

RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 16.02.2018

Our babycare mystery shop

RN goes undercover to spy out the multiples' sales strategies

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My staff win when my profits rise

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Shaping the future
of independent retail
since 1889



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extensive galleries and news



WELCOME

This is another example of independent retailers' ingenuity in finding solutions



Editor

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What's going on at Waitrose? The nine-times winner of the 11-year-old Which? Best & Worst Supermarkets survey this week not only lost the top slot, but fell three places behind Aldi, Marks & Spencer and Lidl.

It scored lowest on 'value for money', and its decision to end its popular 'pick 10 items then save 20% on them' loyalty scheme for myWaitrose customers is unlikely to improve that rating.

The Which? survey may embarrass Waitrose but the challenge it faces is actually more profound. On the one hand, the ever-growing dominance of the discounters means consumers are used to better value for money. Simultaneously, RN features stores each week who offer a wider, tailored range of premium, trend-focused and local produce that Waitrose would struggle to match.

With its profitability faltering, the company – famous for being a “partnership” – now isn't able to offer its staff the wealth of benefits it has offered for most of its existence. An annual profit share scheme that soared to an astonishing 22% of a “partner's” total wage early in the millennium fell to a 60-year low of 6% last year.

But Waitrose isn't the first retailer to face such a problem.

In this week's Store Lookbook, Jacqui Dales discusses facing a similar situation: the arrival of the National Living Wage in 2016 put an end to her successful strategy of finding excellent staff and paying them above average for their work.

Jacqui's approach has been to invest £1,000 in business management qualifications for senior members of staff and offer bonuses of up to £500 a year to staff when they add to her bottom line.

With employee resignations down, increased turnover and 95% product availability, this is another example of independent retailers' ingenuity in finding solutions where larger companies continue to flounder.

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“We know we can do better and that's why we're investing”

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BREAKING NEWS

Norway deposit scheme to hit sales

A UK bottle deposit scheme based on a Norwegian model could negatively affect sales, a retailer has told RN.

The model, currently being considered by the UK government, sees consumers paying an extra 10p to 25p for bottles of water and fizzy drinks.

They can retrieve this when they recycle, but if the bottle still contains liquid, the customer loses the deposit and the money goes to the retailer who must empty the liquid out.

Jamie Howse, of Spar in Strathdon, used to run a similar scheme with glass bottles.

"The scheme didn't bring more customers in-store, and if this new system means I have to empty the liquid out and take on more tasks myself, I'd be against it," he said.

iTunes tax scam warning

HMRC is urging UK retailers to warn consumers about a phone scam conning people out of thousands of pounds.

The scammers impersonate HMRC staff and tell consumers they owe large amounts of tax.

The victims are told to go to a local shop, buy Apple's iTunes vouchers and read out the redemption codes to the scammers.

Angela MacDonald, HMRC's director general of customer service, said retail staff were the last line of defence against fraudsters.

"It's important staff are aware of this scam," she said.



Just Walk Out technology 'I wasn't expecting it to live up to the hype, but it's actually a lot more'

RN gets exclusive look at new Amazon Go in action

by Louise Banham

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Amazon is using groundbreaking technology to free up staff and focus on giving customers a great shopping experience in its first checkout-free convenience store, Amazon Go.

RN teamed up with PayPoint and two top UK convenience retailers for an exclusive study tour of Amazon Go in Seattle last week.

The store uses 'Just Walk Out' technology, which enables shoppers to scan themselves into the

shop using an app, pick up whatever they want to buy and leave without passing a checkout. They are then billed for their purchases through their Amazon account.

Despite removing checkouts, Amazon Go has not reduced its staff numbers. Instead, team members are now better placed to improve the shopping experience by being readily available to offer assistance and guidance to customers.

"It's a really slick concept and its use of technology is really interesting in

terms of how it's fuelling the customer experience," said Steve O'Neill, group marketing director at PayPoint.

Harris Aslam, owner of Eros Retail in Fife, described it as the "finest example of technology disrupting convenience".

"With the rate of change in convenience, the next big disruption will inevitably be from technology. The concept is truly amazing, though in many ways simple," he added.

Spar retailer Raj Aggarwal said: "I wasn't expecting it to live up to

the hype, but it's actually a lot more."

The 1,800sq ft concept store opened to the public on 22 January after more than a year of testing with Amazon employees.

It is fitted with hundreds of cameras and sensors that track customers' every move, allowing them to pick up and put back products and only be charged for the items they have taken.

● [Go to betterRetailing.com/amazon-go-store](http://Go.to/betterRetailing.com/amazon-go-store) for more images of the shop and read next week's RN to discover the lessons learned from it

Crunch time is coming for meal deals

Retailers must decide whether to keep their meal deals in place after April's sugar tax comes into force, following warnings the offers could cancel out any benefits of the levy.

University of Brighton public health academic Carol Williams said last week that sandwich-and-

a-drink deals could render the purpose of sugar tax "meaningless" because retailers would absorb the higher cost of sugary drinks in order to keep prices competitive.

Store owners told RN they want to keep their meal deal offers and guide customers to lower-sugar drinks in other ways.

Bay Bashir, of Lifestyle Express in Middlesbrough, said: "We'll absorb the cost of high-sugar drinks, but we'll also heavily promote zero-sugar bottles and merchandise them next to our other meal deal items to drive sales."

Vip Measuria, of One Stop Borrowwash, Derby, said: "It's up to head office

to direct this. We'll absorb the cost of the high-sugar drinks at first to keep our meal deals competitive."

Budgens is also considering its meal deal strategy. "We are in the process of working with our customers regarding the implementation of the new sugar tax," a spokesperson told RN.

Agreement sparks worries over flexibility 'I can get better prices elsewhere'

Co-op-only supply fears for Costcutter retailers

by Alex Yau

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Costcutter retailers are split over expectations they must stock their stores exclusively through the Co-op as part of the company's forthcoming supply agreement.

The deal, announced in November following Palmer & Harvey's collapse, comes into effect from April and means Costcutter retailers will have access to more than 2,000 Co-op own label products. The Costcutter Independent range, which is four times smaller, will

be replaced entirely.

Speaking at a press briefing in London, Costcutter chief executive Darcy Willson-Rymer said the company's expectations would nurture both Costcutter and Co-op brands: "Co-op is our main supply partner and stores won't be contracted to other groups."

He added that Costcutter expected retailers to buy their goods through its system. "We need to put all of our purchases together to get the best value and take advantage of the scale of both businesses," he said.

A Costcutter retailer, who asked not to be named, told RN in the run-up to the briefing the deal meant all stores would be unable to purchase goods from other wholesalers, however Mr Willson-Rymer would not confirm this.

Shabaz Ali, of Costcutter in Falkirk, expressed concern over Mr Willson-Rymer's expectations.

"I wouldn't go for that because I can get better prices and margins on certain products from Batleys and United Wholesale," he said.

"A case of Irn Bru from

Batleys has a 50p difference. I'd also like the safety net of other wholesalers should availability issues arise."

However, Mike Nicholls, of Costcutter in York, said the expectations would be a benefit.

"Standards will be raised across the group because there won't be an issue of having poor quality brands in the store.

"I welcome this increased discipline because customers can expect the same quality regardless of whichever Costcutter store they visit," he said.

● News analysis – p32

Bargain Booze to supply Central

Bargain Booze owner Conviviality is to fully supply 127 Central Convenience stores across the South and South West by the end of February.

The stores were purchased by Conviviality in December after Central Convenience's previous owner WS Retail Limited went into administration. Each store will be converted into the Bargain Booze Select Convenience fascia over the next 18 months. They will go from being company owned to fully-franchised shops.

Conviviality chief executive Diana Hunter said: "Our franchisees have continued to recognise the strength of Conviviality and the opportunities a single supplier and distribution solution affords them."

Paul Walker, of Bargain Booze in Stockport, said: "The expansion will increase Bargain Booze's presence. This will strengthen our buying power."

'Rate rise won't hit food cost'

Rising interest rates do not guarantee a fall in food prices, a retailer has told RN.

The Bank of England's Monetary Policy Committee voted to maintain the Bank Rate at 0.5% this month to help meet the 2% inflation target. But it signalled further hikes in interest rates as early as May 2018, saying it could raise rates to overcome inflation.

Ralph Patel, of The Look In, in Surrey, said: "When interest went up in November 2017, pricemarks actually increased, whether this was a result of higher interest rates or not."

Stamp mark Votes for Women landmark

The Royal Mail has issued a special series of stamps commemorating the centenary of the Representation of the People Act which gave some women the vote in the UK. Called 'Votes for Women', the stamps feature original photographs of the campaign activities undertaken by the women who campaigned to win the vote in the early years of the twentieth century. Liz Law, a Royal Mail spokeswoman, said: "We are proud to mark the anniversary of an Act that has given women across the generations the opportunity to have their voices heard."



Dawn Butler, MP for Brent Central, displays Royal Mail's new stamp collection

Heavy discount Tesco thumbs down

Industry experts have cast doubts around the success of Tesco's rumoured plans to launch its own discount convenience chain.

According to reports in The Sunday Times, the new franchise will aim to compete with discounters Aldi and Lidl, and will offer around 3,000 lines.

The rumours follow the

announcement that Booker chief executive Charles Wilson will become Tesco chief in April, a month after the two firms' £3.7bn merger is expected to be completed.

GlobalData Retail senior analyst Molly Johnson-Jones questioned whether the plans would work in a saturated market.

"I don't think existing Booker retailers need to worry. Tesco wants more market share, but this isn't the answer," said Miss Johnson-Jones. "It already has Express and Metro alongside its supermarket brand. Shoppers will struggle to see any major difference, especially when the market is saturated

with established discounters and symbol groups offering similar products."

Retail expert David Sands added Tesco is at risk of "spreading itself too thin" and argued independent retailers with discount offerings already stand out through customer service.

Tesco declined to comment on the rumours.

STORE LOOKBOOK



Keeping my great team spirit

When the introduction of the National Living Wage in 2016 took away Jacqui Dales' reputation for paying her staff higher wages, she hit upon a new strategy to get the best from her staff and her business. **Alex Yau** reports

For a quarter of a century, Jacqui Dales has run the kind of forward-thinking, community-centric local shop that customers love.

Her Spar London Road in Boston, Lancashire, might be just 1,000sq ft in size but it provides a tight, well-presented range of fruit, vegetables and chilled produce and has operated an in-store bakery ever since she took over the store in 1993.

A food counter – meanwhile – has offered freshly-made sandwiches since before most food-to-go-loving millennials were even born.

“There’s a pub and a Greggs nearby, but a lot of their products are ordered in. We can charge a bit more of a premium because we offer the freshest products in the area and shoppers are encouraged to visit us instead because they know they can get lottery tickets, medicine and other groceries, too.”

