, we're launching a new Tuesday draw day for Thunderball.

What you need to do:

19
JAN

Display POS according to instructions

24
JAN

Remove old THUNDERBALL play slips after 7.30pm – **which will not work** – and replace with new ones

25
JAN

Start selling tickets for the first TUESDAY draw. Remind customers to update their Fast Pay cards to include the Tuesday draw day

30
JAN

First Tuesday draw day

DRAWS EVERY TUESDAY,
WEDNESDAY, FRIDAY
AND SATURDAY

Rules and Procedures apply. Players must be 16+.



SYMBOL NEWS



Lifestyle boost from alcohol

A Lifestyle Express store in Walsall has increased its weekly sales by 20% after it was given a licence to serve alcohol last month. The shop, on Birmingham Road, opened last summer and now achieves weekly sales of £10,000. Other available services include a deli counter and a range of hot drinks. Store manager Rose Rickett (pictured) said: "I'm always looking for ways to make the shopping experience better, such as creating small fruit trays for elderly customers or offering a delivery service for our in-store bakery."

Co-op own brand will 'lift sales'

The decision to replace Costcutter Independent products with Co-op own brand alternatives can only help boost sales, a retailer has told RN.

Mike Nicholls, of Costcutter Dringhouses in York, is confident overall sales will increase once the products are in stock.

He told RN: "Customers associate Co-op products with quality and the name has a better chance of standing out on shelves compared to Independent own-brand products."

The change - scheduled for spring - was confirmed by Costcutter. There are 600 products in the Independent range, but the symbol group was unable to confirm further details.

A Costcutter spokeswoman said: "One of the many advantages of our new partnership with Co-op is access to their range of own-brand categories which will drive footfall and frequency of spend."

James Hall pork recall

Wholesaler James Hall & Co has recalled its range of BBQ Pulled Pork products from around 120 Spar stores, after a product failed a routine Salmonella test.

The recall concerned 120 110g packs with an expiry date of 25 January in various shops across the north. All the recalled products have been on display in stores since 9 January.

A spokeswoman said the products pose no health risk, but have been recalled as a precaution.

"Spar is investigating what caused the problem and ensuring preventative action is taken."

Poor communication blamed 'You're resigned to being ignored if you try to talk to someone'

Nisa retailers worried what future has in store

by Alex Yau

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Nisa retailers say they are concerned about a lack of communication concerning the upcoming Co-op takeover, leaving them uncertain about the future of their businesses.

Onkar Sandhu, of Nisa Sandhu Stores in Tamworth, told RN the symbol group had only communicated with him once since the deal was given the go ahead by Nisa retailer-members on 13 November, and ahead of a decision

from the Competition and Markets Authority in March.

"I've received one message from the board of directors about Christmas trading," said Mr Sandhu. "There's been no other communication and you're resigned to being ignored if you try to talk to someone."

"We've had nothing from the chairman, chief executive or chief financial officer since the deal was announced and there's been no update of what will happen in the

future. We do have a voice as retailers in the group, but we feel like we can only use it in the press."

Siva Thievanayagan, who runs five Nisa stores in Peterborough, added: "Nisa is being very quiet at the moment and there's no point talking to them because they don't offer any solutions to my concerns. It's a waste of time."

However, a Nisa spokesman denied the claims and added the company is regularly offering support. "Nisa has an open dialogue with its members. The

past six months saw a record number of regional meetings and member communications."

RN has also reported on availability issues that have left some Nisa retailers without core products such as tobacco or Fairy washing up liquid from mid-December.

Some retailers believe the issues were caused by Nisa's agreement to supply Costcutter stores following Palmer & Harvey's collapse, but the group has also denied this and says availability is now at 95%.

Stock specialities to stand out after mergers

Retailers must offer more specialist products to avoid the Tesco-Booker and Co-op-Nisa mergers limiting their point of difference, Cotswold Fayre has advised.

The wholesaler's chief executive Paul Hargreaves told RN that independent retailers are already duplicating too many of the

same product lines as rival supermarkets.

"I understand retailers still need the same lines as supermarkets to compete, but there's not enough differentiation to help them stand out and avoid reduced basket spend," he said.

"This is more significant with Tesco coming

into the supply chain. Shoppers don't want the same products found in supermarkets and this is when specialist products count."

Mr Hargreaves added the wholesaler is increasing the number of chilled suppliers it works with to help retailers with their point of difference.

"Our chilled business has grown from 2% to 8% and we expect this to double by next year. We're adding 50 suppliers, 10 of which specialise in chilled."

"Our chilled delivery network is also growing. It goes from Nottingham to Bristol and we're looking at partner companies to help extend it."

NEWS & MAGS

Sunday titles suffer most in latest ABC figures Times celebrates overtaking Telegraph once bulks included

Saturday i powers on amid disappointing sales declines

by Jennifer Hardwick

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The decline in newspaper sales has accelerated in the past year, the latest figures from the Audit Bureau of Circulations show, with the data revealing an overall year-on-year decline of 9.3%.

This is in contrast to a year-on-year decline of 8.2% last December. Sunday editions suffered the greatest sales loss with a decline of 11.5%, while daily editions fell by 9.4% and Saturday editions by 7.0%.

The only title to show a year-on-year rise was, once again, the Saturday edition of the i, which has achieved higher sales since its re-launch in September.

The report does not include copy sales for editions between Christmas and New Year because of abnormally low demand.

RN's analysis excludes bulk copies distributed to outlets such as airports and hotels, but reports including those figures put The Times ahead of rival The Telegraph

for the first time, after The Telegraph cut bulks completely.

Chris Duncan, managing director of Times Newspapers, said: "The Times is justifiably proud to reach this milestone. This is testament to our continued investment in agenda-setting journalism and our relentless focus on keeping readers well-informed."

The only newspapers still distributed in bulks are now the Daily Mail, the Financial Times, the i, The Sun and The Times.

The disappointing figures come as it was widely reported this week that Trinity Mirror's takeover of the Express and Star is close to being finalised, after more than a year of talks. The £130m deal would see the titles' media mogul owner Richard Desmond become one of the Daily Mirror publishers' largest shareholders.

Neither Trinity Mirror or Northern & Shell would confirm the deal as RN went to press.

Landscape is expanding

Countryside magazine Landscape is increasing its frequency by four issues a year due to reader demand, publisher Bauer has said.

The title will now be published monthly rather than eight times a year, with Bauer's group managing director for women's magazines Kim Slaney crediting its success to people "looking to slow down". "Landscape reflects a growing number of people seeking relaxation from the simple pleasures of rural life and country ways," she said.

"Having 12 issues a year will allow readers to maxi-

mise their enjoyment of the British Isles and make the product even more seasonal. Landscape is going from strength to strength due to the breadth of content in the magazine."

The publisher's research shows readers of the magazine are mostly keen gardeners, with 84% gardening at least once a week. They have with an average age of 61, with 87% being female.

Ms Slaney told RN the higher frequency will mean readers will feel more engaged with the magazine, making them likely to purchase more often.

December Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	538,298	-1.7%	-11.7%	£80.6	538,298
Daily Record	134,602	0.2%	-10.2%	£20.1	134,602
Daily Star	394,383	-2.7%	-11.1%	£28.6	394,383
The Sun	1,256,289	-2.1%	-11.6%	£140.0	1,380,431
Daily Express	341,991	-0.7%	-7.4%	£45.5	341,991
Daily Mail	1,131,293	-0.6%	-7.3%	£164.0	1,190,007
Daily Telegraph	351,399	-0.5%	-10.8%	£135.9	351,399
Financial Times	29,947	-3.4%	-9.1%	£16.1	56,034
Guardian	120,063	-0.9%	-7.2%	£52.8	120,063
i	194,399	-1.3%	-6.7%	£25.6	254,585
Times	310,585	-0.2%	-4.8%	£106.8	404,065
TOTAL	4,803,249	-1.3%	-9.4%	£816.5	5,165,858

December Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	690,466	-1.6%	-12.3%	£170.6	690,466
Daily Record	156,828	-1.6%	-12.2%	£35.4	156,828
Daily Star	366,080	-1.4%	-9.8%	£44.2	366,080
The Sun	1,681,520	-2.7%	-8.1%	£251.9	1,805,662
Daily Express	433,722	-1.1%	-6.7%	£74.4	433,722
Daily Mail	1,873,855	-1.6%	-5.0%	£393.5	1,932,569
Daily Telegraph	516,439	-1.0%	-8.0%	£255.6	516,439
Financial Times	67,539	-5.2%	-3.0%	£53.4	93,626
Guardian	271,559	-1.2%	-5.6%	£173.2	271,559
i	207,579	-1.5%	6.0%	£35.7	267,765
Times	475,477	-0.1%	-4.2%	£189.9	568,957
TOTAL	6,741,064	-1.7%	-7.0%	£169	7,103,6735

December Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	143,786	-1.4%	-14.8%	£54.4	143,786
Sunday Mirror	483,939	-2.0%	-14.9%	£152.4	483,939
People	186,852	-3.4%	-15.3%	£58.9	186,852
Daily Star Sun.	237,872	0.0%	-7.1%	£47.3	237,872
The Sun	1,090,929	-3.5%	-14.4%	£252.0	1,215,186
Sunday Express	313,317	0.6%	-5.3%	£92.9	313,317
Sunday Post	127,242	0.5%	-10.8%	£42.8	127,242
Mail on Sunday	1,043,836	-3.0%	-11.3%	£394.6	1,097,338
Observer	175,401	-0.3%	-3.7%	£128.9	175,401
Sunday Telegraph	296,819	-1.1%	-9.0%	£135.1	296,819
Sunday Times	627,403	-2.1%	-9.1%	£355.7	715,661
TOTAL	4,727,396	-2.2%	-11.5%	£1,714.90	4,993,413

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

PRODUCT TRENDS

Sharing drinks in demand

Consumers are demanding larger cartons of drinks for sharing that can be kept in the fridge, according to dairy manufacturer Müller.

