

RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 09.03.2018



My new upmarket challenge

How Bay Bashir is taking his successful store model to the suburbs

STORE LOOKBOOK
Page 6 >>

Big mistakes and what you can learn from them

- 12 retailers share the errors that have been most valuable to their businesses
- How the industry is embracing the knowledge gained when things go wrong

Page 22 >>



Arjan Mehr
Londis, Bracknell, Berkshire



Linda Williams
Broadway Premier, Oxfords, Edinburgh



Kamal Sisodia
WH Smith Local, Coalville, Leicestershire



Mital Morar
Store, central Manchester

GLOBAL RETAILING

Japanese share success strategy

C-store boss attributes growth to understanding local demand **Page 4 >>**



CUSTOMER SERVICE

Hero staff battle 'beast from east'

Indies personal touch aids snow-swept communities across UK **Page 18 >>**



SYMBOL GROUPS

Fresh approach to Select & Save

Symbol MD on how Bestway supply deal and fresh will fuel expansion **Page 5 >>**

Vol 129 No 10
FOR TRADE USE ONLY



CONTENTS

RN

Shaping the future
of independent retail
since 1889



Editor

Chris Rolfe

@ChrisRolfeRN

020 7689 3362



Features editor

Tom Gockelen-Kozlowski

@TomGK_RN

020 7689 3361



News editor

Helena Drakakis

020 7689 3357



Reporter

Alex Yau

@AlexYau_RN

020 7689 3358



Reporter

Priyanka Jethwa

@priyanka_RN

020 7689 3355



Head of design

Anne-Claire Pickard

020 7689 3391

Editor in chief

Louise Banham
020 7689 3353

Designer

Emma Langschieid
020 7689 3380

Production coordinator

Alex Garton
020 7689 3368

Account directors

George McCracken
020 7689 3364

Chris Carnevali
020 7689 3389

Account manager

Jon Melson
020 7689 3372

Sales executives

Khi Johnson
020 7689 3366

Joe Waxman
020 7689 3363

Sales support executive

Michela Marino
020 7689 3382

Marketing manager

Tom Mulready
020 7689 3352

Marketing executive

Michael Sharp
020 7689 3356

Financial controller

Parin Gohil
020 7689 3375

Finance executive

Abi Sylvane
0207 689 3383

Finance administrator

Anubhuti Shah
0207 689 3397

Managing director

Nick Shanagher
07966 530 001

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

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

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

Annual Subscription

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



To subscribe contact 020 7689 3384



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

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

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

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

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

For trade use only

NEXT WEEK >>

Cakes and
biscuits

£ 2.29



“Our supply deal with Bestway can help us make fresh and food to go trends work”

Andrew King p5

HEADLINES

- 4 BREAKING NEWS**
Japanese chain's sales secrets
- 6 STORE LOOKBOOK**
Bay Bashir's Billingham Lifestyle Express in the spotlight
- 10 SYMBOL NEWS**
'Feed the family' meal deals
- 11 NEWS & MAGS**
Trinity Mirror margins mix
- 12 PRODUCT TRENDS**
Low-sugar cola 'opportunity'
- 13 BRAND SNAPSHOT**
News from nine big brands
- 14 WHAT'S NEW**
11 opportunities for your store
- 16 PRICEWATCH**
Benchmark your cider prices

OPINION

- 18 YOUR NEWS**
Retailers get smart to minimise effect of extreme winter weather
- 20 YOUR VIEWS**
Your letters, views and tweets
- 33 COLUMNIST**
How a snowbound retailer kept his store's tills ringing

Launch of
the week:
Fun to Learn
Friends Art

Page 34



TALK TO RN



Follow RN on Facebook

[facebook.com/ThisisRN](https://www.facebook.com/ThisisRN)
to have your say on the latest news



Follow RN on twitter

@ThisisRN for expert advice to help you grow your sales



Email & phone RN

email letters@newtrade.co.uk
tel 020 7689 0600



Visit the website

www.betterretailing.com/RN
extensive galleries and news



MY NEW VENTURE IN THE SUBURBS
Page 6

WELCOME

Mistakes, while painful, embarrassing or expensive at the time, can often be the catalyst for business growth



Editor
Chris Rolfe
[@ChrisRolfeRN](https://twitter.com/ChrisRolfeRN)
020 7689 3362

Richard Branson describes Virgin Cola as one of the biggest mistakes he ever made. A brand that achieved early success in the mid-90s when sold on Virgin's flights, trains and cinemas, it fell flat when Branson tried to expand and topple Coca-Cola in the US. By 2004, it was history.

Despite the failure, Branson says he wouldn't change a thing about the venture because it taught him two valuable lessons.

Firstly, Virgin had failed monumentally to understand its competition or prepare for how it would react to a challenger brand.

Secondly, the company had entered a market where it couldn't offer something significantly different. "I learned only to go into businesses where we were palpably better than all the competition," he said.

Mistakes, while painful, embarrassing or expensive at the time, can often be the catalyst for business growth, so we've chosen to explore this theme in this month's special report.

Twelve RN readers told our features editor Tom Gockelen-Kozlowski about the mistakes they have made with everything from staff, contracts and competitors to management, refits and stock – and the lessons they learned as a result.

Dean Holborn, for example, estimates he lost up to £30,000 in sales by avoiding getting a slush machine for three years. He now ensures he pays attention to trends that appear frequently in the magazines he reads.

If you've ever made a mistake, but profited through the lessons you learned, we'd love to hear your story. But for now, I hope you enjoy the issue.

INSIGHT

22 WINNING MISTAKES
Learning from an error can help you turn calamity to opportunity

28 PRICEMARKING
Why this key industry strategy is as relevant as ever today

32 INDUSTRY PROFILE
Phil Whitehead, Molson Coors' managing director UK and Ireland, talks to RN

32 THIS WEEK IN MAGAZINES
Fun to Learn Friends Art launch will give kids activities galore; National Geographic family pack



Molson Coors MD on investing in craft to help indie's capitalise
Page 32

TALK TO RN



Follow RN on Facebook

[facebook.com/ThisisRN](https://www.facebook.com/ThisisRN)
to have your say on the latest news



Follow RN on twitter

@ThisisRN for expert advice to help you grow your sales



Email & phone RN

email letters@newtrade.co.uk
tel 020 7689 0600



Visit the website

www.betterretailing.com/RN
extensive galleries and news



WELCOME

Mistakes, while painful, embarrassing or expensive at the time, can often be the catalyst for business growth

MY NEW VENTURE IN THE SUBURBS
Page 6



Editor

Chris Rolfe

@ChrisRolfeRN

020 7689 3362

Richard Branson describes Virgin Cola as one of the biggest mistakes he ever made. A brand that achieved early success in the mid-90s when sold on Virgin's flights, trains and cinemas, it fell flat when Branson tried to expand and topple Coca-Cola in the US. By 2004, it was history.

Despite the failure, Branson says he wouldn't change a thing about the venture because it taught him two valuable lessons.

Firstly, Virgin had failed monumentally to understand its competition or prepare for how it would react to a challenger brand.

Secondly, the company had entered a market where it couldn't offer something significantly different. "I learned only to go into businesses where we were palpably better than all the competition," he said.

Mistakes, while painful, embarrassing or expensive at the time, can often be the catalyst for business growth, so we've chosen to explore this theme in this month's special report.

Twelve RN readers told our features editor Tom Gockelen-Kozlowski about the mistakes they have made with everything from staff, contracts and competitors to management, refits and stock – and the lessons they learned as a result.

Dean Holborn, for example, estimates he lost up to £30,000 in sales by avoiding getting a slush machine for three years. He now ensures he pays attention to trends that appear frequently in the magazines he reads.

If you've ever made a mistake, but profited through the lessons you learned, we'd love to hear your story. But for now, I hope you enjoy the issue.

INSIGHT

28 WINNING MISTAKES

Learning from an error can help you turn calamity to opportunity

28 PRICEMARKING

Why this key industry strategy is as relevant as ever today

32 INDUSTRY PROFILE

Phil Whitehead, Molson Coors' managing director UK and Ireland, talks to RN

32 THIS WEEK IN MAGAZINES

Fun to Learn Friends Art launch will give kids activities galore; National Geographic family pack



Molson Coors MD on investing in craft to help indie's capitalise
Page 32

BREAKING NEWS

Smaller cashless rise for indies

The growth in the number of convenience stores offering contactless payment is not being matched by the rise in cashless consumer spending in shops.

Figures from Barclaycard show consumer spending with contactless payments rose by 79% in 2017.

But c-stores experienced one of the lowest growth rates in terms of cashless expenditure, with such transactions up 46% compared to 50% and above at comparable retailers such as supermarkets, off-trade, discount retailers and service stations.

Figures from the Association of Convenience Stores (ACS) showed the number of its member stores offering contactless payments grew by 71% year on year to 2017, compared with just above 40% the previous year.

An ACS spokesperson said supermarket growth in usage was driven by self-service checkouts offering contactless, whereas c-store transactions more often involved service by store employees and were for smaller amounts using cash.

Calories cutback

Public Health England's (PHE) plans to cut excess calorie consumption will only benefit manufacturers, a retailer has told RN.

PHE has told manufacturers of pizzas, ready meals, meat products and savoury snacks to cut calories by 20% by 2024 to help combat obesity. If this doesn't happen, legislation might be introduced.

But Shelly Goel, of One Stop Gospel Lane in Birmingham, said: "This rule will only encourage manufacturers to sell smaller portions at the same price."



Taro Kosaki, international business development manager at Japanese c-store chain Family Mart

Family Mart boss meets UK retail study tour delegation 'There is a lot to learn from Japan'

Japanese c-store chain shares strategy secrets

by Nick Shanagher

nick.shanagher@newtrade.co.uk

Fast food and ready-to-eat fresh food are driving sales and profits at Japanese convenience stores, while tech is increasing efficiency, UK independent retailers heard from c-store chain Family Mart.

Taro Kosaki, international business development manager at the chain, which is the second largest operator of c-stores in the world, told retailers its focus on getting closer to local customers would help its franchisees, mostly independent operators.

This strategy includes

partnering with Google on using artificial intelligence to better forecast demand at its busy 17,400 shops to improve staff efficiency, and helping retailers enter new markets by selling non-core items such as insurance products and theatre tickets.

The retailers, who included Kash Khara of Simply Fresh and Jonathan James of James Convenience Retail, were in Japan as part of an Independent Retail Owners Forum study tour.

They learned how Family Mart differentiates on the quality of its hot snacks, sandwiches

and similar ready-to-eat products that account for 30% of sales.

Using a network of 88 central kitchens and 209 distribution centres, it delivers five times a day to its shops with a route to market designed to guarantee freshness and reduce waste.

Its high proportion of own-label food is constantly refreshed, with around 100 new products introduced each week, as it attempts to attract and retain shoppers with interesting new flavours and seasonal products.

While regulation has helped local shops thrive

in Japan against competition from 20,000 supermarkets, the franchise model's profitability has helped Family Mart to expand to seven other Asian countries, including China.

"There is a lot to learn from the focus of Japanese local retailers on fresh food and drink and from the success of its supply chain model," Scott Annan, founder of IROF, told RN. Three large c-store franchise groups dominate the Japanese market, with one shop for every 2,300 people, which Mr Kosaki claims is the second highest density in the world.

New Payzone parcel service tie-in

A new parcel collection service has forged an alliance with Payzone to provide its click and collect offering through an app on retailers' terminals.

HubBox offers consumers click and collect from major online retailers and believes convenience stores and newsagents

will provide its key pick-up points for online shoppers.

The company is offering 48p per package, collected from orders placed with retailers such as Warehouse and Jack Wills.

HubBox marketing manager Malena Fin-gerut said: "Independent

retailers are incredibly important to us. They can provide the coverage we need as well as extended and Sunday opening hours. Customers shouldn't be more than half a mile away from a HubBox store. Footfall is key for what we can offer retailers, and they also

earn commission for every parcel they accept and give to customers.

"Our figures show that 95% of customers collect their items within 48 hours and 46% of those within seven hours, so retailers aren't losing out in terms of taking up floor space."

Plan for 200 stores in three years 'The Bestway deal makes Select & Save more appealing'

Bestway supply deal key to Select & Save growth

by Alex Yau

alex.yau@newtrade.co.uk

Select & Save's recent supply deal with Bestway is key to its aim of doubling store numbers to 200 in the next three years, managing director Andrew King has told RN.

The symbol group switched from Nisa as its main supplier to a five-year deal with Bestway in November last year.

Mr King, who joined Select & Save a month earlier, has now set targets to increase the fresh and food to go ranges in the group's

stores in a bid to entice new retailers.

Mr King told RN: "Our supply deal with Bestway can help us make fresh and food to go trends work. However, it's a trend many retailers are reluctant to try because of the high wastage costs.

"The Bestway deal provides advantages that can relieve some cost issues and make the Select & Save brand more appealing."

Bestway's minimum delivery requirements for retailers are £500 for ambient excluding tobacco, and £100 for fresh and chilled

excluding milk. Produce can also be bought in single quantities.

In comparison, Nisa requires 200 cases of ambient per delivery, alongside 100 cases of chilled and frozen throughout the week.

