

RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 30.03.2018



Exclusive brand-by-brand guide

Get ready for the levy

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My store passed its 6-day test

- I won loyalty with brilliant service – even through the Beast from the East
- I turned my 150-year-old business into one set for 2018 and beyond

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Shaping the future
of independent retail
since 1889



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WELCOME

Feedback can be daunting, but it can prompt great changes, too



Editor

Chris Rolfe

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A few years ago, we decided to ask readers for feedback on RN's front covers. Armed with examples of designs we were proud of - plus others we were curious about - we went to a trade show and asked retailers to vote for their favourite ones.

It became obvious very quickly that what we and what readers thought were our best work were not the same thing. "We mistook it for an athletics mag," one said of an Olympic-themed cover we had published to spur retailers to prepare for London 2012. "This is

great," others said of a basic design with pictures of a Tesco store and an independent retailer, titled "You vs Them."

We saw the magazine through our readers' eyes that day and gathered valuable feedback. We changed the way we designed our front pages, too.

The value of assessing your work and asking others for feedback was highlighted several times at the Independent Achievers Academy Retail Study Day last week.

Asked why he evaluates his store each year using the IAA's benchmarks, Dave Hiscutt, who was awarded the Academy's Overall Best Shop accolade in 2017, said being challenged on a variety of points had caused him to spend two or three weeks reviewing his store and making plans to improve it.

Vince Malone said he made changes last year after tasking staff with benchmarking his store and providing feedback. This year, he is daringly planning to enlist trusted customers to get involved too.

"Hopefully, they'll come back with something positive, but if they don't, they'll give us something to look at," he said.

Feedback can be daunting, but it can prompt great changes, too. Why not benchmark your store with the IAA this year? It could spark a brilliant idea.

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BREAKING NEWS

Insolvency rate grows in 2017

Wholesale and retail saw the third highest number of new company insolvencies of any industry in the 12 months to the end of September 2017, according to statistics published by The National Insolvency Service.

The sector reported an increase in insolvencies of new companies of 2.2% to 2,144, compared to the same period the previous year, with wholesale and retail, administrative and support services, and construction accounting for half of all company insolvencies.

Specifically, during the period, 33 food, beverage and tobacco wholesalers became insolvent, with 34 new food, beverage and tobacco specialist retail stores facing the same.

Kerry's chilling concerns

Retailers are concerned about chilled supplies following news that Kerryfresh's van sales operation has gone into administration.

The company confirmed Duff & Phelps had been appointed as administrator on 26 March. Joint administrator Allan Graham said: "The business was impacted by the failure of Palmer & Harvey in November. The ongoing financial pressures it was facing, alongside the loss of these customers, meant that it had a significant funding requirement."

Anita Nye, of Premier Eldred Drive Stores in Orpington, said: "It's disappointing because it means we have to suddenly find another source of chilled meats from elsewhere."

Warning over Tesco and Co-op 'They are used to managing stores with complete compliance'

C-stores risk losing point of difference in takeover

by Alex Yau

alex.yau@newtrade.co.uk

Independent retailers whose symbol groups are merging with Tesco or Co-op could risk losing their point of difference as they may find it harder to manage consistency and relationships with suppliers, experts have warned.

Under the Groceries Supply Code of Practice (GSCOP), businesses with an annual turnover greater than £1bn must provide realistic sales forecasts based on factors such as merchandising and pricing, or face a penalty.

As larger companies take over symbol groups, problems could arise in maintaining uniformity across the estates.

JW Filshill retail sales director Craig Brown warned about the impact on a Booker or Nisa retailer's point of difference as a result of the multiples needing to comply with the code.

He told RN: "The question is whether a retailer's differentiation will be taken away in terms of price and range. Tesco and Co-op are used to managing stores with a complete degree of compliance.

Strain might be caused by trying to continue this with the addition of independently-run stores, while trying to appease the suppliers."

AG Parfett & Sons chairman Steve Parfett agreed. He said: "GSCOP has already been made more complicated with the addition of independently run businesses, which doesn't give suppliers any more confidence existing agreements will be honoured."

However, retail expert David Sands, who runs three Nisa shops, doubted retailers would lose their differentiation, if and

when the £143m Co-op/Nisa merger goes through. "I doubt Co-op can get away with unrealistic demands on pricing and range if the merger goes through because there'll be an uproar from retailers," he said.

Raaj Chandarana, of Tara's Londis in High Wycombe, added: "Charles Wilson comes from independent retail and I trust he'll keep our interests in mind."

GSCOP was established by the Groceries Code Adjudicator to ensure a fair relationship between suppliers and supermarkets.

English bottle deposit scheme plans

Retailers in England could face a fresh challenge after the UK government confirmed it is considering a bottle deposit scheme mirroring one to be introduced in Scotland.

The confirmation comes as both the Daily Mail and The Sun newspapers reported environment minister Michael Gove

was due to make an announcement on plans this week.

However, when contacted by RN, the Department for Environment, Food & Rural Affairs said ministers 'will announce a decision in due course'.

Under the scheme, retailers could refund customers manually at the

till or host 'reverse vending machines', which take back the empty drinks bottles and refund shoppers their deposits.

Nicola Ransome, of Welton's in Market Harborough, Leicestershire, said: "I don't think it will hit sales - if shoppers want a drink, they will buy one. Space is always an issue,

however. I don't know how practical it will be for smaller retailers to host a vending machine."

Despite growing pressure to cut down on plastics waste, UK sales of bottled drinks are forecast to grow 6.1% between 2018 and 2022, consultancy Zenith Global predicted this month.

Welcome in the spring with Nisa's Cider Festival

Nisa is helping its retailers take advantage of seasonal cider trends with in-store displays and promotions. The Nisa Cider Festival promotion runs until 15 April and is supported by shelf hangers, hanging signs, gondola ends and posters. Deals include a 10-pack of Kopparberg for £10, two 500ml bottles of Rekorderlig for £4, and 12 440ml cans of Kingstone Press for £6. Paul Cheema, of Nisa Tile Hill in Coventry, told RN he sees cider sales increase in spring when combined with similar promotions. "My cider sales usually grow by 11%. It's sunnier and raising awareness through PoS really does help."



Financial penalty on bestsellers suggested 'There is an opportunity to look at taxation'

Confectionery is next sugar lobbyists' target

by Tom GK and Jack Courtez

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A campaign to reduce sugar in the confectionery category is next on the agenda for lobbyists behind the Soft Drinks Industry Levy, RN has been told.

In an exclusive interview, nutritionist and Action on Sugar spokesperson Kawther Hashem said: "Confectionery is quite cheap and is constantly on promotion at different retailers throughout the UK, and I think we do eat excess levels of confectionery and sugar

from this category."

Ms Hashem acknowledged efforts were being made by manufacturers to reduce sugar, but said they did not go far enough.

"Even if you make the serving very small, bestsellers are still going to contain more than 100 calories. But Mars, for example, is already focusing on different products and being less reliant on high-sugar products."

As with soft drinks, a likely tool in cutting sugar, the group suggested, would be a financial penalty on

best-selling products. "There is an opportunity to look at taxation on confectionery," Ms Hashem confirmed.

Meanwhile, one of the most senior figures in the UK soft drinks sector has cast doubt on the effectiveness of the Soft Drinks Industry Levy.

Paul Graham, managing director of Britvic in the UK, said at the company's annual Soft Drinks Review: "Obesity and health is a broad subject so to tackle it you need to look into education, social deprivation, availability of jobs,

price of food, and habitual behaviour. Is the levy going to change anything? I'd say, probably not."

However, Mr Graham added he believed the efforts of Britvic and other manufacturers in the fight against obesity should be applauded.

"I'd like people to say soft drinks played a big role in getting there. As a category, we have been heavily criticised, but the amount of innovation and reformulation that has gone into this category is probably greater than any other."

No energy drinks for Scots kids under 16

Independent retailers in Scotland have voted to ban the sale of energy drinks to youngsters under the age of 16.

Delegates at the NFRN's annual Scottish conference, which took place in Inverness last week, unanimously agreed that members should refuse to sell such drinks to children.

"Our members in Scotland pride themselves on retailing responsibly so banning the sale of energy drinks to under 16s is a logical next step," said NFRN Scottish president Rory O'Brien.

The ban, which is voluntary, came into effect on 19 March. It comes after eight leading supermarkets and Boots announced they would cease selling drinks containing more than 150mg of caffeine per litre to people under the age of 16.

Budgens add app

Shopping app Ubamarket is now available in six Budgens stores across the Cotswolds following a successful trial.

The app was first trialled at Guy Warner's Budgens in Moreton last year, and is now available at his other stores located in Bidford-on-Avon, Broadway, Quedgley, Tewkesbury and Winchcombe.

Features include the use of smartphone GPS to guide customers to items on their shopping lists. Customers can also scan barcodes to get a running total of their shopping bills.

Mr Warner said: "We've seen fantastic results in Moreton and are now excited to offer it to all Warner's Budgens customers."

World of ideas at IAA study day

Retailers were encouraged to benchmark their stores using this year's IAA Retail Profit Guide after being shown examples of innovative convenience stores from around the world at the Academy's Retail Study Day in Manchester last week. During the event, Mital Morar led tours of his inventive city centre store (right), which expands on a traditional convenience format with a specialist beer range, in-store street food, draught beer and wine, seating and local events.



Met cop urges terror plan for indies

Independent retailers must make a contingency plan in the event of a terrorist attack to give staff confidence should an incident ever occur, PC Nicholas Nunney of the Metropolitan Police has told RN.

Mr Nunney, who coordinates nationwide counter-terrorism work-

shop, Project Argus, said: "Project Argus is designed to help retailers train staff by learning from other businesses' emergency plans, so management can take charge in a terror-related incident.

"Doing so, staff would be more confident to return to work."

Nainesh Shah, of May-

hew News in London's Belgraveia, said he is already a part of a local traders' group which meets with a police officer to discuss security matters.

"We were thinking of hiring a 24-hour security guard, but costs totalled up to £60,000 per year - I didn't know there was a programme we could enrol

in," he said.

Mital Morar, of Ancoats General Store in Manchester, said: "It's a step in the right direction, but retailers need direct police guidance as to what that plan should be."

Mr Morar added he was also unaware an existing programme was available.

STORE LOOKBOOK



1

Kashif thinks big

Kashif Nadeem invested £500,000 in a store he hopes will serve his Borders community for decades to come. Three months after reopening, the store has passed its first test with flying colours
Tom Gockelen-Kozlowski reports

February was a month of shocks for the residents of Greenlaw on the Scottish borders. First was the weather: during the 'Beast from the East', which covered the UK in snow, the small town was shut off from the outside world for a full six days – the first time anything like it had happened since 2010.

But when many residents had ventured out to their local shop for essential items, they were greeted with another, more positive, shock: the business some had not shopped at for months had been utterly transformed. "Customers came back in and said, 'Wow, it's been done up,'" owner Kashif Nadeem says.

This is something of an understatement. The business was essentially rebuilt at the end of last year as part of a £500,000 project – allowing Kashif the space to create a very modern convenience and foodservice operation.

The changes were inspired by his customers themselves: "The biggest problem I faced was that people would come in, buy a few things, then go somewhere else to finish their shop. My vision was that they would finish their shop here."

However, at the time, the store itself was not laid out to meet the needs of these customers.

"The shop was a series of little rooms with grocery at the back, newspapers in

another area and then there was the main shop. The store area back then was about 700sq ft, but by opening it up we've made the selling space 1,104sq ft," he says.

Most of this space was found by bringing down the walls that separated each section. It was an operation that saw 15 tonnes of stone removed from the store, one load-bearing wall removed, most of the electric and plumbing redone, and the store fully refitted.

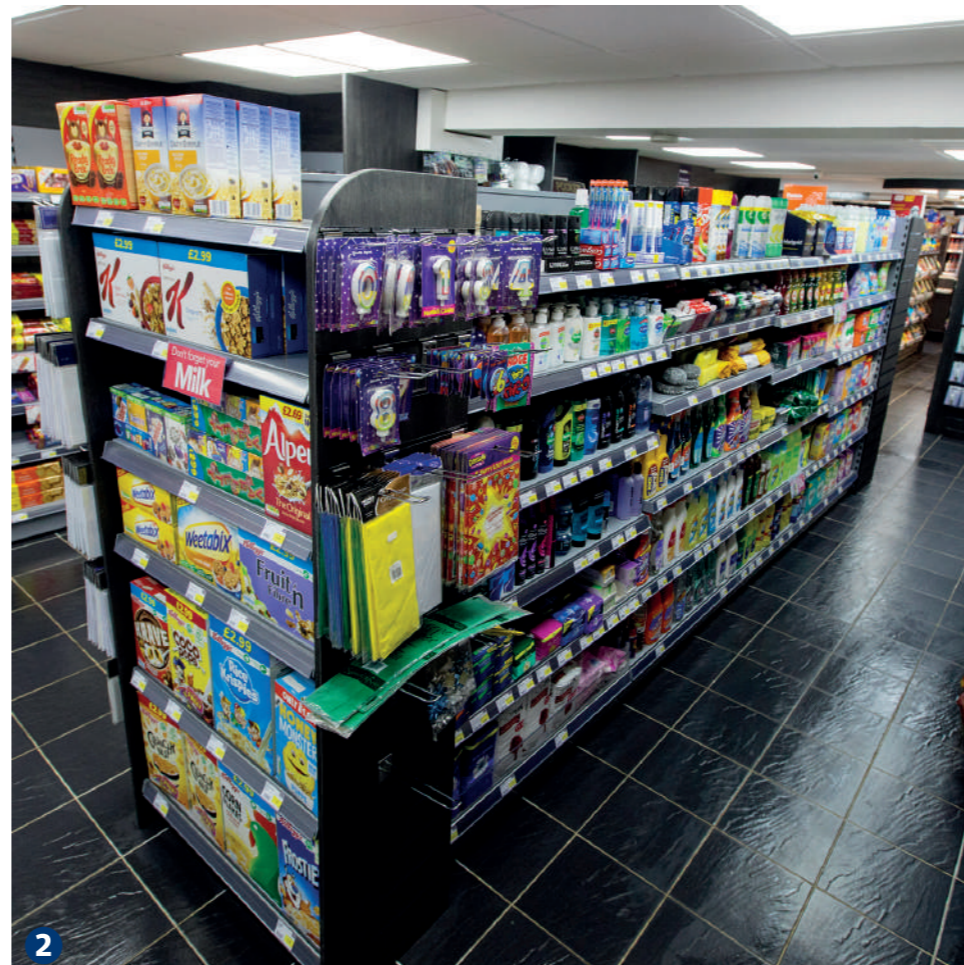
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For Kashif, a fan of the trade press and passionate follower of the latest retail innovations, the work was also a chance to embrace top trends.

