

# RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 05.01.2018



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Shaping the future  
of independent retail  
since 1889



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## INSIGHT

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**We market ourselves as having  
spirits no one else stocks, so if I  
have Ciroc Vodka, for example,  
I hold the full range of flavours.**

**Pricewatch**  
Page 16**Editor**

Chris Rolfe

@ChrisRolfeRN

020 7689 3362

**R**ecently, we asked IAA finalists Joga and Aman Uppal what their 2018 business resolution was. To use heat mapping and data to perfect their layout and make every product earn its place in their Coventry store, they said.

The brothers' plan is ambitious and will help them understand their shoppers and maximise sales, not least in a year where the sugar tax and minimum alcohol pricing will put a further squeeze on retailers' profits.

What is equally impressive is how their plan fits into the journey they have taken their store on over the past two years. Their story started with a £350,000 refit in 2016 that led to an immediate 60% turnover hike and continued last year with the introduction of Apple and Android Pay, free wifi and Amazon lockers to improve their customer service and marketing. They then picked up awards for Marketing and Digital Engagement at the IAA gala dinner to top the year off.

Joga and Aman are just one example of retailers in our sector who have great attitudes and innovate successfully, despite significant legislative and market challenges. In this issue, we bring you dozens more resolutions for the year from other IAA finalists and fantastic retailers.

As I take over as RN's editor, I'm really excited about sharing many more of your ideas and plans. But as this issue shows, RN will also continue to challenge industry leaders and politicians to act to protect independent businesses in the face of threats such as increasing crime levels and competition.

But for now my message is simple: happy new year from everyone at RN.



# BREAKING NEWS

## Blakemore tight-lipped on sale talk

Wholesaler A.F. Blakemore has declined to confirm the closure of a Midlands depot, amid speculation it has been sold to Bestway.

Retailers have reported shelves at the company's Walsall depot have been empty for months. The rumour comes following Blakemore's sale of its Penrith depot – the company's last depot in the North West – to Bidfood in December.

One retailer, who did not want to be named, said: "Our service has been increasingly bad for six months. The depot staff are great and they've been open that it's shutting down, but managers keep denying it. I would bite your hand off for a Bestway depot. I want a cash and carry that I can go to regularly – I'd be spending £10,000 with them per week."

A Blakemore spokesperson said: "A.F. Blakemore does not respond to market speculation."

## Card charge ban warning

New rules barring retailers from charging customers to use credit or debit cards will take effect from 13 January.

Current EU rules prohibit retailers from charging more than the cost of offering card payments. The change takes this a step further, obliging retailers to offer the same price regardless of the means of payment.

A 2017 survey by the ACS found that 13% of retailers currently surcharge for card payments.

It will remain legal to have a minimum spend for card transactions or to refuse them entirely.

"If you charge then customers will go elsewhere," said Bimal Patel, owner of Ferme Road Londis in north London.

## Staff jump as a trampoline bounces in

Staff at a Renfrewshire convenience store were surprised to find a trampoline wedged between their shop and a bus stop when they arrived for work on New Year's Eve. Satveer Atwal, who runs Keystore – Johnstone's Facebook and Twitter accounts, posted a photo of the wayward apparatus online. It was later collected by its owners. "Customers were looking twice in shock. It was quite funny but thankfully it didn't cause any problems," he said.



PHOTO CREDIT: Satveer Atwal, Keystore – Johnstone

**Top retailers reveal exciting plans for new year** 'Customers don't just want a sausage roll'

## Food to go and refits top IAA finalists' wishlists

by Jennifer Hardwick

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

Almost a third of 2017's Independent Achievers Academy (IAA) finalists plan to enhance or extend their food to go offer this year, while a fifth want to carry out a store refit.

RN research into the 34 finalists' strategies for 2018 also revealed 18% want to introduce more premium products to their stores, while 15% want to improve their food for tonight range.

Just under a fifth of

the finalists mentioned enhancing their hot food offer as a priority for the year, with many planning to refit or add kitchens or bring in full-time chefs.

Jack Matthews, of Bradley's Supermarkets Location in Quorn, Leicestershire, said: "Customers don't just want a sausage roll or a sandwich, they want something of chef's quality in a local convenience store. If you do a great stir-fry for £5, people will pay for that quality."

Siva Thievanayagan,

of Nisa Local Fletton in Peterborough, said he is increasing his food to go sales every day.

"I used to sell 150 sandwiches a day, now I sell 300. I do a range for breakfast, too, and I want to create a kitchen in the back and start offering evening meal solutions," he said.

Premium products on finalists' stocking lists include ready meals, ice cream and fine wines.

"Premiumisation is definitely the route I want to take. I started getting

in Cook ready meals and they have sold well. I've also brought in a premium local ice cream called Marshfield Farm which we can sell for £3.49," said Dave Hiscutt, owner of Londis Westham Road in Weymouth, who was crowned the IAA's overall best shop for 2017.

Meanwhile, Jay Patel, of Jay's Budgens in south-east London, said he has installed a nut dispenser and wants to add more healthy and organic products as well as high-quality ready meals.

## P&H collapse brings about wholesale rethink

Small, independent wholesalers are focusing on improving their use of technology and revising their delivery reach to help retail customers following the collapse of Palmer & Harvey (P&H).

Amir Chaudhary, director at Indus Foods, says its operation is

concentrating on building a better delivery network, as well as offering competitive prices.

He said: "Tracking deliveries and click and collect services might already be out there, but smaller, independent wholesalers are now playing catch up."

"At the back end of 2018,

our customers will be able to use an automated service to track goods."

Piyush Patel, director at Right Price Cash & Carry, said it will also be increasing its use of technology with plans already in motion to launch a website and a mobile app.

Kamal Thaker of Stop

Shop News in Edgware, who shops at Right Price, said the wholesaler has been actively maintaining competitive prices.

He said: "After the news of P&H broke, Right Price told us if we had any issues, it would help us out. Its delivery service has been excellent."



Ex-cabinet minister attacks cops and government on theft policies 'Courts too relaxed'

# Retail crime is 'final straw' for victims, says Priti Patel

by Tom Gockelen-Kozlowski  
tom.gk@newtrade.co.uk

Former cabinet minister Priti Patel has called on the government and the judiciary to take retail crime seriously, warning that for many victims it is "the final straw" in closing their business.

Speaking exclusively to RN, Ms Patel said politicians needed to understand the "serious impact on small and independent traders who do not have deep pockets to absorb losses".

Speaking following the recent controversy over police force decisions not to investigate thefts where goods of less than £200 have been stolen, she said: "A so-called low value theft can have a big impact on the takings of a small business. For some shopkeepers being a victim of crime can be the final straw that leads them to close their business down."

Ms Patel also criticised the courts system for taking a "relaxed approach" to retail crime.

Linda Sood, president of

the NFRN, urged retailers to contact their local police and crime commissioners directly to demand individual forces push retail crime further up the agenda.

She said: "We sell products like tobacco that do not have a high margin. We need to sell a few just to make £1. Theft can threaten our business while also putting our lives in danger too."

Mrs Sood said criminals targeting her own store, Premier Falcon Convenience Store in Ports-

mouth, were becoming increasingly "brazen", aware authorities were unlikely to follow up crimes.

"We had someone who I caught trying to steal a bottle of wine. When I challenged him, he said, 'Call the police then' - they know the police aren't likely to come out for things like this," she said.

A spokesman for the judiciary said: "All judges deal with each case individually. They will make a decision based on the facts of each case and within sentencing guidelines."

## Health drive gets mixed reviews

A government campaign designed to encourage healthier eating among children has received mixed views from retailers.

Public Health England's (PHE) Change4Life campaign advises parents to allow children two 100-calorie snacks a day. PHE is working with Tesco, Booker and Co-op to promote the campaign with in-store merchandising.

Linda Williams, of Premier Broadway in Oxfords, told RN a similar campaign launched by the Scottish government in 2004 has helped boost sales of zero-sugar soft drinks. "Demand was non-existent two years ago, but we now sell 100 bottles a week. Merchandising has helped and that will be key in England."

However, Ken Singh, of Mill Hill Stores in Pontefract, said he had doubts. "There's no demand for fruit and I'm worried we'll lose footfall to the nearby Tesco," he said.

## Co-op plan 'will hit indie retail'

A retailer has described Co-op's plan to open 100 stores over the next year as a blow to independent retail.

The expansion, part of a £160m programme, will add to 2,500 Co-op shops and will see 150 existing stores undergo refurbishment.

Paul Patel, of Dibden Purlieu News in Southampton, said: "It's a blow to retailers and there's a chance footfall will drop."

"Co-op promised to protect Nisa in its takeover, but the expansion goes against that."

A Co-op spokesman told RN the expansion will not influence its provisional takeover of Nisa.

PHOTO CREDIT: BBC/RTD/Stuart Wood



## Customers get taste of future with Roboshop

An Edinburgh convenience store spent a week with a robot customer service assistant as part of a BBC programme. Margiotta Food & Wine featured in Six Robots and Us with a 'Shopbot' created by Heriot-Watt University, designed to engage customers with comments and directions to different products. The Margiotta family named the robot Fabio and said in the programme that the new addition offered "something new and exciting" to their customers.

## Retailers who offer more tobacco choice are on top

Retailers who maintained choice within their tobacco range have better weathered the impact of plain packaging legislation, according to research.