Mr King added Co-op's £143m takeover of Nisa, expected to be completed in April subject to approval from the Competition and Markets Authority, would have also made retailers reluctant to join Select & Save.

"There are questions about how much indepen-

dence retailers supplied by Nisa would retain as part of the Co-op deal, but there are none of those worries with Bestway," he said.

A new alcohol concept is also being rolled out across Select & Save shops. Currently installed in two stores in Birmingham, it sees the wine and beer sections of stores redesigned to resemble a standalone shop.

The company's executive team is also being expanded. Two area managers will now visit stores regularly to assist with development.

Tesco and Booker deal gets okay

Tesco has completed its £4bn takeover of Booker after shareholders voted the deal through last Friday.

Tesco chief executive Dave Lewis said: "This merger is about growth, bringing together our complementary retail and wholesale skills to create the UK's leading food business."

Former Booker chief executive Charles Wilson has now taken over as the chief executive of Tesco's retail and wholesale operations in the UK and Ireland, reporting to Mr Lewis.

Former Booker chairman Stewart Gilliland will become a non-executive director of Tesco.

Booker has also been delisted from the London Stock Exchange.

Better labelling call for low- and no-alcohol drinks

Clearer labelling of low-alcohol and non-alcoholic drinks would ensure consumers are not misled when they buy drinks, a retailer has told RN.

The comment follows a call from MPs from the all-party parliamentary group on alcohol harm, alongside charities Alcohol Research UK and Club Soda, for clearer regulations on the labelling of low- and no-alcohol drinks.

A survey conducted by the charities said people 'found it hard to make sense of terms such as "alcohol-free", "low alcohol", "de-alcoholised" and "non-alcoholic"'. It also suggested proper labelling would make it easier for those looking to reduce their alcohol intake to find suitable drinks.

Peter Robinson, of Robinson Retail in Pembroke, said while consumers could turn a bottle over and read the label, if drinks are low enough in alcohol by volume (ABV) to be classed as alcohol-free, there should be a clear label on the front.

"Consumers sometimes buy alcohol-free drinks by mistake, so labelling would help them. At the same time, if having a bottle with a label showing what it contains makes it easier for people choosing to drink less alcohol, then I'm for it," he said.

Laura Willoughby MBE, co-founder of Club Soda, has proposed all drinks with ABV of 0.5% and below should be called 'alcohol-free'.



Gin – the perfect Mother's Day gift

A Spar retailer is encouraging other independents to stock gin gift sets to boost sales this Mother's Day. Steph Latham, of Lawrence Hunt Spar in Preston, predicted the Gin & Tonic Experience gift set she is selling for £11.99 on

her prominent Mother's Day display will be highly successful. "We sold it at Christmas and it was very popular. We keep the display at the front so it's the first thing customers see when they come in," she said.

Backlash over snow prices

A Scottish retailer has criticised a fellow independent for increasing grocery prices as snowstorms disrupted the country.

Kashif Nadeem, of Premier Blackadder's Mini Market in Greenlaw, kept his store open, but said customers were annoyed by a store 11 miles away for heavily increasing its prices.

"The community spirit wasn't everywhere," Mr Nadeem told RN.

"Customers were annoyed by the shop near me, which charged £3 for bread and £5 for milk."

In the same week, a Londis in Newport also hit the headlines for charging £3 for bread during the inclement weather.

● See page 33 for Mr Nadeem's guest column.

STORE LOOKBOOK



A new way for Bay

Award-winning retailer Bay Bashir has built a reputation for running fantastic stores in poorer areas around Middlesbrough. So what happened when he opened a business in a nearby affluent suburb? **Alex Yau** reports

For the past 20 years, multi-site retailer Bay Bashir has won awards for creating a successful convenience model in an area of Middlesbrough with a high crime rate and low-income residents. The foundations of this success lie in the fact Bay and his staff go the extra mile for their community, which helps him to reap a weekly turnover of £50,000 across these three Lifestyle Express shops.

"I've seen many of my regulars grow up and know them well," says Bay. "I've funded kits for the school football team nearby. Sometimes, I've even caught kids stealing, but I explain why theft is wrong rather than punish them. It's not for recognition or financial gain. I just want to give back to the area I was brought up in."

Bay's dedication to the area has earned him many plaudits from residents, but the latest step in his retail journey has involved venturing into unfamiliar territory to open a new store in 2017.

His latest 600sq ft store is only a 20-minute drive away from his other shops in Billingham – yet is an area with an entirely different customer base.

Here, Bay's challenge has been to put all he has learned from his other stores into practice and tailor the store's range to cater for a more affluent customer

base. A combination of his own experience and advice from suppliers has helped him achieve this.

Whereas beer sales were higher than wine sales in his other shops, for example, Bay soon discovered customers in Billingham had the opposite tastes. He therefore merchandised brands such as Blossom Hill and Yellow Tail across the top of his 3m chiller, a move that has driven alcohol to contribute 30% of the shop's overall sales.

Bay also achieved a rise in confectionery sales after working with Ferrero.

He says: "Ferrero recommended I merchandise its products on the bottom shelf. I thought that wasn't the best location to maximise confectionery sales at first, but it turns out the products were more visible to children there and sales of Ferrero products increased 300%."

Bay's experience of introducing high store standards has also paid dividends. It has helped him counter competition from a nearby off-licence, Londis, Sainsbury's and Tesco Express, as well as repair the store's poor reputation among locals.

"It was in bad shape. There was a horrible odour and an infestation problem, and it had a terrible reputation for standards and service," says Bay.

"I spent £5,000 over two days replacing unsightly and old fixtures with modern

“RN’s Store Lookbook gives me ideas about how I can arrange my shop and adapt my range to best cater to my customers BAY BASHIR



STORE TOUR

- 1 Bay invested £5,000 and two full days of his time renovating the shop
- 2 Confectionery is merchandised at the centre of the store to make the most of trade from nearby schools
- 3 Unlike previous stores, demand for wine overtakes beer and the displays have been arranged accordingly
- 4 Nearby residents still like a good deal and the store differentiates itself from nearby competition with regular weekly promotions

INFORMATION

Location
Lifestyle Express Billingham,
88 Wolviston Road, Billingham,
TS22 5SF

Size
600sq ft

Turnover
£13,000

Average basket
£6



STORE LOOKBOOK



ones and cleansing the store of its other problems.”

All this work to bring the shop up to scratch has paid off, he says.

“Within days of opening, residents commented on how modern it looked and on the friendliness of the staff. It’s drastically different to how it used to be.”

The momentum Bay has created shows no signs of slowing. A year since opening, weekly turnover has increased from an average of £2,200 to £13,000. Bay now plans to add a 4m food to go section with hot pastries and coffee in the coming months to boost sales still further. With no nearby competition from cafés or restaurants, the new store is perfectly placed to provide these services to residents.

With his sights already set on another store opening, Bay is clearly hungry for more.

“It’s been a major investment for me, with many challenges, and I questioned whether the new store would work,” he says. “But there have been nothing but positives since it opened a year ago, and it’s turned out to be one of the best business decisions I’ve ever made.” ●

STORE TOUR

5 Retailing runs in the Bashir family and the store is managed by Bay’s eldest son, Ennis

6 The Tango Ice Blast machine has attracted more than £1,500 of sales since its introduction in February

7 Bay is to introduce hot food to go nearby his snacks display to encourage impulse buys and increased basket spend



Want to see more of Bay's store? Go to betterretailing.com/lifestyle-express-billingham

MORE WINNERS EVERY WEEK! CHECK OUT THE PRIZES SO FAR:



TAKE THE CHALLENGE AT WWW.JPSMAKEYOURDAY.CO.UK
FOR A CHANCE TO WIN.



JP
JOHN PLAYER SPECIAL



Make Your Day

Visit www.JPSMakeYourDay.co.uk for full Terms & Conditions

www.imperial-trade.co.uk

ALL BRANDED PACK IMAGES
ARE FOR ILLUSTRATIVE
PURPOSES ONLY.

**PLAIN
PACK** ALL BRANDED
TRADE OUTERS
CONTAIN
NON-BRANDED
STOCK



For Tobacco Traders Only

SYMBOL NEWS

Bestway reveals van design

Bestway Wholesale has unveiled the new design for its van sales operation.

Each vehicle will have a logo of a van with 'Bestway Vans Direct' written underneath.

The wholesaler launched its delivery service at the end of January after it bought 190 vans from collapsed wholesaler Palmer & Harvey. Bestway Vans Direct now serves more than 20,000 customers every fortnight.

Bestway Wholesale's director of van sales Noel Robinson said: "Our van sales staff are armed with technology that provides information on order history, monthly promotions and incentives."

Pack swap lifts Spar's sandwich

A retailer has boosted his sandwich sales by 10% following the introduction of Spar's redesigned own brand range.

The packaging now features a larger window and branding to help distinguish between flavours more easily.

Baz Jethwa, who runs three Spar stores in Bolton, began selling the range in February.

"My pre-packed sandwich sales have increased by 10%. It's easier for customers to see what's inside and the more premium design stands out more compared to the previous range," said Mr Jethwa.

Spar UK brand manager Olivia Basten added: "We are continually redeveloping our products to make them even better for shoppers."



Spar supports Marie Curie

Spar stores across the UK are joining forces this month to raise money for charity Marie Curie's 'Great Daffodil Appeal'. Participating stores will have daffodil badges at till points that customers can purchase with a donation of £1 or more. Money will also be raised from in-store events and the sale of products such as Daz, McVitie's biscuits and Mars Wrigley Confectionery chocolate pouches. The symbol group raised more than £640,000 for the charity last year.

£5 for a main, side and dessert 'Customers are continually asking about the promotion'

'Feed the Family' meal deal nourishes sales

by Alex Yau

alex.yau@newtrade.co.uk

Retailers are seeing increased demand for Booker's latest 'Feed the Family' frozen meal deal, as other symbol groups are adding similar family-orientated promotions to their ranges.

Booker's meal deal is available in Budgens, Londis and Premier stores, and offers customers a main, side and dessert for £5. The options available in the deal, which was introduced in November, rotate every month, with

recent products including 650ml boxes of Viennetta ice cream, 200g bags of Aunt Bessie's oven chips and a pack of Birds Eye southern fried chicken.

The offer has previously included products such as garlic bread, pizza and oven fries.

Jay Patel, of Jay's Budgens in Brockley, told RN the meal deal is one of his store's most popular promotions. "The meal deal has been doing very well since November and average sales are more than £400 per week.

"We have a lot of families in the area and it's unique because it's tailored specifically to this customer base," said Mr Patel. "The £5 price really stands out when on display and it also helps us compete with other symbol groups because customers can get a lot for their money."

Raaj Chandarana, of Tara's Londis in High Wycombe, added sales of the promotion have gradually increased each month since it was introduced.

"It's been very popular among customers and it's

been difficult at times to keep track of the increase," he said.

"Sales have definitely been on the up each month and we make more than £175 from the meal deal a week. Customers are continually asking about the promotion because it offers good quality brands for a very affordable price."

Meanwhile, Raj Aggarwal, who runs three Spar stores, has seen an 8% uplift in frozen ready meal sales since he introduced Spar's £5 family deal at the start of the year.

Wholesalers praised for service during snow

Retailers have praised Scottish wholesalers for maintaining communication when heavy snow caused severe disruption to store deliveries.

Heavy snow last week affected deliveries from wholesalers such as Bestway, JW Filshill and Booker.

However, Naresh Gajri, of Cranhill Convenience

Store in Glasgow, still received his regular deliveries.

He told RN: "The snow was really bad, but Booker still managed to deliver my goods."

"There were no issues at all and praise has to be given for the communication we received throughout the bad weather," added Mr Gajri.

Meanwhile, JW Filshill had to cancel deliveries between 28 February and 2 March. However, it continued to maintain communication with customers by phone, social media and email.

Managing director Simon Hannah told RN: "Staff worked all weekend to minimise disruption caused by cancelled

deliveries in the previous business week.

"We made 600 deliveries and we expect everything to be back to normal from 12 March."

A Booker spokeswoman added: "We have been working hard to try to keep disruption to a minimum and apologise to our customers for any inconvenience."

NEWS & MAGS

Pro-rata rise for national edition but regionals cut up to 2% Papers 'devaluing themselves'

Mixed bag of terms with Trinity Mirror increases

by **Tim Murray**

RNreporter@newtrade.co.uk

A raft of changes at Trinity Mirror that include national and regional price rises have created a mixed landscape for retailers struggling to maintain margins.

A price rise for the Daily Mirror's national edition, which will take effect from Monday, will see the newspaper's price rise from 70p to 75p with pro-rata terms of 21.4% being maintained.

However, regional price rises by the publisher, which recently acquired the Daily Express and Daily Star newspapers, will take effect on Saturday editions of the Western Mail and the Western Daily Press as well as the Stoke Sentinel. All have decreased terms by 0.5% up to 2%. A host of weekly titles will also see price rises and margin cuts.

NFRN head of news and magazines Brian Murphy said: "We welcome Trinity Mirror's maintaining

of terms on its national edition. Pro-rata is our stance. But, we have reservations on the margins on its regional editions."