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What you can learn

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- 2 But after investing £150,000 inside the store, he hopes he has created a "store for 2018"
- 3 New fixtures and fittings provide a modern feel for every category
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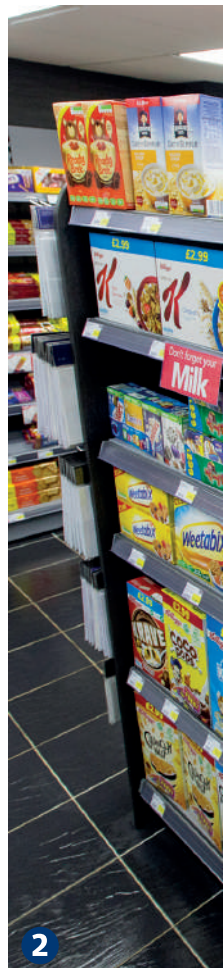
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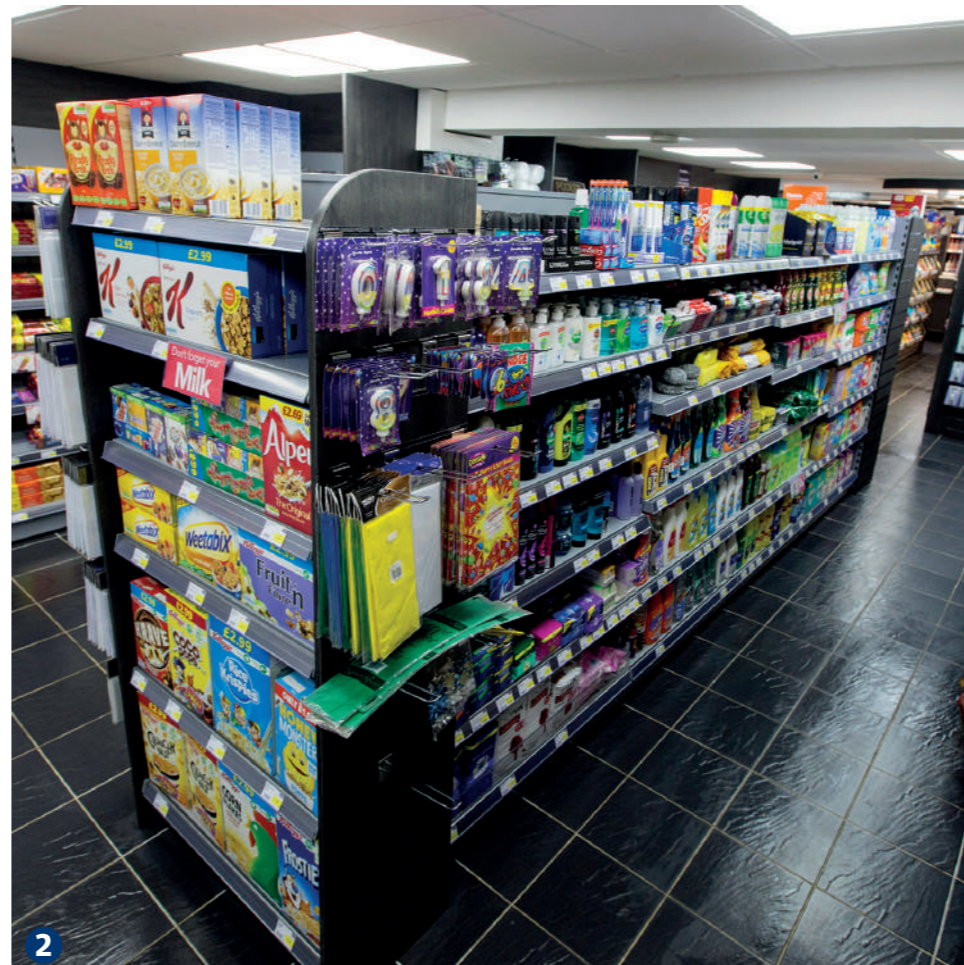
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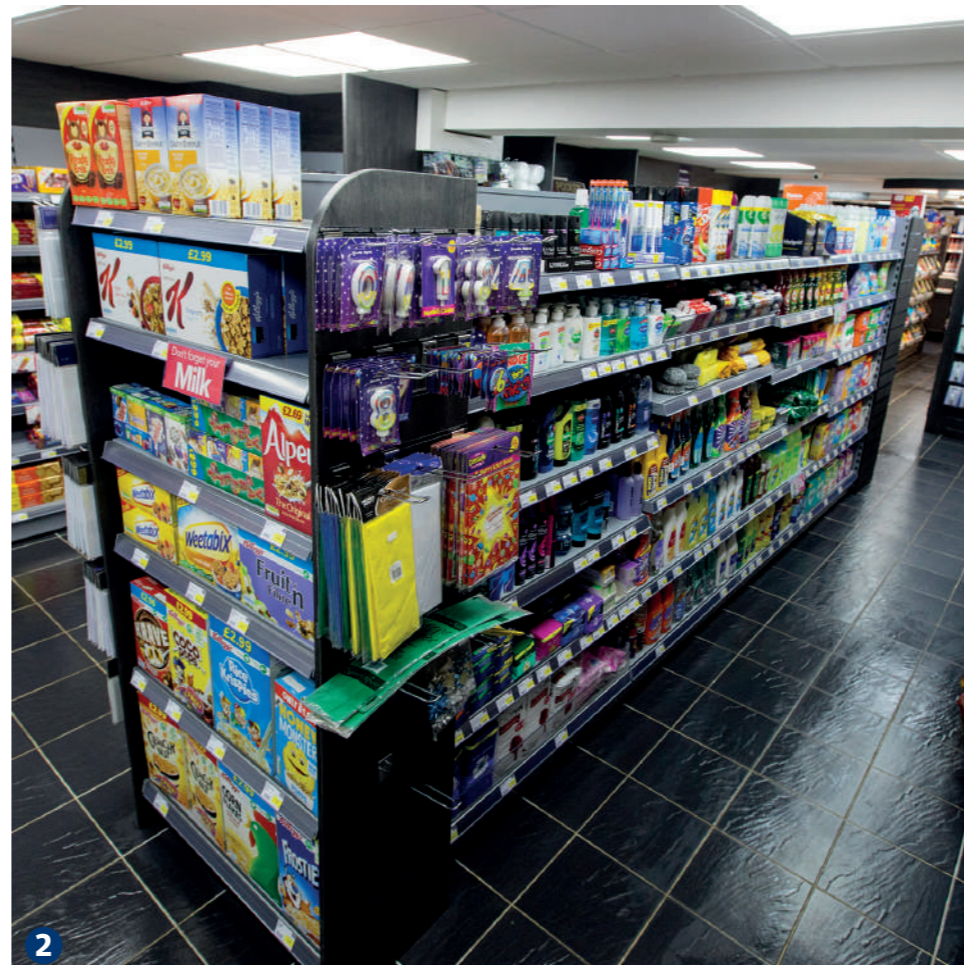
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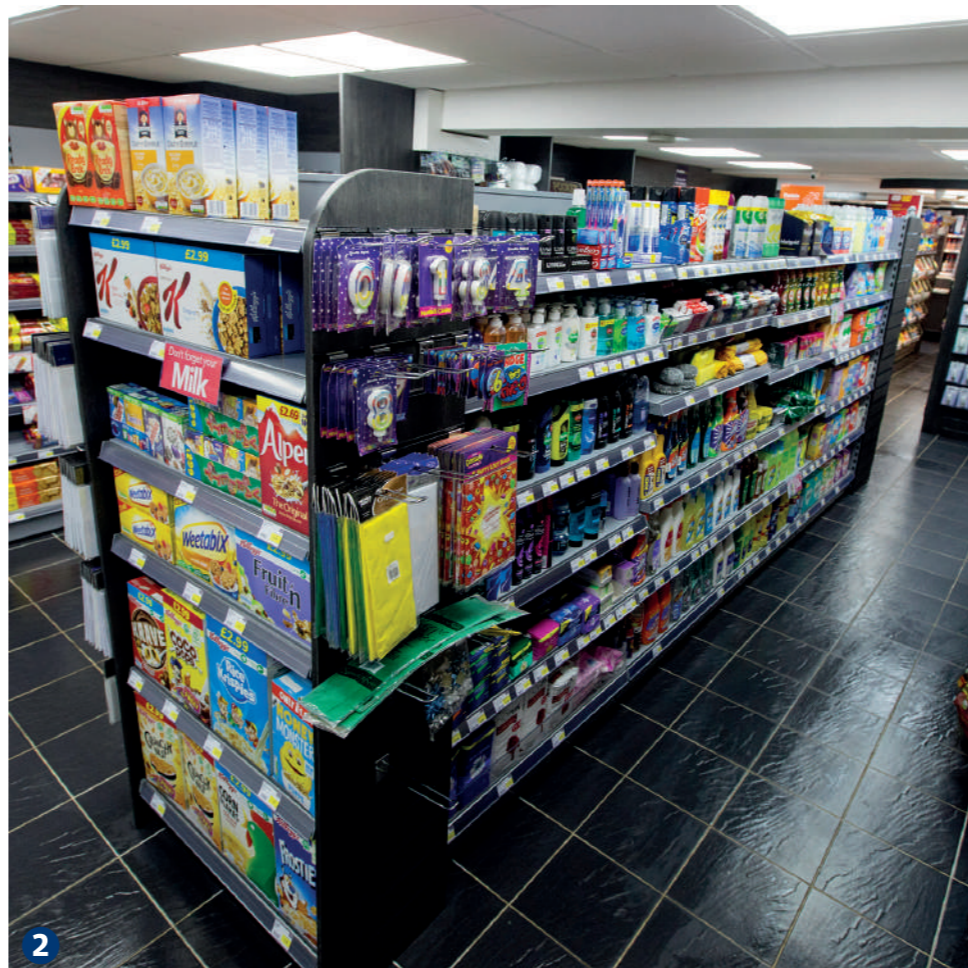


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STORE LOOKBOOK

“RN made me rebuild my shop. I’ve read the magazines, watched the trends and chosen little bits and made my shop from it” **KASHIF NADEEM**



Kashif thinks big

Kashif Nadeem invested £500,000 in a store he hopes will serve his Borders community for decades to come. Three months after reopening, the store has passed its first test with flying colours
Tom Gockelen-Kozlowski reports

February was a month of shocks for the residents of Greenlaw on the Scottish borders. First was the weather: during the ‘Beast from the East’, which covered the UK in snow, the small town was shut off from the outside world for a full six days – the first time anything like it had happened since 2010.

But when many residents had ventured out to their local shop for essential items, they were greeted with another, more positive, shock: the business some had not shopped at for months had been utterly transformed. “Customers came back in and said, ‘Wow, it’s been done up,’” owner Kashif Nadeem says.

This is something of an understatement. The business was essentially rebuilt at the end of last year as part of a £500,000 project – allowing Kashif the space to create a very modern convenience and foodservice operation.

The changes were inspired by his customers themselves: “The biggest problem I faced was that people would come in, buy a few things, then go somewhere else to finish their shop. My vision was that they would finish their shop here.”

However, at the time, the store itself was not laid out to meet the needs of these customers.

“The shop was a series of little rooms with grocery at the back, newspapers in

another area and then there was the main shop. The store area back then was about 700sq ft, but by opening it up we’ve made the selling space 1,104sq ft,” he says.

Most of this space was found by bringing down the walls that separated each section. It was an operation that saw 15 tonnes of stone removed from the store, one load-bearing wall removed, most of the electric and plumbing redone, and the store fully refitted.

“It was supposed to take six weeks but we reopened in four. I had a company in to demolish the shop and they said they’d be five to seven days, but then they kept dragging it on. So I sacked them and me and a couple of friends did the work ourselves in three days.”

With the new space, Kashif has been able to improve his range of grocery, add 5m to his alcohol range, add to his frozen offer, and even open an in-store café offering chicken nuggets, breakfasts, sandwiches and paninis.

“There’s no hot food for 10 miles and there’s a 300-van caravan site near us that fills up in the summer. So we’ve added a café, a slush machine and we’re going to add an ice cream machine too,” he says.

For Kashif, a fan of the trade press and passionate follower of the latest retail innovations, the work was also a chance to embrace top trends.



What you can learn

- 1 Kashif’s store has been part of the Greenlaw community for 150 years
- 2 But after investing £150,000 inside the store, he hopes he has created a “store for 2018”
- 3 New fixtures and fittings provide a modern feel for every category
- 4 An extended chilled range was a vital part of the store’s ability to meet shoppers’ needs when snow hit

INFORMATION

Location
20 West High St, Greenlaw, Duns, Berwickshire, TD10 6XA

Turnover
£13,000 (winter)

Pre-refit turnover
£10,000-£11,000 (winter)

Re-opening date
4 December



STORE LOOKBOOK



5



6

"I've built the store for 2018. We're going to be using Bluetooth marketing tool AdPod - with their system, any phone within 500 metres will be sent a Bluetooth message. Being on a trunk road, lots of cars will get our messages, showing them everything we offer - they can also download our loyalty card."

All this hard work is, Kashif believes, essential in a market that's become "unbelievably competitive".

"The nearest Tesco supermarket is around 19 miles away, and yet they still come and deliver to people's doorsteps here."

So, perhaps, in this light, Kashif will remember the Beast from the East fondly. With the community shut off (even he couldn't get in), his staff kept the business open 16 hours a day, with the café offering hot snacks to those venturing out in the cold. The high availability, even after six days of being cut off, staff concern for elderly shoppers and the general standard of the store all left locals visibly impressed.

"It put down a marker," Kashif agrees.

And all the while, not a Tesco delivery van was in sight. ●

What you can learn

- 5 The café offers paninis and meals to customers of all ages and is an area Kashif is excited to develop this year
- 6 Fresh produce is also a growing part of the business
- 7 Core ranges and high standards are an area Kashif has been able to work with his staff and his symbol group, Premier, on developing



7



Want to see more of Kashif's store? Go to betterretailing.com/premier-greenlaw



“

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

DAVID WYATT, COSTCUTTER SNOWHILL, WEST SUSSEX

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SYMBOL NEWS

BBQ boost for chilled turnover

An independent retailer has boosted his chilled sales by £30 a week with Bestway's American BBQ range.

Big Jake's American BBQ was released by the wholesaler earlier this month. Each product is priced at £4.50, and options include Buffalo Chicken Wings, Sweet BBQ Pulled Pork, Chinatown Ribs and Full Rack of Pork Ribs.

David Ramsey, of Best-one Byram Park Road in Knottingley, told RN it is the first pre-cooked meat range offered by Bestway and he has already seen his sales double.

"Customers see them as quality products. The packaging really stands out in the chillers and they're a convenient evening meal," he said.

Bargain Booze bids for rescue

Bargain Booze owner Conviviality is aiming to raise £125m through private investment to settle financial problems.

The company believes the investment will be sufficient to make overdue payments to creditors and settle an outstanding £30m tax bill.

Conviviality said in an update: "The board believes the placing is the most appropriate mechanism to recapitalise the business. The company continues to explore other alternatives in the event that the placing is unsuccessful."

Chief executive Diana Hunter recently stepped down from the group's board following an 'unexpected' £5.2m drop in its annual profits.

More still to be done 'There are still rogue wholesalers trying to push duty-evaded stock'

Experts declare alcohol registration a success

by Alex Yau

alex.yau@newtrade.co.uk

A year after its introduction, industry experts have called the Alcohol Wholesaler Registration Scheme (AWRS) a success, but warned more can be done to tackle illicit alcohol sold in urban areas.

HMRC introduced AWRS last April to tackle illicit alcohol imported into the UK. Wholesalers must register for a unique reference number, which

proves to retailers they have purchased their alcohol legitimately. According to HMRC, 5,913 applications have been approved.

Steve Parfett, chairman of AG Parfett & Sons, praised AWRS, telling RN: "AWRS has really helped reduce illicit alcohol being sold and we've seen this reflected in our alcohol sales, which have increased significantly."

Wholesale expert David Gilroy agreed with Mr Parfett, but argued

more can still be done. He told RN: "AWRS has squeezed out a lot of illicit trading, but there's evidence of a lot of it still happening in cities such as London. These densely populated areas are harder to police."

Kay Patel, of Best-one Global Food & Wine in East London, agreed. "I've seen no difference because there are still a lot of illicit traders nearby. Some sell beers for 99p, which shows they've purchased stock without duty," he said.

James Bielby, chief executive of the Federation of Wholesaler Distributors, which conceived of the scheme, said: "AWRS had an immediate impact and helped sales return to legitimate wholesalers.

"There are still rogue wholesalers trying to push duty-evaded stock onto retailers, however, and it's the responsibility of retailers to be on their guard."

HMRC was unable to comment as RN went to print.



Spar's new own-label wine lines

Spar has updated its own-label wines with the addition of two ranges named Exclusives and Regional Selection. The Exclusives range is now on sale and will feature promotions available exclusively to Spar shops. Stores will have the Regional Selection range available to customers in May. Both will

be supported by marketing through in-store radio, PoS material, social media and online advertising. Spar brand manager Amrit Rebello said: "Spar has created a range of wines which is relevant, on-trend and great value for money. This launch in March is a great addition to our core wine range."



Baz Jethwa opens his fourth Spar store

Retailer Baz Jethwa has opened his fourth Spar store with a focus on catering to the different ethnicities living in the Manchester area through an international food section.

The 3,000sq ft store, in Crumpsall Lane, Manchester, opened on 22 March. Mr Jethwa spent £100,000 refitting the former Morrisons over the course of six weeks. The addition of an international foods section is a first for Mr Jethwa.

"My new shop is based in a residential area which has a mix of people from

many different cultures," he told RN. "There's also a big Jewish community, and I've got a six-metre international foods section consisting of spices, sauces and snacks from South East Asia, the Middle East and Mainland Europe."

Mr Jethwa added: "The range will consist of a mix of well-known and niche brands that can help us stand out against the nearby Tesco."

Half the store is dedicated to chilled and food to go. It also benefits from potential footfall provided by a tram stop nearby.

NEWS & MAGS

Campaign urges readers to 'enjoy a magazine moment' 'Readers want an in-depth read'

Key role for indies in new PPA Press Pause drive

by Chris Parr

RNreporter@newtrade.co.uk

Independent retailers will play a key part in a national campaign that aims to demonstrate the value of reading magazines in a bid to increase sales.

The Professional Publishers Association's (PPA) Press Pause campaign urges people to "enjoy a magazine moment" and emphasises the psychological and physical benefits of reading.

Barry McIlheney, chief executive of the PPA - which includes 250 publishers in its membership - said the magazine industry offered an "underrated service that educates, entertains and feeds the passions" of the public.

"We want even more people to start taking advantage of this and create more 'me time' to help deal with the daily stresses that life throws at us," he said.

Peter Wagg, who runs five News on the Wharf newsagents in London, is displaying adverts for the campaign on digital screens in his store.

"I can remember when people queued up

at 5.30am waiting for magazines to come in. Back then they were a must-read, but now they are an impulse buy," he said. "Hopefully this campaign will trigger that impulse."

He welcomed the inclusion of independent retailers, but said the campaign had to be ongoing, adding he hoped the accompanying website and online campaign would prove effective.

Mark Dudden, owner of Albany News at the Post Office in Cardiff, said it was time publishers responded to changes in customer behaviour.

"People are moving away from trashy magazines - they can pick up trash online," he said. "There is a new generation which wants a more in-depth read. This campaign works with that idea that a good magazine really is worth reading - it's not just something to flick through."

In addition to radio and print adverts and a social media campaign, an accompanying PoS pack which includes posters and shelf stickers has been produced



specifically targeted at independents. The packs will be avail-

able from Tuesday 3 April by emailing retail@ppa.co.uk.

NFRN CMA carriage complaint

The NFRN has included in an industry-wide submission to the Competitions and Markets Authority (CMA) on Menzies' refusal to refund carriage charges to retailers who were not delivered to during the recent bad weather.

Around 17 retailers complained newspapers did not reach them, despite some nearby shops receiving their supply.

Following an appeal by the NFRN to the wholesaler to refund the charges, Menzies said it would not give a refund because it made every attempt to deliver.

"This is not about members saying they didn't want the papers, they simply did not receive them. It rests with Menzies to refund, and it would be right and proper for them to do so," said NFRN president Linda Sood. ● Full letter from the NFRN - p20.

Future to buy five for £14m

Future Publishing has said it is confident a £14m deal to buy five titles from publisher Haymarket will drive growth and profitability.

The company announced last week that it will take over What Hi-Fi, FourFourTwo, Practical Caravan and Practical Motorhome from the publisher.

The sale of the gadget and technology magazine Stuff is conditional on approval from the Competitions and Markets Authority (CMA).

"We have a track record in integrating and leveraging acquisitions and we are confident that this deal will be earnings enhancing and drive further growth," said Future's chief executive Zillah Byng-Thorne.

Quality first for newspapers' future

The newspaper industry's funding model is "broken" but a growing appetite for quality news suggests a bright future, editors at an industry event have said.

A spokesperson for The Guardian newspaper told RN more than 550 industry members attended its Changing Media Summit

in London, days after the government announced a review into the state of the newspaper business.

At the event, newspaper editor Oly Duff said: "There is a huge opportunity for trusted news brands. People want to understand what's happening, digest and analyse."

He warned, however, that "the ecosystem is broken... the industry needs to find a model for funding high-quality journalism."

GQ editor Dylan Jones was also positive about the future of newspaper and magazine sales. "I think something real is happening. I look at the

amazing figures that The New York Times has had, the success The Guardian is having with its model, and the huge equity that's in play with the Mirror buying the Express."

He said consumers are increasingly realising that "if you want quality journalism, you have to pay for it".

PRODUCT TRENDS

A fruity boost for ciders

With the off-trade commanding a 64.1% volume share of the total cider market, independent retailers can capitalise on the category by investing in the trend for fruit-flavoured varieties, Westons Cider has said.

Geoff Bradman, commercial director at Westons Cider, said the off-trade market for cider is growing at five times the total market rate, and within this, 50% of 18-35-year-olds are now buying fruit cider.

Dave Beckett, of Jacks Convenience Store in Stoke-on-Trent, said he has noticed an increase in sales of fruit cider.

"Fruit cider is most popular with under-35s, with more women buying premium fruit ciders than men. In contrast, pear cider has been on the decline and we only stock one variant now," he said.

Seeds of success

As more people choose pulses and grains, retailers can capitalise on this trend by offering seeded breads, supplier Warburtons has advised.

Martin Baptie, category controller at Warburtons, said there has been a 17% increase in consumers eating more pulses and grains since 2015, driven by a desire to incorporate more protein into their diets.

"The seeded segment is important in attracting new shoppers and growing the category more broadly – almost two thirds of seeded growth is incremental to the wrapped bread category," he said.

To help retailers capitalise, Warburtons has introduced a new Pulses and Seeds Batch Loaf to its portfolio.



Biscuit selection key to tap into 'snack' demand

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

With 94% of UK adults snacking daily and 15% of these snacking four times plus per day, independent retailers must make sure their biscuit selection is catering for increased demand in the category, biscuit manufacturer Pladis has advised.

