

# RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 16.03.2018



**A tour of  
Today's**  
Inside the biggest  
wholesale conference  
of 2018 so far  
**WHOLESALE**  
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## Tastings, training & trading up

- How Josie Chamberlin has brought new wine-loving customers into her 175-year-old convenience store
- 'I love helping grow my customers' understanding of wine,' she says

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## Sugar tax will boost illicit imports

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Shaping the future  
of independent retail  
since 1889



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AS A WINE  
SPECIALIST

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WELCOME

There are many fascinating  
c-store models worldwide  
and investigating them  
has been a key theme for  
RN in the past month

Editor

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I t's often said once you start working in this industry, you can't switch off. On numerous occasions, RN reporters have returned from trips abroad with pictures of an intriguing c-store they "couldn't help" checking out.

There are many fascinating c-store models worldwide and investigating them has been a key theme for RN in the past month.

Three weeks ago, our editor in chief, Louise Banham, took a tour of American concept store Amazon Prime. Now this week, it is our managing director Nick Shanagher's

turn to shed light on an innovative business model he saw during a study tour in Hong Kong.

In his column on page 26, he explains how Circle K stands out with technology that targets mobile-obsessed customers looking for a mix of speed, value and fun when they are shopping at its neighbourhood stores.

So successful is the OK Stamp It loyalty scheme app that a combination of e-stamps, collectable giveaways and promotions has attracted more than one million downloads and enticed suppliers keen to sample new products through it.

At the heart of the innovation in businesses like these, however, are principles any UK retailer can adopt: use technology to offer a fast and convenient service; use eye-catching and professional branding to market your store; build loyalty with value and theatre; and always look for opportunities to innovate in pace with shopper trends.

If you want to pick up more ideas from Circle K, don't miss Nick's profile in next week's issue.

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to match the  
diversity of  
customers  
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# BREAKING NEWS

## NFRN's Eire quest nears end

The NFRN's Republic of Ireland (RoI) district has entered the latest stage of its search for a dedicated ombudsman.

Calls for an ombudsman to represent retailers in RoI began in April last year, and the district is now working with the government to elect a representative. The ombudsman will work with the government and retailers on issues such as shop crime and legislation.

NFRN national councillor Martin Mulligan told RN a candidate may be announced in the next month.

"Shop crime and legislation like the sugar levy are major issues and we need someone to make our voice heard in the government," he said.

## Ministers reject latte levy

Government ministers have rejected a request from the Environmental Audit Committee to introduce a 25p levy on disposable coffee cups – dubbed the 'latte levy'.

Instead, the government has suggested that coffee shops should offer discounts to customers bringing reusable cups, a move that is already being seen in chains such as Pret, Starbucks and Costa.

Andrea Sykes, co-owner of Denmore Premier Food & Wine Store in Denbighshire, said the government's judgement was a sensible decision.

"It is good to cut down on plastic waste, but if customers bring in cups, that is preferable. Better the carrot than the stick," she said.

## Stock alcoholic Easter eggs for holiday cheer

Billie-Jay Thornton, of Sewell on the Go South Cave, in South Cave, Yorkshire, is urging retailers to stock alcoholic Easter eggs, after the success of the craft gin trend saw the store stock 84 varieties of flavoured gin last summer. "This year, our largest egg weighs 3kg and so far, it has been selling well. Our gin and tonic-flavoured Easter egg has been particularly popular and it helps differentiate our store," she said.



**Spring Statement reveals plans** 'More frequent revaluations don't address fundamental reform'

# Rates system changes do not go far enough

by Olivia Gagan

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The government's promise of more frequent business rate revaluations, outlined in the Spring Statement, does not go far enough to reform the troubled rates system, retailers and experts have told RN.

In the statement, chancellor Philip Hammond confirmed revaluations of business rates will now take place every three years, rather than five. The change will be introduced following the next revaluation, which has been pulled forward a year to 2021.

While the announcement does not affect Scotland, the Scottish government follows a similar timeline.

Scott Graham, who owns convenience store McLeish in Inverurie, Aberdeenshire, told RN: "We were hit with a 17% increase in business rates last year. More frequent revaluations won't be positive for retailers unless the government is far more responsive to the issues in the rate system – such as the fact the shape of your store affects what you pay."

Bill Esterson, Labour MP for Sefton Central and shadow business and in-

ternational trade minister, said: "They've had eight years to reform business rates. This isn't helping newsagents anywhere near enough. We want annual revaluations. A fundamental reform is what newsagents need and we're committed to a complete overhaul."

Real estate experts Colliers International agreed that the chancellor "has missed a trick by failing to properly tackle the issue of business rate reform, leaving many businesses and retailers out to dry, particularly as the 2018/9 rate bills for 1 April start to hit home."

Association of Convenience Stores chief executive James Lowman took a more positive stance. He said: "Business rates are one of the biggest fixed costs for thousands of convenience retailers, many of which have seen significant increases in their rates bills. We welcome the chancellor's plans."

He added, however, that retailers "need a business rates system that incentivises investment instead of discouraging it."

The Spring Statement also included confirmation of a consultation on a single-use plastics waste tax.

## UK retailers learn from Hong Kong

A focus on smartphone-using customers, alongside an online loyalty scheme linked with store marketing, is driving convenience chain Circle K's success, Hong Kong chief operating officer Pak Chi Kin told the Independent Retail Owners Forum last week.

The firm's OK Stamp It app was a key reason why sales grew by 4.6% last year in a flat Hong Kong market, Mr Pak said.

Since it launched two years ago, more than one million Hong Kong residents have downloaded the app, which works with

the Octopus contactless card most people use to pay for transport and convenience purchases.

"Our aim was to drive online traffic to our bricks and mortar business, and we achieved a 5% sales increase in our first year," said Mr Pak.

The app also enables users to collect 'stamps' to get money off or to exchange for small toys.

There are more than 90,000 gold members of the scheme, who shop 30 times every 90 days. The scheme now offers free products and prize draws.



**Predictions of up to 20% rise in foreign stock** 'It will be difficult for responsible retailers'

# Experts warn sugar tax will boost illicit imports

by Alex Yau

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The introduction of the Soft Drinks Sugar Levy on 1 April could increase the amount of illicit soft drinks imported into the UK by up to 20%, an industry expert has warned.

Gavin Partington, director general of the British Soft Drinks Association, told RN he felt it inevitable that the levy would increase illegal stock.

"From experience with illicit alcohol and tobacco, the number of illicit soft drinks in the country could increase by up to

20%," he said.

He warned retailers that being offered drinks at very low prices would be an indicator the duty had not been paid. "Retailers should notify authorities if they are offered soft drinks at prices which look too good to be true," he added.

Vimto senior customer marketing manager Ed Jones agreed, saying, "The levy opens more opportunities for illicit soft drinks entering the UK."

Meanwhile, Samantha Coldbeck, of Wharfedale Premier in Hull, warned any illicit trade would

harm the reputation of independent retailers.

"Rogue businesses make it difficult for responsible retailers.

"It not only affects competition, but may damage the reputation of independent retailers as a whole if the business doesn't comply with the high standards of honest store owners," said Mrs Coldbeck.

The Federation of Wholesale Distributors chief executive James Bielby added: "It will be hard to tell if the levy has been paid.

"Unless retailers stick

to trusted wholesalers, they could find themselves supporting black market trade."

The tax will add 18p per litre to the price of drinks with more than 5g of sugar per 100ml.

Drinks with more than 8g of sugar per 100ml will have 24p per litre added. Producers or importers of drinks with these levels must by law register with HM Revenue & Customs.

An HMRC spokesperson confirmed those not paying the levy could face financial penalties, but provided no further detail.

## New voice for retail sector

The formation of a Retail Sector Council to represent the needs of the UK retail sector is a win-win situation for all, a retailer has told RN.

The council, which will act as an official government body, was launched by retail minister Andrew Griffiths last week, with the aim of uniting all UK retail sectors so they can share best practise as a collective.

Joe Williams, of The Village Shop in Banbury, said: "Having a formal body that actually acts as an advisor to the government is certainly a way forward."

James Lowman, chief executive of the Association of Convenience Stores will sit as one of the 12 council members.

## Support for new surveillance of illegal tobacco

Retailers have welcomed the use of surveillance to clamp down on illegal tobacco sales, as local authorities across the UK are increasingly considering using covert methods to track down fraudsters.

Norfolk County Council revealed in meeting documents last week that it is "exploring the use of surveillance" to help track down sellers of counterfeit tobacco goods, despite the method being "extremely costly".

Other councils have tried surveillance tactics to catch sellers of counterfeit tobacco, including Nottingham County Council, and local retailers told RN the measures have helped stem losses.

Panna Patel of Star News in Nottingham said illegal tobacco is causing thousands of pounds worth of losses to legitimate traders. "It's good councils are starting to carry out surveillance – they need to do it.

"They usually tell me they are too short-staffed when I contact them with information about illegal traders and ask them to visit in person. My tobacco gantry has shrunk since illegal products started flooding the area."

Norfolk's trading standards authority said it has already seized 160,000 illegal cigarettes and more than 65kg of illegal rolling tobacco in 2017 and 2018.



### Store's St. Patrick's Day exclusives

One retailer plans to capitalise this St. Patrick's Day weekend by offering customers products that otherwise wouldn't be available all year round from her store. Steph Latham, of Lawrence Hunt Spar in Pres-

ton, said she only stocks Guinness Draught for St. Patrick's Day to help attract footfall. "We have it on promotion for £9.99 for a pack of 10 and sales of it do really well during the holiday weekend," she said.

## Cairncross in press hot seat

Dame Frances Cairncross, former economic journalist, author and academic advisor, has been appointed as chairwoman of the review to examine the sustainability of UK journalism.

The Cairncross Review will survey what measures need to be taken to safeguard the future of free and independent press in the UK. Her advisory panel will consist of 11 industry professionals, including Ashley Highfield, chief executive of Johnston Press.

Brian Murphy, head of news and magazines at the NFRN, said: "We welcome the appointment. As long as the review includes an assessment of the physical supply chain and routes to market – that's a primary object."



# STORE LOOKBOOK



## A stand out specialist

Wines and spirits may be at the heart of Josie Chamberlin's Hertfordshire convenience store but thanks to a new refit and a lot of hard work, her whole offer is now driving sales and profit.

**Ed Chadwick reports**

**W**hen beers, wines and spirits contribute a quarter of your turnover, it pays to know a thing or two about the category.

Thankfully Josie Chamberlin wields an extensive knowledge of grapes, terroirs and viticulture which continues to bring Hertfordshire's most demanding wine lovers through the door of her 1,600sq ft J Robarts & Son Costcutter in Codicote.

What greets them is a sense of theatre based around rustic-looking wooden crates, full-size barrels and chillers illuminated by modern LED lighting. The new look was created as part of a 2016 refit to celebrate the store's 175th anniversary.

Josie – the fifth generation of her family to run the store – built her wine knowledge via courses run by the Wine & Spirit Education Trust (WSET). Already a holder of the trust's diploma, she is currently studying to obtain Master of Wine status, a gold standard qualification coveted by sommeliers at fine dining restaurants.

