

# RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 09.02.2018

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Shaping the future  
of independent retail  
since 1889



### Editor

Chris Rolfe

@ChrisRolfeRN

020 7689 3362



### Features editor

Tom Gockelen-Kozlowski

@TomGK\_RN

020 7689 3361



### News editor

Helena Drakakis

020 7689 3357



### Reporter

Alex Yau

@AlexYau\_RN

020 7689 3358



### Reporter

Priyanka Jethwa

@priyanka\_RN

020 7689 3355



### Head of design

Anne-Claire Pickard

020 7689 3391

### Editor in chief

Louise Banham

020 7689 3353

### Designer

Emma Langschieid

020 7689 3380

### Production coordinator

Alex Garton

020 7689 3368

### Account directors

George McCracken

020 7689 3364

Chris Carnevale

020 7689 3389

### Account manager

Jon Melson

020 7689 3372

### Sales executives

Khi Johnson

020 7689 3366

Joe Waxman

020 7689 3363

### Sales support executive

Michela Marino

020 7689 3382

### Marketing manager

Tom Mulready

020 7689 3352

### Marketing executive

Michael Sharp

020 7689 3356

### Financial controller

Parin Gohil

020 7689 3375

### Finance executive

Abi Sylvane

0207 689 3383

### Finance administrator

Anubhuti Shah

0207 689 3397

### Managing director

Nick Shanagher

07966 530 001

If you do not receive your copy of RN please contact **Michael Sharp**  
on 020 7689 3356 or email michael.sharp@newtrade.co.uk

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Newtrade  
11 Angel Gate, City Road, London EC1V 2SD  
Tel 020 7689 0600  
email letters@newtrade.co.uk

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## WELCOME

### When planning new legislation, governments need to involve and engage with independent businesses



#### Editor

Chris Rolfe

@ChrisRolfeRN

020 7689 3362

Faced with the evidence that supports it, few could argue with the reasoning behind the schemes and environmental legislation proposed in recent months.

The effects of plastic pollution seen in the BBC's Blue Planet II have no doubt helped garner public support for government moves to cut carrier bag usage with an extended 5p tax, increase bottle recycling with a deposit return scheme, and cut takeaway coffee cup waste with a 25p 'latte levy'.

This week, we highlight another proposed move, this time by the Scottish government.

It plans to tackle 'period poverty' by allowing low-income students to access free sanitary products, shortly after research showed one in five women surveyed in Scotland have regularly struggled to pay for them.

These initiatives and legislation changes have praiseworthy aims, but as their introduction is planned, a fact that needs considering is that each will have an impact on independent retailers. Store owners like David Woodrow, who we spoke to for our story on page 18, might agree with the poverty-reducing goals of the Scottish scheme, but they also need independent retail bodies to be included in planning them from the outset, so changes are workable in stores.

This was the argument the NFRN made when the deposit return scheme was first proposed. Whatever reservations it might have had about the initiative, it lobbied to secure a seat at the discussion table to make sure independent retailers' views were heard from the beginning.

Another store owner, Linda Williams, cites the NHS's Healthy Start scheme as an example of how this has been achieved successfully, with retailers accepting government vouchers for basic grocery items.

When planning new legislation, governments need to involve and engage with independent businesses, to twin introducing policies that trigger positive social change with protecting and encouraging sustainable local stores.



# BREAKING NEWS

## Retailers get ATM exemption

Retailers who operate the only ATM within a one kilometre-plus radius of their store are to be exempt from a cut in the bank interchange rate, the UK's main cash machine network has confirmed.

Link has announced the rate, which is the fee retailers receive for operating an ATM, will be cut by 5p over the next four years. However, this will not change for free ATMs one kilometre or more from the next free ATM.

A financial inclusion subsidy also in place through the network will also raise from 10p to 30p for ATMs in areas with poor cash-access.

The network claims that by deploying incentives from urban areas it will rebalance the network in "rural and less-affluent communities".

## NewstrAid charity fundraiser

The NFRN and newtrade charity NewstrAid have teamed up to raise money for and raise awareness of the benevolent fund through a trade show and curry night for retailers.

The night, which will be held at Romford City Pavilion on 27 Feb, attracted crowds of around 500 retailers when it was last held in 2015. The dinner will run alongside a trade show at an entry cost of £5.

Alex van Straubenzee, chief executive of NewstrAid, said: "Bring the family and enjoy superb curry, fabulous entertainment – plus a chance to grab some bargains at our exclusive trade show."



## Love Island

To capitalise on this year's Valentine's Day, Spar retailer Olly Andrews, of Andrew's Maiden Newton in Dorchester, has dedicated a gondola to chocolates and gifts to increase sales. Mr Andrews said he normally sees an uplift, particularly of Spar's own-brand prosecco, so it was important to continue investing in seasonal fixtures. "Valentine's Day is a huge opportunity and since a refit in 2016, we always have a display. It is also a chance to communicate what else we have to offer for special occasions, such as chocolate roses," he said.

**Lack of investment and availability frustrations** Retailers are nervous after P&H collapse

## Retailers consider move away from Blakemore

by Alex Yau

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

Retailers are considering moving to other wholesalers following frustrations over a lack of investment and continuing availability problems through wholesaler A.F. Blakemore & Son.

Bay Bashir, of Lifestyle Express in Middlesbrough, told RN he is considering Booker as an alternative supplier for his three stores after Blakemore failed to fulfil promises to develop his business.

"My plans are on hold, which is frustrating. One

shop was going to change to Blakemore's BMore Local fascia in January and they also promised to invest in my Lifestyle Express store, but they've pulled the plug," said Mr Bashir.

"I've had no answers or visits from my business development manager in two months."

Kath Hitchin, of Kath's Convenience Lifestyle Express in Caernarfon, is also considering switching wholesalers after seeing availability drop to 70%. She said: "I've had issues over the past six months and I've been unable to get products such as Luco-

zade over the past three months.

"Blakemore promised to help renovate my store, but it's gone quiet. I've received no answers."

According to Mr Bashir, Blakemore's Middlesbrough depot was discounting alcohol by more than 50% in December. Mrs Hitchin added the Bangor warehouse had been running extended Black Friday promotions.

Wholesale expert David Gilroy said the discounts are a sign Blakemore is in need of cash. "Discounts like these are a sign of a business trying to get

money quickly," he said.

He warned Blakemore could not afford to have poor availability. "Customers will lose confidence and go elsewhere. Suppliers are nervous because of Palmer & Harvey's collapse and they may restrict credit to avoid further losses. Blakemore risks losing business if this isn't sorted."

In a statement to RN, Blakemore Wholesale managing director James Russell denied availability issues. "I have visited retailers who have praised increased availability and ease of shop over the past few months," he said.

## Landmark pushes low-sugar drinks

Landmark Wholesale is urging retailers to review their range of drinks and increase focus on zero- and low-sugar options, ahead of the Soft Drinks Industry Levy in April.

John Mills, managing director at Landmark, said the legislation is an opportunity for retailers

to increase sales of soft drinks.

"Independent retailers are already seeing the fastest growth of low-sugar soft drink sales, rising 12.1% compared to 7.8% in the overall market," he said.

David Poluck, of H. V. Kingsley in north London, said sales of Coca-Cola

have already decreased, while sales of sugar-free Irn Bru have increased.

"We started to slowly phase out Pepsi cans, as Pepsi isn't selling as well anymore, so when the levy comes in, we might just get rid of it all together," he said.

Mike Brown, of Brown's

Newsagents in Stokesley, said strawberry-flavoured water is also becoming popular with customers.

However, he added lack of space could limit his range. "I don't have the space to stock a wide variety of low-sugar drinks at the expense of the shop looking cluttered," he said.



**Widespread approval ahead of merger completion** 'New role will provide a boost'

# Indies welcome Wilson's top Tesco appointment

by Alex Yau

alex.yau@newtrade.co.uk

Booker Group chief executive Charles Wilson's appointment as Tesco UK & Ireland chief will "provide the boost independent retailers need," RN has been told.

Mr Wilson, who has led Booker since 2005, will replace current chief executive Matt Davies at the end of April, a month after the wholesaler's £3.7bn merger with Tesco is expected to be completed.

GlobalData retail senior analyst Molly Johnson-

Jones said Mr Wilson will use the power of his new role to the benefit of Booker retailers.

"Charles Wilson has created a positive reputation for increasing Booker's growth, and for being an expert negotiator," she said.

"Tesco sees convenience as a way to increase market share and he will use Premier, Budgens and Londis as a way of doing so. He will negotiate better pricing, but will also consider introducing loyalty schemes similar to the Tesco Clubcard to attract further footfall."

It is also expected Mr

Wilson will look towards Tesco's IT and marketing investment as a way of improving Booker symbol groups.

Mo Razzaq, of Family Shopper in Blantyre, said Mr Wilson's appointment would be a major benefit to independent convenience. "Issues such as tobacco legislation have eroded our margins, but Charles' new role will provide the boost independent retailers need," he said.

Mr Razzaq added that Mr Wilson would use Tesco's resources to develop growing areas such as chilled,

which had been lacking in Premier stores, as well as focus on loyalty.

"Charles knows how important customer loyalty is and he will most likely introduce a scheme across the symbol groups. These schemes work. Shoppers on my store's loyalty scheme buy twice as much with a basket spend of £15.66."

Steve Archer, who runs Premier stores in Cheshire and Staffordshire, added: "Charles will continue to look out for us. I'll be happy if we can access more products, better prices, promotions and IT support."

## Forecourt group's US expansion

Forecourt retail group Euro Garages (EG Group) is to expand into the US after agreeing a \$2.15bn (£1.5m) deal to purchase 762 sites from convenience group The Kroger Co.

The deal, if it passes regulatory approval, will see EG Group operate stores under the Turkey Hill, Loaf 'N' Jug, Kwik Shop, Tom Thumb and Quik Stop names. The company manages 2,600 sites across Europe, which include Spar, Starbucks, and KFC.

Alan Spackman, of Londis Waylands Garage in Norfolk, told RN EG Group can be successful in the US. "EG Group works with international brands such as Starbucks and KFC, which run similarly in the UK and US. It already has an idea of how the US retail model works."

## Fans remember with Munich disaster special

A commemorative issue of the Manchester Evening News paying tribute to victims of the Munich air disaster has helped retailers in the area increase newspaper sales. The issue published on 6 February came with a 16-page anniversary pull-out marking the 60th anniversary of the disaster in 1958, where a plane crash claimed the lives of players from Manchester United Football Club. Manisha Kumar, of Kumar News in Manchester, said: "Sales of newspapers and magazines do increase when they're commemorating a major event. It'll only be football fans with an event like the Munich Air Disaster, but the additional customers do help generate an increase in sales."



## May looks at future of papers

Theresa May has announced a full review into the future of newspapers, saying their decline is "a danger to democracy".

Speaking in Manchester at the time RN went to press, Mrs May announced that the review would look at sustainable business models for printed press at national, regional and local level.

NFRN national president Linda Sood welcomed the move. She said: "National and local newspapers play a crucial role in society and are the bread and butter for many independent newsagents but we have long expressed concerns about declining sales, the demise of quality journalism and, ultimately, the quality of the publications."

## Bestway closes Stirling warehouse

Bestway Wholesale has closed its warehouse in Stirling to allow for more investment in delivered wholesale at its Edinburgh Newbridge depot.

Bestway managing director Martin Race said the closure, which happened on 26 January, was due to the warehouse being unable to meet the

demands of the company's growing delivered wholesale business.

"Due to the size of the Stirling depot, there were constraints in the range of products we could offer customers in chilled, fresh and frozen," he said.

"Customers' delivered business will be better

served by Newbridge which will offer a faster, better service with the additional benefit of a greater range available."

"Our Batleys depot in Newbridge has been fully reconfigured with dedicated picking areas, new goods in and goods out areas to achieve optimum turn-around times

for customer orders."

Shabaz Ali, of Costcutter in Falkirk, welcomed the investment. "Fresh and chilled are growing areas for us and any opportunity to improve our range and the overall delivery times of these products is a positive contribution to the overall business," he said.

# STORE LOOKBOOK



## Man on a mission

Oli Lodge is on a mission to convert customers from 'turn left and pay for fuel' shopping patterns with a standout convenience, food to go and store-made food mix.  
**Chris Rolfe and Tom Gockelen-Kozłowski report**

**H**ow many times do you hear an independent retailer boast that they know who their customers are better than anyone? For many it may be true, but few can back up their assertion as well as Oli Lodge, owner of Budgens West Meon in Hampshire.

"On average, we get 1,250 customers a day. Of these, 1,403 customers a week buy fuel, 4,447 just use the shop and 1,100 buy fuel and shop," he says.

So, when the forecourt store's customers demanded a better range of fresh, chilled, fruit and veg in 2016, Oli – then operating the store under the Nisa fascia – was ready to listen and make big changes to act on their requests.

His first decision was to move the store – and three more of his five sites – over to Budgens, to facilitate his planned improvements. "Nisa had a limited offer and a cheap value message – we were sourcing better quality products ourselves. On top of this, we were getting just two ambient deliveries per week," he says.