James Thomas, customer marketing director at Pladis, said 57% of consumers choose to shop in convenience stores

because they are quicker to get around, presenting an opportunity for retailers to capitalise in the snacking category.

"Sharing occasions are the number one growing snacking occasion, followed by snacking on the go. Likewise, 'treating' remains the main motivation behind purchase with taste as a priority. In convenience, biscuits have seen a 2.4% year-on-year growth with shoppers buying them on average 1.6 times per week," he added.

The supplier's 2017 Biscuit Review highlighted that half of consumers buy snacks to treat themselves, with 94% of consumers purchasing snacks during the afternoon.

Kerry Owens, marketing director for sweet biscuits at Pladis UK & Ireland, added 58% of sweet biscuits are eaten with a drink, so cross-merchandising them in store can help boost snacking sales.

Jai Singh, of MJ's Go Lo-

cal Extra in Sheffield, who is also a member of Pladis' Ambassadors Club, said his customers come in for both sharing packets and on-the-go variants of biscuits, with shoppers spending up to £8 on biscuits in one purchase.

"The younger generation are always snacking, so biscuit nibbles appeal to them the most. With sharing formats, some packets are resealable so shoppers tend to pick them up and take them back to work," he said.

Soft drinks firm flags up sales drivers

Retailers must focus on health and well-being, taste and fun, and lifestyle and culture as the trends that will help boost sales of soft drinks, supplier AG Barr has advised.

Nick Bentley, category and shopper marketing controller for Barr Soft Drinks, said within this

lie six sub-sections that retailers should label their soft drinks by: healthy refreshment, tasty hydration, everyday enjoyment, adult social, connecting cultures, and on the go.

"Merchandising the chiller in a clear and engaging way with PoS signposting each of these

headings will make shopping the soft drinks fixture much easier, and ensure that your store stands out," he said.

Danny Hunt, of Greylees Convenience Store (Premier Express), in Greylees, said signposting what each soft drink offers consumers is a useful tactic to help

grab shoppers' attention if they are looking for specific benefits, such as energy.

"The only issue could be if the labels block the prices at the bottom. I think having banners is a good idea and we ourselves have a few in store by the bread section," he said.

BRAND SNAPSHOT



Rustlers' brekkie treat

Kepak Convenience Foods has launched a new breakfast product: Rustlers All Day Breakfast Sausage Muffin, which has an RRP of £1.50.



Hoxton in the Pink

Hoxton Spirits has introduced new Hoxton Pink, a premium gin which has been created using naturally and ethically sourced ingredients.



Gin's bold new look

The supplier has introduced a new design for City of London Distillery gin, with a larger label and bolder colours to help premiumise the product.



Sprinkles from Oetker

Dr. Oetker has launched its Ultimate Sprinkles range: Glamour & Sparkle (RRP £2.29) Midnight Magic (RRP £2.29) and Unicorn Confetti (RRP £2.29).



Hancocks' light idea

Hancocks has announced a new addition to its confectionery range, Pix Pop – a lollipop with a light projector.



Aryzta for Easter

Aryzta has a new Easter range, including Otis Lemon & White Chocolate Flowerpot Muffin, Lemon Meringue Pie Donut and Lemon & Lime Donut.



Katy campaign

Thatchers is driving awareness of its Katy Cider with a new campaign which will be accompanied by vouchers and in-store sampling.



Walkers says thanks

PepsiCo has launched limited edition Walkers flavours, in a campaign to thank the British public for their continued support.



Limited edition Yazoo

FrieslandCampina has launched a new limited edition Yazoo flavour, Choc Mint, available from cash & carries from April.

WHAT'S NEW



Pro Fusion kefir fizz

Pro Fusion Kefir Fizz is brewed using only organic ingredients and is made with kefir cultures, filling it with healthy bacteria. It can be an alternative to alcohol or fizzy drinks.

RRP £2.89

Contact salesteam@windmillorganics.com



The Juice Shed Company craft cola

Juicy Fuel Craft Cola is made from 100% natural ingredients, made using the Kola Nut and fruit juice. The company says it counts as one of your five a day.

RRP £1 - £1.50

Contact glenn@thejuiceshedcompany.com



Doves Farm sponge mix

This cake mix is designed for consumers looking for gluten-, milk- and peanut-free baking mixes. It is also suitable for people following kosher and vegetarian diets.

RRP £2.49 (350g)

Contact mail@dovesfarm.co.uk



Honey&Date raw cake

Honey&Date's raw cakes are a healthier alternative to traditional cakes and are made with 100% natural ingredients. They are designed for the free-from market.

RRP £4.00

Contact hello@honeyanddate.com



Hawkshead relish

Hawkshead relish is a ploughman's pickle mixed with dark fruit. It can be cross-merchandised with cold meats, pies, cheese and hot dishes such as cottage pies and hot pots.

RRP £4.45

Contact info@hawksheadrelish.com



Biona organic pear puree

Made from 100% organic pears, Biona's pear puree can be cross-merchandised with yoghurt, chutneys and bakes, and can be added to smoothies.

RRP £1.79

Contact salesteam@windmillorganics.com

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



MIA hazelnut and cranberry chocolate

MIA's new Hazelnut & Cranberry chocolate comes in 75g packs in cases of 10, and features gold foil finishes. The cocoa is sourced directly from independent farmers in Madagascar.

RRP £3.99 - £4.99

Contact hello@miafoodie.com



Doisy & Dam

Lucy Bee coconut oil is a fairtrade and organic product which is made using cold-press methods. The oil is versatile, and can be used as part of a beauty regime or in cooking.

RRP £7.25

Contact info@lucybee.com

FOCUS

Tofu

As more people lean towards vegetarian diets they will be looking for alternative sources of protein, so stocking tofu can help drive sales.



Dragonfly marinated tofu

Dragonfly marinated tofu is infused with tamari and exotic spices and is ready to eat out of the packet, hot or cold. It is designed to appeal to health-conscious shoppers.

RRP £2.49

Contact indy@dragonflyfoods.com



Clearspring Miso Soup

Designed to appeal to health-conscious shoppers looking for a healthy, yet filling meal, Clearspring's Miso Soup is a Japanese soya food soup with tofu and spring onions.

RRP £3.59

Contact shop@clearspring.co.uk



Clearspring organic tofu

Clearspring organic long-life tofu is made with three ingredients: organic whole soya beans, spring water and Nigari - a naturally-occurring mineral.

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Vim Odedra

Nisa Local West Chilton, West Chilton

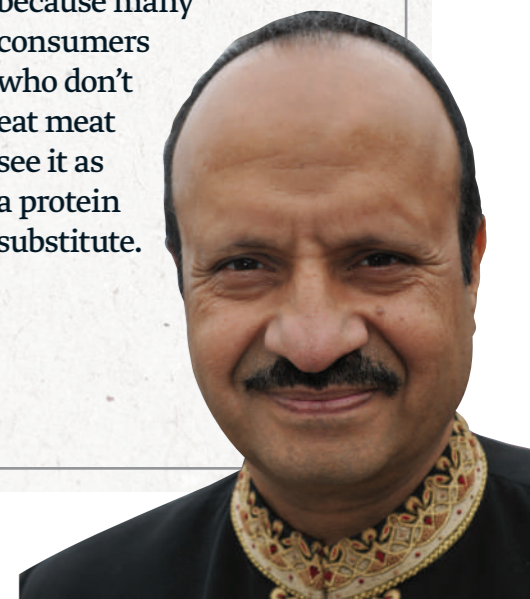
We sell tofu and paneer, made by Taste of India.

Tofu is really popular because many consumers

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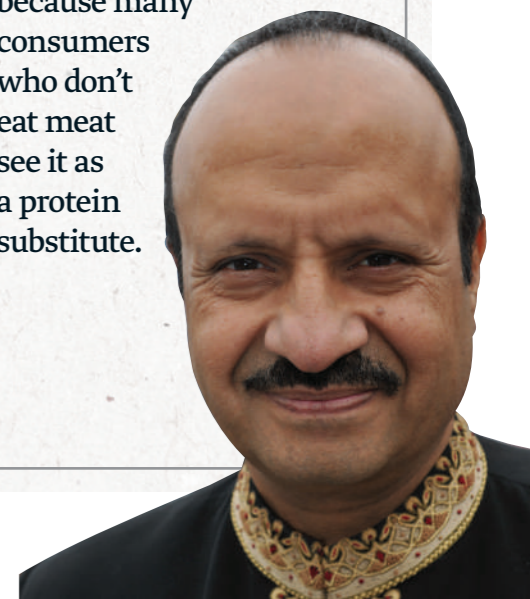
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RRP £2.49

Contact indy@dragonflyfoods.com



Clearspring Miso Soup

Designed to appeal to health-conscious shoppers looking for a healthy, yet filling meal, Clearspring's Miso Soup is a Japanese soya food soup with tofu and spring onions.

RRP £3.59

Contact shop@clearspring.co.uk



Clearspring organic tofu

Clearspring organic long-life tofu is made with three ingredients: organic whole soya beans, spring water and Nigari - a naturally-occurring mineral.

Contact shop@clearspring.co.uk

RRP £1.95

Vim Odedra

Nisa Local West Chilton, West Chilton

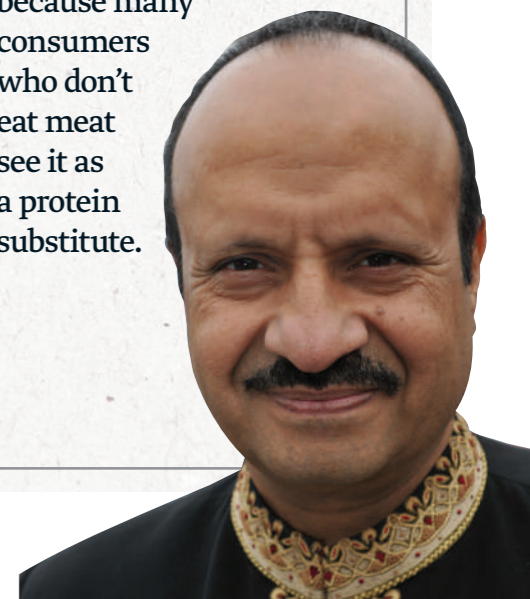
We sell tofu and paneer, made by Taste of India.

Tofu is really popular because many consumers

who don't eat meat

see it as a protein

substitute.



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



MIA hazelnut and cranberry chocolate

MIA's new Hazelnut & Cranberry chocolate comes in 75g packs in cases of 10, and features gold foil finishes. The cocoa is sourced directly from independent farmers in Madagascar.

RRP £3.99 - £4.99

Contact hello@miafoodie.com



Doisy & Dam

Lucy Bee coconut oil is a fairtrade and organic product which is made using cold-press methods. The oil is versatile, and can be used as part of a beauty regime or in cooking.

RRP £7.25

Contact info@lucybee.com

Focus

Tofu

As more people lean towards vegetarian diets they will be looking for alternative sources of protein, so stocking tofu can help drive sales.



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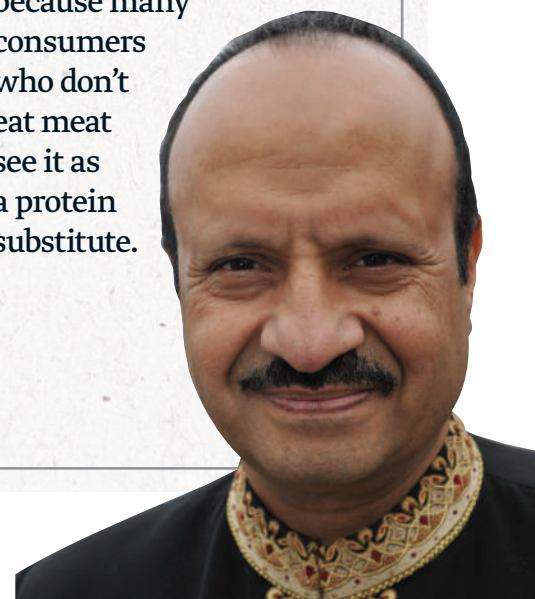
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WHAT'S NEW



Pro Fusion kefir fizz

Pro Fusion Kefir Fizz is brewed using only organic ingredients and is made with kefir cultures, filling it with healthy bacteria. It can be an alternative to alcohol or fizzy drinks.

RRP £2.89

Contact salesteam@windmillorganics.com



The Juice Shed Company craft cola

Juicy Fuel Craft Cola is made from 100% natural ingredients, made using the Kola Nut and fruit juice. The company says it counts as one of your five a day.

RRP £1 - £1.50

Contact glenn@thejuiceshedcompany.com



Doves Farm sponge mix

This cake mix is designed for consumers looking for gluten-, milk- and peanut-free baking mixes. It is also suitable for people following kosher and vegetarian diets.

RRP £2.49 (350g)

Contact mail@dovesfarm.co.uk



Honey&Date raw cake

Honey&Date's raw cakes are a healthier alternative to traditional cakes and are made with 100% natural ingredients. They are designed for the free-from market.

RRP £4.00

Contact hello@honeyanddate.com



Hawkshead relish

Hawkshead relish is a ploughman's pickle mixed with dark fruit. It can be cross-merchandised with cold meats, pies, cheese and hot dishes such as cottage pies and hot pots.

RRP £4.45

Contact info@hawksheadrelish.com



Biona organic pear puree

Made from 100% organic pears, Biona's pear puree can be cross-merchandised with yoghurt, chutneys and bakes, and can be added to smoothies.

RRP £1.79

Contact salesteam@windmillorganics.com

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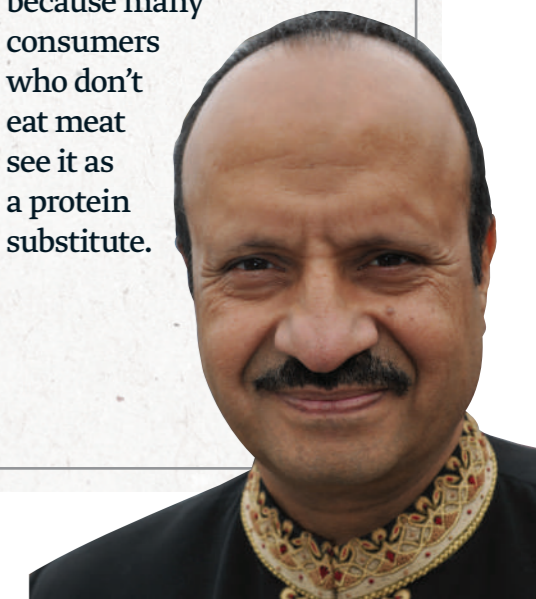
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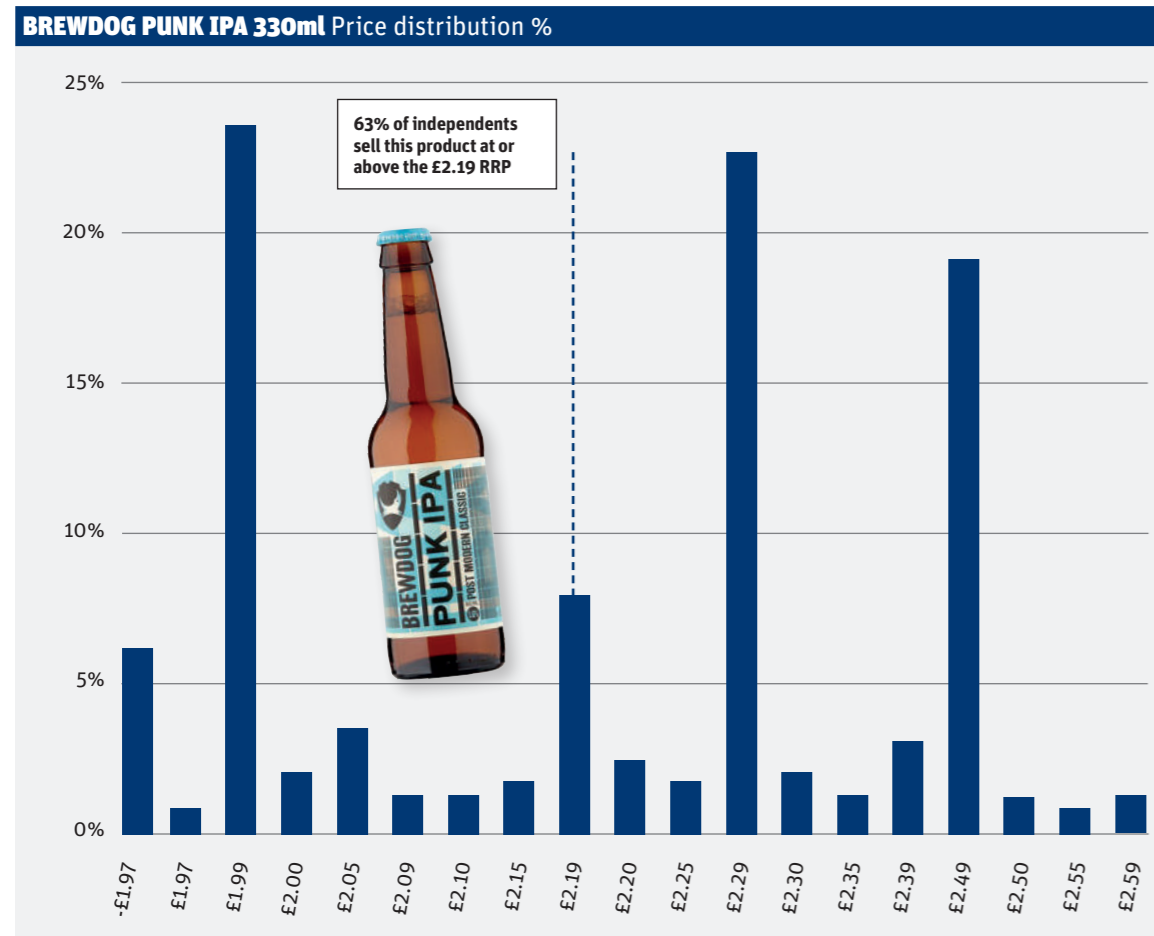
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Profit checker Craft beers



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How we drive our profit

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STORE Simply Fresh
LOCATION Bethnal Green
SIZE 1,700sq ft
TYPE city centre

TOP TIP

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Joe Williams

STORE Spar The Village Shop
LOCATION Hook Norton, Banbury
SIZE 1,200sq ft
TYPE neighbourhood

TOP TIP

Craft beer customers like to enjoy their drinks with meals, so merchandise with food and snacks accordingly



I add up to 10p on the RRP for Brewdog Punk IPA because craft beers are popular in the area. There are various specialist beer festivals held locally every year which means awareness of craft beers is high. More than 30 bottles are sold every week and I make margins of 30%. Range is important for me, and I have a one metre section containing more than 30 varieties of craft beer. This is possible because I go to various suppliers, such as Blakemore and Beer Hawk. Craft beer customers have some of the most diverse tastes.