Her depth of understanding means she has the ability to host the tasting events and interact with even the most discerning wine-lovers on the shop floor.

Prices start from £3.99 and rise upwards of £30, with a particular focus on the Languedoc region of France and Chile. The average transaction value for wine in the store is £5.99, impressive when

volume sales continue to be driven by everyday promotions.

"I love being able to engage with customers and help to develop their understanding of wine," she says. "Customers who know the story about wine and where it comes from will spend more."

"The training through the WSET has been second to none and I'd recommend it to any retailer who wants to learn more about the category."

"We've been getting as many as 40 people along to the tasting events – they've been a huge success. We bring in specialist wines particularly for an event and it's not uncommon to sell out on the night."

Gin, meanwhile, is enjoying its moment in the sun and is afforded the same attention to detail as wine in Josie's store. She sources gin through wholesaler Hammonds of Knutsford, which allows her to order single bottles rather than entire cases.

Another vital cog in the machine is the expertise of Josie's staff. She is blessed to have a manager who is approaching almost 30 years' service to the family and has also undergone WSET training.

"It's great to know that they'll be doing as good a job as me with customers," she says.

The provenance of meat and cheese on the deli counter is another point of pride, not least because it includes Cote Hill Blue,





**Launching a wine club and loyalty card to accompany our off-licence section has helped us create a real point of difference in store** **JOSIE CHAMBERLIN**



**£30**

Josie's specialist range and knowledge helps sell premium wines



## STORE TOUR

- 1 The store has been recognised by both the symbol group and, last year, the IAA for its excellence
- 2 The store-within-a-store concept helps make Josie's alcohol range stand out
- 3 For nearly two centuries, J Roberts & Son has been evolving into the store it is today

## INFORMATION

### Location

80 High St, Codicote, Hitchin SG4 8XQ

### Size

1,600sq ft

### Weekly turnover

£19,230

### Average basket

£6.32

### Staff

Six full-time, four part-time





# STORE LOOKBOOK



4



5

produced in Lincolnshire by a family member. Cheese from Wobbly Bottom Farm, less than 10 miles away, gives the counter a local feel too.

The store's everyday convenience offering has continued to develop alongside its major points of difference. Regular printed leaflets advertising promotions have helped to grow custom.

The refit also saw fresh produce moved to the front of the store. Sourced via a local market stall holder, fruit and veg is delivered six days a week and kept loose.

"With so much focus on plastic packaging, we decided to keep everything loose and it has been a huge success," says Josie.

"There's almost no wastage – anything that isn't turned over is used for salads and sandwiches on the deli counter."

And Josie hopes the next development for the store proves so successful. The unique shape of the store, which dates from the 17th century and is subject to Grade II listing protection, has been one of the family's biggest challenges, but Josie plans to transform the store's cellar into a dedicated space for more regular tasting events.

"We can't wait to get on with it," she says – her passion undimmed. ●



Want to see more of Josie's store? Go to [betterretailing.com/costcutter-codicote](http://betterretailing.com/costcutter-codicote)

## STORE TOUR

4 Fresh baked goods sit alongside the store's deli range to offer additional points of difference for the business

5 Display is important to Josie – chalkboard-style labels give fruit and vegetables a rustic feel

6 On top of the eye-catching store elements Josie ensures she has a full convenience offer



6





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# SYMBOL NEWS

## Zapper ups weekly sales £600

An independent retailer has boosted his weekly sales by £600 after he introduced the Zapper payment service into his store.

Calum Fairnie, of Spar Mote Park in Plymouth, runs one of 20 Spar stores across Plymouth, Exeter and Torquay currently rolling out Zapper's services following a successful trial. The app allows customers to pay for goods using their mobile phones and they can also receive loyalty vouchers for repeat purchases.

Mr Fairnie told RN: "Zapper has been available to customers for a few months now and sales from the service alone have increased from £200 to £800. The app is great and definitely encourages shoppers to come in more often to earn their loyalty rewards."

## Conviviality profits fall

Bargain Booze owner Conviviality has blamed a "material error" for an unexpected £5.2m decline in its annual profits for the year ending 29 April.

Despite the decline, Conviviality said annual group sales will still remain ahead of last year's figure of £1.6bn.

The company said in a trading update: "A material error in the financial forecasts of the Conviviality Direct business means profit for the current period will be impacted by approximately £5.2m."

"While our sales have held up at levels ahead of last year, margins in Conviviality Direct have softened across January and February."



Left to right: Filshill managing director Simon Hannah, D B Ramsden sales director Kevin Kirkbride who picked up the award on behalf of Today's Extra Fiveways and Today's Group managing director Darren Goldney

## Hull store's symbol success

Hull-based retailer Today's Extra Fiveways won the title of Symbol Store of the Year at the annual Today's Group Members Awards on 6 March. This year's ceremony, held at the Liverpool Convention Centre, was attended by more than 550 Today's Group members and supplier partners. Today's Extra Fiveways was recognised for its fresh and chilled performance. There were nine awards in total, including Retail Operator of the Year and Outstanding Contribution to Wholesale. Today's Group managing director Darren Goldney said: "Congratulations to all of our winners and highly commended members and retailers. Thank you for your dedication and continued support."

**Tesco-Booker transition 'won't be immediate'** Mixed reaction from industry experts

## Today's boss warns of 'difficulties' of merger

by Alex Yau

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Retailers and wholesalers are divided after Today's Group managing director Darren Goldney described the £3.7bn Tesco-Booker merger as a "difficult transformation".

Mr Goldney told RN at the group's annual trade show in Liverpool any promises made as part of the merger, which was given final approval this month, would take years to come into effect. "You've got two massive businesses coming together making promises

of increased buying power and improved supply chain.

"Their size means the transition won't be immediate," he said. "It will be a difficult transformation which will take years because you're bringing two diverse cultures together."

Mr Goldney added retailers and wholesalers can use the gap to consider how they can offer better services and supply chain.

Filshill managing director Simon Hannah agreed with Mr Goldney, and said availability issues

as a result of the Co-op, Nisa and Costcutter supply deals shows what can happen when "bigger beasts" come together.

However, Right Price Trade Wholesale director Piyush Patel argued Tesco and Booker will be prepared. "The deal has been on the cards for more than a year. They'll have had a lot of things planned out to help them push the merger through immediately."

"Times will be tough because suppliers will put their budget towards the merger and we'll have less slice of the cake."

Mr Goldney added Today's had conducted a survey asking independent retailers their supply preferences if price and service were the same regardless of the supplier.

More than 73% of those surveyed said they would prefer to purchase from a wider range of independent suppliers rather than a single source.

Paul Cheema, of Nisa Tile Hill Lane in Coventry, added: "Charles Wilson is a smart man and he'll have already done a lot of work to push the promises through quickly."

## 60 ex-Costcutter and Mace stores for Bestway

Wholesaler Bestway has acquired 60 former Costcutter and Mace stores as part of its "most successful recruitment drive yet".

The acquisitions were completed in February and stores will be converted to the Best-one fascia over the next few months. Shop locations include Aberdeen and Plymouth.

Bestway Wholesale sales director Tony Holmes claimed retailers chose to switch to Best-one following issues with Costcutter. He said: "I have been overwhelmed by the feedback we have been receiving from ex-Costcutter and Mace members."

"They were badly let down in the supply chain

and the majority were disillusioned that they had received no communication or support."

"Retailers need wholesale partners who want to provide great service, not just lip service."

David Ramsey, of Best-one Byram Park Road in West Yorkshire, joined the symbol group because of

its fresh range. He told RN: "I joined five years ago and Best-one's dedication to fresh and chilled has seen sales in those categories increase ten-fold in my store."

"I have no issues with communication either because I can rely on the directors to pick up the phone when there's a problem."





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over the next  
3 years!**



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# NEWS & MAGS

## NME ends but indies confident

Retailers have said they still have faith in the durability of print despite music magazine New Musical Express ceasing in print after 66 years.

Paul Patel, the owner of Dibden Purlieu News in Southampton, said that NME's decision to concentrate on its digital offering may be because young people are going online for music and music coverage.

However, he said for certain demographics and speciality subjects, print was still popular. "Some people like being able to read a hard-copy, pick it up and put it down," he said. "It's a generational thing."

Sales of Mr Patel's niche titles are strong and he expects customers to continue reading them in print.

**Distributors accused of bias** 'The local Asda is full of them'

## Stores lose out to multiples on mags

by Olivia Gagan

RNreporter@newtrade.co.uk

Independent retailers are being locked out of lucrative specialist magazine sales as distributors prioritise supermarkets, a newsagent has told RN.

Mark Ansell, of Liskeard News in Cornwall, said he cannot order the latest edition of the popular quarterly MCN Sport magazine through his wholesaler, Smiths News, but the title is on the shelves in local supermarkets.

"The local Asda is full of them, but Smiths removed the magazines

without notification from my usual standing order. Smiths say it is not their decision which retailers the titles are made available to."

A spokesperson for the magazine's distributor, Frontline, said: "On this occasion, due to print restrictions, if independent stores have not made a hard order for this issue then we would not actively push it out to them."

Mr Ansell said there was no notification from Smiths that independents would have to make a special request to obtain the magazine. "I stock 2,000 titles – there's no

way I'd be able to call to make individual orders each time a specialist title comes out," he said.

He added the decision was affecting sales. "Customers are unhappy, because they expect me to be able to stock it. They bought it in Asda instead."

Mr Ansell said he contacted the publisher and was told there will be a second distribution of the magazine.

"It's too late then, because my customers will have shopped elsewhere," he said.

Smiths News did not respond to a request for comment.

## Limited editions score well

As the Premier League edges closer to the season's finale, independents can capitalise by stocking trading cards that promote limited edition additions.

Rod Pearson, marketing director for Topps, said the brand is helping retailers increase sales with its new Match Attax Extra trading cards collection, which contains "more limited edition cards than ever before".

He added: "The latest instalment of Match Attax Extra is the only official Premier League trading card game. The Extra collection will be a hit among football fans of all ages."

The starter packs have an RRP of £5, and comprise a collector binder, play-pitch, game guide, five cards and a gold limited edition player.

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# PRODUCT TRENDS

## Sell bake kits to beat eggs

This Easter, retailers can increase sales by providing home-baking kits that offer something different to traditional chocolate eggs.

Rob Allardyce, marketing manager at Green's Desserts, said consumers are looking for kits that can be prepared quickly.

Jan McKee, executive head of marketing at Dr Oetker, added: "We're seeing a rise in bunny-themed cupcakes, as rabbits are synonymous with Easter and hugely popular with children."

Gwen Patterson, of Clandebye Stores Spar in Bangor, said she sells a range of baking kits for children.

"Peppa Pig and Disney varieties are really popular and parents buy them for their children all the time," she said.

## McVitie's 'sweeter together'

To help retailers increase biscuit sales, McVitie's has launched its biggest marketing and advertising campaign of the year.