A study of 2,500 retailers exclusive to RN, by its data partner EDFM, found volume sales across the tobacco range fell overall

by 13% in December compared to the same month last year.

There has also been a fall in the range of cigarettes sold, with the average number of brands sold falling from 40 in 2016 to 34 in December 2017. However, shops offering greater choice were more successful than the others

with volume falling by less than 1% for these retailers. Martin Ward, of Cowpen Lane News in Cleveland, said: "We have kept 97% of the same range, having dropped two lines since the plain packaging legislation was introduced - the ones we dropped were the slow sellers."

Jason Birks, of Moscis

in County Durham, said: "Customer demand helps me choose what to stock."

"I know many people who have increased their range in store, but for me, I have people coming in asking for whatever is the cheapest. People want the best value for money so this is what I provide."



# STORE LOOKBOOK



## Bringing niche to Barrow

Over the past 25 years Paul and Karen Stephenson have built a convenience store empire across the north west. Yet it's their first store, in Barrow-in-Furness, which remains their "baby".  
**Alex Yau** speaks to them

**S**pecialist alcohol is a category often associated with major cities like London and Manchester, but husband and wife team Paul and Karen Stephenson are proving it can be profitable even in a tucked-away coastal town such as Barrow-in-Furness.

The couple now own and run 16 stores around the north west with a combined turnover of £20m, but Barrow, and its Bargain Booze store, is where the couple's retailing lives began a quarter of a century ago. Keeping the 560sq ft store profitable and ahead of the curve is therefore of particular importance – especially with the threat of a Co-op and Post Office nearby.

This challenge led Paul and Karen to visit a gin trade conference 18 months ago to see if the much-discussed craft spirits market could be a winner for them.

"After the conference we had the idea of really concentrating on niche alcohol. The suppliers there suggested we try stocking more specialist drinks because it's a growing trend," says Paul. "There was a bit of reluctance at first because the majority of customers we get are from working-class families and we weren't sure they would be convinced to buy anything other than the standard core products, which tend to be more affordable."

Nonetheless, they gave it a try and brought brands such as Edinburgh Gin, Bathtub Gin, BrewDog craft beer and a number of successful locally-sourced

products such as Kin Vodka onto their shelves.

Creating the demand for specialist alcohol didn't come easily, however. The difficulty for the Stephensons lay in trying to persuade shoppers on low-incomes to trade up to alcohol costing at least £40 and they had to go beyond simply being knowledgeable about the niche products they sold.

"The trick has been how Paul and I communicate with our customers," says Karen. "These drinks are never going to be big volume products. It's important to know about them, where they come from and how they differ from the other brands on the shelf, but this alone doesn't help drive sales. Shoppers aren't going to trade up because of how we describe a product."

"Paul and I, along with our six employees, are local and we know a lot about our shoppers because we chat to them on a regular basis. We know what their own individual tastes are and we'll push them towards a product which matches their own preferences for a particular product or style. It means we're more than just experts because shoppers know we listen and look out for them individually."

By following this strategy, success came quickly. Within months, specialist





I use RN to read the store profiles. It's good to see what other independent retailers are doing and how I can add something similar to my own business **PAUL STEPHENSON**



## What you can learn

- 1 Building relationships with each individual customer has helped the Stephensons become go-to alcohol specialists
- 2 Convenience products like alcohol, crisps and chocolate help drive up the basket spend
- 3 Weekly sales of £3,000 show specialist alcohol can be popular outside of big cities
- 4 From snacks to groceries; the Stephensons offer more than just alcohol

## INFORMATION

### Location

5 Risedale Road,  
Barrow-in-Furness, LA13 9QX

### Staff

8

### Weekly turnover

£30,000

### Size

560sq ft





## 5

[illegible]

7







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# NEWS

## Sugro MD leaves to go it alone

Philip Jenkins, managing director at Sugro, is set to leave the company and develop his own consultancy business.

Day-to-day duties at the wholesale buying group will remain with financial controller and company secretary Lesley Clarke, alongside head of trading Matthew Oxley.

In a statement, Ross Gourlay, managing director at wholesale business Glencrest and Sugro chairman, said: "The directors value the experience and knowledge that Philip has and the contribution he has made to the group during his 17-year tenure. The board has contracted the strategic advisory services of Philip to assist in ensuring the success of the group, and we look forward to working with his support in 2018 and beyond."

## WhatsApp boosts spend

A retailer has used the growing popularity of instant messaging to help her draw customers away from nearby competitors and increase basket spend.

Narinder Kaur, of Premier Narinder's Convenience Store in Huddersfield, said: "I use WhatsApp to tell customers if we have a deal on or ask if they want anything from the depot. This helps bring them to store and increases basket spend by £2 on average."

A recent survey by Carlsberg of 1,677 18- to 35-year-olds found 49% of those sampled considered instant messaging to be just as important as face-to-face communication.

Carlsberg UK vice president of national sales Alistair Gaunt said: "The way people choose to communicate is changing."



## Charity champions' total tops £7,500

Pike's Newsagents in Porthmadog raised a total of £7,500 for charities in 2017 to celebrate the store's 115th anniversary. Owners David and Meryl Williams – pictured with staff members Nerys Murray, Helen Prichard and Angie Jones – chose a different charity every month and paid in £115 themselves to each cause as well as collecting donations, often using customers' suggestions to decide the recipients. "We collected for our local mountain rescue group and lifeboat station. We raised £1,400 for Macmillan Cancer Support in September with a coffee morning which we are going to do every year," said Mrs Williams.

**Store layout and promotions key for top-up customers** 'Smaller, more frequent store visits'

# Shoppers on a mission set to be the top trend for 2018

by Alex Yau

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

Retailers should focus on store layout and promotions as experts predict top-up shopping and convenience shopper missions will be key trends to capitalise on in 2018.

Accolade Wines category, shopper and insights director Andrew Nunney said: "With most shopping trips being smaller, convenience missions will continue to grow quickly, something that can be maximised by retailers, use of occasion-

based merchandising.

"The focus will be on quality and premium, centred on fresh and local produce, and delivered through appropriate pack formats and sizes with categories, such as wines, complementing occasions."

Procter & Gamble fabric care brand manager Dan Jalalpour said range would be key in appealing to customers making smaller, but more frequent shopping trips.

He told RN: "We have seen the number of shopping trips rise from one or two per week to

more than 24 smaller top-up shops per month.

"Our work with retailers has found a focus on well-known brands and popular products across various price points makes the buying experience simpler for top-up shoppers."

Arnaud Leudjou, of Costcutter in Uxbridge, has noticed shoppers spending less but increasing their number of weekly visits. "Some of our regular shoppers come in three times rather than once a week like they did three years ago.

"They're spending less – about £5 per visit – but the increased frequency makes up for the decreased spend.

"I like to make sure we have plenty of promotions front-facing to boost how much they buy on each trip," he said.

Sarj Patel, of Pasture Lane Stores in Sutton Bonnington, added: "We see the same faces come into the shop four times a week now. Making customers aware of promotions like Fairy Liquid for £1 is key, and they spend as much as £10 per visit."

## Retailers fear tobacco RRP plan will hit profit

Retailers have warned a scheme by a leading tobacco manufacturer that requires them to sell at recommended retail price (RRP) could be detrimental to their profit.

Imperial Tobacco's Ignite scheme offers retailers a rebate if they list products at RRP. However, a leading tobacco retailer has told

RN he would lose profits of more than £1,000 per month if he did so.

Peter Robinson, who runs four stores in Pembrokeshire in Wales, sells Imperial products at a 9% margin, against the 6% manufacturer's RRP, and earns roughly £3,600 profit per month.

"If I were to sell at a 6% margin, I would only

make around £2,000 per month," he said.

He added that the rewards he receives from Imperial equal 20% of the value of rewards he receives from rival firms JTI and Philip Morris International, despite Imperial having more than 50% of the market share.

David Worsfold, of Farr-

ants Newsagents in Cobham, Surrey, sells at around 3% over RRP. "The Ignite scheme rewards are good, but there's no point sacrificing the bottom line. We have to be the net winner," he said.

Imperial declined to comment, but said it constantly monitors the market to make sure its prices were competitive.



**Chain applies to overturn newspaper planning rule** Park News petition garners 900 names

## Lancashire retailer hit by supermarket's paper chase

by Toby Hill

RNreporter@newtrade.co.uk

A newsagent in Lancashire is fighting for its survival after a nearby supermarket applied to overturn a planning condition barring it from selling newspapers and magazines.

The condition was put in place to protect local businesses when Booths opened in the village of Barrowford in 2013.

However, on 15 December, Julie MacAdam, owner of Park News, received a letter from the

council informing her the supermarket had applied to have it revoked.

A petition started by Ms MacAdam to protest the move has already gained 900 signatures.

She said: "When I took over this business two years ago, I knew how important that condition was.

"Booths do loads of promotions on magazines and newspapers so if they're allowed to sell them we won't survive."

Park News, the only remaining newsagent in the village, also hosts

a post office, which had been closed for two years before Ms MacAdam and her partner re-opened it last June.

"This newsagent has been here for 80 years and we're at the heart of the community," she said.

"People come here who don't see anyone else all day. We're out at five in the morning delivering papers so we notice if someone hasn't picked up their mail from the day before.

"And people can withdraw cash from the post office, which is so impor-

tant with the closures of bank branches and ATMs.

"These are vital community services that will all be lost if we have to close."