The supplier is capitalising on the trend with the launch of a range of 900ml Friji drinks in Strawberry and Fudge Brownie flavours (RRP £1.50).

Naresh Gajri, of Cranhill Convenience Store in Glasgow, said he sells 11 cartons of milkshakes, in strawberry, chocolate and banana flavours.

"One litre and 400ml cartons are popular with consumers and I tend to stock Yazoo," he said.

Nichola Osgood, of Burgess Stores in Kent, said 11 cartons of apple juice are more popular than larger cartons of milkshakes.

"For us, Owllet Fruit Juice and Duskin Apple Juice are really popular in larger formats and do well," she said.

Drinks to help beat the levy

Soft drinks supplier Britvic has launched the first in a new range of Robinsons products designed for adults, all which fall under the sugar levy threshold.

Fruit Creations, available in 11 bottles, comes in nine flavours, such as Crisp Apple and Elderflower with Barley, and is designed to appeal to adults looking for more 'exciting' flavours (RRP £1.99).

Sandeep Bains, of Simply Fresh in Kent, said with the sugar levy coming this April, adults would actively move away from fizzy drinks.

"The sugar tax is coming up, so I'll be looking to adapt my range," he said.



Biscuits 'as impulsive as chewing gum purchases'

by **Priyanka Jethwa**

priyanka.jethwa@newtrade.co.uk

Convenience retailers should site biscuits in impulse areas to capitalise on a category that is 'as impulse as chewing gum' according to a leading manufacturer.

Jeremy Peters, head of category and insights at Burton's Biscuits, the name behind Maryland Cookies and Jammie Dodgers, said: "42% of all biscuits purchases are unplanned. When you look at categories beside it,

gum is at 43%. You think of gum as being more 'right in front of you', when it's actually a product equally as impulsive as biscuits."

Mr Peters added the biscuit category is valued at £2.8bn and is growing at 2.7%, and should be "up there in front next to gum, because people will buy it".

However, Sukhi Khunkhun, of Premier Woodcross in Wolverhampton, said she trialled a standalone biscuit stand in store, but attracted more sales by

placing biscuits on a shelf beside coffee and tea.

Ms Khunkhun said: "Biscuits can be an impulsive buy when they are on offer, but with gum, you have people who smoke coming in all the time and picking up a packet with their cigarettes," she said.

Mr Peters claimed retailers weren't capitalising on the opportunity because they didn't know the statistics.

"Biscuits is outgrowing all the other impulsive categories. In the latest 12 weeks in the impulse

channel, that's gone up by 7.2%, and it's higher than the total market," he said.

Dennis Williams, of Premier Broadway in Edinburgh, said if he swapped gum with biscuits at the counter he would see a rise in sales.

He said: "The most important factor is where products are kept. Four months ago, we got a standalone shortbread unit with pricemarked products and it sells really well. We got it because it was small - any unit by the counter has to be small."

Premium chocolate can drive sales

Premium chocolate can drive transaction value, leading chocolate suppliers have said.

In particular, dark chocolate has achieved consistent growth for the past three years and now accounts for 70% of the premium market, according to Mondelez.

Brett Beach, co-founder of chocolate manufacturer MIA, said premium products give retailers a chance to upsell and provide a point of difference.

"Convenience retailers gain a dual advantage by offering something unique and avoiding price comparison," he said.

Chris Noel, sales director at Divine Chocolate, advised retailers to focus on dark chocolate. "A compelling range of flavours and plain 70% dark chocolate will be a key volume line," he said.

Ash Patel, of Gerhold Fine Food & News in Putney, London, said pre-

mium lines such as Green and Black's are increasingly popular.

"There is definitely a market for premium chocolate - 70%, 80% and 90% dark chocolates are most popular. But it depends on the area. We are based in an affluent area, so it works," he added.

BRAND SNAPSHOT



Extra baked in

Allied's new range of premium loaves is a twist on the traditional loaf and has new paper packaging and a refreshed design.



ITV's cheesy quiz show

Dairy Crest has revealed that Cathedral City will be sponsoring new ITV quiz show, Britain's Brightest Family, which will run for 15 weeks.



Kallø's healthy crisps

Wessanen UK has added a premium and healthy snacking range, Pop-Crisps, to its Kallø brand, to appeal to healthy snackers.



Ben & Jerry's vegan appeal

Unilever has launched Ben & Jerry's non-dairy ice cream, backed by a £1m investment spanning digital, PR and outdoor communications.



Walkers – to the max

PepsiCo has created Walkers Max Strong crisps in spicy flavours to help retailers drive cross-category purchases of crisps and alcohol.



Big Petits Filous spend

General Mills has announced it will spend £3m on media marketing throughout the year for its kids' brand Petits Filous.



Old El Paso in-store

General Mills has produced in-store 'Fresh Mexican Starts Here' display units for Old El Paso, to help retailers boost sales.



Fruitlicious PR push

Haribo's new Fruitlicious will be supported by a multi-channel campaign including PR, product sampling and a TV advert.



Alcohol-free Budweiser

With the trend for low and no-alcohol beers set to dominate 2018, AB InBev has unveiled a marketing push for alcohol-free Budweiser.

WHAT'S NEW



MIA chocolate

MIA bars come in 75g packs in cases of 10, and provide retailers with a premium point of difference and standout on-shelf.

RRP £3.99-£4.49

Contact hello@miafoodie.com



Just Bee fruited water

An alternative to high-sugar drinks, Just Bee fruited water is best served chilled and comes in three flavours: Orange & Mango, Lemon & Lime and Summer Berries.

RRP £1.29

Contact sales@justbeedrinks.co.uk



Watmuff & Beckett risotto

This gluten and wheat-free risotto is aimed at the lunchtime convenience sector, giving retailers the opportunity to create incremental sales.

RRP £2.99

Contact hello@watmuffandbeckett.co.uk



Sweet Freedom Choc Pots

Available from Tree of Life, Suma and Cotswold Fayre, Sweet Freedom's Choc Pots contain less than 75% fat and half the calories of the leading chocolate spread.

RRP £3 for 250g jar

Contact theteam@sweetfreedom.co.uk



I Love Snacks dehydrated mango

Available in on-the-go pouch formats, I Love Snacks' dried mango is designed to help with portion control, and is gluten and GMO-free.

RRP from £1

Contact info@ilovesnacks.co.uk



Corkers crisps

Retailers can get set for Chinese New Year with Corkers Crisps' new, gluten-free and MSG-free Duck & Hoisin Sauce Crisps.

RRP 90p-£1.00 (40g) and £1.80-£2.00 (150g)

Contact www.corkerscrisps.co.uk

Priyanka Jethwa
 priyanka.jethwa@newtrade.co.uk
 020 7689 3355



Lotus Biscoff biscuits

Lotus has launched a new packaging design for its Biscoffs biscuits, which aims to increase brand recognition and make them stand out on shelves.

RRP £1.29
Contact enquiries@lotusbakeries.com



Easy Bean pots

Easy Bean's West African Palava one-pot meal is a combination of superfoods, such as spinach, made to appeal to health-conscious consumers.

RRP £3.49
Contact sales@easybean.co.uk

Focus

Syrup

With Pancake Day less than a month away, retailers need to get ready for syrup madness as adults and kids prepare to pour.



Biona Organic maple agave syrup

The syrup can also be used as an alternative sweetener in baking and drinks, and comes in a convenient squeeze bottle.

RRP £5.39
Contact salesteam@windmillorganics.com



Sweet Freedom fruit syrup

The Great Taste Award-winning fruit syrup is an ideal choice for health-conscious shoppers who refuse to compromise on taste or convenience.

RRP £2.99 for 350g
Contact theteam@sweetfreedom.co.uk



Pure Maple butter

Pure Maple's 100% vegan maple butter can be cross-merchandised with crumpets, toast, rice cakes and ice cream.