"Budgens has a wholesale focus, but also focuses on the retail side. Now, we get our products, promotions and six ambient deliveries per week. We get support when we need it but also have the freedom to get on with running our business too."

His second move was to update his range of fresh fruit and vegetables.

"Half the reason I got into Budgens was because of the value and quality of its fresh range. We've added more pre-packaged vegetables and salads. There are a lot of farmers around here and if the quality isn't good they won't buy it," Oli says.

The store's range of loose vegetables now comes either from the nearby Petersfield Farm or from Booker, and Oli has seen a 12% rise in sales since switching to Budgens.

This could so easily be regarded as a simple story of a retailer moving from one symbol group to another in order to improve his store's offer. Yet this doesn't do justice to the work Oli and his 14 staff members have done to evolve his 2,200sq ft forecourt business into a modern, progressive convenience store that meets the needs of his customers – much of which had begun before he switched groups.

Oli drives early morning footfall with his Starbucks-branded coffee machine (the sixth busiest in the UK), which makes £400 to £500 every day. He has introduced premium brands such as Charlie Bigham's and Cook ready meals which have capitalised on the store's status as a destination for drivers travelling home in the evening. He has also worked with Country Choice's brand Bake & Bite to offer breakfasts and lunches which has transformed the way his customers see his business.

One of his best-selling sections is his





**Put your customers first - I was taught that two is a queue and speed of service is everything in a forecourt. OLI LODGE**



## What you can learn

- ❶ Oli Lodge has evolved his forecourt into a modern convenience business
- ❷ Switching to Budgens allowed Oli to receive six deliveries of core products per week
- ❸ Store-made ham and cheese baguettes are Oli's best-selling food line
- ❹ Oli upgraded his fruit and veg range to attract sales from discerning local farmers

### INFORMATION

#### Location

Budgens West Meon, A32/A272 Crossroads, West Meon Hampshire GU32 1JX

#### Size

2,200sq ft

#### Basket spend

£8

#### Staff numbers

14 (full-time)

#### Weekly turnover

£42,000 - £55,000





# STORE LOOKBOOK



freshly made sandwiches, with ham and cheese baguettes the most profitable food line in the store. "We make them in our kitchen and display them by the door so they're the first thing you see when you come in," he says.

The store sells 150 of these a day, which is all part of Oli's stated ambition to end customers' traditional "enter a forecourt, turn left and pay" behaviour.

And his awareness of who his customers are and what they want is directing the changes: "Making sandwiches fresh every day is my biggest investment in staff time but it's what customers want. We focus on our customers' requirements when developing ranges. We put in 125 new products, including budgerigar food, and alcohol, confectionery, biscuits, tea and coffee lines based on customer requests, when we moved to Budgens."

Local brands such as West Meon cider, cakes made of sweets (premium priced at £14.99) and locally-made sausages have also earned their place in the store's range, alongside an impressive craft beer range.

Altogether, the changes have helped raise weekly turnover at the store to between £42,000 and £55,000, depending on the season – not including fuel or services. "We might not have any competition nearby – Winchester is the nearest town and it's eight miles away – but to be a successful convenience store here, we have to be all things to all people. Thankfully, since we've developed our store, sales have gone through the roof." ●

## What you can learn

- 5 The store makes £400-£500 from its Starbucks coffee machine every day
- 6 Local products such as cakes made of sweets offer Oli's customers the novelty factor
- 7 Premium ready meals have helped make the store a destination for drivers travelling home in the evenings



Want to see more of Oli's store?  
Go to [betterretailing.com/budgens-west-meon](http://betterretailing.com/budgens-west-meon)





# COMMITTED TO OUR RETAILERS SINCE 1977

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"We're now trading under the Nisa Local banner and the store has been fitted out to the Store of the Future 2 format, which has gone really well. We decided it had to be Nisa. The chilled and frozen range were what really did it for us - it's immense. But also, the Heritage range is great.

For the refurbishment we closed for two weeks, but Nisa really did everything for us. They arranged the shopfitters and popped in every day to make sure things were going well. They said it would take two weeks, and it did."

“

They said it would  
take two weeks,  
and it did.

Barry Chandi, Nisa Local,  
Buckden, St Neots

”

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**Nisa**  
Making a Difference Locally

# SYMBOL NEWS



## Nisa puts the spotlight on Big Night In deals

Nisa has launched an in-store campaign to help retailers increase sales of ready meals, alcohol and other ingredients for a 'Big Night In'. The campaign includes offers such as a meal deal promotion on Chicago Town pizza, Heritage garlic bread, potato wedges and ice cream for £5. Retailers can get window posters, PoS and hanging signs to raise awareness of the offers. Nisa head of marketing Philippe Rondepierre said: "We designed this campaign to help drive basket spend with offers on key impulse lines."

Nisa Milverton Stores in Taunton, Somerset's Big Night In promotion

## Scotfresh boss warm welcome

A Scottish retailer has welcomed the appointment of former Spar UK business development controller Mark Steven as managing director of symbol group Scotfresh.

Tommy Miller, of Scotfresh Cardonald, said Mr Steven's experience will be valuable. He told RN: "It's a fresh set of eyes. Spar is well-known for fresh and food to go, and he'll help Scotfresh expand in these growing areas."

Mr Steven will be responsible for the group's expansion plans this year alongside developing its food to go products.

Commenting on his appointment, Mr Steven said: "The business is scaling up with new store openings in the pipeline, further development of the food to go concept and ongoing efforts to improve in a fiercely competitive convenience retail sector."

**Confusion and uncertainty after London event** 'We weren't getting very good answers'

## Costcutter roadshows fuel retailer frustration

by Alex Yau

alex.yau@newtrade.co.uk

A Costcutter retailer says she has been left with "very few answers" about the symbol group's forthcoming deal with Co-op after the first of 39 roadshows.

The nationwide roadshows aim to offer more detail about the exclusive supply deal between the two companies which starts in spring and was first announced following the collapse of wholesaler Palmer & Harvey (P&H).

Sue Nithyanandran, of Costcutter Epsom, at-

tended the first roadshow in London, but said she was left feeling frustrated.

"We didn't receive much information about range or pricing, which is concerning considering the agreement comes into effect in April.

"We already went through traumatic times with P&H collapsing. My range was affected and I don't know how it will change again in the next three months," she said.

According to Mrs Nithyanandran, the Co-op will not be making its own-label range avail-

able immediately. "It will be phased in but the fact nobody from Co-op was present was also strange," she said.

Mrs Nithyanandran added that attendees were told there will be a maximum RRP set on Co-op own-label products, which Costcutter retailers cannot exceed. "Concerns were raised about how this would limit the margins a retailer could make, but we weren't getting very good answers."

Commenting on the roadshows, a Costcutter spokeswoman said

more detailed information would be provided in March to all the retailers concerned. She said: "This is only the first step in sharing the information on all aspects of the new supply arrangements.

"These events are important opportunities for us to speak directly with our retailers and because this has been the first time we have brought our retailers together since the collapse of P&H, we felt it was important to have the conversation directly with them without Co-op."

## BWG store jackpot for 4 Aces

Irish Wholesaler BWG Group will expand its supply chain of retailers to 1,260 if its acquisition of 4 Aces Wholesale is approved by the Competition and Consumer Protection Commission.

BWG currently supplies 1,040 stores across the Republic of Ireland, which include Spar, Eurospar, Mace and Londis. The deal, if approved, would give the wholesaler access to 4 Aces' network of 220 Gala Group convenience stores.

Gala Retail Group chief executive Gary Desmond said: "BWG's expertise, commitment and investment will help to strengthen the Gala brand as we enter our 20th year in business."

## New look One Stop own label boost

A retailer has increased his margins by 4% since he began stocking One Stop's refreshed own-label range.

Aman Uppal, of One Stop Mount Nod in Coventry, started selling the range at the end of November. He told RN there are 100 types of products such as milk and pasta - more than

double the number available in One Stop's previous own label range.

"It's definitely been a positive move because my overall margins have increased by 4%. Sales of milk alone have grown by 15%," he said.

"The growth is similar across other categories.

The packaging is more attractive, and the labelling makes it more obvious the products have been ethically sourced.

"The price is also 50% cheaper than similar products from major brands. For example, soft drinks cost 55p, but the quality is just as good," he added.

Vip Measuria, of One Stop the Prior Way in Borrowash, said: "It's good we've got a quality own label range which can help us compete with the likes of Nisa and Costcutter."

One Stop had not commented by the time RN went to print.



# NEWS & MAGS

## i news boost for publisher

Publisher of the i, Johnston Press, has cited investment in its weekend print offering as helping strengthen its market share in the company's first year of ownership.

The newspaper's ad revenues increased by 26% in the second half of last year, in what chief executive Ashley Highfield described as an "extremely challenging trading environment".

She said: "A slowing down of top-line decline is encouraging while further growth in our audiences underpin additional cost reduction, enabled us to maintain profit margins."

Paul Bacon, sales and marketing manager for the newspaper, said: "We certainly are investing in print. We pride ourselves on listening to reader feedback. The recent investment in our weekend product has contributed to a sales increase."

## Haymarket profits up

Haymarket Media Group reported a rise in operating profits in 2017, while its revenue figures dropped.

The Campaign, What Car? and Stuff Magazines publisher made £16m in operating profits in the year leading up to June 2017. The figure represents a 26% rise from 2016, and is fuelled by the sale of the company's motorsport and agricultural brands.

"This set of results underlines real momentum in deploying our strategy: creating a balanced portfolio of diversified revenues in our chosen markets, said Kevin Costello, Haymarket chief executive.

"Print remains an important platform for our loyal specialist audiences," he added.

**Retailers welcome commitment** But also warn structural problems need to be solved

## Trinity Mirror pledge to grow South Wales sales

by Helena Drakakis

helena.drakakis@newtrade.co.uk

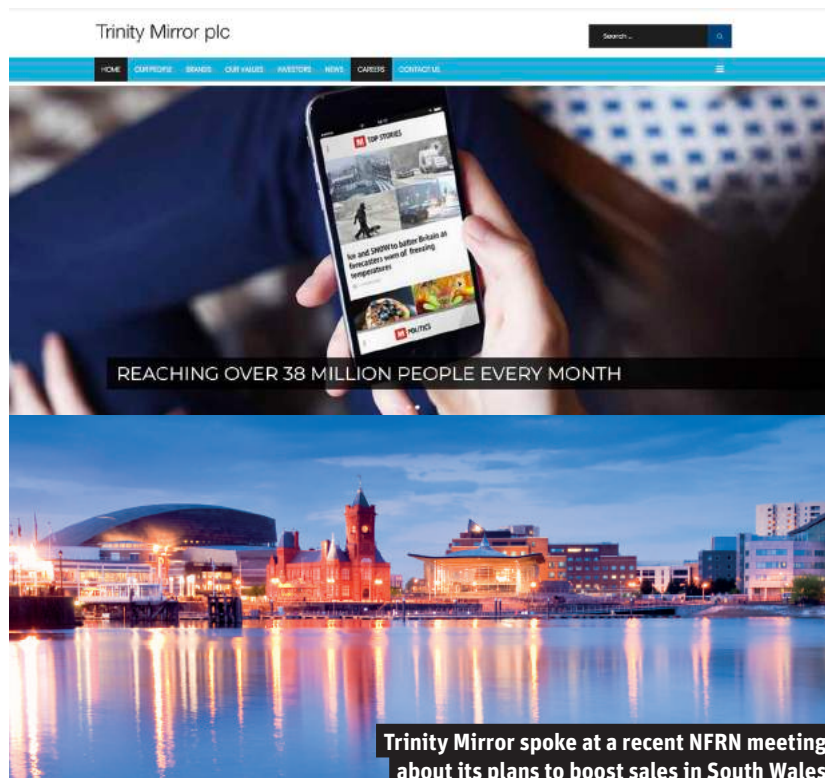
Retailers have welcomed a commitment by publisher Trinity Mirror to help boost sales in South Wales, but warn deeper structural problems within the news-trade must be addressed.

The publisher, which owns the Western Mail, Wales on Sunday, the South Wales Echo and the South Wales Evening Post, spoke to retailers at a recent NFRN meeting. It was the first conversation between the two parties in the district in three years.

Paul Jenkin, Trinity Mirror's head of news sales for South Wales, said: "We spoke with retailers about the performance of Media Wales titles and how we believe that performance can help them achieve growth. It was a very positive meeting."

The publisher spoke specifically about the success of recent subscription drives. Looking ahead, it said it wanted further promotional activity, in particular around events like St David's Day, as well as key retailers meeting with editors to discuss content.

"Events add sizeable sales value to retailers whether



its casual sales or delivered. We've yet to put flesh on the bones but we are looking to engage retailers in how to drive sales forward," Mr Jenkin added.

Cardiff newsagent Mark Dudden, who co-runs Albany News at the Post Office, said he welcomed the meeting. "Trinity Mirror say they want to work with

us to increase our sales. I'm sure good things will come from all parties being proactive."

