

RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 02.03.2018

'It's how you display them'

Bart Dalla-Mura on driving sales of local products

STORE LOOKBOOK

Page 6 >>



Challenging categories: 'We're here to help'

- From reps to directors: RN speaks to the people in charge of educating independent retailers
- Get advice on the evolving e-cigarettes and soft drink markets

Page 19, 26 & 32 >>



William Chipcharge, rep, Imperial Tobacco



Gary Black, sales director, Coca-Cola European Partners

E-PAYMENTS

Retailers hit out at Payzone target

Penalty fee for low weekly usage amid declining volumes criticised **Page 4 >>**



NEWSTRADE

Carriage charge hike is a 'body blow'

Menzies' average 2.7% increase threatens viability of print category **Page 5 >>**



Vol 129 No 09
FOR TRADE USE ONLY



MAGAZINES

Pre-school titles drive mag sales for indies

Prioritise toy brands to offset decline says My Little Pony publisher Egmont **Page 11 >>**

CONTENTS

RN

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 Langschied
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

Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper
Distributor Seymour Distribution, 2 East Poultry Avenue, London, EC1A 9PT

abc Audit Bureau of Circulations
July 2016 to June 2017 average net circulation per issue **12,187**

Annual Subscription

UK 1 year	£150	Europe	£302
2 years	£237	Rest of world	£354
3 years	£333		



To subscribe contact 020 7689 3384



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

RN is published by Newtrade Publishing Limited, which is wholly owned by NFRN Holdings Ltd, which is wholly owned by the Benefits Fund of the National Federation of Retail Newsagents.

RN is editorially independent of the NFRN and opinions, comments and reviews included are not necessarily those of the Federation and no warranty for goods or services described is implied. Reproduction or transmission in part or whole of any item from RN may only be undertaken with the prior written agreement of the Editor.

Contributions are welcomed and are included in part or whole at the sole discretion of the editor.

Newtrade accepts no responsibility for submitted material. Every possible care is taken to ensure the accuracy of information.

For trade use only

NEXT WEEK >>

Why pricemarking
is as relevant
as ever

Format focus:

20 sharing
products for
your store
Page 29



“With the two carriage charges and with the Menzies increase, we’ll be paying nearly £120 a week for newspaper delivery”

Judith Mercer p5

HEADLINES

4 BREAKING NEWS

Payzone transaction target anger

6 STORE LOOKBOOK

Bart Dalla-Mura's local loyalty

10 SYMBOL NEWS

Nisa-Co-op deal own label fears

11 NEWS & MAGS

Pre-school mags vital for sales

12 PRODUCT TRENDS

Premium alcohol in demand

13 BRAND SNAPSHOT

News from nine big brands

14 WHAT'S NEW

11 opportunities for your store

16 PRICEWATCH

Benchmark your ales and stouts prices

OPINION

18 YOUR NEWS

Call for more promotion of Fairtrade Fortnight from retailers

19 INDUSTRY PROFILE

Coca-Cola European Partners' Gary Black

20 YOUR VIEWS

Your letters, views and tweets

Nick Geens on an IQOS rival: 'Once we see the demand, we are able to launch very rapidly'
Page 26



TALK
TO RNFollow RN
on Facebookfacebook.com/ThisisRN
to have your say on the latest newsFollow RN
on twitter@ThisisRN for expert advice to
help you grow your salesEmail &
phone RNemail letters@newtrade.co.uk
tel 020 7689 0600Visit the
websitewww.betterretailing.com/RN
extensive galleries and newsLOCAL
PRODUCE
FUELS MY
SALES
Page 6

INSIGHT

25 **ADVICE CENTRE**Make your mark on social
media with five top tips26 **THE RN INTERVIEW**Nick Geens, JTI's new head of
reduced risk products29 **FORMAT FOCUS**Sharing packs in the
spotlight, including
some you may not
know about...34 **THIS WEEK IN
MAGAZINES**Panini kicks off
the countdown to
World Cup mania
with the launch
of Adrenalyn XL,
the tournament's
official trading
card collection5 ways to
stand out
with social
mediaAdvice Centre
Page 28

WELCOME

If the government is serious
about tackling crime,
it should provide grants
to help fund anti-crime
measures

Editor

Chris Rolfe

@ChrisRolfeRN

020 7689 3362

The relentless rise of retail crime means it was the subject of many of my predecessors' columns, yet two more statistics reported last week prove the fight against abuse of and violence towards shop workers must remain in the spotlight.

Martin Vickers MP highlighted data from the NFRN's Independent Retail Report showing retail crime rates rose by 11% in 2017. Then, a report by the Retail Mutual showed 50% of claims to the insurer are related to theft, with a noticeable increase in medium-sized incidents such as break-ins

or threats to staff about tobacco.

Raising government awareness of business crime and putting pressure on police to protect businesses is one crucial way to tackle the problem. To this end, the news that Stephen Hammond MP is to lead a new all-party parliamentary group (APPG) on retail crime is encouraging.

A second method outlined by RN columnist Neville Rhodes last week is for retailers to protect themselves by assessing the risks to their shops, using tools such as the NFRN's new retail crime risk assessment booklet, and putting preventative steps in place.

But a third approach is also needed. If the government is serious about tackling crime, it should provide grants to help fund anti-crime measures such as CCTV systems or training. MP-engagement with trade associations and the new APPG is essential, but it must be twinned with practical support for stores to help them protect themselves against the abuse, theft and violence that is all too common.

BREAKING NEWS

Anger at police silence

A Leicester retailer has expressed frustration over a lack of police communication after an explosion near his store killed five people.

The explosion at a Polish supermarket on Hinckley Road happened at 7pm on 25 February. The cause is yet to be confirmed, but there were five fatalities, as well as five casualties.

Piyush Patel, who runs a Premier on the street, told RN: "I give my sincere condolences, but the whole area has been cordoned off and police haven't been clear about when the road will reopen."

A Leicestershire police spokeswoman told RN all is being done to communicate with those in the area. She added the cordons will be removed when buildings on Hinckley Road are deemed structurally safe.

Darwin £10s now extinct

The Bank of England has withdrawn the legal tender of £10 notes featuring Charles Darwin from this Thursday (1 March).

The new polymer note featuring Jane Austen, which went into circulation on 14 September, is now the only £10 note that businesses can legally accept.

Retailers still holding old £10 paper notes can swap them for the new ones at banks, building societies or post offices.

The NFRN has advised store owners to notify staff of the changes and to check whether their suppliers need to make alterations to their cash machines.

£2.99 fee for low usage 'I have to pay nearly £15 extra per month if we miss the new threshold'

Payzone criticised over daily transaction target

by Alex Yau

alex.yau@newtrade.co.uk

Retailers have hit out at e-payment provider Payzone's decision to increase the minimum number of daily transactions they must meet from 35 to 40.

Store owners are now charged a strict £2.99 low-usage fee each week if they miss the target. Arif Ahmed, of Ahmed Newsagents in Coventry, said Payzone had not notified him about the target, which he only discovered last month after reading his contract in more detail.

"Retailers are already burdened by legislation and Payzone is making it harder for us," said Mr Ahmed. "There are six stores nearby using PayPoint and they offer EPOS services we don't."

"I averaged 90 weekly transactions two years ago. Now it's 10 per week. Payzone used to waive the fee, but now it's harder to hit the targets. Payzone ignores me when I put these issues to them."

Another retailer, who asked not to be named, has known about the target for the past couple of months.

He said: "I have to pay nearly £15 extra per month if we miss the targets. Running my business is harder when you consider these requirements."

Meanwhile, Anita Nye, of Premier Eldred Drive Stores in Orpington, expressed further frustration at Payzone's new tablet introduced in August.

"The tablet takes up a lot of till space. The cable that connects it to the card machine keeps disconnecting and the system must restart every time this happens," she said. "Payzone haven't given me

a suitable response. We're thinking of packing it in with them."

NFRN head of operations Margaret McCloskey advised retailers to consider weekly transaction numbers when renewing their Payzone contracts amid growing competition from online top-ups.

Payzone chief commercial officer Rupert Lowery said: "We've considered charges carefully and, while the number of minimum transactions has increased from 35 to 40, the low-usage charge has also decreased by 17%."

London celebrates retailers' strength

The resilience of local retailers serving local people was celebrated this week as a record number of retailers gathered for the annual London NFRN district dinner.

District president Pravin Shah told RN: "It is great to be supported

north, east, west and south," adding that after a tough year, the NFRN was still fighting for members.

"The federation works for its members and will definitely take us forward," said Mr Shah.

This message was taken up by Linda Sood, NFRN

national president, who congratulated London on its 89th annual dinner.

"The federation is working hard for you on news issues, so please support it," she said.

Mr Shah said he believes sub-retailing is the way forward in tackling

issues such as increasing carriage charges, in particular in London where retailers are often hit with two charges.

A record 301 people attended the evening, including retailers, their families and suppliers such as Camelot and 3R.

Snow delivers sales and Good Samaritans

Heavy snowfall on Monday night spurred a retailer to the elderly's aid, while another saw his sales grow 30%.

The Met Office issued weather warnings on 27 February as parts of the UK were covered in 20cm of snow. Mandie Young, of Watts' News in Rossendale, delivered groceries to the elderly nearby. She said: "A big hill nearby was covered in snow and we delivered groceries to those unable to get anywhere."

Elsewhere, Peter Lamb, of Lambs Larder in Tunbridge Wells, saw sales increase 30%. "Customers stocked up in case the snow prevented them getting anywhere," said Mr Lamb.



NFRN slams 2.7% increase for hard-pressed stores Delivery charges up 25% in seven years

Latest Menzies carriage rise 'body blow' to trade

by Olivia Gagan

RNreporter@newtrade.co.uk

The latest increases in Menzies' carriage charges are a "body blow" to stores fighting to keep their newspaper business profitable, retailers and the NFRN have warned.

From 1 April the news distributor's delivery charges for UK mainland customers will jump by an average of 2.7%, while retailers in Northern Ireland will see an average 1.5% rise.

Martin Ward, of Cowpen Lane News in Billingham,

told RN: "I'm not happy about it. Money and margins are already tight for retailers, so any increase is not welcome. It's not fair that these increases are happening on an annual basis."

Menzies blamed changes to the UK's National Living Wage, which increases by 4.4% in April, and transport costs for bumping up its rates. But store owners said constantly rising rates are now expected every year, rather than being a reflection of the true costs of delivery. The NFRN said charges for receiving a sup-

ply from news wholesalers have increased by 25.85% in just seven years.

Northern Irish retailers must also contend with a double-distribution system, with retailers forced to use both Menzies and fellow distributor Newsprint to access a full range of national and local publications.

Judith Mercer, of Hamilton News in Belfast, said: "With the two carriage charges and with the Menzies increase, we'll be paying nearly £120 a week for newspaper delivery."

NFRN head of news

Brian Murphy said carriage charges are "outdated".

He said: "A complete overhaul of the system is needed before it's too late and thousands more news retailers become even more disenchanted with the category."

A Menzies spokesperson told RN: "Although carriage service charges tend to increase over time, the amount we collect still remains less than the total cost to our business of undertaking that work."

"We remain confident our cost-per-parcel to deliver represents good value."

MFG pays £1.2bn to buy MRH

Forecourt retail group MRH has been acquired by Motor Fuel Group (MFG) in a transaction worth approximately £1.2bn.

The deal will see both companies operate forecourts at more than 900 locations across the UK, which include sites branded under the Spar, Costa Coffee, Greggs, Subway and Budgens names. It is expected to be completed in the second quarter of this year, subject to regulatory approval.

Oli Lodge, who runs two Budgens forecourts in Hampshire, said: "It's still early days, but MFG will no doubt bring investment to help improve the quality and customer service delivered by the forecourts."

"Both MRH and MFG have a good reputation as forecourt operators and the partnership should strengthen that."

Coke to splash out £10m on launch of three new variants

Coca-Cola European Partners (CCEP) has announced a £10m marketing campaign to promote the launch of two variants of Diet Coke and one of Coca-Cola Zero, in advance of April's sugar levy. Diet Coke sees the addition of Exotic Mango and Feisty Cherry alongside Coca-Cola Zero Sugar Peach. Advertising will include nationwide sampling, PoS, and a digital and social media campaign. Simon Harrison, customer marketing director at CCEP, said: "The new additions were designed with some of the fastest-growing consumer trends in mind."



Time UK to Epiris

The publisher of titles including Marie Claire and NME has been sold to private equity group Epiris for a reported £130m.

The London-based group announced the takeover of Time UK earlier in the week and said it intended to "bring clarity and simplicity" to the business and "to focus on maximising the potential of its high-quality portfolio".

According to a report in The Guardian, the group is to explore the sale of a number of underperforming titles. The deal marks the latest round of consolidation in the magazine industry, and comes only one month after Time UK was bought by US media group Meredith Corporation.

MUP will add 101% to Scots' top brew

Minimum unit pricing (MUP) proposed at 50p on alcohol in Scotland will cause the price of one retailer's best-selling alcoholic beverage to increase by 101%.

Earlier this week the Scottish government confirmed it will set the MUP for alcohol at 50p after a public consultation saw 74%

of respondents support the planned cost.