RRP £8.00
Contact maple@puremaple.co.uk

Bimal Patel

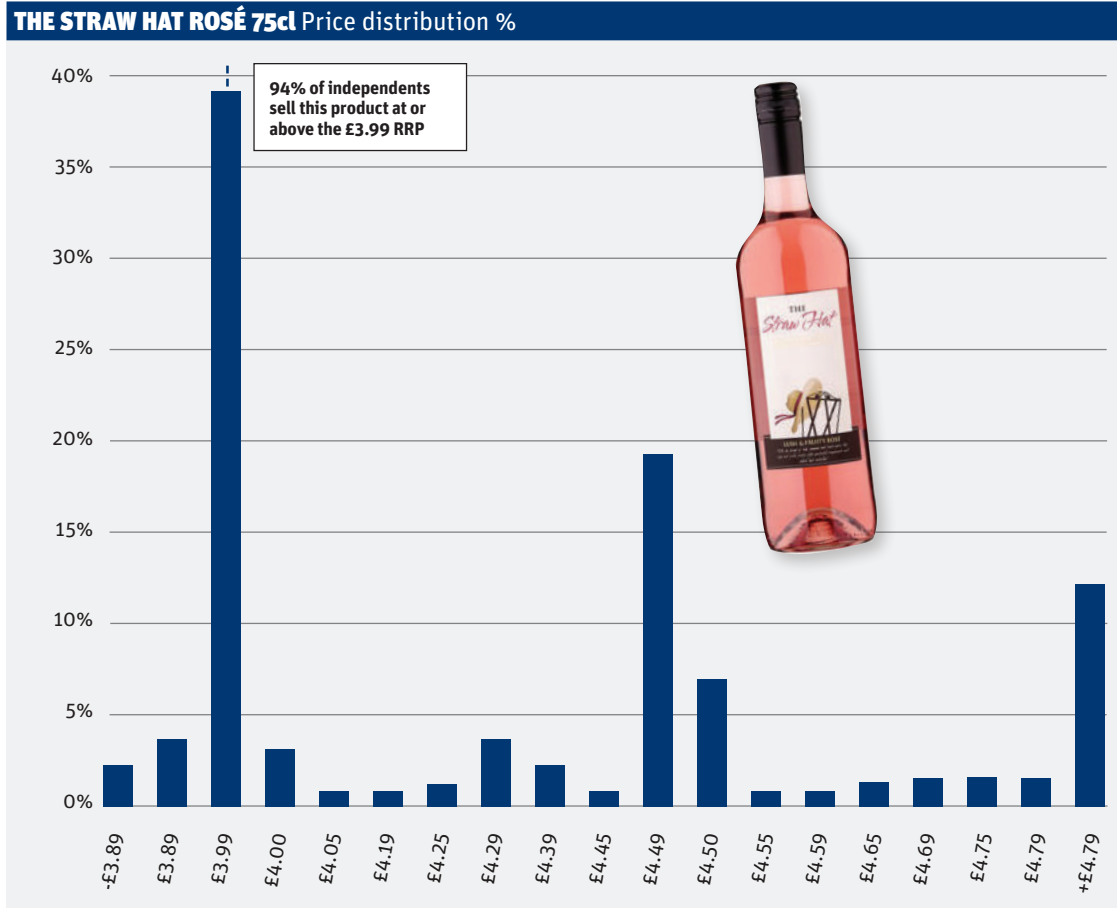
Londis Ferme Park Road, London
 Maple syrup is a must-stock in the lead up to Pancake Day. Buckwud Maple Syrup and 100% organic Canadian maple-pecan syrup is popular with our customers.



PRICEWATCH

Profit checker Rosé wine

Price checker



PRODUCT
Echo Falls 75cl
Echo Falls Summer Berries 75cl
Blossom Hill 75cl
Hardys Bin 161 75cl
Blossom Hill Grenache 75cl
Isla Negra Sea Horse 75cl
The Straw Hat 75cl
I Heart Zinfandel 75cl
Mateus Rosé 75cl
Echo Falls Fruit Strawberry & Lime 75cl
Makulu Pinotage 75cl
Black Tower 75cl

Analysis

Our data and retailer interviews this week reveal a wide variety of approaches to pricing rosé wine. On our Price Checker table, 62% of products are sold below Booker's RRP, with 18% priced above, and 20% at RRP.

Where the lower-priced Straw Hat is concerned, however, 39% of stores sell it at its £3.99 RRP, but 55% take the opportunity to increase margins by pricing up to £2 higher. This week's interviews put these patterns in con-

text - pricing is determined by local competition and shopper budgets, but when the opportunity arises, higher margins can be earned and the use of product knowledge and recommendations is also profitable.

How we drive our profit

Phillip Constantine

STORE Nisa Local
LOCATION Hither Green, London
TYPE Neighbourhood
SIZE 1,400sq ft

TOP TIP

Ensure products are chilled and given their own front-facing bay to boost sales



We stick to RRP on Straw Hat rosé, along with other rosé wines in our range, such as Casillero Del Diablo and I Heart Zinfandel. RRP is important because we have a Sainsbury's Local right across the road and staying competitive with them is the key to attracting customers. We normally sell a case of six bottles of rosé a week and we drive sales further by including tasting notes from Nisa which not only help them stand out on our displays, but also helps boost basket spend when customers see suggestions for food pairings.

Kamal Thaker

STORE Stop Shop News
LOCATION Edgware, London
TYPE Residential
SIZE 800sq ft

TOP TIP

Making alcohol recommendations is key because they help you stand out and shoppers will remember you for them



We only added an off-licence around a year ago and our alcohol section is just two metres in size, so it's important for us to earn decent margins from it to make sure it's profitable. We target a 25% margin and the fact we have no immediate competition nearby really helps. However, we can't overcharge too much because we don't want to put customers off. Many people who shop in our store aren't that familiar with rosé. Having our bottles behind the till helps us with this because we can introduce people to our wines and explain why they should buy them.

Alex Yau
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Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 LARGE VILLAGE STORE ON SOUTH YORKSHIRE HIGH STREET	RETAILER 2 C-STORE ON HIGH STREET IN LARGE CENTRAL SCOTLAND TOWN	RETAILER 3 POST OFFICE AND STORE IN LEICESTERSHIRE SUBURB	RETAILER 4 CORNER SHOP ON TERRACED STREET IN LARGE NORTH EAST TOWN	RETAILER 5 NEWSAGENT AND STORE ON SHROPSHIRE VILLAGE MAIN ST.	RETAILER 6 NEIGHBOURHOOD STORE IN SUBURBAN NORTH MANCHESTER
£5.10	£6.25	-	£5.99	£4.99	£4.99	-	£5.99
£5.10	£5.19	£4.49	£5.00	£4.00	£5.00	£3.99	£4.99
£5.40	£6.59	£5.99	£6.59	£4.99	£4.99	£5.50	-
£5.50	£5.50	-	£5.50	£5.50	-	£5.50	-
£6.81	£7.49	£5.49	£6.99	£5.99	£5.49	£6.79	£6.99
£5.58	£5.50	-	£5.50	£5.50	-	-	-
£4.20	£3.99	£4.49	-	£3.99	£3.99	£4.79	£4.49
£6.16	£5.79	£5.49	-	-	-	-	£6.49
£6.42	£6.59	-	£6.59	£5.99	£5.99	£5.99	£6.99
£5.04	£4.49	£4.49	-	-	£5.00	£3.99	£4.99
£5.05	£5.00	-	£5.50	£5.00	-	-	-
£6.22	£6.49	£5.99	-	£5.99	£5.99	-	-

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Ken Singh

Mill Hill Stores, Pontefract

Batesons bread cakes (30p, or £1.65 for six)



Where did you discover it?

Batesons has been delivering to the store for the past 17 years and we inherited the relationship when we took over 13 years ago. The company is based in nearby Castleford and is quite well known. The existing demand was already very good and it made sense to continue.

Who buys it?

We have a lot of schools and families living nearby. Parents often come in to purchase the cakes for sandwiches for their kids' packed lunches. Deliveries come in on a daily basis and we sell 60 every day. We normally sell all our stock by lunchtime. Our record was 380 on a day in December a few years ago. Margins are decent at 30%, and we use the products in our other two stores, too, because they have a similar customer base and the demand is just as good.

Why is it so successful?

Batemans has been an established name in West Yorkshire for the past few decades, so people in the area know it well. You can tell how good the quality is and customers prefer it to bigger brands like Warburtons or Kingmill. We're also the only shop in the area where residents can get local bread like this. The nearest competition is a drive away, so we're seen as a very convenient option.

Arnaud Leudjou

STORE Costcutter
LOCATION Uxbridge
TYPE University campus
SIZE 1,600sq ft

TOP TIP

Know your customers. Affluent customers tend to care about the origin of wines, while we've found students don't



We sell Straw Hat rosé at RRP and take the same approach with Blossom Hill and other rosés too. We can't promote alcohol that actively because we're based on a university campus, so we drive sales as much as possible by using fixed prices and ensuring everything is front facing, to make our displays easy to shop from. Students don't have much disposable income so we stick to rosés which cost no more than £5, and sell 12 bottles a week. We keep it simple when it comes to variety and merchandising, because students aren't bothered about the origins of a rosé or its grape type.