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Hop House 650ml	£2.57	£2.59	£2.69	-	-	£2.99	£2.79	£2.59
Hobgoblin Gold 500ml	£2.14	£2.19	£2.19	£1.99	£2.39	-	£2.19	£2.19
Brewdog Punk IPA 330ml	£2.22	£2.19	£2.29	£2.19	-	£2.39	-	-
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Brewdog King Pin 330ml	£2.69	£2.29	-	£2.10	-	-	-	-
Brooklyn Lager 355ml	£2.31	£2.49	-	£2.49	-	£2.29	£2.39	£2.49
Hop House 13 330ml	£1.97	£1.99	-	-	-	£2.29	-	£1.99

*from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Ferhan Ashiq

Day-Today's Ashiqs, Prestonpans

Premium Bakery rolls, 25p



Where did you discover them?

These rolls have been sold in the store for more than 20 years now, so they're definitely well-established. Nearby residents are quite familiar with them as well. My dad used to run the store and I presume he found out about them by asking around the local community. I know the bakery's owner Peter Ford quite well because we both sit on the local council together.

Who buys them?

We have a mixture of customers so the rolls are popular with several demographics. From children and the elderly to families and bachelors, they are popular with everyone who comes into the store. Premium Roll Bakery supplies other items, too. We also get baguettes and tray-baked goods such as rocky road brownies from them. There's a product for everyone.

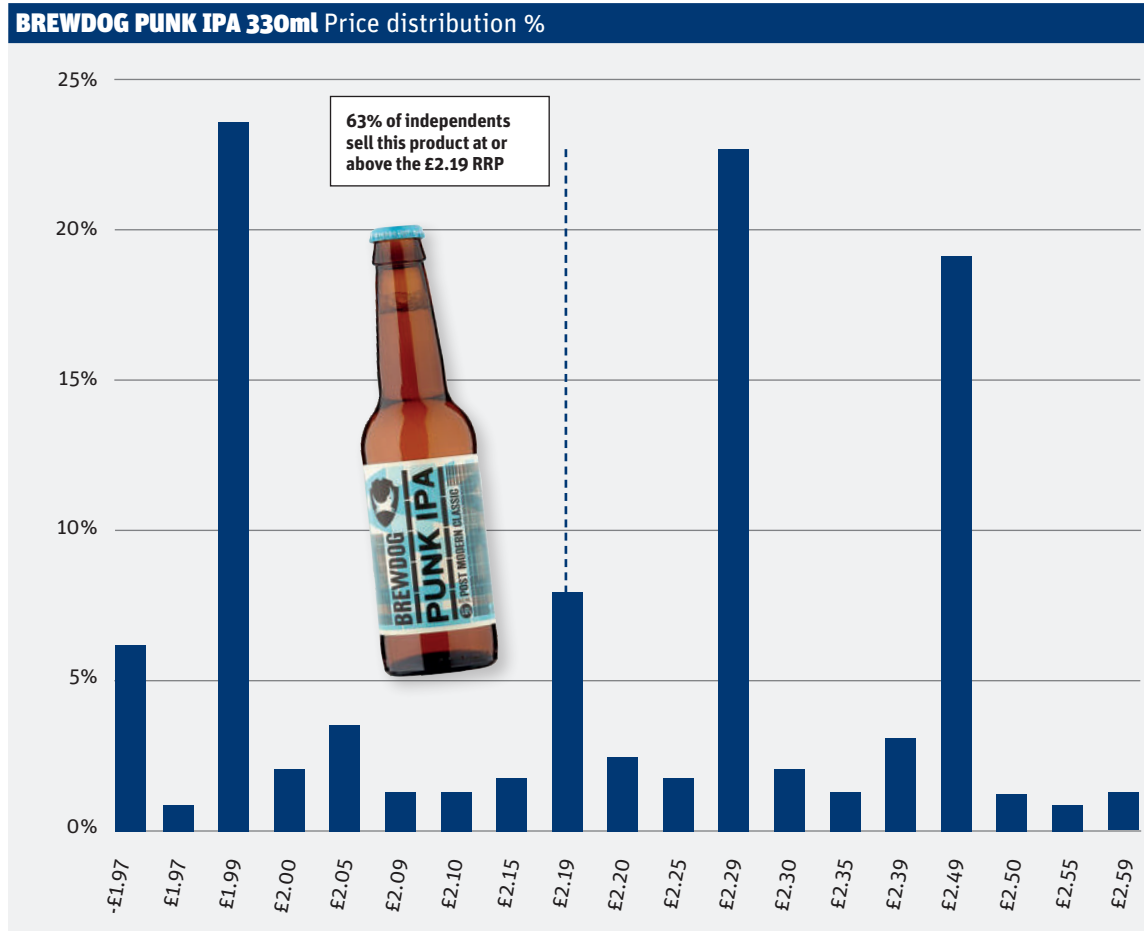
Why are they so successful?

The rolls are one of the most popular products in the shop because we sell more than 1,000 every week. I sell the jumbo rolls and this creates a perception of value for money. Customers trust them over some of the more well-known suppliers because they know the products are baked nearby. They've also created a name for quality over the past two decades and generations of customers in the area have grown up knowing the products. The additional range of sandwiches also attracts customers.

PRICEWATCH

Profit checker Craft beers

Price checker



PRODUCT
Strong Dark Ale 500ml
Hop House 650ml
Hobgoblin Gold 500ml
Brewdog Punk IPA 330ml
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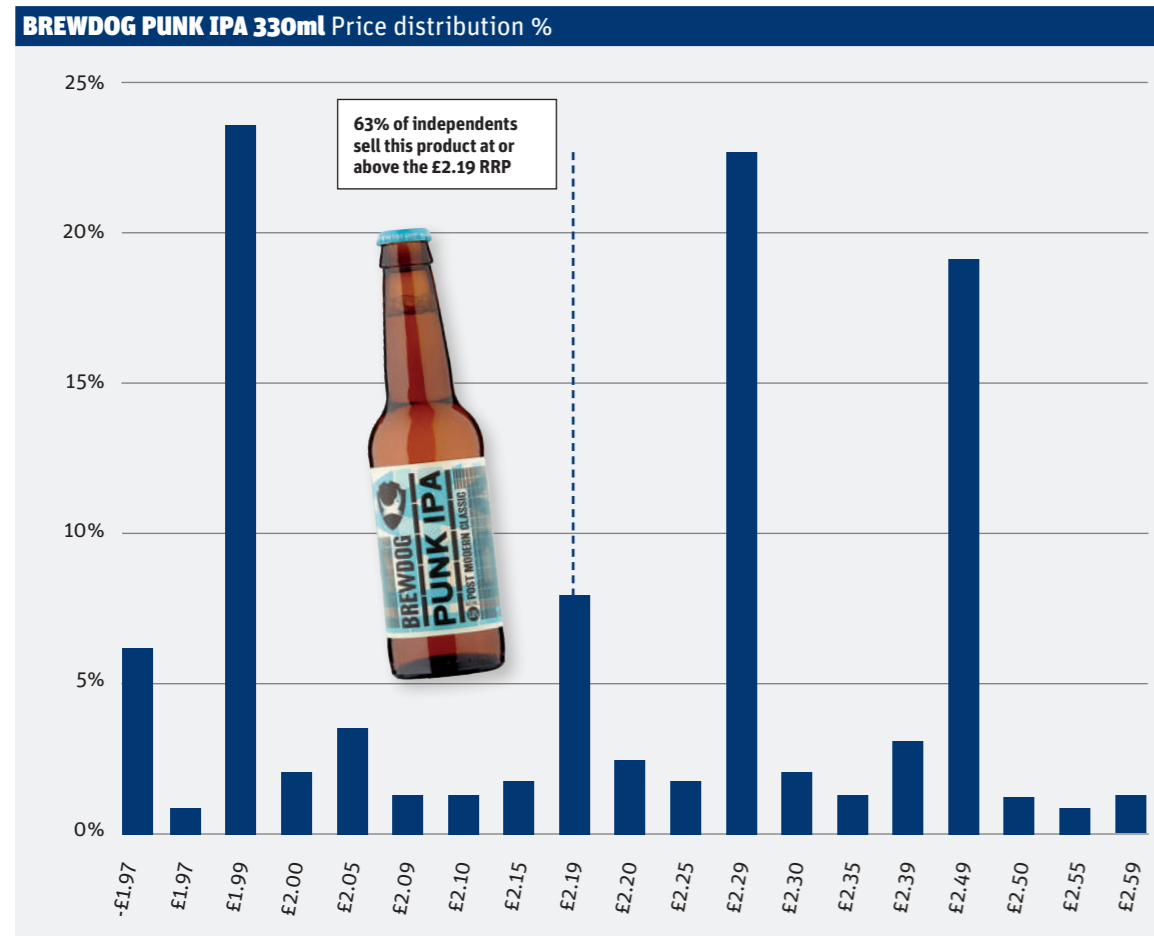
STOP TIP
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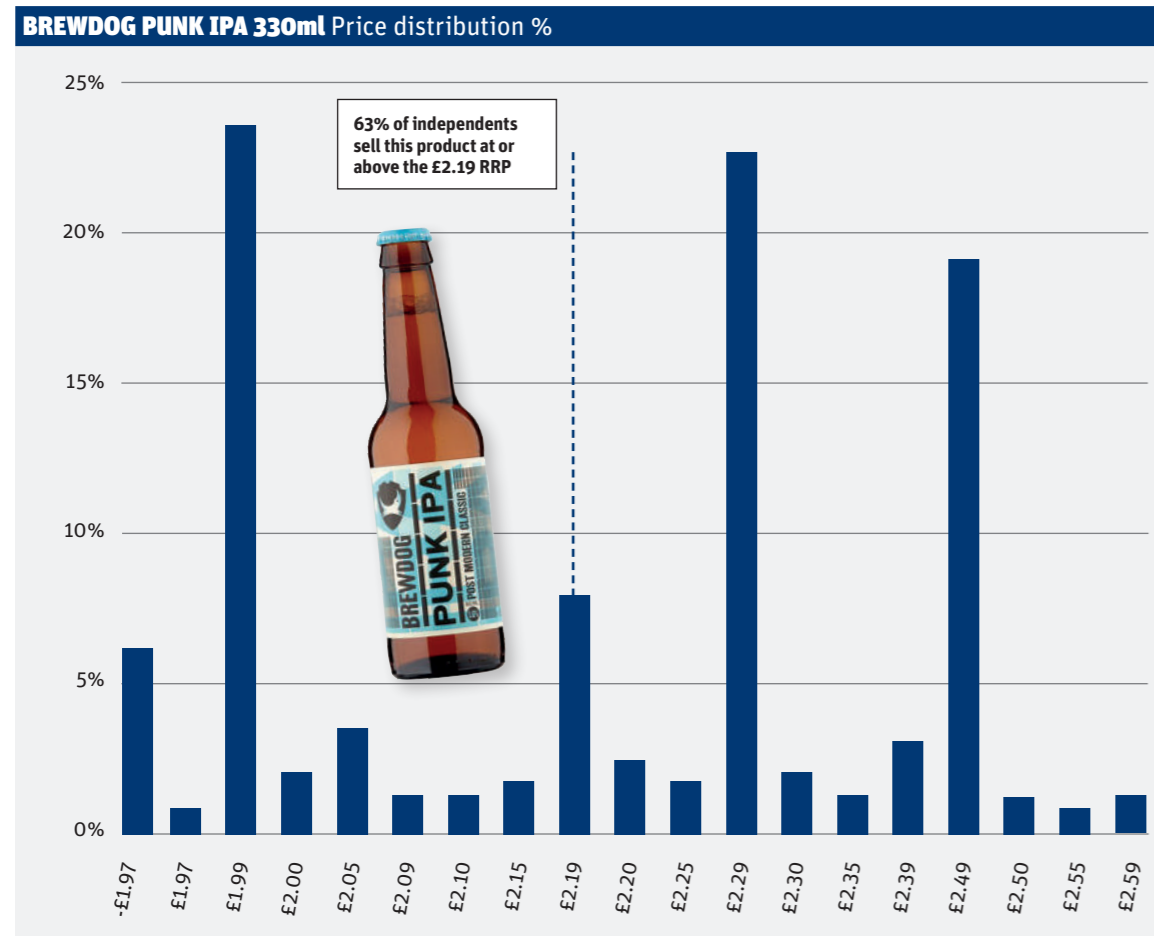
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➔ Alex Yau
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£2.39	£2.29	-	-	£2.29	-	-	-
£2.69	£2.29	-	£2.10	-	-	-	-
£2.31	£2.49	-	£2.49	-	£2.29	£2.39	£2.49
£1.97	£1.99	-	-	-	£2.29	-	£1.99

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Ferhan Ashiq

Day-Today's Ashiqs, Prestonpans

Premium Bakery rolls, 25p



Where did you discover them?

These rolls have been sold in the store for more than 20 years now, so they're definitely well-established. Nearby residents are quite familiar with them as well. My dad used to run the store and I presume he found out about them by asking around the local community. I know the bakery's owner Peter Ford quite well because we both sit on the local council together.

Who buys them?

We have a mixture of customers so the rolls are popular with several demographics. From children and the elderly to families and bachelors, they are popular with everyone who comes into the store. Premium Roll Bakery supplies other items, too. We also get baguettes and tray-baked goods such as rocky road brownies from them. There's a product for everyone.

Why are they so successful?

The rolls are one of the most popular products in the shop because we sell more than 1,000 every week. I sell the jumbo rolls and this creates a perception of value for money. Customers trust them over some of the more well-known suppliers because they know the products are baked nearby. They've also created a name for quality over the past two decades and generations of customers in the area have grown up knowing the products. The additional range of sandwiches also attracts customers.

Aman Uppal

STORE One Stop Mount Nod
LOCATION Coventry
SIZE 1,850sq ft
TYPE suburban

TOP TIP

Stick with more well-known national brands before considering regional products. It's better to start with the basics first



There are more than 10 brands in my craft beer range, including Brewdog Punk IPA. I like to really promote the three for £5 offer and this helps me maintain margins of more than 20%. Craft beer is such a specialist category. It's more popular in the south than other regions, which means I need to combine an extensive range with promotions to really encourage customers to buy these products. I stick with well-known brands, because I find customers aren't as clued up on the regional drinks. I've tried regional craft beers before, but sales weren't so great.

Josh Taylor

STORE Tywardreath Village Store
LOCATION Cornwall
SIZE Less than 500sq ft
TYPE village

TOP TIP

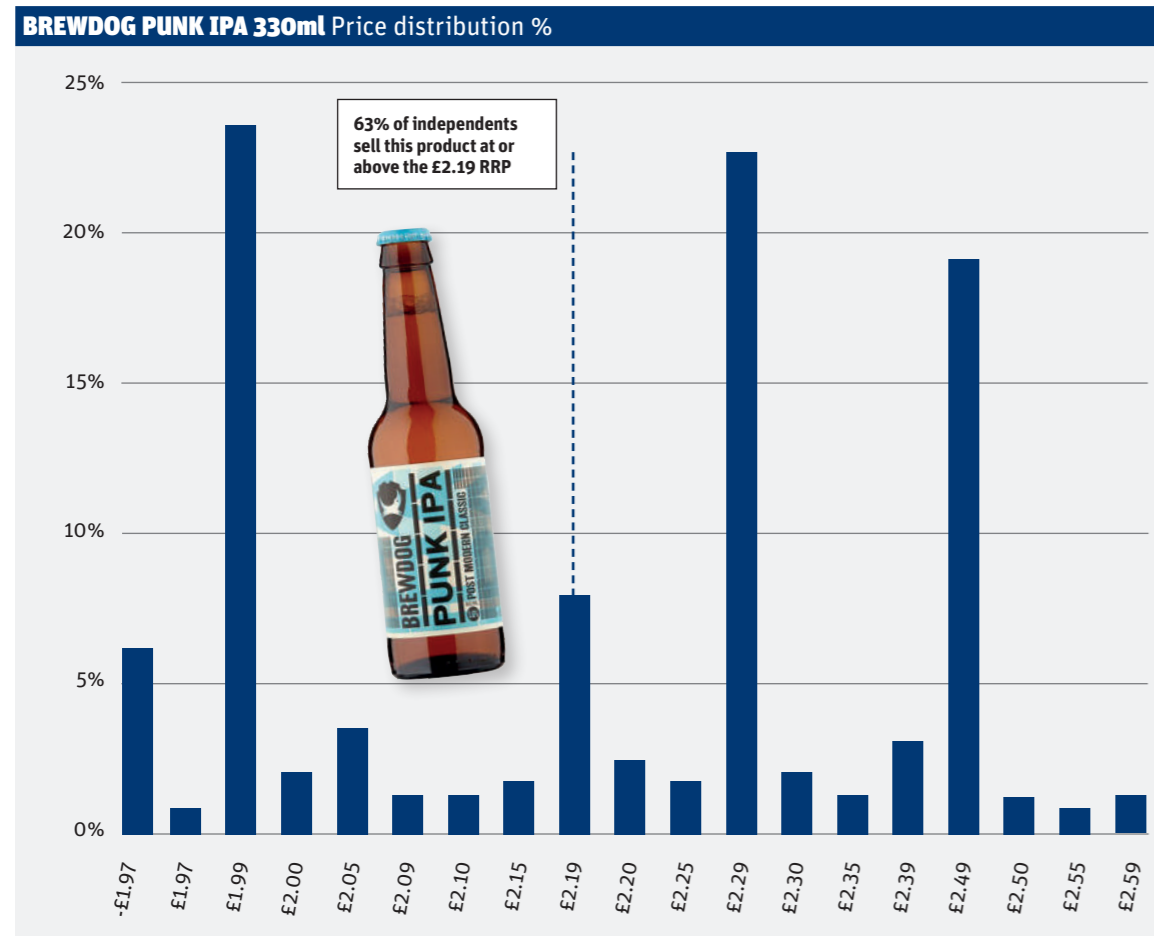
Don't be afraid to sample your own products. Craft beer is an area where specialist knowledge really helps



Craft beer customers are alcohol enthusiasts who don't mind paying a premium on their drinks. This is why we normally aim for margins of more than 30% by adding up to 10p onto the RRP. Specialist and limited edition products from local breweries are important for us because we value the point of difference. For example, we stock a particular craft ale from Padstow Brewery which only makes five of these drinks every month. It helps attract customers to our store and we've created a reputation for being a craft beer specialist in the local area.

PRICEWATCH

Profit checker Craft beers



Analysis

Although craft beers have traditionally been a specialist trend popular with alcohol enthusiasts across convenience stores, the growing popularity of the category has given more retailers growing confidence to

price above RRP. Nearly 55% of stores charged above RRP for a 330ml bottle of Brewdog Punk IPA, most frequently at £2.29 and £2.49.

The wider category in general follows a similar trend and half of the

craft ales in our Price Checker table were priced above RRP. The key to making the category a success, according to the retailers interviewed, is the combination of an extensive range and promotional activity.