Sarah Heynen, vice president of marketing at Pladis UK & Ireland, said the company's 'Sweeter Together' campaign is about refreshing consumers' memories of McVitie's biscuits range by focusing on how sharing a biscuit can "bring people together".

In-store promotions will run across all McVitie's biscuits, and consumers will have the chance to win prizes including holidays and weekend breaks.

Convenience retailers can also win £1,000 by building the best in-store display.



## Shoppers want breakfast with the feel-good factor

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

Shoppers are looking for breakfasts that promote specific benefits, so retailers must stock a range that includes protein and added-fruit cereals, suppliers have told RN.

Eric Williams, Quaker Oats marketing manager at PepsiCo, said the hot cereal category increased in value by 1.2% in the year ending September 2017 – growth he attributed

to the rising popularity of porridge.

"High protein levels are seen as important by 32% of cereal consumers, and we launched Quaker Protein to tap into demand," he added.

Kantar Worldpanel data also shows 4% of consumers are adding fresh fruit to their cereal, with 9% adding tinned fruit.

Kevin Verbruggen, head of brand at Weetabix, said Weetabix Additions, which already contains

fruit, has been designed to capitalise on this.

Lija Seja, category management lead at Kellogg's, said one of the strongest areas of cereal growth for independents continues to be muesli and granola.

"Kellogg's range of plant-based cereals, in flavours such as Apricot & Pumpkin Seeds and Coconut Cashew & Almond No Added Sugar Granola, help retailers to offer natural flavours at an accessible price point," she said.

Pratik Sampat, of Premier Fostdicks in London, said he stocks a wide range of cereals that have added benefits, including Kellogg's Special K, Dorset Cereals' granolas and Alpen Muesli Original.

"Over the past year, we have seen increased sales of mueslis and Alpen has been our bestseller. We separate cereal into different categories, which helps shoppers find healthy options more easily," he said.

## Provenance offers cold coffee comfort

As interest in premium, ready-to-drink (RTD) cold coffee increases, suppliers are encouraging retailers to offer a range that contains less sugar and focuses on provenance.

The RTD UK coffee market is growing at 20% year on year and Simon Harrison, customer marketing director at Coca-Cola Eu-

ropean Partners, said the company's new premium Honest Coffee range's organic credentials appeal to shoppers looking for natural coffee drinks.

"The 42.5% coffee content and lower sugar delivers a taste profile that is less sweet than some RTD coffees, appealing to consumers who want a

more authentic cold coffee," he said.

Stuart Forsyth, managing director and co-founder at cold coffee manufacturer Minor Figures, said millennials understand coffee provenance and terminology, and so are looking for better quality RTD cold coffee.

Harvinder Singh

Thiara, of Marty's Convenience in Birmingham, said he stocks Starbucks' RTD coffee cans because people are willing to spend money on premium, well-known brands.

"People have become more health-conscious, so they'll check the label to look at the sugar content," he said.



# BRAND SNAPSHOT



## Meat-free filming

Quorn has partnered with broadcaster Ben Fogle and footballer Jermain Defoe to launch a short film on how eating less meat is better for health.



## New Offshore assets

Sharp's Brewery has launched Offshore, which is a rebranding of the brewery's Cornish Pilsner. It is available to retailers in a 330ml can.



## Absurdly good recipes

Tyrrells is launching an 'Absurdly Good' advert to showcase its most popular flavours. The advert will air on TV and video on demand.



## A natural taste

New Strathmore Botanics is made with natural botanicals and fruit flavours, and contains zero calories and no added sugar.



## Modern milkshakes

Shaken Udder has given its Shaken Udder kids milkshakes a new, modern design, to appeal to customers wanting a premium product.



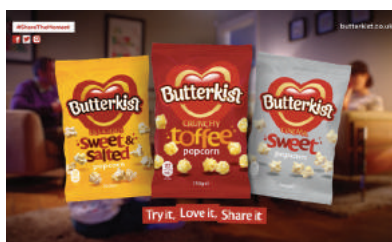
## Sun's Magic touch

Sun Magic is rebranding its entire range to help give the brand and its drinks a more modern look and feel.



## Trust in Clipper Teas

Wessanen UK has made its Clipper Teas' National Trust blend available to convenience retailers. It comes in a box with National Trust artwork.



## Butterkist's moment

Tangerine Confectionery's Butterkist brand is returning to TV with its 'Make the Moment' advert to promote its Sweet & Salted flavour popcorn.



## Lynx goes for Gold

Lynx's Gold will be the brand's main focus for 2018. It will be supported by a £6m TV, radio and digital marketing campaign.



# WHAT'S NEW



## Gourmade ready meals

Offering consumers quick-to-prepare premium frozen ready meals, Gourmade's range includes Fish Pie, Mac, Cheese & Bacon, Sweet Potato Wedges, and Rhubarb & Strawberry Crumble.

**RRP** £4.95 (for main courses)

**Contact** hello@gourmade.com



## Deliciously Ella

Deliciously Ella has launched its new Oat Bar range in Cacao & Almond, Apricot & Coconut and Apple, Raisin & Cinnamon flavours. The bars are gluten-free and vegan.

**RRP** 99p (50g); multipack of 3 (£2.75)

**Contact** andrew@deliciouslyella.com



## Great British Biscotti

Great British Biscotti's Chocolate Orange Biscotti is marketed as an after-dinner treat that can be cross-merchandised with hot drinks such as coffee and tea.

**RRP** £2.99 (100g)

**Contact** paul@greatbritishbiscotti.co.uk



## Whitworths Bright Little Nuts

Whitworths Bright Little Nuts range is designed for children aged 5+ and comes in three varieties: almond halves, mini cashews and mini hazelnuts.

**RRP** £2.59

**Contact** commercial@whitworths.co.uk



## Jim Jams chocolate

Jim Jams is a healthier hazelnut chocolate that contains 83% less sugar than Nutella. It is the fastest-growing spread in the UK's top 20 jams and spreads.

**RRP** £2.60 (350g)

**Contact** kevin@jimjams-spreads.co.uk



## Coldpress nut milks

Coldpress has launched four new flavours of nut milk that can be merchandised alongside the company's existing Banana Raw Cacao and Very Berry almond drinks.

**RRP** £1.99 (250ml)

**Contact** camilla@coldpress.co.uk



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



## Tapped Trees birch water

Tapped Birch Water is designed for health-conscious consumers who are looking to enjoy a cleansing and rejuvenating drink with added minerals and vitamins.

**RRP** £2.49

**Contact** mira@tappedtrees.com



## Doisy & Dam

Doisy & Dam's Snaps are thin, crunchy shards of chocolate available in Maple, Toasted Rice & Pink Salt, and Coconut & Lucuma flavours. They are vegan and gluten-free.

**RRP** £5.50

**Contact** orders@doisyandam.com

**Focus**

## Fudge

To drive a point of difference and offer consumers more premium confectionery, retailers should invest in new varieties of fudge to help increase basket spend



### Cotswold Gin fudge

Cotswold Gin Fudge is handmade, suitable for vegetarians and gluten-free. It contains no preservatives or additives and is flavoured with the brand's own Cotswold Gin.

**RRP** £3

**Contact** jenny@cotswoldfudgeco.co.uk



### Matt and Ben's vanilla fudge

Matt and Ben's Proper Fudge comes in a 25g serving pack and is handmade using locally sourced butter and cream that will help you offer a point of difference.

**RRP** £4

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



### Roly's fudge

Roly's Fudge is vegan and comes in two flavours: Dairy-Free Maple & Cashew Fudge and Dairy-Free Salted Maple & Pecan Fudge.

**RRP** £4.50 (175g)

**Contact** mail@rolysfudge.co.uk

### Raj Bhatia

The Battersea General Store,  
Battersea, London

When it comes to fudge, we stock premium brands such as Cartwright & Butler and Mrs Tilly's. I think customers mainly buy them as gifts

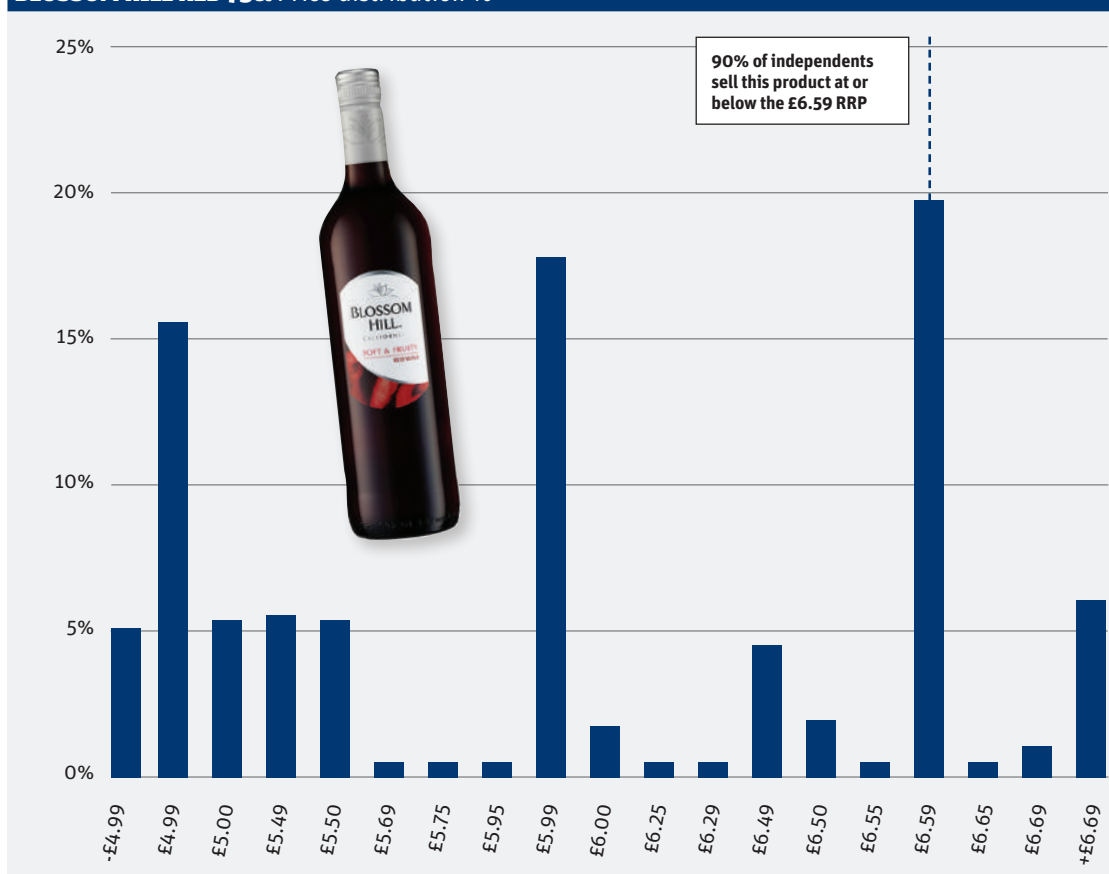




# PRICEWATCH

## Profit checker Red wine

**BLOSSOM HILL RED 75cl** Price distribution %



## Analysis

There is often a fairly even split between stores which choose to exceed or undercut RRP in a given Pricewatch category, but not so this week. The dominant trend in the red wine market is for retailers to price be-

low RRP – either via prolific wholesaler promotions or as a reaction to local budgets and competition. Nearly 70% of stores price Blossom Hill red below its £6.59 RRP, most frequently at £5.99 or £4.99, while in the wider category, 10

out of 12 of the red wines on our Price Checker graph are sold below RRP. But the retailers interviewed note that a decent range of specialist wines, as well as low prices, is the key to attracting sales in this market.