The legislation, which will now go before the Scottish Parliament, will be introduced officially on 1 May.

The new law means once-inexpensive drinks with a high ABV per unit will face steep price increases. This includes Aston Manor

Cider's 3l Frosty Jack's, which will jump from around £4.49 to a minimum of £11.25.

Ferhan Ashiq, of Day-To-day Ashiqs in East Lothian, said 27% of total sales come from his top 10 alcohol lines and 49% of this accounts for total volume sales.

"The legislation might give retailers better mar-

gins on cheap alcohol, but it also may decrease the volume of alcohol sales due to increased prices.

"My number one best-seller in alcohol is HCC Black Cider which will increase from 99p to £1.99, and my fourth bestseller Strongbow Original Cider 12-pack will rise from £3.49 to £5," he said.

STORE LOOKBOOK



Bart's local loyalty

Creating a compelling range of local produce isn't enough for Warwickshire retailer Bart Dalla-Mura. With great displays and well-trained staff, he makes sure his store champions the products he stocks. **Ed Chadwick** reports

Bart Dalla-Mura has always been keen to put local produce at the centre of his stores.

Perhaps nowhere is this clearer than at his 1,200sq ft Greenhill's Stores Costcutter in Kineton, Warwickshire. In an affluent village of 2,000 people – many of them elderly – Bart has been tireless in his effort to build in a range of artisan bread, cakes, pies and locally reared meat alongside a traditional convenience offering.

It is his way of making sure the community is well served and cash stays within the local economy. Artisan produce has become a central feature of each of his three stores – but not without hard work and careful building of relationships with suppliers.

His pork pies, for example, travel less than 15 miles from the Outdoor Pig Company to reach his shelves, while much of his meat is bred and butchered by a farmer in Tysoe, where another of his stores operates.

"I let local suppliers come to me and have a big say in what we sell, how it is managed and the price," he says.

"I have always been happy to work with them to set price, margins and terms.

"Of course, wastage is an issue. If you have no wastage at all, though, it means you're not selling enough."

He cites the example of fresh herbs he has been able to source since supply switched to Nisa in the wake of Palmer &

Harvey's collapse in January.

"They're 75p a packet and I'm happy if wastage is 50% on that particular category," says Bart. "I want people to know I always have coriander. We need to stock everything Lidl has. Actually, since our supply switched to Nisa, my range and availability has improved."

With local produce at Greenhill's, meanwhile, Bart's strategy has been two-fold – great display and well-drilled staff.

Last year, he sourced 100 wooden crates from inks shelving in London, which has created a farm shop feel and allowed him to highlight the quality of his produce.

With a little trial and error, Bart found leaving bakery items and fruit and vegetables loose maximised sales.

"We experimented with bagging bread rolls, but sales fell 15%," he says. "Because I've taken time to source such good-quality bread, I want to leave it naked so people can see how good it is."

"The crates look fantastic but they're not easy to manage because the capacity is less than other shelving units. The crates require constant restocking so they don't look shopped out."

"I switched to using chalkboard signage because we often want to move lines around and it gives extra flexibility. Again, it's extra work but my staff have had a good understanding of the importance of creating the right look from day one."

Bart has left nothing to chance with



Taking part in the IAA stopped me getting caught in the minutiae of my business and allowed me to see my business as my customers do **BART DALLA-MURA**



3



4

STORE TOUR

- 1 The store's retro-style fascia appeals to its mostly elderly customers base
- 2 Bart and his staff are ready with the knowledge to explain the provenance of his local produce to customers
- 3 Great relationships with suppliers have helped Bart develop his range of local and niche produce
- 4 Once inside his store, Bart also spends time developing effective displays to showcase his premium stock

INFORMATION

Location

3 Banbury Street, Kineton, Warwickshire, CV35 0JS

Size

1,200sq ft

Weekly turnover

£16,500

Average basket

£6.84

Number of staff

Five full-time, three part-time



STORE LOOKBOOK



5



6

staff training, working personally with each of his five full-time and three part-time employees. Their understanding of the provenance of local produce is paramount.

"They have to know the spiel," says Bart. "The supplier isn't in store to tell the story, so my staff have to do it. We have been able to do tastings on lots of lines, but on others, we have to do a job of selling them by simply speaking to our customers."

"I'm very fortunate they're so knowledgeable and it's very pleasing to see them talking to customers and not waiting to be asked questions."

"I set an example to them by getting on to the shop floor and encouraging them to be creative."

Despite the improvements in the store, and an increase in sales and basket spend, the business's immediate future has unsurprisingly been affected by the disappearance of P&H.

"I've had to put certain things on hold, like my plans to start home delivery for groceries," says Bart. He is determined this will only be temporary, however. "It's something I'm very keen to do later this year." ●



7

STORE TOUR

5 Core categories such as soft drinks also get the 'special display' treatment, giving the store a unique identity

6 The store's large chilled range helps ensure its breadth of range competes with a nearby Lidl

7 Meanwhile the store continues to offer core convenience products and a large range of core and specialist alcohol



Want to see more of Bart's store? Go to betterretailing.com/greenhills-stores-kineton



INDEPENDENT
Achievers Academy

#IAA18

UNCOVER YOUR SHOP'S MAXIMUM POTENTIAL

Take part in the trade's best Retail Study Day

- Fresh ideas to take away from award-winning independent shop
- Meet key executives from top brands
- Share ideas with other top retailers

Ancoats General Store, Manchester

Thursday 22 March
from 1pm

Free to qualifying
retailers



Retail Study Day 2017

Limited places. Act now by calling **020 7689 3384** to register your name.

CAMELOT



SYMBOL NEWS

New app gets seal of approval

A Spar retailer in Leicester has welcomed a new smartphone app from Blakemore Fine Foods designed to simplify the ordering process from the speciality wholesaler.

Major features of the app, which was launched last week, include detailed information and pricing on more than 900 products, an ordering function, a barcode scanner and a profit calculator.

Raj Aggarwal, who runs three Spar stores, told RN: "Speciality food and drink is something not many retailers know a lot about because it's quite a niche area.

"However, it's a category which definitely has a market and having a mobile phone and tablet app which tells you about the major selling points will be really useful."

Booker in ketchup recall

Booker has recalled batches of its Happy Shopper Tomato Ketchup range from Londis and Budgens shops amid safety concerns some may contain pieces of plastic.

The recall affects 440g bottles with the batch number 7269 and best before date of March 2019. The specific number of products at risk has not been specified, but Booker is notifying customers through PoS notices in stores.

A Booker spokesman said: "No other batches or products are affected. We are asking all customers who have this batch not to consume it and return it for a full refund. We sincerely apologise for any inconvenience caused."

Retailers want product range to be key focus 'There would be no point of difference'

Co-op Nisa deal sparks own-label CMA concern

by Alex Yau

alex.yau@newtrade.co.uk

Nisa retailers have called on the Competition and Markets Authority (CMA) to consider the impact nearby Co-op and Nisa stores stocking the same own-label products would have on competition, as it embarks on a phase one inquiry.

A deadline of 9 March has been set for retailers to submit concerns to the inquiry into the £143m acquisition, first approved in October. The merger, if successful, would give

Nisa retailers access to Co-op's own-label range.

Kishor Patel, of Nisa Crabtree Lane in Hemel Hempstead, argued that product range should be a priority for the investigation. "I expect the deal to go through, but the CMA should consider potential sanctions on product range.

"There would be no point of difference if a Nisa and Co-op in the same area were to sell the same own-label products and this would potentially impact overall sales and competition."

However, Jack Matthews, of Bradleys Supermarket in Leicestershire, said he thought there would be no immediate problem with stores in the same area selling the same range.

"The CMA shouldn't be too concerned. We'll still have independence and it won't make sense to have all own-label immediately because customers will be confused," he said. "It'll take at least a year for everything to come into place, which is plenty of time to work out how to

adapt our businesses."

The CMA will release its phase one decision on 23 April and can open a further six-week investigation if deemed necessary.

Mr Patel added: "I don't want further delays. I'm already in limbo and I wouldn't want to wait longer to see how my business is affected."

A Co-op spokesman said: "We're limited in what we can say at present, but we remain grateful for the patience of all the retailers."

Nisa declined to comment.



Lifestyle Express stores get new-look planogram

Laundmark Wholesale has released a new planogram for its Lifestyle Express retailers which combines its own sales data with category advice from suppliers. The planogram can be placed by a retailer's till and provides information on must-stock products by category, alongside merchandising tips. Landmark Wholesale retail controller Stuart Johnson said: "This catalogue has been designed to help retailers when it comes to maximising their store's turnover and profit potential. By following these plans, retailers can be confident that they will be stocking the best-selling products their customers want and making the most out of their available space."

Best-one named best symbol group

Best-one's focus on own-brand and fresh has helped it win the title of best symbol group in Which? magazine's latest convenience store report.

The magazine asked 6,800 people in October 2017 about their experiences of 14 convenience chains run by symbol groups and the multiples

over a six month period. Best-one was ranked third overall, having been beaten by first place Marks & Spencer and second place Waitrose.

Stores ranked below Best-one were Tesco, Sainsbury's, Co-op, One Stop, Costcutter, Nisa, Londis, Budgens, Premier, Spar and McColl's.

Alongside fresh and own-brand, Best-one was praised for availability. Kay Patel, of Best-one in East London, has been with the fascia for five years and a quarter of his sales come from fresh.

He told RN: "I stay with Best-one because retailers can buy fresh produce in individual quantities and

this helps reduce wastage.

"My margins are 30% and having lower overheads means I have more to invest in improving my business.

"Customers also comment on how good the own-label range is compared to similar products from big brands," he added.

NEWS & MAGS



Sun selfie fans to snap up £1,000

Newsagents around the UK are encouraging customers to take selfies in front of a blue door in-store, as part of a new promotion with The Sun. Shoppers who upload the snaps to social media are in with a chance of winning £1,000 weekly cash prizes. Shakir Shakoor, of Weaver Row Newsagents in Stirling, Scotland, said: "It's good to be involved with The Sun in an interactive way. It's only our first day, but we're hoping it will attract customers into the shop."

Margins held after MEN rise

Manchester retailers are facing a price hike on the city's biggest newspaper but will not see any boost in margin.

From this week, the Manchester Evening News will increase from 65p to 80p for weekday editions, while the Saturday MEN rises from 80p to £1.10. The retailer margin, at 17.3% for weekday and 19.69% for the weekend edition, will not change.

Anish Parekh, of Londonis Broadoak in Greater Manchester, said: "Our daily customers notice any small change to pricing, and I think this rise will have people quite disgruntled. It's quite a jump in price, and people often ask for justification. The way things are going online, it's another nail in the coffin for print media."

Top children's publisher highlights market trends 'There is still room to grow'

Impulse and pre-school vital for indie mag sales

by Priyanka Jethwa and Helena Drakakis

priyanka.jethwa@newtrade.co.uk
helena.drakakis@newtrade.co.uk

Independent retailers must capitalise on top-up and impulse shopping and tap into the vibrant pre-school segment to increase magazine sales in a challenging market, a major publisher has advised.

Speaking at children's publisher Egmont's annual market and consumer insight day, commercial director Siobhan Galvin said that against a backdrop of volume decline in both adult and children's

magazines – 28% and 16% since 2013 respectively – the pre-school category has the largest market share at 38% and remains an important category.

"Volume is down but what is different in children's magazines is that value has grown 7% over the same five-year period. This is a result of increasing cover prices, now at an average of £3.90," she said.

While cover price increases has been a good strategy, Ms Galvin warned against pushing prices further to drive value. "The

majority of parents are prepared to pay up to £5. There is still room to grow but we can't rely on this as the only way to grow," she said.

The publisher, whose My Little Pony title currently tops the children's bestseller list, with Peppa Pig second, according to Smiths News rankings, reported the primary girl's category has seen the largest growth.

The prominent success story has been toy brands like Lego, My Little Pony and collectables, for example, Shopkins. "This reinforces the attractiveness

of a physical magazine and the importance of offering value for money," said Ms Galvin.

According to the publisher's research, children's magazines are an impulse purchase, largely populated with buyers who "dip in and out" with an opportunity to increase loyal custom.

Meanwhile, convenience is emerging as a growing channel for purchase. "This mirrors the trend of consumers moving away from one big weekly shop to multiple top-up shops throughout the week," said Ms Galvin.

Archant denies takeover

Publisher of regional titles, Archant, has denied reports it is in takeover talks with Newsquest.

The Guardian reported talks took place for Archant's 61 newspapers, 70 magazines and associated websites to come under Newsquest's control.

But Archant head of communications Tim Youngman said no active sell-off was taking place when contacted by RN.

"Archant can confirm it is not up for sale, nor is it in any discussions with Newsquest," he said.

The reported talks came a week after Newsquest snapped up independent Cumbrian publisher CN Group, which had been family-owned for four generations (*see story, left*).

Local paper group sale is 'end of an era'

A retailer has questioned the sustainability of newspaper sales following the announcement that an independent publisher, which has stayed within the same family for four generations, is to be sold to Newsquest.