In a message to readers, Western Daily Press editor Gavin Thompson said the paper, whose margin has dropped from 18% to 17%, would invest in journalism but the rise would enable it to keep distributing to stores. He said: "Our distribution is costly. The rural nature of much of our readership means many of those shops only sell a

handful of copies each day. The price rise helps us to keep delivering."

In response to the regional rises Ray Monelle, of Orchard News, Weston-Super-Mare, said: "Newspapers are devaluing themselves. If they're not prepared to help us, they're not helping themselves."

The price rises come as Trinity Mirror announced it is rebranding with a new name – Reach Plc – as well as a series of senior editorial changes.

Changes pay off in ABCs

Titles that altered publication model have seen a circulation uplift while other regionals show further decline, this month's Audit Bureau of Circulations (ABC) figures reveal.

According to the figures published this month, The Wigan Post, owned by Johnston Press, saw a 42% copy sales increase to 3,380 for the period July to December 2017 compared to the same six-month period last year, aided by a part paid-for part-free model.

Meanwhile, the Trinity Mirror-owned Gloucestershire Echo enjoyed an increase of 18% to 9,329 copies having moved from a daily to a weekly in October. Likewise, its stablemate, Gloucester Citizen, which also altered frequency, saw a 10% circulation increase. The Yorkshire Evening Post was the poorest performing daily with a 29% decrease to 11,494 copies per issue sold.

Publisher: new mag is 'brave'

Shropshire Star publisher Midlands News Association (MNA) has launched a new weekly magazine for the county aimed at readers who don't have enough time to read a newspaper every day.

The Shropshire Weekly sells for £2.50 and MNA admitted it was a "brave move", adding that there was nothing like it in the marketplace.

John Vine, of Newsworld, Church Stretton, Shropshire, said: "I'm the biggest Shropshire Star selling in this area, but I don't think this has anything for my elderly customers. There's a lot of advertising. I'm getting some PoS in, so I guess time will tell."



Kerrang! rocks on with new look relaunch

Kerrang!, the last of the great British paid-for music weeklies, has got a new look as part of a major relaunch of the publication under new owner Wasted Talent Ltd. The Mixmag publisher, which acquired the magazine from Bauer last year, has redesigned the new addition to its stable and is celebrating with four different covers for the issue, on shelves since 7 March. At the same time, its price is rising to £3.

Smiths' cold closure angers retailers

Smiths News' depot at Newport was among the worst hit during the cold snap as the wholesaler decided not to send out newspapers citing "health and safety" reasons.

However, it has come under fire for failure to effectively communicate the decision through its

wholesale app SNapp to retailers who were left without newspapers on Friday 2 March and the following day.

Mark Dudden of Albany News at the Post Office, Cardiff, said: "I understand the health and safety concerns, but Smiths could have communicated it better. It wants us to use

SNapp, but didn't use it to tell us itself."

The Taunton depot in the south west was also badly hit.

Smiths News said it managed to complete 97% of deliveries over the worst four days and added it is delaying payments due from indies as the "unprecedented"

Newport closure held up returns.

Smiths' chief operating officer Jonathan Bunting said: "Ensuring newspapers were delivered where possible, while guaranteeing the safety of our colleagues, is a difficult balance to strike when faced with adverse weather."

PRODUCT TRENDS

Slushie sales that sparkle

Retailers should offer unicorn-themed slushies, to capitalise on demand for unicorn-themed foods, supplier Nichols has said.

Ed Jones, senior customer marketing manager for Vimto out-of-home, said the company's new watermelon Unicorn Starlush with a 'shimmer finish' will help drive sales of frozen drinks as it targets adults as well as kids.

"Watermelon is a favourite with consumers and according to data analyst TGI, it is growing at 3.9% year on year," he said.

Anita Nye, of Premier Eddred Drive Stores in Kent, predicted the product will be especially popular with children.

"I've seen a lot of schoolchildren taking part in the unicorn fad, and I'd probably swap our strawberry flavour for the watermelon," she said.

Children choose cheese

Retailers must invest in the growing demand for children's cheese in the snacking category, chilled food supplier Kerry Foods has told RN.

Lisa Doberenz, Cheestrings senior brand manager at Kerry Foods, said it has invested £1.5m in its 'Choose Fun' TV advert, which is targeted at children who are looking for a 'fun' snack that plays on their imagination.

According to Nielsen data for the year ending 2017, Cheestrings is worth £44.7m in the UK, and is growing at 13% year on year, outperforming the total cheese snacking category.



Flavoured and low-sugar colas 'huge' opportunity

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

Coca-Cola European Partners (CCEP) is urging independent retailers to capitalise on the 'huge opportunity' light and zero-sugar cola varieties offer, as more consumers look for a range of on-the-go drinks.

Gary Black, wholesale and convenience sales director at CCEP, said: "Currently in the impulse channel, the CCEP cola mix sits at 62% for regular

Coke and only 38% for light cola varieties.

"However, there is a huge opportunity for retailers to capitalise with Diet Coke, the 500ml bottle having a 94% distribution opportunity, the 330ml can 91%. Coca-Cola Zero 500ml also has a 56% distribution opportunity, with the 330ml can at 36%."

With 4.7 million households buying flavoured colas last year, the segment is attracting an additional 340,000 incremen-

tal shoppers to the wider cola category, according to statistics from Kantar Worldpanel.

To help retailers benefit from the category, CCEP has focused on developing its range of light and zero-sugar colas, launching Zero Sugar Peach, Exotic Mango Diet Coke and Feisty Cherry Diet Coke, alongside a brand new look for Diet Coke in a can to help drive sales and target a younger audience.

The company will spend £25m on marketing on

Diet Coke and Coke Zero this year.

Ben Dyer, of Debbens News in Hampshire, said he has a 50/50 split between full sugar Coca-Cola and light varieties, with one facing of each.

"I would say we probably sell more Diet Coke than Coke Zero. If more consumers started to ask for flavoured varieties of Coca-Cola, I would consider stocking them. The only issue I have is with space, as we don't have a huge store," he added.

Adults are the new sweet sales spot

Retailers can drive incremental confectionery sales by stocking a range that appeals to adults, suppliers have told RN.

Marta Sansò, a senior brand manager at Mondelez International, said the company's new Maynards Bassetts Wine Gums Mocktails in non-

alcoholic flavours appeal to young adults.

"To drive sales, retailers should site them with other sweets bags on the main fixture or as part of a 'Big Night In' offering," she added.

Russell Tanner, marketing and category director at Tangerine Confection-

ery, said confectionery that appeals to adults is a global trend that retailers must cater for this year.

"Traditional confectionery such as Barratt's Dip Dab appeals to adults because it helps them reconnect with their inner 'big kid' and nostalgia," he said.

Vinay Patel, of Jolly's in Surrey, said he stocks 50 jars of retro and traditional sweets behind the counter, which are popular with over-30s.

"I also sell 100g bags for around £1 and wine gums in sharing bags, which are popular with adults, too," he said.

BRAND SNAPSHOT



Cadbury's Easter hunt

Cadbury's Easter bunny TV campaign is returning this year to help the brand build on the tradition of Easter egg hunts.



When flavour calls

The McCoy's Chips 'When Flavour Calls' advert has returned to TV with a £1.5m campaign to create nostalgia for a traditional fish and chip shop taste.



Lucozade's Lara Croft ad

Lucozade Energy has begun a £6m campaign in partnership with new motion picture Tomb Raider, opening in cinemas from 15 March.



Mars' chocolate pods

Mars Chocolate Drinks & Treats is extending its hot chocolate range with the addition of Galaxy and Maltesers Hot Chocolate Pods.



Always bet on Black

Southern Comfort Black is the brand's latest flavour and will launch with a campaign aimed at engaging younger spirit drinkers.



Pot's cheesy pasta

Pot Noodle is expanding its Pot Pasta range with Tomatoey Mozzarella. Its arrival will run alongside a £2m marketing investment.



Rubicon still has it

AG Barr is relaunching its Rubicon Stills range with three new products: Rubicon Regular, Rubicon Deluxe and Rubicon Light & Fruity.



Press gang

Cawston Press's new range of pressed fruit drinks comes in Rhubarb, Cloudy Apple, Elderflower Lemonade and Ginger Beer flavours.



Light's bottle boost

Bud Light is to be made available in a new 300ml bottle format, which is currently being rolled out in convenience stores.

WHAT'S NEW



Happy Monkey smoothie

Available in five flavours, Happy Monkey smoothies are made using only fruit and vegetables. They are sold in boxes of four, designed to fit inside a child's lunchbox.

RRP £2.49

Contact wayne@goodnatured.co.uk



Mighty Fine snacks

Mighty Fine's Salted Caramel Honeycomb Bite is now available in a 21.5g format. It is designed as a premium snack bar for consumers looking for something to grab and go.

RRP 75p

Contact kit@mightyfine.co.uk



Boka bars

Boka bars contain less than 100 calories and come in four flavours: Apple & Cinnamon, Strawberry, Choco Mallow and Caramel. They work as on-the-go or gym snacks.

RRP 89p

Contact caroline@bokafood.co.uk



Small Beer lager

The Small Beer Brewery's lager is a low-ABV beer that comes in two varieties: 2.1% Original Small Beer Lager and 1% Original Small Beer Dark Lager.

RRP £2.75 (Lager); £2.85 (Dark Lager)

Contact james@smallbeer.co



Symington's rice

Each pot of Symington's Naked Rice takes five minutes to prepare, contains 300 calories, and offers retailers a way to tap into demand for convenient and healthy foods.

RRP £1.19

Contact symingtons@smartscommunicate.com



Flower & White meringue bars

Flower & White's Meringue Bar contains less than 100 calories, and is naturally gluten-free, low-fat and suitable for vegetarians. It comes in Raspberry and Chocolate flavours.

RRP £1.29

Contact sales@flowerandwhite.co.uk

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



Ape Snacks Coconut Puffs

Ape Snacks' Coconut Puffs are designed to meet demand for healthier and alternative options, and are available in two flavours: Lightly Salted and Thai Chilli.

RRP 80p
Contact stephanie@apesnacks.com



Sunsoul drinks

Natural energy drink SunSoul is low in calories, contains no added sugar and is available in three flavours: Sicilian Lemon & Lime, Wild Blackberry & Pear and Raspberry & Elderflower.

RRP £1.20 to £1.50
Contact rachel@sunsouldrinks.com

Focus

Food to go

The rapidly growing food-to-go category needs a constant stream of new options and varieties for consumers, so stocking a selection of different cuisines is essential



Kabuto Noodles

Tapping into the growing trend in Asian cuisine for convenient formats, Kabuto Noodles come in 11 flavours, have a 12-month shelf life and do not need to be stored in the fridge.

RRP £1.99
Contact saleswarrior@kabutonoodles.com



Tom's Pies

Tom's Pies can be enjoyed hot and cold and are available through Cotswold Fayre and Blakemore Wholesale. Last year, they won Gold at the Taste of the West Awards.

RRP £3.50 to £4.50
Contact info@toms-pies.co.uk



Pollen + Grace hot pot

Warming Miso and Kimchi Noodle Pots are designed to heat up commuters on the go. They can be stored in the chiller and have a five-day shelf life.

RRP £3.99
Contact jemima@pollenandgrace.com

Luke Mansell

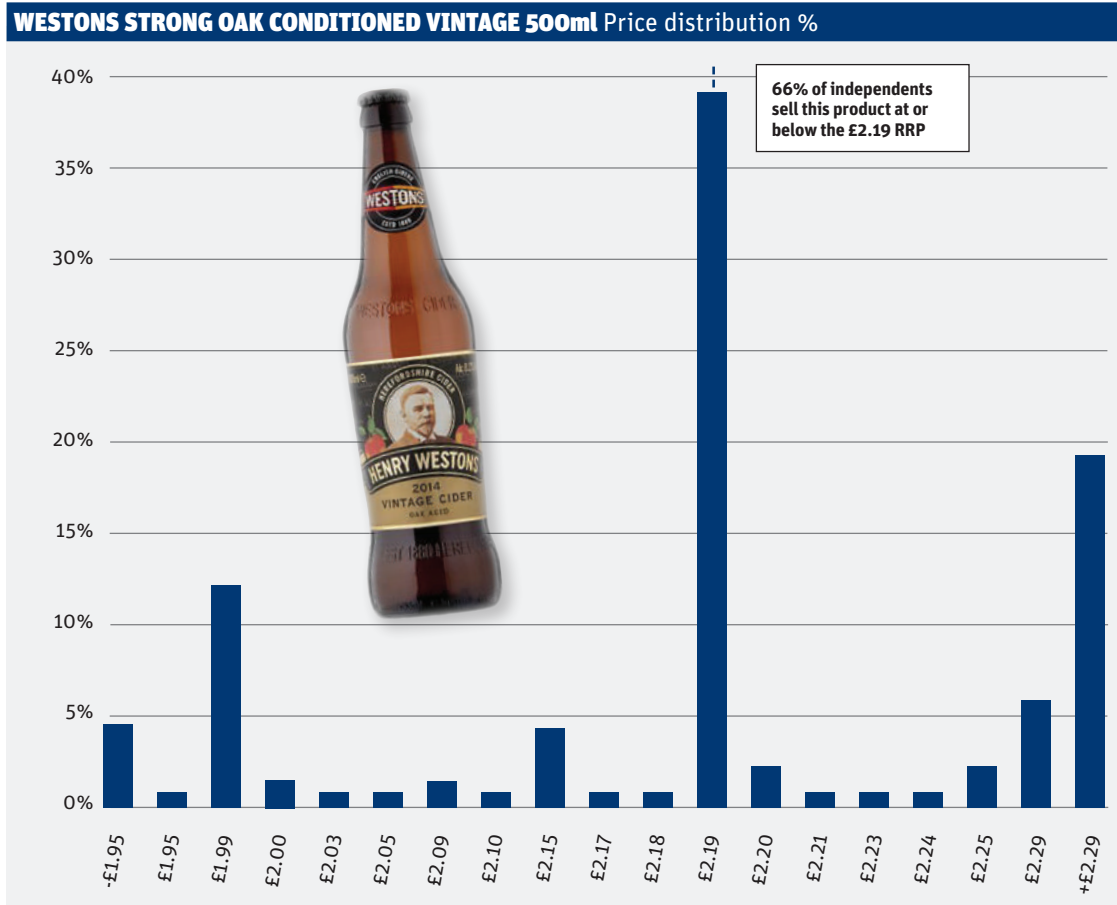
Chalbury Food & Wine, Weymouth
 We do sell a selection of ready meals that people can pick up on the go, such as Pot Noodles that are popular.