For years, Jacqui’s strategy for running the store profitably was to get the right staff and pay them well – it lowered staff turnover and ensured her team were always motivated to go the extra mile.

This approach worked well until 2016 when her £7.20 per hour rate became the legal minimum as part of the National Living Wage. “It’s added £11,000 in staff costs as the National Living Wage has gone up anyway and my margins would have shrunk further if I had increased my

hourly wages above that rate,” she says.

Jacqui needed a plan and decided on a two-pronged approach.

One part of this was offering training. Her two most senior members of staff (she employs 26) were paid to take a business management NVQ at the nearby college at a cost of £500 each. Other members of staff, meanwhile, are encouraged and trained to take ownership of areas of the business.

“They’ve become their own experts in many ways. They have their own responsibilities and it really benefits the customers as well. Staff know more about the products and engage customers more as a result. Shoppers stay in the shop longer because it’s more enjoyable.”

And as the business benefits from this approach, Jacqui has been able to introduce the second part of her strategy: financial rewards. “Whether they’re a supervisor or shop assistant, everyone in my store has a target,” says Jacqui. “From making sure they create a relationship with 10 regular customers to meeting availability targets in each section, my staff feel like they can develop themselves more personally and prepare for a move into more senior roles at the store. They can earn a bonus of up to £500 by the end of the year if they hit their targets,” she says

These incentives have paid off. There has been a reduction in staff turnover in



Pricewatch is my favourite section of RN because it allows me to see what competitors are doing and make sure I'm not underpricing my products **JACQUI DALES**



STORE TOUR

- 1 Jacqui knows shoppers won't always want freshly prepared food to go and has added microwave snacks into her range to cater for all
- 2 Staff are shown how to use the iMenzies app so newspaper deliveries run smoothly
- 3 The deli and bakery contribute £1,000 a week to the store's overall sales
- 4 The shop closes at 10.30pm, but passers-by can smell cakes and pastries baking overnight

INFORMATION

Location
Spar London Road, 49 to 51 London Road, Boston, PE21 7RF

Basket spend
£5.40

Size
1,000sq ft

Weekly turnover
Up 7% year-on-year



4

3

STORE LOOKBOOK



5



6

the last year, with no employee leaving the business, while availability levels across the shop are at 95%.

All this has led to weekly turnover increase of 7% year on year, crisps and snack sales growth of 30% and even tobacco sales are up by 2%.

For the first time in many years, however, her approach has also allowed Jacqui to take a step back from the everyday needs of the business. She has been left with time to coach staff on products, profit and margin, and customer service, for example. Jacqui, meanwhile, also now has the confidence that with work she can improve and grow her popular bakery offer. As of today, it already contributes a fifth of the overall store takings.

Could it even be that the National Living Wage has been a blessing in disguise?

"Before I'd spend most of the day ordering stock, managing the deliveries and making sure the standards were up to scratch on each area. Giving my staff more responsibility has given me the opportunity to look at the store from an overall perspective," Jacqui says. "My mind is much clearer now."

STORE TOUR

5 Employees are taught about wastage to help prevent margins shrinking in the fresh aisle

6 Staff receive training through a combination of weekly sessions with Jacqui and visits from Spar

7 All of the fresh sandwiches in Jacqui's shop are prepared at 4am every day in an onsite kitchen and bakery



7



Want to see more of Jacqui's store? Go to betterretailing.com/spar-london-road



Help your shoppers find their *Crush* this Valentines

STOCK UP NOW ON THE **FASTEST**
GROWING CIGARETTE CATEGORY*



RRPs as at February 2018.

RRP: For the avoidance of doubt, retailers are free at all times to determine the selling price of their products.
Source: *ITUK Estimates November 2017.

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SYMBOL NEWS

Shoppers look to own-label for value

A Premier retailer has reported a 10% rise in sales of Happy Shopper products as new research suggests convenience store shoppers looking for value prefer own-label products.

Market analyst Shopper-centric surveyed 1,020 shoppers at the end of last year about their shopping habits. It found three out of five customers prefer own-label products to keep their overall costs down.

Seann Sykes, of Denmore Premier Food & Wine Store, told RN: "Sales of Happy Shopper products have increased by 10% in the past year, especially chocolate and crisps.

"They just offer better value and the same quality as better-known brands."

Morrisons franchise deal for SandpiperCI

Morrisons has struck a franchise deal that will see the multiple supply the Channel Islands' biggest retailer, SandpiperCI.

Most of SandpiperCI's estate will now rebrand as Morrisons Daily stores.

The revamped shops will be supplied with Morrison's own-brand and fresh food and bakery products, in a 12-month store conversion programme that will start in late spring.

Morrisons will also supply SandpiperCI with its own Safeway-branded products.

SandpiperCI chief executive Tony O'Neill said: "The Morrisons scale will help us to save on our operating costs, which we can pass on to our customers."

FWD responds to Scottish alcohol pricing changes '42 wholesalers will be affected'

Two-tier MUP structure is needed, says FWD

by Alex Yau

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The Federation of Wholesale Distributors (FWD) has called on the Scottish government to make wholesalers trading to both businesses and members of the public partially exempt from new minimum unit pricing (MUP) legislation.

Scottish businesses with a premises licence will be required to abide by MUP when it comes into force in May. Under the law, wholesalers who trade to the public and retailers must hold a premises licence and charge the

same minimum price on alcohol to all customers. However, wholesalers who solely serve businesses are not required to have a premises licence and are therefore exempt from MUP.

FWD chief executive James Bielby told RN that 42 wholesalers across Scotland will be affected and has called on the Scottish government to reconsider its proposals and introduce a two-tier structure.

"MUP is mandatory for all licensed premises and a small number of wholesalers in Scotland hold premises licences for non-trade sales," he said.

"The legislation is intended for sales to the public rather than trade sales, so the FWD is working with the Scottish government to allow the affected wholesalers to continue selling to their customers at trade prices as well as direct to consumers."

However, Ferhan Ashiq, of Day-Today Ashiqs in Prestonpans, said a two-tier structure could affect competition.

"MUP could encourage wholesalers like Costco to change their business model to be wholly retailer or consumer-focused. Retailers would be encouraged to shop around. This can

only be good for competition in terms of pricing and may enhance the range of products available."

A Scottish government spokeswoman said: "The draft guidance is currently out for comment to those involved in the implementation and this includes wholesalers. We have had several discussions with wholesalers concerning minimum unit pricing."

A Scottish Wholesale Association spokeswoman added it is having conversations with the government and will advise affected wholesalers in due course.

Change depot layouts to boost c-store sales

Wholesalers should display products in their depots in the same way that c-stores arrange them, to help retailers maximise sales, KP Snacks trading director Matt Collins has told RN.

He said the supplier has been working over the

past year with wholesalers Blakemore and Bestway to introduce the approach.

He added: "You can put categories together or merchandise price-marked packs and multipacks together. The knock-on effect makes it easier for retailers, who can spend

more time improving their business and increasing sales instead."

Ramsey Hasaballa, of Premier Speke in Liverpool, said similar changes at the nearby Batleys depot had benefited his business.

He told RN: "I've noticed changes where promo-

otional products and snack categories are placed nearer to each other. It's easier to navigate now.

"Before, I'd spend several hours there, but now I'm only there for 45 minutes. I've got more time to make changes to my shop."



(Left to right) SWA executive director Kate Salmon, Philip Morris area sales manager Laura McDermand, Day-Today controller Mike Leonard, and STV presenter Jennifer Reoch

Day-Today takes symbol crown

Day-Today was named Best Symbol Group at the Scottish Wholesale Achievers awards last week. More than 500 retailers, wholesalers and suppliers attended the ceremony at the Sheraton Grand in Edinburgh. Parent company United Wholesale also won the prize for Best Cash & Carry. Scottish Wholesale Association executive director Kate Salmon said: "The marketplace is seeing unprecedented change but wholesalers, retailers and suppliers continue to raise their game."

NEWS & MAGS



New art magazine for pre-schoolers

The pre-school magazine category is to welcome another title with the forthcoming launch of Redan Publishing's Fun to Learn Friends Art magazine. Aimed at boys and girls aged three to seven, the magazine will include a 40-page magazine with simple crafts and activities, and will launch next month, retailing at £3.99. Also included in the publisher's stable are top-selling pre-school titles Fun To Learn Peppa Pig, Peppa Pig Bag-o-Fun and In the Night Garden.

34-mile drive to collect delivery

A lack of communication from a Menzies depot in Yorkshire left one retailer driving 34 miles to pick up 60 newspapers himself, RN has been told.

James Wilkinson, of Pybus Newsagents in Boroughbridge, said Menzies failed to inform him it was facing technical issues.

"There was no communication as to what was going on and they didn't pick up the phone. They should always answer the phone at that time of day because if there is a mistake, it gives time for retailers to fix it," he said. Mr Wilkinson added: "Everyone makes mistakes, but at least let us know."

Menzies had not responded to RN's request for comment by the time the magazine went to press.

Core newspaper supply problems need tackling 'This investigation should be widened'

News industry inquiry could be 'worthless'

by Olivia Gagan

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Retailers and industry bodies have warned an upcoming government investigation into the health of the newspaper industry will be worthless unless it tackles core problems faced by news sellers.

Prime minister Theresa May announced the review into the financial viability, business models and overall quality of the British local and national press, in print and online, last week.

Retailers told RN any review will fail to have an impact unless it examines the issues facing independent news sellers - who are responsible for 60% of UK newspaper sales.

Kate Clark, owner of Sean's News in Upton upon Severn, said: "I'd like the review to look at the monopoly of Smiths and Menzies. We need to get deliveries to people quicker - late deliveries cost us so much. Delivery charges are going up, too, and the multiples have taken away a lot of our business."

She added that dwindling profits for retailers should also be included in any discussion about the financial health of the industry.

"The Malvern Gazette, for instance, has jumped from 60p a copy to 95p and our margin has shrunk. To justify that price increase to my customers when my margin is going down is difficult," she said.

Carl Pickering, of Top Shop News, said: "We used to sell a few hundred local weeklies a decade ago, and now we're down to 20 or 30

each week. The shrinking margins haven't helped."

NFRN head of news Brian Murphy said the federation "would be more than happy to take one of the seats on the review panel, so all our members' concerns can be raised and addressed."

He added: "This investigation should be widened to include cover pricing, declining retailer margins and the increasing costs associated with receiving supplies, as well as the physical distribution of newspapers."

Smiths to offer RDT viewer

Smiths News is to allow retailers to access information on required delivery times (RDT) on its website in an effort to make its service more transparent.

Individual RDTs will be available to view using the SNApp Online dashboard via retailers' online accounts, the wholesaler said. However, the information will only appear on the website, not on the app.

"We aim to deliver no later than your RDT and often get to you earlier due to the structure of our delivery rounds. Your RDT doesn't change unless you contact Smiths News to ask for a review and both parties agree that a new time is achievable," the wholesaler said.