Carlisle-based CN Group, which produces ti-

ties in Cumbria, Scotland and Northumberland, is owned by the Burgess family and can trace its roots in Cumbrian newspapers back to 1815.

Debra Ramage, at One Stop Seaton in Workington, told RN: "We stock CN Group's Workington Times & Star and it sells

100 to 200 copies a week.

"There's three local papers in our area and they're all important to customers. I don't think these papers will continue to work unless they keep the business as local as possible."

CN Group chairman Robin Burgess said: "This

sale is the end of an era and is tinged with sadness. However, our ability to prosper as a medium-sized independent group, in light of digital and social media developments, has become increasingly difficult and it is clear that the challenges will only get harder."

PRODUCT TRENDS

Invest in frozen desserts

Investment in frozen desserts will ensure independents remain competitive against the multiples, a retailer has told RN.

Conrad Davies, of Eu-rospär in Pwllheli, said it was important to offer his customers frozen desserts to remain a one-stop shop, especially since customers have to pay for parking outside his store.

He said: "Lemon meringue remains a top seller in frozen desserts, followed by strawberry cheesecake, jam roly-poly and chocolate fudge cake."

According to data from Kantar Worldpanel, the total frozen dessert market is worth £173.5m, up 2.2% year on year.

Confectionery-branded products continue to perform well, accounting for £3.2m of sales in the category.

PG backs decaf and dairy-free

Retailers need to cater for dairy-free and decaf teas as consumer demand increases, Unilever has said.

Noel Clarke, vice president for refreshments at Unilever UK and Ireland, said dairy-free and decaf tea are a huge opportunity to capitalise on, as alternatives often alter the natural taste of tea.

"That's why we have launched Decaf PG Tips, which is designed to give consumers the taste of PG Tips without the caffeine," he said.

He added: "We also wanted to give consumers who are changing their diet a tea that tastes just as good with dairy-free alternatives, with 'Perfect With Dairy-Free'."



Premium alcohol a must as heritage demand rises

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

Retailers must offer consumers a distinctive premium alcohol range, as demand for heritage brands increases.

Nielsen data has revealed sales of premium spirits grew by 9.2% to exceed £1bn last year, while craft beers grew by 69%.

Phil Whitehead, Molson Coors' managing director for UK and Ireland, said premium lines focused on provenance are appealing,

as consumers are attracted to distinctive brands.

"This has been increasingly apparent in the cider category and is similar to what happened to craft gin, as that trend focused on offering shoppers different experiences and tastes," he said.

Craft gin has led the way in premium spirits because of its cultural credentials, said Leanne Ware, senior marketing manager at Halewood Wines & Spirits.

Claire Kendall, senior customer category manager

for impulse and wholesale at Diageo, added heritage is important as shoppers want "richer value and experience".

Nick Williamson, marketing director at Campari, agreed: "There is a definite trend towards spirits with rich heritage and consumers are seeking beverages they can engage with."

Ian Hewitt, owner of Spitfire Heritage Distillers, said independents can make their stores destinations for premium alcohol by offering heritage brands.

"Retailers should learn the story behind spirits to explain to consumers what they are. This will further incentivise them to buy," he said.

Gill Warren, of Open All Hours in Cumbria, said she has sold 10 cases of Solway Spirits' Rhubarb Crumble Gin in the past two months, as more consumers look for local, heritage brands.

"As we have a lot of tourists coming in looking for premium, local brands, it sells even more," she said.

Shoppers want more spicy flavours

Retailers can capitalise on the growing trend for spicy foods by offering consumers chilli-flavoured snacks to help drive sales, suppliers and retailers have told RN.

Jeff Swan, marketing director at KP Snacks, said the launch of its Big Hoops Spicy Chilli flavour

will capitalise on the rising preference for spicy flavours, which are now the fourth most popular variety in the grab-bag category, according to data from retail analyst Him.

"Big Hoops Spicy Chilli flavour capitalises on the rising trend for sharing bags, as well as the prefer-

ence for spicy flavours. We're confident this new flavour will help drive interest," Mr Swan said.

Kay Patel, of Best-one Global Food & Wine in Stratford, London, said he stocks as many chilli flavours as possible, because they remain the most popular in snacks,

especially among east European shoppers.

"Anything chilli-flavoured always works for us. At wholesalers that specialise in Asian foods, you can find a good variety of spicy snacks. The brand Cofresh Snack Foods has always done well," he said.

BRAND SNAPSHOT



Boost's Punch Power

This month, Boost drinks is extending its range with a new sugar-free Punch Power in a 250ml can, aimed at attracting new customers.



India has talent

Cofresh has launched an advert that will run across premium Asian TV channels, featuring its sponsorship of talent show, India's Next Superstars.



Star choice

Mars Chocolate and Wrigley UK is expanding its portfolio with the launch of Starburst Chewing Gum, which is now available in independents.



Refresco offers taster

In 2018, Refresco will run a sampling campaign of its sugar levy-free drinks, targeting around 1.3m consumers at major lifestyle shows across England.



Amstel's new look

Amstel has launched a new packaging design that is aimed at giving the product a more premium look and feel.



Vanilla Nurishment

Grace Foods has launched a 'no added sugar' variant of vanilla-flavoured Nurishment Original in a £1 price-marked pack.



Sensational KitKat

KitKat Senses sees the brand move into an indulgent, sharing format, available in hazelnut, double chocolate and salted caramel flavours.



Eggsellent launch

Purely Organic is launching Purely Organic Eggs to tap into the growing demand for organic produce and provenance.



Water power

Highland Spring's 'H2Oomph' campaign features on-pack promotions offering consumers the chance to win prizes, including weekend breaks.

WHAT'S NEW



Savoursmiths crisps

Savoursmiths' desert salt crisps aim to appeal to consumers looking for a premium snack and are available in single 40g packets or sharing 150g formats for picnics or big nights in.

RRP £2.49 (150g)

Contact hello@savoursmiths.com



Snackgold gourmet crisps

Snackgold's spicy Charissa crisps play on Mexican and Asian flavours, catering for growing demand for new, exotic tastes. The crisps are premium products and come in five flavours.

RRP £4.43

Contact www.snackgold.com



Dalston's Lemonade

All of Dalston's range is made with real fruit and contains no artificial flavours. The range also contains approximately a third less sugar than other mainstream fizzy drinks.

RRP £1.09

Contact dan@dalstoncola.co.uk



Barebells pudding

Available in four different flavours and containing 3g of fat and 20g of protein, Barebells puddings can be cross-merchandised with porridge and pancakes.

RRP £2

Contact will.bush@vitaminwell.com



Miiró ice cream

Miiró is a healthy 'Magnum-style' ice cream which is dairy and soy-free, and is suitable for vegans. A 70ml lolly contains 170 calories and comes in three flavours, with a two year shelf life.

RRP £2.49 (single) £5.89 (multipack)

Contact hey@miiró.co.uk



Virtue energy water

Virtue Energy Water is the UK's only naturally sugar-free energy drink and has no calories or sweeteners. Each can has the same amount of natural caffeine as an 80g cup of coffee.

RRP £1.30

Contact sales@virtuedrinks.com

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



Livia's Kitchen bites

Biccys Boms are chocolate bites with a date centre and cacao coating. Sharing pouches and snack packs are available in Chocolate, Salted Maca Caramel and Ginger variants.

RRP £1.50 (impulse) £4.99 (sharing)

Contact vicky@liviaskitchen.co.uk



Snact bars

Snact's banana bars are a healthy alternative to normal cereal bars, and are made using 'unwanted' fruits. They are wrapped in compostable packaging which can be recycled.

RRP £1.39

Contact ilana@snact.co.uk

Focus

Milk alternatives

As more consumers opt for no- and low-sugar drinks, offering dairy-based alternatives is one way retailers can cash in on the trend and avoid lost sales



Bam Life vanilla milk

Bam Organic Vanilla Protein Milk contains no refined sugar, being sweetened with only honey. It is designed for consumers with active lifestyles, containing 25g of protein per 330ml.

RRP £2.20

Contact info@bam.life



Canny chocolate milk

With chocolate and coffee flavours making up 76% of the take-home dairy drinks market, Canny's Chocolate Milk contains no added sugar, is gluten-free and can be stored as an ambient drink.

RRP £1.59

Contact alreet@wearecanny.uk



Rebel Kitchen Mylk

Rebel Kitchen's Mylk range is vegan and gluten-free, can be used as a replacement for dairy and foams for hot drinks. It is available as skimmed, semi-skimmed and whole milk.

RRP £2.99

Contact sales@rebel-kitchen.com

Anish Parekh

Londis Broadoak & Post Office, Greater Manchester

Milk drinks are really popular, I sell Yazoo and Nurishment and Weetabix On The Go, and get through a case of each flavour of Yazoo per week

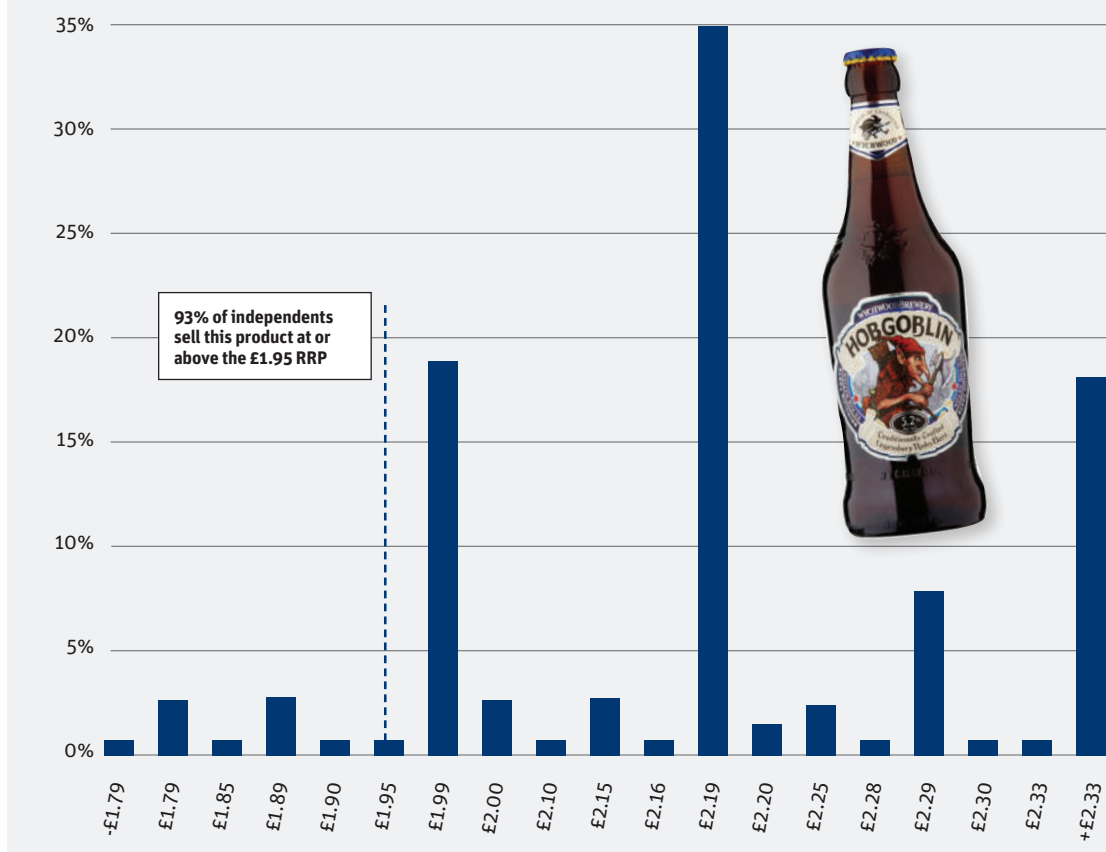


PRICEWATCH

Profit checker Ales and stouts

Price checker

HOBGOBLIN STRONG DARK ALE 5.5% 500ml Price distribution %



Analysis

Dark ales and stouts are specialist products retailers say aren't as suited to RRP as other alcoholic beverages. Our data shows an overwhelming 93% of stores charge more than Booker's £1.95 RRP for a bottle of Hobgoblin.

The most popular price point is £2.19, with 35% of those surveyed choosing this price. Our interviews this week show exactly why.

The retailers who charge more than RRP do so because Hobgoblin is a slow-

selling line, and retailers prioritise earning strong margins on it. They don't shy away from using promotions where possible either, using multibuy deals, for example, as a way to push sales.

PRODUCT
Newcastle Brown Ale 550ml
Guinness Draught 440ml
Guinness Original 4-pack 500ml
Guinness Draught 10-pack 440ml
Sharp's Doom Bar Amber Ale 500ml
John Smith's Extra Smooth 10-pack 440ml
Guinness Foreign Extra Stout 330ml
Hobgoblin Strong Dark Ale 500ml
Bishops Finger Ale 500ml
Old Speckled Hen 500ml
McEwan's Export 500ml
Fuller's London Pride Bitter 500ml

How we drive our profit

David Sands

STORE Nisa David's Kitchen
LOCATION Glenrothes, Scotland
SIZE 3,000sq ft
TYPE neighbourhood

TOP TIP

Providing staff with knowledge about these specialist products is an essential part of selling them



Margins on ales and stouts are quite decent, at 30%. We tend to go for higher margins because they aren't big sellers, so we need to go above the RRP. I'm actually thinking of condensing the range I stock. We hold tastings in the store each month to try and promote these drinks more – they've always been a bit of a specialist product and not many customers are too familiar with them, so we need to put a bit more effort into raising awareness of them. I try to promote local ales alongside them too, because regional brands are popular among nearby residents.