PRICEWATCH

Profit checker Cider

Price checker



PRODUCT
Frosty Jack's 3l
K Cider 500ml
Scrumpy Jack 500ml
Crompton Oaks 2.5l
Strongbow Dark Fruit 10-pack 440ml
Barnstormer 3l
Omega 500ml
Westons Strong Oak Conditioned Vintage 500ml
Barnstormer Black Dry 500ml
Bulmers Red Berries & Lime 500ml
Omega 2l
Frosty Jack's Original Apple 1l

Analysis

The majority of retailers choose to price Westons cider at RRP – 39% opt for Booker's £2.19 price on our Profit Checker chart, and three out of five stockists on this week's Price Checker table. It's a pattern found in the wider

category too, where 48% of ciders are sold at RRP in our data. But where retailers deviate from the RRP, the split between higher and lower pricing is fairly even – 27.8% under and 33.2% over in the case of Westons – demon-

strating cider's suitability to be sold at a wide range of prices, which range from 80p above RRP to 70p below.

The retailers we spoke to also favour using promotions such as multibuy deals to attract even more sales.

How we drive our profit

Kamal Sisodia

STORE Belvoir News Local
LOCATION Coalville
SIZE 950sq ft
TYPE town centre

TOP TIP

Don't intimidate customers with an unnecessarily large range



We buy our cider from Bestway.

Our off-licence isn't very big, so we need to make sure we stock the right range of bestsellers. We have three types of cider in stock and we either stick to the RRP or opt for pricemarked stock. We've found this is the best approach for our store, and through it we make margins of around 20%. Our customers are mainly local residents and there's not really much demand for specialist or more expensive alcohol around here so we stick to the mainstream brands. I find other alcoholic drinks such as wines and spirits tend to sell better than cider.

Samantha Coldbeck

STORE Wharfedale Premier
LOCATION Hull
SIZE 1,600sq ft
TYPE neighbourhood

TOP TIP

Keep a range of products which are pricemarked or above RRP because there is demand for both



We buy our cider from Booker and tend to stick to pricemarked packs where we can, but we also charge an additional 10p on brands such as Westons, which gives us margins of 20%. There are also promotions available such as three for £5. In our area there is a lot of shoplifting, so charging higher prices covers us just in case theft does lower our margins. We follow our own planograms to determine how we merchandise products and use our sales data to see which cider brands we should stock, depending on their popularity.

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

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 SUBURBAN HIGH STREET STORE IN READING	RETAILER 2 SMALL C-STORE IN RESIDENTIAL AREA, SCOTTISH BORDER TOWN	RETAILER 3 C-STORE ON BUSY SHOPPING STREET OF NORTH EAST INDUSTRIAL TOWN	RETAILER 4 C-STORE IN TOWN CENTRE IN DEVON	RETAILER 5 SMALL NEWSAGENT IN CENTRE OF KENT COASTAL TOWN	RETAILER 6 LOCAL STORE IN RESIDENTIAL AREA OF NORTHANTS TOWN
£4.30	£4.49	£4.49	£4.45	£3.95	£4.35	£4.49	£4.25
£1.45	£1.59	£1.30	£1.59	£1.25	£1.55	£1.35	£1.49
£1.44	£1.59	£1.29	-	£1.10	£1.45	£1.29	£1.00
£3.69	£3.89	£3.59	-	£3.55	£3.99	-	£3.99
£11.62	£12.99	£12.99	£12.99	-	£12.99	-	£11.99
£3.99	£3.99	-	£3.99	-	-	£3.99	£3.99
89p	89p	89p	89p	89p	89p	89p	89p
£2.20	£2.19	£2.19	£2.19	-	£2.20	£2.35	£2.19
£1.05	99p	99p	£1.30	-	99p	£1.10	£1.10
£2.30	£2.39	-	£2.39	£1.99	£2.39	-	-
£2.89	£2.89	£2.89	£2.89	£2.89	-	£2.89	£2.89
£1.82	£1.79	-	£1.89	£1.89	-	£1.99	£1.89

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Tony Cristofaro

Spar Landmark Place, Cardiff



iSqueeze Orange Juice (£2 to £3)



Where did you discover it?

We source oranges daily from a local firm and started selling freshly squeezed juice from a machine which we got on recommendation from Spar. We were told fresh juice would be perfect for tapping into the healthy eating and food to go market. We installed the machine in August as part of our most recent store refit.

Who buys it?

We're based in Cardiff city centre and there are a lot of students and professionals who buy these drinks. The machine is particularly popular during lunch times when customers want a drink to accompany their food. We sell more than 12 bottles a day and there's no sign of the momentum slowing down at all. Sometimes customers purchase them in the evening for their commute home.

Why is it so successful?

It fits into the growing trend of health and food to go. A lot of our customers are millennials, so we've got the right customer base for these drinks. The machine is also positioned right by the till so customers can see it when they're queuing and it promotes more impulse purchases. The fact customers can juice fresh oranges is also a big selling point, because they know each bottle doesn't contain any artificial or unhealthy ingredients.

Vip Measuria

STORE One Stop The Priorway
LOCATION Borrowwash
SIZE 800sq ft
TYPE suburban

TOP TIP

Always make customers aware of what's on promotion as offers are the biggest sales drivers



I offer a range of prices on bottles of Westons Cider. I either sell them at RRP or have them on offer at three for £5. We have competition from other stores nearby and these promotions help us sell these bottles because they're quite expensive when compared to other brands. It works, because we sell 12 to 15 cases on a weekly basis and make margins of more than 35%. I find mixing both premium and budget ciders can confuse customers and put them off buying them, so we always put budget ciders in their own section, next to premium alternatives.

Bay Bashir

STORE Lifestyle Express Belle Vue Convenience
LOCATION Middlesbrough
SIZE 800sq ft
TYPE residential

TOP TIP

Never have an empty chiller as this can look really unappealing to customers



Ciders are popular in our store and help drive our alcohol sales, which make up a quarter of overall store takings. I normally purchase my cider from the nearest Blakemore depot. We can't really go that far above RRP because we're not in the most affluent of areas and charging higher prices will usually put people off. We used to have a Spar near us but it didn't really get much footfall because residents in the area thought its prices were too expensive, so we avoid that here. Promotions work quite well and having a packed chiller normally attracts customers.

YOUR NEWS

Pass My Parcel expands

Parcel company Pass My Parcel is now offering delivery of pharmacy products via its network of convenience store customers – but some retailers are yet to hear about the service.

The company has signed a deal with online pharmacy Weldrick's to allow shoppers to order up to 15kg of medical supplies and toiletries online for delivery across the network of 3,500 shops which use its service across the UK.

Pass My Parcel retailer Dave Hiscutt, of Londis Westham Road, told RN: "I wasn't aware they are doing this, but anything that expands the range we can offer customers is a good thing."

A spokesperson for Pass My parcel told RN there are plans to make "other healthcare and pharmaceutical names" available for collection from stores.

Event irons out issues

Retailers from the North West turned an NFRN district event with wholesalers into an opportunity to fix persistent problems with stock and delivery.

Suleman Khonat, of Burnley Road News, told RN the Manchester Evening News, Menzies and Newsquest were among the guests at the retailer and newspaper wholesalers' dinner in Manchester on 26 February. Mr Khonat described the dinner as "very unusual".

"Retailers were going up to wholesalers and talking about their issues. As a result, Menzies is in now talks with one retailer to improve their range, while Newsquest has said it will visit a Burnley newsagent to help merchandise its newspapers," he said.



Excellent turnout at joint NFRN/NewstrAid Romford charity night

Despite hazardous weather, retailers turned out to support the charity NewstrAid and NFRN curry night at the City Pavilion in Romford last week. Retailers enjoyed a trade show attended by suppliers such as Boost and Bobby's before a meal and entertainment. Alex van Straubenzee, chief executive of NewstrAid, said: "This was an excellent occasion when NewstrAid and the NFRN worked together to entertain the independent retail trade with a trade show, good food and spectacular Bhangra dancing for the hardworking shop owners and small businesses in the London area."

Planning and ingenuity helps combat effects of weather But deliveries halted for some

Stores get smart to beat 'the beast from the east'

by Olivia Gagan

RNreporter@newtrade.co.uk

Retailers deployed a host of tactics to beat last week's snowstorms, with some winning and others losing business as adverse weather swept across the UK.

Adam Vincent, store manager of Dike & Son in the rural area of Stalbridge, Dorset, said sales were boosted by creating a stock strategy before "the beast from the east" hit. "We started planning as soon as we heard the weather

reports. We spoke to our suppliers to double our frozen food orders. We had our milk supplies arrive a day early, too, before the snow hit, and arranged deliveries in our 4x4 to elderly customers who can't get out."

Mr Vincent said they also made the most of leftover stock. "Alcohol is selling well as people stay indoors, so we brought out mulled wine we still had from Christmas. We've put port on special offer, too, and will be doing sampling later this afternoon."

Mr Vincent said the forward planning paid dividends once the snow arrived. "We're in one of Dorset's smallest towns, but we're seeing customers we've never had before. It's one of the benefits of being an independent retailer that we're able to react to bad weather quickly."

Retailers in urban areas also saw a business boost. Terry Caton, of Grange-wood Stores in Chesterfield, told RN: "People have been in and out all day, stocking up on essentials. It's just

been constant business since the snow started, and I expect it to remain that way all week."

However, remote stores served by single roads struggled after being cut off from suppliers. Gail Winfield, of the 727 Newsagent in Lybster, Scotland, did not receive milk, bread or newspapers for several days last week after swathes of Scotland's A9 road were blocked or closed. "It's the first time in 20 years that we haven't been able to sell newspapers," she said.

German bottle scheme is praised

A bottle deposit scheme akin to Germany's should be copied in the UK, but made available in public spaces because independents don't have room for a machine in store, a retailer has told RN.

Dee Sedani, of Londis Etwall in Derbyshire, visited independent store Edeka, in Dusseldorf,

Germany, along with nine other retailers as part of the Association of Convenience Stores' (ACS) Explorers programme to see the scheme in action.

In Germany, the bottle deposit scheme is obligatory for all independent retailers. However, Mr Sedani believes the UK government's plan to

force small stores to have a machine isn't practical.

"The UK government should have some sort of legislation when it comes to plastic bottle recycling, but my issue is with the space. The Nixdorf machines we saw in Germany were huge and had a 0.5m conveyer belt – we simply don't have room

for something like that," he said.

The Explorers is a new ACS initiative which has leading retailers meet to look at new trends and initiatives and learn about them together. The first trip focused on technology visiting the Eurocis exhibition, in Germany.

CATEGORY ADVICE

In association with

Lucozade
ENERGY

Energise your sales

Last month, RN joined Lucozade Energy experts Claire Keaveny and Jonny Acton at Sue Nithyanandan's store in Epsom. One month on, we find out if the changes to her soft drinks display have boosted sales.



GET INVOLVED

DRIVE SOFT DRINKS SALES IN YOUR STORE

For more advice and tips, go to betterRetailing.com/grow-soft-drinks



FOCUS ON

SUE NITHYANANDAN

Costcutter Epsom, Surrey

"I'd never really focused on low and zero-calorie drinks before. The dump bin really seems to have improved visibility and I can see there's demand for these products from my customers as they're flying out now. I'm usually wary of having reps visit, but I can see it's important to take their advice – this has been a real eye-opener."

EXPERT ADVICE

CLAIRE KEAVENY & JONNY ACTON

Senior Brand Manager & Field Sales Manager, Lucozade Energy



"Working with Sue and her team was a real delight, her passion for running a best-in-class store is clear and we're thrilled the changes we made have had such a strong impact on her soft drink sales. As we go into the warmer months, we're confident her sales will continue to grow."