How we drive our profit

Mehmet Guzel

STORE Simply Fresh
LOCATION Bethnal Green
SIZE 1,700sq ft
TYPE city centre

TOP TIP

Variety is key with craft beer because customers like to change what they drink in the category regularly



I stick to Nisa's RRP, which gives me margins of 30%. I can't add more to my prices because of competition from other independents and multiples, as well as pubs. My store is in a trendy area where craft beer is popular and customers know what the most common price for Brewdog Punk IPA is. My strategy works, because I sell 36 bottles a week. Nisa has a three for £5 deal, but I'm not generally a fan of promotions. There isn't as much demand for specialist craft beers as other alcoholic drinks and I don't want to erode my margins.

Joe Williams

STORE Spar The Village Shop
LOCATION Hook Norton, Banbury
SIZE 1,200sq ft
TYPE neighbourhood

TOP TIP

Craft beer customers like to enjoy their drinks with meals, so merchandise with food and snacks accordingly



I add up to 10p on the RRP for Brewdog Punk IPA because craft beers are popular in the area. There are various specialist beer festivals held locally every year which means awareness of craft beers is high. More than 30 bottles are sold every week and I make margins of 30%. Range is important for me, and I have a one metre section containing more than 30 varieties of craft beer. This is possible because I go to various suppliers, such as Blakemore and Beer Hawk. Craft beer customers have some of the most diverse tastes.

Price checker

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

PRODUCT	AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 HIGH STREET OFF-LICENCE IN SOUTHAMPTON SUBURBS	RETAILER 2 OFF-LICENCE IN HERTFORDSHIRE TOWN CENTRE	RETAILER 3 NEIGHBOURHOOD SHOP IN LARGE LEICESTERSHIRE TOWN	RETAILER 4 C-STORE NEAR SOUTH WEST LONDON RAIL STATION	RETAILER 5 OFF-LICENCE AND GROCER ON OUTSKIRTS OF DORSET VILLAGE	RETAILER 6 V. LARGE C-STORE AND OFF-LICENCE IN NORTH EASTERN SUBURB
Strong Dark Ale 500ml	£2.16	£2.19	£2.19	£1.99	£1.99	-	-	£2.19
Hop House 650ml	£2.57	£2.59	£2.69	-	-	£2.99	£2.79	£2.59
Hobgoblin Gold 500ml	£2.14	£2.19	£2.19	£1.99	£2.39	-	£2.19	£2.19
Brewdog Punk IPA 330ml	£2.22	£2.19	£2.29	£2.19	-	£2.39	-	-
Brewdog Dead Pony Club 330ml	£2.29	£2.29	£2.19	£2.09	-	£2.39	-	-
Brewdog Elvis Juice Bottle 330ml	£2.38	£2.39	£2.39	£2.39	-	£2.39	-	£2.35
Whitstable Bay Pale Ale 500ml	£2.23	£1.99	-	-	£2.19	-	£1.89	-
Wychwood Hobgoblin Ale 500ml	£2.42	£2.19	-	-	-	-	£5.00	£5.89
Whitstable Bay Organic Ale 500ml	£2.39	£2.29	-	-	£2.29	-	-	-
Brewdog King Pin 330ml	£2.69	£2.29	-	£2.10	-	-	-	-
Brooklyn Lager 355ml	£2.31	£2.49	-	£2.49	-	£2.29	£2.39	£2.49
Hop House 13 330ml	£1.97	£1.99	-	-	-	£2.29	-	£1.99

*from a sample of 3,500 stores

MY LOCAL HERO

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YOUR NEWS

Saving tips for children

An independent retailer is running an in-store scheme designed to help school children learn the value of saving money.

David Ramsey, of Best-one Byram Park Road in Knottingley, saves the loose change children have after purchasing products in his store.

The change is deposited under each child's name in cups and withdrawals can be made once a child has accumulated enough money.

Mr Ramsey has been running the scheme since the store opened five years ago. He told RN: "School kids used to throw 1p, 2p and 5p coins outside the shop because they didn't think it was a lot of money.

"This is a good way of showing them why wasting money is a bad thing."

Music use simplified

Music licensing companies PPL and PRS will be contacting customers in the next few weeks ahead of the launch of a joint venture between the two companies.

The move, designed to simplify public performance licensing for customers, includes becoming a one-stop-shop for permissions and payment under the title TheMusicLicense.

Paul Leathern, chief executive of PPL, and Paul Clements, PRS executive director of membership, international & licensing PRS for Music, said: "Over the next few weeks we will start the process of contacting our existing customers to make them aware of the new company and the process of transitioning them to the TheMusicLicense."



Range expansion boosts takings

A retailer increased his weekly food to go sales by 400% to £1,500 after he extended his range with more core food to go products following a refit. Tony Cristofaro, of Spar Landmark Place in Cardiff, spent £100,000 on refitting the 1,900sq ft shop in September last year. His food to go section trebled in size to two metres, allowing more room for sandwiches. "Nearby office workers and students don't want anything fancy and adding more tried and tested products has worked," said Mr Cristofaro.

Success after four-year road safety battle ATM business rates are brought to MP's attention

Retailer's new campaign after crossing victory

by Joseph Lee

RNreporter@newtrade.co.uk

A campaigning retailer has won a battle to install a pedestrian crossing near his store after witnessing several serious accidents.

Warwickshire County Council agreed to put in a crossing after a four-year battle by Sunder Sandher at S&S One Stop in Leamington Spa.

He said: "I've been here 35 years and I've seen about six accidents where kids were knocked over and three accidents where elderly people were

knocked down.

"It's a very busy route and they come round the corner so fast.

"So I started a petition in the shop. Everybody was for it."

Initially, Mr Sandher was told by the county council that there was no funding for the crossing.

But, after he researched rules which required crossings to be installed on busy roads near schools, councillors were persuaded to find the money.

Next month, the county council plans to install a puffin crossing – a smarter

version of the pelican crossing, which runs silently to avoid disturbing residents and features sensors to detect when pedestrians are present and adjust the timing.

Meanwhile, Mr Sandher has begun campaigning on new issues, visiting Matt Western, MP for Warwick and Leamington, at the House of Commons to raise concerns about business rates and recycling.

With the chancellor having decided to bring forward the business rates revaluation by one

year to 2021, Mr Sandher wanted to raise the issue of external ATM business rates. "When Matt Weston first came to my shop, he wasn't aware that ATMs had separate business rates," he said.

He also raised concerns with his MP about the proposed deposit return scheme for plastic bottles endorsed by environment secretary Michael Gove.

Mr Sandher says recycling is a good idea, but called on MPs to ensure that small stores were not overrun by empty bottles.

Free water plans a threat to indies

A water refill scheme, which offers visitors to town centres a supply of fresh drinking water, is to expand to London, but organisers admit it has yet to engage independent retailers.

The campaign Refill now has 5,700 water stations around the country, including Costa Coffee,

Premier Inn, and Fuller pubs.

It will now be expanded to London, initially operating in five areas including Greenwich town centre and Lewisham High Street.

However, despite its claim of operating in shops, the scheme is not present in any independ-

ent stores.

"Corner shops would need accessible taps and a hygienic water supply, so it's more difficult," said Gus Hoyt, the campaign's programme manager.

"We are not insisting people stop selling bottled water but this is offering people a choice."

Peter Lamb, of Lamb's

Larder in East Sussex said: "It's a nice thing to do but bottled water is a significant part of our business.

"It is okay for Costa Coffee to do this – water makes up a minuscule percentage of their profits.

"But for convenience stores like us it really matters."

COLUMNIST



Neville Rhodes

Will the CMA show its teeth?

Carriage charge rises ravage retailers' gross profits, raising serious concerns about the long-term sustainability of news for many stores. But, asks Neville Rhodes, will the CMA act?



From this weekend, retailers supplied by Menzies Distribution who have average sales of national newspapers and magazines will pay carriage charges of about £47 a week, resulting in the gross profit on their news account falling to around 17.7%.

'Average sales' in this context are a wholesale newsbill of £720 (before carriage charges) made up of a representative selection of just under 700 national newspapers sold over seven days, and magazine sales equivalent to 40% of the retailer's newspaper revenues, creating combined RSV for the two news categories of around £930 a week.

For news retailers whose sales are below the national average, carriage charges bite even harder. At half the average – £465 a week – a charge of about £39.60 will gobble

up almost 38% of the gross profit, reducing the retailer's margin on the two categories to 14% – before shortages, missing credits, lost vouchers and phantom tote box charges.

The wholesalers know this is unsustainable, which is why they are frantically diversifying or, in Menzies' case, planning to exit the business completely, while for the publishers the position is even more serious.

They are caught in the carriage charges trap. The HND retailers they will increasingly need to fill the availability gaps left by shops closing or abandoning the news category are themselves struggling to maintain the viability of their own HND services in the face of repeated cuts to trade terms and carriage charge increases.

A Menzies customer selling



Lack of transparency over carriage charges reinforces the widespread feeling among retailers they are a rip-off

6,000 national newspapers a week, nearly nine times the national average, earns a gross profit margin from the category, after carriage charges, of only 20.6% – before the usual shortages, missing credits and lost vouchers are taken into account.

Does anybody in the industry think this is sufficient either to encourage HND retailers to take on an active sub-retailing role, or even to invest in the long-term sustainability of their own service?

This situation has come about because news distribution is not only monopolistic but also

completely unregulated, so abuses of market power, such as the frequent above-inflation carriage charge increases that Menzies has been levying on retailers, are relatively easy to get away with.

Why are carriage charges so high? Surely a typical daily run of 15 quick and relatively small drops doesn't cost £600/£700 a week? What other costs are being included? To what extent have branch closures – increasing the average distance between supply depots and retailers – raised the wholesalers' delivery costs? Are carriage charges for all news retailers calculated on the same basis – i.e. by reference to the wholesalers' published templates?

This lack of transparency over carriage charges reinforces the widespread feeling among retailers that they are a rip-off, and it will be one of the main issues highlighted by the NFRN in its forthcoming submission to the Competition and Markets Authority (CMA) calling for a market investigation of the news distribution system.

When apparently unjustifiable charges are levied by a monopoly supplier on captive customers, why would a competition watchdog not see it as an abuse of market power?

The Office of Fair Trading had a long record of letting publishers and wholesalers off the hook: let's hope the CMA is made of sterner stuff.

Neville Rhodes is a freelance journalist and former retailer

* Who will buy Menzies?

+ Now that Menzies Distribution has been put up for sale as a going concern, speculation will grow about who may buy it. It's not very profitable – operating profit last year of £24.8m on turnover of £1.215bn – but that's probably because its territories are too widespread. Splitting it up into three or four separate regional wholesale companies could make a huge difference, to both profitability and service levels to retailers. Initially, I wouldn't be surprised to read that corporate restructuring specialists were taking a look – possibly in association with one or more of the national newspapers. I doubt if any logistics company would touch it with a bargepole.

YOUR VIEWS

YOUR LETTERS

■ How can they enforce charges for no deliveries?

While no one undermines the efforts put in by all to ensure the delivery of newspapers during the recent snow, the reply in RN's 23 March from Menzies has left me somewhat annoyed, baffled and feeling enough's enough.

How can Menzies think it is acceptable to charge for a service that simply did not take place?

Smiths News has also refused to listen, instead choosing to hide behind enforced terms and conditions of supply and knowing that we can't go to another supplier to service our customers' needs.

I'll avoid both the embarrassment of trying to wriggle out by stating it's an annual charge; it's a weekly charge for the number of days you require a delivery.

No other supplier unable to deliver daily products to their retail customers imposed a charge and I know of no suppliers who would threaten their customers like this.

This refusal to apply common sense and trading fairness is



No other supplier unable to deliver daily products to their retail customers imposed a charge and I know of no suppliers who would threaten their customers like this

Linda Sood

another classic example of retailer abuse that continues to happen – exclusively – in the world of newspapers and magazines.

The NFRN is taking legal advice and we will be ensuring the Competitions Authority is aware.

Linda Sood
National president, NFRN

■ Wholesalers can't run a professional delivery service

Whatever is happening within the newstrade? I have never known the industry to be in its current mess, where publishers have a no-care attitude, wholesalers believe they are in a world of their own, while we newsagents – the most important cog in the industry wheel – are being shafted from all angles.

Publishers fail to understand the importance of early morning deliveries. Wholesalers have lost the ability to run a professional delivery service, they now often use contractors who drive vehicles that constantly break down, or simply use the weather as an excuse not to deliver retailers' supplies.

Both wholesalers' performances over the past month have been totally diabolical, yet both Smiths

News and Menzies intend to make newsagents pay delivery charges irrespective of the fact they received no supplies, because, in their words, they "had to open their own warehouses". It's not going to happen.

Surely it's about time all publishers got to grips with the whole procedure of delivering newspapers to newsagents on time every day. Only then will the industry to be allowed to prosper yet again.

A disillusioned HND newsagent

In response to both letters, a Smiths News spokesperson said:

"Everyone across the supply chain, not least the independent retailers and professional HND businesses, worked incredibly hard in difficult conditions to distribute newspapers during the recent adverse weather. It's frustrating to all when, despite those efforts, deliveries aren't possible and we suffer lost sales and no reduction in costs. The weather does throw up these significant challenges every year and, although this year has impacted distribution more widely than in recent years, Smiths News will always make every effort to distribute whatever the weather, up to the point where it is unsafe to do so."

Menzies was contacted but had not responded by the time RN went to press.

YOUR SAY Will you be sticking to RRP on JTI products now the wholesale price is increasing?



Meten Lakhani

St Mary's Supermarket, Southampton
At the moment, we price our cigarettes at RRP, but we think we may have to go above that: there's a lot of pressure. We've got a very big store but big or small, everyone is struggling with the cost of wages, rent and rates. The JTI rep said they haven't had a manufacturer's price rise for a year or two years, last year was all government price rises. But there'll probably be another tax increase in the Budget so that'll be nearly £1 in a year.

Mehmet Guzel

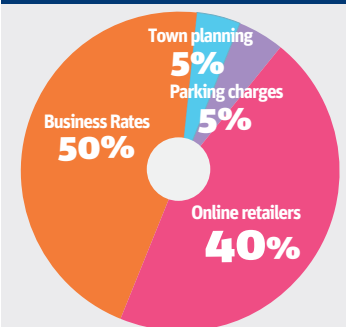
Simply Fresh, London
We've always had to price our cigarettes above RRP, by about 25p or 35p, just to make some margin. A margin of 5% or 6% isn't enough, we need to make at

least 10%. It's always been that way so it probably won't have much effect on smokers. Lots of them said they would quit when a pack of cigarettes reached £5, but some of them are nearly £12 and they're still smoking.

Ben Walker

Debbens News, Waterlooville, Hampshire
We do stick with Booker's recommended price but we had to pass on the JTI price rise. A lot of our customers will be moaning that 50p is a lot on a pouch of tobacco. There are a lot of our regulars who have stopped smoking or moved to vaping purely because of the price increases. I'm a smoker and it's like setting money on fire. Cigarette sales are down in the dumps.

RN READER POLL



What is having the biggest impact on the sustainability of the high street?

NEXT WEEK'S QUESTION

Would you support a water refill scheme in your shop?



Vote now at
betterretailing.com

KIDS GET THE HEALTH MESSAGE

We were approached by One Stop Franchise business development manager Jim Carrol and asked if we wanted to be part of the Scottish Grocers' Federation (SGF) Healthy Living Programme, designed to help increase the range and affordability of healthier products in store.

Across two days we had around 220 kids come and visit us from two local primary schools, and they learned about how to eat healthier.

We had 20 children come in at a time for a half an hour session, and SGF set up a stall in store to introduce them to new 'exotic' fruits, some perhaps they haven't come across before. Every single child left having tried something new, so it was a success.



The kids then went around the store on a 'treasure hunt' and had to find healthier foods – such as reduced sugar ketchup – and put 'Eat Better, Feel Better' stickers on them. They also learned that not all cereals are healthy.

We still have the 'Eat Better, Feel Better' stickers on the products, so when the kids come in after school they can identify what

is healthy and buy accordingly.

It's been great because I have noticed children coming in and picking healthier items because of the labels they put on them.

Narmeen Sarwar
One Stop Stoneyburn
Bathgate

100 YEARS AGO
.....
30 March 1918
The British Industries Fair, featuring homegrown businesses for independent retailers, was praised not least because it featured many "all British" firms who were "successfully working to oust the foreigner"

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



At the time of writing I am desperately waiting for the RAC to arrive because my van has thrown a stop and won't start.

I am fed up because the papers were early this morning and I could have been well on my way, but now it will be at least 6.30am when the RAC gets here. I just hope whoever comes out can get it started.

Sunday 18 March was another dreadful day weather-wise. There was so much snow, and drifts to the top of the hedges – this winter has been very trying at times.

I would like to take this opportunity to wish Linda Baker and her partner a long and happy retirement. They have delivered papers and milk on a large round at Gayton for many years, so good luck to them. I am sure they will be very much missed by all of their customers.

There are mixed feelings at Gal-

braiths Farm at the moment. They are celebrating the arrival of the first of the lambs, but they have also had to say farewell to their quad bike which they used to go round all of the sheep. Last week, some unscrupulous toe-rag broke into the shed and made off with it. Of course, they don't stand much chance of getting it returned.

They weren't the only ones to have something stolen. Shebdon Plant Hire had two dumper trucks and several gas bottles taken at the same time, so Mr Gould has a lot to sort out as well.

I read Mike Brown's column with interest, when he said there wouldn't be a bank on the high street in his town. Eccleshall used to have two when there were half as many houses as there are now, but both have been closed and people have to travel to either Stafford or Market Drayton if they need a branch. They call this progress.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us [facebook.com/ThisisRN](https://www.facebook.com/ThisisRN) and @ThisisRN



Great night next door at @serene_lounge with the darts legend @BobbyGeorge180. Bobby even popped in to have a gin and say hi mum!

One Stop Mount Nod
[@OneStopMountNod](https://www.instagram.com/OneStopMountNod)

amazing store visit @ancoatsgs with #iaa18 retail study tour. Convenience store, coffee shop, street food traders, radio broadcasting and post office coming soon all under one roof

Vip Measuria
[@Vipmeasuria](https://www.instagram.com/Vipmeasuria)

Members voted @NFRN_Online Scotland conference on Monday to stop selling voluntarily energy drinks to under 16s.

Abdul Qadar
[@abdul_qadar](https://www.instagram.com/abdul_qadar)

Corner shops to stop selling kids energy drinks

Decision follows UK ban by supermarkets

By Mike Foster: Corner shops across the UK are to stop selling energy drinks to children under 16s. The decision follows a similar move by supermarkets earlier this year. The move is part of a wider effort to reduce the amount of sugary drinks sold in the UK. The decision is expected to be implemented by the end of the month. The move is seen as a significant step towards reducing the amount of sugary drinks consumed in the UK. The decision is expected to be implemented by the end of the month. The move is seen as a significant step towards reducing the amount of sugary drinks consumed in the UK.