Ms MacAdam's campaign has received support from local residents as well as Pendle MP Andrew Stephenson, who has said he is "totally opposed" to the application.

Ms MacAdam has 21 days from receipt of the letter to register her opposition.

The application will then be debated at a council meeting in February.

## Store gets in holiday mood

A Norfolk community store that battled closure last year is hoping to generate extra sales by managing a holiday cottage in an adjacent building.

Itteringham Village Stores faced eviction before the council stepped in and bought the building after a campaign by its owners and local residents.

In order to do so, the council also had to buy the neighbouring property, which has now been converted into a holiday cottage.

"We get a budget from the council to look after the cottage and provide a welcome hamper filled with local produce," said Alice Ridgeway, a member of the committee that runs Itteringham Village Stores.

Refurbishment work has finished and the cottage will be available for guests from this month.

## Xmas buffet leads to sales boost

Retailers have been sharing their strategies for festive success, after one store owner made £800 in two hours by opening on Christmas Day for the first time.

Premier Whitstone Village Stores owner Dan Cock (pictured) said he sold "high-value items" by extending his hours alongside the store's offer.

"We sold a lot of high-value items such as batteries and tobacco as well as milk and bread," he said.

The store also provided a carvery on Christmas Eve, cut wastage by offering leftover-based meals on Boxing Day and provided a free buffet to customers celebrating New Year's Eve in the store's bar.

Meanwhile, at Parans Minimarket in Rothwell, Yorkshire, Ranjit Singh found a new market for ice on Christmas Eve.

"A few pubs in the area forget to buy the essentials so we went



through more than 100 bags in a day," he said.

He sold 1kg bags at £1 each, giving a 30% margin.

Andrew Howell, of Loch Lomond News, introduced a pair of advent calendars containing Topps trading cards: Slam Attax and Match Attax. At RRP they provided a 33% margin.

## Extra paper request left on the shelf

A Llanidloes retailer was left frustrated after her request for extra newspapers on New Year's Day was not fulfilled by Smiths News.

Trudy Davies, of Woosnam & Davies, almost completely sold out of newspapers within three hours of opening on Monday. Ms Davies had placed an advance order for that day knowing that she would gain extra sales over the holiday.

"It is frustrating when you specifically ask for more and it doesn't happen," she said.

A Smiths News spokeswoman said: "Unfortunately on this occasion Ms Davies' request was received past the deadline and therefore we were unable to fulfil the request."

# BRAND SNAPSHOT



## Creme Egg ads return

Cadbury Creme Egg returned with TV ads from 1 January as Mondelez launched a £4m marketing campaign for the brand.



## Peter's Easter appeal

Mondelez is releasing Peter Rabbit Easter-themed products across its Cadbury egg range, including Oreo Egg 'n' Spoon and Daim Minis.



## Weetabix van prize

Retailers could win a Ford Transit van in a new competition by buying three cases of Weetabix then texting their details to a hotline.



## Natural expansion

Pladis' Go Ahead Goodness Bar range expands this month with a new coconut flavour, made from 100% natural ingredients with no added sugar.



## Hop to it, Freddo...

Mondelez is expanding its Cadbury Freddo brand into the biscuit category with Cadbury Freddo Face Cakes and Cadbury Freddo Biscuit.



## Galaxy adds latte drink

Mars has added a chocolate latte drink to its Galaxy range. The product is available in a 280g tub with a £3 RRP.



## Goalie gifts galore

Mondelez is launching a new on-pack promotion with Cadbury Fingers - Finders Keepers - offering a range of goalkeeper-themed prizes.



## Healthy Snack-a-Jacks

PepsiCo is anticipating continued growth in sales of its new Snack-a-Jacks Minis. The smaller 14g format is designed to attract impulse buys.



## San Benedetto for indies

AG Barr is to make premium soft drink San Benedetto available to indies. The 330ml drink will be available from February with an 85p RRP.





# INTRODUCING Joe the Mug

Consumer Promotion



**£3.5m+ Media Campaign in February & March**  
**Will be seen by over 40 million people**

For Illustrative Purposes Only.



**50,000 To Be Won\***  
**8 Designs Available**

Also Available in Price Marked Packs

**Have a break, have a KitKat®**

UK, IOM, CI & ROI. 18+. Closes 31.08.18. Internet access required. No purchase necessary in NI. T&C's apply. See promotional packs for details.\* © Reg. Trademark of Société des Produits Nestlé S.A.

# WHAT'S NEW



## Tea Huggers

This Great Taste award-winning tea features ginseng, ginkgo and yerba mate from South America, a stimulant with a state similar to green tea.

**RRP** £4.50

**Contact** hello@teahuggers.co.uk



## Helt Honey

Anglo-Danish honey brand Helt Honey's latest offering comes with a hint of peppermint. The brand produces its artisan honey in small batches.

**RRP** £8.99

**Contact** hello@helthoney.com



## Cuppanut

Cuppanut's biodegradable tea bags are filled with real coconut. Three different flavours are available: coconut, coconut and cranberry, and coconut ginger and turmeric.

**RRP** £4.50

**Contact** info@cuppanut.com



## Poetic License Distillery

Poetic License makes speciality gins at its Sunderland distillery. The Old Tom gin features rose petals and hibiscus, and has a long, sweet finish.

**RRP** £34.95

**Contact** chinchin@poeticlicensedistillery.co.uk



## Rubies in the Rubble

Rubies in the Rubble makes condiments from misshapen fruit and vegetables which would otherwise be thrown away. Its caramelised pink onion relish is recommended for burgers.

**RRP** £3.50

**Contact** jenny@rubiesintherubble.com



## Hooper's

Hooper's makes its sparkling alcoholic drink by fermenting dandelions and burdock thistle roots. It has no artificial colours and is best served over ice.

**RRP** £2.89

**Contact** info@globalbrands.co.uk



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



## Jimini

Jimini makes savoury snacks from edible insects. Its salt & vinegar floured crickets are farmed in Europe and cooked in France.

**RRP** £6.00

**Contact** coucou@jiminis.com



## Matt and Ben

Matt and Ben's Fudge Cookies have won various Great Taste Awards and come in several varieties, including Honey, Vanilla Chocolate and Salted Caramel alongside Cranberry, Port and Orange.

**RRP** £4

**Contact** sales-info@mattandbensfudge.co.uk

**Focus**

## Butter cookies

From gifting boxes to smaller snacking bags; butter cookies are available in various formats to suit a range of shopper occasions



### Elsa's Story

Elsa's Story uses traditional home baking techniques when making all the cookies in its range. Products include raspberry and strawberry filled butter cookies alongside cappuccino pecan butter.

**RRP** £4

**Contact** info@eskalfoods.com



### Honeyrose Bakery

Honeyrose Bakery only uses organic stonemilled oats sourced from Scottish farms for its cookies. Every biscuit is gluten-free, with dairy-free and vegan options also available.

**RRP** £3

**Contact** cakes@honeyrosebakery.com



### Belgian Boys

Belgian Boys specialises in indulgent American treats, with moustache-shaped cookies among its product range. The products are nut-free and suitable for vegetarians.

**RRP** £3

**Contact** info@belgianboys.com

### Siva Thievanayagan

Nisa Local, Fletton

Butter cookies normally do very well during the seasonal months because shoppers like to buy them as gifts. We do a lot of tinned products and those from McVitie's sell particularly well

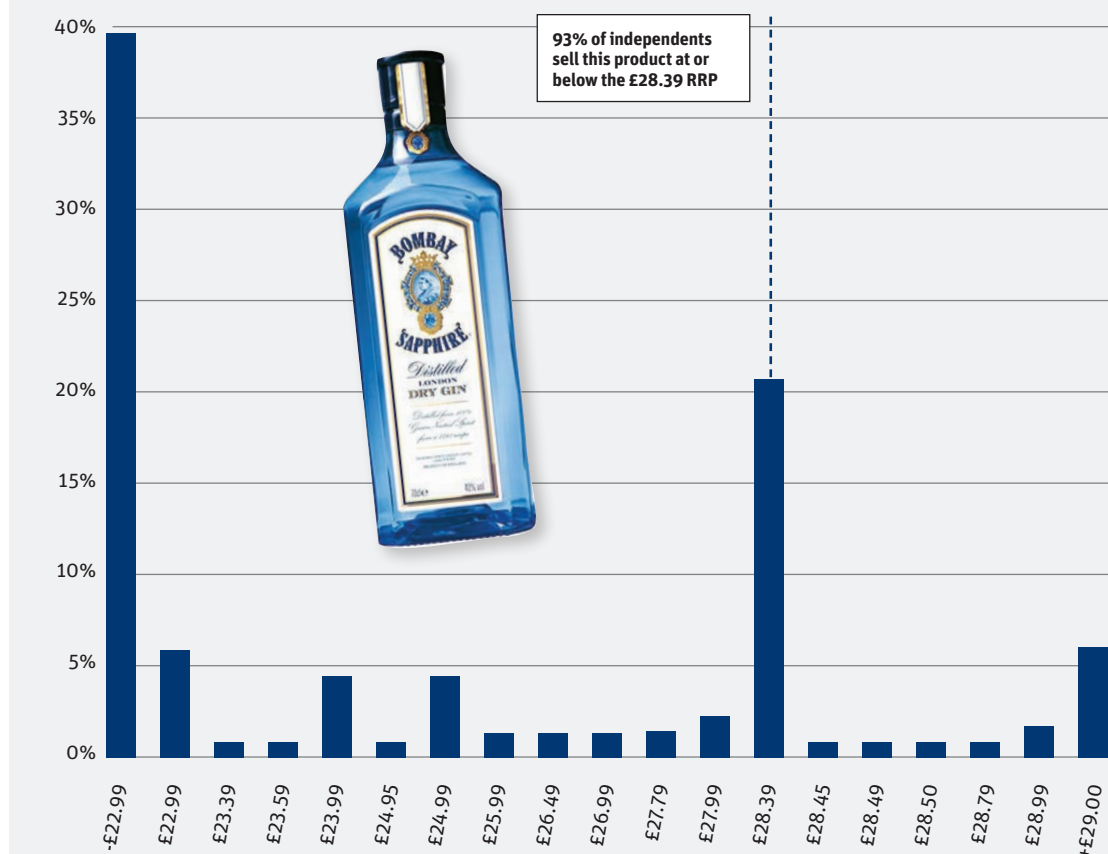


# PRICEWATCH

## Profit checker Premium spirits

## Price checker

**BOMBAY SAPPHIRE DRY GIN 70cl** Price distribution %



## Analysis

With the cheaper end of the spirits market priced aggressively by the supermarkets, many independent retailers are concentrating on the more premium end of the category, with big brands such as Bombay Sapphire