However, Peter Robinson, who runs Robinson Retail in Pembroke, warned that deeper structural problems, in particular decreasing margins and rising carriage charges, also needed to be

addressed. "I felt there was a real desire to work with newsagents but with the best will in the world, a 15% margin before carriage charges is making news uneconomical.

There was good mood music coming from Trinity Mirror but many questions were left unanswered," he said.

## Regional price rises for Johnston titles

Johnston Press has raised the price of six of its regional newspapers to improve news quality, it has claimed, and newsagents will maintain margin.

The publisher has increased the price of its Blackpool daily title The Gazette from 80p to 85p and the Yorkshire Evening Post from 77p to 82p.

Three-pence rises have been introduced at Portsmouth daily The News (up from 80p to 83p), the Sunderland Echo (up from 75p to 78p) and Sheffield daily The Star (up from 75p to 78p). An increase of 2p has also been made at the Edinburgh Evening News.

The newspaper said it is making the increase to

recruit new journalists and to continue "investing in quality, and trusted news".

Kate Brown, of News2U in Leeds, said 7% of her Yorkshire Evening Post customers have cancelled subscriptions.

"Regionals need to think about what they're charging - these price in-

creases aren't sustainable," she added.

A NFRN spokesman said: "These six titles' increases are pro-rata and pro-rata is, and always will be, the NFRN's expectation."

Last week Johnston Press reported a circulation rise of 2% despite revenues falling by 5% last year.

# PRODUCT TRENDS

## Eco tea comes at a price

Biodegradable tea bags may lead to higher prices for consumers, industry experts have warned.

The news comes after Co-op announced it will be introducing biodegradable paper tea bags across its own-label tea range.

A spokesman from the UK Tea and Infusions Association told The Observer the raw material cost and upgrades to machinery could increase the cost of a bag by about eight times.

Wendy Boyatt, of Premier Morfa Stores in Harlech, said she is not concerned if prices rise as people will continue to buy the brands they like.

"Even if prices rise, it won't mean a decrease in sales for us. Customers might change brands to something cheaper, but they won't go without their tea," she said.

## Global foods lead into 2018

Modern European, Middle Eastern and Asian cuisines are predicted to be the biggest food trends of 2018, foodservice wholesaler Bidfood has revealed.

Its Food and Drinks Trends 2018 report suggests a growing consumer appetite to try new global foods that incorporate traditional spices, which has led to an interest in Middle Eastern and Asian foods.

Lucy Pedrick, insights manager at Bidfood, said as a result, people are becoming more experimental when cooking at home.

She added: "We're already seeing brands rise to the challenge and offer on-trend bold concepts and products."



## Switching from powder can boost laundry sales

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

Swapping powders for pod and gel formats can help retailers increase sales in the laundry category, retailers and suppliers have told RN.

Pods have more than 33% share of the market, compared to powders and liquid gels, and is the fastest growing format in the laundry category, according to Dan Jalalpour, senior brand manager for fabric care, at Procter & Gamble (P&G).

"In the total market,

liquid tab value sales have increased by 7% over the past six months (to December 2017)," he added.

Sandeep Hegde, director for the convenience, wholesale and club channel at P&G, said consumers are willing to pay a premium price for the convenience the formats provide, so its important retailers get their core range right.

"Reducing the number of items available by 20% can gain uplift in sales by 6%," said Matt Jackson, multi-channel director for convenience,

discounter and wholesale at P&G.

Atul Sodha, of Londis in Uxbridge, reported an increase of nearly 64% in laundry value sales, and a £6 increase in basket spend, after refreshing his laundry fixture by swapping powder for pods, following P&G's advice, accessed through its ShelfHelp portal.

He said: "We moved three shelves to the bottom, resulting in a full bay dedicated to laundry and cleaning products. There has also been a trend in more people look-

ing for fabric softeners."

Justin Whittaker, of MJ's Premier Store in Royton, saw a 48.3% increase in sales after remerchandising his laundry bay and investing in household items, including gels and pods.

"An up-to-date laundry fixture is more important than ever, especially in a climate where tobacco sales are decreasing," he said.

To help retailers capitalise, P&G has upgraded its liquid products range with new Ariel 3 in 1 Pods and Ariel Cold Wash gel.

## Champagne price rise dents sales

A rise in the price of champagne has led to a fall in the number of sales and the continuing trend of consumers buying sparkling wine, according to industry figures.

"The average price of a bottle of champagne has increased by more than 7% and is now more than £21 in the total UK off-trade

market," said Helen Stares, client business partner at data firm Nielsen.

Ms Stares added that sparkling wine has continued growing by 9.8% in 2017, reaching £846.2m.

Andy Morgan, director at wine supplier The Sparkling Wine Co., said consumers are increas-

ingly looking for affordable luxuries. "More recently, we have seen demand for English sparkling wine, for those who want a slightly more premium product," he added.

Faisal Naseem, of Party Time in Arbroath, said he noticed a decline in sales of champagne three years ago.

"This is because the price of champagne significantly increased, for example, Lanson went from £24 to £32, so we saw a trend in prosecco, with people mixing it with drinks like Chambord. Discounters like Lidl might sell cheap champagne, but people would rather buy higher quality prosecco."

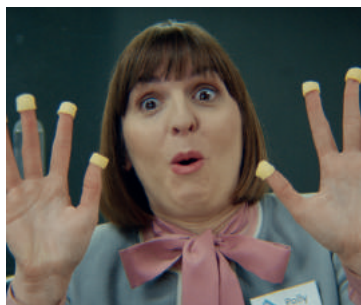


# BRAND SNAPSHOT



## Comfort zone

Unilever is set to launch three new luxury variants of fabric softener Comfort: Heavenly Nectar, Luscious Bouquet and Lavish Blossom.



## Hoop dreams

Hula Hoops is back this month with its 'Hands Full' advert, part of a £1.5m campaign spanning TV, social media and posters.



## Sweetie pie

Pladis is extending its McVitie's Digestives Slices range to include a new Banoffee flavour, with an RRP of £1.50.



## Family business

Allied Bakeries is launching a TV advert to support Kingsmill 50/50, celebrating the role that Kingsmill bread plays in British family life.



## Mars attacks

Mars Chocolate Drinks and Treats has announced a new addition to its chocolate spreads range, M&M's Crispy Spread, available in a 350g jar.



## Gum control

Wrigley is launching a new 'Time to Shine - Arrive Ready' TV advert for its Extra gum holder, which will launch on 29 February.



## Lucozade Energy Orange

Lucozade Energy's best-selling flavour is set to be the hero of a new £6m campaign in March, helping to drive shoppers into your store.



## Lucozade Energy Original

The Lucozade Energy range brings in almost £2,600 in sales to the average store every year, so should form the basis of your drinks range in the chiller.



## Lucozade Zero

Now available in Orange, Pink Lemonade and Original flavours, this zero-sugar offering is the perfect solution to tempt your sugar-conscious shoppers.

In association with  
**Lucozade**  
ENERGY

# WHAT'S NEW



## Dash sparkling water

Positioned in the evolving unsweetened flavoured-water category, Dash sparkling water contains no sugar or calories, and is infused with fruit and vegetables.

**RRP** £1.29

**Contact** sales@dash-water.com



## TickleBerries juice

As plant-based food and drink diets increase in popularity, TickleBerries' 100% Aronia Berry juice is designed as a healthier alternative to allow shoppers to try new flavours.

**RRP** £3.99-£4.49 per bottle

**Contact** info@aroniaberriesuk.co.uk



## Jeeva coconut oil range

Jeeva has launched three new varieties: Organic Virgin Coconut Oil with Chilli & Garlic, Organic Virgin Coconut Oil with Tumeric & Black Pepper, and Organic Virgin Coconut Oil with Vanilla.

**RRP** £5-£6

**Contact** info@jeevauk.com



## Soulful Food pots

OnePot meals are designed to be eaten for lunch at work or for easy evening meals, and are made with free-range meat, all incorporating grains.

**RRP** £3.49

**Contact** eva@soulfulfood.com



## Spread Sensation spread

As a Great Taste Award winner and highly recommended in The Good Choice Quality Food Awards, Spread Sensation is suitable for vegetarians and vegans.

**RRP** £4.50

**Contact** mail@goodcarmafoods.com



## Kind Snacks nuts

Low in sugar, gluten-free and dairy-free, Kind Snacks' Dark Chocolate Nuts & Sea Salt is high in fibre and is blended with honey and chocolate, designed as a healthy snack.

**RRP** £1.29

**Contact** info@kindsnacks.co.uk



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



## The Fresh Pasta Company ravioli

Mattarello Wild Mushroom and Mozzarella Ravioloni can be cross-merchandised with parmesan cheese, and provides a premium point of difference for retailers.

**RRP** £3.99

**Contact** sole@thefreshpastacompany.co.uk



## Owlet spiced apple juice

Owlet Fruit Juices' spiced apple blend can be served both hot and chilled, and is an ideal product to accompany festive seasons and special events.

**RRP** £2.80-£3.25

**Contact** hello@owletfruitjuice.co.uk

**Focus**

## Valentine's Day

Spoil your customers for choice this Valentine's Day with a selection of special chocolates for last-minute gifts.



### Cocoba chocolate spoon

Cocoba's Marshmallow Milk Hot Chocolate Spoon is designed to be stirred into hot milk and works as a perfect gift for Valentine's Day, complete with marshmallows.

**RRP** £2.95

**Contact** wholesale@cocobachocolate.com



### Doisy & Dam chocolate bar

Doisy & Dam's Dates and Pink Himalayan Salt chocolate bar is a healthy substitute for salted caramel flavours and is suited for customers looking for a treat this Valentine's Day.

**RRP** £2.75 (80g)

**Contact** orders@doisyandam.com



### Hotel Chocolat lolly

Hotel Chocolat's heart-shaped lolly in raspberry-white chocolate, is designed to be a luxury gift for Valentine's Day, containing more cocoa than sugar.

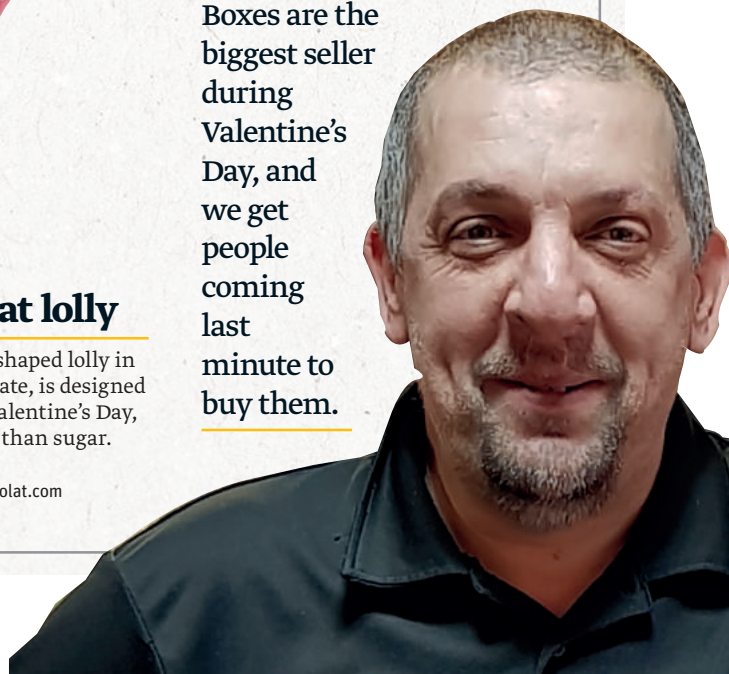
**RRP** £2.50

**Contact** marketing@hotelchocolat.com

### Tommy Miller

Shauns Best For Value & Service, Cardonald, Glasgow

For us, Nestlé Dairy Boxes are the biggest seller during Valentine's Day, and we get people coming last minute to buy them.