Suenita Keshwara

STORE Costcutter
LOCATION Boston, Lincolnshire
TYPE Village store
SIZE 1,800sq ft

TOP TIP

Keep your range tight – too many variants can be intimidating and put customers off



Straw Hat Rosé is definitely one of our most popular products and we keep our prices to RRP as we need to remain competitive. There are four other shops nearby – a Co-op, an international food shop and a newsagents – and we can't lose customers to them by charging higher prices. To drive sales even further, we promote our wines on social media sites such as Facebook, and I stock a tight range to make choosing wine easy for customers. I also ensure all our bottles of rosé are visible to customers with our prices clearly signposted. This helps draw people's attention to these products.

YOUR NEWS

Bank closures boost footfall

A Welsh rural retailer says the closure of three banks in his area has boosted his store footfall by 20%.

Vince Malone, who runs Tenby Stores & Post Office, in Tenby, told RN Barclays, HSBC and Natwest all closed down over the course of 18 months, resulting in a 20-minute drive to the nearest bank.

"We have residents and businesses nearby and it makes sense for them to come to us because we have a post office," he said.

"The increase translates into a 15% year-on-year rise in our overall store sales and we've seen the number of business banking transactions in the post office double in the same period as well," he added.

Time to bank old £10 notes

The Bank of England is encouraging retailers to start banking paper £10 notes featuring naturalist Charles Darwin, ahead of their complete withdrawal from circulation.

On 1 March, only the new polymer £10 note featuring author Jane Austen will be legal tender.

A spokesperson said: "An A4 poster is available from the Bank of England to help support staff training on withdrawal. It can also be displayed at the shop front."

The Bank also advises retailers to check whether cash handling machines need to be adapted and whether their banks will accept paper notes after the withdrawal date.



Loyal RN reader to retire after 29 years as a shopkeeper

A newsagent who is retiring after almost 29 years says he has "loved every minute of shopkeeping". Paul Keys, of Keys News & Stores in Sheffield, sold his store as a going concern and will hand over the keys on 28 January. "The shop has been the centre of our lives for so long, as has this area, which we have seen change vastly over the years," he said. Mr Keys added that he had been a loyal reader of RN. "It's been our guide along the way."

50 packets uncollected 'I brought in Pass My Parcel to bring in extra business, but it hasn't

Pass My Parcel 'disaster' leads to cancellation

by **Helena Drakakis**
helena.drakakis@newtrade.co.uk

A retailer who offers the parcel delivery and return service Pass My Parcel told RN he is discontinuing it after the company left him with more than 50 unreturned parcels in-store.

Chris Watson, of Coresford Keystore, in Johnstone, Scotland, said his Christmas was made a "disaster" because the company did not pick up returned packages for four weeks.

"At one point I had more than 50 parcels in the back

room before a delivery driver came to pick them up last week. It's not been worth it. You build up a rapport with customers but when their refund is delayed because no one has picked up their returns, it harms business," he said.

Mr Watson added that the problem was rectified when he finally got through to head office. However, this was not enough to persuade him to continue.

"I brought in Pass My Parcel to bring in extra business through added footfall, but it hasn't. The

hassle of it has outweighed any of the benefits," he added.

Smiths News, which runs the click and collect service, announced last year that customers would enjoy one of the fastest returns services through a partnership with online platform ReBOUND.

Peter Wagg, who offers the Pass My Parcel service in three of his News on the Wharf stores in London, said he did not believe the problem of uncollected returns was nationwide and while the service did not translate into added sales,

it did engender loyalty.

"More than 1,000 parcels go through my shops every month and Christmas is a busy time. Delivery drivers know I deal in a high volume, so they do pick up. There are occasional problems, but I am largely satisfied," he said.

A spokesperson from Pass My Parcel said: "Christmas and New Year is our peak season with customer ordering and returning items. We apologise for the collection delay and are working closely with the store owners to get this resolved."

Legal bid to protect Scottish workers

The NFRN has welcomed the launch of a Scottish MSP's bid to legally protect shop workers who are victims of abuse and assault.

Daniel Johnson, Labour MSP for Edinburgh Southern, wants to bring forward a Member's Bill to Holyrood that would create new offences that specifically deal with violence

and abuse of shop workers, as well as staff, such as bar workers, who sell age-restricted products.

Launching a consultation on plans through the notpartofthejob.com website, he said: "Retail workers are suffering from growing levels of violence and I don't think anybody should put up with abuse

or violence as part of their job."

Mr Johnson added he wanted legislation introduced that recognised shopkeepers' responsibilities and provided a "clear and lower threshold at which obstructive, abusive or threatening behaviour is considered a crime and can be prosecuted".

Linda Sood, NFRN president and the owner of Falcon News in Portsmouth, Hampshire, said: "This is excellent. We've witnessed two killings of shop workers in the past few months and this initiative is something that should be happening everywhere in the UK, not just in Scotland."

COLUMNIST



Neville Rhodes

War on plastic can be won...

If the government truly wants to tackle plastic packaging reduction, it needs to avoid gesture politics and concentrate on effective initiatives, writes Neville Rhodes



When the 5p plastic bag charge for England was being considered by the government, I was opposed to small retailers being included, although similar legislation was already in force for all retailers, regardless of size, in Wales and Scotland.

I argued in RN that by restricting the compulsory minimum 5p charge to businesses in England employing 250 staff or more, small retailers would have a choice: those who wished to levy the charge would be free to do so, and those who preferred not to wouldn't have to.

Now the government intends to extend the mandatory charge

to all shops, I remain opposed to it, even though both the NFRN and the ACS apparently support the change.

Given that the public has already got the message that single-use plastic bags are bad for the environment – usage in supermarkets has declined by 80% since the levy was introduced – and that independent retailers account for less than 2% of the grocery market, extending compulsory charging to small businesses is unlikely to make any significant difference to total usage.

This just looks like gesture politics in the face of far bigger issues around plastic and other forms of packaging that urgently



Footfall from people taking the bottles back could bring extra sales to local shops

need to be tackled.

First and foremost, because they are a major contributor to litter and pollution, are plastic bottles and cans. It's unrealistic to ban them, but a far greater effort is needed to ensure they are recycled.

The Scottish government is leading the way on this with a commitment to introduce a retailer-led recycling scheme for all drinks containers – glass as well as plastic and cans – known as a deposit and return system (DRS). It works by including a refundable deposit in the price of the drink, which is paid back when the container is returned.

There is considerable opposition to DRS, but its influential supporters include Tesco and Coca-Cola,

and the NFRN has backed the Scottish government's initiative.

It's easier said than done, I know, but participation in DRS should not be too difficult for most small retailers – providing it comes with a collection service that is frequent, reliable and free.

Retailers “doing their bit for the environment” shouldn't have to face charges for a service they are providing for their communities.

Nor can I see how DRS would put them at a competitive disadvantage to the supermarkets, as some retailers fear.

To work effectively, DRS would require standard deposits payable at all retailers and printed on the drinks' containers, enabling customers to obtain their refund at any DRS outlet, regardless of where the drink was purchased.

The footfall from people “taking the bottles (and cans) back” could bring extra sales to local shops – just as it did years ago when most CTNs and corner shops took back returnable glass bottles.

DRS is one solution to a serious problem and it deserves a proper trial. A 5p charge persuaded millions of consumers not to accept a plastic bag to carry home their supermarket shopping. Whether it will be as effective as an incentive to collect a refund on an empty drinks container is the big question.

Neville Rhodes is a freelance journalist and former retailer

* Doubled up order dilemma

+ For more than 20 years, I have had a weekly trade magazine (other than RN) on order at our village shop. As I am the newsagent's only customer for the title, his standing order with the wholesaler has always been for one copy. Occasionally, he has been sent more than one, and has sent the extra copies back for credit – sometimes struggling to get it. Before Christmas, the magazine carried a full page ad urging readers to place orders with their newsagent as they would no longer be able to pick up copies casually – a clear signal it was going firm sale. I immediately told our newsagent what was happening, and he phoned the wholesaler, asking them to make sure he was sent only one copy. The second week after the switch to firm sale, he was sent and charged for two copies. Was this just the usual wholesaler incompetence, or was it attempted fraud?

YOUR VIEWS

YOUR LETTERS

I make a loss of £100 a day when Smiths News fails to deliver on time

The service we have been getting from Smiths in the past 18 months has been terrible. If there is a problem, we make frequent calls but never get a call back.

I even call the line which says you will definitely get a call back within 48 hours, but nothing happens. We open at 6am but have been frequently getting our papers as late as 8.30am. On the last couple of Saturdays we haven't had any until 11am. It is absolutely awful.