## Price checker

### PRODUCT

**Hardys VR Shiraz**  
75cl

**Secretary Bird Merlot**  
75cl

**Blossom Hill Red**  
75cl

**Yellow Tail Shiraz**  
75cl

**Casillero Del Diablo Cabernet Sauvignon**  
75cl

**Campo Viejo Tempranillo**  
75cl

**Echo Falls California Red**  
75cl

**Hardys Stamp Shiraz Cabernet Sauvignon**  
75cl

**Casillero Del Diablo Merlot**  
75cl

**Yellow Tail Merlot**  
75cl

**Hardys VR Merlot**  
75cl

**Hardys Stamp Cabernet Merlot**  
75cl

## How we drive our profit

### Harj Gill

**STORE** Select & Save The Windmill  
**LOCATION** Rubery, Birmingham  
**SIZE** 2,600sq ft  
**TYPE** neighbourhood

#### TOP TIP

Always stock a range of budget and more expensive products because red wine has a varied customer base



**We normally** charge £1.50 below the RRP on bottles of Blossom Hill red and make margins of around 20% on them. It's a slow-selling line so we charge a lower price to try and entice customers into buying them, and sell more than three cases a week. I think demand is slow because more new brands are coming on to the market and customers are becoming less familiar with what's on offer. We do have the odd red wine which we sell above RRP because there are always customers who want something a bit more expensive.

### Arnaud Leudjou

**STORE** Costcutter Brunel University  
**LOCATION** Uxbridge  
**SIZE** 1,200sq ft  
**TYPE** university campus

#### TOP TIP

Stock a range from a variety of countries because customers see red wines as an international drink



**We have** demand for bottles of Blossom Hill from university students and lecturers. We make margins of 32% when we charge RRP, so there's definitely a decent profit to be made. We stick to RRP because university students aren't as affluent as professionals or lecturers, and having them at this price point creates a good balance. Being a Costcutter, our red wine is supplied by Nisa and we merchandise them in their own section next to the chiller. Mixing them with other wines just confuses customers. We stock wines from a variety of countries to match the diversity of customers we serve.



**Alex Yau**  
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Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 OFF-LICENCE IN NORTH DERBYSHIRE TOWN	RETAILER 2 C-STORE IN CENTRE OF KENT VILLAGE	RETAILER 3 OFF-LICENCE IN WEST LONDON SUBURB	RETAILER 4 C-STORE IN RESIDENTIAL TEESIDE SUBURB	RETAILER 5 C-STORE AND OFF-LICENCE IN SCOTTISH COASTAL TOWN	RETAILER 6 LOCAL SHOP AND POST OFFICE IN SOUTH CORNWALL VILLAGE
£6.22	£6.79	£5.75	£6.49	£5.99	£7.65	£5.50	£6.99
£5.58	£5.50	£6.50	–	–	–	£5.50	£5.50
£5.69	£6.59	–	–	£5.99	£6.49	–	£6.59
£7.02	£7.49	£7.00	–	£6.99	£8.99	–	£6.99
£7.41	£7.99	–	£7.49	–	–	£6.99	–
£8.80	£9.49	£8.99	–	£8.99	–	–	£9.49
£5.08	£5.99	–	£5.00	£4.99	–	£4.50	–
£6.65	£7.29	£7.50	£6.99	–	£5.50	£6.29	£6.49
£7.41	£7.99	£7.50	£7.49	£6.99	£9.79	£6.99	£7.99
£6.99	£7.49	–	£7.49	–	£8.99	£6.99	–
£5.90	£5.75	£5.75	–	£5.99	£7.65	£5.50	–
£6.73	£7.29	–	£6.99	£5.99	£8.45	£6.29	£6.49

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Bal Aulakh

Select & Save, Birmingham

Pegoty Hedge ready meals (two for £7)



#### Where did you discover them?

Select & Save is promoting fresh and local produce this year and our decision to stock Pegoty Hedge ready meals was made because of this. They're sourced from Hertfordshire, which isn't too far from us, and this means we don't have to look far for local produce which is made from quality and healthy ingredients, with nothing artificial added.

#### Who buys them?

My store is based in a residential area, so a lot of families buy ready meals. It's mainly adults who might not have as much time to cook a meal during the middle of the week and want to have a quick option without skimping on the quality of ingredients going into their meals. The packaging stands out in comparison to ready meals from other suppliers, too.

#### Why are they so successful?

There are various reasons. Value for money is the first – customers can get them on offer at two for £7, which is a good price when you consider the premium ingredients which go into each meal. Our customers are always looking for products which offer them the most for their money. Range is the other reason for their popularity. There are flavours such as chicken curry, cottage pie and macaroni and cheese. Regular customers can keep rotating around these without getting bored.

## Scott Jell

**STORE** Molly's Nisa  
**LOCATION** Luton  
**SIZE** 2,200sq ft  
**TYPE** suburban

#### TOP TIP

Make bestsellers clearly visible when merchandising because customers don't want to spend ages finding them



**I've added** 10p to the RRP on Blossom Hill red, which helps create margins of more than 25%. I have three metres in my store dedicated to red wine and merchandise shelves by brand, rather than region. I experimented with region before, but wasn't seeing much demand, and I think that was because customers who were more used to brand names were intimidated by the layout. I also promote our regular wine deals with leaflets and posters. Raising awareness like this is quite useful. Customers are price-conscious so I regularly have deals, such as Yellow Tail for £5.99.

## Mital Morar

**STORE** Ancoats General Store  
**LOCATION** Manchester  
**SIZE** 3,000sq ft  
**TYPE** city centre

#### TOP TIP

Wherever you are, range is key – you'll always have customers who want specialist and more well-known products



**We have** a mix of specialist wines alongside more well-known brands such as Blossom Hill. I charge RRP on the mainstream brands giving profit margins of more than 20%. There are several multiples and other independent retailers nearby who sell red wine at RRP too, so I don't charge above this price because customers have an expectation of what products such as Blossom Hill will cost. They'll just go to other stores if it's more expensive in my shop. I'm focusing more on the specialist products, but I still need the wide range as there is demand for both branded and niche wines here.



# YOUR NEWS

## Sugar tax guidance welcomed

Retailers have welcomed guidance by Coca-Cola European Partners (CCEP) explaining the amount of tax that will be added to their soft drinks range by the upcoming sugar levy.

The brochure, exclusively available through [Betterretailing.com](http://Betterretailing.com), focuses on the CCEP products the levy will affect, including Coca-Cola Classic, Monster and Schweppes 1783.

Mehmet Guzel, the owner of Simply Fresh Bethnal Green, said he saw the guidance in a WhatsApp group.

"I found it to be informative," he said, adding the diagrams were particularly helpful.

However, Mr Guzel also said he hopes to have more guidance from wholesalers and manufacturers on where to price other non-cola soft drinks.

## Retailer thrilled by award

Scottish retailer Ferhan Ashiq said he is "thrilled to bits" about winning the Scottish Grocer Awards' Entrepreneur Award, which celebrates the best in convenience retail in the country.

Mr Ashiq, who runs Day-Today Prestonpans and Levenhall Village Store, was commended for his progressive approach to running his convenience shops and engaging with his community.

Mr Ashiq is also a Prestonpans community councillor and chair of the Preston Seton Gosford Area Partnership, and is known for his advocacy work, lobbying local government for better treatment of independent retailers.



## Council acts after petition for double yellow lines

New double yellow lines have been painted on the roads surrounding One Stop Mount Nod shop in Coventry, after a petition to the local council gained 500 signatures. Co-owner Aman Uppal said the petition began after an accident late last year, in which someone drove through the metal bars outside the shop. "The main road is busy so it is not safe," said Mr Uppal. "The yellow lines stop people from parking in dangerous spots." Mr Uppal added Coventry Council is also considering traffic calming measures along the stretch.

**£5,000 charge for early cancellation** Stores' uptake of service not met with demand

# Retailers fight photocopy firm's contract terms

by Helena Drakakis  
[helena.drakakis@newtrade.co.uk](mailto:helena.drakakis@newtrade.co.uk)

Retailers have stepped up action against a company they claim has misled them over a contract to supply photocopy and passport photography services, leaving many out of pocket.

More than 30 shop owners are now sharing information on social media about the company Ezeecopy, who they say mis-sold a deal that locks them into an unprofitable agreement with termination fees that can exceed £5,000 if they try to exit.

Several retailers have told RN they are pursuing or considering court action against the company, which promises no minimum or fixed charges, and a 50/50 split on photocopies, with Ezeecopy supplying the photocopier, ink and paper.

Gurdeep Khaneja, of CJ Stores in High Wycombe, said: "Ezeecopy told me there was demand in my area for the service, even though I have a print shop next to me. They said they had surveyed the area. If there was demand, I wanted to give it a go. However, I am doing two copies a day maximum."

Mr Khaneja added that after three months, he started receiving a bill of £80 per month after failing to meet the minimum quota for photocopies. When he tried to cancel the contract, he was billed for the remainder of a five-year contract and faces a charge of £5,000 to terminate it.

Donna Jones, who took over Royston Post Office in Barnsley in 2017, said she signed a new contract to retain the Ezeecopy services first added by the

store's previous owner, although she never met with the company.

She continued with the photocopying service but also began promoting the passport photograph service.

"We decided to promote the service but found we had lots of rejections because Ezeecopy's siting of the photography equipment in the only space available for it meant it was not fit for purpose," she said, adding the camera's positioning had proved inadequate to take properly-lit photos deemed acceptable by the Passport Office.

Mrs Jones installed her own PhotoMe booth, and Ezeecopy therefore sought costs for breach of contract, which currently stand at almost £11,000.

Meanwhile, Farid Umar, who runs U Stores

News in Bolton, told RN he is pursuing court action against the company, saying he is being billed £85 per month despite claiming he was offered a 50/50 split on sales with no costs.

In a statement to RN, Ezeecopy said: "Ezeecopy strenuously deny any allegation of mis-selling of their products and openly provide a copy of the agreements to the retailer in advance of them signing up. All customers' questions are answered orally and then contemporaneous notes of the discussions are placed on our database prior to the paperwork being sent out in the post."

"The vast majority of our customers are happy and some have been customers for over 15 years." For a full response from Ezeecopy, see [betterretailing.com](http://betterretailing.com)



# GIVE YOUR SALES A TASTY TWIST.



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\*Nielsen data 31.01.18 \*\*Nielsen: MAT W/e 30.12.17

# YOUR VIEWS

## YOUR LETTERS

### ■ The multiples are smashing me over sales of Creme Eggs

Cadbury's Creme Eggs are a key product for any newsagent in the run-up to Easter, but I am finding myself unable to compete on this product against multiples like Tesco.