NFRN warnings on Express takeover

Retailer margins must be protected and delivery times improved under Trinity Mirror's takeover of the Daily Express and Star newspapers, the NFRN has warned.

Trinity Mirror's £126.7m deal to buy Northern & Shell's print assets will bring the Daily Express, Daily Star and their Sunday editions, as well as

celebrity magazines OK!, New! and Star, under Trinity Mirror ownership.

But NFRN head of news Brian Murphy said retailers need assurances that moves to cut costs would not affect the newspaper supply chain and increase bunching of titles in depots when wholesalers are already struggling with late deliveries.

"There is concern about the consolidation of power in what is basically an unregulated supply chain," he said.

"If you've got one business trying to deal with the delivery of more titles, that could make it even worse."

Mr Murphy also called on Trinity Mirror to resist adopting a "worst-in-

class strategy" on retailer margins with its newly-expanded newspaper portfolio, as Express and Star weekday margins are currently 24.2% compared to the Mirror's 21.4%.

Trinity Mirror said the takeover of the titles will keep prices competitive by pooling journalism resources and increasing production efficiencies.

PRODUCT TRENDS

Treats set to take off in 2018

An increase in consumers demanding 'indulgent takes on classic dishes' will make 'permissive' foods a major trend this year, Uber Eats has said.

The online food ordering and delivery company said that while veganism and healthy eating will continue to have a significant influence on sales, retailers can expect more consumers to offset this with 'antidotes' such as burgers and indulgent foods from around the world.

Narendra Singh Jadeja, of Londis in Waltham Forest, London, said he had noticed more shoppers buying indulgent treats.

"We recently got French madeleines in plain and chocolate flavours, selling at £1.79. Now we're selling a packet for £2.49 and demand hasn't gone, because people want to treat themselves," he said.

Try new brands after levy

Independent retailers should offer a range of alternative low-sugar drinks to capitalise on changing shopper demand after the sugar levy is introduced, manufacturers have said.

Joe Benn, co-founder of Ugly Drinks, told RN new brands have the potential to compete with household names because shoppers will be searching for low-sugar alternatives when prices of higher-sugar brands rise under the new legislation.

Melvin Jay, founder and chief executive at Gunna Drinks, added that where reformulation of major brands had proved unpopular, consumers have been more open to trying new options.



Diverse teas can boost your hot drinks turnover

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

Independent retailers can grow sales and profits in the tea category by capitalising on increasing demand for green, fruit and herbal varieties, Tetley Tea has said.

Fruit and herbal teas rose 31% in value sales and 14% in volume in the impulse channel in the year to December 2017, with green tea up 20% in value sales and 8% in volume, according to data from Nielsen.

According to Tetley's Tea Report 2018, which was published this month, 29% of consumers expected to drink more green tea this year than in 2017 and 45% of consumers are already drinking more Matcha tea than this time last year.

Peter Dries, director of customer and shopper marketing at Tetley, said: "Growth in tea is coming from healthy segments such as green, fruit, herbal and speciality blends. They have become more popular as they sit well with

the quest for healthier lifestyles."

The Tetley report also found consumers from across the UK were willing to pay £2.08 for green tea, £2.06 for herbal tea, and £2.05 for fruit tea, as opposed to £1.80 for black tea.

Anita Nye, of Premier Eldred Drive Store, in Orpington, Kent, said she stocks Twinings Green Tea and Camomile tea blends.

"Over the past month, the price of green tea has risen to £2.49, which may be down to the growing

demand for it. However, people don't mind paying this. As more people become health-conscious, demand for caffeine-free teas has risen," she said.

Tetley said top herbal sellers based on rate of sales and distribution in impulse are Twinings Lemon & Ginger and Peppermint varieties in 20-packs. Tetley Super Fruits Boost Blueberry & Raspberry with added vitamin B6 is a top 10 choice in convenience, it added.

Stock caramel snacks for healthy sales

Retailers should stock healthier, caramel-flavoured foods to capitalise on increased consumer demand, retailers and suppliers have told RN.

Dessert flavours have been the fastest-growing trend in the cereal bar category in the past year, accounting for £8.7m of

total value sales, according to Nielsen data.

Within this, caramel has been a bestseller, Alpen Bars marketing manager Helena Blinco said, with Alpen Light Salted Caramel Bars designed to attract customers looking for healthier options in this flavour.

Rebecca Collision, brand marketing manager at Ricola UK, which has just launched sugar-free Herbal Caramel sweets, said retailers must ensure sugar-free confectionery is merchandised on the main fixture.

"Herbal Caramel is expected to attract new

health-conscious consumers," she added.

Muntazir Dipoti, of Todmorden News Centre in West Yorkshire, said: "In the past six months, caramel-flavoured foods have been very popular, and if suppliers introduce new healthier options, they will keep growing."

BRAND SNAPSHOT



Eastern promise

Itsu is launching a new premium noodle and miso range with eight products this month, available to retailers through Tree of Life and Epicurium.



Cleaning up

P&G's new Fairy Liquid formula will be supported by a TV campaign focusing on its cleaning power compared to its competitors.



Auto route

Rio Soft Drinks has partnered with British Tour Car Championships, giving the brand exposure to a TV audience of more than 20 million.



Hair extensions

P&G has extended its Head & Shoulders portfolio with a premium range of shampoos and conditioners for women, available this month.



Rugby union

Batchelors Peas will be sponsoring the 2018 Rugby League season and launching an on-pack promotion across 21 million cans.



Sharpening up

P&G has introduced a new design for Gillette, making it easier for shoppers to understand product benefits, and to see the razors more visibly.



Sweet treats

Tangerine Confectionery has announced the return of Barratt sweets this spring, with the launch supported by an investment of £2.6m.



Health kick

Unilever has launched premium ice cream brand Breyers Delights in the UK to help retailers tap into the trend for healthier treats.



Rugby special

Treasury Wine Estates is launching a limited edition of Rugby-inspired labels for Wolf Bass. Last year, the promotion led to a 37% uplift in sales.

WHAT'S NEW



Froneri ice cream

Froneri has a new range: Salted Caramel & White Chocolate, Smooth Hazelnut with Creamy Vanilla, Goopy Chocolate Fudge and Fresh & Fruity Raspberry with Double Cream.

RRP Take-home £3, impulse £1.70

Contact www.froneri.com



Mr Organic

Produced in Italy, Mr Organic's Italian Arrabbiata Healthier Choice sauce is vegetarian and gluten-free, made from tomatoes, sweet red peppers and spicy chilli.

RRP £2.49

Contact hello@mr-organic.com



Lyme Bay Winery

Lyme Bay Winery's Yore is 4% ABV, and is designed to offer consumers a contemporary twist on a traditional brew. It is naturally gluten-free and honey-based.

RRP £2.20 (330ml)

Contact www.lymebaywinery.co.uk



Filippo Berio

These baked snacks are designed to cater for the demand for healthier options. They contain 30% less fat than fried crisps and can be cross-merchandised with dips and sauces.

RRP £1.99 (100g)

Contact lisa.mullins@fberio.co.uk



Moma porridge pots

Moma's gluten-free porridge is designed for an on-the-go breakfast and comes in Cranberry & Raisin, Golden Syrup and its best-selling Plain no added sugar pots.

RRP £1.29

Contact getintouch@momafoods.co.uk



Nutblend

Praline Nut Butter is the newest addition to Nutblend's range and contains just three ingredients: pecans, almonds and Peruvian maca.

RRP £6.50

Contact gabriella@nutblend.com

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



Strong Roots

Mixed Root Vegetable Fries come in frozen packets and are vegan, gluten-free and GMO-free, designed as a healthier alternative to regular potato fries.

RRP £2.99

Contact l.smith@handyfood.ie



Ember

Designed as a premium snack for a post-workout or mid-afternoon snack, each bag of Ember's biltong contains 19g of protein, no sugar, less than 100 calories and is gluten-free.

RRP £2.49

Contact hello@embersnacks.com

Focus

Premium oils

As consumer tastes gravitate toward premium products which offer a range of exotic flavours, premium oils are one way to convince customers to trade up.



Crush Foods

Crush Foods' garlic oil can be cross-merchandised with bread and mayonnaise, and because of its high burn point, is recommended for roasting, frying and dressing.

RRP £4.75 (500ml)

Contact stephen@crush-foods.com



World of Zing

World of Zing's Five-Chilli Oil can be cross-merchandised with pizzas, flatbreads, noodles and dumplings, offering consumers an exotic alternative to spice up their dishes.

RRP £4.50

Contact tradesales@worldofzing.com



Farrington's oil

For health-conscious shoppers, Farrington's Mellow Yellow Chilli Oil is rich in Omega 3 and is made using cold-pressed rapeseed oil which has half the saturated fat of olive oil.

RRP £2.95 (250ml)

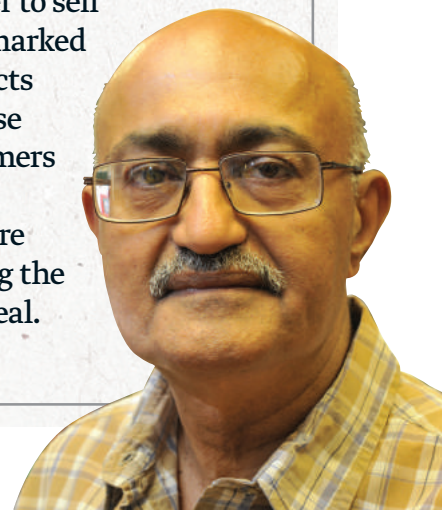
Contact sales@farrington-oils.co.uk

Narendra Singh Jadeja,

Londis, Waltham Forest

Filippo Berio olive oil in a glass bottle sells really well when it is priced at £4.49.