and Ciroc providing 15%-20% margins. Many are buying in bulk and selling over several months at reduced prices. This story is borne out in our Price Checker table, with retailers selling on average £5 below the RRP, although

many have said their location and demographic also influences the price-point. While our Profit Checker table shows around 20% of retailers selling at the RRP, 9.8% are selling significantly below it, at £19.99.

PRODUCT
Absolut Vodka Blue 70cl
Courvoisier 3 Star Cognac 70cl
Bombay Sapphire Dry Gin 70cl
Three Barrels VSOP Brandy 70cl
Martell VS Cognac 70cl
Ciroc Red Berry Vodka 70cl
Tanqueray London Dry Gin 70cl
Disaronno 70cl
Glenfiddich 12-year-old Malt Whisky 70cl
Ciroc Vodka 70cl
Grey Goose Vodka 70cl
Chivas Regal 12-year-old 70cl

## How we drive our profit

### Faisal Naseem

**STORE** Party Time  
**LOCATION** Arbroath  
**SIZE** 400sq ft  
**TYPE** estate

#### TOP TIP

Sell from several retail 'avenues' if your prices are good – for example through an app and online



**We market** ourselves as having spirits no one else stocks, so if I have Ciroc Vodka, example, I hold the full range of flavours. I buy in bulk on promotion and use a cash and carry, Elbrook, across the border in England. I sell in a variety of ways – in store, online and through an app, so the transportation costs reduce as I'm buying around six pallets. It means I can sell bottles on promotion longer. It is a risk because I'm tying up money in stock, but I know I can shift them at a good price. On premium spirits I'm looking at between 15% and 20% margins.

### Bay Bashir

**STORE** Belle Vue Convenience Store  
**LOCATION** Middlesbrough  
**SIZE** 1,000sq ft  
**TYPE** urban

#### TOP TIP

Supermarkets tend to discount regular spirits rather than premium, so buy in bulk and price keenly



**We definitely** noticed increased demand for premium spirits this year. I buy from Blakemore and always buy on promotion where I can – there are some good offers around. I'm looking for around a 20% margin, but I don't want to be too greedy. If it's reduced and I buy in bulk I keep 10% for myself and pass a 10% reduction on to my customers. I want to drive sales and profit where I can and I see Christmas as a time when I can bring in new customers as well as satisfy old ones. I'm promoting heavily on social media, too.



**Helena Drakakis**

RNreporter@newtrade.co.uk

020 7689 3357

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 LARGE SHOP IN GATESHEAD RESIDENTIAL SUBURB	RETAILER 2 OFF-LICENCE & POST OFFICE IN SOUTH WEST LONDON	RETAILER 3 HIGH STREET STORE ON OUTSKIRTS OF SOUTHAMPTON	RETAILER 4 HIGH STREET OFF-LICENCE AND SHOP IN SUSSEX TOWN	RETAILER 5 SMALL OFF-LICENCE IN NOTTINGHAM SUBURB	RETAILER 6 C-STORE IN RESIDENTIAL SUBURB OF BEDFORD
£18.62	£20.25	£16.99	£16.99	£16.99	£16.15	£17.50	£19.99
£23.72	£25.29	–	£24.99	£19.99	£24.50	£22.32	£23.99
£23.83	£28.39	£23.39	–	–	£21.50	£19.99	£26.99
£19.21	£20.25	£19.99	–	£13.99	£20.00	£17.95	£19.99
£23.07	£26.59	£22.99	–	£20.99	£23.50	–	–
£31.17	£31.49	–	–	£34.99	–	£29.99	–
£23.44	£25.49	£22.49	£21.99	–	–	–	£23.99
£21.32	£23.69	–	£19.99	–	£23.00	£18.99	–
£33.95	£37.49	–	£33.99	£29.99	£32.50	–	–
£30.98	£31.49	£29.99	–	£31.49	£38.00	–	–
£38.22	£41.99	£38.49	–	–	£36.75	£39.99	£29.99
£26.61	£35.99	–	–	£23.99	–	£28.99	£24.99

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Chris Herring

Londis Shipway Post Office, Torquay



Red Rock Brewery  
Red Ale Four Bottles  
and a glass, £6



#### Where did you discover it?

A very tall gentleman came in to one of my stores in Malden – he was 7ft 6in, the UK's second-tallest man – and suggested we try stocking it. I'd read about Dave Hiscutt's success with real ales in RN, but I didn't want to flap around selling single bottles, so a pack of four beers seemed a great solution. We worked out a deal between us there and then, which gives us a 25% margin on each pack. They're flying out of the shop – so far, we've sold 200 in two weeks.

#### Who buys them?

Everybody is buying it, male and female, young and old. Some people are buying it on a daily basis for personal consumption. A lot of other people are buying it as a Christmas gift. It's really popular.

#### Why is it so successful?

It's nicely packaged and makes a great Christmas gift. It's something a little different to the mainstream lagers, and much more interesting than just giving Stella or John Smiths. I think people like the local feel of it too – a lot more people are interested in trying local craft ale these days.

## Harj Dhasee

**STORE** Village Stores  
**LOCATION** Mickleton, Gloucestershire  
**SIZE** 1,800sq  
**TYPE** village

#### TOP TIP

Do something different to the supermarkets and market it through great displays and on social media



**I have** a rural store and my customers are not as price-conscious as others so premium products, including spirits, sell very well. I'm driving sales with my displays rather than prices this year so my displays are very bold and largely focused on gins at the till. The bottom has dropped out of the £15 standard spirits market for independents like me because we can't compete with the supermarkets or the discounters, and I don't see the symbols really pushing those deals either. To combat this, I've tried to create a USP. I'm looking for 20% margins on bottles selling around the £35 mark.

## Vip Measuria

**STORE** One Stop, The Prior Way  
**LOCATION** Derby  
**SIZE** 700sq ft  
**TYPE** estate

#### TOP TIP

Display well and concentrate on gift boxes of premium spirits at Christmas



**I run** a range of promotions at this time of year, all of which come through One Stop. This means I'm selling below RRP on most bottles of spirits, but at Christmas one of the things that sells brilliantly in my stores is gift sets, particularly for brands such as Disaronno and Glenfiddich. Even products such as Babycham sell well when they're in a gift set. I have them displayed on a portable stand and I also promote them through the One Stop website. If I can get a 15% margin on bottles of spirits, I'm pleased with that.



# YOUR VIEWS

## ■ Total lack of supplements is the final straw from Smiths News

I would like to start by thanking the staff of RN for producing a quality trade magazine which allows me to keep up to date with all the current affairs in the industry.

I'm writing to you in regards to the poor Sunday newspaper delivery service I have been receiving from Smiths News for more than a decade.

We have an arrangement with Smiths News whereby we receive our Sunday newspapers on a Monday as we are closed on Sundays but still have a huge demand for the titles to be delivered to people's offices on Monday morning.

Since I took over the store in 2005, Smiths News has consistently neglected my standing order and paid no respect to the demand of Sunday newspapers with their various supplements. We always have missing supplements or missing newspapers.

I am willing to accept the occasional error, but I'm not willing to put up

with more than a decade of negligence from a company that I give more than £80,000 worth of business to per year.

The straw that broke the camel's back was on the weekend of 23 and 24 December when I received no supplements at all.

I am writing this the following Wednesday and we have still had no supplements, nor a clear answer whether we are going to receive them or not.

I have taken it upon myself to find a new supplier for my Sunday newspapers and will go ahead and cancel this non-service from Smith News.

Jai Patel  
Regent News  
London

### A Smiths News spokeswoman said:

"We have contacted Mr Patel to extend our sincere apologies for the issues he experienced on 23 December and to resolve this issue. We are working in conjunction with him to ensure that copies are delivered in a timely manner and to suit his trading hours. Our operations manager has also committed to contact the store again. Smiths News works very hard to distribute millions of daily newspapers every day. With

210,000 deliveries a week and more than 40 million newspapers, sometimes we get it wrong or there are circumstances outside of our control. In those instances, there's a process for the stores to follow to let us know so that we can rectify the error on the day. Unfortunately, on this date we were not able to respond as quickly as usual. We apologise for any inconvenience caused. We value Mr Patel's custom and hope he will remain a customer of ours so he can continue to supply Sunday papers to offices on Mondays."