In late February, I agreed to buy eggs from a Mondelez representative at a deal price that would allow me to sell them at a price of two for £1. However, shortly after they went on sale, my customers were telling me that five eggs were available for the same price at local supermarkets.

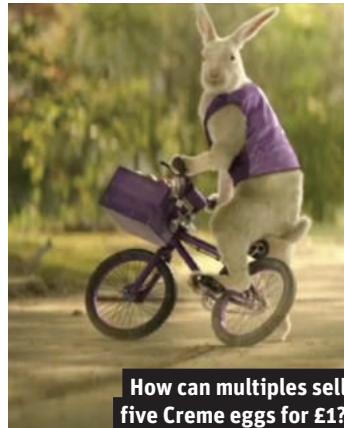
I don't know how supermarkets can afford to retail five eggs at this price when I can only afford two – they must be getting theirs a lot cheaper than I am. If I sold five Creme Eggs for £1, I would be buying them just to give them away.

Tesco runs offers online, too, where at the time of writing the price for five Creme Eggs is £1.65 – which is 40% cheaper per egg than the deal in my shop.

By buying into these deals early are small retailers subsidising the rate



**If I sold five Creme Eggs for £1 I would be buying them just to give them away**  
**George Boden**



**How can multiples sell five Creme eggs for £1?**

at which Mondelez can sell to bigger stores?

I feel I am being punished for being a good customer and buying back in February. Luckily I have loyal customers, and I am relying on them at the minute. They are doing me a favour to keep me going.

**George Boden**

G & M Boden, Hanley, Stoke-on-Trent

**A spokesman from Mondelez said:**  
"Retailers are free to set their own prices"

### ■ Customers are now omni-channel

One of the most important things I learned from my trip with the

Association of Convenience Stores to the Eurocis trade fair for retail technology in Dusseldorf, Germany, was independent retailers need to start thinking of consumers as omni-channel. We need to open our minds to the fact consumers now expect to be able to use a number of technologies to get out of the store with their shopping quickly and efficiently. This means they want the option of being able to pay in a number of ways as well.

However, one of the challenges this presents is cost and how much payback the retailer gets – something that needs thinking about before action is taken.

I saw a lot of impressive technologies at the exhibition and one that stood out to me was the customer feedback machine. It's similar to the technology that Argos uses, with customers able to select a 'happy', 'neutral' or 'sad face' based on their satisfaction with the service they have received. When they click on the 'happy' face, it gives them a further three options to tell the retailer what exactly they're happy about.

The machine is something that possibly could work in my own store and I'm looking into introducing it.

**Dee Sedani**

Londis Etwell, Derbyshire

## YOUR SAY DO YOU OFFER – OR WOULD YOU CONSIDER OFFERING – MEAL DEALS AIMED AT FAMILIES?



### **Bay Bashir**

Bellevue Convenience Store, Middlesbrough

We do meal deals – mainly the more 'grown up' ones at the moment – but we're looking at extending it by offering family meal deals. We offer ready meals alongside wine or beer, or even both, and we always show the saving. It's been successful so far, and once we get it established we'll expand on it. It's definitely the way the business is heading.

### **Simon Lunn**

Simply Fresh, Weare, Somerset

We were with Palmer & Harvey so have only recently switched to Nisa and have not got our meal deals up and running yet. We were looking to expand them so we will

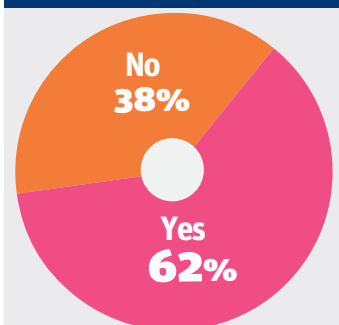
offer them to families as well as adults when we do get it set up. Previously, we had a bottle of wine, a ready meal and a dessert for £10, so it's something we will expand.

### **Sunita Kanji**

Family Shopper, Little Hulton

We have shelf strips directing people from one area to another, telling them about meals and pizzas available for families. Being a Family Shopper, we don't have meal deal offers, but if it does introduce them we'd definitely have them on offer. I think younger families definitely want them. Parents are picking up meals for the family on the way home from work and families want this kind of thing more and more.

## RN READER POLL



**Do you think clearer labelling of low-alcohol or non-alcoholic drinks would increase sales?**

### **NEXT WEEK'S QUESTION**

Would you offer customers discounts on hot drinks if they bring reusable cups in-store?



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



## GROCERYAID'S HALF MILLION



Last Friday, GroceryAid hosted its annual gala ball where more than 1,100 industry leaders from across the country joined together to raise funds for GroceryAid. Ticket sales, along with money raised on the night and through an auction, saw us raise more than half a million pounds. We step-changed this event with a move to The Grosvenor Hotel in London, doubling

numbers from last year. With many major retailers, wholesalers and suppliers in the room, the industry has certainly done itself proud.

We're equally as thrilled to be revealing the headline acts for the first ever Barcode Festival this June, with artists and bands playing from the grocery industry, as

well as headline DJ act Sigma. The event is a fundraiser for the industry, and all proceeds will go to GroceryAid.

**Steve Barnes**  
Chief executive, GroceryAid

# 100 YEARS AGO

9 March 1918

"Newspapers upon the breakfast table are of national importance," an editorial under the banner of "Newsagents Awake" thundered. It was part of the campaign against an Education Bill outlawing children delivering morning papers.

## AROUND WITH THE ROUNDSMAN Blanche Fairbrother



Well March certainly came in like a lion. On Thursday 1 March we had some snow and ice to contend with, but it was nothing compared to what we had to deal with the following day.

I did manage to get to Woodseaves. Peter at the post office was amazed that I did manage to deliver to the village, but after that it was a struggle to get anywhere else because all the lanes in the surrounding area were packed full of snow with drifts higher than the hedges.

Mrs Evans from Loynton sent a text to say there was no way I could get to High Offley or Shebdon and all the lanes that led to Norbury were impassable. There was a jackknifed lorry on the A519, so access to Sutton and Forton was cut off, and so by 11am I had to admit defeat. I gave up and slowly made my way back home feeling very despondent as it is only the second time in all the years I have had the round

that I have had to abort it because of the weather.

Saturday was a better day because Mark Glover had been out with his tractor with a bucket on the front and cleared a way up some of the lanes so that travel was a bit easier, but it was three days before I could get to Norbury Wharf. Now, of course, there is another problem as the melting snow has caused floods which were so deep on Doley Road that I had to miss that little place out again on Tuesday.

I would like to say a heartfelt thank you to Smiths News at Wednesbury and to my delivery driver BEM for the excellent service that we all had. I know there were a couple of drops that he had to take back to the depot because of blocked roads but, all things considered, they all did a remarkable job, so I give credit where its due and congratulate them on a job well done under extremely difficult circumstances

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN  
and @ThisisRN



New in-store MyHermes Parcel self-print label machine. Flat rate £4 up to 5kg. Self-use; card payment. Simple

**Natalie Lightfoot**  
@nataliegreggain

Over 50m bottles of gin sold last year. Are you making the most of this opportunity + the add-on sales of tonic, lemons, ice etc?

**David Gold**  
@dgnfsp



Day 3 of roadworks disruption. Clearly lots of work taking place! @AnglianWater

**Shil@Londis**  
@Londisg

Great to be engaging with our youngest customers this morning with SGF Healthy Living Day at One Stop Franchise Stoneyburn West Lothian. Teaching how to eat a little better every day.

**Jim Carroll**  
@jimcarroll570

Preparing for 'Sugar Levy' first price rises arrived yesterday Tins 17p up.....500ML 29p up.....Sugar-free and zero-rated drinks not included.....

**Eugene Diamond**  
@EDiamond136

# CONFERENCE REPORT



## A guide to Today's

For months, industry headlines have been dominated by wholesale mergers and closures. In contrast, last week's Today's conference in Liverpool's Exhibition Centre was a chance to focus on the future and growing sales.

**Alex Yau** gives you a tour

**FROM THE FLOOR:  
WHAT YOU MISSED**

### WEETABIX

**The official line** Weetabix remains committed to driving availability of its breakfast drinks and the on-the-go protein trend in general.

**The gossip** National account manager Rob Manning told RN cereal companies have been indirectly affected by the upcoming soft drinks sugar levy, which has raised awareness of sugar levels overall. "Brands like Special K have been hit because customers feel its health message is contradicted by the amount of sugar that's actually contained in each box," Mr Manning said.

### QUORN

**The official line** The company was introducing its new lower salt range of meat-free lasagnes, chicken nuggets and cottage pies.

**The gossip** Like the cereal companies, growing concern about the ingredients in food and drink has also had an effect on Quorn's product range. However, the supplier warned about the dangers of making these reductions explicit to customers, arguing such a message might create a misconception about taste and quality dropping alongside salt levels.



**Our team can show through VR what fresh and chilled could look like if they switched**

### KP SNACKS

**The official line** The latest product from KP Snacks at the show floor was Hula Hoops Flava rings, expected to launch in late May.

**The gossip** Retailers should expect promotional activity in their wholesaler depots from KP.

Then, later in the year, the snacks supplier is launching a "something for all seasons campaign".

Although KP has no official partnership with the World Cup to be held in Russia this summer, it says it expects to see strong sales during the event.

### KELLOGG'S

**The official line** As expected, Kellogg's was promoting its core Pringles range at the show.

**The gossip** The company has, however, highlighted this year's World Cup in Russia as a major event for its forthcoming promotional activities. Kicking off in the middle of June, any customer who buys three tubes of Pringles will get a free mini football goal. The supplier has also said single-serve cereal bars is one of its priorities for the Kellogg's brand this year.

### CONCHA Y TORO

**Official line** The supplier of Chilean wine was showing the various white and red wines from its Casillero Del Diablo, Frontera and Trivento ranges.

**The gossip** Customer marketing manager Stacey Preston highlighted to RN the importance of merchandising wines by region. "Whereas a year ago customers were buying their wines based on grape variety, customers are more adventurous and their buying habits are moving towards regions such as South America," she said: "Brits are going on holiday to this region more and there's an increase in the marketing activity around wines from Argentina."

### PEPSICO

**The official line** The company introduced Dorito Bits, a new snack described by PepsiCo on the stand as similar to Smith's Scampi Fries.

**The gossip** Although Dorito Bits is only available in the on-trade so far, PepsiCo's brand managers on the stand confirmed to RN it has plans to introduce it into independent convenience later on this year, too. Other changes retailers should prepare for are rebrands to Naked Smoothies and Quaker Oats, due in the middle of this year.