Rav Garcha

STORE Nisa Broadway Store
LOCATION Birmingham
SIZE 1,800sq ft
TYPE high street

TOP TIP

Ales and stouts can be slow sellers, but promoting them with snacks can help increase your sales



I often run promotions such as three bottles for £6 and this still gives me margins of more than 15%. Merchandising is particularly important for increasing sales because these products aren't really mainstream and many customers won't know about them. We give dark ales and stouts their own standalone display in the store to draw more attention to them and we have regular promotions to encourage customers to buy more. The customers who tend to buy them are ale enthusiasts themselves and enjoy them with snacks. We merchandise crisps and nuts near them.

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 LARGE STORE IN RURAL SUFFOLK VILLAGE	RETAILER 2 HIGH STREET SHOP IN CORNISH COASTAL VILLAGE	RETAILER 3 C-STORE IN SUBURBAN OXFORD	RETAILER 4 C-STORE AND OFF-LICENCE IN WEST LONDON HIGH STREET	RETAILER 5 C-STORE IN SOUTH CHESHIRE VILLAGE	RETAILER 6 LARGE N'HOOD SHOP'S LONDON RESIDENTIAL AREA
£2.24	£2.49	£2.53	£2.39	£2.79	£1.99	£2.09	–
£1.45	£1.59	–	–	£1.39	£1.20	–	£1.25
£5.34	£6.29	–	£6.55	£5.30	–	–	–
£12.80	£14.99	£14.99	–	–	–	£14.99	–
£2.38	£2.49	£2.49	£2.65	£2.49	–	£2.09	£2.30
£11.30	£11.99	–	£11.99	–	–	£11.99	–
£1.62	£1.95	–	–	£1.69	£1.40	–	£1.50
£2.18	£1.95	£2.29	£2.09	–	–	£1.99	£2.30
£2.22	£2.19	£2.19	£2.39	–	£2.29	£1.99	£2.30
£2.39	£2.49	£2.49	£2.49	£2.49	–	£2.09	£2.30
£1.41	£1.59	–	–	–	£1.49	–	–
£2.44	£2.49	£2.49	£2.49	£2.49	£2.29	£2.09	£2.30

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Siva Thievanayagan

Nisa Local, Fletton

Sang-Jun Thai food-service (£3.59 to £5.25)



Where did you discover it?

We've been serving food to go for a few years now, but we wanted to use our range to differentiate from the competition. We already offer an in-store bakery and we wanted to extend what was on offer in the shop. Sang-Jun had already built up a decent reputation for their Thai food in the area, so we thought we'd approach them. The addition of their service helps separate us from other convenience stores in the area.

Who buys it?

The store is based in a residential area, so it's mainly people looking for an evening meal or coming home from work but don't want to go the effort of cooking food.

Why is it so successful?

Introducing these products has been a success because we make sales of more than £400 each week. They're popular because nearby residents don't have to go too far to find an oriental takeaway, and they already have an established reputation in the community. We make an effort to advertise both in-store and through social media. We also post videos and slideshows of the food and menu on our Facebook page and this really helps attract more customers.

Anita Nye

STORE Premier Eldred Drive Stores
LOCATION South London
SIZE 800sq ft
TYPE residential

TOP TIP

Make products such as Hobgoblin visible, because they're more of a specialist product



My sales of Hobgoblin are quite steady compared to more popular brands such as Foster's or Carlsberg, which we sell more than 12 bottles of a week. I find it is most popular with older customers who are in their mid-thirties and above. We price single bottles above the £1.95 Booker RRP, at £2.49, but we also have them on promotion at three for £5. This gives us margins of more than 20%. This promotion is really useful because it helps encourage sales – these products can be slow sellers because they are so niche.

Ken Singh

STORE Mill Hill Stores
LOCATION Pontefract
SIZE 800sq ft
TYPE residential

TOP TIP

Never go above a £3 price point because this can really put potential customers off



Ales and stouts such as Doom Bar and Hobgoblin are slow sellers, so we charge slightly above RRP on them. We get them from Booker and the prices we set mean we can earn a decent margin ranging from 20% to 30%. We always place drinks like these towards the front of the shelves and chillers to try and attract more attention because only a certain number of customers know about these products. The design of a lot of the cans and bottles really help with them as well, because they stand out much more than those from traditional brands such as Carlsberg and Foster's.

YOUR NEWS

NFRN road repairs rebate call

The NFRN has called for a change in policy to ensure local businesses impacted by roadworks get a proportionate business rate refund or are adequately compensated for the impact on sales.

"British authorities are not investing in the country's roads and highways. This impacts disproportionately on independent retailers. When a customer's route to their convenience store has been impaired due to roadworks they will go elsewhere," a spokesmesman said.

According to the federation, independent retailers have reported declines in sales of as much as 60% during roadwork periods. It is now calling on utilities companies and local authorities to compensate affected retailers properly.

"A long-term strategy that does not hurt independent retailers and their customers is desperately needed," a spokesmesman added.

New slush sales Blast

A Middlesbrough retailer has sold more than £1,500 of Tango Ice Blast slush drinks just a week after he introduced the product into his store.

Bay Bashir, of Lifestyle Express in Billingham, installed the machine on 19 February and makes profit margins of more than 200% per cup. Prices for individual cups range from £2.99 for small to £3.49 for large.

Mr Bashir told RN: "Sales have been very impressive, despite it being winter. There's a school and a lot of families in the surrounding area, so we've got a really good customer base for the drinks."



Mike Sohal's new store in Warrington was purpose-built on former wasteland

Store at heart of a revived community

A Nisa Local store owner has been placed at the heart of his community with a brand-new store in Warrington as part of a council plan to revive his neighbourhood. Mike Sohal's new 1,800sq ft store includes a Post Office counter and was purpose-built on former wasteland. His old shop will be demolished to make way for new housing. He said: "The first few days have been non-stop. Nobody has been able to get off the tills and people are coming in constantly."

Demand for ethically-produced products on the rise 'It is a good fit for our clientele'

Fairtrade Fortnight puts spotlight on support call

by Olivia Gagan

RNreporter@newtrade.co.uk

Shoppers are increasingly on the lookout for fairly-traded products – but the industry and suppliers must do more to help convenience stores take advantage, retailers have told RN.

The comments come at the start of Fairtrade Fortnight, which runs until 11 March and promotes sales of ethically-produced food, drink and household products across the UK.

Mehmet Guzel, of Simply Fresh Bethnal Green, said suppliers and Fairtrade

businesses must engage more with convenience store owners to maximise the impact of promotional events.

"Fairtrade Fortnight is a good fit for us – we have quite a young, ethically-minded clientele. But I didn't even know it was happening. Now I do, I'll do something in-store to mark it," he said.

However, Mr Guzel highlighted the limitations in suppliers' ranges. "We have three main suppliers and find it easy to source Fairtrade cocoa, chocolate, coffee and tea. But for everything else the range

isn't there at the moment," he said.

Richard Cox, of Nisa Local in Southminster, told RN: "We occasionally stock Fairtrade products, but we're in a village and customers want their essentials as cheaply as possible. I do think they will start to accept Fairtrade products, though."

"The price of food has been too low for too long, and Fairtrade prices represent what it actually costs to produce and sell these products."

Charity Fairtrade Foundation, which runs the event, claims shopper

interest in ethical products is rising sharply, with 80% of people now saying they care about Fairtrade, up from 54% this time last year.

A spokesperson said core convenience store products such as tea and coffee can sell particularly well under Fairtrade branding.

"We recommend convenience stores offer discounts and deals on Fairtrade stock during the promotion fortnight. Positioning can really help – either by creating a dedicated stand at the entrance or by highlighting products on the shelves."

Stores tempt Six Nations rugby fans

As the Six Nations rugby tournament intensifies, independent retailers and symbol groups are focusing their sales on pub-goers and fans watching at home.

"A lot of villagers here go round to the sports and social club so we're stocking easy meals for people

who have been there for the afternoon and want something for when they get home," said Joe Williams, of the Village Shop in Hook Norton.

A Nisa Local spokeswoman said retailers were being offered Six Nations-themed PoS that tied in with the group's

'big night in' promotion. "Research shows people are more likely to socialise indoors in the colder, penny-pinching months after new year, and so Nisa Locals are encouraged to offer deals on sharing bags of crisps and chocolates and frozen meal deals, which all

received a Six Nations-branded boost," she said.

Nearer Twickenham, Dinesh Patel, store manager at Gerhold Fine Food & News, said he was offering a 'four cans for £5' deal, adding ales available in cans tended to be most popular among young fans.

INDUSTRY PROFILE

Coca-Cola European Partners

With just six weeks to go until the arrival of the sugar tax, Coca-Cola European Partners' sales director of wholesale and convenience Gary Black briefs RN on the company's plans to help stores

RN With just over a month until the soft drinks tax arrives, what do you think retailers need to do?

GB We want independent retailers to see this month as an opportunity to review their soft drinks ranges and ensure they have the right offer. With so many changes to legislation to keep up with over the past few years, we believe the time to communicate our advice to stores is now.

RN What do you predict the effect of the tax will be on sales?

GB The wider impact of the soft drinks tax is hard to predict, but we do know that this comes at a time when increasingly health-conscious consumers are demanding more low- and zero-calorie options. At the same time, we have no plans to change the recipe of Coca-Cola Classic. It will be affected by the government's soft drinks tax, but people love the taste of Coca-Cola Classic and have told us not to change it.

RN What support has CCEP put in place for retailers?

GB We have produced a guide called 'Know The Facts About The Soft Drinks Tax', which will be available from our customer website www.cokecustomerhub.co.uk and from www.betterRetailing.com next week. It will also be inserted into next week's issue of RN. The guide highlights what the tax is and how it affects soft drinks with added sugar above 5g per 100ml. It also clearly communicates what changes

retailers can expect to see from CCEP over the next month, followed by a three-step guide to getting ready for 6 April.

RN What are the vital things that retailers should do in-store to ready their businesses?

GB Firstly, we don't recommend reducing space for current best-sellers. We recommend that retailers place lower and zero-sugar soft drinks next to original variants.

Secondly, retailers should swap the slowest-selling lines for new lower and zero-sugar variants to excite shoppers.

We're launching zero-sugar products including Coca-Cola Zero Sugar Peach, Diet Coke Exotic Mango, Diet Coke Feisty Cherry, Sprite Lemon, Lime & Cucumber and



People love the taste of Coca-Cola Classic and have told us not to change it

Monster Ultra Violet – supported by a £10m marketing campaign.

Finally, many retailers ask whether soft drinks containing more than 5g added sugar should be priced differently. The government and policy-makers have made it clear that they expect to see a price difference, but ultimately pricing is at the discretion of retailers.

RN How should they communicate the changes to customers?

GB Our recommendation is to be honest and factual – explain that the new soft drinks tax means prices on drinks with 5g+ added sugar per 100ml have been increased. Some manufacturers have also changed pack sizes. But low and zero-sugar soft drinks are not affected.

RN What do you think the big opportunities for soft drinks sales are likely to be this summer?

GB Alongside the growing consumer demand of low and zero-sugar soft drinks, the upcoming FIFA World Cup also represents a huge opportunity this summer, with up to 14 million consumers tuning into each game. With most of the matches taking place in late afternoon or early evening, stores should think about creating cross-category displays to capitalise on last-minute purchases for group social gatherings.

** Company CV **

Company Coca-Cola European Partners (CCEP)

Sales director (wholesale and convenience) Gary Black

Profile One of the most recognised and successful FMCG brands anywhere in the world.

Latest news Ahead of the arrival of the sugar tax, CCEP is launching Coca-Cola Zero Sugar Peach, Diet Coke Exotic Mango, Diet Coke Feisty Cherry, Sprite Lemon, Lime & Cucumber and Monster Ultra Violet



**

**

YOUR VIEWS

YOUR LETTERS

■ Why would I want credit in Marks & Spencer vouchers?

On 22 August, Philip Morris International came and took our old stock of cigarettes and said they would reimburse us with online vouchers amounting to £73.78, as we didn't have a Drive Card they could credit us through.

However, what they didn't explain was the vouchers would be for Marks & Spencer (M&S) – I was under the impression the vouchers would be redeemable for tobacco in cash & carries. So when I received them on 9 January, I wasn't happy. What am I going to use them for? It looks like I am taking money from my own account but I have nothing to show for profit.

I emailed them on 16 January explaining I didn't want the M&S vouchers. Without hearing back from them, they cancelled the vouchers online. I still haven't heard from them directly as to what is happening and what they are going to credit me with.