LUCOZADE'S ENERGY'S TIPS

- 1 Group products by colas, energy drinks and waters to make it easy for customers to find what they want
- 2 Double or triple-face popular products to reduce time spent restocking
- 3 Ensure popular low and no-calorie options are placed beside core flavours to give shoppers healthier choices
- 4 Embrace cans to cater to different shopper missions and attract additional sales

CHALLENGES AND CHANGES

- **Shopper missions:** Sue was missing out on additional sales because she did not cater for some important shopper missions. Lucozade Energy cans, a new format for the store, were introduced into the fixture to capitalise on this.
- **Choice:** Sue's energy range was missing healthier options, so low and no-calorie drinks, such as Lucozade Zero, were introduced to widen choice for shoppers and tap into the rising health trend ahead of the Soft Drinks Industry Levy on 6 April.
- **Visibility:** New products and bestsellers didn't stand out within the fixture. Adding PoS such as shelf wobblers and product bins near the till clearly signposts exciting products to shoppers and encourages impulse purchases.

THE RESULT

£3,285

predicted soft drink sales increase for Sue, per year, based on data from the past four weeks

KEY LESSONS

- 1 Stock cans of popular varieties to cater to different shopper missions and attract additional spend.
- 2 Increase your low and no-calorie drinks offer. Products such as Lucozade Zero meet the rising demand for healthier drinks.
- 3 Increase PoS to highlight new products. Shelf strips, wobblers, and bins of ambient product encourage impulse purchases.



YOUR VIEWS

YOUR LETTERS

■ Thanks for going the extra mile in the cold weather

Praise where praise is due – the NFRN would like to thank the news wholesalers for the extra efforts they made in getting newspapers and magazines to our members' stores during the extreme weather conditions last week and for the detailed information and regular updates, which helped keep our members fully up to date with events.

Yes, there were some instances where stores could not be reached and there was obviously an element of disappointment.

But the overall efforts made show how good the industry can be, and what it can do when it pulls together.

We do hope that as the contingency plans are reviewed it is not just in occasions like snow, but also everyday needs that will be addressed.

Brian Murphy,
NFRN head of news and magazines



Out with the delivery driver, lending a hand, was Filshill's top man Simon Hannah
Craig Robertson



JW Filshill directors Simon and Nick Hannah (pictured) helped with deliveries during the bad weather

■ We shouldn't just complain – we should also praise

We are quick to complain to Smiths News when things are not right, so it's only fair to also acknowledge when they manage things well. I would like to thank Smiths News' Hemel Hempstead/Hornsey depot for the timely deliveries to us in this awful weather. The roads must have been treacherous but it seems the drivers coped.

Kamal Thaker
Stop Shop News, Edgware

■ How many MDs are at the coal face?

Just had a delivery from JW Filshill, which was a day late, but was well communicated which is a superb service alone. But out with the delivery driver, lending a hand, was Filshill's top man Simon Hannah. I wonder: how many delivered wholesalers' MDs are out lending a hand at the coal face? Huge thanks and well done to Simon and his excellent hard-working team.

Craig Robertson
Dunlop Village Post Office, near Kilmarnock

YOUR SAY ARE CARRIAGE CHARGES THREATENING THE VIABILITY OF YOUR STORE?



Ian Lewis

Spar Minster Lovell, Witney
We're paying quite a lot for our newspaper deliveries and they're often late. You do question it and think, 'Is it worth it?' We have a good HND service, which is what helps support our newspaper business. It's deeper problems than just price, though – they're not listening to customers. I can't see how sustainable newspapers are for the long term.

Adrian Rodda

AR News, Harrogate
I think the increases are ridiculous and unjustified. Menzies is delivering to far many more customers than just newsagents, and I'm concerned we're

subsidising delivery to those other retailers. As a result, convenience stores will gradually move away from the category. You can see it happening everywhere – newspaper sales are shrinking and hot food to go is replacing newspaper space in-store.

Sophie Towers

Hillingdon Spar, Burnley
Any rise in costs affects our store's bottom line. The carriage charges are another thing to worry about alongside increases to business rates and the minimum wage. I have no choice but to stock newspapers though – they're such a key part of my business. I always try to upsell groceries when I sell a newspaper, to try to offset the rising delivery costs.

RN READER POLL



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

NEXT WEEK'S QUESTION

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



Vote now at
betterretailing.com

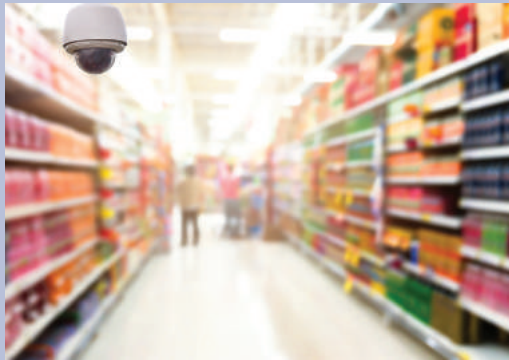
I SENT THE LOST VOUCHERS

I write with reference to my previous letter published in RN on 22 February regarding vouchers from Smiths News.

Smiths News called to tell me I would be called back in one to two days after sorting out my vouchers problem, but I have not heard anything since then.

Smiths News says it has rigorous checks and balances while dealing with vouchers (as replied to RN). Can I inform them that I have CCTV footage in which they can see me putting vouchers in an envelope and sealing it with tape? Can they show me their CCTV of when they opened my envelope of vouchers? Blue-coloured vouchers related to the Daily Telegraph are easily identifiable on CCTV.

If they have such rigorous checks, can they tell me why my vouchers are lost? They must be able to check my history of vouchers to see



how many vouchers of the Telegraph and Times I send every time.

In my view, they are just cutting staff and increasing our delivery charges for this pathetic service they provide. They are more concerned about sending us unwanted drinks and sweets. Thrice in the last week I was missing my papers, and I did not receive any Times at all one day.

They should be keen to sort out the problems instead of ignoring them

and adding proper checks to their system.

I feel very upset and feeling helpless dealing with Smiths.

Kamal Sharma
Maryvale News,
Birmingham

Smiths did not respond to a request for comment

100 YEARS AGO
9 March 1918
Newsagents were protesting against a new Education Bill that would restrict child labour and end morning newspaper deliveries. They said delivery rounds were not detrimental to children's health, but offered to restrict them to two hours a day.

VIEW FROM THE COUNTER

with Mike Brown



A local ice cream parlour has started to sell traditional weigh-out sweets, pick 'n' mix and slush in direct competition with me. This also happened a few years ago when a traditional sweet shop opened in a new retail development in the square next to my shop. They lasted six months, so the battle lines are drawn.

My first salvo has been to introduce a loyalty card for the slush: buy nine, get one free. So far, the take-up has been great, even though it is early in the season. It seems to have caught the kids' imaginations so I might try another one for the pick 'n' mix where you collect points in exchange for a free toy.

There is quite a lot of anxiety among the dog-walking fraternity at the moment because of a disease called

Alabama Rot. We have had a very wet winter and the disease is associated with muddy woodland areas. Symptoms are skin ulcers followed by kidney failure within three to 10 days. Local beauty spots are deserted with everyone taking their dogs - me included - down to the beach instead.

Last year, we lost our Next parcel delivery and returns service through our Payzone terminal. Payzone has introduced a new click and collect service called HubBox, which allows customers to shop at any online retailer and have their orders delivered to their local shop. We have not gone live yet but I am hopeful it will be as successful as Next returns. Parcel services seem to be the one area of growth for us at the moment.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

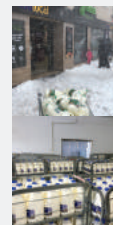
contact us facebook.com/ThisisRN and @ThisisRN



The first Fairtrade product we're showing off for Fairtrade Fortnight is a great new product we have called Eat Your Hat. Their products are sustainably grown, organic and delicious! Also, they're doing their bit to protect the planet



Thornton's Budgens @BelsizeBudgens



Wow! What an unbelievable 18 hours at @ErosRetail! 6 stores open today and store teams going great lengths to deliver for customers; some of those that couldn't make it in provided support in the background. Personally, I started the morning overseeing business

& store situations then ended up jumping in a van, picking up 1,500 jugs of milk from @GrahamsDairy depot and hand-balling them into stores.

Harris Aslam @HarrisAslam7

#snowday
#shopstaysopen
#onlyifitsafe
#providing
essentialservices



Natalie Lightfoot @nataliegreggain



I love spending time visiting retailers - especially this very happy and frankly awesome guy. @HarjDhasee I'm absolutely delighted you're going to be the #IAA18 #BrandAmbassador Great ideas already flowing from today's session! #Retail #alwaysimproving

Samantha Gunston @samanthagunston

SPECIAL REPORT

When you make a mistake it is easy to worry, but why not take it as an opportunity to learn? From supermarkets to airlines, errors made by all manner of businesses have never been so precious.

Tom Gockelen-Kozlowski reports

Winning mistakes

In an era when top convenience retailers are building reputations for innovation, mistakes and missteps are inevitable.

When larger retailers innovate, these errors will be caught, recorded and shared around an estate of potentially thousands of stores. But is the same true for independents? Probably not.

RN therefore cast the net wide and asked the question few retailers would wish to be

asked: what's the biggest mistake you've made in retail? Our aim: to find out what some of the best store owners have learned from some of the decisions they most regretted at the time.

As Albert Einstein once said: "If you've never failed you've never tried anything new."

Read on and discover what you can learn from RN readers' mistakes.

MY MISTAKE

NOT TAKING STAFF THEFT SERIOUSLY ENOUGH



Arjan Mehr
Londis,
Bracknell,
Berkshire

It sounds trivial but it's not. It can happen with cash and with high-value items such as tobacco and has been something I've had to focus on. We're all chasing margins and staff theft can seriously damage your costs.

WHAT I LEARNED You have to have an audit trail

If you check stock and cash regularly, things show up immediately. We've also put in rules such as staff cannot serve relatives because collusion can take longer to show up.

MY MISTAKE

NOT SUPPORTING LOCAL SUPPLIERS



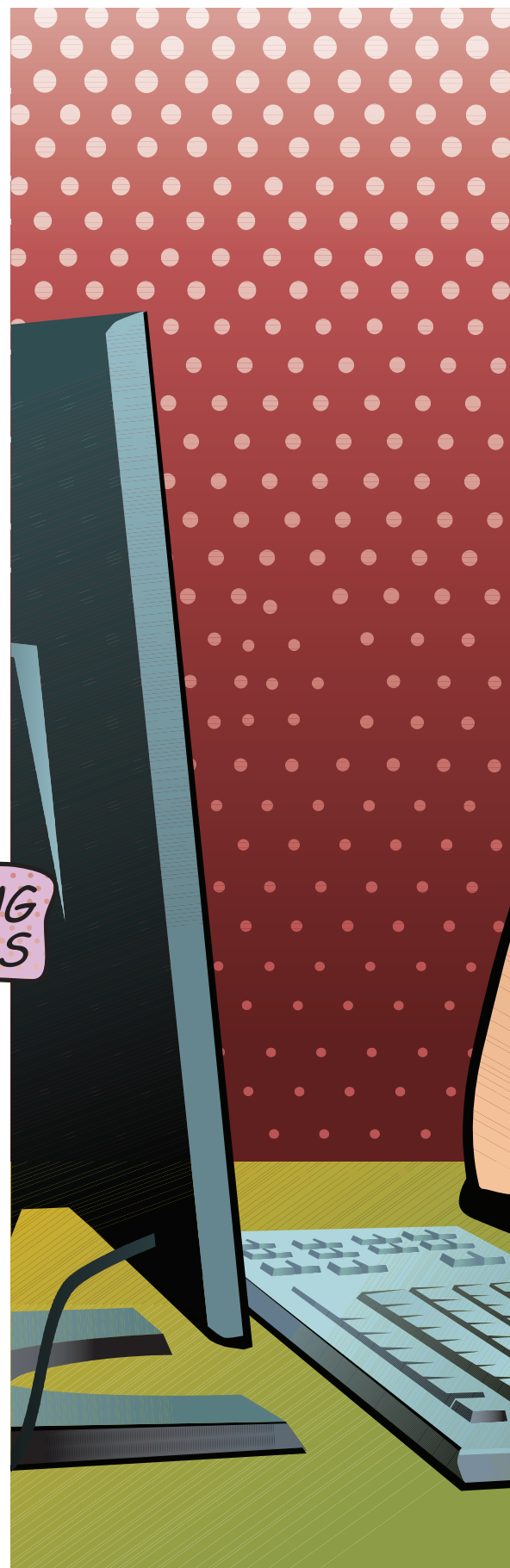
Kate Clark
Sean's News,
Upton-upon-Severn,
Worcestershire

When we introduced our ice cream counter, I decided to stock a really great ice cream manufacturer called Marshfield who I worked with previously. I invested in their chiller, PoS and everything, but my sales weren't as good as they should have been.

WHAT I LEARNED You have to support the most local produce

After that year we swapped to Bennett's ice cream, from just a few miles away, and have now worked with them for eight years. Tourists come back again and again because they want local ice cream. Since we introduced it, we've continually seen sales grow by 10%.