Well after an amazing effort by team Londis..Woodhouse Londis Leeds has been transformed... showcasing the Love Woodhouse St for all to visit and see.. food to go and fresh bread is now available instore

Peter bhadal Londis Woodhouse Leeds
[@PBhadal](https://www.instagram.com/PBhadal)

INDUSTRY PROFILE

Weetabix

With health trends driving interest in low-sugar and protein, and busy lifestyles sparking sales of on-the-go options, retailers need to invest in an up-to-date range of breakfast cereals, says Weetabix's head of brand Kevin Verbruggen

RN What are the biggest breakfast trends that independent retailers need to be aware of at the moment?

KV An increasing number of consumers are looking for healthier breakfasts, so it's important retailers stock low-sugar cereals like Weetabix. Retailers also need to think about other health trends like protein, because 45% of consumers say they now want more protein in their diets. While breakfasts at home remain the most popular choice, there is a large proportion of consumers who choose to eat breakfast on the go.

RN What is Weetabix doing to help retailers cater for demand for healthy breakfasts?

KV The breakfast category should offer consumers choice. Weetabix Original is and always will be a low-sugar cereal, and we have green traffic lights on packs to make it easy for shoppers to identify healthier options on shelves. We've also introduced variations of Weetabix, such as Weetabix Protein and Weetabix Additions, to help retailers attract shoppers looking for alternatives. Since its launch last year, Weetabix Additions is now worth £4.5m and a third of that value has been incremental to the category.

RN What role do new products play in this category and how should retailers manage ranging of breakfast cereals?

KV New products – either own brand or branded – and increasing customer engagement is good news for the category as a whole. There will always be a place for brands, and retailers should ensure they keep best-selling brands, while also

offering a range of other options to cater for their customers and differentiate their cereal offering from other retailers. Space is just one consideration, and we've worked hard to maintain a distinctive look and feel, with our redesigned boxes proving successful at capturing attention, as well as innovations such as Additions.

RN Why is it important for retailers to focus on getting their breakfast offering right?

KV The breakfast category is very competitive and the rise of breakfast on-the-go options on the high street means brands have to work hard to keep cereal in consumers' minds. Retailers need to keep on top of the latest trends and invest in brands which will help them increase sales. Retailers want reassurance that new trends will be worth shelf space, so when companies invest in big launches, supported with TV and marketing campaigns, it's a sign it's a credible trend. The



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The breakfast category is very competitive

Weetabix brand is leading the breakfast category toward growth and is thriving in the market where people want nutritious breakfast choices.

RN What are the biggest mistakes retailers make in the breakfast category?

KV Underestimating the size of the breakfast market. It's a key category for consumers with 8,425 million breakfast cereal opportunities annually. It's vital retailers offer a clear and well-stocked fixture to accommodate this. A missed opportunity is to stock Weetabix On The Go only in the ambient aisle. Retailers can capitalise on the increasing popularity of the breakfast eaten on the move by stocking Weetabix On The Go in the chiller next to food to go, too.

RN What can independent retailers expect from Weetabix this year?

KV We're continuing to support the brand on TV with our 'Have You Had Your Weetabix?' campaign. We're also driving Weetabix Additions so we can carry on unlocking incremental sales opportunities for the category.

** Company CV **

Company Weetabix
Head of brand at Weetabix
 Kevin Verbruggen

Profile Weetabix Food Company produces some of the UK's most well-known brands, including Weetabix, Weetabix Minis, Alpen, Weetabix On The Go, Ready Brek and Alpen bars.

Latest news Weetabix recently launched a salted caramel flavour variant of Alpen Light cereal bars, aiming to help retailers to offer a greater range of alternative snacks in store.



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ADVICE CENTRE



How to offer in-store wi-fi

Take advantage of cost-effective in-store wi-fi to entice in new customers and encourage existing ones to linger, says Joga Uppal

We're a nation of constant internet users, with most of us using our mobile phones to browse online every day. Your customers want to feel connected wherever they are, so in-store wi-fi is increasingly becoming essential.

Joga Uppal, of One Stop Mount Nod, is an IAA Top 100 retailer and

was recognised by the IAA last year for his marketing to customers and digital engagement.

Here, he shares some of his tips for offering internet access in store – from taking care of customer data to keeping costs to a minimum. As he explains, installing free in-store wi-fi doesn't have to be complicated. ●

1

Think about your local area

Consider your local area and whether there's a strong need for internet access. There are some stores where offering free wi-fi would be very beneficial to customers: if you're near a school, train station or lots of commuters, there will be plenty of people who will want fast internet and will come in your store to get online.

2

Shop around for the best deals

It can be hard to know which providers offer in-store, public internet access, so go online and research. The good news is that prices have really come down over the past year. We shopped around and asked different providers what their best deals were. The contract we have adds no more than £10 a month on to our existing phone and internet bill.

3

Advertise your wi-fi in-store

Making customers aware they can go online for free in our store is key to it actually being used. We asked our internet provider for free PoS when we got our deal with them – they sent a pack of window stickers, stickers that can be placed around the store, and tags which hang off the end of our shelves.

4

Keep on top of data protection

To save time and effort, seek out an internet provider who will do everything relating to data protection for you. We reassure customers that none of the data that we capture is shared with third parties. People have to confirm they are over a certain age and tick a terms and conditions box to get online. Your provider can give you a database of the customers who use your wi-fi, which is great information.

5

Promote your internet access on social media

We flag up our free wi-fi on our social media channels, as this is where you'll find your most tech-savvy customers. If people know we have internet, they'll come in and use it – we had one customer come in-store to rebook some cancelled train tickets. They were really happy we could help them out and customers usually purchase something from us while they're online.

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

RN INTERVIEW



Soft drinks will be affected by a sugar levy after 6 April

Kawther Hashem

With days to go until the arrival of the soft drinks sugar levy, Kawther Hashem, nutritionist and spokesperson for pro-levy lobbyists Action on Sugar, is toasting a job well done. **Jack Courtez and Tom Gockelen-Kozlowski report**

The implementation of the Soft Drinks Industry Levy is just a week away and while manufacturers are now providing advice to stores when it comes to the reformulations they've made and the altered merchandising advice they suggest, there are also a number of uncertainties.

Will consumers accept their favourite products' new lower sugar versions? Early evidence is they won't notice. Will retailers see

more upheavals like these in the coming years as other categories' sugar contents become the object of politicians' ire? Perhaps. Two things seem certain at the is point, however: first, it will be consumers and retailers who most sharply feel the effects of this tussle between lobbyists and manufacturers and, second, chief anti-sugar group



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With a few days to go before the levy comes in, Kawther Hashem – nutritionist and spokesperson for the lobby group – speaks to RN, reviewing, from its point of view, the impact, effect and importance of the levy.

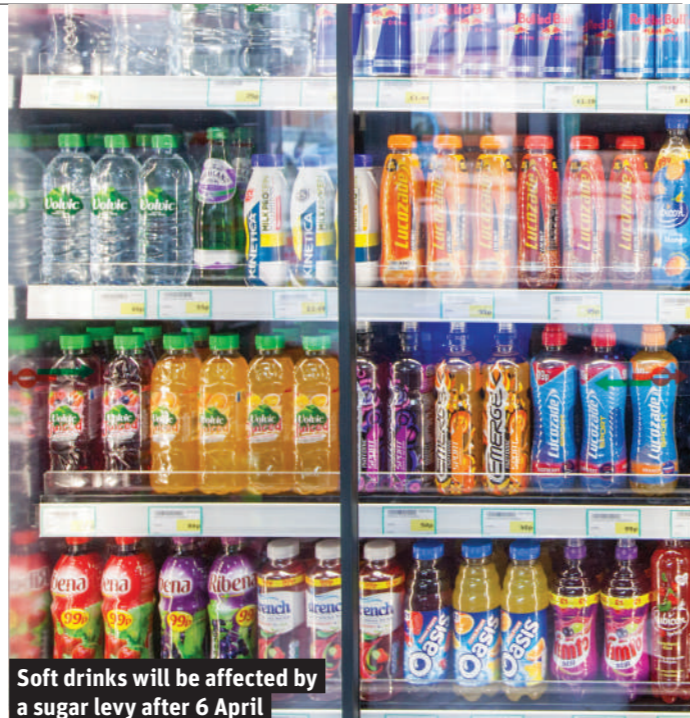
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Yet, with manufacturers having reacted in manifold ways to the law change, Action on Sugar is in a position to review its effects.

Reformulations – Lucozade Ribena Suntory has made all Lucozade Energy products sugar-free and AG Barr has done the same with Irn-Bru – will have the desired effect, it believes. "We're expecting more reformulated products to hit the market ahead of 6 April. For those that haven't reformulated we're expecting to see reduced product sizes. Total volume of sales will be less so they will pay less levy even if they chose not to reformulate. Both will result in a consumer having less sugar coming from these products."

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So what about those who say that this is the direction the industry was headed in anyway – that the sugar levy is merely a heavy-handed but needless intervention?

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"Since the sugar levy plans have been introduced we've seen Tesco announce that its own label soft drinks are to be reformulated below the lowest sugar tax threshold. Its plan was to reduce it gradually, but now it has no high-sugar products, it's the same with Asda. We have seen that with the bigger companies – they've made quiet yet severe reductions in most of their products. They are also looking to diversify their portfolios to include more low-sugar drinks so the levy has definitely had a significant impact."

Yet, while the levy has inspired a lot of work behind the scenes as manufacturers adapt their portfolios (see our comprehensive guide on page 33) Action on Sugar admits that only "some" customers will be aware of the changes ahead of next Friday.

One way customers might notice the changes will be on the reduced stock on convenience store shelves, Ms Hashem says. "We might not see that much of a price change, we might just see convenience stores buying less and stock less high-sugar

products because they think consumers might not buy them because there's a price increase."

Store owners will be hoping customers will buy other lower-sugar products rather than avoiding the category entirely.

So will they come for other key categories? Ms Hashem confirms as much.

"Next on the agenda is how to reduce calorie levels in confectionery. Confectionery is quite cheap and is constantly on promotion at different retailers throughout the UK and I think we do eat excess levels of confectionery and sugar from this category. If we are to look at ways to reduce the public's sugar consumption, one of them could be different taxation measures, not necessarily on consumers but on the manufacturers because want them to diversify their portfolios.

"We understand it is a category that is hard to reformulate and reducing intake by looking at price differentials might be another option," adds Ms Hashem. "So we might start to call for not necessarily a sugar tax, because confectionery contains fat as well, but looking at overall calories. And if your product is packaged in a way that promotes excess intake, you should pay a higher levy."

Such action is needed, the message seems to be, until consumers learn what's good for them: "It's always going to be a challenge and eventually consumers will realise that if you want those products, they will be more expensive because



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For those stores which have spent decades relying on the core impulse categories that their customers demand, achieving this vision may well prove the biggest challenge yet. ●

Interview by **Tom Gockelen-Kozlowski**
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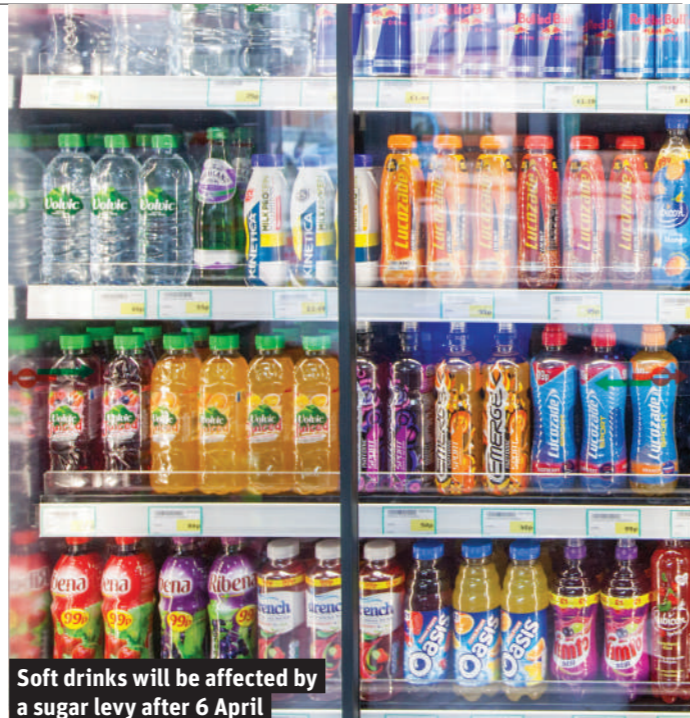
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"Social media is an essential tool that is doing the work for us and we're riding a wave of free PR," says Mital Morar. A mix of daily Twitter, Instagram and Facebook posts to 10,000 followers keep Mital's community up to speed with his store, while coverage on local news websites and radio stations and from bloggers publicise any bigger events or news.

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Amazon Go is keen to prove food such as sandwiches and salads are freshly made in its store in Seattle, so these items are prepared in front of a window. "These products are made in full view of customers, so you know whatever you buy has not long been made," says Louise Banham. This tactic leaves shoppers in no doubt that Amazon Go offers high-quality fresh produce worth paying for.



EFFECTIVE RANGING

PROVIDE BREADTH OF RANGE

Mital Morar's beer range is a great example of a suitably broad choice in a best-selling category. He offers a mix of big brands, speciality, gluten-free and novelty products, with mainstream chilled beer, an extensive range of craft bottles and cans, draught beer to drink in-house and even beer for dogs available.



AVAILABILITY

KEEP BASIC ESSENTIALS AND NOVELTY ITEMS IN STOCK

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SHOP LAYOUT

DESIGN YOUR LAYOUT AROUND SHOPPER MISSIONS

A large seating area in Mital's store provides a place for students to relax with freshly cooked street food, cakes, hot drinks or draught beer and wine, all bought from him. But separately, two aisles housing a traditional convenience range guide busy shoppers around fresh food and meals, household goods, snacks, confectionery and beer in a clear pathway to the till.



MERCHANDISING

USE DISPLAYS TO DRIVE LAST-MINUTE SALES

A visit from the IAA encouraged Londis retailer Dave Hiscutt to remercandise the displays in his queuing area. "We had a run of confectionery there before, but we mixed this up by adding snacks into the range to add variety and to get as many sales out of that space as we could," he says.

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BE OBSESSIVE ABOUT GREAT PRESENTATION

"In Japan, breakfast, lunch and dinner ingredients are big sellers, and removable strips on boards advertising these meals are a simple way to tell customers they've switched from one meal to another," says Nick Shanagher. "Stores are obsessive about presentation, and everything is beautifully designed, well organised and looks great."

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PROTECT YOUR BUSINESS FROM UNDERAGE SALES

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INVOLVE STAFF IN IMPROVING YOUR STORE STANDARDS

Last year, Vince Malone decided to enlist his staff in maintaining high standards by asking them to assess his store using the IAA's benchmarking tools. "I'm proud of the shop, but sometimes I look at it through rose-tinted spectacles. It's about giving it to team members and listening to their feedback when they judge it," he says.

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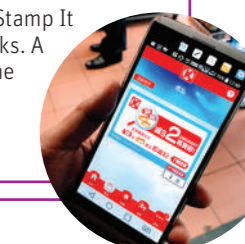
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RETAIL STUDY DAY



Dave Hiscutt discusses the benefits of using the IAA's benchmark tools with Newtrade editor in chief Louise Banham



Mital Morar guides fellow retailers around his innovative store in Manchester



Mital Morar explains how he has built a specialist alcohol range, with wine, craft ales and gluten-free beer



Vince Malone tells head of product Stefan Appleby how he plans to ask customers to benchmark his store this year

A world of inspiration

As the Independent Achievers Academy kicked off its 2018 programme for business development last week, its Retail Study Day in Manchester offered insight from around the globe. **Chris Rolfe** provides 12 tips for your store from the event

The Independent Achievers Academy's Retail Study Day had a distinctly international feel this year, with tips from retailers in Manchester, Weymouth and Tenby mixed with insight from stores in Hong Kong, Tokyo and Seattle.

But one theme ran throughout – what does great convenience retailing look like and how can UK retailers get their offers right?

Fresh from store tours in Asia and America, Newtrade's managing director Nick Shanagher and editor in chief Louise Banham described how c-stores are using technology, store design and customer service to

win custom in fiercely competitive markets.

In Manchester, Mital Morar guided tour groups around his Ancoats General Store, demonstrating how foodservice and in-store dining, twinned with a modern convenience offering, has attracted a loyal customer base.

Retailers Dave Hiscutt and Vince Malone, meanwhile, demonstrated how applying even the smallest pieces of advice from the Academy's core retailing categories has helped them improve their stores.

To help you do the same, RN brings you 12 tips we picked up from the day from each of the IAA's categories.

MARKETING TO CUSTOMERS

MAKE USE OF FREE PUBLICITY

"Social media is an essential tool that is doing the work for us and we're riding a wave of free PR," says Mital Morar. A mix of daily Twitter, Instagram and Facebook posts to 10,000 followers keep Mital's community up to speed with his store, while coverage on local news websites and radio stations and from bloggers publicise any bigger events or news.

CUSTOMER SERVICE

PROVE YOU OFFER GREAT QUALITY

Amazon Go is keen to prove food such as sandwiches and salads are freshly made in its store in Seattle, so these items are prepared in front of a window. "These products are made in full view of customers, so you know whatever you buy has not long been made," says Louise Banham. This tactic leaves shoppers in no doubt that Amazon Go offers high-quality fresh produce worth paying for.



EFFECTIVE RANGING

PROVIDE BREADTH OF RANGE

Mital Morar's beer range is a great example of a suitably broad choice in a best-selling category. He offers a mix of big brands, speciality, gluten-free and novelty products, with mainstream chilled beer, an extensive range of craft bottles and cans, draught beer to drink in-house and even beer for dogs available.



AVAILABILITY

KEEP BASIC ESSENTIALS AND NOVELTY ITEMS IN STOCK

With young adults in Hong Kong buying meals at convenience stores, Circle K's challenge is to stock a range of essentials, but to always offer something new too. "We saw a strawberry and cream sandwich in one store. Half of all products in c-stores are changed every year because people get bored easily," says Nick Shanagher. "But traditional categories still matter – around 25% of turnover is tobacco sales to existing customers."

SHOP LAYOUT

DESIGN YOUR LAYOUT AROUND SHOPPER MISSIONS

A large seating area in Mital's store provides a place for students to relax with freshly cooked street food, cakes, hot drinks or draught beer and wine, all bought from him. But separately, two aisles housing a traditional convenience range guide busy shoppers around fresh food and meals, household goods, snacks, confectionery and beer in a clear pathway to the till.



MERCHANDISING

USE DISPLAYS TO DRIVE LAST-MINUTE SALES

A visit from the IAA encouraged Londis retailer Dave Hiscutt to remercandise the displays in his queuing area. "We had a run of confectionery there before, but we mixed this up by adding snacks into the range to add variety and to get as many sales out of that space as we could," he says.