## ■ 'Management team will work to ensure the service levels are met...'

In regard to the letter 'My Christmas wish is for the demise of Smiths', RN 22 December, a Smiths News spokeswoman said:

"Smiths News' regional director rang and spoke personally to Mr Patel and assured him of our focus and action. We continue to work hard to deliver the levels of service our customers expect and our local management team are working together to ensure that we deliver the service levels promised."

## AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



By Jove folks, that day off shot past a bit quickly didn't it?

Anyway, that's it all done and dusted for another 12 months, but it's been very nice that the papers are getting here really early, it makes things a lot easier.

My customers are a lovely lot and very appreciative of personal service. I have had so many bottles of wine, boxes of chocolates, tins of biscuits, numerous items of clothing and smelly stuff, plants and flowers.

I could go on forever, but what did stand out were the comments in the cards I received about the postman not arriving for three days in succession – because the powers that be would not let them take the post out in those conditions – but that I never missed a day. For that they are forever grateful.

At the moment I am working with a rather painful thumb on my left hand. It is making it a tad sore every time I need to apply the handbrake on my van when I get to a house, and considering how many houses I stop at, that's not much joy.

My injury happened as I was covering up my windscreen so I wouldn't have to defrost it first thing in the morning. A gust of wind blew the door shut and unfortunately my thumb was caught between the door and the door frame.

If any of my neighbours had seen what was going on they would have thought I had gone crackers because for a split second or two I thought I had broken it, but it is simply very badly bruised. I will certainly watch where I put my hands in future.

## YOUR SAY Where do you get inspiration for new ideas for your store from?

### Alpesh Shingadia

Shingadia's Londis Southwater & Post Office, Southwater  
Anywhere and everywhere – from the press and other retailers. I look outside the convenience sector for ideas too, because then you can cherrypick ideas that would work well for you. Talking to other retailers really helps. I go to people who are not in my symbol group to see if they've done something better or they if know the pitfalls. Everyone is open and friendly. There are no barriers to advice at all.

### Baz Jethwa

Spar Rocket Stores, Bolton  
I look at other stores and try to cherrypick what I see might work for me. Sometimes ideas just come from what I've observed in-store. We get advice from our wholesaler, but I think the most important source is our customers. We have conversations with them about what they like, or what they'd like more of, on a day-to-day basis, and we do listen and try to put ideas into action.

### Shelley Goel

One Stop Gospel Lane & Post Office, Solihull  
I picked up a few nuggets from Newtrade's Local Shop Summit, for example there were a few people there who were selling milk at a lower price than me. I've now gone back to my supplier and done a deal there. I also always look around at the competition and see what they are doing that I could

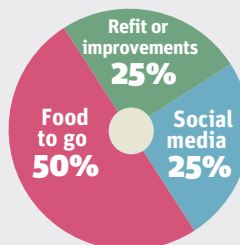
adapt for my store. I look at publications too, and of course always listen to my customers.

**100 YEARS AGO**

5 January 1918

An opinion piece announced newsagents are anticipating the coming year "with feelings of wonder as to what lies in store for us. With increasing prices and short supplies, the outlook is not the most promising."

## RN READER POLL



What will prompt best growth in your store next year?

### NEXT WEEK'S QUESTION

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

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



# ADVICE CENTRE



## The best way to organise your stockroom

Behind every well-stocked, smoothly running shop floor is an equally carefully thought out stockroom, says **Anish Panchmatia**

**T**aking the time to plan and organise your stockroom cuts down on staff time spent hunting for products, helps lower wastage, and means promptly restocked shelves on the shop floor. In short, many retailers think getting the backroom organised can mean happy customers and a healthier balance sheet.

Anish Panchmatia's 3,000sq ft Sparro store in Wylde Green, Sutton Coldfield, has a 5,000sq ft warehouse. He explains how his business' stockroom system of labelling, compartmentalising and careful segregation of products has helped his staff and customers find what they want quickly and easily. ●

1

### Compartmentalise

Our store is split over two levels – the shop floor on the ground level, the stockroom and other staff facilities on the first floor. We're open 24/7, so staying on top of our stockroom organisation is essential. One way we do this is through compartmentalising products, especially loose items or items, such as chocolate, which can't be kept in boxes.

2

### Run stock rooms like a cash and carry

Everything comes up and down between the shop floor and the stockroom via a conveyor belt. We treat the stockroom like a cash and carry. All products are stacked on shelving and we're careful not to keep anything too high and on pallets. Bulky items without dates are kept together, so you're only ever date checking in specific areas.

3

### Know what you have in stock

You have to know what you've got. I have staff who are responsible for ordering, but I walk the warehouse twice a day every day. I always check the invoices before delivery, so we know what to expect. From that we can plan what's staying upstairs and what needs to get down to the shop floor.

4

### Keep seasonal products close to hand

Seasonal products are kept near to hand in the stockroom – they're placed at the entrance as you walk in. At the moment, that means the first Easter eggs and Valentine's Day chocolate. Separating seasonal goods helps by making these products quick and easy to access at busy times of the year when there's high demand, and they don't get lost among the rest of the stockroom contents.

5

### Label for speed and ease

Everything has its place in the stockroom, so products don't get lost and staff know exactly where to find things. Every shelf has product labels with what goes where, as if it was on the shop floor. Stacking the shelves properly is key, too. When things come in we date check and stack them properly, even items we are constantly selling through and reordering – say, cases of Coke.

If you've had a great idea for your business or would like some advice from other retailers to get started contact Chris Rolfe at [chris.rolfe@newtrade.co.uk](mailto:chris.rolfe@newtrade.co.uk)



# RN INTERVIEW

**Recruitment, national distribution and driving awareness of an offer that can put stores of any size on a par with Marks & Spencer and Waitrose – Budgens brand director Mike Baker has ambitious expansion plans for his fascia in 2018, and met Chris Rolfe to unveil them**

## Mike Baker

**M**ike Baker doesn't want to talk about Tesco. While other symbol group managers spent 2017 debating and preparing for a merger that is set to create unprecedented competition and change among mid-tier fascias, his attention was elsewhere.

His goal for the past three years, he tells RN, has been to create an improved Budgens offer that will attract new retailers and increase in-store sales.

Away from the furore in the main symbol arena, he has designed a package to allow the group's members to trade at the top end of the convenience market, with store offerings comparable to Waitrose and Marks & Spencer.

Early research for the revamp of the premium fascia – commissioned by Booker chief executive Charles Wilson in 2015 – revealed retailers were dissatisfied with the existing Budgens model, and wanted more freedom to run their businesses, bring in local products and generate more profit.

"Knowing this, I wanted to evaluate and fix the model, stabilise our existing customer base and make retailers more profit, because costs were only going one way," says Mr Baker.

"We needed a more attractive offer – better pricing, better quality, unlocking as much as we could from the Booker group in the knowledge that if my existing customers were happier, I had a platform from which to grow the business."

He describes 2016 as "a transitional year" during which Budgens' offer was updated, and store owners RN has spoken to in the past six months have testified to the benefits of the improvements.

One early change was the relaxa-

tion of contracts which required retailers to source 95% of their stock from Budgens. With the option to reduce this to 75%, north London retailer Paul Gardner is one store owner who has taken advantage of the change, by introducing sushi, Italian and Cook concessions, along with a butchery counter, to complement his mainstream range.

But while retailers have greater freedom to choose where to source their stock, Budgens' own product range has been modernised and expanded to better serve group members – a change made possible in part by Booker's acquisition of Lonsdale and Budgens in 2015.

"Booker's produce purchase was 10 times Budgens', so now I'm able to go to a different supply base, buy more volume, better quality products, improve shelf life and wastage and pass on better wholesale prices to retailers," says Mr Baker.

Fresh produce is a great example, he says. It typically forms 45% of a Budgens store's range and is therefore where the biggest chunk of that cost saving came from.

"I was able to reduce the wholesale price of a medium chicken by £1, for example, so the price has gone down, the margin has gone up and the product is better quality," he says.

Ranges are continually refreshed to track current trends too, he adds. It's a change noted by Berkshire retailer Jonathan Fraser, who told RN when interviewed in November he has sourced Swedish yogurt, craft ales, gluten-free and protein products, and premium and craft gins from Budgens in the past year.

Another of Mr Baker's priorities with range expansion has been delivering a wider selection of ingredients for meals for stores.

A decision to upgrade Budgens'





Interview by **Chris Rolfe**  
 email [chris.rolfe@newtrade.co.uk](mailto:chris.rolfe@newtrade.co.uk)  
 tel 020 7689 3362



**Budgens is not just about the 3,000sq ft model – it's for everyone who has the right chilled space and store standards**

sandwich supplier to Urban Eat and include them in a '£4 or less' meal deal has paid off in many stores, with Jonathan Fraser reporting a 20% uplift in sales.

Mr Baker sees evening meals as a huge profit opportunity too, and here Booker's own range development has been hugely beneficial. One of the most significant additions last year was its the Discover the Choice ready meals range. With its selection of popular pizzas and ready meals and a two-for-£5 price mechanic, it has already attracted strong sales for retailers.