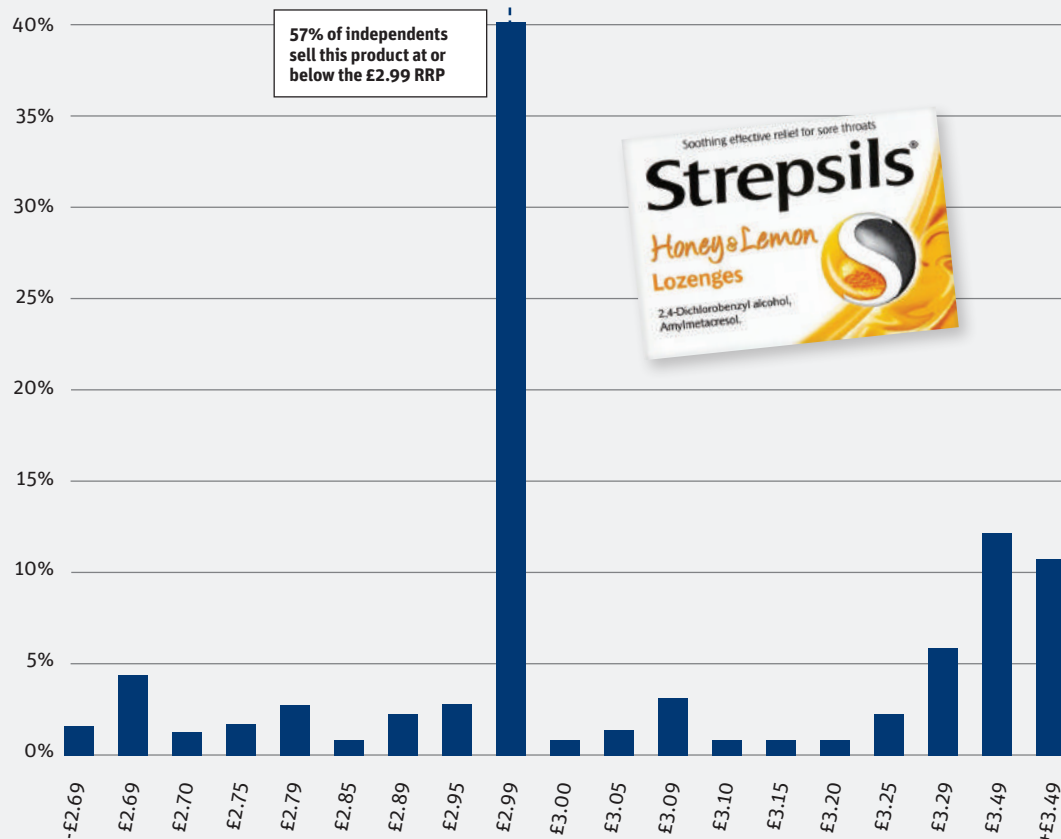


# PRICEWATCH

## Profit checker Over-the-counter medicines

## Price checker

**STREPSILS HONEY & LEMON 16s** Price distribution %



## Analysis

More than 40% of retailers we surveyed this week charged the £2.99 Booker RRP for a packet of Strepsils Honey & Lemon. Only 12% charged 40p over this, while 1.2% went above £4. The data shows some retailers

still see demand for over-the-counter medicine even when they price above RRP. Retailers in our survey reflected these trends. Those with tough competition on the high street chose to stick to RRP to avoid scaring

customers away. Others felt medicine was enough of an essential item – especially during winter when shoppers are more susceptible to illness – to aim for higher margins.

PRODUCT
Calpol Sugar Free Suspension Liquid 100ml
Happy Shopper Paracetamol Caplets 16-pack
Lemsip Cold & Flu Original Hot Lemon Powders 5-pack
Lemsip Maximum Strength Capsules 8-pack
Lemsip Cold & Flu Maximum Strength Powders 5-pack
Happy Shopper Ibuprofen Tablets 16-pack
Calpol Six Plus Bottle 80ml
Covonia Cough Mixture 150ml
Strepsils Honey & Lemon 16-pack
Nurofen Tablets 12-pack
Benlylin Chesty Adult 150ml
Nurofen Express Caplets 12-pack

## How we drive our profit

### Raaj Chandarana

**STORE** Londis  
**LOCATION** High Wycombe  
**TYPE** Neighbourhood  
**SIZE** 650sq ft

#### TOP TIP

Make sure you're well stocked on products like medicine because they can sell very quickly



**Strepsils** are seen as an essential medicinal item and we can afford to charge more than the RRP for them. We make a margin of 35% on each packet we sell, and I like to shop around at different wholesalers for these products to find better prices and ensure we make the best margins. We boost sales even further by doing simple things such as displaying products horizontally so customers can read labels properly, placing them at eye level, while also showing the price. Customers are more likely to buy a product if they know the price, even if it is at a premium.

### Anish Parekh

**STORE** Londis Broadoak & Post Office  
**LOCATION** Ashton-Under-Lyne  
**TYPE** Residential  
**SIZE** 1,000sq ft

#### TOP TIP

Always buy more stock than you need during winter. Medicine has a long shelf life



**We charge** 50p above RRP and make margins of 31% as a result. Our shoppers see medicine as an important item, and this is especially true in winter when customers are more likely to be ill and not bothered about paying extra for something that could make them better. We normally sell a case of 12 every three weeks in winter. I recommend shopping around, too. I mainly get my stock from Londis, but I also go to Booker, Parfett's, Bestway and Costco. I've sometimes been able to get £3 off the normal warehouse price and this obviously means I can get better margins.



**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 SMALL C-STORE IN ABERDEEN SUBURB	RETAILER 2 LARGE SUBURBAN GLASGOW SHOP	RETAILER 3 OFF-LICENCE IN EAST LONDON RESIDENTIAL ESTATE	RETAILER 4 CAMBRIDGESHIRE VILLAGE HIGH STREET SHOP	RETAILER 5 POST OFFICE IN RESIDENTIAL AREA OF SOUTH YORKSHIRE TOWN	RETAILER 6 VILLAGE STORE IN SOUTH DEVON
£3.97	£4.09	£4.09	£4.09	£4.09	£4.09	£4.09	£4.20
83p	£1.15	–	69p	99p	69p	75p	80p
£2.77	£3.99	£2.49	–	£2.99	£2.49	–	£2.59
£3.12	£2.89	£2.99	£2.89	–	–	£3.15	–
£3.97	£3.69	£3.99	£4.16	£3.99	–	£4.19	£4.09
88p	65p	–	89p	99p	79p	£1.00	69p
£4.00	£4.09	£4.09	£4.09	£4.09	£4.09	£4.09	£4.20
£3.88	£3.79	£3.79	£3.99	–	£3.79	£3.89	£3.99
£3.14	£2.99	£3.39	£2.99	–	£2.99	£2.99	£2.99
£2.65	£2.69	–	–	£2.69	£2.69	–	–
£5.45	£5.99	–	£5.99	–	£5.99	£5.99	–
£3.58	£3.49	£3.39	–	£3.99	–	–	£3.49

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Judith Mercer

Spar Greenway, Belfast

Ashers Baking Co  
sausage rolls (£1.89)



#### Where did you discover them?

We've known Ashers for 25 years and they were one of the first local suppliers we decided to work with. Because we go back many years we have the benefit of knowing the products well and we can use this knowledge to persuade customers to buy their sausage rolls. We can rely on Ashers to deliver on time every week without fail.

#### Who buys them?

We sell more than 40 each week. Our shoppers range from workers on their lunch breaks to families on a nearby housing estate and school children who want a snack on their way home, so there's a good selection of customers. We're focusing on food to go in a big way at the moment, and the category has definitely helped boost sales. The range is quite varied because you can get savoury, chilli and curry flavours.

#### Why are they so successful?

Ashers has been in the community for years, so shoppers already know the products quite well. The sausage rolls are more established in the area than those from bigger suppliers, but Ashers are more successful because the products have been in the community for so long and are award-winning, which creates the perception of quality in customers' minds.

## Julie Atkinson

**STORE** Hollins Green Community Store  
**LOCATION** Warrington  
**TYPE** Village store  
**SIZE** 550sq ft

#### TOP TIP

Put medicines in a prominent place so customers can find them instantly



**We have** the advantage of being the only convenience store in the area and there is a lot of demand for medicines as a result. We could charge higher because of this, but we stick to RRP because we get enough footfall and our margins are normally at least 21%. Cough sweets are very good sellers in the winter as well – we sell an average 26 packets per week during this period, which makes it a popular product for us. The customer base for these is quite varied as well, because our customers are everyone from young children all the way up to the elderly.

## James Brundle

**STORE** Eat 17  
**LOCATION** Bishop's Stortford  
**TYPE** High street  
**SIZE** 5,000sq ft

#### TOP TIP

Have different price points, even with medicine. You can attract more shoppers with a wider range



**We stock** a lot of specialist and locally-sourced products, but this doesn't mean we can't sell essentials like toiletries or over-the-counter medicine too. They're items people look for all the time and it makes sense to keep them in our overall range. We're a Spar, so we get a lot of products from Blakemore. The store is particularly competitive, not just for food and groceries, but also for medicine because there's a Boots just down the road. For this reason, we charge RRP because we don't want to scare away customers by charging a higher price than the competition.



# YOUR NEWS

**Scottish government plans free sanitary products** But there is no clear strategy yet in place

## Strategy discussed for free sanitary products

by Olivia Gagan

RNreporter@newtrade.co.uk

Retailers face a race against the clock to be part of a Scottish government plan to make sanitary products free for low-income youths.

Holyrood wants a scheme up and running by August 2018 to allow women attending school, college or university to access the products for free.

David Woodrow, of Woodrow's, Bishopton, attended a meeting between retailers and the Scottish government

to discuss how the plan could work in stores.

He told RN that with only months to go, there is no clear strategy in place. "The meeting raised more questions than answers. Each mechanism suggested to make it work was fraught with problems.

"Allowing people to pay with preloaded cards is one solution, but to set that up in this time-frame is going to be very difficult."

Mr Woodrow said providing the products in schools rather than shops could create an-

other issue. "If the sales volumes are not large enough, small stores could delist products, which is a different problem for shoppers, of poor access."

Linda Williams, of Broadway Premier in Edinburgh told RN: "Sanitary products are not a massive part of sales, but they're essentials that you have to stock in store."

Mrs Williams said token systems could be a solution to allow shopkeepers to dispense products. "I can see it working like the NHS's

Healthy Start tokens, which allow us to accept government vouchers for items like milk, fresh fruit and vegetables. It's a paper token system, but they're looking at making it plastic and I could see that being a really useful method. In local shops it's worked really well."

The government's plan is part of longer-term commitment to provide universal free access to sanitary products north of the border, in a bid to end 'period poverty' - where women cannot afford basic sanitary care items.

## Loan aids energy savings

A Scottish shopkeeper has slashed his energy bills by taking advantage of an interest-free government loan to improve his store's lighting and chillers.

Aleem Farooqi of Goldenacre Mini Market, Edinburgh told RN: "I used to have an energy bill of around £550 a month - now it's £325."

The cash was available under the Scottish government's SME Loan scheme, which helps small firms access finance to grow their business. Mr Farooqi used the loan to switch his previous 3.75m chiller to an energy-efficient 7.5m model and install LED lighting in store.

"The savings have been substantial," he said.

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### Pancake uplift

Staff at GWilliams in Edington, Somerset say they have experienced a notable uplift in sales since staff created this year's pancake display. The display, which sits near to the home-baking aisle and was designed by assistant Abi Hatrey, features local eggs from Westcroft Eggs, flour, pre-mixes including the gluten-free Mrs Crimbles range alongside a selection of toppings. Store manager Jo Hellier said: "Abi used her creative flair to highlight the ranges of pancake toppings and mixes. With such a standout display we've really notice an uplift."



### Dairy deal expansion by local demand

A village shop is renewing its partnership with a local dairy as it looks to expand its dairy section.

Tywardreath Village Shop in Cornwall, run by Josh Taylor and Trudy Thompson, has been stocking products from the Trewithin Dairy since they took over the business in 2016.

They will now install a larger chiller and increase the range.

"Our most loyal local shoppers asked us to continue stocking their products. They are also the nearest dairy to us, which fits our model of collaborating with local Cornish businesses," they said.

### Spar shop trials new discount loyalty scheme

A Spar retailer is trialling a loyalty scheme designed to increase footfall by offering customers a 5% discount.

Raj Aggarwal is running the trial in his Sheffield store until the end

of February. Customers can sign up to the scheme online. A pass will be emailed to them, which is scanned at the till. Products such as alcohol and tobacco are excluded.

Mr Aggarwal told RN

the scheme will be extended and introduced to his two other Spars in Leicestershire if the trial is successful. "This can help attract more customers while providing information on products custom-

ers may pick up if they know they're discounted.

"It's for a good cause, too, because customers can choose a charity to donate money to at the end of the trial," said Mr Aggarwal.

low in calories

low in calories

**fuzetea**

**MANGO CHAMOMILE**  
with tea extracts

**PEACH HIBISCUS**  
with tea extracts

**NEW**

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with tea extracts

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with tea extracts

**NEW**

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# YOUR VIEWS

## YOUR LETTERS

### ■ Voucher handling allowance is way too low for work involved

Every week as I process my news vouchers the same question comes to mind.

While we are happy to accept vouchers and love the business they generate, is the handling allowance really appropriate for the amount of work?

The handling allowance has stayed the same since it was introduced, and I can't even remember when that was. I think it should at least be adjusted in line with inflation.

It took me three hours to do it yesterday, and we get £5 for it, so that means £2.50 an hour – it's not a great hourly rate.

At the same time, vouchers are really important to us. It gives us a way of keeping customers.

But there has got to be a better way of going about it. It's a very laborious and time-consuming process.

I'm not sure about the best way of doing it, but if the process was streamlined and made easier for



**The handling allowance has stayed the same since it was introduced, and I can't even remember when that was**

**David Lomas**

us, then I would prefer that, rather than increasing the handling allowance.

If it stays like this, I'd prefer to get more money for doing it. We are actually keeping the publishers' customers for them so I definitely want more money for doing so.

**David Lomas**

Lomas News, Bury, Lancashire

### ■ Credit for missing supplements is becoming impossible

I, and a few other NFRN members in Wales, have experienced a lot of problems getting credits for missing supplements.