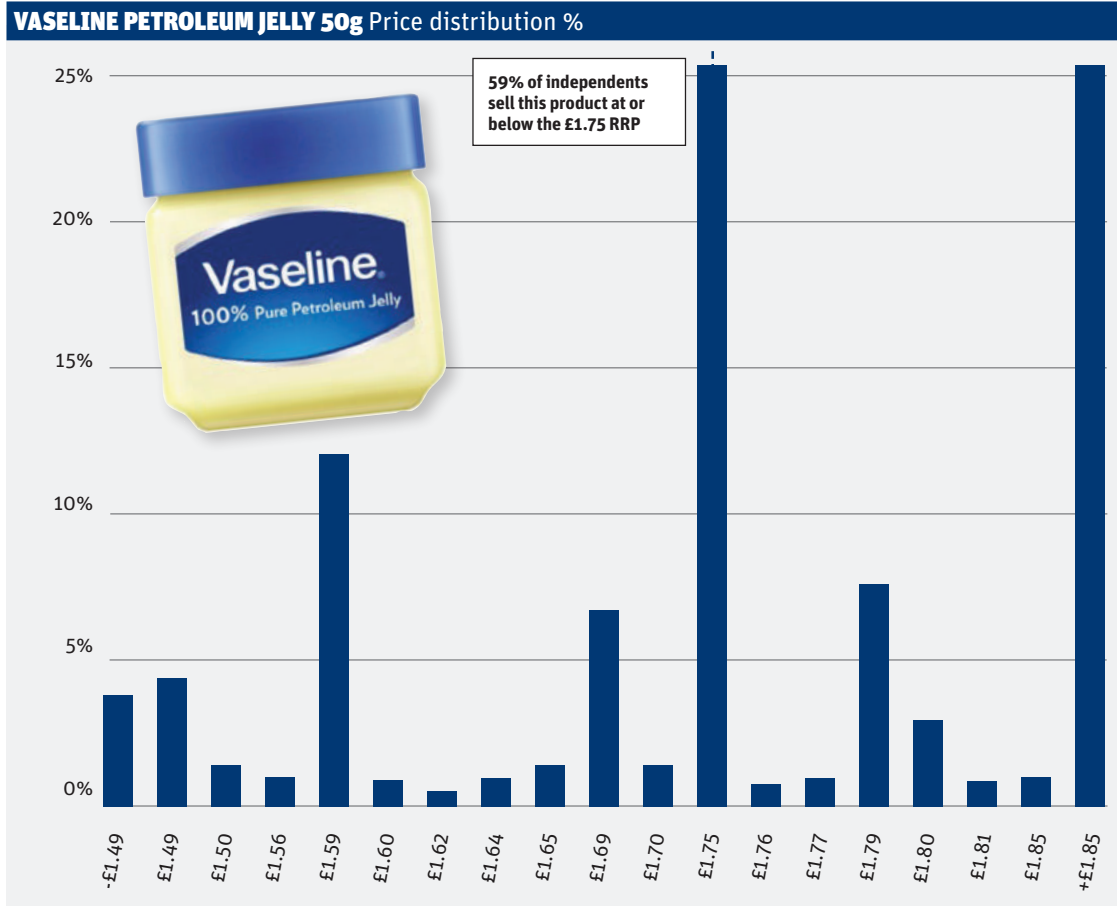
I prefer to sell priced products because customers know they are getting the best deal.



PRICEWATCH

Profit checker Personal care

Price checker



PRODUCT
Kleenex Balsam Pocket Pack 36 tissues
Insette Extra Hold Hairspray 200ml
Listerine Cool Mint Mouthwash 250ml
Silvikrin Maximum Hold Hairspray 250ml
Vaseline Petroleum Jelly 50g
Wisdom Toothbrush Medium
Dove Cream Bar 100g
Gillette Shave Foam Regular 200ml
Dove Roll-On Original 50ml
Sure Cotton For Women 150ml
Nivea Cream 50ml
Alberto Balsam Ultra Strong Gel 200ml

Analysis

This week's data reveals the most common approach to pricing Vaseline, taken by 59% of stores surveyed, is to stick to the Booker RRP of £1.75 or price below it. Where retailers choose to set their own prices, the bulk stray

around 25p either way, with the store owners we spoke to explaining slow rate of sale or the risk of losing customers to competition are the reasons behind their pricing decisions.

Away from Vaseline, retailers often

choose to price personal care products above RRP - of the 44 price points from the six stores on our Price Checker table, 25 are higher, a fact reflected by the national average, where seven out of 12 products are sold above RRP.

How we drive our profit

Ranjan Patel

STORE Marsh Hill News
LOCATION East London
TYPE Suburban store
SIZE 500sq ft

TOP TIP

Display Vaseline prominently in the summer as well as during the colder months



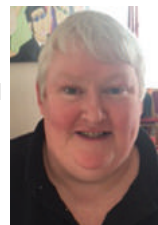
We charge below RRP for Vaseline, at £1.55. It can be a slow-selling product because it lasts a long time, so we need to have a price point which will encourage more sales. We shop around at various wholesalers such as Bestway and Booker to get the best prices and margins, which average 21% for Vaseline products. There are a lot of footballers around the area, so Vaseline is a popular brand among them. Sales normally double during the summer as well, because our customers find their skin dries out more in the heat.

Gwen Patterson

STORE Spar Clandeboye Road
LOCATION Bangor
TYPE Neighbourhood shop
SIZE 2,200sq ft

TOP TIP

Place Vaseline by the till because it makes a very good impulse purchase



We stick to the RRP because it's the best price for attracting customers and ensuring we have the best sales. We don't want to create a reputation for being a shop which raises and lower prices randomly for customers. We buy personal care products from wholesaler John Henderson and normally sell more than four tubs of Vaseline a week - to male and female customers of various ages. The pocket-sized tins are normally a more popular seller, and we sell 15 of these a week. Generally, they're more popular during the winter when it's colder.

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

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 POST OFFICE IN SUBURB OF NOTTS TOWN	RETAILER 2 C-STORE ON MAIN ROAD NEAR STOKE ON TRENT	RETAILER 3 SHOP IN REMOTE NORTHUMBERLAND VILLAGE	RETAILER 4 NEWSAGENT IN WILTSHIRE VILLAGE	RETAILER 5 C-STORE IN LARGE CENTRAL SCOTTISH TOWN	RETAILER 6 HIGH STREET STORE/PO IN BUCKINGHAM VILLAGE
53p	45p	45p	50p	49p	49p	45p	49p
£1.15	£1.15	£1.09	£1.40	-	£1.00	-	£1.49
£2.72	£2.79	£2.79	£2.85	£2.99	-	-	£2.85
£2.44	£2.25	-	£2.35	-	-	£2.25	£2.49
£1.80	£1.75	£1.75	-	£1.95	£1.76	£1.75	£1.99
£1.21	£1.00	-	-	£2.19	£1.40	£1.00	£1.89
93p	£1.15	-	-	-	89p	-	99p
£1.48	£1.00	£1.00	£1.99	£2.49	£1.48	£1.00	£2.50
£2.47	£2.65	£2.65	£2.71	£1.49	-	-	-
£2.00	£2.19	£1.99	£1.99	-	-	£1.99	-
£1.67	£1.39	-	-	£2.29	£1.95	-	£1.89
£1.09	£1.00	£1.00	£1.00	-	-	£1.00	-

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Narinder Kaur

Narinder's Convenience Store, Huddersfield



Jones Pies (£1.75 per pie)



Where did you discover it?

I was originally buying these pies from a third-party supplier, but found out I could get better margins buying directly from the company and I get them delivered straight to my shop. The fact they're based in Huddersfield also means I can go straight to them if necessary when supplies are either running low or I'm passing by. There's a good range, which includes steak, steak and potato and chunky chicken.

Who buys it?

We get them delivered every morning and they go straight into the hot food counter. This makes them popular with commuters and workers nearby because they provide a very filling breakfast. They also buy them for lunch because the pies can just be reheated in a microwave. If it's not workers, then people who live locally like to purchase them as snacks, too.

Why is it so successful?

We sell 15 pies a day, despite a nearby Co-op also selling the same product. The difference is the Co-op only sells them chilled, so shoppers have to heat them up themselves and there's no aroma to attract them. I place them near the tills as they make a good secondary impulse buy alongside coffees and newspapers.

Vip Measuria

STORE One Stop The Priorway
LOCATION Borrowwash, Derby
TYPE Residential shop
SIZE 1,500sq ft

TOP TIP

Dual-site Vaseline, because it fits well with both health and beauty products



We stick to RRP with Vaseline products, whether they are in tubs or smaller tins. There isn't much competition in our area, but we get good enough trade anyway and we don't have to go for higher margins to make up for a small number of sales. The margins we make on products like these are normally more than 20%. The shop is based in a residential area and we get a range of customers who buy Vaseline, ranging from young men to older women. Positioning is key, though, because products like these can be quite small and hard to see.

Paul Gardner

STORE Budgens of Islington
LOCATION London
TYPE City high street shop
SIZE 5,500sq ft

TOP TIP

Avoid having a large selection of products to choose from because this can intimidate customers



I have a lot of competition, with three chemists nearby, which means we need to stick to RRP on Vaseline. It gives us margins of more than 20%, but we can't aim for anything higher because this would put customers off. The lower margins don't impact us too much, though. We're on a busy high street in central London and the high footfall as a result of being here more than makes up for it. We don't really run any promotions on Vaseline because we've found customers aren't too bothered about whether they can get a discount on it or not.

YOUR NEWS

Policies challenge c-stores in Wales

Convenience stores are a multi-billion-pound growth industry in Wales, but retailers face challenges as changes to local government policy loom in 2018.

These were the findings of the Association of Convenience Stores (ACS), in its first dedicated Welsh Local Shop Report.

The number of convenience stores in Wales rose from 3,096 in 2016 to 3,185 in 2017, and total sales hit £2.4bn. Total turnover also grew by £126m between 2016 and 2017.

But this year, retailers must contend with a proposed bill to introduce minimum pricing for alcohol in Wales. Changes to the appeal process for business rates are also expected.

ACS chief executive James Lowman said: "The success of convenience stores in Wales can only be sustainable if supported by policies that help stores continue to invest."

Essex refit boosts sales 16%

A Nisa store in Essex has grown annual sales by 16% following a refit at the end of last year.

The refit raised ceilings in the 1,500sq ft Nisa Local Newport Stores, and added new chillers, lighting and wood-effect flooring.

Chilled and National Lottery sales have increased by 30% and 20% respectively since the refit.

Store manager Alan Carr said: "My store development manager and retail development manager knew exactly what to do to maximise the potential of the shop, and the shopfitters did a fantastic job."



Cycle heroes pedal 415km to raise £5,000 for charity

Retailers Susan Connolly and Paul Cheema were among a group of 22 people who completed a 415km cycle ride across Laos in aid of the charity the Mines Advisory Group (MAG). Mr Cheema, who owns Malcolm's Stores in Coventry, and Ms Connolly, who runs four Spar stores in Wiltshire, collectively raised more than £5,000 for the cause. Other participants were Spar managing director Debbie Robinson and A.F. Blakemore & Son sales director Raj Krishan. The MAG charity works to clear land mines and bombs left after conflict and war worldwide.

Newspapers back in profit after store owners work together 'I have the stock I need'

NFRN Wales pair hails sub-retailing success

by **Olivia Gagan**
RNreporter@newtrade.co.uk

A Cardiff convenience store owner has returned his newspaper category to profit after closing his wholesale account and teaming up with another local retailer to receive sub-retailed supplies.

Andrew Jones, of Ael y Bryn Premier Express in Cardiff, was paying a weekly newsbill of around £240, including £40 carriage charges, before he decided to cancel his Smiths News account and buy his papers

from fellow Cardiff retailer and NFRN Wales district member Mark Dudden instead.