Products made nearby can attract greater loyalty



THAT WAS A
BIG MISTAKE, BUT...
MAYBE I CAN LEARN
FROM IT



THE VALUE OF MESSING UP

In a world where mistakes are taken as a sign of weakness, it can be tempting to cover them up, but in the world of aviation there are hundreds of lives at stake and not dealing with problems can be deadly.

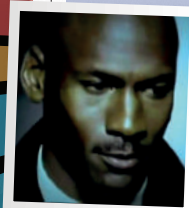
So, while Threat and Error Management (TEM) might sound like corporate jargon, if you've ever flown in an aeroplane it may just have saved your life.

TEM is the industry-agreed strategy for sharing the lessons of failure and ensuring every pilot, air traffic controller and even plane designer can take advantage of previous experience.

Threats, under the definition of the system, are external issues that the pilot will not expect to occur. Errors, meanwhile, are the mistakes that those in cockpit are guaranteed to make every once in a while.

Rather than being chastised, each fault is recorded as a precious example of a weakness in the overall system and then shared to all airlines by an industry body called LOSA.

The system began in the early 1990s but in recent years other organisations have been embracing mistakes as a way of creating a culture of sharing best practice.



Embracing mistakes is a tactic that is widening its reach elsewhere too.

By 1997, basketball hero Michael Jordan was telling us in a Nike advert that "I've lost 300 games, 26 times I've been trusted to make the game winning shot and missed... and that is why I succeed."

Such has become the importance of the idea for the tech industry, meanwhile, that the Financial Times last year placed "We celebrate failure" among a list of industry clichés.

The age of failure is well and truly here.

Michael Jordan, above, is one of those who values his mistakes



SPECIAL REPORT

MY MISTAKE

NOT GOING BIG ENOUGH ON FOOD TO GO



Linda Williams
Broadway Premier,
Oxgangs,
Edinburgh

We'd tried food to go twice before, with Bake 'n' Bite and Cuisine de France and we also had a Nescafé coffee machine, but it didn't work either time. The limited range we were offering meant customers got bored after a few weeks. The next time we decided to try again, we chose to work with our symbol group.

WHAT I LEARNED
We developed our own Premier Deli concept

I can now offer salads to people who aren't that hungry, sausage rolls to people who want something hot, or a full meal deal to people who are really hungry. Investing in a decent food to go offer has taken this from being a £100-a-week part of our business to a £1,500 part.



MY MISTAKE

LOSING OUT ON THREE YEARS' SLUSH SALES



Dean Holborn
Holborn's,
Redhill,
Surrey

For three years, we avoided getting a slush machine because they were expensive and I thought they would be a flash in the pan. My family had had one in the 1980s but it had died a death, and that put me off too. But after we eventually got one, we made £10,000 from it in the first year, so you could say we lost £30,000 in sales in those other years.

WHAT I LEARNED
I need to pay more attention if things are appearing in magazines

This experience has made me realise I need to pay more attention if things are appearing in magazines and a trend is performing well elsewhere.



NEXT TIME I WILL DEFINITELY DO THINGS DIFFERENTLY

MY MISTAKE
TRYING TO COMPETE WITH THE DISCOUNTERS AT EASTER



Kamal Sisodia
WH Smith Local,
Coalville,
Leicestershire

This year, I've reduced my Easter egg order because I ended up having to reduce a lot of them after Easter Sunday. I'd focused on mid-range eggs like KitKat Chunky and Snickers which supermarkets and nearby discounters had big deals on. The one exception was our luxury eggs like Guylian and Lindt which sold really well. This year, that's what we're focusing on.



MY MISTAKE
NOT ASSIGNING STAFF SPECIFIC ROLES



Adam Hogwood
Budgens of Broadstairs,
Broadstairs,
Kent

It's very easy not to give people operational responsibility and simply be happy if the work gets done somehow. But staff generally have favourite jobs they will prioritise, so other things got missed. Stock rotation was always a big thing for us, for example - if stock isn't rotated, you get wastage and orders get messed up.

WHAT I LEARNED
Give staff assigned roles

It means they are responsible for their own sections now. If anything gets missed, I know who is accountable and that means every necessary task gets done.

WHAT I LEARNED
There are so many shops like Wilko and Poundland nearby

It's impossible to compete with them. Instead, we've become the place where people come for "something a little special". We've introduced premium spirits and stationery to capitalise on this too.

MY MISTAKE
SPREADING MYSELF TOO THINLY



Mital Morar
Store!,
central Manchester

When I was growing my last business my attention was split two ways. Retail is what I know and I wanted to focus on that, but I was also really passionate about foodservice and our store had a restaurant upstairs. It had to be one or the other - doing both was killing me. My family were really surprised, but when someone offered to buy the business I accepted and took six months off before opening my new retail-only store.

WHAT I LEARNED
I need time to look at the business

The cashflow, the loose ends - everything running a shop involves needs attention. It's fine to introduce a coffee shop or food to go, but you also need to delegate responsibility to people you can trust to free yourself to work on your business. >>

MY MISTAKE
NOT OFFERING CONSISTENT CUSTOMER SERVICE



Kashif Nadeem
Premier Blackadder's Minimart,
Greenlaw, Borders

When I first started working in the business after leaving school I could be hot-headed, but you can't afford to be like that because if you're rude to one customer they'll end up telling 10 others what you said. Particularly in the era of social media, it's easy to complain about bad service publicly and suddenly everybody knows about it. Years later, my business is at the heart of the community.

WHAT I LEARNED
If you don't get on with one customer, you don't get on with everyone

So sometimes you just have to hold your tongue in this business.

SPECIAL REPORT



MY MISTAKE GOING FOR A HIGH-PRICED SHOPFITTER



Ferhan Ashiq
Levenhall Stores,
Musselburgh,
East Lothian

With my last store we used one of the most premium shopfitters in Scotland and their service was excellent throughout. I only used them because I was confident we would quickly see a return on investment. Even so, they were bringing in equipment and fixtures I know I could have bought at a 20% discount if I'd bought them myself. There's no need to spend that money if you're willing to do a little more work yourself.

WHAT I LEARNED Ask yourself if paying a premium is worth it

In my other shop we're about to do another refit. I'm buying the equipment and using a less expensive shopfitter.

MULTIPLE BLUNDERS: WHAT YOU CAN LEARN FROM THE SUPERMARKETS' ERRORS



Tesco

The blunder The company had been selling its own-brand Willow Farm fresh chicken, telling customers it was reared "exclusively for Tesco". The only problem was, a Guardian/ITV investigation showed that in some cases the meat was simply repackaged Lidl stock. Tesco conducted its own investigations into its supplier, 2 Sisters, and found more issues with its supply chain.

What you can learn Even more than larger stores, local shops rely on trust. Ensure your suppliers – big and small – can answer questions about provenance, production and the ingredients they use.

Morrisons

The blunder A security guard in the store's Holyhead branch approached a young woman, accused her of stealing, and asked her to leave. After 20 minutes of the woman denying it, another member of staff finally came over to tell the security guard that it was a case of mistaken identity. The guard claimed he was simply "doing his job" but according to the North Wales' Daily Post paper, Nadine Williams is now so embarrassed she will not go back to the branch.

What you can learn Make sure you have a protocol in place for dealing with suspected thieves and train your staff on this. Accusing the wrong person could mean losing a shopper for life.

Sainsbury's

The blunder Sainsbury's made the headlines last month when it was found to be charging more for cards from women to their husbands this

Valentine's Day than men had to pay for their wives. A small mistake, perhaps, but in this era of #metoo and greater debate about women's rights, this was the wrong mistake at the wrong time and was reported in the Metro, among other newspapers.

What you can learn Keep up to date with what matters to your customers. Some shoppers will care deeply about equality gender issues, some will care about their sugar and meat intake, but stocking the wrong product could lose these customers for life.

Asda

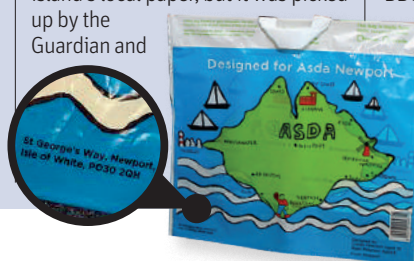
The blunder Asda opening a new store on the Isle of Wight was originally a story solely for the island's local paper, but it was picked up by the Guardian and

the London Evening Standard after 10,000 brand new 'bags for life' were prematurely recycled before the store had even opened. The reason? The specially-designed bags featured a map of the island and a unique design but unfortunately misspelled "Isle of White".

What you can learn Investment in new fascias, marketing material and in-store signage isn't cheap so it's important to get it right. That means proof reading, double-checking and getting someone else to have a look.

Waitrose

The blunder At the beginning of the year, Waitrose began trending on Twitter after its card operator Verifone failed. According to the BBC, customers with trolleys full of shopping were left unable to pay, with queues quickly building up all over the country. At one store, one enterprising manager placated customers by opening boxes of chocolates and passing



MY MISTAKE

NOT READING THE FINE PRINT



Dee Sedani
One Stop,
Matlock,
Derbyshire

I've been caught out a few times after not reading supplier contracts carefully enough. In one situation, I worked with a coffee machine supplier and what we had agreed initially and what was in the contract were two different things. That meant we weren't getting the profit per cup we were expecting and were dealing with different minimum cup sales.

WHAT I LEARNED
I now take the time to read through everything carefully

Just because you trust a handshake or are dealing with a trusted brand doesn't mean things can't go wrong.

MY MISTAKE

NOT ENSURING YOUR STAFF EARN THEIR WAGES



Dave Hiscutt
Londis
Weymouth,
Dorset

We didn't always have as good a control of our wage bill as we do now. We worked from rotas, for example, but we wouldn't analyse hourly sales and compare this to when staff are on shift. We didn't think about the mix of staff we had in, either. This was some time ago, but the changes we made then are even more important now because of the National Living Wage.

WHAT I LEARNED
We started to forecast our sales and wage spend and compare them to each other

Analysing the business is so important to make sure you profit. Our business runs a lot better today as a result.

MY MISTAKE

BUYING PRICEY SPIRITS BY THE CASE



Jack Matthews
Bradley's
Supermarket
Quorn
Leicestershire

When we started to look at our gins range a few years ago we were stocking an okay range of eight gins, but buying in cases meant there were half-opened cases all over the stockroom. By buying single bottles we've been able to grow our range to 30 and reduce our stock holding. If we were going to stock that range by buying full cases we would be tying up thousands of pounds in stock.

WHAT I LEARNED
Buying single gin bottles worked so well we now look for other areas where this can work too

For example, our fruit and veg supplier will be flexible and sell us 20 grapefruits for a week, whereas if we bought a full case of 48 our wastage would be very high.

them round while explaining the reason for the problem.

What you can learn In fairness, Waitrose can't be held liable for the mistake of Verifone. Lessons can, however, be learned. Apart from the great example of quick thinking from that store manager the best lesson from this experience is how vital it is to work with a reliable card operator.



granules in 2015 after they were found to contain paint thinner.

What you can learn The maxim "the customer is always right" is even truer when you know your store is in the wrong. Do whatever it takes to win back a once-loyal customer.



Aldi

The blunder It is a well-known fact that bears repeating: many shoppers using discount stores are living on very tight budgets. So when Metro reported 6,000 Aldi customers were accidentally



double-charged for their shopping, it caused a storm. A number said the error had caused them to go overdrawn and despite the company returning the funds within 24 hours, there was understandable outrage.

What you can learn The fact Aldi rectified the issue within 24 hours is impressive, but should it have happened at all? Stores taking payment from the poorest customers have a great responsibility and you need to have checks, balances and procedures in place to protect them.

Co-op

The blunder An East of England

Co-op customer reported to the Guardian that they had parked in the dark, shopped at the Co-op branch, then returned to find a £100 fine on their window. The Guardian highlighted a widespread issue which was catching many customers out – especially the elderly: the need for each shopper to input their registration numbers on computer tablet. The Guardian finished its report: "we assume you've decided to shop elsewhere".

What you can learn If you plan to introduce new systems, services or technology, make sure you have staff available and trained to talk customers through the changes. The Co-op eventually did this, but it was too late. ●

Lidl

The blunder Lidl shoppers love the area in the centre of these stores with an eccentric mix of top deals. But customers at the Bath store were left unhappy when they picked up low-price kingsize bed mattresses which were wrongly labelled as double bed ones. The problem made the headlines after the supermarket initially refused to pick up a customer's opened mattress which no longer fitted in their car. In its coverage, The Sun reminded readers that Lidl had also had to recall gravy

PRICEMARKING

Why is it still relevant?

Pricemarking has journeyed from controversial margin killer to vital convenience staple in recent years – but why does it remain such a central industry strategy year after year? Priyanka Jethwa investigates

Reason 1

Having a wide range of pricemarked items tells your shoppers something about your whole business

Offering a varied range of pricemarked items can help convince shoppers the rest of your store is good value for money, encouraging them to come back. Lucozade Ribena Suntory is one company which has shown a commitment to pricemarking and its sales director Scott Meredith says this is a key part of the company's strategy: "They not only demonstrate value to your soft drinks shoppers but can be beneficial for sales elsewhere in store too."