"A long-term multibuy like this means retailers can buy two or 20 cases and the deal is still relevant. It gives customers confidence too," says Mr Baker.

"We've also taken the number of products we promote down from up to 700 every three weeks to 170 every four weeks. As a result, you can focus promotions and the products get more attention, so the deals work better."

This, combined with the aforementioned access to locally-sourced fresh produce and food to go concessions, has allowed Budgens retailers to tap into a growth area.

"It was desperately needed and has gone down fantastically," says Mr Baker. "It is a great proposition for consumers that is pulling though higher volumes, because people are now coming to Budgens to buy their meals for tonight, whether that's a mid-tier brand like Discover the Choice, or more premium options such as Cook.

"We talk about chilled and fresh being important, but really, it's

meals that matter – for tonight, lunch, top-ups. The biggest trend that will influence convenience retailing over the next five years is food to go."

With these changes now established, Mr Baker believes Budgens is ready to focus on expansion this year.

Budgens will concentrate on three additional opportunities to achieve this, he says: "demystifying" the Budgens offer, attracting more retailers – including small stores – and expanding distribution.

That smaller-format stores are fertile ground for growth has been demonstrated by Budgens' two-year partnership with Shell to develop forecourt stores with a strong convenience offer.

"Through working with Shell, we've made Budgens work in a 1,000sq ft box. We've shown you can get a credible meal for tonight solution into a 1,000sq ft forecourt or independent," he says.

"We want to demystify Budgens for people because it's not just about the 3,000sq ft model – it's for everyone who has the right chilled space and store standards. There are a lot of these stores where the Budgens model would work and there is consumer demand for meals for tonight. Thanks to our work over the past two years, we now have a solution to help them."

Mr Baker also plans to expand Budgens' distribution network this year, moving from using one distribution centre in Wellingborough to putting the Budgens range in regional Booker depots in new areas such as the north west, north east and Scotland.

While 2018 will doubtless produce more headline Tesco-Booker merger developments, Mr Baker is confident a strengthened offer that allows Budgens retailers to operate in a different, premium sector of the convenience market will set his stores apart and keep him on track to achieve his expansion goals.

"Whatever happens, I'm confident we've got a great proposition that will help independent retailers and national accounts grow their businesses and evolve their offer to better suit consumer needs," he says.

"We are opening an average three Budgens stores a week. Budgens retailers are telling other store owners we can do a better job, and the phone outside my office is ringing more and more. There is a huge opportunity for Budgens this year. 2018 will be about growth." ●



# 2018 RESOLUTIONS



**Jacqui Dales**  
London Road  
Bakery, Boston,  
Lincolnshire

## MY RESOLUTION

### Become a lunchtime food-to-go destination

We have planning permission to remove a staircase and build into our stockroom. We want to increase our hot food counter so we can offer hot filled rolls at lunchtime and make more of our coffee, which we can't currently have on the shop floor due to space restrictions.



## MY RESOLUTION

### Grow my sandwich and bakery trade

When we moved our food-to-go we placed the coffee and pastry section in the centre of the shop and saw a 50% uplift in coffee sales. I'd like to move my sandwiches closer to this and increase my bakery offering.



**Sue Nithyanandan**  
Costcutter Epsom,  
Epsom, Surrey



## MY RESOLUTION

### Build bean-to-cup coffee sales

I've opened a new store and the focus is on food-to-go and bean-to-cup coffee. It has a lot more passing trade and more workmen, so while my other shop is busier in the evenings, this one will be busier in the afternoon.



**Robert Kirkwood**  
The Corner Shop,  
Fife



**Jack Matthews**  
Bradley's Supermarket,  
Quorn, Leicestershire

## MY RESOLUTION

### Offer chef-quality meals-to-go

We followed a lot of food-to-go trends when we joined Nisa but things have moved on and become more technical. Customers don't just want sausage rolls or sandwiches, they want something of chef's quality in a local convenience store. If you do a great stir-fry for £5, people will pay for that quality.



**Anish Panchmatia**  
Spar Wylde Green,  
Sutton Coldfield,  
West Midlands

## MY RESOLUTION

### Install a deli and café area

I want to develop my food-to-go with a full-on deli counter that sells fresh sandwiches, burgers, evening meals and street food and to install a seating area. I'd like to crack the evening meal food-to-go market too, perhaps by bringing cooks in and offering a 60-40 split on takings.



**Eddie Poole**  
Poole's Supervalu  
Dromore, Dromore,  
County Down

## MY RESOLUTION

### Make our own Italian ice cream

Next year, my focus will be on ice cream. My son will go on a course in Italy and we'll make it from scratch. We'll serve it in tubs in the freezer and over the counter in cones and tubs.



Meals for tonight, bean-to-cup coffee, deliveries or specialist magazines – retailers have big plans to improve their offerings in 2018. **Helena Drakakis** asked some of this year's IAA finalists what's in store for their businesses in the year ahead

# New year, new plans







#### MY RESOLUTION

### Expand my meal-for-tonsight options

I will concentrate on fresh and food to go. I'm increasing sales every day in this category – I used to sell 150 sandwiches a day, now I sell 300. I do a range for breakfast too and I want to build a kitchen and start offering evening meal solutions.



**Siva Thievanayagan**  
Nisa Local Fletton,  
Peterborough,  
Cambridgeshire

#### MY RESOLUTION

### Focus on fresh, chilled and frozen

Our main focus will be fresh, chilled and frozen. We're bringing in upright freezers so we can offer more choice and variety. We'll be selling treats and everyday meals, both own-brand and branded. It's what our customers have been asking for.



**Asif Akhtar**  
Premier Smeaton Stores,  
Kirkcaldy, Fife

#### MY RESOLUTION

### Build our premium wines, beers and spirits trade

We will create a whole area for our beers, spirits and wines and plan to offer a premium range. We already stock 70% craft beers compared to ordinary beers and are sourcing a whole range of French wines, which are very popular here.



**Alpesh and Bimal Patel**  
Ferme Park London,  
London



#### MY RESOLUTION

### Build a wine tasting cellar

We want to build a wine-tasting cellar – a dedicated area for our wines, which means we can hold tastings without interrupting the flow of steady traffic upstairs.



**Josie Chamberlin**  
J Roberts, Hitchin,  
Hertfordshire



#### MY RESOLUTION

### Focus on healthy options

We'll install a nut dispenser, more high-quality ready meals, different health and organic products and move into e-cigarettes in a big way. All our decisions are based around customer feedback.



**Jay Patel**  
Jay's Budgens,  
London

#### MY RESOLUTION

### Expand my grocery delivery service

We'd like to increase our delivery service. We do around 40 deliveries a week through people coming into store or people ringing up. We even do deliveries to the beach if someone wants beer or snacks.



**Vince Malone**  
Tenby Stores,  
Tenby, Pembrokeshire



#### MY RESOLUTION

### Improve security

We've installed an in-store camera for the first time and are going to put signage at the front to let people know we have CCTV. We're also going to put wire meshing on a side door which the staff like open, so they've got more time to press a panic button should something ever happen.



**Christine Hope**  
Hopes of Longtown,  
Herefordshire

#### MY RESOLUTION

### Increase footfall

We'd like to get more people in our village using us so we've created a questionnaire which we are gathering responses to. We want to know the feedback from the local community on what we are doing right or wrong.



**Julie Atkinson**  
Hollins Green  
Community Shop,  
Warrington, Cheshire



#### MY RESOLUTION

### Launch a magazines loyalty scheme

We're the only place that does specialist titles and we also order magazines for customers. I've been wanting to promote the section more, but also I'd like to set up a loyalty scheme if people are buying regularly from us. ●



**Meryl Williams**  
Pike's Newsagents,  
Porthmadog, Gwynedd



# HEALTHIER LIVING

Is 2018 to be the year when healthier products transform the sales mix of Britain's convenience stores? **Helena Drakakis** looks at seven ways the industry is ensuring it is

## The feel good factor

**T**he desire to eat more healthily has moved up the public health agenda. According to the NHS, obesity levels in the UK have more than trebled in the past 30 years and, on current estimates, more than half the population could be obese by 2050. In response, and in the face of upcoming legislation like the sugar levy, healthier eating trends are on the rise, largely driven by millennials. Suppliers have responded with a raft of "better for you" products. RN looks at seven ways suppliers are embracing the healthier living trend and talks to one retailer about how they are showcasing these in store.



**Shoppers are looking for nutritious products**



Customers are hunting out foods that will make them feel good about themselves

### Healthier snacks

Confectionery used to sit on every impulse-buy stand, but increasingly it has been replaced by nuts and healthier snacks. KP Snacks, for example, introduced Energy Mix nuts in two variants, Fruit & Nut and Orange Nut Fudge, last year to tap into the trend for healthier on-the-go living. According to KP trading controller convenience, Matt Collins, healthier snacks are now the fastest-growing bagged snacks segment at 9.1%.



### Healthier and sugar-free drinks

With the sugar levy due to come into effect in April 2018, many manufacturers have been reformulating. New to the market is Lucozade Ribena Suntory's redesigned Pineapple & Passionfruit cartons that contain only 15 calories per serving. Scottish drinks manufacturer AG Barr is also recommending retailers offer choice with low and zero sugar variants sitting alongside regular drinks. The company's flagship brand Irn Bru is now available with no sugar and its Rockstar range has been added to with zero added sugar products.