**More than 550 exhibitors were available to talk to retailers at the conference**

### CEREAL PARTNERS

**The official line** Promotions were a focus for the company, with £1.49 pricemarked boxes of Cookie Crisp on display.

**The gossip** The high store standards of independent retailers were underlined by business manager Matthew Baines who urged wholesalers to follow suit. "It makes sense to have pricemarking and promotions displayed clearly on the multipacks retailers buy in warehouses. It will help save retailers time when they're shopping in the depot," he told RN. For store owners the company continues to invest in improving standards offering store relays to any business that wants better merchandising.

### AB INBEV

**The official line** Changing attitudes to health and alcohol were evident as AB InBev's non-alcoholic Bud Light beer was on display.

**The gossip** Key accounts manager Kat Hunt revealed Bud Light will soon be available in bottles alongside the existing can format. An upcoming marketing campaign in May will also focus on football, while the product itself will be part of a trio of Bud Mega family products (standard, light and alcohol-free), with deals for those who purchase all three together in wholesale.



**Darren Goldney, left, with Mj Baker Foodservice's Josephine Baker and Today's chairman Simon Hannah**

### MESSAGE FROM THE TOP

**It is only a month since Today's retail director John Kinney told RN that the company was only looking for a high standard of independent retailers to join its symbol group.**

While there was no reversal on this position in Liverpool, recruitment was central to managing director Darren Goldney's message. There is now a public target of adding 50 stores to its 500 Day-Today's estate.

And alongside a focus on promotions, availability and improving its fresh range, Today's is hoping its eye-catching use of virtual reality (VR) will help attract stores. The group's sales team will use VR to guide retailers through specific store sections, while information about the performance of trends such as food to go can also be displayed on the VR headset's screen.

"Our team can show a retailer through VR what sections such as fresh and chilled could look like if they switched to our fascia," said Mr Goldney. "A lot of retailers can be reluctant to try these trends because of the associated costs with wastage and the difficulties making them look attractive."

"The store we're highlighting is our flagship 2,000sq ft Fiveways shop in Hull. A quarter of its sales come from fresh and chilled and we want to use this store to demonstrate what's possible with our help."

Mr Goldney added retailers have still been slow to embrace technology, with many still using outdated websites, not utilising EPoS and not investing in energy-efficient units. This the risk of losing customers and damaging margins.

With a market-leading offer, communicated in an exciting way, Mr Goldney hopes that by setting a market-leading example itself, Today's can be at the heart of a new professionalised era for convenience. ●



# COLUMNIST



Guest columnist

**Nick Shanagher**

## Hong Kong story on driving loyalty

**Circle K's OK Stamp It loyalty scheme may be designed for consumers in Hong Kong, but convenience store owners in this country can still draw inspiration from it**

**E**very lifestyle in every country defines the convenience market that serves it. Despite this, the example of Hong Kong can inspire independent retailers everywhere.

Hong Kong, a country of seven million people, has long been known for its innovative, successful convenience stores. Even by its standards, however, the way that one company has managed to engage one million islanders with its smartphone shopping app is a remarkable feat of retailing.

Convenience Retail Asia operates 332 Circle K c-stores in Hong Kong and 109 franchises in southern China, as well as 143 St Honore bakeries. Last week, its chief operating officer Pak Chi Kin told UK retailers how the company had done it.

First is the context in which the company operates. Hong Kong's population lives in tightly packed high-rise coastal strips and were early adopters of e-payment and mobile shopping. Around 50% of all payments are made using e-payment systems such as Alipay or the Hong Kong government's Oyster Card-style Octopus travel cards.

This has created the perfect environment for Circle K to upend the traditional convenience store model, focusing its marketing and operating strategy on smartphone-obsessed consumers.

Mr Pak emphasises his shoppers want an easy, fast and simple shopping experience. "Getting a meal in a c-store is faster than getting a meal in a fast food restaurant," he says. "You can get a meal in less than a minute."

At the centre of the company's disruption strategy is a loyalty scheme that integrates the online and in-store experiences.

An in-house team developed OK Stamp It, an app which targets two benefits for shoppers using e-stamps. These can be exchanged for either money off (providing value) or collectable toys (providing a fun shopping experience).

Mr Pak said investment in the app was constrained by the fact that c-stores are penny businesses so the focus is on offering value, such as getting a sixth litre of fresh milk free when you have bought five.

But to be successful, loyalty schemes need scale so Circle K invested in giving away a collection of toy monkeys called 'Monchichi' to customers using the app. This increased downloads to more than 250,000 in four weeks and similar promotions have helped it pass through the one million barrier.

Another challenge was making OK Stamp It as easy to use as possible. Every Circle K has an Octopus reader and e-payment readers by the till, and shoppers are used to tapping these for payments. The tap-and-go nature of this transaction is important, as if shoppers had to find an app on their phone and touch it to another screen, this would upset shoppers at the back of the queue, Mr Pak explained.

Shoppers can link their Octopus card to the app to make payments, after which Circle K is able to track their shopping behaviour. This valuable data is owned by the company.



**This has created the perfect environment for Circle K to upend the traditional convenience store model**

But setting up OK Stamp It was only the beginning. The company has had to introduce new features to keep shoppers engaged. The company works with suppliers to provide an e-gift option, which targets shoppers for free samples of new products. The scale of Circle K's loyalty scheme makes it attractive to big packaged goods companies who want to target certain shopper groups.

The app also draws shoppers' attention to new products and in-store deals. Its latest innovation is lucky draws. For example, the company paid for 100 iPhone Xs to offer as prizes, with three phones available each day. A countdown tool in the app lets customers know how many prizes are available at any one time.

The most important thing, Mr Pak says, is the app works alongside traditional convenience – its most active users spend 18% more in store.

*Nick Shanagher is managing director of RN publisher Newtrade*

## \* IROF sets the agenda

**+** I was taking part in a study tour to Hong Kong organised by Scott Annan, founder of the Independent Retail Owners Forum, as part of his mission to share great ideas on the future of convenience retailing with independent shopkeepers. Membership of the forum and travel to the study tours is paid for by the retailers who took part. Some corporate sponsorship, such as Newtrade's investment in being insight partners, helps make the events possible. However, Mr Annan is convinced that retailers have to invest in taking part themselves so that they get to control the agenda and are not being pushed product solutions by a particular supplier or symbol group.



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# CAKES & BISCUITS

## Bal Aulakh

Select & Save,  
Birmingham



**BACK TO BASICS**  
**Stock much-loved local produce**  
**RETAILER GOLD STANDARD**  
**Communicate the reasons local products are better**

Sourcing our products from local suppliers is definitely a big selling point for us. We get a range of custard tarts, doughnuts and Danish pastries from a supplier called Wrights. It works well if you're in an area where there are a lot of families because they care a lot about the quality of ingredients which go into the cakes. It helps us compete with nearby multiples and other independents too. A four-pack of each type of cakes costs £2.29 and they're great sellers – we sell 15 of them on average every week.

## Harj Gill

Select & Save  
the Windmill,  
Rubery



**BACK TO BASICS**  
**Ensure you have a wide range**  
**RETAILER GOLD STANDARD**  
**Build your range around your customers**

Cakes and biscuits prices vary in my store, from £1 pricemarked packs for Mr Kipling Bakewell Slices to £1.69 for a packet of McVitie's Milk Chocolate Digestives. Our customers include families and the elderly, school kids and single tenants. All of them have one common trait: they are after value, but will sometimes want to spend a bit more. Meeting their needs means I sell six cases of biscuits and 50 cakes a week.

## Core range next steps

A good cakes and biscuits range can be at the heart of successful convenience operation. Yet, once you've studied the planograms, ensured your range is tidy and fully stocked, what else can help boost sales and profits?  
**Alex Yau asks the trade**

## Arnaud Leudjou

Costcutter,  
Brunel University



**BACK TO BASICS**  
**Don't forget impulse formats**  
**RETAILER GOLD STANDARD**  
**Make your till sell your snacks**

Promoting impulse purchases works best for me because I'm on a university campus and students and lecturers are on busy schedules. They've got things to do and don't want to spend ages working out costs and I find the till is the perfect area to encourage purchases. Our main customers can just walk in during their lunch and will naturally gravitate towards anything with a pricemark. I do, however, think my tactic would work for any shop with busy trade. We switched from multipack biscuits to singles over the past year and our sales have increased by 25%.



Promoting impulse purchases works best for me

## Industry advice

### Supplier tip 1 Keep your range compact

#### Hena Chandarana

head of trade  
communications,  
Pladis



Top sellers encourage the vast majority of sales, so stocking the right range is essential. Having multiple versions of the same product type does not add up to additional sales. Therefore reducing duplication in the range to declutter the fixture is key.

#### Our latest activity

Pladis has recently expanded its 'Better Biscuits, Better Business' scheme to include merchandising advice for bestsellers alongside an updated website and increased contact from field sales teams. ●

## Scott Jell

Molly's Nisa,  
Luton



**BACK TO BASICS**  
**Include cakes and biscuits in store marketing**  
**RETAILER GOLD STANDARD**  
**Community events can help raise awareness**

We help provide food, which includes cakes and biscuits, to various community events such as school discos and Christmas lunches at the nearby elderly home each year. Sometimes we get asked about the biscuits and cakes we offer and this provides a good opportunity to tell potential customers about our store. It's difficult to work out how working with the local community has helped us increase cake and biscuit and cake sales, but on average we sell two cases of biscuits a week. This is up from one case about a year ago. >>



# WIN £1000!

for the best **WIN BIG TOGETHER** display



**YOUR  
CHANCE TO  
WIN**

**Winner  
to receive  
£1000**

All you have to do is create a high impact display that is easy to buy from!



## HOW TO ENTER

- Request a Win Big Together POS kit from [betterbiscuits@pladisglobal.com](mailto:betterbiscuits@pladisglobal.com)
- Build a high impact and easy to shop off-shelf fixture for McVitie's, supporting the Win Big Together Promotion
- Take a photo and send this to [betterbiscuits@pladisglobal.com](mailto:betterbiscuits@pladisglobal.com)
- Winner to receive £1000 for their store
- Competition ends 30<sup>th</sup> April 2018

Your shoppers can also be in with a chance to **WIN** dream holidays, weekend getaways or family day outs if they buy any pack of McVitie's biscuits and text **SWEETERTOGETHER** to 66644.

**STOCK UP  
for the  
Promotion  
NOW!**



**SWEETER  
TOGETHER**

One entry per retailer. One cash prize only. For full Ts&Cs visit [betterbiscuits.com](http://betterbiscuits.com).



# CAKES & BISCUITS

## Kamal Thakar

Stop Shop News,  
Edgware



**BACK TO BASICS**  
Keep up with the latest big brand activity  
**RETAILER GOLD STANDARD**  
Work with suppliers directly

Suppliers have tonnes of data when it comes to merchandising products. We've found this especially with companies such as Pladis and we've previously worked with them on planograms. They recommended a range which includes the most popular biscuit products in the convenience channel and gives us recommendations on how to merchandise them accordingly. It was nothing too complicated because we double-faced our biscuit section, but it stood out much more in comparison to how we merchandised the range previously.