Mr Jones told RN: "I was planning to stop selling newspapers - with the carriage charges and staff costs there was turnover but no real profit in it. After a quick chat with Mark, he suggested a profit share. He's delivering newspapers to customers locally anyway."

Mr Dudden, of Albany News at the Post Office in Cardiff, now delivers newspapers to Mr Jones every

morning and takes a 10% profit cut.

Mr Jones said: "Instead of basically losing money to provide customers with newspapers, I'm making around £100 a month profit now."

"Mark gives me a breakdown of sales every week too and adjusts stock according to my sales. These are all things Smiths said they would do, but didn't. Sales have gone up by 10% to 15% just because I have the stock I need."

Mr Jones had also stopped selling magazines

in his store, but after the success of working with Mr Dudden for newspapers, he has started stocking a small selection of titles again.

The NFRN has regularly endorsed sub-retailing - working with another retailer who will act as a supplier for newspapers, rather than following the standard wholesale model - as a way for independent retailers to maintain the profitability of selling newspapers and avoid high carriage charges and unreliable deliveries.

Pokemon power brings in £80 a week

A retailer in Coventry has boosted his weekly sales by more than £80 after stocking Pokemon cards and Jumbo Squishy stress balls for the first time.

Aman Uppal, of One Stop Mount Nod in Coventry, told RN he began selling the kids' collectables last

week and is the only shop in the area offering these products.

"The nearest stores selling these products are a Tesco and a toy shop, but we have the advantage of these competitors being more than a mile away from nearby residents,"

said Mr Uppal.

"We make decent margins on them at more than 25%, from prices ranging from £3.99 to £4.99. Sales have already been promising because we've sold 20 in a week and we expect this to continue."

Mr Uppal added he

expected the trend to continue long-term.

"I remember Pokemon being popular when I was a child. There are three schools nearby and we're right in the middle of a residential area, so we have the right customer base for these products."

CATEGORY ADVICE

DID YOU KNOW?
 The Soft Drinks Industry Levy (sugar tax) starts on **APRIL 6**. The Lucozade Energy range is exempt as all drinks contain less than 5g of sugar per 100ml



Small space, sweet prospects



FOCUS ON ANITA NYE
 Eldred Drive Stores (Premier), Orpington, Kent

“In our 1,200sq ft store, space is at a premium. We’re on a busy shopping parade, so we stock a balance of value lines, mainstream brands, low-sugar varieties and premium soft drinks to appeal to our broad customer base. The changes to our soft drinks display are logical and make it stand out a lot more - I’m very happy.”



EXPERT ADVICE CLAIRE KEAVENY
 Senior brand manager, Lucozade Energy

EXPERT SAYS

“Anita and Raju have a busy and good-looking shop. However, shoppers want to find their favourite products quickly so highlighting bestsellers like Lucozade Energy Orange and Original in the centre of their fixture will capture their attention. In light of the growth of low-sugar drinks, we’ve increased facings of Lucozade Zero as 73% of the brand’s sales are additional spend within the sports and energy category. This means you can attract sugar-conscious shoppers who may not have considered buying energy brands previously.”



CHALLENGES AND CHANGES

- **Highlighting choice:** Key products weren't obvious due to their position. Placing bestsellers, like the full range of Lucozade Energy flavours, in the centre helps shoppers make quick decisions.
- **Brand blocking:** Low-calorie options weren't next to original products. Ensuring low and no-calorie drinks, such as Lucozade Zero, are stocked next to core varieties means shoppers won't miss them.
- **Increasing margins:** Products were arranged by price in the chiller. Merchandising them by type encourages customers who haven't considered a premium brand to trade up.

KEY LESSONS

- 1 Ensure popular low and no-calorie options such as Lucozade Zero are placed beside core flavours.
- 2 Give bestsellers such as Lucozade Energy's Orange and Original flavours prime position in the chiller.
- 3 Block drinks by category, rather than price, to boost visibility of higher-margin products.

What happens next?

In the next feature Claire & Jonny visit Sue Nithyanandan in Epsom to see a shop with a completely different type of chiller.

Keep a look out for RN on FEBRUARY 23



GROW SOFT DRINK SALES IN YOUR STORE

To see more of Anita & Raju's shop and for more advice and tips, go to betterRetailing.com/grow-soft-drinks

YOUR VIEWS

YOUR LETTERS

I'm used to bad service from Smiths but this is ridiculous

It's not often I take notice of letters about Smiths News, simply because we are accustomed to poor service.

This week, though, I thought I'd vent my frustration.

I received a tote box of magazines mid-January. All the titles had been due for delivery on 23 December, but Smiths had been notified three months earlier that I would be closed on that date - someone in the depot must have found this tote box lying around and thought they'd send it out three weeks later.

Obviously, the weekly magazines in there were out of date and had already been recalled. But after almost 10 phone calls and emails sent back and forth between depots, I'm still no nearer to getting any credit for these titles.

Today, I finally had to change my tone of voice with the lady I spoke with. Fingers crossed, I'll get the return call I was promised.

Adarsh Chauhan
Westleigh Post Office & News

Smiths did not respond to a request for comment



If vouchers are being offered to my current customers, that actually leaves me worse off

Graeme Pentland



Mail Newspapers' retail sales manager Andy Law gave an update on Deliver My Newspaper at the NFRN summit this month

Does Deliver My Newspaper really create new readers?

I read recently in RN that Deliver My Newspaper has had 12,000 orders, but my experience makes me question how many of these are genuinely new readers.

I've had four so-called new orders, but in some cases these have turned out to be current readers who have bought the Daily Mail from me for as long as I can

remember. Deliver My Newspaper charges £2 a week for deliveries, but I charge £3.20, so I'm losing £1.30 a time. The Mail said the scheme is intended to bring in new customers, and I could say no to the order, but as a newsagent, it's difficult to do that. If vouchers are being offered to my current customers, that actually leaves me worse off.

Graeme Pentland
Ashburton Village Store,
Gosforth, Newcastle-upon-Tyne

The Mail will respond in the next issue

YOUR SAY Do you offer a loyalty scheme in your shop?



Rocky Leach

Chellow Heights Service Station & Spar, Queensbury, Bradford
We're on the Shell Driver's Club scheme. Customers get a point for every litre of fuel they purchase, then they can redeem it with vouchers and points. I would only know the full benefit of it if we stopped doing it, but my guess is it creates loyalty. Because it's just on fuel, it doesn't really increase basket spend, but as a fuel promotion it works well for what it is.

Alpesh Patel

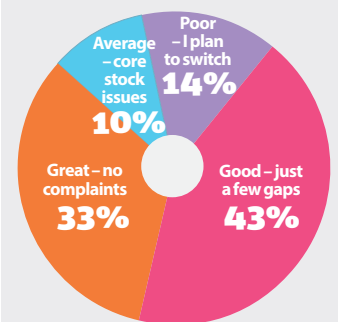
Londis Ferme Park Road, Haringey, London
We have used Keypoints for the past couple of years. For every pound spent, a customer gets five points. When they reach 1,500 points, they get £5 back, which

they can use for purchases in the shop. A lot of people tend to stay local because of the loyalty scheme; so it does work with some people. The reason I chose this particular scheme was because it was recommended to me by a friend.

Narendra Singh Jadeja

Londis, Waltham Forest, London
My customers get a Jack's Beans Coffee Company card - buy seven, get the eighth free. I started working with Jack's when I found out it was with Smiths News. I felt that since newspaper sales are going down, customers might spend more on coffee instead. Also, when it's cold outside people want something hot. But the coffee hasn't sold as well as I wanted. Sometimes, I've lost a few pounds on the scheme.

RN READER POLL



How good is availability from your main wholesaler?

NEXT WEEK'S QUESTION

Would you consider a sub-retailing partnership to improve the profitability of your newspapers?



Vote now at
betterretailing.com



I'M DOWN £1,000 FROM SMITHS

I am having extreme problems in receiving voucher credits from Smiths News dating back to December.

On 2 December I sent back £2,574.46 worth of vouchers in the usual way in my tote box. On 9 December, I was only credited £1,496.91, leaving a shortfall of £1,077.55.

I called Smiths and logged the complaint in

the call centre and was asked to call back, which I duly did.

Since then I have heard nothing, and I've even had the NRFN fighting my corner.

If I was to withhold my direct debit, they would stop my deliveries, so why is it okay for them to withhold my payment?

John Mankelov
Lukes News,
Rustington, West Sussex

A Smiths News

spokeswoman said:

"We have rigorous checks and balances regarding voucher credits. Our team are reviewing Mr Mankelov's issue and will contact him directly to resolve it."

100 YEARS AGO

16 February 1918

The retail news, book and stationery trade was set a challenge: it would, sooner or later, have to come into line with the new spirit and the new outlook, and above all, the new schemes of "reconstruction" or, in the words of prime minister Lloyd George, "go under".

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



Way back at the start of October last year one of my customers, Mr Tapley, from Adbaston, said we were in for a very long, hard winter. He was right, because it's years since we've had so much bad weather.

On the day I'm writing this, we've had snow again and I'm still driving through flood water at Doley although, to be fair to them, the highways department at the council has at least cleared Lerridge Lane and Adbaston Lane, so that's made things easier.

I'm getting a tad worried about our local paper The Staffordshire Newsletter. It appears to be on the verge of anorexia. It is so thin these days and I have had a number of cancellations because people say £1 a copy is too expensive and they don't think it's value for money.

I read Les Wood's letter "reorganisation of delivery times means papers are later" (RN 2 February) with interest. We had problems when

things were changed at Wednesbury, but as I have said before, I didn't bother with the management.

Instead, I spoke to Michael Williams and to the top man himself, Jon Bunting.

After a few words in the right ears matters did improve but, in this area, we will never see service as good as when we had a depot in St Patrick's Street in Stafford.

In those days, when anything arrived late we didn't have to wait for delivery drivers to finish their rounds then go back and come out again, we just used to pick it up ourselves.

We tried very hard to keep the place open, but sadly lost our fight, and things have never been the same since.

Meanwhile, signs of spring are on the way. The swans on the pool at Adbaston are beginning to build their nest.

I hope they don't get bird flu and pass away.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Dear magazine publishers, please avoid doing this sort of promotion, especially long term. It really hurts independents. Thanks.

Watts' News
@newswatts



Wonderful send off from local residents for @amananeja17 & lovely Rosie of @MoseleyNewsShop after 15 yrs of 4am starts and amazing support to #Moseley. They will be missed.

Izzy Knowles
@gardensinboots

We can't sell disappointment, that's why @Currylicious4 have just popped in to restock the freezer for all our new curry fans! Thanks Raj Great service, great products. #shoplocal

Itteringham Shop
@ItteringhamShop



More money in illicit tobacco than drugs

ILLICIT tobacco is now more profitable than drug smuggling, delegates that an investment of £1,000 in illicit tobacco could

Why does this not come as a surprise?