**The sugar tax and changing consumer demand has led to a raft of reformulations**







## Water and 'water plus'

The so-called 'water plus' category has been steadily growing market share. According to Claire Higgins, Lucozade Sport senior marketing manager water, accounts for 14% of total value sales in the UK soft drinks market. The company recently launched FitWater, supported by a £3m media spend. "We know that sales of water have climbed 7.6% in grocery, yet within the independents and symbols channel this figure is only 5.8%. This gap represents a crucial missed opportunity for retailers to grow their sales," she says. Another trend emerging is for alkaline waters.

ACTIPH Water was the first alkaline ionised bottled water to launch in the UK in October. ACTIPH says its tailored three-stage process of purifying spring water, adding electrolytes and supercharging by ionization is unique.



## Protein and vitamin power

Cereal bars, energy balls and protein-enhanced products have all hit the shelves over the past couple of years. Natural Balance Foods occupy the top spot among the single-pack cereal bars with its all-natural Nakd range, which is growing at 12% a year. The company is expanding its range with new high protein products such as Trek Protein Energy Bars and Protein Flapjacks. "There's been a much greater focus on the role protein plays in our diets, alongside more general interest in health and fitness trends," says Marina Love, marketing director of Natural Balance Foods. Big brands are also getting involved with Kellogg's launching a Special K-branded protein bar late last year.

## Free-from foods

Meat-free, gluten-free and diets, like paleo, have experienced an explosion in recent years. Brands such as Quorn are now firmly embedded in the market, with the meat-free category estimated at more than £312m. "In January alone, Quorn will drive sales of over £16m as shoppers are looking for nutritious products," says Julian Cooke, head of UK category management at Quorn. According to analysts Mintel, 13% now follow a gluten-free diet. Brands like Adelle Foods' Urban Eat range includes sandwiches certified by Coeliac UK, while Bannisters' Farm's range of frozen potato products includes several gluten-free options, with no added coatings or batter.



Major suppliers are adapting to consumer demand

## Healthier cereals

Cereals have been in decline, with research firm Mintel showing sales dropped 6% in 2016, a fact it attributes to health concerns and the rise of breakfast alternatives in the sector. In response, cereal giant Kellogg's announced last month it was cutting Ricicles from its range due to concerns over sugar. It also announced reductions in sugar of between 20% and 40% by mid-2018 in three top-selling children's cereals: Coco Pops, Rice Krispies and Rice Krispies Multi-Grain Shapes. The changes came weeks after the company revealed new sub-brand WK Kellogg under which a range of granolas has been launched. These include gluten-free, organic and sugar-free varieties. Meanwhile, Weetabix is promoting its low fat, sugar and salt content on-pack with all-green traffic lights on packs of Weetabix Original and Weetabix Protein.



## How I've made my store healthier

Jay Patel  
Jay's Budgens,  
Brockley, South London



When I refitted my Budgens store and reopened last month, one of my focuses was on increasing my range of healthier food. Many of my customers are young professionals and there's a lot of young families around my area too, so we do well with those kinds of products.

We extended our fresh fruit and vegetable aisle and also increased our range of gluten-free, vegetarian and healthy snacking products.

At the back of the store, I created an area dedicated to premium meal-for-tonight ranges. I've got a Cook freezer selling ready meals, but I also have a freezer dedicated to healthy alternatives, for example Goodlife vegetarian sausages and burgers and the full range of Quorn products.

I offer many free-from milks, for example Alpro Almond milk, Arla Lactofree and Delamere goat's milk.

In my dried and tinned goods, for every tin of beans I sell, I position it next to an organic premium alternative, like one from the Biona organic range. All these are then grouped together with pastas, including gluten-free pastas, to encourage cross-purchasing. I also have a full range of gluten-free crispbreads and crackers.

Opposite our dried goods, we have installed a nut dispenser so customers can measure their own amount of cashews, hazelnuts, almonds, as well as snacks like Wasabi peas and banana chips.



## Milk alternatives

Free-from milk is now part of the offer within convenience stores of all kinds, with soy-based brand Alpro leading the charge. The company, with sales near £130m in the UK, is now also highlighting its use of plant-based products on its packs, tapping into the growing number vegan of customers. However, many more products are available to suit all diets: Arla's Lactose free milk is being stocked by many independents and new brands like Oatly, a milk made from oats, are also increasing in popularity. ●



Many more products are available to suit all diets



# HOUSEHOLD & LAUNDRY

With the festivities of Christmas and New Year over and spring on the horizon, many households are preparing for a little annual cleaning. **Toby Hill** asks five retailers for their advice on taking advantage of this opportunity

## Sparkling sellers

### Kate Mills

Heath Stores,  
Horsmonden



Running a village store in an affluent part of Kent, Kate has scope to stock a wide range of speciality food and drink. But she also recognises it's vital to "fill the role of being a traditional convenience store, ensuring we have the right stock for both distress purchases and for those people who don't use supermarkets, like the elderly."

### Kate's tips

#### Vary your approach depending on the type of product

For some products, such as laundry detergents, people really want a brand they recognise and trust. But for others, such as kitchen roll, they care more about value, so make sure you have a decent own-brand offering.

#### Offer as wide a range as you can

If people come in looking for a specific, less-usual item – de-scaler, for example, or oven cleaner – they'll really appreciate it if you can produce it for them. Things in this category don't go out of date, so there's no harm in picking up one or two from the cash and carry.

#### Don't waste valuable shelf space

Shelf space is precious so don't feel you have to put every item out on display. For items like oven cleaner, I'll keep it behind the counter so it's there if people ask for it.

**My bestsellers**  
Fairy Liquid Original  
Happy Shopper Kitchen Towels



### My bestsellers

Fairy Liquid original  
Daz Liquitabs Regular 30

### Ferhan's tips

#### Don't over-range

For a couple of years I was stocking too many varieties of key house-

hold products, eventually noticing there were several lines I could cut down.

#### Use sales figures to de-clutter

I studied sales figures to decide which lines I could do without, cutting the lowest-selling and

consolidating down to the products that sold consistently.

#### Try something new

I'd been selling paint brushes and roller sets for a while, so I decided to give paint a try, for people who are not just cleaning but also re-decorating. They've sold surprisingly well – and give me a 100% mark-up too.

### Ferhan Ashiq

Levenhall Village Stores,  
Musselburgh



Ferhan runs one newsagent and one convenience store in East Lothian, Scotland. He has recently revamped his range of household goods, a category he acknowledges it can be easy to overlook. "It's worth putting some thought into your range, there's usually something that can be improved," he says.

### Natalie Lightfoot

Londis Solo Convenience  
Store, Glasgow



Glasgow retailer Natalie Lightfoot has a metre of household products and a few further displays dotted around her store. She is located by a business park so there are lots of shops and offices nearby which require constant cleaning, making household cleaning products surprisingly good money-spinners.

### Natalie's tips

#### Look out for deals on larger pack sizes

As long as the prices aren't too scarily high, people would prefer to buy big, better-value pack sizes in this category. If you can get a good deal in the cash and carry on bigger packs then buy in bulk and they're guaranteed to sell quickly.

#### Display around the store

If you've managed to get a good deal on larger packs, make sure they're visible around the store. They're big and bulky and so it's easy to build them up into a display.

#### Highlight prices

People are very price-conscious in this cat-

egory, and it's a struggle to get them to trust convenience stores. I'll therefore highlight prices on any product I've got on a good deal – for example, just now I have 5l Comfort Fabric Softener on at £4.49. It's currently my best-selling line in the category and still gives me margins of 30%.

**My bestsellers**  
Domestos bleach  
Comfort Fabric Conditioner 5l





## Ben Dyer

Waterloo News  
Waterlooville



Ben Dyer runs a small newsagent in the Hampshire town of Waterlooville, but he still finds it important to have a range of household products. "They're not massive sellers, but if people need something in particular then they'll appreciate it if you have it," he says.

**My  
bestsellers**  
Happy Shopper  
Bleach  
Fairy Liquid  
Original



### Ben's tips

#### Use pricemarking

This is a very price-driven category and one where people will usually do their shopping in bulk at the supermarket. Using pricemarking makes a big difference as it reassures them they can buy that particular household product from a smaller store without getting ripped off.

#### Focus on recognised brands

People want to know they can trust the products they use to clean their clothes and dishes, so make sure you have recognised brands across all categories to provide that reassurance.

#### Don't set prices too high

On products that don't have a pricemark, it can be tempting to push for extra margin. But I always say it's better to sell five lots at a pound than one at £2.50. That's especially true if it gets round that your shop is expensive, people will avoid it.

Trust and value are crucial in this category

## Daphne Eddington

The Village Shop,  
Braithwaite,  
Cumbria



Daphne's shop is in a small village near the Lake District and many of her customers are tourists walking in the nearby hills. "We have rows of holiday cottages nearby and so as well as locals we also cater to people staying there," she says.

**My  
bestsellers**  
Fairy Non-Bio  
Laundry Detergent  
Fairy Liquid  
Original



### Daphne's tips

#### Tailor your range to your customer base

People from the holiday cottages will often come in after something they'd forgotten to bring with them, so we provide a choice of smaller pack sizes of household goods and laundry detergents to meet their needs.

#### Try to provide some choice

We're a small village shop so we can't have a massive selection of products, but if you can offer two options for most product lines – such as Fairy Non-Bio and Surf in the laundry detergents – it makes people feel you've offered them a choice.