The effect of pricemarking stretches beyond the category it is used in, suppliers say



Reason 3

Customers are actively searching for pricemarked items

There can be a temptation to believe that pricemarking encourages shoppers to buy on an almost subconscious level but research commissioned by Global Brands (which manufactures VK, Hooch and Flare pre-mix cocktails) shows 82% of shoppers are actively searching for pricemarked packs and 61% believe them to offer better value. This insight has guided its own strategy for independents, according to Christian Saginson, brand controller at the company: "The Global Brands range of pricemarked packs are available solely in independent stores, setting them apart from multiples grocers and larger stores."

Research suggests 82% of shoppers seek out pricemarks



They can be beneficial for sales elsewhere in store too

Burton's Biscuits was one of the first firms to use pricemarks

Reason 2

Even the most much-loved brands are embracing pricemarks

"Burton's Biscuit Company was among the first companies to introduce pricemarked packs," says Mandy Bobrowski, marketing director at Burton's Biscuits. The company continues to show commitment to the strategy with pricemarked versions of Jammie Dodgers, Maryland Cookies and Wagon Wheels. The company says pricemarking its products is a great way to drive impulse purchases and, therefore, retailers' profits.



Reason 4

Pocket money and pricemarks remain a natural mix

With pennies burning in their pockets, children have long seen their local shop as the best place to spend their pocket money. Pricemarked sweets, such as Swizzels' Super 6 10p range, fit the bill and manufacturer Swizzels has worked hard to create a range of material to help stores capitalise. Mark Walker, sales director at Swizzels, says the dump bins the company has made available are "guaranteed to catch the eye of shoppers".





INDEPENDENT
Achievers Academy

#IAA18

UNCOVER YOUR SHOP'S MAXIMUM POTENTIAL

Take part in the trade's best Retail Study Day

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

Ancoats General
Store, Manchester

Thursday 22 March
from 1pm

Free to qualifying
retailers



Retail Study Day 2017

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

CAMELOT



PRICEMARKING

Reason 5

Retailers can use their own skills and knowledge to drive sales further

To further catch the attention of shoppers, having clearly sign-posted promotions alongside pricemarks is crucial. Bob Sykes, of Denmore Premier Food & Wine Store in Denbighshire, says he is currently running a deal on four bottles of Volvic 500ml for £1, and promotions like these encourage customers to explore the rest of the store and increase overall basket spend. "The key is getting the display right - I double it up by placing items on promotion both at the front of the store and dotted around," he says.



Retailers are taking the logic of pricemarking to create their own promotions

Reason 6

Suppliers are bringing pricemarked options to fast-growing categories such as chilled

Chilled produce is increasingly considered a must-stock category for store owners and the top suppliers are already up to speed with the importance of pricemarking. Rustlers is one such brand and Angela Daulby, channel director at Kepak, says the company understands the "key role" pricemarks play in the market. This is a strategy the company expects to continue with in the long term. "The price sensitivity shown by shoppers is set to continue and retailers will benefit by offering pricemarked products with sustained, heavyweight marketing support," she says.



The key is getting the display right

Reason 7

Pricemarking is going premium

Premium brands have been creeping into the world of pricemarking for a long time - as early as 2013, Pernod Ricard released a pricemarked version of Absolut vodka. Since then the trend has spread, however, suggesting that the pricemark has well and truly lost any stigma which might have stopped premium brands using it in the past. Rustlers, for one, has looked to attract new customers with its Gourmet range but has kept steadfastly to its pricemarking strategy. Both the Classic Burger and the BBQ Burger are available with a £3 pricemark.

Pricemarking has less stigma for premium brands



The price sensitivity shown by shoppers is set to continue



Reason 9

Pricemarking has gone veggie

More of us are choosing meat-free options (up to 10m customers according to Kantar), so offering a great range of vegetarian options is more and more vital for stores of all sizes. An additional benefit of switching away from meat can be saved pennies and Quorn is one company which is using this to its advantage, providing price-marked stock to the convenience channel - particularly as big brand vegetarian options have long been sold at a discount at stores such as Iceland. Quorn's Crispy Nuggets and Quorn Pieces, both price-marked at £2.29, are two great examples.



Pricemarks appear across the portfolios of big brands such as Mars

Reason 8

Pricemarks have adapted alongside shopper behaviour

The rise in popularity of staying in - whether with friends or family - means consumers are looking now more than ever for sharing pricemarked bags of confectionery and blocks of chocolate, industry insiders say. Sharing confectionery bags like Mars' Maltesers and M&M's, available in £1 pricemark treat bags, remain in growth in a tough market for confectionery and the company is positioning them as the "perfect treat for a night in" which also offers value for money. Sarah Nandhra, of Loco Carlos in Leeds, says confectionery sharing bags that are pricemarked at £1 are extremely popular, especially since she has three schools nearby.



FREE
HOLDER FOR
YOUR CAR

**GUM IS THE NO.1 SNACKING
PRODUCT CONSUMED IN THE CAR***

**EXTRA® IS THE UK NO.1 NON CHOCOLATE
CONFECTIONERY BRAND****

**SUPPORTED WITH AN INVESTMENT
OF £1M IN DIGITAL MEDIA IN 2018**

**CAR ACTIVATION DELIVERED 32%
UPLIFT TOTAL GUM CATEGORY SALES*****

ARRIVE READY

When you buy one bottle of Wrigley's gum. Participating promotional packs only, whilst stocks last.

Source: *Catalyst quantitative & qualitative research IN YOUR CAR 2008 **Nielsen Nov. 2017 ***Nielsen Homescan WE. 05.11.16

THINK  TWICE



INDUSTRY PROFILE

Molson Coors

With the newly acquired Aspell brand in its stable, Molson Coors has a year of investment, innovation and marketing planned. Managing director Phil Whitehead tells Priyanka Jethwa how independents who offer the right range of mainstream, premium and craft ciders can cash in

RN What are the biggest alcohol trends independent retailers should focus on in 2018?

PW This year, consumers are looking for distinctive and different styles of drinks, and that is particularly true of cider. People are looking for a variety of styles and tastes, just as we saw in the craft gin market. But, while craft is important, making sure retailers have a brilliant everyday offer in the mainstream category is also key.

RN How will the acquisition of Aspell benefit independent retailers?

PW Aspell is a tremendous brand in the way it can premiumise independent retailers' cider offering. Molson Coors can offer retailers the ability to push the brand in store and get it into more consumers' hands, because of the scale we have as a company. We always had a good cider portfolio within Molson Coors before, with drinks like Rekorderlig, but what we were missing was a cider with provenance and heritage. That is why Aspell was attractive to us, as the longest serving cider brand in the UK.

RN What can retailers expect to see from you this year as you work to redefine the cider category?

PW This year is all about integrating the Aspell business into Molson Coors, and we need to put some capital on the side to invest in the next round of innovation. We're also going to spend some time on brand positioning. The brand needs some investment and Molson Coors'

marketing team is working with Aspell's marketing team to make this happen.

RN Why is it important for retailers to focus on constantly improving their alcohol offering?

PW It's really important retailers have the right range in store and make sure they are looking at the brands that will make them successful. That's especially true with mainstream brands such as Carling, which is significantly outperforming its competitors in the category. Likewise, independent retailers need to make sure they have premium and craft products which aren't just going to take up space, but be actively purchased by consumers.

RN What is the biggest mistake retailers need to watch out for in 2018?



“
People are looking for a variety of styles

PW Retailers need guarantee they are stocking the products that are going to be successful in the long-term. One of the exciting things with craft is that we are seeing a lot of new brands and products coming into the market, but a number of those brands don't get repeat purchase, so going too far down the 'craft' route is something retailers need to watch out for. Working with brands that have longevity is the best thing in the long term - that would be my advice to independents.

RN Looking ahead to the rest of 2018, what are going to be the biggest challenges the alcohol industry is going to face?

PW Consumers are choosing to drink less alcohol than they have traditionally, and choosing different things at different times of the week, so this is one thing retailers need to be aware of. I would encourage independents to focus on the range they are offering and make sure they are stocking brands that are well invested in, because these will be the ones that will be there the longest and appeal to consumers.

** Company CV **

Company Molson Coors
Managing director UK and Ireland
Phil Whitehead

Profile Molson Coors is one of the largest global brewers, with an extensive portfolio including Coors Light, Carling and Rekorderlig.

Latest news The company recently acquired Aspell Cyder Limited, a move which will help it tap into the trend for consumers demanding more premium ciders and heritage brands.



**

**

COLUMNIST



Guest columnist

Kashif Nadeem

Snow business: show goes on

While snow gripped much of the UK last week, one retailer found himself unable to reach his store for six days. Kashif Nadeem explains what happened

For six days last week I was unable to reach my store. It lies in Greenlaw on the Scottish borders and was totally cut off by the snow.

Even when I finally managed to get through – on Monday – the snow that had been cleared on the roads nearby was higher than my car.

Locals told me the last time anything like this happened was 2010, but even then the snow wasn't as severe.

So what happened? First, it meant that for the six days the village was totally cut off. No deliveries were possible apart from milk from a local farm whose driver managed to get through in a 4x4 vehicle.

Obviously, you don't expect to operate without deliveries for that long, but our range and availability held up, thanks, in part, to the huge refit we undertook late last year to extend our store and shelf space. I just imposed one restriction during the severe weather – one loaf of bread and one carton of milk per household.

As I was unable to get to the shop I had to rely on my staff – and they were amazing. They were so good that when the National Living Wage rises again next month I will be adding a further increase on top.

Two members of staff did eight-hour shifts each day to keep the shop open from 6am to 8pm. Being from the area, they could also use their local knowledge about what people needed. They brought a stock of snow shovels out from storage onto the shop floor – I'd forgotten we had them – and we sold 50 in one day.

Another member of staff kept our new café open and we sold a large number of bacon rolls, chicken nuggets and hot drinks to kids going out to play in the snow.

The young lads who do the odd shift with us went out to check on elderly customers, took them soup and anything else they needed. I also gave elderly customers priority when it came to essentials like milk.

The community came together, too. Lorry drivers – one from Newcastle and another from as far away as Devon – were stuck and unable to get to Edinburgh, so locals put them up for four nights.

This “pulling together” spirit wasn't on show everywhere. I heard that one shop, in a village 11 miles away, put prices up sharply. A loaf of bread in their store was £3 and a large carton of milk was £5.

That annoyed a lot of people, whereas locals in our village were coming into our store for the first time since our refit and saying,



Locals battled to open the roads around Greenlaw

“

We showed local residents we were there for them and could meet their needs when they really needed us

“Wow, it's been done up”. We kept our prices as they were and customers were really impressed with the range and presentation of the store.

As the snow eased on Sunday, Booker managed to get through with our Thursday delivery using a 4x4 van. We've not long re-joined Premier and I don't think the service Booker provided us would have happened with another group. Not only did our order come through, but 180 cases of bestsellers were delivered, too. Depot staff knew we would have been selling out of products and told us to use what we needed – that is going the extra mile. The next day our Monday delivery came on time and now we're fully stocked again.

The last week has put a marker down. We showed local residents we were there for them and could meet their needs for nearly a week when they really needed us.

Kashif Nadeem is the owner of Premier Blackadder's Minimart in Greenlaw



Kashif's staff made sure his business was open for customers throughout

THIS WEEK IN MAGAZINES

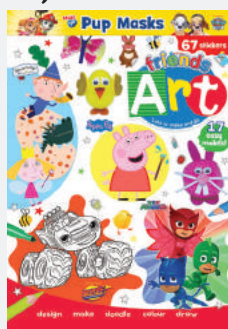


Launch of the week

ART AND SOUL FOR KIDS IS SUCH FUN TO LEARN

It's not all about computer games and the internet for today's youngsters – traditional activities like art and crafts are growing in popularity. This new monthly is just for them...

CHILDREN'S love of a good arts and crafts magazine knows no bounds, and the latest offshoot from the ever-growing Fun to Learn Friends stable – Fun to Learn Friends Art – aims to capitalise on that. It is a monthly aimed at the core market for its other titles – boys and girls aged between three and seven – and includes a range of simple art and craft projects for pre-schoolers and infants (and their parents). There is also a giant sticker sheet and a pull-out card activity featured within its pages. Many of the activities revolve around familiar figures such as Paw Patrol, PJ Masks and Peppa Pig characters.



FUN TO LEARN FRIENDS ART
On sale 14 March
Frequency monthly
Price £3.99
Distributor Seymour
Display with Fun to Learn Friends, CBeebies Art, BBC Toybox

My week in magazines



Tim Murray
 Magazines reporter
 RNreporter@newtrade.co.uk

GREAT WAY TO GET FAMILIES READING

In all my time covering the magazine beat for RN, I've never received a press release about bumper packs or polybagging two or more magazines together.

That was until the new National Geographic initiative, which offers an interesting twist on the concept. Rather than the more traditional idea of featuring a similar title aimed at wooing new readers, as often used by women's titles, or the "if you love this, you'll enjoy this" plan – one that works for, say, Empire and Q – it is billing itself as a family offering. It pairs its popular children's title, National Geographic Kids, with the well-established monthly that launched the natural history brand.

It is designed to entice parents and children, and, for retailers, straddles a raft of themes, taking in everything from news and current affairs to natural history and children's.