It feels like Smiths just see them as something free that it doesn't have to give us, rather than part of the newspaper. They might as well start ripping out page seven and tell us we should sell the papers without that.

**Mark Dudden**

Albany News at The Post Office  
Cardiff

#### **A Smiths News spokeswoman said:**

*"We have identified that we have received one supplement claim in the previous eight weeks, which doesn't indicate a consistent problem. However, we will make contact directly with Mr Dudden, to understand his concerns and strive to resolve in a timely and appropriate manner."*



### ■ Looking forward to some great deals...

There isn't much that rocks my boat anymore in the retail industry, but the thought of being able to offer these deals to my customers when the Tesco-Booker merger takes place really excites me. What do you say Tesco-Booker: level playing field or no way, José? You're offering a new exciting future for retailers. Are you going to deliver?

**Graham Doubleday**

Doubleday Newsagents  
Ashton-under-Lyne

#### **A Booker spokesperson said:**

*"As we stated at the announcement, we believe that joining forces with Tesco offers the potential to bring benefits to end consumers, our customers, suppliers, colleagues and shareholders."*

## YOUR SAY Do you expect to sell more papers and magazines for the Royal wedding and World Cup?



### **Eddie Poole**

Poole's Supervalu of Moira, Craigavon  
Magazines will absolutely fly off the shelves and we normally put them on the checkout when there is a Royal wedding, as we have a space there. In our area, the Royal family are well supported seeing as both of our stores are near Hillsborough Castle, which is their official residence. A lot of people in the area are 'royal watchers'. Therefore, when there is a wedding, magazines that feature them sell really quickly.

### **Raj Aggarwal**

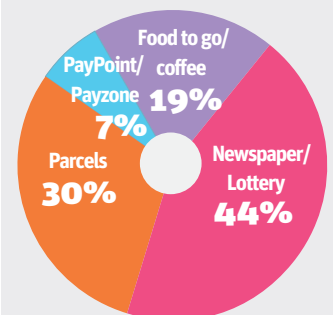
Spar Wigston, Leicester  
Our newspaper and magazine sales go up by 5% when there is a major event on and I expect this to be similar during this year's

Royal wedding and World Cup. Shoppers just love to keep them as a souvenir. If not, then they just want to find out more about these major events by reading about them. All the magazines and newspapers we normally do well with tend to see an uplift.

### **Gerald Thomas**

Arcade News, Ammanford  
I expect we will sell a few more for the Royal wedding, people tend to buy them as souvenirs. We did well with the World Cup last time, but as Wales aren't in it, I don't know how much difference it will make. Hopefully we will do well with the Match Attax cards, last time the children in the area went mad for them and we were getting through a box of packets a day.

## RN READER POLL



## What drives most footfall to your store?

### NEXT WEEK'S QUESTION

How good is availability from your main wholesaler?



**Vote now at**  
**betterretailing.com**



## JOIN THE LONDON DISTRICT FOR A REAL NIGHT TO REMEMBER



Last year's NFRN London district dinner and dance

All are welcome to the NFRN London district's dinner and dance on 25 February. The event will take place from 6.30pm until late at Mumbai Gardens in Harrow. Dress code is smart or traditional. Please get in touch with me if you would like a ticket. They are £25 including a three-course meal, non-alcoholic beverages and entertainment.

Pravin Shah  
NFRN London district president

# 100 YEARS AGO

9 February 1918

RN drew attention to an article appearing in Pearson's Weekly entitled "How to Laugh on Meatless Days". The publication features some "splendid recipes for vegetarian dishes", for readers to cook during rationing, rather than the "flexitarianism" read about today.

## VIEW FROM THE COUNTER with Mike Brown



I am very excited today. It is our (Leeds Rhinos') first home match of the new Rugby League season. We are playing Hull Kingston Rovers. I say at home but the match this evening is being played at Elland Road, the football ground, while our stadium, Headingley, is having the North and iconic South Stand rebuilt. Hopefully we will be back in our own ground at the beginning of March.

Tickets for the new Euromillions Hotpicks game and an extra Thunderball game gave a welcome boost to sales at the end of January, as did the plethora of partwork launches. They seemed to cater for all tastes, from nostalgia with the Classic Dinky



Toys Collection, to Marvel fans with the figurine collection.

Moscow may have had only six minutes of sunshine in December but here in the north east we easily beat that for January.

I have decided to try a new activity this year - open water swimming. I regularly swim a couple of times a week so it seems a natural

progression. A reservoir near Whitby called Scaling Dam is a possible venue.

Northumbria Water organises a session in the evening and last season about 60 people turned up, which reflects its growing popularity.

Anyway better buy a wetsuit first as goose grease seems a fairly unpleasant alternative.

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Good meeting with minister for business @PaulWheelhouse at @AleemFarooqi2 store in Goldenacre to see energy efficient refrigeration and lighting with support from @ZeroWasteScot .@NFRN\_Online @Adrian\_NFRN

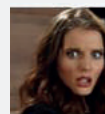
Abdul Qadar  
@abdul\_qadar

Go Local Deals are driving customers crazy at our Breaston Store! However good the deals are, please try and park responsibly!



GoLocal  
@retailerworld

### In response to a tweet from the Daily Star



Daily Star @Daily\_Star  
Did you spot this massive blunder in tonight's #Corrie? bit.ly/2DYkWEo

According to this article a 800g loaf is only 50p or 60p ... at the supermarkets. Giving independent stores a bad name. Please could you show me where you get your information from!!

Harj Dhasee  
@HarjDhasee



@IAAcademy 2017 winners sign is now up in store! Our customers are also really happy with the reusable bags! #IAA17

One Stop Mount Nod  
@OneStopMountNod



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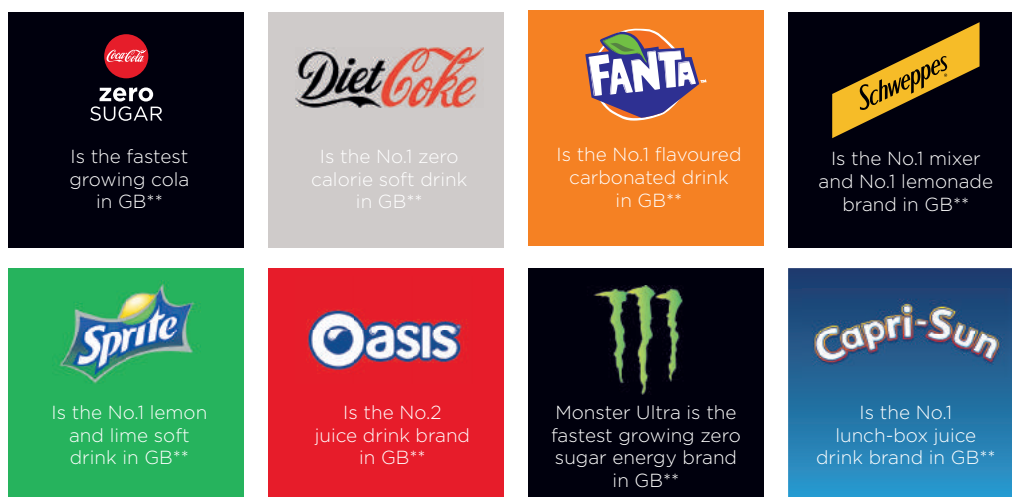
8g+ of added  
sugar per 100ml\*

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\*Doesn't include pure fruit juice, no added sugar drinks, drinks with 75% milk content.  
 \*\*Nielsen / CGA YTD w/e 30.09.17



# FASCIA REPORT

## Me and my symbol group

### MY GO LOCAL EXTRA STORY

#### Alan Race

Drinks Allowed  
Go Local Extra, Stockport



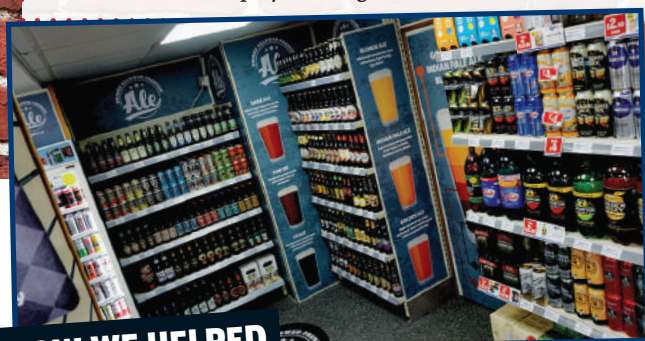
I introduced a new niche range to stand out

I'd seen the potential of craft and real ale, from talking to customers and looking at what other stores were doing. I spoke to my retail development advisor who was able to provide some guidance on what range might work for the area that we are in and how to create an area in my store where we could display the range.

Parfett's were also able to provide point of sale and shelf talkers. It's helped out Go Local store to become the go-to place for ales in our area and transformed our offer. Increasingly it's important to have something like this to help you stand out in the market because the competition is growing and margins are getting squeezed. Giving people one more reason to come through the door is essential. Plus many of these products are made locally and it shows our customers that we really are a focal point for the community. We're already seeing an uplift in sales as a result.



Alan Race has introduced a successful craft beer range in partnership with Parfett's



### HOW WE HELPED

#### Guy Swindell

head of customer development and marketing, Parfett's



When Alan approached us to discuss his thoughts on making more of his craft beer offering, we recognised it was a fantastic opportunity.

Our team helped with elements like deciding on the range and providing point-of-sale material. But where we added real value was in enabling Alan to go beyond basic promotion and create a USP.



**We really are a focal point for the community**

**T**here is something happening in our industry. Across the UK, independent retailers are investing, innovating and risk-taking like never before. In the background there are many reasons for store owners to worry about the future – margins, consolidation, legislation and more – yet there are so many retailers who seem compelled by this to be more ambitious for their businesses.

In RN, we've been reporting on this trend as it has developed. Aman and Joga Uppal demolished and rebuilt their family business, creating the space for One Stop Mount Nod, an award-winning modern convenience store. Then there was the huge £300,000 rebuild of Premier Whitstone Village Stores undertaken by Dan Cock at the start of 2016. Meanwhile, Siva Thievanayagan has given his Nisa in Peterborough the "wow" factor

after a major investment, while Mehmet Guzel has rapidly built his Simply Fresh empire, adapting his trendy urban local shop model for new neighbourhoods and transport hubs.

It seems that every week, RN is able to report on another top convenience business owner investing in their future in the most extraordinary of ways. And there is a fact that connects almost every one of these projects: they are going on in partnership with one of the UK's growing number of symbol and franchise groups.

For this week's special focus on symbol and fascia groups, RN has spoken to top retailers and industry figures to identify five must-follow rules for any retailer embarking on their own transformational journey.

#### Know your customer base

Hidden behind the dramatic, inspiring projects that retailers





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\*The UK's fastest growing major symbol operator with 20% YOY increase in sales (July 2016 - June 2017) and voted the UK's number one symbol group by Which? (Feb 2017)

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# FASCIA REPORT

## MY FAMILY SHOPPER STORY

### Radhakrishnan Kumar

Family Shopper  
Glynneath



Opening a new store was made easier by working with the Family Shopper team

I worked with Booker on the opening of my Family Shopper store in Glynneath, in May 2016. Throughout the whole process, Booker were extremely helpful if I needed any information, and my local representative is always there when I need advice, which helped to bring additional footfall into my store. Booker also helped with the merchandising, shop

plan and provided planograms. When it came to merchandising, they also taught me the benefits of an open shelf bay where all the products available are on display for my customers to choose from. And I also made my choice of groups because of Family Shopper's focus on the core range is really streamlined in their offering – I didn't want to deal with old stock being kept at the back. On the store opening, Booker helped with promoting the store with leaflets, hiring a local band to come play outside, face painting and providing free food – it was a successful day. I then went on to opening another two Family Shoppers on the back of the first being a success – we have plans to open another at the end of June 2018.



Booker helped Kumar introduce his business to locals with a launch party

## HOW WE HELPED

### Robert Butler

Brand director,  
Family Shopper



Mr Kumar really understands retailing and how to operate fantastic stores. Family Shopper helps retailers run efficient businesses that are easy to maintain, while still offering a full convenience range with fresh, frozen, grocery and impulse. We're looking forward to continuing to further grow both sales and profits.



The process of working as a Family Shopper has given Kumar confidence to open more sites

» have undertaken with their symbol partners is, in every case, a deeper knowledge of the customers a retailer plans to serve with their new range, refitted store or store site.

"I know my shop and my location – when it's busy, what sells," says Siva Thievanayagan, whose Nisa store in Peterborough underwent a major refit in 2016. "For example, I knew if I opened another entrance I would get more footfall in."

So Siva decided to build a new 3,000sq ft store, transforming his 1,100sq ft business with its 10 staff into a progressive, modern convenience store employing a team of 40.

"It was a gamble to put so much money in but it was worth it at the end of the day," he says.

With its deli counter and chilled

range, Siva's store would be a model shop wherever it was located, but even when Siva was looking around for inspiration, his customers were very much in his mind.