I have calculated that my store loses about £100 a day every time the papers are late. We have quite a few customers who come in to buy a newspaper who also buy other items, but if they come in and see the papers aren't there they walk straight out.

Both the shop at the petrol station across the road and the Tesco a mile away get their papers from the Milton Keynes branch and they always have their papers on time.



It feels like News UK is cutting corners and customer service is suffering

David Poluck

We have lost a lot of customers now who have stopped coming in.

Scott Jell
Molly's Nisa
Lewsey Farm, Luton

A Smiths News spokeswoman said:
"There is a new driver on Mr Jell's round, so we apologise for missing this store's RDT. We are reviewing this process to understand the impact and aim to resolve any issues in conjunction with the store owners."

I'm going to lose a lot of customers because of News UK

I am having a terrible time with News UK. The way it treats its customers is disgusting. My shop is closed at weekends, but I have the Sunday papers delivered on Monday as some customers like to buy them.

I arrived this morning and checked my delivery and found that only the Sunday papers were included. I called News UK to let them know and was told I would get my papers later that morning.

I am always told there are no drivers available to come out the same day but I think they should ensure they have drivers available. Mistakes do happen - I understand that - but if something goes wrong News UK needs to be able to rectify the mistake.

If Smiths News has something missing on its delivery, it will come back to me the same day and sort the problem out.

When I call up, I am often made to feel as if I've done something wrong. I get asked whether I've locked my tote box properly and if I have checked through everything before calling.

It's not acceptable. It feels like News UK is cutting corners and customer service is suffering. Even if I was told the papers would be delivered mid-morning it would create more work for me but at least I would get the papers to my customers. As it is, I have had to send out an apologetic email. But I will lose customers if it carries on.

David Poluck
HV Kinglsey
London

A Smiths News spokeswoman said

"We have reviewed this issue and Mr Poluck's claim relates to not receiving the Sunday newspapers on the Monday as he is closed on Sunday. We can confirm that the papers were logged as being dispatched and delivered. We are investigating this particular case and are talking to the delivery driver to find out where it happened and how to prevent it happening in future. We have apologised to Mr Poluck and we are currently working with him to find a solution."

YOUR SAY Following the news A.F. Blakemore & Sons has proposed public access to two of its depots, would you be concerned if this happened at a depot near you?



Amit Patel

Belvedere News Food & Wine, Kent
It would be a worry if Blakemore went down this route because even if the public had to pay a subscription to go, it would still pay off for them to get the wholesale prices. If they were going in and picking up a case of Pepsi, for example, for £3, and then they came in to my store and saw a bottle for £1, they would accuse me of ripping them off.

Ramsey Hasaballa

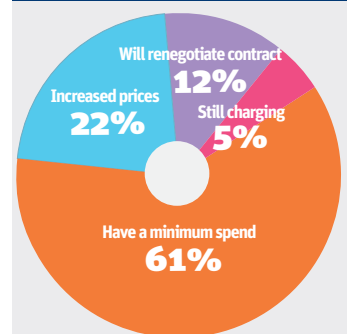
Premier Speke, Liverpool
I'd be totally against my warehouse opening to the public and allowing them to buy products. I would lose customers because they'd know they can get products cheaper there than

at my store and this is really bad for business. They'd also see no sense in buying single products if they know buying in bulk offers better value. My biggest supplier would become another competitor.

Ian Lewis

Spar Minster Lovell, Oxfordshire
I wouldn't be too bothered because of the current location of my wholesalers. I can't see one of my customers driving all the way up to Hastings to see a wholesaler, for example. Location is a big factor. Obviously, if a Blakemore depot suddenly opened in the next town over, then I would be concerned. Customers who like Spar products might just then go straight to the wholesaler.

RN READER POLL



How have you responded to the ban on charging for card payments?

NEXT WEEK'S QUESTION

Do you agree with minimum unit alcohol pricing?



Vote now at
betterretailing.com

HOW CAN MENZIES SEND OUT A TOTE BOX IN THIS CONDITION?



Take a look at the state of this Menzies tote box that the wholesaler deems fit to send to a customer.

Is this level of security satisfactory or adequate to meet even minimal standards of customer care?

This is not good enough Menzies. Must do better.

Jim Mitchell
Carlton Colville News & Cards,
Carlton Colville, Lowestoft,
Suffolk

Menzies had not responded to a

request for comment before RN went to press

100 YEARS AGO

26 January 1918

Retailers were worried soldiers returning to civilian life would create an influx of competing businesses. "I do not think our trade should be regarded as the best outlet for our maimed heroes," wrote one correspondent.

VIEW FROM THE COUNTER with Mike Brown



Last year the churn of news deliverers in January was negligible (after they got their Christmas tips), but this year is a different story with almost half my workforce quitting.

I have spent the whole of January training new paperboys. Hopefully by the time you read this things will have settled down a bit.

My youngest daughter, Emma, made her debut for Middlesbrough Ladies on 7 January in the third round of the FA Cup against Liverpool Feds. In a pulsating match the girls won 4-3 in extra time.

Customers are already talking about the World Cup in Russia with the mouth-watering prospect of being able to watch three televised matches in one day - a good opportunity to capitalise on sales of collectables, snacks and alcohol.

My local Blakemore in Middles-

brough is still trading but there has been a massive clearance sale going on for a number of weeks now. Concern about this was raised in RN (5 Jan), but no-one knows what is happening and whether it will close or not.

I have just returned the Guardian - the final Berliner souvenir edition. Events like this make for historic sales and make you understand customers buy papers for all kinds of reasons. A gentleman came in the shop last Friday and bought every daily newspaper to celebrate the birth of his granddaughter by planned caesarean section. He was going to give them to her when she turned 21. Unfortunately the operation was cancelled until the following day, so he returned on Saturday to repeat the purchases. Cover prices are much higher on Saturdays - what a result.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



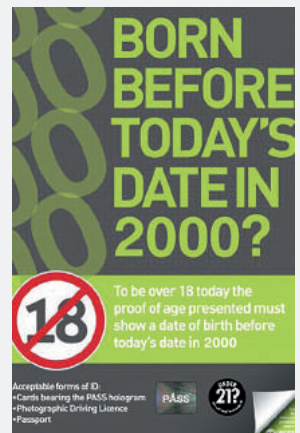
In answer to betterRetailing: "Are your newspaper sales falling?"

Definitely a downward trend, however still an important part of our business mix

Christine from Hopes
@HopesofLongtown

As all teenagers turning 18 this year will have been born in the year 2000, we have created a new age verification poster for retailers to display, download it now!

Tony Allen
@underagesales



Been a busy day for my old chook

Gail Winfield
@Drivenmiles

In answer to Sky Ocean Rescue: "Drinks firm Evian has announced all its bottles will be made of 100% recycled plastic by 2025"

What I was saying this morning, first manufacturer to make the first move will get all the plaudits

AmitP
@AmitP327

50 Shades of Gin at Milestone Rathfriland

Milestone Nisa
Extra
@MilestoneRath



TOBACCO & VAPING

From the gantry to the next generation

EUTPD II and plain packaging has made the already competitive tobacco category even tougher for retailers, so what are suppliers' strategies to help maintain and grow tobacco and e-cigarette sales? RN's **Alex Yau** investigates

SUPPLIER STRATEGY #1

Cigarettes remain a focus for innovation

In the world of plain packaging and the dark market, selling the major features of cigarettes, cigars and rolling tobacco has never been more important for retailers. Making customers aware of unique developments of new products which offer more value for money is even more vital. And suppliers know retailers are one of the few avenues they have to communicate their investment.

Imperial Tobacco has been developing three products in its John Player & Sons (JPS) range (all RRP £8.30) to help cigarettes stand out in a restricted market. The Green Edge variant is designed to deliver a stronger menthol taste while Blue Filter aims to be more durable. Silver Stream, meanwhile, is designed to reduce the odour of smoking. Elsewhere, British American Tobacco (BAT) has added a capsule to its Rothmans range with Rothmans Blue Capsule. Each outer comes with a manufacturer discount of £1.50 while retailers are encouraged to communicate the £7.65 RRP. Simultaneously, BAT is offering retailers £2.50 off each outer off Rothmans rolling tobacco.

JTI's Dual Superkings, meanwhile, have been launched with two capsules, providing smokers with a new, more intense experience. A pack of 20 is priced more competitively than standard-length cigarettes at £8.65.



Tom Gully

Brand manager,
Imperial Tobacco



Our recent range of JPS cigarette upgrades – from firmer filters to menthol papers – prove notable scope for continued product development exists, even in a totally dark market. JPS is a key brand in our portfolio, with its variants currently commanding an overall market share of over 5%.



Despite the challenges of the dark market and plain packaging, manufacturers are innovating



NEW

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GET £2.50 OFF PER OUTER*



30G

EVERYDAY LOW PRICE

£ **10.50**
RRP

CAN ALSO BE USED FOR TUBING

*FOR LIMITED TIME ONLY WHILE STOCK LASTS. CORRECT AT TIME OF PRINTING. OUTER NOT FOR RETAIL SALE. PLEASE CHECK WITH YOUR LOCAL CASH & CARRY OR WHOLESALE FOR THE START OF THE OFFER. FOR TOBACCO TRADE USE ONLY. NOT TO BE LEFT WITHIN SIGHT OF CONSUMERS.