Hans Kukreja
Parkgate News, Darlington
County Durham



Suppliers keep undercutting our benefits and profits

Ravi Raveendran

A PMI spokesperson said: "As a goodwill gesture, we offered to swap all non-compliant stock Mr Kukreja had available. It was explained to Mr Kukreja at the time of the swap he will be receiving vouchers as he did not possess a Philip Morris Drive Card, which he agreed to. The vouchers were emailed to him on 17 October and have not been cancelled by us. We do advise Mr Kukreja to contact us should he have any further concerns."

■ Suppliers ignore our margins in their promotions

There is an ongoing issue between independent retailers and big brand manufacturers when it comes to pricemarked packs and promotions.

When something is pricemarked and on promotion, the supplier never thinks about what margin this affords small, independent retailers, but in some cases we are only making a 10p profit.

Consumers can buy two for one on food and drink, but retailers get the same profit and margin compared to if they were selling one item alone. Suppliers keep undercutting our benefits and profits while increasing their own volume sales this way.

Cash & carries are also a part of the problem, because when you go into the depot now, you can only

find pricemarked packs. Only a very few lines are available without pricemarks, which makes it difficult for us to remain competitive.

Ravi Raveendran
Colombo Food & Wine
Hounslow
(ex-NFRN London district president)

■ Complete a risk assessment to keep employees safe

The NFRN has updated its retail crime risk assessment and we want to encourage all members to complete it regularly.

The best practice guidance helps independent retailers analyse their businesses and suggests measures to reduce risk, such as creating an emergency response plan, a risk assessment for staff working alone, till or safe procedures, and dealing with difficult members of the public.

Since most crimes are directed towards individuals or retailers, it is important to be aware of the measures you currently have in place and potential weak spots.

You can download the assessment through the NFRN Retail Standards section on the NFRN website.

Margaret McCloskey
NFRN head of operations

YOUR SAY How are your tobacco sales and do you expect sales in other categories to overtake them?



Siva Thievanayagan

Nisa Local, Peterborough

Tobacco sales are slowly dropping every year. To counter this, we're trying to get into e-cigarettes a little more. We're also looking at other sectors as a way to grow sales. People are trying to drink less, but also want to look for different options and to treat themselves, so we're looking to get in specialist gins. The off-licence side of our business is quite strong, at roughly 20% of business. That's more than or at least similar to tobacco.

Dan Cock

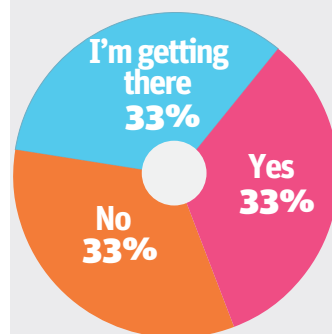
Whitstone Village Stores, Devon
After plain-packaging and the display ban, there was a lot of uncertainty and confusion, with retailers asking what was going to happen to the market. But

are people smoking less? I don't think so. Tobacco makes up maybe 20% of our sales. To grow the business, though, we've invested heavily in fresh and chilled, so we're about 30% to 40% up on fresh and chilled, which makes up about 30% of our business.

Martin Mulligan

Mulligan's Londis, County Athlone
Vaping sales are beginning to strengthen, though tobacco sales are down from 55% to about 50% now. We've been getting to grips with plain packaging since September. We have to identify packages by their barcodes and are trying to find the best system to manage that. I see a lot of people smoking, but they aren't buying from us. I think there's an alternative trade in tobacco and nobody is policing it.

RN READER POLL



Do you feel prepared for the soft drinks levy?

NEXT WEEK'S QUESTION

Which sort of fizzy drinks do you now sell more of in your store?



Vote now at
betterretailing.com

WHATSAPP IS A GREAT WAY TO TALK TO OTHER RETAILERS

At the national council meeting earlier this month, NFRN members discussed how retailers can better communicate with each other.

Around 18 months ago, I asked myself the same question. I started a WhatsApp group for local retailers and NFRN members in the Hertfordshire branch to share information with each other.

We've added members who were interested in being a part of it, and there are now 45 of us. It's a busy hub of conversation about what's new, what's happening with the trade, where to get the best wholesale deals, and any local issues.

We've recently added a representative from the NFRN's call centre Con-



nect help service, too, in case members want to flag up any problems. I've also helped another NFRN branch set up a WhatsApp group.

I'd encourage other retailers to try setting up similar groups. Used correctly, WhatsApp can be a great tool for retailers – and the more

ways we can make sure retailers can share best practice and tips with each other, the better.

Pravin Shah
7am-10pm Luton

100 YEARS AGO

2 March 1918

A suffragette wrote to thank "professional newsvendors" in the West End of London for being polite and friendly to her while she sold 'Votes for Women' literature ahead of the change in law

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



I am writing this on 20 February and I am just wondering if anyone else thought the same as I did as I unpacked the daily papers: the front page of the Daily Express had a big headlines about how we are going to be plunged into winter with temperatures dropping to -8. Then I got to the Daily Star, sister paper to the Express – the front page of that declared we will see temperatures drop to -22.

How ridiculous that two papers from the same publisher can look so daft. Mind you, it will be interesting to see which headline is nearest to the actual temperature.

I am, at the moment, suffering from a bout of sciatica so lifting bundles of newspapers is really rather painful and getting in and out of my van is also difficult. So it is a big relief when I finish my round and have not missed anyone out.

I know it will go just as quickly as it came. I just wish I could pinpoint what

I did to set it off because working in agony isn't much fun.

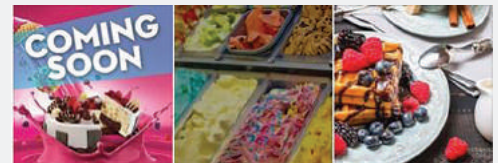
I don't quite know why, but the random sales of The Sun have dropped right down. I used to sell a lot at Woodseaves Post Office and Norbury Wharf but not anymore. It has gone right out of favour. The only time it sells out now is when the cheap holiday offers are running again.

It's not alone in that aspect. Newspaper sales are in decline right across the board aren't they? In my opinion, the publishers shot themselves in the foot when they put them online.

At last, the vicar from Knightly and High Offley has had a cheerful job to do: there was a very pretty wedding at Knightly last Saturday and it must have come as a welcome relief, a bit like an oasis in a desert, because since Christmas she has had more than a dozen funerals. I know it's her job but I would think that many must be a tad depressing.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Our little secret: we will be opening a dessert bar in our store. This will be called Roxy's Desserts and will have the full monty with ice cream, speciality cakes, fresh-baked waffles, pancakes, crepes, milk shakes, smoothies and everyone's favourite – Tango Ice Blast

Mo Razzaq
@morazzaq

Taking a larger delivery of coal this morning in case our customers run low. Logs, kindling and firelighters in



stock. Assessing local needs and adapting to it a village shop is an important feature of rural life

Itteringham Shop
@ItteringhamShop

Good to see NFRN (@NFRN_Online) reporting on business costs, reduced news margins and the need for affordable...

Chard Newsagent
@Chard_News

Yes, well done NFRN. Things need to change and soon, before the news trade implodes on itself. Newsagents still carry the weight of all newspaper sales, if we were to go that would be it, no more newspapers

Newsagent
@LOMASNEWS

I see the wholesalers are listening. I got a note to say the review of charges is under way for April by one of my wholesalers this morning. And unless it's a miracle it will be upward. When I became a newsagent, there was no carriage charge – it's now around £120 in NI weekly

Eugene Diamond
@EDiamond136

NATIONAL COUNCIL



NFRN NATIONAL COUNCIL REPORT 20-21.02.2018

Chris Rolfe and Neville Rhodes report from the NFRN national council meeting

MPs lobbied in crime initiative

A fresh drive to raise awareness among MPs of the impact of retail crime on independent retailers is being spearheaded through the All Party Parliamentary Group on Retail Crime, under the leadership of its chairman Stephen Hammond MP.

The news was announced at the NFRN's parliamentary reception in Westminster last week as the federation launched its annual Independent Retail Report.

NFRN members were urged to aid the federation's anti-crime campaign by impressing upon MPs and police and crime commissioners that "no crime is ever too small", and that police should not ignore incidents of shop theft on grounds of cost.

"Many crime incidents are not being reported to the police because retailers believe they will not get a response or lack confidence in the justice system," said national president Linda Sood.

"This is why the NFRN needs the subject to be higher up the government's agenda.

"We want the government and police and crime commissioners to take the issue more seriously and for magistrates and judges to hand out sentences that match the gravity of the crimes committed."

At the reception, MP Martin Vickers echoed Mrs Sood's call to retailers for action, describing an 11% increase in crime figures in 2017 as "frightening".

"It's important that through your local MP you put pressure on police commissioners



(Left to right): Martin Vickers MP, Linda Sood and NFRN national deputy vice president Mike Mitchelson, pictured at the parliamentary reception to launch the NFRN's 2018 Independent Retail Report

and chief constables so the retail trade gets the service it deserves," he said.

Mike Mitchelson, chairman of the public affairs committee, said the NFRN's report would be sent to every MP and that a drop-in session giving retailers and MPs the chance to discuss retail crime would be arranged.

Meanwhile, Wales and London members Peter Robinson and Ralph Patel called on the NFRN to produce short videos detailing how crime affects independent retailers to educate MPs.

"Most MPs think retail crime is nicking a couple of Mars bars, but that isn't the case," said Mr Patel.

Commercial developments

The NFRN's new in-house business development department is beginning the process of building "a strong, member-centric" commercial operation following the liquidation of NFRN Commercial.



Many crime incidents are not being reported to the police because retailers believe they will not get a response

Linda Sood

NFRN national president

Graeme Collins, who has returned to the federation to head the department, said the NFRN will look to expand its drop-shipment buying group NFRN Direct and new supplier contracts to increase the



Graeme Collins

range of services and deals available to boost members' profits.

"NFRN Direct is undoubtedly a very good product, though still in its infancy, and has the best potential to build the firm foundation we need," said Mr Collins.

"Our prime and sole purpose in the next six months will be targeting rapid expansion in members and those using it."

The NFRN's Shoplink online ordering and payment portal has been discontinued, and talks to transfer Shoplink suppliers and secure new commercial partners and monthly marketing agreements for NFRN Direct are ongoing, he added.

"I have a passion for providing members with relevant, practical, business development help and this is one of the key contributions the federation can make to them," he said.

National president Linda Sood said: "The aim in bringing this activity in-house is to ensure independent retailers become better retailers, benefiting from greater sales and profits and recouping the cost of their NFRN membership."

Meanwhile, Mr Collins described the federation's Everyday fascia, which is live in two test stores, as "a good, relevant idea which members benefit from", but said there were insufficient resources to progress it in the immediate future, and no formalised agreement with a wholesale partner.

Publicise NFRN business results

The NFRN must publicise how it assists members

to solve business issues, Stuart Reddish told council.

Mr Reddish's comments followed a report from Wales member Peter Robinson that the federation had helped a retailer in Pembrokeshire facing a PayPoint early termination charge in excess of £10,000.

"The debt was with debt collector solicitors, but within 48 hours of passing this to Margaret McCloskey we had had an email saying PayPoint were writing it off. It's things like that this organisation is here for," said Mr Robinson.

Narinder Randhawa added he was saving more than £900 a year by choosing Retail Mutual.

Mr Reddish said: "These are not small amounts of money and help like this is one of the benefits of membership of our organisation."

Interim trustees appointed

National councillors elected Sunil Patel and Martin Ward as interim trustees for the NFRN.

Mr Patel, from the East Midlands district, and Mr Ward, from the Northern district, will serve until the NFRN's annual conference in June and replace Sam Whiteside, Dee Goberdhan and Pradip Amin.

London member Nileshe Patel and Yorkshire member James Wilkinson were elected to the finance committee, to serve alongside Mr Ward.



Stuart Reddish



Martin Ward



Offer membership package to buyers

The NFRN should introduce a membership package for people looking to buy independent businesses, council was told.

Wales district member Peter Robinson said the federation could benefit significantly from offering consultation, advice and deals to people investigating potential premises and setting up new businesses.

“Retailers need things like credit card facilities set up by day one and will have taken that deal out with someone else by the time they open because they don’t know about the federation. To get in once they’re set up is very difficult, so we need to do that months before,” he said. “Getting advice from a trade organisation in the field you’re looking to buy into is invaluable. Those who take it up would be members forever, and we can charge for this service.”

National deputy vice president Stuart Reddish added the federation could work with estate agents to connect with potential new business owners to facilitate such an offer.

Meanwhile, Mr Reddish told delegates a contract for new retailers was also being considered. This could offer a year’s membership, with the first six months free.

The aim was to increase membership by promoting the benefits of NFRN membership to retailers



Peter Robinson



SoR terms and weekly wholesale distribution will help retailers maximise World Cup collectables sales, said Panini

with limited budgets who had recently opened stores.

“People tell us they don’t join because they’re too small and can’t afford it. So how can we convince them there’s a benefit to joining the federation?” he asked.

“If they’re in a contract for a year and the first six months are free, we can prove we can work with them, without watching them walk away after six months.”

A proposal on the deal will be presented at the next national council meeting, in April.