"I needed to know what would work with my customers and I went on a study tour and took a look at Ireland and Scotland to find out," he says.

While symbol groups can and do provide modelling help for retailers looking to learn more about the customers they serve (or will soon serve, when it comes to new stores), John Kinney, sales director at Today's says the hands-on pricing insight that groups can provide to capitalise on this knowledge is more limited than it once was.

"We used to be able to help







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We underwent a complete refit when we moved to Go Local Extra, and we're seeing the benefits as there's been a dramatic increase in footfall which has lead to a weekly turnover increase of over 10%.

Mitesh Chouhan  
Blackhorse Post Office  
Widnes



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- Exclusive access to our category partner
- Click + Collect
- Digital marketing campaigns & dedicated consumer website

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# FASCIA REPORT

## MY PREMIER STORY

### Faraz Iqbal

Premier Linktown Local,  
Kirkcaldy



We achieved 40% sales growth in our first year

I had just finished a masters in civil engineering and had to decide whether to continue with this. I knew there was such great potential in my family's business, a local shop. My parents ran a good business, but didn't have enough chilled space, for example, and the layout wasn't organised properly. I could see some improvements were needed, which is why I decided to do a full refit. Using my engineering skills and my existing retail knowledge,

I worked with Premier to plan the refit. We reduced shelving to create additional refrigeration space and increased alcohol and chilled food space. Premier's advice on these additions was really helpful, and having a full range of food to go, burgers and Discover the Choice products, for example, has helped grow sales of chilled from 5% of our total sales to 25%. By working with Premier, I was also able to introduce EPoS into the business and fully utilise its capabilities. This automated re-ordering and allowed us to continually monitor and increase efficiency. The biggest challenge for me was getting my parents on board with all the changes I wanted to make, but in the first year our sales grew by 40% and we've had a lot of positive comments from customers, so the changes we made have worked.



Faraz utilised his engineering skills to create a store refit plan

## HOW WE HELPED

### Martyn Parkinson

Brand director,  
Premier



It is always a pleasure to work with such innovative and forward-thinking retailers as Faraz and his family. We identified opportunities within the store to help Faraz either 'make more or save more.' This included extending the chilled range of food, ensuring the off licence offered on-trend products and making effective use of EPoS.



Bringing in ranges of chill meats and vegetables helped update this family business

» retailers, looking at their demographic, to set the right prices for their stores but thanks to pricemarking that that's now gone so now we're having to look at ranges they stock and their layout instead," Mr Kinney says.

With many retailers choosing to make more drastic changes to their stores as a result of customer feedback, this change in approach from symbol groups themselves is well timed.

### Find your partner early

Store owners who are looking to introduce a new range or to refit their shop may well have a symbol or franchise partner already in place. Many retailers use a major change in the running of their store as an

excuse to look for a new partner. The consensus among retailers and the wider industry seems to be that this needs to be done sooner rather than later.

Although brothers Joga and Aman Uppal were overseeing the final stages of their store's rebuild when they spoke to franchise group One Stop for the first time, they still provided an entirely blank canvas. And this enabled One Stop to provide a guide, and financial support, through the changes.

"One Stop provides £50,000 to any retailer when they sign up and for a lot of stores this might just go on new shelving or fridges, but our store was new so we ended up needing to put quite a lot of money in ourselves to make it work.





# "WE BELIEVE ONE STOP FRANCHISE IS THE FUTURE"



Do not let the fear of losing your independence lead you to losing your business to the competition. You should consider joining One Stop and let the competition lose their business. With product volumes up by over 35% and sales up by more than 20% and rising, in the same competitive environment where sales were previously sliding, One Stop Franchise and the model they offer speaks for itself - we believe One Stop Franchise is the future!

Kashif Mahmood  
(One Stop Oakley)



On average we saw our sales increase by 15% in our first full month of trading as a fully fitted operational One Stop Store. Since then our business has continued to grow year-on-year! We definitely made the right decision in becoming a One Stop franchisee. Life has become easier and the support we receive on a daily basis is unbelievable.

Javid Iqbal  
(One Stop Blackburn)



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Winner: Shop Layout. Winner: Availability



# FASCIA REPORT

## MY ONE STOP STORY

### Dan Amin

One Stop Hill Tavern, Dudley



**We turned a fire-damaged pub into a great local store**

We constructed a brand new 2,000sq ft store in Dudley on a former fire-damaged derelict pub site. We were looking for a partner who had a credible national brand that customers already knew well.

We also wanted a concept which could be staff managed, as we are a multi-site retailer. Involving One Stop from the beginning was great because we built it with their operational requirements in mind

such as deliveries intake, shop floor layout, including the optimum range, ideal counter position as well as the entrance and exit doors.

One Stop had many meetings with us and kept us updated at every stage of the process from the original application right through to visuals and launch dates. They were even flexible to accommodate when we had a few last-minute delays with the build.

From start to finish, the fit out was around two weeks and we were very impressed with the overall standard. With it being a 'cold start' we anticipated it taking a few years to hit target, but our sales are up a massive 53% over the past year and we are confident we can continue to get double-digit growth out of this unit for the next few years.



**Locals have gained a market-leading convenience store thanks to Dan's work**

## HOW WE HELPED

### Sunil Kumar

business development manager, One Stop



As a business we are continually developing our company estate and as a result our franchisees benefit from everything we learn as we grow, whether it be legislation changes, colleague training or new systems and innovation. Our focus is growing sales in company and franchise.



**Rebuilding a damaged site required all of One Stop's expertise and support**

» "They were able to find quotes for everything through their own connections and we could see in each quote how much One Stop was putting towards it and how much we were. It was very transparent," says Aman.

Working with Londis early also helped Anish Parekh and his father negotiate when it came to turning his traditional post office into a store with a full convenience offer. Using their own money to fund the refit, father and son ensured they gain additional flexibility, allowing them to grow the convenience side of their business at a pace which suited them. "We didn't have a minimum buy each week as we didn't get any upfront investment - we were investing in our store anyway.

This meant we were able to grow incrementally."

### You have to sell yourself

Symbol groups and fascias know that standards in the grocery market are rising as quickly as customer expectations. It means that there is also an increased expectation from these companies that retailers will meet those standards and be a worthy recipient of any investment they make.

So if you're not ready to meet the requirements of a modern fresh and chilled-heavy convenience store, don't expect the unwavering support from a fascia group.

"There's always the fear that if you throw hot food and too much fresh and chilled into a retailer's





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# FASCIA REPORT

## MY LONDIS STORY

### Alan Spackman

Londis Waylands Garage,  
Watton, Norfolk



We doubled our store size to 1,700sq ft

We bought the store because of its location – there isn't another forecourt in the area. The customer base mainly consists of drivers passing through, and we saw this as a huge opportunity to create a modern convenience store to accompany the forecourt business. With guidance from Londis we created a store with a great fresh offer, protein and free-from ranges and began to stock craft ales and premium alcohol too. We especially

wanted to focus on food to go and did this under the brand Stone Willy's, which allows us to have a full offer to customers throughout the day.

Store renovations – including a major extension – started in September last year at a cost of £900,000, but by working efficiently with Londis and our builders we were able to reopen the shop just after Christmas. The refurbishment involved doubling the store size to 1,700sq ft, with our food to go section making up half of the store. Londis helped a lot on store layout and challenges such as wastage. They showed we could reduce the latter by examining our EPOS data and seeing which of our lines were the slowest, which we would avoid in future. This has all contributed to weekly sales of £2,500.



Alan Spackman, centre, and his team have brought modern convenience to a traditional forecourt



A full fresh and chilled range is a key part of the store's offer



## HOW WE HELPED

### Martin Swadling

brand director,  
Londis



From the start of the extension, the team at Londis and Alan worked together to ensure this forecourt convenience store would maximise both sales and profits. We focused on ensuring Alan offered the most up to date range including protein, free from, craft beers and premium alcohol to drive footfall.

» store it will never work for them because they don't have the expertise to execute it and customers don't have the trust in it," says John Kinney at Today's. "Often we talk to retailers who have some very ambitious plans but don't have the expertise to execute them."

"If you're not willing to invest in training up your staff, if you're not willing to invest in the waste that's part and parcel of operating fresh foods then you don't appreciate the requirements of running this kind of store," Mr Kinney says.

It's not just Today's who feel this way. Filshill's KeyStore symbol may not be one of the largest or most established symbols in the country, but its retail sales director Craig Brown is clear that only a certain

standard of retailer will be able to access the group. "We want to work with progressive retailers who are open to new ideas and working in partnership with us to get the best out of the new format. These retailers know that they need to put a lot of effort and investment into KeyStore More – it's that sort of commitment that will make it a success," he says.

Luckily, he sees a new generation of retailers who are keen "to do things a bit differently" and in KeyStore's terms this means using technology, from social media to in-store sales data, to adapt shops to retailers' needs.

The question you need to ask yourself is whether your business would be one which meets the





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Tony Mallaban, Premier Avon Gold Supermarket, Bristol.

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# FASCIA REPORT

## MY NISA STORY

### Siva Thievanayagan

Nisa Peterborough,  
Peterborough



We have created a great place for local to find food

I've been operating on this site for 16 years but realised that the market had changed and it was food to go that was now bringing people into the store. Before we made the changes to the store, it was a lot smaller and we had only 10 staff. I bought the post office next door and made it into one unit, put a big deli counter

in the back. We now have £6,000 sales of bakery each week while we recently began experimenting by offering dinners to people on their way home. People want to know that there's good food near them – at the right time. My sales overall have gone up by 60% and Nisa have been great – helping me tweak my shop layout to ensure I have the right range of grocery products in the right place. The Nisa brand is good and people know about it – they know that it will have competitive prices as well. I have adopted a similar strategy with my sandwiches which I sell for just £2.60. I make a 50% margin so why charge more? Nisa's own brand is the best of the symbol groups' too.

Siva rebuilt his store to meet his customers' needs



## HOW WE HELPED

### A spokesperson

Nisa

We work hard to make our members lives easier. We have recently launched an app which allows retailers to check products, promotional offers, place orders and check deliveries on the move. For retailers like Siva who are fans of our own label there's also our award-winning wines, our two for £5 chilled ready meals and lots more Heritage products on offer.



Siva's range of fresh and hot food has adapted as customer trends have changed

» standards both Mr Kinney and Mr Brown are looking for.

### Be ready to keep adapting

Retail – as every store owner knows – never stands still. Siva Thievanayagan knew it would take time to develop the right food to go range and was ready to adapt quickly as opportunities became apparent.

"I spoke to retailers who do food to go and thought about what we could do in the evening and slowly put it together, trying out different things to see what worked. For the past three months that's meant doing Chinese food and Thai food in the evening," Siva says.

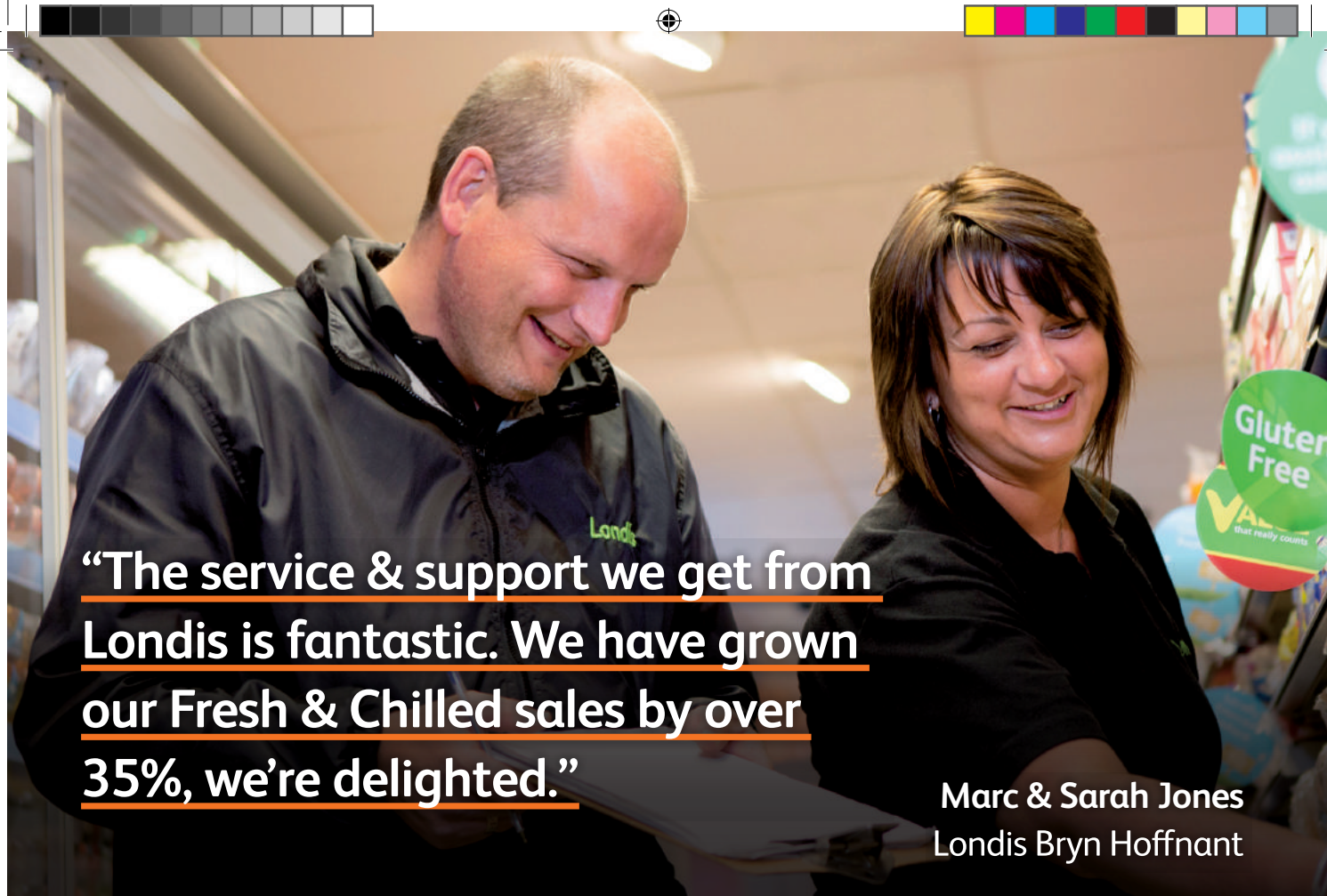
"We were baking bread but stopped cooking food from around 4pm. Now, from 5pm, we're selling

a range of foods made by a local Thai lady as a food to go dinner. We started off selling £500 per week. Last week we tried doing the meals for lunchtimes on a couple of days and we made £60 of Thai food each day."