IN-STORE DISPLAY

BE OBSESSIVE ABOUT GREAT PRESENTATION

"In Japan, breakfast, lunch and dinner ingredients are big sellers, and removable strips on boards advertising these meals are a simple way to tell customers they've switched from one meal to another," says Nick Shanagher. "Stores are obsessive about presentation, and everything is beautifully designed, well organised and looks great."

RESPONSIBLE RETAILING

PROTECT YOUR BUSINESS FROM UNDERAGE SALES

With shoppers able to scan into Amazon Go, select products and leave without interacting with checkout staff, an immediate question raised is how to sell alcohol responsibly. "There is one person dedicated to checking ID before you can pick up alcohol and walk out," says Louise Banham. "But she also had huge knowledge about all the local beers, so she could help customers with their purchases too."

STAFF DEVELOPMENT

INVOLVE STAFF IN IMPROVING YOUR STORE STANDARDS

Last year, Vince Malone decided to enlist his staff in maintaining high standards by asking them to assess his store using the IAA's benchmarking tools. "I'm proud of the shop, but sometimes I look at it through rose-tinted spectacles. It's about giving it to team members and listening to their feedback when they judge it," he says.

SERVICE TO THE COMMUNITY

MAKE CUSTOMERS' LIVES EASIER

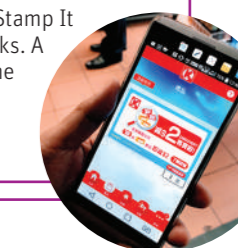
"In Japan, businesses focus on owning the last mile, so Toyko stores sell film premiere tickets and holidays," says Nick Shanagher. "Older people find renewing driving licences complex, so tills are designed to help them by making that process easy and effortless. This encourages people to return to that store for everything they need."



DIGITAL ENGAGEMENT

USE TECHNOLOGY TO BRING PEOPLE IN-STORE

Back in 2016, when Circle K offered shoppers the chance to win figurines by collecting stamps via its new OK Stamp It app, 250,000 customers signed up in six weeks. A more recent initiative giving away three iPhone Xs a day has similarly grabbed attention. "But everything is about driving people back to the stores," says Nick Shanagher.



RETAIL INNOVATION

MIX TRADITIONAL AND GROUND-BREAKING IDEAS

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ACADEMY IN ACTION



Marketing to Customers

In part two of a 12-week programme, the IAA – and its category partner Camelot – help Londis retailer Pragna Patel improve how she markets to customers



Name	Bhadresh & Pragna Patel
Shop	Londis Greatfields Park
Location	Barking, London
Size	800sq ft
Staff	2 full time

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Before benchmarking, find out how Camelot's Greg Deacon helped Pragna Patel create an action plan to reach more potential customers and make existing ones visit more frequently.

Pragna and husband Bhadresh's Londis is in the middle of a long residential street. It neighbours a Chinese takeaway and faces competition from other nearby convenience stores, but is tucked away from the high street. Their busiest period is in the morning, because the store opens before any other in the area and draws shoppers buying breakfast on their way to work. How can the IAA help them bring more people in?

Want to see more?

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WHY I TAKE PART

“Marketing to customers is important because we need to overcome the perception that our shop is expensive by shouting about our deals in the right way. Having the IAA and Camelot visit has been useful and having another pair of eyes look at our shop has given us a fresh perspective. We've now got a good plan to help us improve and I can't wait to see the results.”

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Follow @IAAcademy for ideas and inspiration

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IAA ADVICE

Pragna's challenge: Communicating her offer to her target shoppers

Pragna makes use of leaflets to promote deals on individual products and communicates these to her shoppers with posters on her shop window. But is she communicating that she can offer shoppers everything they need?



Greg says: "Pragna offers great value through deals from her symbol group. Lots of people come in to buy breakfast on their way to work, and to buy alcohol in the evening, but there's an opportunity to increase their spend. To drive sales Pragna should own the morning and evening with deals such as coffee and a croissant or beer and a pizza."

Action Create breakfast and evening meal deals and promote them clearly.

Pragna's challenge: Attracting passers-by in-store

At the front of the shop, Pragna is planning to introduce a free-standing coffee machine to tempt people in, but what should she do with the rest of the space to appeal to customers that are walking past the shop?



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Pragna's challenge: Making local people want to use her shop

Pragna and her husband have owned the shop for 11 years and are proud of it. Over the years advertising at the front has built up and key messages are getting lost. How can she simplify it?



Greg says: "Pragna's shop windows promote many offers and services for their community, however this can be overwhelming for shoppers and adverts for higher value products like coffee are getting lost. Pragna needs to simplify her window display to emphasise her two key missions, the morning offer and evening meal deal to ensure she catches potential customers' attention at key times."

Action Boost kerb appeal by tidying up the shop front and simplifying offers.

PARTNER ADVICE

Pragna needs to own the morning and evening. Focusing her marketing will give her messaging space and drive spend. This will also enable the shop to market deals via a gondola end and continue with mark price value offers.

Greg Deacon
national sales manager
Camelot



YOUR ACTION PLAN

1 Walk your shop

This is designed to be used to help you think like a customer



2 Benchmark your shop

Use the checklist below, ticking all you see evidence of



Making local people want to use your shop

- Is your shopfront clean, bright and in good repair with no cracked glass etc?
- Is your shopfront clear of clutter, damaged PoS, handwritten notes etc?
- Is the area surrounding your shopfront free of litter, weeds, and graffiti?

Attracting passers-by in-store

- Is your shop name and signage etc clear with no letters missing?
- Does your signage clearly tell passers-by what you sell (e.g. news, fresh bread etc)?
- Is your signage well-lit so it's easy to read at night/in poor weather with all lights working?

Communicating your offer to your target shoppers

- Do you send out leaflets or emails to locals with details of what you offer?
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Promotions and loyalty schemes to encourage spending

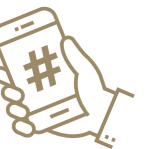
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Planning for success and measuring it

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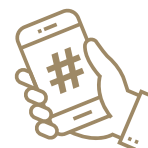
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SOFT DRINKS



Get ready for the levy

Will the arrival of the soft drinks tax one week from today provide major challenges for the sector? Are customers and store owners alike ready? Priyanka Jethwa provides a guide to the new tax

Since the sugar tax was first confirmed in 2016, manufacturers have been working hard to transform their portfolios to offer as many products as possible which fall below the threshold of the Soft Drinks Sugar Levy. It will not be until next week, however, that the full reality of the tax becomes clear.

Customers can expect to pay 8p more for a can of Coca-Cola Classic or Red Bull and will even see a rise in price for premium products such as Fever Tree Indian Tonic Water.

Over the next four pages, RN takes a closer look at the changes and investments made by the soft drinks industry ahead of 6 April.



SUPPLIER ADVICE

Last-minute advice from the biggest soft drinks manufacturers

Get the basics right

To maintain and maximise sales in the run up to the 'sugar tax' and beyond, follow our simple category advice to focus on layout, assess their range and stock up well

Lucozade Ribena Suntory

Focus on offering the right range

Review your range and remove slowest selling lines to make space for new lower and zero sugar variants which are exempt from the levy.

Coca-Cola European Enterprises

Maintain great merchandising

Shoppers are often in a hurry as they pop in throughout the day, so group sub-categories together to make it easier for shoppers to find what they are looking for.

Britvic

Tap into major trends

Research highlights that shoppers are currently purchasing 44% more low-calorie functional energy big cans than last year, and 28% more low calorie functional energy flavours.

Red Bull

Meet shoppers' modern needs

Look for brands and ranges that order broad choice. Chilled coffee is a great option for busy consumers who are seeking a great tasting, low-sugar and lactose-free beverage on the go.

Arla (Starbucks)

Look for the brands investing in the channel

As an independent company that supplies only to independent retailers, we wanted to create a product that we know will appeal to the growing number of shoppers looking for healthier soft drinks.

Boost



GIVE YOUR SALES A TASTY TWIST.



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**NEW
FLAVOURS
NO SUGAR**



**CAPITALISE ON THE GROWTH
OF FLAVOURED COLA, WHICH
IS UP 20%***

**FROM GB'S NO.1 SUGAR FREE
COLA AND FASTEST GROWING
COLA BRAND****

SOFT DRINKS TAX EXEMPT

TO FIND OUT MORE VISIT
WWW.COKECUSTOMERHUB.CO.UK
OR CALL OUR CUSTOMER HUB
ON 0808 1 000 000

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

WINGS WITHOUT SUGAR.



250ML

355ML

473ML

AVAILABLE IN PLAIN/PMC

RED BULL SUGARFREE

WINGS WITH SUGAR.



250ML

355ML

473ML

AVAILABLE IN PLAIN/PMC

RED BULL ENERGY

No.1 Energy Drink and No.1 Low Cal Energy Drink. Stock side-by-side in all 3 sizes to offer your shoppers the choice they demand. **Red Bull Gives You Wings.**

SOFT DRINKS

Coca-Cola Classic

While 95% of Coca-Cola European Partners' (CCEP) brands will be exempt from the sugar levy, the supplier has no plans to change the recipe of Coca-Cola Classic. Gary Black, sales director for wholesale and convenience at CCEP, says: "People love the taste of Coca-Cola Classic and have told us not to change it."



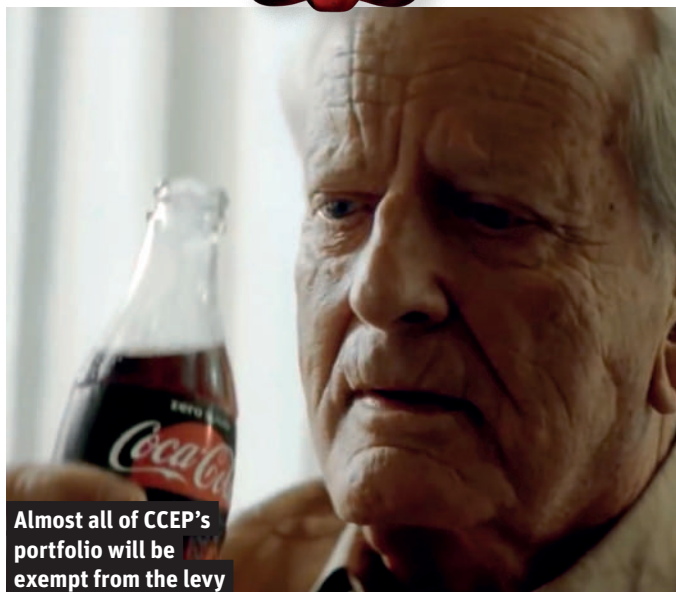
Coca-Cola Zero Sugar Peach

With more consumers demanding zero-calorie drinks, CCEP is focusing this year on expanding its Coca-Cola Zero range to include new Coca-Cola Zero Sugar Peach. Gary Black, sales director for wholesale and convenience at CCEP, says: "We recommend that retailers place lower and zero-sugar soft drinks next to original variants."



Diet Coke Exotic Mango and Diet Coke Feisty Cherry

CCEP is, however, putting in a "huge amount" of investment this year in Diet Coke, starting with the launch of Diet Coke Exotic Mango and Diet Coke Feisty Cherry. Gary Black, sales director for wholesale and convenience at CCEP, says this is to help retailers tap into the demand for zero-cola when the sugar levy comes in.



Almost all of CCEP's portfolio will be exempt from the levy



People love the taste and have told us not to change it

Monster Ultra Violet

The Monster Energy Ultra range, which offers four zero-sugar fruit flavours, has seen sales growth of over 112% in the last year. To build on this, CCEP has added a fifth variant, Monster Ultra Violet, which will be exempt from the sugar tax, along with the full Monster Ultra range which is also exempt.



Capri-Sun

CCEP has taken measures to reformulate regular Capri-Sun flavours to help retailers provide more low-sugar soft drinks to consumers, with the regular Capri-Sun variants across the 330ml and 200ml pouch formats now containing 50% less sugar. This means the original flavours will be levy exempt and will contain fewer calories.



Sprite Lime & Cucumber

CCEP is helping retailers prepare for the sugar-levy by launching new Sprite Lime & Cucumber, which is as trend-friendly as it is sugar-free. Simon Harrison, customer marketing director GB at CCEP, says: "With zero-sugar flavoured carbonates currently driving growth in convenience, we're confident this product will excite our core millennial audience."



SOFT DRINKS



Appletiser

Appletiser – CCEP’s longstanding carbonated fruit juice brand – is, like all fruit juices, exempt from the sugar tax. In an era where customers may be looking for original products unchanged by legislation, this could prove an additional selling point, the company says.

Lucozade Energy

All of Lucozade’s core drinks portfolio is exempt from the sugar tax, so retailers do not have to worry about what impact the legislation will have on their Lucozade stock. Scott Meredith, UK sales director at Lucozade Ribena Suntory (LRS), recommends its bestseller, Lucozade Energy Orange, should be brand-blocked with a minimum of two facings per flavour for the rest of its range.



Lucozade Zero Pink Lemonade

Lucozade Ribena Suntory is helping retailers cater for consumers looking for more low-sugar and zero-sugar options through Lucozade Zero Pink Lemonade. Scott Meredith says the Lucozade Zero brand is growing at 39% year on year, thus illustrating the popularity and importance of zero-sugar soft drink options across brands of all kinds.



The Lucozade Zero brand is growing at 39% year on year

No.1 Soft Drinks NPD launch 2017*



REFRESH'D

100% naturally sourced ingredients for a deliciously refreshing taste

Merchandise with flavoured water in your chiller



SIMPLY REAL FRUIT
NO ADDED SUGAR

+£3M
Media Support
2018

Source: *Nielsen ScanTrack Value Sales 52 w/e data to 31/12/2017
Robinsons Refresh'd contains a minimum of 21% Fruit juice from concentrate.
Contains naturally occurring sugars. Robinsons and the Robinsons Arch device are registered trademarks of Robinsons Soft Drinks Limited.

SOFT DRINKS

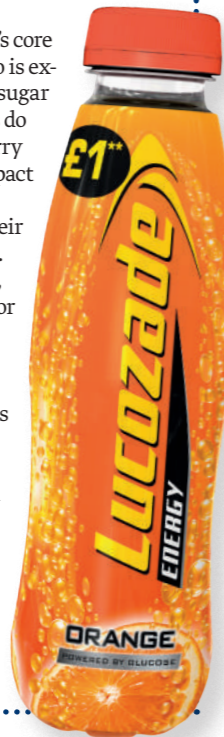


Appletiser

Appletiser – CCEP's longstanding carbonated fruit juice brand – is, like all fruit juices, exempt from the sugar tax. In an era where customers may be looking for original products unchanged by legislation, this could prove an additional selling point, the company says.

Lucozade Energy

All of Lucozade's core drinks portfolio is exempt from the sugar tax, so retailers do not have to worry about what impact the legislation will have on their Lucozade stock. Scott Meredith, UK sales director at Lucozade Ribena Suntory (LRS), recommends its bestseller, Lucozade Energy Orange, should be brand-blocked with a minimum of two facings per flavour for the rest of its range.



Lucozade Zero Pink Lemonade

Lucozade Ribena Suntory is helping retailers cater for consumers looking for more low-sugar and zero-sugar options through Lucozade Zero Pink Lemonade. Scott Meredith says the Lucozade Zero brand is growing at 39% year on year, thus illustrating the popularity and importance of zero-sugar soft drink options across brands of all kinds.



The Lucozade Zero brand is growing at 39% year on year



Ribena Light

Ribena Light is one of the best-selling low-sugar juice drinks within the independent channel, according to LRS's Scott Meredith. The supplier therefore advises retailers to stock the drink as part of the core range, to help offer an option to those looking for lower-sugar juice drinks.

Orangina Light

Orangina Light has been designed to help retailers encourage shoppers looking for fruit carbonate drinks to trade up to premium varieties, while being exempt from the sugar tax. Scott Meredith, UK sales director at LRS, says "Orangina Light can help drive incremental sales from adult consumers looking to treat themselves."



Orangina Light can help drive incremental sales

Red Bull Sugar-Free

Red Bull has expanded its sugar-free range to help retailers become more relevant with current health and category trends. Rich Fisher, category development manager at Red Bull UK, says the brand has extended its portfolio with the addition of the first Red Bull Sugar Free 473ml can.



No.1 Soft Drinks NPD launch 2017*

ROBINSONS
ESTD 1823
REFRESH'D

100% naturally sourced ingredients for a deliciously refreshing taste

Merchandise with flavoured water in your chiller



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FULL TASTE LOW CALORIE NO ARTIFICIAL SWEETENERS

STOCK UP NOW



BELOW SUGAR LEVY



40% LESS SUGAR THAN FULL SUGAR JUICE DRINKS*

*Based on average sugar content in other popular soft drinks.



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*On comparison compared with other regular still and sparkling juice drinks.

SOFT DRINKS

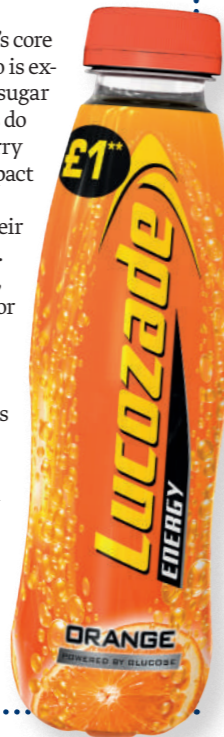


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SOFT DRINKS

Irn-Bru

By April 2018, more than 90% of AG Barr brands will be levy free, including Irn-Bru. Adrian Troy, marketing director at Barr Soft Drinks, says it is now selling Regular Irn-Bru with a reduced sugar formula that doesn't compromise on flavour.



Actiph Water

With the functional water category growing at 27.6% year-on-year, retailers can capitalise on this trend by stocking Actiph Water, the company says. As the first of its kind to enter this new category, Jamie Douglas-Hamilton, founder of Actiph Water, says: "The brand will be supported by a marketing campaign to drive consumer demand."



Yazoo Banana

It is important for retailers to remember that flavoured milk is exempt from the sugar levy, thus making it a potential profitable category. Richard Duplock, marketing manager at Yazoo UK, says to help increase sales in this category, retailers must ensure they have the right range, and this means stocking multi-size options such as Yazoo Banana 1l.



Vimto Still Remix

Sales of no-added sugar drinks are outperforming the market by 6.2%, so retailers need to make plenty of space for levy-exempt drinks. Ed Jones, senior customer marketing manager at Vimto, says its Vimto Remix variant is available in a Watermelon, Strawberry & Peach flavour, designed to help offer consumers more choice in the category.