Panini sets out World Cup terms

Full SoR terms, weekly distribution to wholesale and a planned NFRN exclusive sales incentive will help retailers maximise sales of World Cup stickers and trading cards, according to Panini.

The company outlined its plans during a presentation to council on its new World Cup collection, for which it is targeting sales of £50m.

“The collection will be full sale-or-return throughout the on-sale period, and we will ensure weekly



Retailers should not go into shops and try to gather evidence for themselves

Stuart Reddish

National deputy vice president

supply to wholesale to maintain availability. We urge retailers to keep collections on sale until October, because World Cup collections outsell others four to one,” said Chris Lynn, Panini account manager.

South East member Hitesh Pandya questioned whether sales would be affected by controversy surrounding the tournament’s 2018 hosts, Russia.

Mr Lynn said the bulk of sales would take place before the event, so retailers would see little impact.

London member Kamal Thaker asked about the high 80p sticker price. Mr Lynn said: “There has to be value for the World Cup and we have been challenged to be more consistent with pricing across Europe.”

He added Panini would look into a request to supply NFRN RDMs with stock to distribute and that a sales incentive was being planned exclusively for the federation.

The trading cards launched last week (see page 34), while stickers will launch on 22 March and albums will be supplied free through national newspapers from 21 April.

Newspro service to expand

The NFRN is developing its Newspro initiative into a complete category management service.

Brian Murphy, NFRN head of news and magazines, said the federation is close to formalising a relationship with newstrade consultant Lucid,

which manages newspapers and magazines for a number of UK symbol groups.

“We want Newspro to be the most complete category management service in the market. We want a relationship with Lucid that will combine their services and ours so we have the most complete offer of any retail group,” he said.

However, Mr Murphy said the move would necessitate a review of the federation’s N3 initiative.

“Newspro has the capability to offer a superior service and it would be foolish to expect members to pay for a lesser service than they can get for free at the NFRN. We’re looking at whether it would be better to bring the two together,” he said.

Don’t investigate tobacco crime

Imperial Tobacco has warned retailers not to attempt to gather evidence of illegal tobacco trading in stores, Stuart Reddish told the meeting.

“They are saying very clearly that retailers should not go into shops and try to gather evidence for themselves. If you do that, you’ll become part of the investigation and if there is any prosecution you’ll be called as witnesses,” he said.

Retailers who have suspicions concerning the sale of illegal tobacco should contact the police, trading standards, the customs hotline on 0800 595000, NFRN Connect or their tobacco reps.



Hitesh Pandya



Brian Murphy



Stuart Reddish

NATIONAL COUNCIL



NFRN NATIONAL COUNCIL REPORT 20-21.02.2018

Chris Rolfe and Neville Rhodes reports from the NFRN national council meeting

Fight to protect margins goes on

The NFRN pledged to continue its fight to protect newstrade margins as members called for support in the face of falling regional newspapers sales.

Brian Murphy, head of news and magazines, said retailers could expect to see margins fall as low as 17.5% in future, but that the federation would fight for better terms.

"Trinity Mirror increased prices on 50 regional papers at the start of the year, but full margin wasn't given. Retailers shouldn't be surprised if they fall to 17.5%-18% in the next few years, but we will try to fight this," he said. "We have been told we'll get some of the cover price increases, but while we want a full pro-rata increase, they're probably only looking to give us a tenth of that. We have to see how we can work with publishers on this."

South East member Hitesh Pandya urged the NFRN to challenge



Hitesh Pandya

regional newspaper publishers such as Trinity Mirror in the belief that falling sales related to diminishing editorial content.

"Their biggest problem is they've cut reporters. Journalism has gone out of the window and we're losing a lot of sales because of that," he said.

Mr Murphy promised to address the matter with Trinity Mirror and urged prime minister Theresa May to consider it in her review of the newstrade.

"We want her to look at the entirety of



Prime minister Theresa May has announced a review of the newstrade

the newstrade and we want a place at the table whenever that happens," he said.

Structure vital at local meetings

Regional meetings with wholesalers are a vital way to solve local supply issues, but must be structured professionally to achieve the best results, delegates agreed.

Members backed the continuation of local meetings after South East member Naresh Purohit questioned their value if few lasting service improvements were achieved.

Yorkshire district member Martin Ward said local meetings were vital for communicating grass-roots members' issues.

"The managers of these houses make decisions on a day-to-day basis and if we have a problem, they are the people we need to speak to. I've sorted problems out for members quickly that way," he said.

London retailer Peter Wagg said another benefit was providing local service data to regional managers which they couldn't otherwise access.

But Bhavesh Patel, national president Linda Sood and deputy vice president Stuart Reddish



We want Theresa May to look at the entirety of the newstrade and we want a place at the table whenever that happens

Brian Murphy

NFRN head of news and magazines

warned meetings need to be professionally structured, include decision makers and be attended by current newsgents.

"At a local level, staff can't change supplies but they can change runs and sort problems with drivers, so it's important to have the meetings, but also to make them more structured," said Mr Reddish.

Brian Murphy said the NFRN was working to supply regular regional data to assist with meetings.



Bhavesh Patel

Mutual builds on successful year

The Retail Mutual will build on growth achieved in 2017 with further expansion of its portfolio.

Company chairman Peter Wagg said the Mutual achieved its highest ever new business figures in 11 out of 12 months last year, with renewal retention rates in excess of 90%.

The Mutual engaged with 600 non-news businesses from 85 trades, with non-core now accounting for 15% of overall membership.

Mr Wagg said "advanced discussions" were

under way to offer members mutual healthcare, private medical insurance and health cash plans in 2018, building on recent additions such as residential mortgages, which increased the Mutual's portfolio to seven products in 2017.



Peter Wagg

NFRN gets ready for GDPR regs

The NFRN is readying itself for the introduction of GDPR regulations in May, but more work is needed to ensure members and officials can remain in contact once new legislation becomes law.

To comply with the new regulations, which come into force on 25 May, IT and facilities manager Stephen Burrige said the federation was rewriting related business policies and reviewing practices and procedures for handling and storing of information.

But Stuart Reddish and Narinder Randhawa were among several members who raised concerns about members' and district officials' ability to contact each other after the deadline.

"If a member wants to contact someone and doesn't have their number, how do they get hold of it after 25 May if someone hasn't given permission?" said Mr Reddish.

Meanwhile, South West district member Roy Crawford asked whether HND retailers or publishers would be responsible for owning data on HND voucher customers if both parties held customers' data.

ADVICE CENTRE



How to stand out with social media

Building a successful social media presence is a cost-effective way to market your store and drive sales, says Mandeep Singh

Social media can be a great way to let customers know what your store has in stock, and to highlight your role in your local community. But it can feel like there is a bewildering amount of skills to get your head around – from picking which social media channels to use, to the

best times to post information and how to grow followers. Mandeep Singh, of Singh's Premier Stores in Sheffield, has built a following of more than 12,000 people on Facebook alone. He shows us how to make the most of your social media, while minimising time and effort. ●

1

Be consistent

People like consistency. It doesn't matter if you don't have a lot of time to devote to social media – but however often you post, make sure you stick to that pattern, whether it's several times a day or just a couple of times a week. If you use multiple sites, make sure you post the same information at the same time to each account to save time.

2

Choose your moment

Sunday evenings are a good time to post. It's quieter for store owners, and many of your customers will be at home, online, and thus able to see what you're posting. Use the free analytics tools which come with sites like Facebook and Twitter to learn when your customers look at your social media profiles and make sure you post at those times, too.

3

Boost followers through competitions

We started doing competitions where if people like and share our social media posts they can win prizes, such as a box of chocolates. They just have to 'like', share or comment on our posts. We've found the key is to encourage sharing our posts.

4

Showcase your staff

Don't promote yourself – promote your team. I put photos of my employees' work and the interesting things they do on our social media. It gives them a boost and helps build pride in our team. Just make sure to always ask permission first. One of my staff made their own version of a popular music video on YouTube and we posted it online – locals loved it.

5

Invest in graphics

Try and take good quality photos. We also pay a local university student to make graphics and artwork for us to highlight stock and new products we want to sell more of. That investment has paid for itself many times over in terms of driving sales: we've turned single-case lines into pallet lines, just by letting people what we have in an engaging, good-looking way.

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

RN INTERVIEW

Better staff training, greater category knowledge: JTI's new head of reduced risk products Nick Geens is on a mission to help retailers find success in the e-cigarettes and vaping market. Tom Gockelen-Kozlowski speaks to him

Nick Geens

With high margins, fast-paced innovation and steep growth all in its favour, the casual observer might see the e-cigarettes and vaping market as a rare piece of unalloyed good news for convenience retailers in an otherwise challenging sector.

Yet, while tobacco sales consistently fall and these new products' sales rise, not all of the bounty is going to the loyal CTNs and local retailers who have long relied on the footfall brought by smokers.

It's a fact not lost on Nick Geens, head of reduced risk products at JTI: "Currently this market is worth £160m and the opportunity to generate profit and new consumers is key for retailers. The challenge is, with vape shops popping up in their area, many independent retailers are wondering how they can make sure people stay in their shops to buy their particular products."

It is this challenge that will shape JTI's strategy in 2018, as the company looks to educate retailers about the category, ensuring they have the best range possible.

"Of course, they cannot have the same range of products as the vape stores but having the right knowledge will make sure customers stay shopping at their local shop," says Mr Geens. "That's the key opportunity."

And when it comes to ensuring that retailers' knowledge is adequate, he admits there's work to do. "We're working on this market full time and we think it's all clear, but retailers have so many products in their stores and we must make sure that the offer is completely simple to understand for consumers and retailers."

In the latter case, this is particu-

larly vital, Mr Geens says, "because they're the ones usually getting all the questions from customers."

"We spend a lot of time on education for retailers explaining how the products work – what the difference is between open tanks, closed tanks and the old cigalikes," he adds.

To take this a step further, the company has just invested in a team of Logic Champions, specialists within the company's sales team who can help reps and retailers improve their knowledge about the category.

"We bring them to head office, we train them, they get shown around the lab and development centre," he says – with the objective being that they can help give retailers everything they need to answer any customer queries. It dovetails with the support that is already available on the JTI Advance website.

If category awareness is a challenge for retailers and JTI alike, the company feels more confident in its portfolio of products.

"The big opportunity today is the tanks and bubbles," says Mr Geens. "These are the products used by the biggest number of vapers in the UK." JTI's e-liquids system is Logic LQD and, in a sector with many smaller suppliers, the brand awareness LQD offers gives the range credibility, he says.

Meanwhile, Logic – the brand the company brought to the UK from the USA in 2015 – also carries both its cigalike Curve and its closed tank Logic Pro system.

Mr Geens says it is the latter that offers the most exciting opportunity for retailers: "In the longer term, products that generate a little more loyalty are probably in the interest of retailers as well. The closed



Interview by **Tom Gockelen-Kozlowski**
 tom.gk@newtrade.co.uk
 020 7689 3361



Once you have a Logic Pro device, people will generally go back to the same shop and buy the capsules

tanks – like Logic Pro – have custom capsules so once they have a Logic Pro device, people will generally go back to the same shop and buy the capsules. You don't have that loyalty – or much less loyalty – with liquids because people can go into a vape

FIVE THINGS TO KNOW ABOUT E-CIGARETTES AND VAPING

Nick Geens provides top tips for retailers who want to capitalise on this opportunity.

FOCUS ON IN-STORE VISIBILITY

For best-selling retailers we have vaping units, with different units for different store sizes. They come with recommended planograms.

MAKE SURE YOUR STAFF ARE UP TO DATE

For staff training everyone can get on to JTI Advance and training module 1, 2, 3 which will increase staff knowledge.

GET A FEEL FOR WHAT YOU'RE SELLING

Get your hands on the product first and foremost, rather than just looking at it through the box. It will help improve your knowledge.

BIGGER BRANDS WILL GIVE YOU (AND YOUR CUSTOMERS) CONFIDENCE

The big and trustworthy brands have a bigger focus on compliance. As a tobacco company we keep a close eye on this.

FOCUS ON PRODUCT RANGE NOT BRAND RANGE

Unlike tobacco, it's about having lots of products within each brand, not stocking many brands – stocking every LQD flavour, for example.

shop today, they can go online the next day. In the interest of retailers it's great to have a 'closed ecosystem', as we say: we think it will retain footfall in the stores."

There is external evidence of Logic Pro's success too. Recent Nielsen data recently put the product as the UK top seller while it was also recognised at the 2018 Product of the Year awards.

Although Mr Geens says he expects Logic Pro and LQD to be the focus of JTI's activity in 2018, there is one product that is so far missing from the company's portfolio: a heat not burn device.

Currently, Philip Morris has grabbed the headlines for the IQOS system in the UK, yet in Switzerland, Canada, the US and Japan JTI has also launched into this new market. The judgement of the JTI team, however, is that the UK market isn't ready yet.

"Once we see the demand we are ready to a launch very rapidly."

However, there is a sense at JTI – a company that has seen regulation gradually stymie its ability to operate in the tobacco market – that this is a market with an exciting future.