Finding profitable new opportunities within your store's operation can be even simpler, however. Harj Gill started to develop a process of regularly conducting range reviews with his franchise group, Select & Save. "We started three years ago and we now do this with Select & Save twice a year. We examine six weeks of sales data to see what our bestsellers are and which products are our slowest sellers. We then highlight those slow-selling lines on the shop floor with a permanent







"The service & support we get from Londis is fantastic. We have grown our Fresh & Chilled sales by over 35%, we're delighted."

Marc & Sarah Jones  
Londis Bryn Hoffnant

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# FASCIA REPORT

## MY BEST-ONE STORY

### Kay Patel

Best-one Wanstead,  
London



### Growing my pet food sales and my symbols' relationship

We've put together and tried out some planograms on shelf before Best-one have rolled them out nationally. It's helped both us and them. Symbol groups can't really mock up a planogram and test it in head office or in a depot. The most off-putting thing about a planogram is that if you implement it you're stripping and cleaning your shelves, but then if you find that it doesn't fit,

it is really annoying and makes you lose faith. Our store's role started when my rep asked me to have a look at a new home-baking planogram. Their buyers sit down with suppliers and they thrash out a planogram. It shows the must-stocks and the bestsellers. I tried it and it turned out that a few of the suggested products weren't stocked in the depots that served me. That made them realise that some of the products were area-specific so they rejigged the planograms, while some of the depots that didn't stock things said they would. Most recently, we looked at our pets range and realised we weren't stocking enough luxury pet food such as Sheba. Focusing on it helped raise our sales by 10% to 15%.



Kay Patel has built a long-standing relationship with his symbol group

## DON'T FORGET ABOUT BESTWAY'S XTRA LOCAL SYMBOL GROUP

### Tony Holmes

Sales director,  
Bestway Wholesale



Xtra Local branding offers consistency with signage throughout a store. Our team of representatives will offer merchandising advice to ensure that stores are stocking the right core range of grocery products. Meanwhile Xtra Local promotional leaflets help tell customers about our high-impact promotions. Overall, Xtra Local works with retailers to offer a clean, uncluttered store for customers and offers support on everything from fresh produce and time-of-day meal deals to bestselling beers, wines and spirits.



Creating planograms with Best-one helped Kay identify missing must-stock products

» marker and this tells us not to order any more of the same product," says Harj.

Doing this helped identify a number of products which became top sellers in the store. "We also introduced the £1 pack of Broken Biscuits as part of Select & Save's range review. We sell about 15 packs a day and they're one of our bestsellers in the snacks category," Harj says.

### Keep your relationship going

Maintaining great relationships which enable any aftercare and support needed, is essential. Most symbol groups know this and will not walk away after a project is completed. Particularly if a store is new to that group:

"It's not an overnight, easy process, there's always lots of teething problems," says Janet Unthorpe, a business development manager Spar. "With a change of brand it is always difficult but we give a lot of time to our new accounts to make sure they get what they need."

"We have a team that can help develop food to go and we also have a team that can work together on hot food and baking. It takes retailers some getting used to the amount of support and visits that Spar provides," she says.

But even award-winning retailers appreciate step-by-step guidance when it comes to making major changes to their businesses. Aman Uppal of One Stop Mount Nod in







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*Mr Kumar, Glynneath.*

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# FASCIA REPORT

## MY BUDGENS STORY

### Guy Warner

Warner's Budgens,  
Moreton-on-Marsh



When a new Aldi opened, we worked with Budgens

When we heard that Aldi were due to open a store nearby, we continued to develop a 'reasons to visit' strategy which had already been our strategy for a number of years, with the help of Budgens.

As part of this, we relocated the town Post Office to the store, added a coffee shop which we run under a franchise agreement from Soho Coffee Co and last July launched our in-store butchery.

One of our biggest successes

has been the Cook frozen food concession, which we introduced with the support of the Budgens team. Then we also ran a coupon campaign, with 14,000 local homes receiving money off vouchers encouraging them to visit the store; this campaign ran monthly for a period of five months.

By using the Budgens key promotional lines, we able to shout about the great value available in store to drive footfall as well as our sales. We also had the support of the whole Budgens team to bounce ideas off and to help us with communicating our "reasons to visit" strategy to the local community. Alongside this we highlighted our points of difference – independent ownership, supporter of local producers and being a supporter of the local community.



Guy's 'reasons to visit' strategy highlights footfall drivers such as the in-store butchery



## HOW WE HELPED

### Mike Baker

Brand Director,  
Budgens



Budgens works in partnership with our retail entrepreneurs so they have more freedom to source products from specialist and local suppliers, allowing stores to build unique ranges of craft beers, breads, cheeses and meats. When Guy and his team faced a challenge we turned this into an opportunity with some fantastic results.



Coffee brand Soho provides a premium partner for the store's café

» Coventry, was an immediate fan of the support he was given. "When you join One Stop they provide you with a launch support manager who will visit and work with you in-store for a week, paid for by One Stop. They make sure you understand the best practice ways of doing things, that you know the ordering systems and things like that. That's really unique to One Stop," says Aman.

Indeed, so impressed with the One Stop offer was Aman that he says it was worth more than the promised

£50,000 investment which comes with working with the group.

"When we joined One Stop we didn't just look at the £50,000 and join because of that. It was the methods of operating that we decided if we want to become multisite retailers or develop the store that these would be good partners," Aman says.

Increasingly, it seems, retailers of all kinds are looking for partners who can meet such ambitious goals. ●





# MORE PROFIT WITH Budgens



“ We’re up 20% year on year. With Budgens we have great ranges and promotions, giving people more reasons to shop here. ”

Jonathan Fraser,  
Fraser's Budgens

*Join us now!*

call 0808 178 8644 or visit [joinbudgens.co.uk](http://joinbudgens.co.uk)

**Budgens**



# PET CARE



## Pet shop boys

Four retailers with very different stores tell **Priyanka Jethwa** how they make pet care work for them. Which business is most similar to yours?



### THE STORE ON THE ESTATE

#### Perry Pirapakran

S&M Supermarket,  
London



#### Which pet care items do you sell?

We sell food for dogs, cats, birds, fish and rabbits, alongside a range of dog toys. Big brand dog and cat food such as six or 12-packs of dog food, and Pedigree sells the best. We buy our stock through Londis.

#### Who are your customers?

My customer base is mostly 20 to 30-year-olds, but we also have quite a few elderly customers with pets who come to us. As Asda is nearly two miles away, my shop is their nearest store so I try and stock a wide variety.

#### What makes your customers buy from you?

I only stock pricemarked packs of pet food as people think of them as better value for money. Customers tend to compare pet food prices to the multiples, so it helps to stock pricemarked stock.

#### MY TOP ADVICE

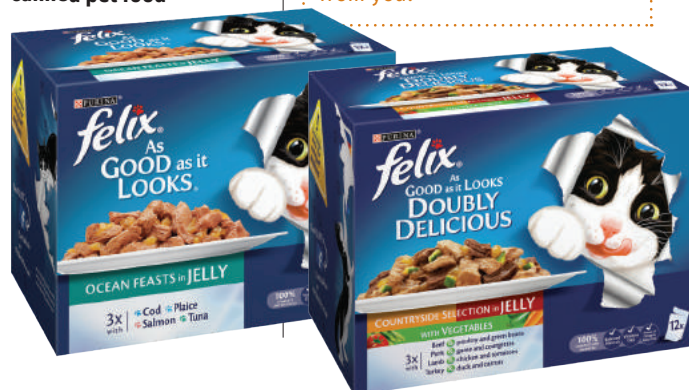
**Always have ongoing promotions** I do two cat food pouches for £1.40 deals on value brands, like Happy Shopper, and sell six-packs of Pedigree dog food for £3.65.

**Cater for different ages of pets** Make sure your range caters for both puppies and dogs. Also, dog food has a long shelf life so it helps to stock that.

**Listen to what your customer base wants** I have only one customer who sells bird food and I always stock it because when they come in, they buy other items. Look at what your competition is selling, too.



Pouches, treats and multipacks are replacing traditional canned pet food



### THE STORE ON THE ESTATE

#### Javed Akhtar

Go Local, Handforth,  
Wilmslow

#### Which pet care items do you sell?

We sell a range of dog and cat food, and some dog toys like tennis balls and chew toys. We sell three to four 12-packs per week. This seems to be working extremely well for us.

#### Who are your customers?

We are based in a village near a housing estate, so a lot of our customers are people who live there. They tend to be looking to save money and lot of them are looking for pricemarked pet food. A lot of kids come to us for pet food, too.

#### What makes your customers buy from you?

I always have a good offer or promotion in store. Pedigree is the most popular brand. We unbox the £3.49 12-pack boxes of Whiskas cat food, and sell them three for £1. This way, we get a better margin, make more money, and customers are happier picking what they want.

#### MY TOP ADVICE

**Cater to the customer demographic and location you serve** As we are near a housing estate, we pricemark everything so customers know they are getting the best deal.

**Organise your display clearly** Range goods according to category because that way customers know where to find your pet food.

**Keep stocked up** Keep your shelves stocked so that when someone comes, they leave having bought something from you.



## THE SPECIALIST

### Colin Smith

Pinkie Farm Convenience Store,  
Musselburgh, Edinburgh



#### Which pet care items do you sell?

We sell everything from standard dog and cat food, to specialist premium and organic varieties. We also sell grain-free and puppy foods. We have a larger selection of pet food than other retailers because of our heritage – the store used to be a farm shop.

#### What do your customers buy?

Our biggest sellers are the larger 15-20kg bags of dog food and we sell a lot of treats and toys, which are impulse purchases. Manufacturers are innovating in the treats category and healthier foods are coming out for pets, so that side of the market is becoming a trend.

#### Who are your customers?

The local community, and because of the store's heritage, people come from further afield to pick up bigger bags of pet food.

#### What makes your customers buy from you?

They use us because of habit and convenience.

### MY TOP ADVICE

#### Choose your stock carefully

You could be left with dead stock if it doesn't sell and it's important to remember that not all the lines from best-selling brands will sell. You have to keep an eye on the range.

#### Watch the margin pricemarks give you

I'm trying to get away from pricemarked stock because you can end up making less than 20% on some brands and it's not sustainable.

#### Don't be hesitant to try new things

This category is quite static for me and any new ideas are always welcomed. Having said that, people will only buy what their pets eat.



## THE RURAL STORE

### Sarj Patel

Pasture Lane Stores,  
Loughborough



## Manufacturers are innovating in the treats category and healthier foods are coming out for pets

#### Which pet care items do you sell?

We deal with a natural pet food company called Hojay which supplies us with pet food, like bird seeds, rabbit feed and guinea pig food. Products are seasonal, so at the moment, they are selling seeds for wild birds and that's what people are buying. We also sell dog and cat food that I buy from Dhamecha. Cat food pouches, and dental chews from Hojay are popular too.

#### Who are your customers?

Being based in a rural village, a lot of our customers are farmers and those who want special feed for their pets.

#### What makes your customers buy from you?

People don't want to carry heavy bags of pet food from supermarkets, so they prefer to come to us as we are closer. Also, we sell pricemarked pet food, as many independents do. We also dedicate a shelf to pet food and keep it stocked. ●

### MY TOP ADVICE

#### Give this category your time

Pet food is an important category because people always forget to buy it in their big shop, so it's important independents capitalise and stock it.

#### Find suppliers to partner with

It's good to partner with companies like Hojay because consumers will buy seasonal stock if it is made available to them.