## Anita Nye

Premier Eldred  
Drive Stores,  
Orpington



**BACK TO BASICS**  
Talk to any biscuit-loving customers about your range  
**RETAILER GOLD STANDARD**  
Get out and deliver to your fans

There's an elderly care home near my store and some of the residents can't make it here because of how fragile they are. I make an average of four grocery deliveries there every week, which mainly includes core products popular among that demographic, such as cakes and biscuits. We've been doing this for 30 years and we're the only store in the area who offers such a service. Each delivery brings in sales of £30, the majority of which include cakes and biscuits.

## Jacqui Dales

Spar Boston  
Road Bakery,  
Lincolnshire

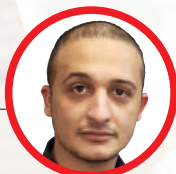


**BACK TO BASICS**  
Consider offering in-store baked cakes  
**RETAILER GOLD STANDARD**  
Use the smell to attract more trade

You can have the best store-made products of any convenience store, but it won't matter if you don't make customers aware of them. We've been running our own bakery for more than 20 years and we signpost this through the store. People passing the shop throughout the night can also smell the cakes we bake in the early hours of each morning. It's vital we do this because cakes are a major seller in the shop and we bake more than 600 of them throughout the day, every day.

## Ramsey Hasaballa

Premier Speke,  
Liverpool



**BACK TO BASICS**  
Use signage to make promotions stand out  
**RETAILER GOLD STANDARD**  
Engage shoppers with promotions online

We hold regular social media competitions on Twitter and Facebook offering customers the chance to win products from the store. Biscuits and cakes aren't exempt from this and, alongside the regular online prize draws, we also advertise our promotions such as any two packets of biscuits for £1.50. Customers often search the internet when they're after groceries and having an active social media presence increases the likelihood of appearing on their search. There have been times when we've sold an entire crate of biscuits in a day just by advertising on Twitter.



People passing the shop throughout the night can also smell the cakes

## Industry advice

### Supplier tip 2 Stock pricemarks

#### Mandy Bobrowski

UK & Ireland marketing  
director, Burton's  
Biscuits



The market for pricemarked packs remains hugely important for the impulse sector, with many shoppers looking to pricemarked packs as a source of value. Biscuits shoppers are impulsive, so utilising pricemarking to drive impulse purchases is a great way to boost profits.

#### Our latest activity

Jammie Dodgers Raspberry, Wagon Wheels, Maryland Big & Chunky and Fish 'n' Chips grab bags are a few recent pricemarked products from Burton's Biscuits.

## Industry advice

### Supplier tip 3 Cross-merchandise

#### Susan Nash

trade communications  
manager, Mondelez  
International



Biscuits can link with a number of other categories, such as hot beverages when the weather is cold. Consider cross-purchasing opportunities to maximise sales for both ranges and help drive impulse purchases. For example, single-serve biscuits or cakes can be merchandised by a coffee machine.

#### Our latest activity

Mondelez is raising awareness of its Belvita Breakfast biscuit range with a £2m marketing campaign, which includes sampling, TV advertising and in-store merchandising.





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- Share ideas with other top retailers

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International  
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POST  
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PayPoint

JTI

NFRN  
Federation of Independent Retailers



# LOCAL PRODUCE

## Something from around here



### SECOND STEP

#### MARKETING

**Keith Tomes**  
Costcutter & The  
Food Shop, Swanage



When it comes to marketing and promoting our local produce range, we normally post something online on Facebook and that generates a few comments and interest. We also post adverts in the local paper occasionally to let customers know we stock a certain brand to get the momentum going. We sell all sorts of local produce, from beer by Purbeck Cider Company, cider from Isle of Purbeck Brewery to Field Honey and Lilly's Jam. These are all very local brands to us and they sell well. Usually, we come across them when reps come into store and tell us about their products, or through word of mouth. When it comes to point of sale, we have shelf talkers indicating where items are, and within local produce, honey is very popular.

**Within local produce, honey is very popular**

How do you manage a local produce range to ensure customers flock in and profits are sky high? **Priyanka Jethwa** went in search of advice from the very best retailers



### FIRST STEP

#### SOURCING

**Sandeep Bains**  
Simply Fresh,  
Faversham



**We source a lot of local brands via Twitter**

We source a lot of local brands and local produce companies via Twitter which works well for us, alongside asking our customers what they want and taking on their feedback. We're in Faversham and our town is the home to the oldest brewery in the country, Shepherd Neame, who we work directly with for our local ale range. We have a three for £5 promotion on bottles all the time and this is very popular. We also

have a lot of microbreweries in the area and we work with them on a rotating basis to keep customers interested by bringing out new and interesting flavours. For example, for the Six Nations, Old Dairy Brewery developed a special flavour called 'Up & Udder' that sold out very quickly. In terms of local, fresh produce, in the summer-time we stick to offering fruit and vegetables such as strawberries and gooseberries.





## THIRD STEP

## DISPLAY

## Abdul Arain

Al-Amin Stores,  
Cambridge



Getting your display of local produce right is really important for attracting footfall to the store. We label local brand yoghurts accordingly, and we also have a gondola dedicated to a local, raw chocolate brand called Ombar. The companies provide us the stand themselves. Another local company, meanwhile, comes in and sells us foods like spinach, eggs and coriander. In our area people are more conscious about

### Local produce tends to pick up in spring

what they buy and what they are willing to spend money on. Local produce is one way they can reduce their carbon footprint, so by highlighting it and having a stand showing them what local products are available, they can make an informed choice after seeing where it has come from – this way, you can increase basket spend in store. I find that local produce in the winter is a little challenging – it tends to pick up in spring.

## INDUSTRY VIEWS

### How wholesalers bring local produce to their retailers

## Neal Kelly

Fresh foods director,  
Henderson Wholesale



Shoppers are demanding locally sourced products, but at the same time are savvier about how they're spending their money. They are also engaging better with convenience stores that have local products on their shelves. We encourage retailers to engage with the more artisanal suppliers that could be unique to their local area, ensuring there is a direct-to-store relationship being built. If shoppers are demanding and retailers are responding, it brings higher footfall and sales opportunities for retailers. Our 'Enjoy Local' range debuted in 2015 and in 2017 and generated £27m in sales. Since then, we have evolved the range alongside our new Fresh and Prepared brands generating a combined total of £40m in sales last year. We work with 81 local supplier companies and farmers across Ireland and approximately 75% of our fresh products are sourced locally. Some of our local suppliers include Quinfresh in Dungannon and Windwhistle farm in Comber.

Henderson Wholesale supplies Spar and Eurospar stores across Northern Ireland

## Craig Brown

Retail sales director,  
JW Filshill



At JW Filshill, we work with selective supply partners to ensure we are delivering the best local produce to our retail customers. These include Fife Creamery, a local fresh supplier, Eden, a frozen food supplier based in Northumberland, and Graham's Family Dairy, both of which are local to Scotland. We also work with Van Sales Direct for local cakes. Stuart Harrison, our senior grocery buyer at Filshill, looks after all third party suppliers. Through this, our retailer customers can order directly from local suppliers where we then administer all the invoicing for them. We have also created a brochure that will showcase which selective suppliers we are working with, the majority of them being local. In Scotland, we are very brand loyal and there is a strong focus on supporting local producers. Therefore, consumers expect to see local produce.

JW Filshill is a national wholesaler delivering across Scotland, down to Leeds in England



### Big multiples can't do local produce as well as us



## FOURTH STEP

### MAINTAINING A POINT OF DIFFERENCE

## Paul Gravelle

Gravelles Budgens,  
Sawbridgeworth



It's important for independent retailers to invest in local produce because consumers nowadays are actively seeking ways to support their local community. Big multiples can't do local produce as well as us, but it's important to ensure you're maintaining that difference in range. Two of the most successful local products for us are sausages and bacon, which we sell thousands of pounds worth every week. We work with local supplier

### During the summer, a company makes us BBQ packs to sell

Prior Hall Farm, who we have been trading with for around 13 years and they have always been popular. We also buy sausages from Churchgate Sausage Shop, and they make us a special variety that is exclusive to our store called the 'Sawbo Banger', which are also in demand. We are the only retail premise the company makes them for. It came together three or four years ago, and during summertime, the company makes us special barbecue packs to sell. We stock a variety of locally sourced foods, from pies and soups to ham.





# THIS WEEK IN MAGAZINES



## Launch of the week

# A BOLD NEW TITLE FOR LIVING BEAUTIFULLY

Architecture meets design in this new monthly, aimed at readers who want their environment to enhance their lives. Its mix of new builds and renovations is certain to find a quality audience

**A BOLD** magazine launch which arrives somewhere at the junction between architecture and design for the home, Enki is aimed at both men and women who care and dream about the space around them. It aims to be both inspirational and aspirational, helping its readers achieve happiness through their environment and exploring how design can improve their quality of life. The cover features new builds, renovations, outdoor spaces and interiors, as well as keeping an eye on technology and the environment. It proclaims the magazine is about "the art of living beautifully", and is designed "for modern living".



**ENKI**  
On sale 21 March  
Frequency monthly  
Price £4.80  
Distributor  
Marketforce  
Display with Elle  
Decoration, Living etc,  
Homes & Gardens and  
Grand Designs

## My week in magazines



**Tim Murray**

Magazines reporter  
RNreporter@newtrade.co.uk

## NOT A SWANSONG FOR MUSIC MAGS...

NME's demise from a huge weekly paid-for magazine, to a freebie given away at stations and record shops was at its heart a tragedy, but its failure as a giveaway shouldn't be seen as a reflection of a move away from the printed word.

The long-drawn out death throes of the once great publication were painful for former fans to watch, but it seemed inevitable once it went free.

Its death doesn't spell the end of music magazines, however. Kerrang! has again redesigned in a move that puts faith in its editorial excellence – rather than cutting down on words, it is increasing them.

Mojo and Uncut are still worthwhile buys, while there are some strong independent titles such as Louder Than War and Long Live Vinyl vying for space on shelves. But outside of the heart of the capital, those kinds of titles can't always be found at independents (or supermarkets). With many music websites struggling to find workable business models, more specialist music magazines seem to be thriving.

It's those magazines retailers should be paying attention to. NME obituaries on social media were full of writers, musicians and fans who said in their town, NME was a lifeline. Music magazines can still do that, but they need the support to do it. The fans are still there, but they need to be able to find their magazine lifeline in local stores.

## Opportunities – niche music titles

Look beyond the big music monthlies for more niche music titles to boost your range and offer wider choice.

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?

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## RIDE

- This special issue, focusing on the best of British, comes free with a Gear Guide containing information on all the riding essentials needed.
- Tests include a new Kawasaki and the magazine also heads to the Italian Alps for the KTM Adventure Rally.