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Phillip Hammond has overseen the introduction of this new industrial tax

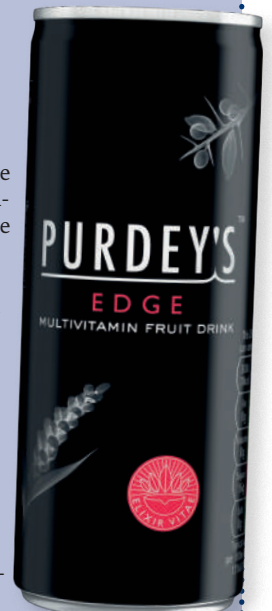


Sparkling Drinks

Cawston Press is helping retailers prepare for the sugar levy by only using pressed fruit juice to sweeten its Sparkling Drinks range. Cawston Press managing director Steve Kearns says it will be the only brand in the UK market to sweeten its ginger beer using only pressed juice, helping retailers offer something unique – and lower sugar – to consumers.

Purdey's Edge

Britvic is helping retailers prepare for the sugar levy by extending its Purdey's range with the launch of a 250ml can format. While being exempt from the sugar tax, the on-the-go variant will target consumers who want convenient formats, appealing to health-conscious consumers looking for an energy boost from vitamins as opposed to caffeine.





**LUCOZADE RIBENA
SUNTORY**

Let's talk sugar

What is the Soft Drinks Industry Levy or "Sugar Tax"

The Soft Drinks Industry Levy (SDIL) is a new government levy intended to encourage producers and importers of soft drinks to provide healthier choices for consumers.

How could this impact the soft drinks category

For those brands above the levy (+5g/100ml in ready-to-drink or diluted squash form) this could lead to NPD, re-formulation, pricing and / or pack size changes.

When does it kick in?

6th April 2018

What is Lucozade Ribena Suntory doing?

We announced back in 2016 that our core portfolio will be entirely "sugar tax" free. We've been busy reformulating so that for you, our retailers, it's business as usual with Lucozade Energy, Lucozade Sport, Ribena and Orangina all levy-free by 6th April.

LOWER RATE

5-8g of added sugar per 100ml

**TAX:
18p**
per litre

HIGHER RATE

8g+ of added sugar per 100ml

**TAX:
24p**
per litre

PREP YOUR SOFT DRINKS CHILLER TODAY!

Layout

- Allocate space in line with sales contribution
- Merchandise best sellers at eye level, ideally within the central diamond of the layout
- Brand block sku's together with minimum of 2 facings per sku

Range



Stock

- Each shopper is important - spending up to £232 per year on soft drinks[1]
- Keep your shelves fully stocked to encourage impulse purchases & increase category turnover

Source: HIM CTP 2017, IRI Data Symbols&Indies 52wks to 20/10/17

A NEW FLAVOUR TO
BOOST
 YOUR SALES



NEW
 ADDITION TO
 OUR FAMILY

STOCK UP NOW!

@BoostDrinksNews
 www.boostdrinks.com/trade



DRINKS

Robinsons Refresh'd

Trystan Farnworth, commercial director for convenience and impulse at Britvic, says Robinsons Refresh'd has been designed to help retailers offer health-conscious consumers low-sugar fruit drink options, with the product exceeding £7.4m value in retail sales during 2017. The product is an on-the-go version of Robinsons for consumers looking for a grab-and-go option.



Pepsi Max

With its 'maximum taste, no-sugar' positioning, PepsiCo is helping retailers respond to the growing number of consumers looking for low- and no-sugar options by introducing new flavours within the Pepsi Max brand, including Ginger and Cherry. In terms of volume, Pepsi Max is now the biggest low- or no-sugar cola across the convenience and impulse sector.



Boost Punch Power



Boost is helping retailers prepare for the sugar-levy with its sugar-free Punch Power 250ml variant. Simon Gray, founder and managing director of Boost, says: "We wanted to create a product that we know will appeal to the growing number of shoppers looking for healthier soft drinks that don't compromise on taste or price."



Shoppers
 want
 healthier soft
 drinks

Doubleshot Espresso No Added Sugar

Arla is responding to consumer demand for no-added sugar variants of premium, ready-to-drink (RTD) cold coffee, with its new Starbucks Doubleshot Espresso No Added Sugar variant. It will be available alongside the supplier's best-selling Starbucks Doubleshot Espresso RTD can. The range will also include a new Doubleshot Espresso Black variant. ●



NEW FROM THE UK'S #1 CHILLED COFFEE BRAND*



NOW AVAILABLE IN ESPRESSO BLACK AND NO ADDED SUGAR

STOCK UP NOW

*Data source: Nielsen 52 w/e 24th February 2018

To find out more, call: 0845 600 6688

FRESH & CHILLED

Fresh and chilled produce has been the big winner for retailers in recent years, offering high margins, sales growth and new reasons for shoppers to walk through their doors. **Olivia Gagan** speaks to four retailers about their strategies for success

How we do it...

START

These days my customers are looking for ready mixed salads. They are among our biggest sellers - everyone's in a rush these days. Hummus with carrot sticks, also. Snack packs of sausage rolls, fruit snack packs also cater for the demands of local schools, who ask for children to have healthy lunchboxes.



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The toughest thing about this category is introducing new products - working out what's going to sell and what isn't. We've been ordering from Londis for four months but we only get one delivery a week, and by the weekend it's all sold or approaching out of date. So a Thursday or Friday delivery would be great.



My top tip for handling wastage is make your own food to go products using your own fresh produce, rather than ordering them in. To fight wastage, I started making my own sandwiches. I used to order them, but now I can make exactly what I need using unsold stock so there's less waste.

My top tip for handling wastage is date check and rotate stock. It's the first thing we do in the morning before anything else. I also prioritise training new staff in stock rotation to avoid mistakes when putting products on shelf.

My newest additions to this category are vacuum-packed fresh fish - kippers, haddock, mackerel which we've started selling in the past two weeks. I've introduced speciality salads and potatoes - we now offer King Edwards and Maris Pipers, instead of just plain white potatoes, which people have responded well to.



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My newest additions to the category are hyper-local products, which my village clientele love. I get local milk from the village milkman and our eggs are from his farm.



My top tip for handling wastage is to try to negotiate some sale or return deals. We try not to over-order. We order seasonally - when it's freezing cold, we're not ordering lots of salad. We also think creatively - if we have plenty of unsold vegetables in one store, we'll use them to make a soup for another store or use salad in our sandwiches.

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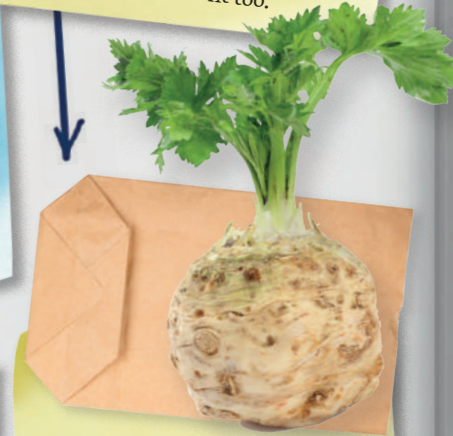
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STRATEG



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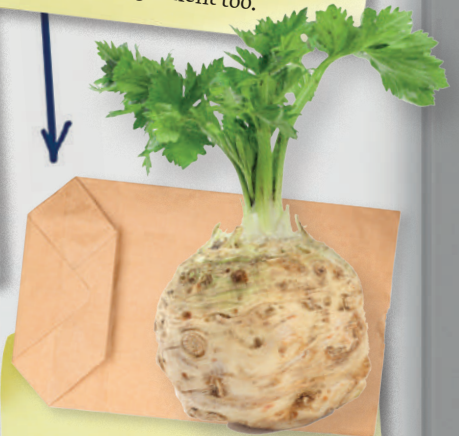
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STRATEG

THIS WEEK IN MAGAZINES



Launch of the week

PANINI'S COLLECTION IS A WORLD CUP WINNER

Football supporters around the world don't have long to wait until the World Cup kicks off in Russia this summer. This latest collection comprises 670 stickers for soccer fans to savour

PANINI has produced sticker books for nine World Cups previously, with the latest, the 10th, arriving as the hype surrounding this summer's tournament, set to take place in Russia, builds and builds. The expanded event - there are now 32 teams taking part - means there are now 670 stickers featured in the collection, with 50 of those being special editions. Panini's marketing support includes TV and radio advertising, as well as press spots, with sampling and covermount activity and plenty of PR. There is also PoS support for retailers.



2018 FIFA WORLD CUP RUSSIA OFFICIAL STICKER COLLECTION
On sale out now
Frequency one shot
Price starter packs £3.99, stickers 80p
Distributor Panini
Display with 8 FIFA World Cup Russia Adrenalynn XL

My week in magazines



Tim Murray

Magazines reporter
 RNreporter@newtrade.co.uk

SOMETHING FOR KIDS OF ALL AGES

When I first heard about Panini's new Russia World Cup sticker collection it wasn't via the normal route - a press release trumpeting its arrival (although that did turn up shortly afterwards). Rather, it was from a mate, who's in his forties, via Twitter.

Panini is now so synonymous with football fandom that there are grown-ups in their thirties, forties, fifties and possibly beyond collecting with their kids and families.

The company has cannily tapped into the more mature market by using social media, under the rather marvellous hashtag of #gotgotneed, the refrain that has been ringing out from playgrounds, and now offices, for some five decades or more.

Sometimes, and certainly in the case of my pal, it's adults who are driving the collecting.

Retailers have noticed the phenomenon too. A number I've spoken to in the past year or two have spotted more mature customers buying, and not just for kids.

Panini, as ever, is putting its full marketing muscle behind the release, but smart stores should get on the social media trail, using Twitter and the likes to push the collections to those grown-ups too. Just wink knowingly at them as they buy their stickers. "For the kids, eh?"

Opportunity: social media marketing

Use social media, especially under the #gotgotneed hashtag, to let customers know that you're fully on board with collectors and are stocking the new collection.

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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SEA ANGLER

- A bumper 252-page package, this issue of Sea Angler comes complete with a 48-page handy pocket guide to rigs for shore and boat use.
- This issue is a Spring Special, with a guide to fish in season, as well as 80 pages-worth of different tackles.



On sale 5 April
Price £3.70
Frequency monthly
Distributor Frontline
Display with Trout Fisherman, Total Sea Fishing, Big Carp



YOUR HORSE

- Your Horse is running its #Hack1000Miles challenge for the second year, with the issue featuring a free gift enabling readers to track their progress.
- The May issue also includes a separate Spring Products Guide.



On sale 5 April
Price £4.20
Frequency monthly
Distributor Frontline
Display with Horse & Hound, Horse, Your Horse



MAGIKI LADYBIRDS

- The Magiki craze continues apace, with this latest addition to the ever-growing stable of Magiki-related and branded products.
- The set includes 12 different blind-bagged collectables, which change colour and glow in the dark.



On sale out now
Frequency collectable
Price £2.50
Distributor Marketforce
Display with Magiki Ponies, Adrenalyn Cards, Superzings



THE MOVE

- Independently published quarterly The Move releases its fourth issue, taking in music, clubs, style and the culture around all three.
- Features include a look at the "Scarface hotel" in Miami in the late 1970s and an interview with Smokey Robinson.



On sale 4 April
Frequency quarterly
Price £6.50
Distributor The Move
Display with Uncut, Mojo, Dazed & Confused



RECORD COLLECTOR

- Record Collector pays tribute to the now-folded print edition of what was once its rival publication NME with a 10-page special looking back at the music magazine's highlights.
- The magazine includes all its regular features and pages devoted to records and vinyl for sale.



On sale out now
Frequency monthly
Price £4.70
Distributor Marketforce
Display with Mojo, Uncut, Q



Bestsellers Cookery and Kitchen

Title	On sale date	In stock
1 Good Food	29.03	<input type="checkbox"/>
2 Delicious	03.04	<input type="checkbox"/>
3 Take a Break My Favourite Recipes	29.03	<input type="checkbox"/>
4 Healthy Diet	29.03	<input type="checkbox"/>
5 Easy Cook	06.04	<input type="checkbox"/>
6 Olive	17.04	<input type="checkbox"/>
7 BBC Home Cooking Series	03.05	<input type="checkbox"/>
8 Food To Love	29.03	<input type="checkbox"/>
9 Food & Travel	29.03	<input type="checkbox"/>
10 Decanter	04.04	<input type="checkbox"/>
11 Food Heaven	05.04	<input type="checkbox"/>
12 Free-From Heaven	29.04	<input type="checkbox"/>
13 Vegan Living	19.04	<input type="checkbox"/>
14 Vegan Food & Living	19.04	<input type="checkbox"/>
15 Healthy Food	03.04	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

SYMBOL KEY

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

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OFFICIAL LICENSED STICKER COLLECTION

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#GotGotNeed
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THIS WEEK IN MAGAZINES



EMPIRE

- There are no fewer than six different covers for the latest issue of the film magazine, all devoted to the forthcoming big Marvel outing, Infinity War.
- The magazine also features a free booklet outlining Marvel's recent successes as part of its Marvel Cinematic Universe.



On sale out now
Frequency monthly
Price £4.99
Distributor Frontline
Display with Total Film, Starburst, Little White Lies



STARBURST

- The Avengers star on the cover of another magazine, as genre specialist publication Starburst previews the film alongside the crop of other publications.
- The issue also features anniversary celebrations looking at 30 years since the release of Beetlejuice and Batman graphic novel The Killing Joke.



On sale out now
Frequency monthly
Price £4.99
Distributor Marketforce
Display with Sci-fi Now, Empire, Total Film



PIRANHA & CO

- This collectable blind-bagged set from De Agostini features 21 different piranhas and other scary flesh-eating sea creatures.
- The set includes limited edition glow-in-the-dark fish, and each pack comes with a mini-poster featuring facts about the relevant piranha.



On sale out now
Frequency one shot
Price £2.50
Distributor Marketforce
Display with Magiki Ponies, Adrenalyn Cards, Superzings



SPECIALIST CHOICE

CARL PICKERING, TOP SHOP NEWS

CLASSIC TRACTORS

Who buys it?

We have a lot of farmers and retired farmers in our area. There's a lot of interest in Classic Tractor and magazines like it, and there have been more launching recently, such as Heritage Tractor. Some of our local farmers have featured in it recently, which helps.

How do you display it?

We always make sure it's full facing and that we have it in a good spot. Any tractor magazines we have in stock are put out on display so everyone can see them.



On sale 29 March
Frequency monthly
Price £3.99
Distributor Seymour

Expert advice

Paul Patel

WH Smith Local,
 Dibden Purlieu, Southampton



Being a WH Smith Local means we operate under the well-known brand name WH Smith, so there's an expectation that if someone wants a magazine or a particular title we'll have it in stock.

To meet this demand, we've gone down the specialist route. We sell all kinds of craft magazines, for example, and have every one of the patchwork titles.

They're not huge sellers, but things like Pretty Patches do well. It's the same with model-making, with titles such as Airfix Model World.

We build most of our ranges along those lines.

We had a customer come in for Aeroplane magazine, so I picked up an official RAF title and managed to get them interested in that, too.

A lot of shops are cutting back on their magazines, but most of these titles are sale or return, so you can build a range and give it a go. You'd be surprised how well they do.

Our strategy

Who are your best customers?

We get all sorts of customers in here. Not many of them are younger women, however, so things like Closer and Reveal don't do as well for us. Our customers tend to be a bit older, so the traditional women's weeklies always sell well.

What is your strongest category?

Aside from the women's weeklies, we sell a lot of craft and patchwork magazines, as well as doing a wide range of titles such as model-making.

What is your sales strategy?

It's all about talking to and knowing your customers. We do a lot of cross-selling, so it's good to know what customers are into and recommending titles to them.

COMING UP IN NEXT WEEK'S RN



Paul Stone's eighth Manchester store is cashing in on foodservice and food to go

Plus, how manufacturers have invested in their tobacco brands post EUTPD II and how to take advantage of every hot drinks opportunity



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Partworks **Collectables**

Title	No	Pts	£
DeAgostini			
Art Gallery	5	60	8.99
British Steam Railways	5	50	1.99
Build Your Own R2-D2	64	100	8.99
Classic Dinky Toys Collection	8	60	11.99
Enhancing Your Mind, Body, Spirit	64	120	3.99
My Animal Farm	59	60	5.99
Jazz at 33 and Third RPM	58	70	14.99
Star Wars Helmet Coll'n	59	60	9.99
Zippo Collection	67	60	19.99
EagleMoss			
DC Comics Graphic Novel	69	100	9.99
Game of Thrones	52	60	8.99
My Little Pony Colouring Adventures	56	80	3.99
Star Trek Ships	121	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	16	80	9.99
Art of Cross Stitch	65	90	2.99
Art of Quilting	117	120	3.99
Art Therapy	158	180	2.99
Assassins Creed: The Official Collection	30	80	9.99
Big & Little Crochet	3	72	0.99
Classic Routemaster	10	130	8.99
Dr Who Complete History	69	80	9.99
Draw The Marvel Way	59	100	4.99
Judge Dredd Mega Collection	84	80	9.99
Marvel's Mightiest Heroes	112	112	9.99
Transformers GN Collection	34	80	9.99
Warhammer	42	80	9.99
Panini			
F1 Collection	52	60	10.99
Marvel Figures	6	84	11.99

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

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

Newspapers

Daily newspapers	price/margin	pence/margin %
Sun	50p	11.15p 22.3%
Mirror	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	price/margin	pence/margin %
Sun	70p	14.98p 21.4%
Mirror	£1.20	24.72p 20.6%
Mirror (Scotland)	£1.20	24.72p 20.6%
Daily Record	£1.10	22.6p 20.6%
Daily Star	50p	12.085p 24.17%
Daily Mail	£1	21p 21%
Express	80p	17.152p 21.44%
Express (Scotland)	80p	18p 22.5%
Telegraph	£2.20	49.5p 22.5%
Times	£1.70	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	price/margin	pence/margin %
Sun	£1.10	23.1p 21%
Sunday Mirror	£1.50	31.5p 21%
People	£1.50	31.5p 21%
Star Sunday	90p	19.89p 22.10%
Sunday Sport	£1	24.3p 24.3%
Mail on Sunday	£1.80	37.8p 21%
Sunday Mail	£1.80	37.8p 21%
Sunday Telegraph	£2	45.5p 22.75%
Sunday Times	£2.70	56.7p 21%
Observer	£3	73.5p 24.5%
Scotland on Sunday	£1.70	39.95p 23%
Racing Post	£2.60	61p 23.46%
Sunday Herald (Scotland)	£1.70	35.7p 21%
Sunday Express	£1.40	29.65p 21.18%
Sunday Post	£1.60	33.6p 21%

Weight Watchers	24-25 March				
Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert	
Telegraph	1,150g	155g	80g	5	45g
Sunday Times	930g	340g	80g	4	45g
Mail on Sunday	925g	385g	165g	5	50g
Times	835g	130g	30g	2	20g
Sunday Telegraph	715g	230g	25g	4	10g
Guardian	630g	310g	55g	5	25g
Daily Mail	580g	225g	20g	4	10g
Observer	540g	140g	15g	2	10g

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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