Smoking kills

TOBACCO & VAPING

SUPPLIER STRATEGY #2

Niche flavours are going mainstream

Casual vapers used to only buy tobacco or menthol-flavoured e-liquids, while sweeter flavours such as watermelon or salted caramel were favoured more by the smaller audience of enthusiasts hunting out the latest trendy product in vaping stores. However, what was once a niche market is now becoming more mainstream. Market analyst Nielsen shows there are now two million vapers in the UK and brands such as Blu and JTI's Logic now feature extended ranges, with sweeter e-liquid flavours available in various strength options to help retailers meet the increasing demand. The benefit

for convenience store owners is they are able to offer a wider range of products for shoppers, creating more opportunity for sales.

The Blu range is a perfect example. It now has four new flavours, bringing its total number of available e-liquids up to 13. Tropic Tonic, Vanilla Crème, Peach Passion and Berry e-liquids are available in strengths of 0% and 0.8% and Blu says each 10ml bottle offers margins of 40% when sold at the £4.99 RRP. Meanwhile, Logic has increased its range of flavours to six with the addition of Cherry, Berry Mint and Strawberry (RRP £5).

Andy Stevens

Head of sales,
JTI



A full range of tobacco and vaping products stocked at all times can ensure retailers become a destination store of choice for existing smokers and vapers. We expect to see vaping devices and traditional tobacco products co-existing and will continue to support retailers with quality products and merchandising to help them maximise profits.



SUPPLIER STRATEGY #3

Accessories and gadgets can push up margins

The famously tight margins on cigarettes and rolling tobacco made many retailers choose to price their tobacco substantially above RRP in 2017 – against supplier advice. Yet there are still areas in the market where retailers can find high margins. Top-selling tobacco accessories such as filters and lighters come with margins as high as 47% and 69% on the Booker website and have the added advantage of being exempt from tobacco restrictions. This means retailers who focus on improving their profitability can also benefit from a vital (and legal) in-store marketing strategy for the category.

Republic Technologies has refreshed its Swan, OCB and Zig-Zag brands to stand out more on shelves, aiding retailers in this process.

Yet it is not just tobacco where retailers can hunt out high margins and higher value sales. Larger e-cigarette units, and their optional attachments, are no longer the preserve of specialist shops and a smaller audience of enthusiasts.

High-tech cartomisers and accessories now come with big brands. With its Vype Pebble Starter Kit (£17.99 RRP), BAT offers a next-generation product which is larger than a traditional vaping pen, but comes in various colour options and includes all-day battery life – a feature so far most associated with specialist products.

According to Booker's website, retailers make £8.78 profit from each sale of Vype's ePen and eTank starter kits, (both RRP: £19.99) highlighting the opportunity for profit.

Kingsley Wheaton

Managing director for next generation products, British American Tobacco



Our strategy is to offer consumers a range of quality nicotine products, from cigarettes and vapour, through to tobacco-heating products. This means not only developing these products but also making sure consumers have access to them. Vype Pebble is a fantastic development in our vapour portfolio and offers something that looks very different to any vaping product currently available, while also delivering a great vaping experience.



Investment in the e-cigarettes market is an area of focus for suppliers



BAT is one of a number of companies to invest in 'next generation' products such as Vype

£1.50 OFF
PER OUTER*

ROTHMANS BLUE CAPSULE



AVAILABLE IN BOTH KING SIZE AND SUPERKINGS

*DEAL APPLIES TO ROTHMANS BLUE CAPSULE KING SIZE AND SUPERKINGS 20s ONLY.
FOR A LIMITED TIME ONLY. WHILE STOCKS LAST.

PLEASE CHECK YOUR LOCAL CASH & CARRY OR WHOLESALER FOR THE START DATE OF THE OFFER.

FOR TOBACCO TRADE USE ONLY. NOT TO BE LEFT WITHIN SIGHT OF CONSUMERS.

£
RRP **7.65 | 20s**

Smoking kills

IT'S TIME

TO STOCK SOMETHING BETTER

EIGHT NEW E-LIQUID FLAVOURS



A great range of flavours from a brand your customers know and can trust

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

Available Now - Stock Up Today

Contact your Imperial Representative or visit blu.com for more information

blu.com

blu
E-Cigarettes

**SOMETHING
BETTER.**

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

© 2017 Fontem 18+ only. This product contains nicotine which is a highly addictive substance.

TOBACCO & VAPING

SUPPLIER STRATEGY #4

Heat not burn products are rolling out

After Andre Calantzopoulos, global chief executive of Philip Morris (PMI), told the BBC at the end of 2016 that he would like to work with governments to “phase out” cigarette sales completely, the company has embarked on a long soft launch of its IQOS system in the UK.

The system has been the talk of many trade events already, but for the uninitiated, IQOS is a heat-not-burn system which promises to be 90% less

harmful to smokers than cigarettes. Its sleek design points to the fact that PMI has invested \$3bn in the system.

IQOS may have had a soft launch in the UK, but accompanying international releases highlight bigger ambitions PMI has for the product. Within one year of launch in Japan, for example, the company had sold three million units. Other manufacturers have heavily hinted to RN that similar heat-not-burn products will arrive in 2018, too.

Peter Nixon

UK and Ireland managing director, Philip Morris UK



PMI is committed to a smoke-free future. Products like IQOS offer a real alternative to smoking. To date, nearly four million smokers have switched to IQOS including in countries such as Japan, Switzerland, Greece and Italy.



Sterling Dual is a major innovation for one of tobacco's biggest brands



Accessories can provide a signpost for what is an otherwise restricted category



HOW I INCREASE PROFIT

TOBACCO

Anita Nye

Premier Eldred Drive Stores, Orpington



I operate a small shop and customers buying tobacco can get a little frustrated if they wait in the queue during busy hours. I reduce any likelihood of shoppers walking out by placing all our cigarettes upside down in the gantry. Staff instantly know what brand it is and little things like these to try and reduce waiting times really help.

VAPING

Jason Birks

Moscis Convenience Store, Peterlee



Stocking a range of vaping flavours is essential. I have more than 100 different options in my vaping gantry and I've found demand for flavours which you'd describe as fruity or fresh is outgrowing traditional tobacco options. Sales of these e-liquid flavours easily make up more than 60% of my overall vaping sales.

SUPPLIER STRATEGY #5

Take advantage of less restricted sectors

Legislation and budget rises are pushing cigarettes ever closer to the £10 mark, which affects the buying decisions of more frugal customers looking closely at their disposable income. However, retailers can overcome this issue by making shoppers aware of smaller format cigars at a more affordable price point. Importantly, cigars is also a sector where some branding remains on packs.

Ritmeester offers miniature cigars at a price close to those of traditional cigarettes (RRP £7.69). The size of its Royal Dutch range is similar, as well, meaning shoppers can have the experience of a cigar without the long smoking times often associated with the products. Add to this the launch of JTI's Sterling Dual and the continued advancement of PMI's Marlboro Touch - which maintains a low £7.99 RRP thanks to its slimmer size - and it is clear that offering great value for money remains one of the most important strategies manufacturers have in this market.

Tony Lyles

Field development manager, Ritmeester Cigars




Miniature cigars are going to be on-trend over the next year as shoppers look for more affordable alternatives in tobacco. They offer a premium product at a price on par with cigarettes, and they can be more attractive to shoppers because they get more quality. Shoppers also don't have to spend ages outside when smoking miniature cigars because they burn just as fast as regular cigarettes.



Marlboro Touch, just
£7.99*

Improve your sales a **touch** more.

- › Marlboro taste and quality
- › With Firm Filter
- › With Pro-Seal
- › Just a slimmer size and price

 THERE'S CIGARETTES.
THEN THERE'S MARLBORO.

For the information of tobacco traders only and should not be distributed further. Pack images are for illustration purposes only.
*RRP = Recommended retail price. All on-shelf prices are selected by the retailer alone.

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

ORAL CARE

Make your customers smile

Oral care products are a classic convenience store item. Yet, with changing trends and products available, how do you know if you're stocking the range your customers want? **Priyanka Jethwa** reports

How oral care works near a care home

Samantha Coldbeck

Wharfedale Premier,
Hull



These days my customers are looking for: something that gives them value for the price they pay. We offer a lot of products which are priced at £1, because we have a lot of competition from bargain stores around us. We stock a range of toothbrushes, toothpastes, mouthwashes – from the value end of the market to premium.

I see the biggest sales: during Christmas and Easter when customers trade up. In addition to being near a care home, we are also half an hour away from cruise line's P&O's ferry dock, so when it has a holiday deal on we get the odd customer who has forgotten a toothbrush coming in.