Ralph Patel
@ralphpatel54

COLUMNIST



Guest Columnist

Raj Aggarwal

The building blocks of loyalty

Last week Raj Aggarwal told RN about the Spar loyalty scheme he is exclusively trialling in his stores. Here he explains how it works



January and February are normally quieter periods for us because everybody is being more frugal with their spending after Christmas. So when Spar approached us about trialling a loyalty scheme – designed to help boost our footfall – in my Sheffield store, I jumped at the chance.

It works like this: shoppers who sign up online can get 5% off their shopping. Categories such as alcohol, tobacco, PayPoint and the National Lottery are exempt and it can't be used in conjunction with existing in-store promotions.

Once customers have registered, they'll then be emailed a pass to print out, which can be scanned at any till in the shop. Customers have to be aged 18 or over and be able to present valid ID when using the pass at the till.

Additionally, customers involved are able to nominate a preferred charity which we then send donations to. So, I'm attracting more registrations to the loyalty scheme because of the charitable incentive.

Customers can currently choose to donate to Marie Curie, St Luke's Hospice or Hackenthorpe Church for the Homeless. I've set aside £300 for these charities. At the end of the trial, the proportion of customers who have chosen a particular charity will determine how much is donated. For example, £150 will be donated to Marie Curie if 50% of customers selected it as their preferred charity when registering.

We originally called it 'New Year, New Me' to tie in with all the shoppers on healthier diets at the start of 2018. Since then, it has been advertised across social media sites such as Facebook and Twitter.

We're trialling it until the end of February so it's nearly come to an end.

One of the biggest advantages from my point of view is the data it allows me to build up about my customers. I'm using it as a way of working out which products become more popular once customers know they can get a discount and this will be used to determine what promotions I have throughout the store in the future. I'm investing heavily in my food to go offering, for example, and the scheme will help me understand what kind of snacks encourage the most sales when they're discounted.

It can also give me a lot of useful information on where my customers live and their gender, as they're asked to provide these details when signing up. This information will also be useful to not only determine who I target my promotions at, but how far my store advertising could go in the future.

It also asks if they would like to be sent store updates by email or text message, which provides another way to promote my shop.

I've hired a third party company called Velocity Worldwide to help me organise all the data.



One of the biggest advantages from my point of view is the data it allows me to build

It already works with high street retailers such as Boots and Topshop, alongside convenience stores, and has built up a reputation for being a company which can be relied upon to capture accurate and detailed customer information.

Velocity Worldwide will also analyse the data from my EPOS system. Both sets of data will be combined to give me a complete overview of information collected during the trial period.

So far I've learned that the majority of my shoppers are nearby residents, so I thought giving them the opportunity to give to local charities would be a good way of attracting more of them.

It's a trial for now and I'm yet to see how I'll continue it after February. If it's a success, however, there's a possibility I will introduce it to my other two stores.

The scheme will be tailored to each shop area if it does get extended, and customers in Leicestershire will be given a choice of charities based in their local area, too.

I haven't yet planned how I will develop the scheme further when the trial is over. I'm not sure if I'll carry on with setting a donation pot aside for the charities, or donating to them through a different method. But as a dynamic for a modern loyalty scheme, I think something like this is the future.

Raj Aggarwal is the owner of three Spar stores in Sheffield and Leicestershire

INDUSTRY PROFILE

Duncan Malyon

A £20m investment over the next three years, more focus on the National Lottery, new games and more support for retailers should add up to growth for independents, says Camelot's retail operations director Duncan Malyon. Louise Banham reports

RN You've announced a £20m investment in retail for the next three years. Will that help independents?

DM We want to significantly increase investment in our 46,000-strong retailer base. The biggest slug of that is support for independents because they're the biggest part of our customer base.

RN What benefits can RN readers expect to see?

DM We're doubling the size of our salesforce to 120 reps from 2 April. There will also be more PoS, improved visibility in store and broadened availability. We'll double the frequency of calls to retailers, to a minimum of four face-to-face visits a year. We'll intersperse that with increased telephone contact – a minimum of four calls a year.

RN What in-store support will you provide?

DM We're introducing a store standards programme, which will be a how-to guide to making the most of the National Lottery. We're also introducing a retailer rewards programme. If retailers do a great job of merchandising and selling the National Lottery, we'll reward them every time we go in store. We'll make sure they have the play station and promotional posters sited in a visible place, the right stock of games in their scratchcard dispensers and that they're upselling. If we can get every retailer doing that it makes a huge difference.

RN Do you have an issue with retailer compliance?

DM It's like any category – you want retailers to execute it perfectly. We're different, though, because we give clear advice on how retailers can get the most out of the National Lottery. If you do it well and your compliance is great, we'll reward you.

RN Lotto sales have fallen recently. What are you doing to address this?

DM The Lotto has had a tough time in the past couple of years, so at the end of 2018 we'll relaunch it. We've listened to players who say they'd like the game to be more exciting and focus on the experience of winning. But we won't change the price or the number of balls.

RN What else are you doing to drive sales?

DM We've just launched EuroMillions HotPicks and an extra day for Thunderball. We're looking at introducing a new type of game in



Retailers need support and that's what we're giving them

2019 – an annuity game. Instead of playing for a one-off, massive jackpot, it pays a regular amount for life. In markets like America it performs brilliantly. We think there's a real market for it in the UK.

RN You're investing in digital and sales through self-service tills too. Will that impact independents' sales?

DM We're investing in digital sales, but it's not at the expense of retail. Retail is broadly 75% of our sales and we will continue to invest in it. Self-serve is becoming more important, so we're running a pilot with one of the biggest retailers and expect to roll out shortly. At this stage, we're unlikely to make it available to independents, though, because most don't have self-serve.

RN Is all this activity a concerted effort to change the opinions of retailers who may have switched off from Camelot?

DM We want retailers to be engaged, understand the value of the Lottery and be positive about selling it. We recognise retailers need support and that's what we're giving them. We had a tough couple of years, but the Lottery is still a £5.3bn category in retail. Retailers still love the products, but we know we can do better and that's why we're investing.

** Company CV **

Company Camelot
Retail operations director
Duncan Malyon

Profile Camelot products are sold through a retail network of 46,000 stores, which make up 75% of its sales.

Latest news After a strategic review, Camelot is spending £20m over the next three years to drive sales, with new games, a doubled salesforce, a retailer rewards programme and a store standards programme all part of its investment.



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MULTIPACKS



The more the merrier

From toilet roll to alcohol, the broad range of products available in multipacks gives retailers a lot to be excited about.

Alex Yau speaks to retailers and suppliers for their advice on selling them

Independent retailers will no doubt be looking at how they can make the most of upcoming events such as the World Cup and the Royal Wedding. Shoppers will be organising social gatherings for these events and multipacks, from alcohol to paper plates, will be high on their grocery lists as a result.

Wholesalers are also increasing their promotional activity around the format, which promises decent margins for retailers who charge RRP. Booker, for example, says retailers can make margins of 43.4% on an 80-pack of PG Tips, while potential margins for a 24-pack of Becks Blue are 24.4% when bought from Bestway.

RN asked major retailers and suppliers about how they're making the most of the format.



It's definitely an essential format nowadays because customers see them as good value for money

Raj Aggarwal
Spar Hackenthorpe,
Sheffield



HOW I INCREASE MY SALES OF MULTIPACK PRODUCTS

MAJOR EVENTS PROVIDE A GOOD SALES BOOST

Go back a few years and you'd never see any demand for multipack products as a retailer, but now they make up more than 30% of my overall sales, giving me a margin of around 20%.

My best-selling multipack products are the six-bag packs of

Walkers Crisps or the four-packs of Mars chocolate. It's definitely an essential format nowadays because customers see them as good value for money.

Events help boost sales by more than 10%. Shoppers want enough snacks and drinks for parties and it's more of an inconvenience for them to stock up solely with the single format.

Top Tip

Don't be afraid to mix your categories up when there's a major event on. The World Cup, for example, will lend itself well to alcohol, snacks and kitchen roll.



Big occasions can call for bigger formats

Paul Gardner
Budgens of Islington,
London



HOW I INCREASE MY SALES OF MULTIPACK PRODUCTS

MAKE USE OF YOUR SURROUNDINGS

We make margins of 30% with multipack products but we can't really focus on them a lot, being on a busy high street without free parking throughout most of the week. Customers don't really want to carry around big crates of beer or 24-packs of toilet roll home with them, but they are a good product

to have in our range on certain days of the week. Parking in London is free on a Sunday and we see sales of multipacks increase the most during this day of the week. Sales normally grow by more than 10% and we have customers packing their cars with beer, crisps and various other multipack items.

Top Tip

Snacks and drinks aren't the only categories you should be focusing on. Toilet rolls can be popular sellers as well.

HOW I INCREASE MY SALES OF MULTIPACK PRODUCTS

Ranjan Patel
Marsh Hill News,
East London



STICK WITH THE ESSENTIALS IN A SMALLER STORE

I have a 500sq ft shop and I can't really focus too heavily on multipacks because I don't have enough room on the shop floor or my stock room. I only focus on what I know will sell.

There are a lot of families around the area and that's the customer base I target my multipacks at. The six packs of Andrex, for example, have a 30% margin when I charge at £1.19. The results are fairly similar when I place multipacks of chocolate by the till.

These items are essential buys and will move off the shop floor quickly as a result.

Top Tip

Reduce your range down to what you know will sell well. Just because one multipack product works elsewhere doesn't mean it will in your area.



Did you know?

Actimel sales peak in the Winter season due to consumers interest in immune support* and the huge attractivity of our on-pack competition.

YOUR SHOPPER COULD
WIN
A HOLIDAY
TO THE ALPS
TAKE ON WINTER



*Actimel contains vitamin B6 that contributes to the reduction of tiredness and fatigue. It also contains vitamins B6 and D to support the natural function of the immune system.

MULTIPACKS

HOW SUPPLIERS ADVISE RETAILERS TO INCREASE MULTIPACK SALES

Matt Collins

trading director,
KP Snacks



USE £1 PRICEMARKS TO ATTRACT THE MOST CUSTOMERS

KP Snacks offer multipacks in a variety of pricemarks, but we find £1 is definitely the most popular. It stands out as the most convenient to customers. They don't have to rummage around in their pockets, handbags or wallets for change like they would with a 42p or £1.29 pricemark, for example.

Shoppers who are searching for snacks and drinks for social occasions don't have to spend too much time thinking about how much they put in their baskets, either. The £1 pricemark makes their shopping trip easier because there's no need to spend ages working out how far they are from their budget.

Ioanna Maragkoudaki

Senior category manager,
Danone



Convenience retailers often have limited shelf space to work with. This means that we advise them to focus on stocking a core range of best-selling products that they know will sell.

Despite this we recommend convenience retailers stock larger formats such as Actimel Strawberry 8-pack (RRP: £2.98).