As well as boosting both magazines, it has, if successful, the potential to be broadened and adopted by other magazines and publishers. The concept of pairing grown-up magazines and their junior versions is appealing too, because it gets youngsters into the habit of buying and reading magazines.

As a parent, I can see the value in this – my youngest son will soon be graduating to "real" newspapers after spending months devouring First News. Like his old man, he'll soon end up a rabid news reader.

Opportunity: dual siting

Try racking the National Geographic bumper pack across the news and current affairs section, alongside National Geographic and other similar magazines, as well as with children's factual publications.

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?



Call 020 7689 3350

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



BIG & LITTLE CROCHET

- This new partwork launch from Hachette sits somewhere between the craft magazine sector and women's interest. Each issue comes with patterns, step-by-step instructions and a ball of yarn.
- The launch is being supported by a £1m marketing campaign, with further social media activity.



On sale 7 March
Frequency fortnightly
Price 99p, then £2.99, then £4.99 from issue 3
Distributor Marketforce
Display with New Art of Crochet



MAGIKI CUDDLE BUNNIES

- Each issue comes with a plush cuddly toy. The magazine itself features adventures involving the Magiki Cuddle Bunnies crew.
- The launch is supported by TV advertising, digital marketing and social media activity. In-store PoS is available.



On sale 7 March
Frequency weekly
Price £1.99, then £3.99
Distributor Marketforce
Display with Paw Patrol, Shopkins, Hello Kitty



NATIONAL GEOGRAPHIC FAMILY

- This package includes the standard National Geographic title and its junior equivalent National Geographic Kids, at a saving of 20%.
- It includes all the covermounts for the children's version



On sale 7 March
Frequency monthly
Price £7.99
Distributor Seymour
Display with National Geographic Monthly



ELLE

- This issue comes with a free Warehouse gift-card, which publisher Hearst believes will drive sales.
- Its cover features Alicia Vikander, who has the starring role in the latest big screen iteration of Tomb Raider.



On sale 7 March
Frequency monthly
Price £4.40
Distributor Frontline
Display with Vogue, Grazia



WONDERLAND

- As spring arrives, so do the seasonal specials of the style magazines, including the spring issue of Wonderland, with Miley Cyrus on the cover.
- Inside the magazine, the outspoken and very tabloid friendly singer holds forth on everything from Elton John to pigs and Hillary Clinton.



On sale 9 March
Frequency monthly
Price £6.95
Distributor Seymour
Display with i-d, Love, Vogue



Bestsellers Pre-school

Title	On sale date	In stock
1 Peppa Pig Bag of Fun	22.03	<input type="checkbox"/>
2 CBeebies Weekly	07.03	<input type="checkbox"/>
3 BBC Toybox	21.03	<input type="checkbox"/>
4 CBeebies Art	21.03	<input type="checkbox"/>
5 Paw Patrol	14.03	<input type="checkbox"/>
6 Fun to Learn Peppa Pig	15.03	<input type="checkbox"/>
7 CBeebies Special	21.03	<input type="checkbox"/>
8 Showcase	07.03	<input type="checkbox"/>
9 Fantastic Funworld	09.03	<input type="checkbox"/>
10 Thomas & Friends	21.03	<input type="checkbox"/>
11 Milkshake	29.03	<input type="checkbox"/>
12 Octonauts	21.03	<input type="checkbox"/>
13 Blaze	08.03	<input type="checkbox"/>
14 Fun to Learn Friends	08.03	<input type="checkbox"/>
15 Rescue Bots	29.03	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

SYMBOL KEY

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

2018 FIFA WORLD CUP RUSSIA™

ADRENALYN™

OFFICIAL TRADING CARDS

ON SALE NOW!

© FIFA, FIFA's Official Licensed Product. Logos and the Emblems, Medals, Posters and Trophies of the FIFA World Cup™, tournaments are copyright and/or trademarks of FIFA.

INCLUDES:

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

#GotGotNeed
@OfficialPanini

THIS WEEK IN MAGAZINES



BREATHE NATURE JOURNAL

- This special edition of the popular title aims to help readers connect with the natural world.
- In keeping with the Breathe ethos, the issue provides “guidance, inspiration, reflection and creativity”.



On sale 8 March
Frequency one shot
Price £7.99
Distributor Seymour
Display with Breathe, Teen Breathe, Simple Things



HOLIDAY GOODIE PACK FOR GIRLS

- From the makers of My Beautiful Princess, this bumper pack of magazines and goodies arrives well in time for the Easter school holidays.
- Includes two magazines and nine free gifts, including lip shine and a colouring activity set.



On sale out now
Frequency one shot
Price £3.90
Distributor Marketforce
Display with Pink, My Little Pony, Moana



MAGICAL WORLD HOLIDAY SPECIAL

- More holiday fun for the Easter break from the team behind My Beautiful Princess, which has also just published its latest monthly issue.
- This special includes two magazines and free gifts, including a tiara and lip shine.



On sale out now
Frequency one shot
Price £3.90
Distributor Marketforce
Display with Pink, My Little Pony, Moana



SPECIALIST CHOICE DANIEL MCCABE, MAGALLERIA, BATH SIDETRACKED

Who buys it?

When we get a new issue of Sidetracked in it goes like the clappers. It's an extreme sports magazine and a mixture of customers buy it, including people who are quite active, but it's taken over from the armchair travel magazines for people who want to look at things they might never do.

How do you display it?

We've got a good window display – we use music stands so we can open the pages and show off the contents. We had a spread for this issue and made a little feature of it.



On sale 14 June
Frequency three a year
Price £11
Distributor Sidetracked

Expert advice

Julie Jones

Managing director, Redan Publishing



At a time when parents and children are being encouraged to cut down on screen time on smartphones, iPads, tablets and other devices and concentrate on spending time together as a family, the pre-school magazine sector can really benefit from the wholesome reputation of print-based media.

As a pre-school specialist, we felt that a dedicated craft magazine where children, parents, carers and families can spend quality time together, creating and learning alongside their favourite characters, would be a welcome addition to the pre-school sector.

Fun To learn Friends Art stands out from the crowd due to our unique mix of the hottest characters and top-quality covermount gifts.

No other children's magazine contains crafts based around hugely popular characters like Peppa Pig, Paw Patrol and PJ Masks like this title does.

Once inside the magazine, we hope that Redan's reputation for the highest quality editorial and great value for money will shine through for our readers.

Our strategy

Who buys your titles?

Children, parents, grandparents and carers of young children.

How should they be promoted in store?

These titles should be placed at child height, next to other Fun To Learn titles. Retailers should make an effort to keep the children's section as tidy and alluring as possible.

How are you investing in independents?

We take part in a variety of promotions throughout the year, with various “clubs”. For the launch of Fun To Learn Friends Art we are investing in a distribution package with the Menzies Super League club of independents.

COMING UP IN NEXT WEEK'S RN



How Josie Chamberlin turned her store into a wine-lovers' paradise

Plus, how can you manage your local produce range to maximise profits, RN takes a look at the core cakes and biscuits category, and benchmark your red wine prices



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

Partworks

Title	No	Pts	£
DeAgostini			
Art Gallery	4	60	8.99
British Steam Railways	4	50	1.99
Build Your Own R2-D2	62	100	8.99
Classic Dinky Toys Collection	6	60	11.99
Enhancing Your Mind, Body, Spirit	62	120	3.99
My Animal Farm	57	60	5.99
Jazz at 33 and Third RPM	57	70	14.99
Star Wars Helmet Coll'n	57	60	9.99
Zippo Collection	66	60	19.99
Eagleboss			
DC Comics Graphic Novel	68	100	9.99
Game of Thrones	51	60	8.99
My Little Pony Colouring Adventures	53	80	3.99
Star Trek Ships	120	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	15	80	9.99
Art of Cross Stitch	63	90	2.99
Art of Quilting	115	120	3.99
Art Therapy	156	180	2.99
Assassins Creed: The Official Collection	28	80	9.99
Big & Little Crochet	1	72	0.99
Classic Routemaster	8	130	8.99
Dr Who Complete History	66	80	9.99
Draw The Marvel Way	58	100	4.99
Judge Dredd Mega Collection	83	80	9.99
Marvel's Mightiest Heroes	110	112	9.99
Transformers GN Collection	32	80	9.99
Warhammer	40	80	9.99
Panini			
F1 Collection	51	60	10.99

Collectables

Title	Starter	Cards
Panini		
Cars 3 sticker collection	2.99	0.60
Fantastic Beasts and Where to Find Them Sticker Collection	2.99	0.50
FIFA 365 Trading Cards	4.99	1.00
Football 2017 collection	2.99	0.50
Guardians of the Galaxy volume 2	2.99	0.50
Invizimals Trading Cards	3.99	1.00
Paw Patrol 'A Year of Adventures' Stickers	2.99	0.50
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	70p 14.98p 21.4%
Mirror (Scotland)	75p 16.05p 21.4%
Daily Record	75p 14.98p 21.4%
Daily Star	30p 7.26p 24.2%
Daily Mail	65p 14.5p 22.31%
Express	55p 13.31p 24.2%
Express (Scotland)	50p 12.10p 24.2%
Telegraph	£1.80 38.7p 21.5%
Times	£1.60 34.4p 21.5%
FT	£2.70 54p 20%
Guardian	£2 44p 22%
i	60p 13.2p 22%
i (N. Ireland)	60p 13.2p 22%
Racing Post	£2.30 54.0p 23.48%
Herald (Scotland)	£1.30 29.90p 23%
Scotsman	£1.60 36.0p 22.5%

Saturday newspapers	price/margin pence/margin %
Sun	70p 14.98p 21.4%
Mirror	£1.20 24.72p 20.6%
Mirror (Scotland)	£1.20 24.72p 20.6%
Daily Record	£1.10 22.6p 20.6%
Daily Star	50p 12.085p 24.17%
Daily Mail	£1 21p 21%
Express	80p 17.152p 21.44%
Express (Scotland)	80p 18p 22.5%
Telegraph	£2.20 49.5p 22.5%
Times	£1.70 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 3-4 March

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	1,030g	530g	10g	1	10g
Telegraph	995g	160g	20g	2	25g
Financial Times	770g	390g	0g	0	10g
Times	715g	130g	60g	5	65g
Guardian	650g	310g	30g	4	55g
Daily Mail	645g	225g	125g	6	55g
Mail on Sunday	610g	240g	15g	2	10g
Observer	605g	160g	60g	2	50g

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

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

MIN
2
MONTHS

Trading at least two months?

MIN
MONTHLY
SALES
£3,000

Gross at least £3K monthly?

YOU QUALIFY. It's that simple.

Immediate access to **working capital!**

Approval within **24 hours!**

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

CALL US

0800 368 9695

www.gotcapital.co.uk



BUSINESS FINANCING
MADE SIMPLE



RN

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

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

PHOTOCOPIERS

INCREASE YOUR PROFITS

GENEROUS COMMISSION PAID EACH MONTH

EZEEOCOPY PAYS FOR EVERYTHING
PHOTOCOPIER, PAPER, INK & SERVICE



BLACK & WHITE
COPIES

COLOUR
COPIES

MOBILE
PRINTING

NO INTERNET
CONNECTION
REQUIRED

RING 01744 766 976

OR EMAIL US AT **ADMIN@EZEEOCOPY.CO.UK**

EXCLUSIVE SUPPLIER TO

AND MANY
INDEPENDENT
STORES



Subject to status. Terms & Conditions apply. VAT Registered No. 543 9833 45 Company Registration No. (England and Wales) 2038240

PROPERTY



Buy businesses.
Sell businesses.
Grow businesses.

Christie & Co is a specialist property adviser in the retail, hospitality, childcare, care, leisure and medical sectors. With offices across the UK, we focus on advisory, consultancy, valuation services, brokerage and can provide access to finance across our key sectors.

Business. Built around you.

Deeside Deli & Garden Shop, Aberdeenshire

Freehold £219,995
• Net annual sales £315,927
• Picturesque tourist village
T: 0131 557 6666
5218564



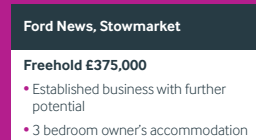
High Felling News/PO, Gateshead

Leasehold £99,950
• PO Income 2017 £52,000 & rising
• Average weekly sales c. £7,500
T: 0191 222 1740
6410927



Premier Millbridge, Plymouth

Freehold £375,000
• Established freehold convenience store
• Fully managed operation
T: 01392 285 600
3217050



Ford News, Stowmarket

Freehold £375,000
• Established business with further potential
• 3 bedroom owner's accommodation
T: 01473 256 588
1418152



Bearwood Post Office & General Stores, Bearwood, Dorset

Freehold guide £650,000
• Prominent A road position, considerable potential
• Large plot with parking for 12 vehicles
T: 01962 844 455
3818117

CHRISTIE & CO

RICS | christie.com

Cadbury

The nation's favourites,
now just 25p! ^{*RRP}



Stock the range today!

For more information and great category advice, go to deliciousdisplay.co.uk

^Cadbury is the UK's biggest chocolate brand, Nielsen, Total Market including discounters, value share, 27.01.18
*Non-pmp versions are available, customers are free to set their own prices.