My most profitable items are: those that offer good value for money. However, with prices and margins increasing across the board, we have to be cautious of what we stock. When it comes to oral care, we look for a minimum 25% margin.

The toughest thing about this category is: getting the range right and finding out how to make customers try something new. Many of our elderly customers are reluctant to try new products.

Every retailer should stock: toothpaste. More specifically, Oral B and Colgate, as some products have a £1 pricemark.

How oral care works near a housing estate

Danny Wilson

One Stop,
Scarborough



These days my customers are looking for: items at the slightly cheaper end of the scale. Customers are more conscious than ever of what they spend, so they expect a reasonable price when it comes to oral care. Pricing goods at £1 means there is an increased chance of selling them.

I see the biggest sales: during the summer time near our seafront stores. Even though our range is tight, we have a lot of ongoing, rotating promotions. You do have a decent chunk of people asking for premium brands, but they are still wary of the price at the same time.

My most profitable items are: toothbrushes, where I have 50%-60% profit margin.

The toughest thing about this category is: keeping up to date with new products – One Stop normally keeps us updated on this angle.

Every retailer should stock: toothbrushes, mouthwash and toothpaste priced at £1. Even if a retailer has a small space to work with, if you stock these three, customers are provided with the most popular oral care items.

“
Even though our range is tight, we have a lot of ongoing, rotating promotions

ORAL CARE



How oral care works near a train station

Peter Lamb

Lambs Larder,
East Sussex



These days my customers are looking for: a ridiculous amount of toothbrushes and being near a train station, I find myself constantly restocking them. When it comes to gum, BlockHead gum is popular because it's designed to give consumers energy and fresh breath.

I see the biggest sales: in the mornings during the 9am rush-hour, with people buying toothbrushes and gum before going to work.

My most profitable items are: Oral B and Aquafresh toothbrushes.

The toughest thing about this category is: for me, well, nothing. This

is because oral care products are something that everyone needs and not something you can wait to buy. So as a convenience store, you can charge it at a premium price as when the supermarkets are closed, customers will come to you. And this is why I don't pricemark my oral care. I price Colgate Total toothpaste at £2.50, Colgate toothbrushes at £2.20, and Aquafresh pump toothpaste at £2.50.

Every retailer should stock: toothpaste, toothbrushes and mouthwash, at least. We don't sell electronic toothbrushes because I don't see it as an impulse buy. For this, consumers are more likely to go to a supermarket.

What you need to stock in the oral care market



Oral B's Gentle Whitening toothpaste should be in your range because...

when it comes to toothpaste, Procter & Gamble (P&G) says the health and whitening segments are the fastest-growing sectors in the UK, with consumers looking increasingly for specific benefits such as whiter teeth or healthier gums.

Oral B's toothbrushes should be in your range because... the brand is the worldwide leader in the brushing market, according to P&G, so can help shoppers find exactly what they are looking for quickly and easily. The brand includes manual and electric toothbrushes for children and adults, oral irrigators and interdental products, such as dental floss.

How oral care works near a university

Kristian Bennett

Spar Portland,
Nottingham



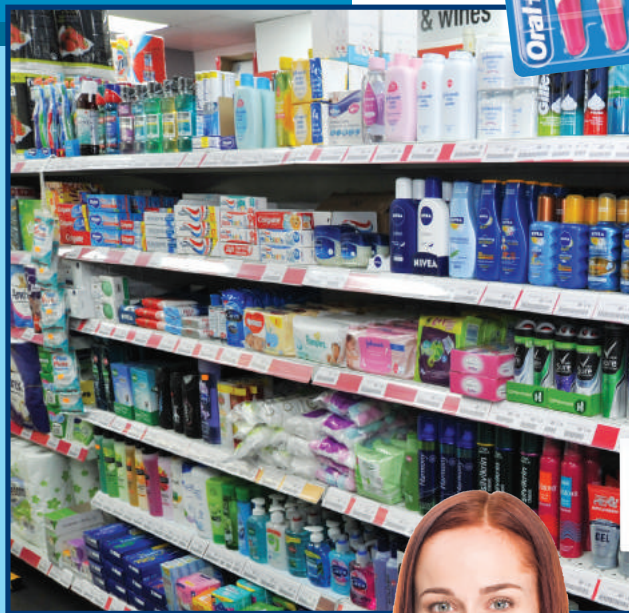
These days my customers are looking for: mainly mouthwash and floss. When it comes to toothpaste, we sell two products for £1 and one on the more premium end at £2.85.

I see the biggest sales: at the start of term time, when we always sell a lot of cheap, value toothbrushes and toothpaste to students, which we sell at £1 each.

My most profitable items are: £1 toothbrushes, because students are looking for oral care items that are on the value end.

The toughest thing about this category is: competition, because we are based right opposite from Boots. We tend to stock a basic range of health and beauty products.

Every retailer should stock: toothpaste, mouthwash and toothbrushes and for us, this means stocking items on the value end because that is what our customers are looking for.



Wrigley's Sugar Free Extra Peppermint gum should be in your range because... customers are looking for a convenient addition to their oral care routine, so brand owner Mars-Wrigley argues it is important for retailers to understand that gum is a healthy option to stock at the till point.



Aquafresh Kids' toothpaste should be in your range because... brand owner GlaxoSmithKlein (GSK) has updated its packaging to feature more prominent design cues and colour coding to help parents distinguish between the products, their benefits and the age range each product is designed for.



Sensodyne Rapid Relief toothpaste should be in your range because... the product aims to refresh the category with its premium positioning and aims to encourage shoppers to trade up to take advantage of its fast acting formulation.

THIS WEEK IN MAGAZINES



My week in magazines



Jennifer Hardwick
Magazines reporter
jennifer.hardwick@newtrade.co.uk
@jenniferh_RN

NEW LOOK, MORE GREAT ADVICE

Welcome to your new-look This Week in Magazines section, redesigned based on your feedback.

Last year, I spent several months speaking to you, our readers, about what you find most useful on these pages – and what you'd like to see more of.

You told us you want more practical examples from publishers and fellow retailers, so we've made two major changes to this section to help you grow your sales.

Firstly, the columns on the third page will now include a question and answer section to make sure you get the most important information you need. Secondly, you will now find a Specialist Choice title chosen every week by an expert retailer, to help you hear about more niche titles which could go down a storm with your customers.

You also told me you use the Bestsellers section to help you make stocking decisions, so in order to cover as many categories as possible, we will now just list the top 15 for each category and offer you a lot more variety.

Enjoy your new This Week in Magazines – and let us know what you think!

Launch of the week

ALL YOU NEED IS LOVE – AND THIS ONE SHOT SHOWS HOW

The modern world of dating can be a minefield for all concerned, but #Dating aims to guide those looking for love through the trials and pitfalls with expert advice, tips and guidance

ONE SHOT #Dating will focus on offering expert advice and guidance on all aspects of the modern dating scene and bills itself as the “ultimate guide to dating”. Content covers the psychology of dating, internet dating, mobile dating, advice on how to become “dateable”, fashion and grooming. There are also dating ideas including theatre and shows, the arts, restaurants and cocktail bars, right through to ideas for romantic city breaks and weekends away. Inside are interviews with Fred Sirieix from Channel 4 programme First Dates on all aspects of dating and style, as well as glamour model Rhian Sugden.



#DATING
On sale 31 January
Frequency one shot
Price £4.95
Distributor Seymour
Display with Hello!,
Cosmopolitan, Glamour

Opportunity: Collectables

As well as all the recent partworks launches, now is the time to look out for collectables that could be perfect for entertaining children on their half-term break in just a couple of weeks' time. Deagostini launches its new Magiki Ladybirds collection this week.

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

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



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



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

THIS WEEK IN MAGAZINES

✉ jennifer.hardwick@newtrade.co.uk
 ☎ 020 7689 3350
 @JenniferH_RN
 facebook.com/ThisisRN



PUZZLER COLLECTION

- Every month Puzzler Collection runs a competition offering £2,525 in cash prizes, alongside its usual combination of a wide variety of puzzles.
- With the half-term break coming up, publisher Puzzler says retailers should be sure to make puzzle magazines prominent as both children's and adult puzzle titles sell well during the holidays.



On sale 31 January
Frequency monthly
Price £2.99
Distributor Marketforce
Display with Puzzler, Q Puzzle Compendium, Puzzler Special



PRACTICAL REPTILE KEEPING

- This magazine is for those who keep reptiles themselves and is full of practical advice.
- Inside the latest issue is all the latest news on the hobby as a whole as well as equipment recommendations.



On sale 30 January
Frequency bi-monthly
Price £3.80
Distributor Intermedia
Display with Practical Fishkeeping, World of Pets



SCALE AIRCRAFT MODELLING

- Readers can get all the latest information on all the best new model collectables available and how to get them into their best condition, with tips on building and painting.
- Included inside this issue are plenty of historical facts about every plane mentioned, as well as step-by-step guides with blueprint examples.