"I think the future is still bright for vaping. In the UK, in contrast to Europe, regulators seem to have an open mind when it comes to vaping. There's an increasing number of sources such as Public Health England that have provided official statements that vaping is at least 95% less harmful than traditional smoking," Mr Geens says.

Internally there are even hopes that, in time, the advertising ban on these production could be overturned.

First off, however, as a former prime minister once put, it's: education, education, education. ●



“

**RN provides a broader perspective on the industry.
You become inward looking as a retailer and RN helps
you keep your finger on the pulse**

ADRIAN THOMPSON, FILBY POST OFFICE, FILBY

Every week RN gives you advice, ideas
and insight to grow your profits

RN

Order your copy today ☎ Michael Sharp ☎ 020 7689 3356 ✉ michael.sharp@newtrade.co.uk

FORMAT FOCUS

From nights in with friends and family to easy options for lunchtimes – sharing packs are playing an increasingly important role for many stores. **Alex Yau** explores how major brands and specialist suppliers are responding

Care about sharing



We all know someone who is able to demolish a sharing bag of crisps or chocolate bar by themselves but underneath the rise of sharing formats are two genuine trends which don't require unseemly personal gluttony.

Firstly, the rise of the night in has more than just survived the end of recession but continued to thrive thanks to the arrival Netflix and Amazon Prime.

Yet customers also like a good deal and it is no coincidence that the success of sharing formats has been boosted by its ability

to meet a £1 pricemark, whether that's a larger format pack of crisps or a £1 slab of chocolate.

So how is the industry responding to this opportunity? From the largest global brands to specialist local producers there is now a wealth of sharing products to choose from. The only question is: which ones will you stock? >>

FORMAT FOCUS

Core and new sharing packs from established suppliers



Cadbury Dairy Milk Oreo Sandwich

Oreo Dairy Milk bars have become a core product since owner Mondelez introduced the combination in 2014. Hoping the momentum will continue, its latest product (RRP £1.49) is a Cadbury Dairy Milk bar with mini Oreo biscuits wedged inside.



McVitie's Hobnobs Nibbles

Hobnobs have gone from being a cult brand to a much-loved core product over the past decade – an accompaniment for tea and biscuits or a mid-afternoon snack. Pladis has released a 120g sharing bag format (RRP £1.99) in Milk Chocolate and Hazelnut flavours.

Walkers Max Strong

PepsiCo is aiming to help retailers attract higher basket spend with its Walkers Max Strong crisps. The company has positioned the 150g packs (RRP £1.99) as an accompaniment to beer with flavours including Chilli & Lime, Hot Chicken Wings, and Jalapeno & Cheese.



Coca-Cola

Coca-Cola is ubiquitous at most social events and its larger 1.5l bottles were perhaps one of the original sharing formats. Wholesalers have battled for decades to get the best prices and margins, with Booker currently 37.5% across the range.



Haribo Fruitilicious

Customers still love treating themselves and their families. The growing importance of health means they are increasingly looking for better ways to do this. Haribo's Fruitilicious gums contain, it says, 30% less sugar content than its competitors.



Cadbury Freddo Facecakes

A pocket money staple for children since the 1930s, Mondelez has updated the bite-size Freddo bar and made it available in a larger sharing format (RRP £1.29). Shoppers will still recognise the famous smiling frog on each bar.



Hula Hoops Puft

KP Snacks' Hula Hoops Puft not only offers a version of its best-selling crisp brand with fewer calories for health-conscious customers, but the product marks the first time a cheese flavour has been made available in the range.



Specialist sharing packs you might not know about

Gran Luchito Salsa

Doritos dipping sauce might stake a claim at being one of convenience's most well-known, but Gran Luchito Salsa is building its reputation in the category as a healthier alternative which only uses natural ingredients sourced from Mexico.



Doisy & Dam chocolate bar

Doisy & Dam is helping retailers in the growing health trend with chocolate bars designed to be healthier than traditional confectionery available on the market. Each bar comes with a superfood, which the supplier claims comes with added health benefits.



Portlebay Kettlecorn

Portlebay Kettlecorn aims to help retailers make the most of growing international food trends by offering its 75g popcorn snacks in various world flavours, including Sweet Thai Sriracha, Crispy Bacon & Maple Syrup, and Wasabi and Sweet Ginger.



Panda Liquorice

Liquorice has traditionally been designed to serve two purposes; as a chewy sweet or a medicinal remedy to help ease stomach pains or coughs. Panda Liquorice markets itself to both those demographics in flavours such as Natural and Raspberry.



Peter's Yard Charcoal and Rye sourdough crispbreads

These sourdough crispbreads have been designed to accompany cheese dips or pâtés. Only natural ingredients go into each product, such as organic flour, fresh milk and sourdough bread left to ferment for 16 hours.



Lotus Biscoff biscuits

Lotus Biscoffs are caramelised biscuits served with coffee across continental Europe and the company is now looking to build its presence in the UK too. There are two flavours available in the 250g range – a plain version and one covered in chocolate.



Tuc Minis

Tuc built its reputation in the snack category during the 1990s and owner Pladis has now made the cheese biscuits available in a 200g sharing bag. Original and Cheese flavours are available in the range (RRP £1.39).



Maryland Big & Chunky

As the name suggests, Burton's Biscuit Company has introduced a larger version of its popular Maryland cookie range. The Big & Chunky cookies are available to retailers in 180g packs (RRP £1.49) in Milk & Dark, and White Choc & Caramel flavours.



Snack a Jacks Jumbo Rice Cakes

There will be customers who don't want sugary sweets at their social gatherings and PepsiCo has a snack available for them with its Snack A Jacks Jumbo Rice Cakes. The 159g packs have been designed to accompany pâtés and dips.



The English Drinks Company Cucumber Gin

The English Drinks Company is helping retailers build on the latest gin and cocktail trend with two products designed to be accompanied by a mixer at parties. Both Cucumber Gin and Pink Gin varieties are available in 70cl bottles.



Elizabeth Shaw chocolate biscuits

The packaging on these chocolate biscuits has been marketed at customers who want something more indulgent. With Raisin & Hazelnut, Coconut & Hazelnut, Raisin & Cocoa, and Mint & Cocoa varieties, there is a wide choice for retailers and customers alike.



Cofresh Eat Real Lentil Chips

The crisp sector isn't immune from the growing health trends and Cofresh knows this. Its Eat Real Lentil and Quinoa Chips are available in 113g sharing bags, with Chilli & Lemon, Creamy Dill, and Tomato & Basil flavours available. ●



Dip Society pâtés

The Dip Society is another upmarket company which is providing products that accommodate customers with a more luxurious side. Flavours in the range include Spicy, Avocado, and Garlic with Artichoke & Thyme.

WALKERS

GIVE YOUR SHOPPERS

THE CHANCE TO

WIN LIVE EVERY SATURDAY ON itv



**FOLLOW @PEPSICO_UKTRADE ON TWITTER
AND YOUR STORE COULD BE A WINNER TOO**

WWW.COUNTSFORMORE.CO.UK

Competition live for 16 weeks from 17th February

T&Cs apply - See walkers.co.uk/winlive for details. ITVTM and © ITV Rights Limited 2018. Licensed by ITV Broadcasting Limited. All rights reserved

E-CIGS & VAPING

Education is vital in the e-cigarette and vaping sector, so who better to talk about the category than the sales reps who visit stores every single day?

Priyanka Jethwa reports

In the know...



Imperial Tobacco

Brighton area
William Chipchase
Rep



JTI

South East England
Erich Steinsdorfer
Logic Champion



How good is retailers' knowledge of the e-cig and next-generation category in general?

Vaping is trendy at the moment, and many independents have done well to capitalise on its popularity. However, around 75% of e-vapour sales still come from online stores or specialist vape shops, so there's room for further growth in traditional channels. Therefore, at Imperial, we're keen to educate and support retailers interested in getting involved with the category – and that is where I can help.



What one thing do you wish every retailer knew about this sector?

E-vapour is potentially an extremely lucrative category. Blu's e-liquids range offers margins of more than 40% when sold at RRP, so great profits are available to those retailers who make their stores destinations for the three million vapers in the UK.

What are the most common mistakes and challenges in this category?

The biggest challenge for independent retailers is keeping up with the pace of innovation. There's a huge choice when it comes to systems, flavours, and technologies. Retailers tend to treat the e-vapour category as a side-line, and might limit their offerings to a small piece of PoS on the counter. This may encourage an occasional purchase, but it won't signal your store as a regular vaping destination.

How can retailers succeed in this sector in 2018?

Begin with a small range and work with your rep to understand the broader category and what products will work best for existing customers, as well as those who may be looking to move over into the category. First time buyers, for example, will likely be looking for a high-quality product from a trusted, well-known brand.

Retailers are advised to stock a full range of available products



Logic Champions help provide advice an insight for retailers

Retailers are sometimes less knowledgeable about vaping because it's a relatively new category. We know from conversations retailers need help with this process, which is why JTI has created a network of specific reps called 'Logic champions'. We dedicate our time to visiting retailers in our regions to pass on merchandising advice, product knowledge and market information to help drive sales.



Retailers must invest in perfecting their range. Getting that right depends on understanding the market, being knowledgeable about the different brands and devices available, and speaking to vaping customers about their preferences. Staff education is crucial and supporting this is a large part of my role as a Logic champion.

The most common mistake I see is retailers stocking a range that's confusing for customers – either by offering too many different brands, or by not stocking the required accessories to match the devices on offer. Our advice is to stock a consolidated range including the most popular device types, such as refillables and capsules, in a tidy display.

Retailers must keep up to date with the latest trends and successful products, such as Logic Pro – it recently won a 2018 Product of the Year award. Stocking these best-selling devices from trusted brands will ensure retailers become a destination for vapers.





Helping consumers and providing knowledge can help boost spend loyalty



Philip Morris (PMI)

UK
Matt Tisdall
Head of sales



Liberty Flights

UK
Matt Moden
Co-founder and director



Despite customers purchasing e-cigarettes online and in specialist stores, the independent retail channel remains a critical gateway for consumers. Independents should ensure they have good knowledge about the different products available, and should stock a full range in order to fully utilise the high profit offered on all brands, including Vivid and Nicocig.



It is vital retailers and their staff feel confident in selling vaping products. Vape suppliers need to be able to support retailers as much as possible. At Liberty Flights, that comes as part of our package – online training portals, PoS, and conversations with Liberty Flights representatives. However, I would say that this is still a very young category and education and reassurance about it is still quite low.

Offering consumers a diverse range of e-liquids is critical in making sure consumers never leave the store without a product. Traditional retail has been overtaken as the most popular channel for consumers to purchase e-cigarettes, with 41% of adult e-cig users now opting to purchase through specialist e-cig vendors and stores.

This category is growing rapidly and it has the potential to be extremely profitable for retailers. Some of our better-performing stores are achieving £2,500 a month profit from a 1sq m space in the form of a well-stocked Liberty Flights display unit.

About 70% of adult e-cigarette users purchase products through specialist e-cigarette stores and online, and this number is continuing to grow. In order to compete for a share of these sales, independents should stock a range of reputable products from well established brands, such as Nicocig or Vivid.

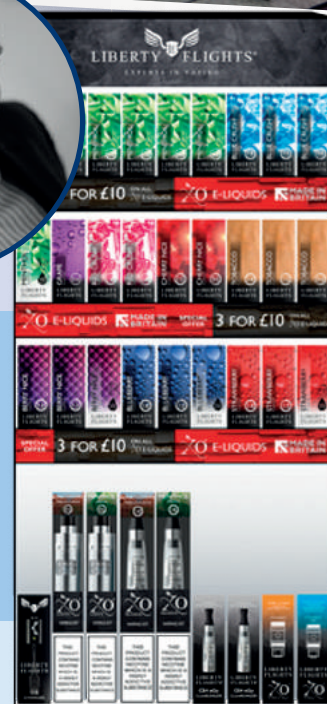
Common mistakes in retail include hiding away vaping products. This is a distinct harm reduction category and needs counter-top prominence and regular review. Slow lines can be changed and bestsellers can be extended – it all comes from working closely with category experts.

With nearly three million vapers in the UK and e-cigarette sales predicted to grow even further in 2018, retailers should make sure their fixtures have high visibility, are well merchandised and ranged, and are constantly stocked, so consumers can easily identify products and buy the product they came in for.



Embrace it. The category is growing fast and has the potential for high profit margins, unlike many other sectors. Use a reputable vaping supplier who genuinely cares and will help you get the best out of the category. ●

Nicocig and Liberty Flights are among the larger more trusted brands in the market



Brands such as Liberty Flights are increasingly helping retailers by providing display units

THIS WEEK IN MAGAZINES



Launch of the week

GET YOUR STORE READY FOR WORLD CUP MANIA

Russia plays host to this summer's gathering of the world's top national football teams. And, as you would expect, Panini is marking the occasion, with the official trading card collection.

THE WORLD CUP is now four months or so away, but the countdown has well and truly kicked off courtesy of Panini and the launch of its Adrenalyn XL FIFA World Cup Official Trading Card Collection. It's the only authorised, officially sanctioned one of its kind, featuring all 32 competing nations and some of the world's biggest stars. There are 486 cards in total to collect, while the starter pack comes with the usual array of goodies, including a binder, cards, a game board, a magazine game guide and even a limited edition card. As well as collecting and trading with pals, collectors can also go online to play.