Top Tip
Promote all your pricemarked multipacks. I find the £1 pricemark is the most popular in my shop because it creates the biggest sense of value.



Top Tip
Merchandise different categories together. Having multipacks of food next to multipacks of alcohol can help encourage higher basket spend.

Big value large-format products are bringing customers into stores

Harj Gill

Select & Save The
Windmill, Birmingham



HOW I INCREASE MY SALES OF MULTIPACK PRODUCTS

GROUP MULTIPACKS TOGETHER

A few years ago I didn't even have any multipacks in my store. Now they're in demand because customers see them as a product which provide more value than singles. I now have 15 lines of multipacks in my store.

There are a lot of families in my area with kids who need snacks for their lunchboxes, so the majority of my range includes crisps. I merchandise all my multipacks together because shoppers know they want that format when they come into the store and it makes it easier for them to find.



Justin Whittaker

MJs Premier,
Oldham



HOW I INCREASE MY SALES OF MULTIPACK PRODUCTS

FOCUS ON THE VARIOUS SEASONS, AND NOT JUST MAJOR EVENTS

We have a big push on multipacks, particularly during events. In the past, we've created our own displays for the four-packs of Magners Cider and other brands of alcohol. Whether it's a season like summer or the World Cup,

we normally see sales increase by more than 10%, so increasing promotional activity is definitely worth doing.

It's also worth placing products near each other. For example, we like to place snacks near drinks in the summer when it's hot. Shoppers will no doubt be socialising more outside, so it makes sense.



Focus on stocking a core range of best-selling products



“

Knowledge is everything, I read RN because it gives me feedback on what top retailers are doing so I can get ideas on what to do next.

DAVID WYATT, COSTCUTTER SNOWHILL, WEST SUSSEX

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BABY CARE

Top of the tots

A good baby care range is vital for parents with young children. **Priyanka Jethwa** mystery shops three multiple c-stores in north London to assess their ranges and asks: how do you shape up?



Co-op

The fast-growing multiple c-store chain is light on promotions but staff say its range is poised to grow

Range

This Co-op has a baby care range comprising of 18 items that take up three bays in store. When RN asks the store assistant if they have any other baby products, as only two are stocked, they explain that two new Heinz products will be introduced to the store's range in the next few weeks.

Promotions

This Co-op doesn't offer any promotions at the time of this visit and has one item out of stock. But, it does offer a £1 value pack of Co-op own brand baby wipes in a pack of 80. Unlike Tesco, its nappy range only offers own-brand in a 'value' price of £4.

Cross-merchandising

The baby care section is cross-merchandised with toilet roll, feminine sanitary care items, soap and toothpaste, all under a 'Health and Beauty' banner in store. Opposite it is a standalone ATM machine.

Location and space

Baby care items are positioned at the bottom of the shelf, at the back of the store, and because of limited space, the store isn't able to offer more than the two baby food brands. Ella's Kitchen is the most popular brand with mums, staff say, which secured its place when the company last reviewed its range.



Organix

Are you stocking the nation's favourite?

Organix is the UK's No1 baby and toddler snack brand, loved by parents and little ones.*

Made with only the best organic ingredients and the reassurance of no junk.

Food you can trust



*IRI w/e 2nd December 2017

Always organic ✓
Nothing unnecessary ✓
Setting standards ✓

no junk promise

BABY CARE

Tesco Metro

The company's urban supermarket format caters for the needs of modern parents, even if its customers know more than its staff

Range

This Tesco Metro offers customers a wide range of baby-related products, with five shelves dedicated to nappies, including Pampers and Tesco's own-brand. When RN asks the store assistant if the store stocks any gluten-free products, the member of staff doesn't know, but a shopper nearby explains that Ella's Kitchen is the most popular brand.

Promotions

This store offers a seven-for-six promotion on Ella's Kitchen pouches, with the cheapest item free. However, its biggest deal is for nappies, with Pampers at less than half price, at £4 from £8.40. Its own range was also 'better than half price' at £2, down from £4.20.

Cross-merchandising

Unlike the Co-op or Sainsbury's, this Tesco cross-merchandises its baby care range next to DVDs and popcorn, with shampoo on the other side. On the wall opposite baby care are medicine and other beauty products, including face cream, all under a large, well-lit 'Health & Beauty' sign.

Location and space

The store dedicates 25 shelving units to baby care, all at the back of the store. When RN asks if they had any other baby food products, we were told no, because it would be confusing to customers have it placed around the whole store, as opposed to a single space.



SO, HOW DO YOU SHAPE UP?

This Sainsbury's dedicates 14 bays to baby care

Award-winning store owner Eddie Poole, of Poole's Supervalu of Moira, Northern Ireland, compares his offer to the multiples

Range

When it comes to baby food, we mainly stock Cow & Gate, from powdered milk to its wider food range. We also stock a few of their baby items, like dummies. However, our nappy range is large and is something that does really well. Pampers is the biggest-selling brand and parents tend to stick to it.

Promotions

Every area needs different promotions, so we tailor ours to suit our customers depending on the location. Our store in Moira is in a more affluent area than Dromore, where our other store is. Pampers tends to be expensive, so we have to do a lot of promotions with it in the Dromore store.

Cross-merchandising

We cross-merchandise baby care with a range of health and beauty products all on one aisle. When customers walk down, first they see all the paper goods, such as toilet paper, and then it flows into baby care, and then beauty items, like face cream.

Location and space

We consciously keep baby care at the back of the store as I don't think it's an impulse purchase, but something people have purposely gone to buy. Baby care is a planned purchase, compared to, say, fresh produce, which we keep at the front.



With a range to impress, the store also wins on promotions and the number of organic options

Range

This Sainsbury's dedicates 14 bays to baby care, despite it being a small store in a city environment. Its baby food range is predominately made up from Organix and Hip Organic foods, but it also has a wide range of kids' treats in the same bay, such as Bear Fruit Snacks and Tilda for Kids range.

Promotions

Sainsbury's has more items on promotion than Tesco and Co-op, and most baby snacks are on offer, with 10p to 75p off. Items on promotion are grouped together in blocks and highlighted in red so they stand out while customers are browsing. While Pampers isn't on

sale, its own-brand nappies are.

Cross-merchandising

Opposite Sainsbury's baby care bay is a news and magazines stand, and beside it is wider health and beauty products, such as tampons and shampoo. The most popular items, according to the sales assistant, are Organix Finger Food Rice Apple Cakes and Hipp Organic Paella with Mixed Vegetables & Chicken.

Location and space

Unlike Tesco or Co-op, Sainsbury's baby care range is one of the first categories consumers see when coming into store, as it is kept right at the front by the doors.



Good promotions and top quality products define this category



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NEWS ANALYSIS



“We’ve got to fix what happened with P&H”

Last week Costcutter faced the media for the first time since the closure of Palmer & Harvey nearly put its own survival at risk.

Tom Gockelen-Kozlowski reports



Five things we learned about the future of Costcutter

“I expect the Co-op to take a very keen interest”

There won't be many figures in the wholesale business who would describe 2017 as an easy year, but for employees of Costcutter it will go down as particularly tough.

Longstanding supply chain issues led to unhappiness among retailers well before the collapse of Palmer & Harvey. Yet when P&H did fall, it was Costcutter retailers who found themselves in the most vulnerable position. We know now companies including Musgrave, Spar, Bestway and Today's were among those which came to the symbol group's aid in the immediate days after the collapse.

Now, three months on, and with a supply deal with the Co-op signed and ready to go, the company's

top figures have faced the press to discuss everything from how the firm survived its most difficult period, what the resulting deal with Co-op means for independent retailers in practice and why the future of Costcutter is now secure.

01 A Co-op franchise won't be for everyone

Independent retailers are (almost certainly) going to have the chance to open their own Co-op stores. The strict franchise model will be trialled with Costcutter's company-owned stores first and even when it is expanded it is going to be a limited model. “Perhaps this is for people looking to take a step back from their business or to add this as



part of their portfolio if they've got a group," said Scott Russell, director of marketing at Costcutter.

Although it might attract headlines, the company tried to deflect attention away from this eye-catching prospect. "We must emphasise that this is not an immediate priority, but it's something we're excited about offering in the future," Mr Russell said.

02 The Co-op transition will "go live" in April

The current interim deal whereby Costcutter stores have been supplied by Nisa is planned to phase out in April when the Co-op deal kicks in. "We'll be having one-to-one meetings with our retailers in March," said Darcy Willson-Rymer, the company's chief executive. He added that the group's retailers were also being updated during the company's current series of roadshows. The company has suggested that tools for store owners and staff will be made available alongside ranging guides and merchandising advice to help through the process. In one of the boldest predictions at the press conference, Mr Willson-Rymer suggested availability would "fall off the agenda" once Co-op began to distribute to stores.

03 The Costcutter fascias are not under threat

Retailers who feared consolidation could force them to switch symbol groups were given the assurance that this wasn't the case. Costcutter, Mace and Kwiksave will all retain the place in the company's strategy in the future. "We've always had a portfolio of brands that meet retailer needs and shopper needs - we're just adding the Co-op to that," Mr Willson-Rymer said. And adding a note of contrition, Mr Willson-Rymer said: "I think there

are opportunities to further that relationship with the Co-op but we've got to fix what happened with P&H first. We can look at some of those opportunities."

04 Costcutter retailers' own label choice is about to quadruple

The end of Costcutter's Independent range was confirmed at the press conference, but the advantages of the Co-op range were also emphasised. The range of products will rise from 500 to 2,000. The business case to scrap Costcutter's own offer had been a clear one, Mr Willson-Rymer suggested: "The fact we get scale allows us to have more products, better quality and get good availability." The Costcutter boss also described taking Co-op products in store as a "big responsibility". "When you're entrusted with other people's brands you have to make sure that you respect that," Mr Willson-Rymer said. "The responsibility for maintaining store standards sits with the retailer themselves. I expect the Co-op to take a very keen interest in how that's going."

05 Wholesaler consolidation "is a good thing"

Though surprised at how events had unfolded, Mr Willson-Rymer also said he maintained the belief that the era of consolidation would be positive. "If you think about it from a value chain perspective, if you want to get more value for retailers and allow them to create more value for shoppers, then the value you're looking for is in three places," he said. These included the cost of goods from suppliers, the cost of distribution and the overheads that wholesalers themselves have. "By consolidating our purchasing with others, by distributing with others and becoming more efficient - it will allow us to be more competitive." ●



"When you're entrusted with other people's brands you have to make sure that you respect that"

WHY I LEFT COSTCUTTER



Anonymous

It's going to be a long road ahead for these guys. I think the fact Costcutter taking away Independent is an admission it had a weak own label, but last year we also had constant out of stocks from its own label range too - particularly on categories like take-home soft drinks. Its own label ready meal range went down from 20 to eight. I think it will be challenging for remaining Costcutter retailers to now introduce Nisa's Heritage products and a few months later offer Co-op label ranges. If they can get through this period, Co-op's own label is very good, however.