On sale out now
Frequency monthly
Price £4.75
Distributor Intermedia
Display with Airfix, Air Modeller, Fine Scale Modeller, Model Airplane International



MOG

- This monthly magazine for Morgan car enthusiasts is the only publication in the world to be officially endorsed by the Morgan Motor Company in Malvern.
- Inside are all the latest news and views from the legendary British brand.



On sale 1 February
Frequency monthly
Price £4.50
Distributor Intermedia
Display with Motorsport, The Automobile, Classic & Sportscar



TODAY'S GOLFER

- In this issue of this magazine for golfing enthusiasts, Masters champion Sergio Garcia shares how he went about choosing a bag full of new clubs, and reveals his 14 best ways to improve and his most effective short game drills.
- Also included is the lowdown on Tiger Woods' new swing.



On sale out now
Frequency bi-monthly
Price £6
Distributor Comag
Display with Ski, Ski And Snowboard



Bestsellers Boating

Title	On sale date	In stock
1 Canal Boat	02/02	<input type="checkbox"/>
2 Practical Boat Owner	22/02	<input type="checkbox"/>
3 Waterways World	01/02	<input type="checkbox"/>
4 Warships International Fleet Review	16/02	<input type="checkbox"/>
5 Motor Boat & Yachting	01/02	<input type="checkbox"/>
6 Boat Trader	07/02	<input type="checkbox"/>
7 Classic Boat	02/02	<input type="checkbox"/>
8 Boat International	08/02	<input type="checkbox"/>
9 Water Craft	23/02	<input type="checkbox"/>
10 Wooden Boat	15/03	<input type="checkbox"/>
11 Powerboat & Rib Magazine	23/02	<input type="checkbox"/>
12 Classic Sailor Magazine	02/02	<input type="checkbox"/>
13 Tillergraph	21/02	<input type="checkbox"/>
14 Seahorse International Sailing	07/02	<input type="checkbox"/>
15 Narrowboat	16/03	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

SYMBOL KEY

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

COMING UP IN NEXT WEEK'S RN



Premier retailer Mandeep Singh provides a guide to the digital tools you need to use

Plus, from the cold dark nights of winter to romantic nights in and Mothers Day celebrations, RN's big night in guide will provide you with an unbeatable list of must-stock products



THIS WEEK IN MAGAZINES



MAGIKI LADYBIRDS

- Magiki Ladybirds can heat up, cool down or glow in the dark, with each pack containing a guide for the individual character.
- The collection will be promoted with a TV advertising campaign over an eight week period along with a social media campaign.



On sale out now
Frequency one shot
Price £2.50
Distributor Marketforce
Display with Piranhas & Co, Magiki Ponies



LANDSCAPE

- Following sales success, from this issue LandScape is moving from monthly to a bimonthly.
- This issue features ideas for cooking with stout and rhubarb and knitting a woolly sheep cushion. It also examines pink and blue hyacinths in flowercraft, species of tulips, and the UK's only tea plantation and takes a trip to Ely.



On sale 31 January
Frequency monthly
Price £4.50
Distributor Frontline
Display with LandLove, BBC Countryfile



FUN TO LEARN FRIENDS

- Contains stories and activities aimed at boys and girls aged between three and seven years old based around popular characters such as Peppa Pig, Paw Patrol and the Gruffalo.
- This issue contains PJ Masks and Little Kingdom stories, a Paw Patrol sticker activity, a free Blaze and the Monster Machines work book, and the chance to win prizes from Aardman's new film Early Man.



On sale out now
Frequency fortnightly
Price £3.99
Distributor Seymour
Display with Fun To Learn Peppa Pig, Fun To Learn Favourites

Expert advice

Neil Selby

Head of Retail Trade Marketing, Intermedia



Specialist magazines have stood up well over the past few years against the total market decline, so when selecting your 2018 range of magazines, it's always worth considering them for your customers.

At Intermedia, we have seen significant growth of our specialist portfolio of magazines since the demise of Comag. We market and distribute very niche publications that continue to sell well in comparison to the mass-market titles. These are often premium priced but if consumers deem the title a must-have, they often won't be put off by that.

Our portfolio consists of all different kinds of specialist magazines from The Darkside, Bushcraft & Survival Skills to Railway By-lines. Independent retailers always have been and still continue to be key sellers in terms of sales for these specialist magazines.

Shop save is a great option for some of these titles as we often have customers reporting they can't get hold of a certain magazine. Our response is to advise the customer to visit their local independent and ask them to order this copy from their wholesaler. This way everyone is happy as the customer doesn't have to search far and wide to find the title and the retailer has a potential sale of the magazine on every issue. Win win.

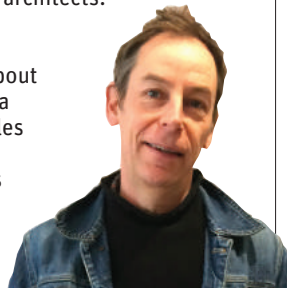
SPECIALIST CHOICE DANIEL MCCABE, MAGALLERIA, BATH DESIGN ANTHOLOGY

Who buys it?

We're big fans of this relatively new interior design quarterly from Hong Kong, featuring slick, innovative homes and spaces in a very handsomely produced and chunky digest format. We sell it to a wide, aesthetically-minded age group, ranging from students to retired architects.

How do you display it?

People in Bath are passionate about interior design so we keep it on a table with the other interiors titles we stock in sizeable numbers (upwards of 10 copies). It makes a great gift.



On sale out now
Frequency quarterly
Price £7.99
Distributor MMS

Our strategy

Who buys your titles?

All different walks of life buy our titles as they range so differently from one another.

How should your titles be promoted in store?

If possible full facings, but in reality with the amount of titles on the fixtures, just as prominently as possible.

How are you investing in independents?

We are planning to promote with the NFRN and wholesale clubs with various magazines in 2018.

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Partworks

Collectables

Title	No	Pts	£
Amercom UK			
Ships of War	33	40	11.99
DeAgostini			
Art Gallery	1	60	8.99
British Steam Railways	1	50	1.99
Build Your Own R2-D2	56	100	8.99
Classic Dinky Toys Collection	3	60	11.99
Enhancing Your Mind, Body, Spirit	55	120	3.99
My Animal Farm	51	60	5.99
Jazz at 33 and Third RPM	54	70	14.99
Star Wars Helmet Coll'n	54	60	9.99
Zippo Collection	63	60	19.99
Eaglepress			
DC Comics Graphic Novel	64	100	9.99
Game of Thrones	49	60	8.99
My Little Pony			
Colouring Adventures	47	80	3.99
Star Trek Ships	116	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	12	80	9.99
Art of Cross Stitch	57	90	2.99
Art of Quilting	109	50	3.99
Art Therapy	150	180	2.99
Assassins Creed: The Official Collection	25	80	9.99
Classic Routemaster	3	130	8.99
Dr Who Complete History	63	80	9.99
Draw The Marvel Way	55	100	4.99
Judge Dredd Mega Collection	80	80	9.99
Marvel's Mightiest Heroes	107	110	9.99
Transformers GN Collection	29	80	9.99
Warhammer	37	80	9.99
Panini			
F1 Collection	48	60	9.99

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

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

Newspapers

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

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

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

Weight Watchers 21-22 January

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,415g	175g	295g	11	65g
Sunday Times	1,025g	390g	130g	6	45g
Times	835g	130g	145g	7	60g
Mail on Sunday	705g	95g	235g	3	180g
Guardian	670g	340g	60g	4	50g
Daily Mail	665g	260g	75g	7	45g
Sunday Telegraph	665g	110g	20g	1	20g
Observer	660g	210g	65g	5	25g

Scale of third-party advertising insert payments

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

* By negotiation

Insertion payment guide

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

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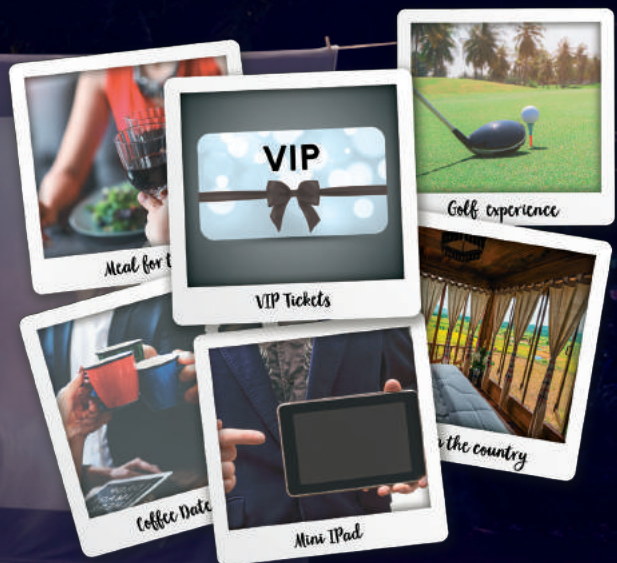
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