#### Listen to what people want

Pay attention if people ask for a particular thing and you don't have it – if a few people ask, try giving it a go in the store, and keep an eye on the sales figures. ●

“

People want to know they can trust the products they use



# THIS WEEK IN MAGAZINES



## Starman chronicles

# THE LIFE AND TIMES OF A TRUE MUSICAL LEGEND

**Few stars rise as high in the rock and pop music firmament as David Bowie and this new four-parter tells the story of his amazing life**

**LAUNCHING** on the anniversary of David Bowie's shock passing, this new magazine will console his fans with insight into his music and photography documenting his mercurial life. Released quarterly, the series will divide Bowie's life into four stages. This first edition covers his iconic 1960s-to-mid-1970s period, titled *From Mod to Stardust*. The next issue is titled *From Soulboy to Berliner* and runs from the mid-1970s to the 1980s. The third edition will cover Bowie's eighties experiences under the title *From Pop Star to Alt-Rocker*, while the final edition, on the 1990s and beyond, will be called *From Outsider to Blackstar*.



**THE BOWIE YEARS**  
On sale 10 January  
Frequency quarterly  
Price £9.99  
Distributor Anthem  
Publishing  
Display with Q, Uncut,  
Mojo

## Round up



**Jennifer Hardwick**

Magazines reporter

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@jenniferh\_RN

## BOWIE AND SOLO LEAD THE PACK

A brand new year has just begun, but will it be out with the old, in with the new for your magazine stand?

Early indications are that the short answer to this question might be no, with industry experts predicting further success with one shots and short-running specials sparked by special events this year, as well as more strong sales for children's titles, collectables and partworks. Indeed, this week Anthem announced another new title inspired by the life of one of 2016's most shocking losses, David Bowie. With such a well-loved and varied career to delve into there is still much scope for tribute to be paid, two years on from his death.

Anthem says its 2016 one shot, *Bowie: A Celebration*, drove £120,000 in RSV in the UK alone, while the combined RSV with other Bowie titles from Time Inc, Mirror Group and News UK totalled £400,000 in the year.

Speaking of familiar revenue drivers, hopefully you are benefiting from the return of the Star Wars franchise to cinemas at the moment. The latest instalment, *Star Wars: The Last Jedi*, became the second-highest grossing film of the year worldwide by the end of December (if you're interested, the highest-grossing was the live action version of *Beauty And The Beast*).

The Box Office popularity of the film combined with cooped-up children seeking entertainment for the Christmas holidays will hopefully have led to a boost in your sales of the associated collectables and magazines.

If so, I have some good news for you. It is not long until the next cinema outing for the franchise, as spin-off *Solo: A Star Wars Story* – you guessed it, it will tell the story of the early life of Han Solo – will hit screens in May. Cheers to the new year indeed.

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

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



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

# RN

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



## THE LEGEND OF BATMAN

Eaglemoss has partnered with DC Comics to produce a hardback graphic novel collection covering Batman's life from Zero Year to Year 100. This is a modern retelling of the Batman saga featuring stories and art by some of comics' greatest illustrators. The first issue is priced at £2.99, with issue 2 costing £6.99 and the regular cover price set at £9.99.

LAUNCH

On sale out now  
Frequency weekly  
Price £2.99/ £6.99/  
£9.99  
Distributor Eaglemoss  
Display with Display  
with Punisher, Deadpool,  
Buffy the Vampire Slayer



## BELLA

Bella's first issue of 2018 brings together celebrity gossip with a focus on starting the new year in a positive and healthy manner. It includes the magazine's usual insight into celebrity love lives alongside tips on a healthy 2018, from low-fat recipes to exercise regimes. Adding to its 'new year, new you' theme, it includes a free Slimming World membership.

SPECIAL

On sale out now  
Frequency weekly  
Price £1  
Distributor Frontline  
Display with Best, Chat,  
Closer



## BELLA DIET SPECIAL

The Bella Diet Special, the latest in H Bauer's True Life Special series, aims to help its readers achieve their ideal weight. It does so by bringing together inspirational celebrity stories with a free cookbook packed with low-fat recipe ideas, contained in a 14-page inset mini mag. Further inspiration is found in the mag's fashion pages.

SPECIAL

On sale out now  
Frequency monthly  
Price £1.99  
Distributor Frontline  
Display with Pick Me Up!,  
Reveal, Stylist



## STUFF

This gadget magazine kicks off the new year with a focus on health. As the country shakes off its collective hangover, Stuff aims to help us return to full fitness with its review of gadget trackers for running, cycling and swimming, comparing Fitbit with Apple Watch. This issue also reviews the 23 best shows on Netflix.

SPECIAL

On sale out now  
Frequency monthly  
Price £4.99  
Distributor Frontline  
Display with Men's Health,  
T3, What HiFi?



## HI-FI CHOICE

Hi-Fi Choice magazine has been at the forefront of audio equipment reviews and buying advice for 40 years. This yearbook issue is the essential guide to getting the best possible sound from your hi-fi, whether you're buying, tuning or tweaking - triggering a price increase of 50p to £5.25. The title takes a no-nonsense approach to reviewing the finest audio products available.

SPECIAL

PRICE CHANGE

On sale out now  
Frequency monthly  
Price £5.25  
Distributor Marketforce  
Display with Hi-Fi News,  
What Hi-Fi, Home Cinema  
Choice



## Bestsellers Leisure

Title	On sale date	In stock
1 Horse & Hound	11/01	<input type="checkbox"/>
2 Cage & Aviary Birds	10/01	<input type="checkbox"/>
3 Dog World	n/a	<input type="checkbox"/>
4 Classic Tractor	26/01	<input type="checkbox"/>
5 Tractor Machinery	19/01	<input type="checkbox"/>
6 Empire	25/01	<input type="checkbox"/>
7 Railway Modeller	11/01	<input type="checkbox"/>
8 Steam Railway	02/02	<input type="checkbox"/>
9 Rail	17/01	<input type="checkbox"/>
10 The Railway Magazine	07/02	<input type="checkbox"/>
11 Hornby	10/01	<input type="checkbox"/>
12 Flypast	01/02	<input type="checkbox"/>
13 Steam World	19/01	<input type="checkbox"/>
14 Amateur Photographer	20/01	<input type="checkbox"/>
15 Heritage Railway	12/01	<input type="checkbox"/>
16 Old Glory	19/01	<input type="checkbox"/>
17 Navy News	01/02	<input type="checkbox"/>
18 Our Dogs	12/01	<input type="checkbox"/>
19 Total Film	19/01	<input type="checkbox"/>
20 Model Rail	18/01	<input type="checkbox"/>

Data from independent stores supplied by

Smiths+News



Starter Pack:  
£2.99 RRP

Sticker  
Packet:  
60p RRP

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# THIS WEEK IN MAGAZINES

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## Partworks

Title	No	Pts	£
<b>Amercom UK</b>			
Ships of War	32	40	<b>11.99</b>
<b>DeAgostini</b>			
Build your own R2-D2	53	100	<b>8.99</b>
Enhancing your mind, body, spirit	53	120	<b>3.99</b>
My Animal Farm	48	60	<b>5.99</b>
Jazz at 33 and third RPM	52	70	<b>14.99</b>
Star Wars Helmet Coll'n	53	60	<b>9.99</b>
Zippo Collection	61	60	<b>19.99</b>
<b>Eagle Moss</b>			
DC Comics Graphic Novel	63	100	<b>9.99</b>
Disney Animal World	98	100	<b>5.99</b>
Game of Thrones	48	60	<b>8.99</b>
My Little Pony			
Colouring Adventures	44	80	<b>3.99</b>
Star Trek Ships	115	130	<b>10.99</b>


















Title	No	Pts	£
<b>Hachette</b>			
2000 AD			
The Ultimate Collection	10	80	<b>9.99</b>
Art of Cross Stitch	54	90	<b>2.99</b>
Art of Quilting	106	90	<b>3.99</b>
Art Therapy	146	120	<b>2.99</b>
Assassins Creed: the official collection	24	80	<b>9.99</b>
Dr Who Complete History	62	80	<b>9.99</b>
Draw The Marvel Way	53	100	<b>4.99</b>
Judge Dredd Mega Collection	78	80	<b>9.99</b>
Marvel's Mightiest Heroes	106	100	<b>9.99</b>
Transformers GN Collection	28	80	<b>9.99</b>
Warhammer	36	80	<b>9.99</b>
<b>RBA Collectables</b>			
Real Life Bugs & Insects	72	60	<b>0.99</b>
<b>Panini</b>			
F1 Collection	46	60	<b>9.99</b>

## Collectables

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

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

## Newspapers

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

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

Sunday newspapers			
Sun	£1.10	23.1p	21%
Sunday Mirror	£1.50	31.5p	21%
People	£1.50	31.5p	21%
Star Sunday	90p	19.89p	22.10%
Sunday Sport	£1	24.3p	24.3%
Mail on Sunday	£1.80	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 30-31 December

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,030g	240g	90g	4	45g
Sunday Times	665g	320g	5g	1	5g
Times	755g	120g	120g	4	45g
Mail on Sunday	625g	120g	210g	3	145g
Guardian	540g	195g	5g	1	5g
Daily Mail	695g	205g	175g	4	50g
Sunday Telegraph	430g	75g	0g	0	0g
Observer	495g	90g	45g	1	45g

## 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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