WHY I AM STAYING WITH COSTCUTTER



Anonymous

So far we've been told very little internally - all I knew was that the Co-op transition was planned for some time in the spring, for example. I'm heading to my roadshow with the Co-op tomorrow and I do have a lot of questions. What is the service going to be like? How is it going to operate differently? We need to know their obligations when it comes to service, price and range. This is about them being able to find solutions to problems that have existed for more than three years in our case and at the moment we are still sceptical.





“

RN helps me keep up to date with stock changes across retail and provides great tips for product placement. It also inspires my staff to try new ideas.

JASDEV JATANA, FAMILY SHOPPER SUBWAY, CAMBRIDGESHIRE

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THIS WEEK IN MAGAZINES

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My week in magazines



Tim Murray
 Magazines reporter
 RNreporter@newtrade.co.uk

WE CAN HELP YOU WITH THESE ISSUES

Less than a week back on the magazine beat and I've heard similar complaints from retailers about a few worrying trends.

Distributors and wholesalers have both come under fire for the lacklustre way they've been doing business recently.

There are various gripes, including a lack of different offerings, an inability to send out exciting new titles, taking magazines off sale before the next issues are ready to take their place, administrative errors and difficulties getting additional copies.

It all adds up to a worrying time for retailers, particularly experienced ones. Again and again, the complaint boils down to retailers' belief that the streamlining of the supply chain has not left enough experience in wholesale and distribution.

"I sometimes think they'd rather just get the magazines from publishers, keep them for a bit and send them straight back without even going to stores," one retailer told me.

It puts more onus on retailers to know what's coming out and what's on the way – something RN can help with. I guarantee we will be keeping an eye on these issues.

Title of the week

I-D CELEBRATES 2018 WITH A RADICAL ISSUE

The 40-year-old magazine will be guest-edited by critic Charlie Porter and celebrate those in fashion, film, music and beyond who are pushing boundaries

IT'S BEEN at the top of its game for nearly 40 years, but UK fashion magazine i-D is still a potent force in this sector, with a strong identity. Its first issue of 2018 is subtitled 'the radical issue', celebrating those in the world of fashion and beyond into music, film and other areas who are pushing boundaries. As ever, the hefty magazine features all the latest from the catwalk and street, hitting the news stands as the spring-summer season arrives in earnest. It is guest-edited by fashion critic Charlie Porter, and among its multiple covers and features is one looking at legendary brand Comme des Garçons.



I-D
On sale 16 February
Frequency monthly
Price £7
Distributor Seymour
Display with Dazed & Confused, Love, Porter

Opportunity: the Oscars

The films, the actors, the music, the behind-the-scenes gossip, the glamour of the night itself and what the celebrities wore – whatever their take on the night, magazines across the newsstand will have plenty of coverage of the film industry's biggest event, which takes place on 4 March. Be sure to promote them to film fans.

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THIS WEEK IN MAGAZINES



Bestsellers Music

Title	On sale date	In stock
1 Mojo	20.02	<input type="checkbox"/>
2 Kerrang	14.02	<input type="checkbox"/>
3 Classic Rock	01.03	<input type="checkbox"/>
4 Record Collector	01.03	<input type="checkbox"/>
5 Uncut	15.02	<input type="checkbox"/>
6 Q	13.03	<input type="checkbox"/>
7 BBC Music	22.02	<input type="checkbox"/>
8 Metal Hammer	01.03	<input type="checkbox"/>
9 Guitarist	09.03	<input type="checkbox"/>
10 Gramophone	28.02	<input type="checkbox"/>
11 Music Week	20.02	<input type="checkbox"/>
12 Planet Rock	15.02	<input type="checkbox"/>
13 Prog	01.03	<input type="checkbox"/>
14 Vive le Rock	09.03	<input type="checkbox"/>
15 Sound on Sound	15.02	<input type="checkbox"/>

Data from independent stores supplied by Smiths News

SYMBOL KEY

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



PRACTICAL PHOTOGRAPHY

- The latest issue contains four free cards offering further portrait photography tips.
- Other features include adding drama to landscapes and three special projects.



On sale 15 February
Frequency monthly
Price £5.49
Distributor Frontline
Display with Amateur Photographer, Outdoor Photography



MOTHER & BABY

- Guest editor Giovanni Fletcher, a social media guru who specialises in parenting issues, takes over the reins for this issue.
- As well as features on toddler tantrums and Mother's Day, there is a free 44-page guide to the best baby buys.



On sale 21 February
Frequency monthly
Price £3.99
Distributor Frontline
Display with Gurgle, Baby London, Smallish



YOURS

- Downton Abbey star Penelope Wilton talks about her new film Zoo in this latest issue of the fortnightly women's magazine.
- Other features include items on hanging baskets, getting ready for spring, saving on energy bills, fashion bargains and brain-boosting recipes.



On sale 13 February
Frequency fortnightly
Price £1.55
Distributor Frontline
Display with Take a Break, Woman's Weekly, Chat



TRAIL

- Trail magazine, claiming to be the country's biggest and fastest-growing outdoor magazine, devotes 10 pages of its next issue to the walk crowned 'Britain's best' in a reader vote.
- There is also further inspiration for walkers with ideas of routes to try in 2018.



On sale 21 February
Frequency monthly
Price £4.60
Distributor Frontline
Display with Climber, Lakeland Walker, Trek + Mountain



OLD GLORY

- Currently celebrating its 30th anniversary, steam and railway enthusiast magazine Old Glory attracts its biggest share of sales from the independent sector.
- This issue is bagged with a separate event guide for the first half of 2018.



On sale 16 February
Frequency monthly
Price £4.50
Distributor Seymour
Display with Steam Railway, Steam World

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

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GOOD HOUSEKEEPING

- The Easter issue of Good Housekeeping, bagged with a free supplement, is forecast to be one of the year's biggest from the publication.
- Easter-focused features include a buyers' guide for the best eggs and other seasonal goodies, with a spring theme running throughout.



On sale 28 February
Frequency monthly
Price £4.40
Distributor Frontline
Display with Woman & Home, Prima



AVIATION NEWS

- Billed as a "Propliner Special", this issue looks at propeller-driven airliners, with features on those still in service covering more remote areas.
- Other features include a profile of Brussels Airport, a flight from Madrid to Frankfurt and commercial and military planes.



On sale 15 February
Frequency monthly
Price £4.70
Distributor Seymour
Display with Flypast, Aeroplane Monthly, Airliner World



- Q**
- The latest issue contains 75 pages of classic rock photography, as well as a tribute to Mark E Smith, the recently-deceased singer of The Fall.
 - Also included are two free art prints - one featuring cover star David Bowie, the other The Stone Roses.



On sale out now
Frequency monthly
Price £4.99
Distributor Frontline
Display with Mojo, Uncut, Classic Rock



SPECIALIST CHOICE

MARK ANSELL, LISKEARD NEWS, CORNWALL

BREATHE

Who buys it?

The whole mindfulness sector has gone from strength to strength. It's being bought by young and old. People with stressful lives are definitely looking for something to help them cope, and are seeking these magazines out.

How do you display it?

We put Breathe and other magazines to the right of our women's weeklies. Our display goes through from Hello and Grazia to Take a Break, Fate & Fortune and then to Breathe, Planet Mindful and others.



On sale out now
Frequency bi-monthly
Price £5.99
Distributor Seymour

Expert advice

Jon Bickley

Chief executive,
 Anthem Publishing



Did you hear about Veganuary? It's the new month-long campaign following in the footsteps of November and Stoptober. But this one means business for you, and way beyond January.

Last month, more than 165,000 people signed up to go vegan for January - up from 60,000 in 2017. The campaign attracted extensive broadcast and newspaper media coverage as veganism made the leap into the mainstream.

People are now giving up animal products for all kinds of reasons, from ethics and health to environmentalism. But whatever the motivation, everyone needs information and people are turning to magazines to help make healthy dietary choices and get inspiration for recipes. The vegan magazine sector has grown from £100,000 RSV in 2015 to more than £1m in 2017 and it is still growing.

Our title, Vegan Food & Living is the clear market leader and was recognised by the PPA as the Independent Consumer Magazine of the Year 2017.

Our strategy

Who buys your titles?

Our typical readers are female and under 40. They're quite trendy and value independent retailers and family-scale businesses.

How should they be promoted in store?

Aim to stock at least two Vegan titles - note that vegetarianism isn't the same and isn't as fashionable - and display alongside food magazines.

How are you investing in independents?

We are about to run a 500-store shelf-talker campaign with Marketforce. Look out for yours in the post in March - plus we're increasing pagination to make Vegan Food & Living even more compelling for readers.

COMING UP IN NEXT WEEK'S RN



Premier retailer Steve Archer on finding a winning convenience formula for his smallest stores

Plus, RN analyses the latest magazines sales data to discover the best opportunities for stores of all kinds, and as consumer demand rises how can you find all-day success with food to go?



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Partworks

Title	No	Pts	£
DeAgostini			
Art Gallery	2	60	8.99
British Steam Railways	1	50	1.99
Build Your Own R2-D2	58	100	8.99
Classic Dinky Toys Collection	5	60	11.99
Enhancing Your Mind, Body, Spirit	58	120	3.99
My Animal Farm	53	60	5.99
Jazz at 33 and Third RPM	55	70	14.99
Star Wars Helmet Coll'n	56	60	9.99
Zippo Collection	64	60	19.99
Eagleboss			
DC Comics Graphic Novel	66	100	9.99
Game of Thrones	50	60	8.99
My Little Pony Colouring Adventures	50	80	3.99
Star Trek Ships	118	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	13	80	9.99
Art of Cross Stitch	59	90	2.99
Art of Quilting	111	50	3.99
Art Therapy	152	180	2.99
Assassins Creed: The Official Collection	27	80	9.99
Classic Routemaster	4	130	8.99
Dr Who Complete History	65	80	9.99
Draw The Marvel Way	56	100	4.99
Judge Dredd Mega Collection	81	80	9.99
Marvel's Mightiest Heroes	109	110	9.99
Transformers GN Collection	31	80	9.99
Warhammer	38	80	9.99
Panini			
F1 Collection	49	60	9.99

Collectables

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 10-11 February

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,080g	190g	0g	0	0g
Sunday Times	950g	375g	70g	4	65g
Times	870g	130g	105g	4	65g
Daily Mail	705g	225g	145g	8	55g
Mail on Sunday	660g	245g	60g	5	25g
Guardian	640g	310g	55g	3	45g
Sunday Telegraph	620g	120g	5g	1	5g
Observer	535g	145g	0g	0	0g

Scale of third-party advertising insert payments

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

* By negotiation

Insertion payment guide

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

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