ADRENALYN XL
On sale out now
Frequency one shot
Price £5.99 starter
packs; trading cards
£1.50
Distributor Panini
Display with Match
Attax, Road To World
Cup stickers, FIFA 365

My week in magazines



Tim Murray

Magazines reporter
RNreporter@newtrade.co.uk

Football never ends – there's no such thing as a close season any more. This year, the end of the season will morph into international friendlies and World Cup warm-ups, a month for the tournament itself, then pre-season training, more friendlies and, before you know it, the new season will be kicking off again.

This year sees a raft of football-related launches – fanzine-turned-grown-up mag *When Saturday Comes'* offshoot for younger fans, a new Panini World Cup-themed trading card series, a new non-league magazine (*see p36*) and more joining recent additions such as *Kick* for kids and the likes of *Mundial* for more grown-up fans.

Never underestimate the lure of football for kids or grown-ups, especially in the days of the all-singing, all-dancing Premier League and Sky's relentless promotion of its matches and coverage. And, in a year when football's profile will be higher than ever – somewhat annoyingly for those with no interest in the game – it will dominate your shelves in the coming months too.

The football range runs the whole gamut now, through the age groups and all kinds of social barriers, although you could argue that nothing unites football fan families like Panini stickers or trading cards, the arrival of which heralds a new season or major tournament.

The World Cup will only heighten football's profile, and, given the fact entire families can now be kept satisfied by a vast array of different publications targeting different ages, you'd be wise to keep as wide a range as possible.

Opportunity: World Cup

Bring World Cup stickers, cards and publications to the fore – use them up front, with other football publications, big name new signings and old dependables offering an illustrious midfield and solid defence.

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

✉ RNreporter@newtrade.co.uk
 ☎ 020 7689 3350
 📘 facebook.com/thisisRN



GOLF WORLD

- Will Tiger Woods ever win another major golf tournament? Golf Monthly looks at what one of the game's finest ever players still has to offer.
- There's also a guide to The Masters, one of the big four tournaments, Sergio Garcia offering tips, as well as a buyer's guide to wedges.

On sale 1 March
Frequency monthly
Price £4.80
Distributor Frontline
Display with Golf Monthly, Today's Golfer



CAKE DECORATING

- Home cake baking remains massively popular, thanks to the influence of TV show Great British Bake Off. Each issue of this partwork features 24 pages with decorating ideas.
- The launch is backed by TV advertising for the first three weeks, with PoS also available.

On sale 7 March
Frequency weekly
Price 99p, then £3.99
Distributor Marketforce
Display with Cakemasters, Cake & Sugarcraft



SOAPLIFE

- Former fortnightly publication Soaplife has now switched to a weekly, reflecting the UK public's ongoing fascination with TV favourites EastEnders, Coronation Street and Emmerdale.
- The magazine includes a weekly TV guide, soap stories and interviews with the big stars.

On sale 6 March
Frequency weekly
Price £1.85
Distributor Marketforce
Display with Inside Soap, TV Times, What's On TV



MATCH FOOTBALL KRAZY

- With the end of the season approaching and the World Cup imminent, football is high profile.
- A whole raft of free gifts, including a face mask and finger sweatbands, are included in this magazine, for which independents are the biggest retailers in terms of sales.

On sale 2 March
Frequency monthly
Price £3.99
Distributor Seymour
Display with Kick, Match of the Day, Match Weekly



THE SIMPLE THINGS

- Five different areas of mindfulness have been identified, and the magazine has come up with a series of patches, two of which are featured in this month's issue, which has two different covers.
- Two more patches are available through the magazine. The fifth will be designed by readers.

On sale out now
Frequency monthly
Price £4.99
Distributor Marketforce
Display with Breathe, Teen Breathe



Bestsellers Sport

Title	On sale date	In stock
1 Angling Times	06.03	<input type="checkbox"/>
2 British Homing World	02.03	<input type="checkbox"/>
3 Countryman's Weekly	07.03	<input type="checkbox"/>
4 Shooting Times	07.03	<input type="checkbox"/>
5 Match Of The Day	06.03	<input type="checkbox"/>
6 Boxing News	01.03	<input type="checkbox"/>
7 Kick	21.03	<input type="checkbox"/>
8 Cycling	01.03	<input type="checkbox"/>
9 Carp Talk	06.03	<input type="checkbox"/>
10 Match	06.03	<input type="checkbox"/>
11 Rugby Leaguer & League Express	05.03	<input type="checkbox"/>
12 Sea Angler	08.03	<input type="checkbox"/>
13 Improve Your Coarse Fishing	13.03	<input type="checkbox"/>
14 Carp World	23.03	<input type="checkbox"/>
15 Match Fishing	16.03	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

SYMBOL KEY

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

2018

FIFA WORLD CUP RUSSIA™

ADRENALYN

OFFICIAL TRADING CARDS

ON SALE NOW!

© FIFA, FIFA's Official Licensed Product. Design and the Endorsement, Licensing, Properties and Trademarks of the FIFA World Cup™ Tournament are the property and/or trademarks of FIFA.

INCLUDES:

- COLLECTOR'S ALBUM
- GAME BOARD
- 18 TRADING CARDS
- MAGAZINE GAME GUIDE
- PLUS! LIMITED EDITION CARD

#GotGotNeed
@OfficialPanini

THIS WEEK IN MAGAZINES



STANDPOINT

- Standpoint aims to appeal to its discerning readership by standing out from the mass market and celebrating great writing and culture and civilisation itself.
- It features not just plenty of smart, intelligent and opinionated writing, it is not afraid to offer readers lengthy articles.



On sale 1 March
Frequency 10 issues per year
Price £4.95
Distributor Intermedia
Display with Spectator, New Statesman



DOLLS HOUSE WORLD

- Dolls House was the first magazine dedicated to the world of dolls houses.
- Now past the 300-issue mark and nearly 30 years old, it features projects for enthusiasts to get their teeth stuck into as well as big features on the miniature world.



On sale 22 February
Frequency monthly
Price £4.99
Distributor Intermedia
Display with Dolls House & Miniature Scene



BUSHCRAFT & SURVIVAL SKILLS

- The first and only British magazine dedicated solely to bushcraft and survival skills.
- Distributor Intermedia says interest in this sector has never been as high as it is now.



On sale 22 February
Frequency bi-monthly
Price £5.95
Distributor Intermedia
Display with Outdoor Fitness, Trek Mountain, Trail



SPECIALIST CHOICE JOHN VINE, NEWSWORLD, SHROPSHIRE SIMPLY KNITTING

Who buys it?

All the knitting, quilting, crochet magazines are doing well at the minute, but Simply Knitting is doing really well. It's really put together well. Older customers always liked it, but there's a growing market from middle-aged customers too.

How do you display it?

Knitting magazines do really well when they have knitting needles as a free gift, so we push those. There's a lot of magazines of this ilk now, so there's a nice section. Better still, they all have very colourful covers, which helps.



On sale 22 March
Frequency monthly
Price £6.99
Distributor Frontline

Expert advice

Nick Williams

Pro-Image Media



Three years ago we decided non-league football needed another voice and set about creating issue one of TheNonLeague Magazine – a coffee table read for non-league fans.

Since then we have gone from strength to strength, attracting some big names from non-league past and present and celebrity fans too. We've also gained a large social media following. We were offering our magazine via postal and online subscription, and our readership has increased issue by issue. We've also been working closely with many non-league clubs, selling to fans on match day. We are now at the point where we are ready to take the next big step and sell our magazine on newsstands nationally, as of mid-March.

Our magazine has been spotted all over the UK, and regularly spotted on the coffee table at Soccer AM HQ. Our editor Phil Brennan was even invited down to the studio for a day. We are excited to see our long-awaited debut in the shops.

Our strategy

How should your titles be promoted in store?

As well as TheNonLeague magazine we publish The Non-League Football Paper, which sells 20,000 paid-for copies every Sunday on the newsstand. TheNonLeague magazine provides an excellent opportunity to cross-sell a secondary title to non-league fans. Be proactive every Sunday to tell your customers about this new title.

How are you investing in independents?

Independents are very important to this launch, as we estimate independent retailers will account for approximately 70% of our sales. Unlike multiple retailers, independent retailers know their customers better than anyone else, allowing them to cross promote TheNonLeague magazine to NonLeague Football Paper readers and increase sales for everyone.

COMING UP IN NEXT WEEK'S RN



We tour Bay Bashir's new store: what's life like in an affluent suburb of Cleveland?

Plus, RN speaks to top retailers about the biggest mistakes they've made and what they've learned from them, and find out why retailers and suppliers still love using pricemarking

RN

Collectables

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	14	80	9.99
Art of Cross Stitch	62	90	2.99
Art of Quilting	114	50	3.99
Art Therapy	155	180	2.99
Assassins Creed: The Official Collection			
	28	80	9.99
Classic Routemaster	7	130	8.99
Dr Who Complete History	66	80	9.99
Draw The Marvel Way	57	100	4.99
Judge Dredd Mega Collection	82	80	9.99
Marvel's Mightiest Heroes	110	112	9.99
Transformers GN Collection	32	80	9.99
Warhammer	39	80	9.99
Panini			
F1 Collection	50	60	9.99

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

Daily newspapers price/margin pence/margin %

Saturday newspapers

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%

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,115g	140g	60g	3	25g
Sunday Times	895g	340g	50g	1	50g
Times	870g	135g	150g	7	65g
Mail on Sunday	800g	345g	80g	5	30g
Daily Mail	690g	275g	100g	5	55g
Guardian	675g	310g	40g	5	15g
Observer	595g	215g	0g	0	0g
Sunday Telegraph	555g	135g	0g	0	0g

[illegible]

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
- ✓ Housing Options

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.

Call the NewstrAid Benevolent Fund now on
01279 879569
or visit www.newstraid.org.uk



We are the helping hand of the News Trade

STOCKTAKING

STOCKTAKING

***** VERY LOW FEES GUARANTEED *****

Henderson Stocktaking Ltd provides high quality stocktaking, stock audit mystery shopper and other retail services nationally.

Telephone now for unbeatable services at unbeatable fees

FREEPHONE
0800 298 7544

www.stocktakers.com
enquiries@stocktakers.com

RN

To advertise in the RN classified section please contact Khi Johnson:

0207 689 3366
khi.johnson@newtrade.co.uk

EPOS

Convenience Store & Newsagent EPOS Packages from only £1595.00+VAT

Price Includes 12 months 7 Day software and hardware support

FREE
upgrade of
15" customer
display and
advertising
screen

Flexible EPOS Deals from 2 to 5 years includes software and hardware support from only **13.57+VAT per week**

SIMPLE • EFFECTIVE • AFFORDABLE

- | | |
|--------------------|------------------------|
| ✓ Age Verification | ✓ Customer Accs |
| ✓ News & Mags | ✓ Stock Ordering |
| ✓ Special Offers | ✓ Cash Control |
| ✓ Paperrounds | ✓ Margin Control |
| ✓ Serve Quickly | ✓ Stock Control |
| ✓ Gross Profit | ✓ Scale Link |
| ✓ Lottery Sales | ✓ Staff Controls |
| ✓ VAT Sales | ✓ Shelf Edge Labels |
| ✓ Sales Reports | ✓ Links to Wholesalers |
| ✓ Utility Sales | ✓ Non Barcoded Sales |

Over 1900 Independent Retailers already use a Reposs EPOS System to manage their business, to make informed decisions and save time in their shops.

Quick and easy to setup with our 50,000 product builder, you can start scanning and making money using Reposs EPOS from day one.

Our retailers all have different requirements and their shops range from small to large. Established **over 11 years ago** our knowledgeable and experienced team can answer all your EPOS questions, show you how you can use a Reposs EPOS System to improve your turnover and profit and deliver the EPOS system you and your shop needs.

FREE DEMO AT YOUR SHOP



Pay Weekly with Menzies and Smiths News
0% Interest Free Finance Options (Subject to Status)

Repos
Retail EPOS Solutions

0845 0945 200
www.repos.com

FIND US ON  

FINANCE

WE WILL INVEST £1K-£100K IN YOUR BUSINESS!

MIN
2
MONTHS

Trading at least two months?

MIN
MONTHLY
SALES
£3,000

Gross at least £3K monthly?

YOU QUALIFY. It's that simple.

Immediate
access to
**working
capital!**

Approval
within
**24
hours!**

- ✓ Free application
- ✓ Minimal documentation required
- ✓ Approval in just a few hours
- ✓ No personal guaranty or collateral required - sales based funding

CALL US

0800 368 9695

www.gotcapital.co.uk



BUSINESS FINANCING
MADE SIMPLE



betterRetailing.com

Connecting you to retail success



@betterRetailing



Harris Aslam



Mo Razzaq



Bay Bashir



Christine Hope

**Proven money-making ideas
from over 20 top retailers
when you need them**



Harj Dhasee



Jai Singh Rai



Samantha Coldbeck



Peter Lamb

Sign up for free at **betterRetailing.com**