**On sale out now**  
**Frequency monthly**  
**Price £4.30**  
**Distributor Frontline**  
**Display with Bike, Motorcycle News, Classic Bike**



## Bestsellers Motorcycling

Title	On sale date	In stock
1 Motorcycle News	14.03	<input type="checkbox"/>
2 Speedway Star	17.03	<input type="checkbox"/>
3 TMX News	15.03	<input type="checkbox"/>
4 Classic Bike	28.03	<input type="checkbox"/>
5 Classic Motorcycle Mechanic	21.03	<input type="checkbox"/>
6 Practical Sportsbikes	14.03	<input type="checkbox"/>
7 Back Street Heroes	05.04	<input type="checkbox"/>
8 Classic Bike Guide	28.03	<input type="checkbox"/>
9 Bike	28.03	<input type="checkbox"/>
10 Classic Motorcycle	06.04	<input type="checkbox"/>
11 Ride	14.03	<input type="checkbox"/>
12 Scootering	29.03	<input type="checkbox"/>
13 100% Biker	05.04	<input type="checkbox"/>
14 Performance Bike	04.04	<input type="checkbox"/>
15 Motorcycle Sport	06.04	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



## NON LEAGUE MAGAZINE

- Support for non-league football is growing in the UK as hardcore football devotees get involved in the blood, guts and mud of the lower leagues.
- This nationwide launch follows the successful grassroots campaign that has seen the magazine picked up via subscription and online.



**On sale out now**  
**Frequency monthly**  
**Price £3.95**  
**Distributor Intermedia**  
**Display with NonLeague Paper, Four Four Two, Football League Paper**



## BIRD WATCHING

- The UK's best-selling bird watching magazine continues with its special year of #my200birdyear hashtag-related activity, with special expert tips and free goodies.
- With spring arriving, there's a feature on migration, enabling riders to follow birds on the move.



**On sale out now**  
**Frequency monthly**  
**Price £4.40**  
**Distributor Frontline**  
**Display with BirdWatch**



## PRACTICAL PHOTOGRAPHY

- More spring-related goodness, with free gifts that include image goods and cards containing tips for keen photographers.
- As well as gear reviews, there's also a feature of offering tips on how to get the best from taking flora and fauna pictures in snappers' own back gardens.



**On sale out now**  
**Frequency monthly**  
**Price £5.49**  
**Distributor Frontline**  
**Display with Digital Camera Magazine, N Photo and PhotoPlus**



## MCN

- This week's issue of MCN contains a Moto GP supplement offering a full guide and preview of the season's upcoming racing.
- It's a bumper issue with a bumper free gift and one that traditionally performs well for motorbike fans looking ahead to the new season.



**On sale out now**  
**Frequency weekly**  
**Price £2.99**  
**Distributor Frontline**  
**Display with Ride, Bike, Classic Bike**

### SYMBOL KEY

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

# 2018

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# THIS WEEK IN MAGAZINES



## BUSES

- A special issue comes with a free 48-page Museum & Rally Guide, outlining all the key events for enthusiasts taking place throughout 2018 and into the next year too.
- The guide also includes details of all UK transport museums, while the magazine includes news and features for the bus enthusiast.



**On sale out now**  
**Frequency monthly**  
**Price £4.70**  
**Distributor Seymour**  
**Display with Bus & Coach**  
**Preservation, Britain's Buses**



## HOUSE BEAUTIFUL

- Spring is on the way and House Beautiful is celebrating with a raft of fresh looks for the new season. There are 44 best home buy tips, as well as a 15-page kitchen special.
- There's a competition to win £2,000 worth of oak flooring, the chance to receive 20% off Brewers paint and a free garden supplement.



**On sale out now**  
**Frequency monthly**  
**Price £4.40**  
**Distributor Frontline**  
**Display with House & Garden, Ideal Homes, Woman & Home**



## OLD GLORY

- Celebrations for the anniversary of Old Glory continue with the second half of its guide to events taking place for steam and vintage enthusiasts throughout 2018.
- Features include a celebration of another anniversary, charting 70 years of the Land Rover, alongside all kinds of steam-related goodies.



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



## SPECIALIST CHOICE

HITESH PATEL, GAY'S NEWSAGENTS, HERTFORD

## FRANKIE

### Who buys it?

Magazines such as Frankie and Gentlewoman are doing really well for us. We're selling 10 to 12 of that kind of title, which for a small newsagent is great. We sell them to upmarket customers.

### How do you display it?

We put these kind of magazines in our window, where we display more obscure magazines. It shows we have a choice and new, different titles rather than just the big ones.



**On sale out now**  
**Frequency monthly**  
**Price £9.99**  
**Distributor Seymour**

## Expert advice

Gerald Thomas

Arcade News, Ammanford, Carmarthenshire



**C**ake Decorating has been flying out of the shop this week. This kind of partwork does really well for us – the last Cake Decorating did really well, for example, so we're hoping this one carries on well too.

It's all to do with the price with partworks. If the publishers kept prices a bit lower after the initial promotion I think they'd sell more of them, long term.

We offer to save and collect partworks for customers and we also order back issues. We tend to pick up customers after the supermarkets drop them when they become more expensive, too. When they can't get them at the supermarkets any more they come to a proper newsagent.

The downside is there are still some problems with the supply chain. I might have four partworks on order and only two turn up.

It's not as if I've only just ordered them at the last minute, it can really cause frustration all round.

## Our strategy

### Who are your best customers?

We have a lot of elderly customers, but we do particularly with older men who like our wide range of railway and ship and boat magazines.

### What is your strongest category?

TV and women's weeklies are still the biggest sellers, although railway magazines do really well, too. We'd start off just selling one copy of a rail title, now we're doing five or six. We have about 20 different transport magazines – old steam and rail ones and so on – enough to give a choice.

### What is your sales strategy?

It's about listening to customers, seeing what people are asking for and getting on the phone and getting them in. We try to make sure we stock any new magazines and launches and push those.

## COMING UP IN NEXT WEEK'S RN




**Store Lookbook Hong Kong special: inside the ultra innovative Circle K convenience store brand**

Plus, your guide to the Academy In Action from Dave Hiscutt, the man behind last year's overall best shop and we take a look at the finance and insurance market

# RN



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 020 7689 3350  
 @ThisisRN  
 facebook.com/thisisRN

## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Art Gallery	4	60	<b>8.99</b>
British Steam Railways	4	50	<b>1.99</b>
Build Your Own R2-D2	63	100	<b>8.99</b>
Classic Dinky Toys Collection	7	60	<b>11.99</b>
Enhancing Your Mind, Body, Spirit	63	120	<b>3.99</b>
My Animal Farm	58	60	<b>5.99</b>
Jazz at 33 and Third RPM	57	70	<b>14.99</b>
Star Wars Helmet Coll'n	58	60	<b>9.99</b>
Zippo Collection	66	60	<b>19.99</b>
<b>Eagle Moss</b>			
DC Comics Graphic Novel	68	100	<b>9.99</b>
Game of Thrones	51	60	<b>8.99</b>
My Little Pony			
Colouring Adventures	54	80	<b>3.99</b>
Star Trek Ships	120	130	<b>10.99</b>

Title	No	Pts	£
<b>Hachette</b>			
2000 AD			
The Ultimate Collection	15	80	<b>9.99</b>
Art of Cross Stitch	64	90	<b>2.99</b>
Art of Quilting	116	120	<b>3.99</b>
Art Therapy	157	180	<b>2.99</b>
Assassins Creed: The Official Collection	29	80	<b>9.99</b>
Big & Little Crochet	2	72	<b>0.99</b>
Classic Routemaster	9	130	<b>8.99</b>
Dr Who Complete History	67	80	<b>9.99</b>
Draw The Marvel Way	58	100	<b>4.99</b>
Judge Dredd Mega Collection	83	80	<b>9.99</b>
Marvel's Mightiest Heroes	111	112	<b>9.99</b>
Transformers GN Collection	33	80	<b>9.99</b>
Warhammer	41	80	<b>9.99</b>
<b>Panini</b>			
F1 Collection	51	60	<b>10.99</b>
Marvel Figures	4	84	<b>11.99</b>

## Collectables

Title	Starter	Cards
<b>Panini</b>		
Cars 3 sticker collection	<b>2.99</b>	<b>0.60</b>
Fantastic Beasts and Where to Find Them Sticker Collection	<b>2.99</b>	<b>0.50</b>
FIFA 365 Trading Cards	<b>4.99</b>	<b>1.00</b>
Football 2017 collection	<b>2.99</b>	<b>0.50</b>
Guardians of the Galaxy volume 2	<b>2.99</b>	<b>0.50</b>
Invizimals Trading Cards	<b>3.99</b>	<b>1.00</b>
Paw Patrol 'A Year of Adventures' Stickers	<b>2.99</b>	<b>0.50</b>
2018 FIFA World Cup Russia Adrenalyn XL Trading Card Game	<b>5.99</b>	<b>1.50</b>
UEFA Women's Euro 2017 Stickers	<b>2.99</b>	<b>0.60</b>
Beauty & the Beast Sticker Collection	<b>2.99</b>	<b>0.50</b>
<b>Magic Box</b>		
Zomlings Series 6		<b>0.50</b>
Star Monsters		<b>1.00</b>

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

## Newspapers

### Daily newspapers price/margin pence/margin %

Sun	50p	11.15p	22.3%
Mirror	75p	16.05p	21.4%
Mirror (Scotland)	80p	17.12p	21.4%
Daily Record	75p	16.05p	21.4%
Daily Star	30p	7.26p	24.2%
Daily Mail	65p	14.5p	22.31%
Express	55p	13.31p	24.2%
Express (Scotland)	50p	12.10p	24.2%
Telegraph	£1.80	38.7p	21.5%
Times	£1.60	34.4p	21.5%
FT	£2.70	54p	20%
Guardian	£2	44p	22%
i	60p	13.2p	22%
i (N. Ireland)	60p	13.2p	22%
Racing Post	£2.30	54.0p	23.48%
Herald (Scotland)	£1.30	29.90p	23%
Scotsman	£1.60	36.0p	22.5%

### Saturday newspapers

Sun	70p	14.98p	21.4%
Mirror	£1.20	24.72p	20.6%
Mirror (Scotland)	£1.20	24.72p	20.6%
Daily Record	£1.10	22.6p	20.6%
Daily Star	50p	12.085p	24.17%
Daily Mail	£1	21p	21%
Express	80p	17.152p	21.44%
Express (Scotland)	80p	18p	22.5%
Telegraph	£2.20	49.5p	22.5%
Times	£1.70	36.55p	21.5%
FT	£3.50	79.1p	22.6%
Guardian	£2.90	63.8p	22%
i Saturday	80p	17.2p	21.5%
i (N. Ireland)	80p	17.2p	21.5%
Racing Post	£2.60	61p	23.46%
Herald (Scotland)	£1.70	39.1p	23%
Scotsman	£1.95	43.88p	22.5%

### Sunday newspapers

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

### Weight Watchers 10-11 March

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,440g	430g	195g	8	50g
Times	1,190g	545g	65g	2	50g
Sunday Times	1,090g	385g	220g	6	130g
Guardian	1,005g	670g	60g	4	35g
Financial Times	775g	430g	0g	0	0g
Mail on Sunday	680g	310g	10g	2	5g
Daily Mail	585g	230g	20g	4	5g
Observer	530g	145g	0g	0	0g

### Scale of third-party advertising insert payments

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

### Insertion payment guide

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

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