#### Stock pricemarked where possible

Pricemarking is key, as most independents will tell you, and it's an effective way to persuade people to buy it from you.



Offering a wide range will make your store a destination for local pet owners



# THIS WEEK IN MAGAZINES



## Cheap eats

# NEW TASTY MENUS FOR COST-CONSCIOUS COOKS

**With inflation hitting its highest rate for many years, this new magazine aims to show readers how to save money and time on their shopping and cooking, and how to avoid waste**

**THIS** week's launch, *Eating on a Budget*, offers tips on how to be a savvy food shopper to save money and avoid waste. Packed with 54 easy-to-follow recipes for delicious breakfast, lunch and dinner options, this first issue will tell readers why meal prepping and batch-cooking will save them time and money. In another article, Miguel Barclay, author of *One Pound Meals*, shares five ideas with fish, while *MOB Kitchen* reveals how to feed four people for under £10.



**EATING ON A BUDGET**  
On sale out now  
Frequency five issues a year  
Price £2.99  
Distributor Marketforce  
Display with BBC Good Food, BBC Easy Cook, Delicious

## My week in magazines



**Jennifer Hardwick**

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

## 2018 GETS OFF TO A POSITIVE START

Based on my conversations with retailers in the last few days, 2018 seems to have got off to positive start for a lot of you on the magazine side. The high number of partwork launches are proving a hit so far for a lot of you, and it will be interesting to see which one emerges as a frontrunner for the year ahead.

Sadly, this will be my last column for RN as I am moving on to a new opportunity, and I would like to thank all of you for sharing your incredible passion and expertise on the magazine category with me.

It has been a privilege to provide you with the insight to help you make the best decisions for your store every week and I know I am leaving you in great hands with the RN team, who will continue to bring you the information you need to bring every success to your magazine category.

### Opportunity - Six Nations

With the 2018 Six Nations getting under way, it will be worth promoting all titles associated with the sport as fans seek to boost their knowledge and make their predictions for the season. Look out for specials, like this month's Six Nations-focused edition of *Rugby World*



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

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



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

# RN

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



✉ jennifer.hardwick@newtrade.co.uk  
 ☎ 020 7689 3350  
 @jenniferH\_RN  
 facebook.com/thisisRN



## RUGBY WORLD

- The March issue is dedicated to the 2018 Six Nations, providing readers with the ultimate guide.
- The issue includes England's George Ford reflecting on his life in pictures, the most memorable and inspiring Welsh victories in the history of the championship, and the need for Scottish success.



**On sale out now**  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** Rugby League World, Be Rugby



## WE LOVE

- We Love's latest issue is all about kittens.
- Each issue comes with a bumper pack of kitten gifts including 3D erasers, a kitten play set and 30 stickers. Distributor Seymour says kittens are a regular theme on the We Love series due to strong popularity with readers.



**On sale out now**  
**Frequency** bi-monthly  
**Price** £4.25  
**Distributor** Seymour  
**Display with** Animals & You, Cuddles



## FANTASTIC FUNWORLD

- Fantastic Funworld is packed with the top pre-school action brands including Transformers Rescue Bots, Paw Patrol, Floogals, Rusty Rivets, Teenage Mutant Ninja Turtles, Ben 10 and more.
- Every reader also receives a three-piece police play set.



**On sale out now**  
**Frequency** monthly  
**Price** £3.75  
**Distributor** Seymour  
**Display with** CBeebies, Fun To Learn Friends



## DINOSAUR ACTION

- The magazine is packed with 77 prehistoric creatures for enthusiastic dinosaur fans.
- There is a bumper number of gifts with this issue including dinosaur blaster, two dino targets, 3D eraser and augmented reality dinosaur cards.



**On sale out now**  
**Frequency** monthly  
**Price** £4.25  
**Distributor** Seymour  
**Display with** Toxic, Lego Ninjago



## TATLER

- Tatler is designed to cover life in high society and features articles on glamorous fashion and lifestyle.
- This issue comes with the Tatler Wedding Guide supplement including wedding planning advice, fashion shoots, tips and more.



**On sale out now**  
**Frequency** monthly  
**Price** £4.70  
**Distributor** Frontline  
**Display with** The Lady, Grazia



## Bestsellers Railways

Title	On sale date	In stock
1 Steam Railway	02/03	<input type="checkbox"/>
2 Rail	14/02	<input type="checkbox"/>
3 Railway Magazine	07/03	<input type="checkbox"/>
4 Steam World	16/03	<input type="checkbox"/>
5 Heritage Railway	09/03	<input type="checkbox"/>
6 BackTrack	15/03	<input type="checkbox"/>
7 Steam Days	15/03	<input type="checkbox"/>
8 Modern Railways	22/02	<input type="checkbox"/>
9 Rail Express	16/02	<input type="checkbox"/>
10 Railway Illustrated	01/03	<input type="checkbox"/>
11 Today's Railways UK	13/03	<input type="checkbox"/>
12 British Railways Illustrated	22/02	<input type="checkbox"/>
13 Railway Bylines	22/02	<input type="checkbox"/>
14 Trains	23/02	<input type="checkbox"/>
15 Modern Locomotives Illustrated	23/03	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

### SYMBOL KEY

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

**Disney**  
 FAVOURITE FRIENDS  
 STICKER COLLECTION

©Disney ©Disney/Pixar  
 disney.co.uk



**ON SALE SOON!**



# THIS WEEK IN MAGAZINES



## DR WHO

- An in-depth look at the Dr Who universe, this issue explores recently uncovered BBC archive paperwork about early Dalek merchandise.
- Also featured are previously unseen interviews with former Time Lord Peter Capaldi and Doctor Who writer Susan Calman.



**On sale 8 February**  
**Frequency monthly**  
**Price £5.99**  
**Distributor Marketforce**  
**Display with SFX**



## FAST BIKES

- Fast Bikes is devoted to performance motorcycling, with in-depth reviews of new bikes, interviews with famous riders and technical advice.
- This issue includes a free 32-page supplement on making the most of your biking in 2018.



**On sale 6 February**  
**Frequency 13 issues per year**  
**Price £4.35**  
**Distributor Marketforce**  
**Display with Ride, Motorcycle Sport & Leisure**



## AUTOCAR

- Autocar features award-winning writing and photography on cars new and rare and the UK's biggest classified car ad section.
- This issue offers a full reveal of the new Mercedes A Class and a comparison between the latest Audi RS and Mercedes AMG models.



**On sale 7 February**  
**Frequency weekly**  
**Price £3.80**  
**Distributor Haymarket**  
**Display with What Car?, Top Gear**



## SPECIALIST CHOICE

**MARK DUDDEN**  
**ALBANY NEWS AT THE POST OFFICE, CARDIFF**

## BUSES

### Who buys it?

Male customers in their fifties. I have had two people recently come in and ask me to save them a copy of Buses every week. I have always had one buyer of the magazine and suddenly I've got three, so it's proving really popular for me.

### How do you display it?

In the transport section next to motor and rail magazines.



**On sale out now**  
**Frequency monthly**  
**Price £4.70**  
**Distributor Seymour**

## Expert advice

### Hitesh Pandya

Toni's News,  
Ramsgate, Kent



**C**hildren's comics and magazines are doing quite well, as are weekly TV listings. However, we have noticed that puzzle sales have slowed down.

Womens' weekly titles have also been relatively stable, but the biggest issue has been the cost, as after the Christmas period, people tend to cut back on everything and aren't spending as much.

Come spring time, we normally see a bounce back when people start thinking about gardening and outdoor activities. Fishing titles are popular at this time, probably because we're close to the sea.

We haven't tapped into yacht readers yet, but I've made sure we keep the range as wide as possible, and don't reduce the magazines to a limited choice. You have to make sure your range is varied and caters for all.

The variety of magazines the multiples stock is phenomenal. What they stock and sell may be two different things, but they always have a large range to keep an image that they have everything you might need. With our weekly titles, we make sure to display them clearly, with multi-faced viewings wherever possible.

## Our strategy

### Who are your customers?

Middle-aged to slightly older customers, and parents with young children.

### What is your strongest category?

Weekly womens' titles such as Take A Break and TV listings like What's On TV and Radio Times. But the problem with Radio Times is if you buy it on subscription it's cheaper, but we don't have that service, and it always has poor availability.

### How do you achieve the best sales?

We make sure to stock a wide variety of magazines.

## COMING UP IN NEXT WEEK'S RN







## How Jacqui Dales's unique Spar store wins business from her Lincolnshire locals

Plus, RN focuses on multipacks as a profit-driving format for your store, provides a guide to growing sales in the baby care category and brings you the latest news from Camelot

# RN



 jennifer.hardwick@newtrade.co.uk  
 020 7689 3350  
 @jenniferH\_RN  
 facebook.com/thisisRN

## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Art Gallery	1	60	<b>8.99</b>
British Steam Railways	1	50	<b>1.99</b>
Build Your Own R2-D2	57	100	<b>8.99</b>
Classic Dinky Toys Collection	4	60	<b>11.99</b>
Enhancing Your Mind, Body, Spirit	57	120	<b>3.99</b>
My Animal Farm	52	60	<b>5.99</b>
Jazz at 33 and Third RPM	55	70	<b>14.99</b>
Star Wars Helmet Coll'n	55	60	<b>9.99</b>
Zippo Collection	63	60	<b>19.99</b>
<b>Eagle Moss</b>			
DC Comics Graphic Novel	65	100	<b>9.99</b>
Game of Thrones	49	60	<b>8.99</b>
My Little Pony Colouring Adventures	48	80	<b>3.99</b>
Star Trek Ships	117	130	<b>10.99</b>


















Title	No	Pts	£
<b>Hachette</b>			
2000 AD			
The Ultimate Collection	12	80	<b>9.99</b>
Art of Cross Stitch	58	90	<b>2.99</b>
Art of Quilting	110	50	<b>3.99</b>
Art Therapy	151	180	<b>2.99</b>
Assassins Creed: The Official Collection	26	80	<b>9.99</b>
Classic Routemaster	3	130	<b>8.99</b>
Dr Who Complete History	64	80	<b>9.99</b>
Draw The Marvel Way	55	100	<b>4.99</b>
Judge Dredd Mega Collection	80	80	<b>9.99</b>
Marvel's Mightiest Heroes	108	110	<b>9.99</b>
Transformers GN Collection	30	80	<b>9.99</b>
Warhammer	37	80	<b>9.99</b>
<b>Panini</b>			
F1 Collection	48	60	<b>9.99</b>

## Collectables

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

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

## Newspapers

Daily newspapers price/margin pence/margin %				
Sun	50p	11.15p		22.3%
Mirror	70p	14.98p		21.4%
Mirror (Scotland)	75p	16.05p		21.4%
Daily Record	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			
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			
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 3-4 February					
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,130g	200g	45g	1	45g
Sunday Times	945g	445g	5g	1	5g
Times	825g	185g	65g	3	40g
Sunday Telegraph	770g	235g	110g	4	50g
Mail on Sunday	645g	280g	10g	1	10g
Daily Mail	675g	250g	90g	4	45g
Guardian	755g	480g	0g	0	0g
Observer	495g	115g	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



## NEWSTRAID

# Worried about the future?

Are you worried about life after retail? Are you leaving the business for emotional or financial reasons?

**We are the news trade's own charity and may be able to help.**

- ✓ Financial Support
- ✓ State Benefit Advice
- ✓ Debt Advice Counselling
- ✓ Family Welfare Issues
- ✓ Almoner Home Visits
- ✓ Support for the Disabled and their Carers

**NewstrAid**  
The helping hand of the Newstrade  
OLD BEN

If you work or have worked in the sales or distribution of newspapers or magazines in the UK, NewstrAid may be able to help you.

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*We are the helping hand of the News Trade*

## PROPERTY



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**Business. Built around you.**

### Azeem General Store, Swansea

**Freehold £230,000**

- Prominent location in residential area
- Retail trading area c.1,100 sq ft

**T: 02920 023 123**  
**4710041**



### Weybridge News, Surrey

**Leasehold £110,000**

- Gross weekly sales c. £9,000-10,000
- Prime town centre location

**T: 0203 846 0615**  
**2411564**



### Spar, Chandlers Ford, Hampshire

**Leasehold £79,000**

- Advised weekly sales of £7,000
- Gross internal retail area 1,484 sq ft and 2-bed owner's apartment

**T: 01962 844 455**  
**3818112**



### Ford News, Suffolk

**Freehold £385,000**

- Total sales Y/E 19/08/2016: £276,723 ex VAT
- 3 bedroom owner's accommodation

**T: 01473 234 913**  
**1418152**



### Spar, Southport

**Leasehold £249,950**

- Unopposed store, sales c. £20,000pw ex services
- Post Office income c. £30,000 per annum

**T: 0161 833 3311**  
**5613278**



### Stowmarket Convenience Store, Suffolk

**Leasehold £49,500**

- Sales Y/E 31/10/2016 £271,580 ex VAT
- Gross profit Y/E 31/10/2016 £65,969

**T: 01473 234 913**  
**1418055**

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