

RN



7,000 retailers can't be wrong...

Why thousands of independents still look to HND for their profits

NEWSPAPERS
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RETAIL NEWS THAT MATTERS ● £2.50 ● 27.04.2018



The big symbol switch

Why more retailers are choosing to swap their fascia group now

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'This is definitely the most dynamic and exciting time I've seen in retail. New rules are being written all the time.'

Spar MD Debbie Robinson analyses the market in RN's exclusive interview

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Royal baby birth boosts print sales

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Shaping the future
of independent retail
since 1889



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WELCOME

Greenslade's article is part of a groundswell of rising awareness of the need to protect the newspaper market



Editor
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The story Guardian columnist Roy Greenslade told in his column on Monday was depressingly familiar. Guy Wright, the Brighton newsagent he has shopped with for more than 40 years, is shutting up shop. The main reason he gives? Suffering "months of hell" at the hands of Smiths News with late deliveries that destabilised his 150 customer-strong HND service, lost him in-store sales and upset loyal customers. When he resorted to collecting his supplies in person, Smiths still demanded he pay the full carriage charges.

RN readers know this kind of story very well. However, the fact it happened on Greenslade's doorstep caused him to raise the severity of what he describes as "an aching sorry story about thwarted personal effort, the slow death of an industry... and, most of all, about the dangers of monopoly" in the national press. His humanising of the significant impact on retailers of an unregulated newspaper supply chain will have underlined to readers the effect this has on the people who deliver their daily newspapers.

Greenslade's article is part of a groundswell of rising awareness of the need to protect the newspaper market. This year alone, Theresa May has launched a review of whether newspapers need state protection, in light of a rising tide of 'fake news', while the NFRN has called on the Competition and Markets Authority to investigate the news supply chain.

The problems caused by a newstrade monopoly might feel like a well-worn scenario, but retailers must keep telling their stories if change is ever to happen.

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BREAKING NEWS

Retailers get MUP assistance

Today's Group has launched an online calculator to help Scottish retailers with the Minimum Unit Pricing (MUP) laws coming into force on 1 May.

The calculator automatically works out the legal price a retailer should sell alcohol at once they have entered information about ABV alongside unit and pack size. Under MUP, retailers cannot legally sell alcohol at less than 50p per unit.

David Sands, who manages three Nisa stores in Scotland, said: "I'd prefer more help on MUP to be available to retailers and not just a calculator, such as point of sale or advice on explaining the legislation properly to customers."

The Today's Group calculator comes as Scottish wholesaler Filshill released similar help at the start of this month.

Accidental price rise affects NI

Customers in Northern Ireland were hit with an unexpected 40p price rise of the Daily Record this week, when publishers mistakenly printed the wrong price on Monday's cover.

The 75p Monday to Friday publication arrived at newsagents with the price of £1.25 – a charge reserved for its Saturday edition.

"There's been a lot of banter with regulars. Customers really notice these things but fortunately when I checked my invoice, I had not been charged the extra," said Ballymena newsagent Eugene Diamond.

Daily Record publisher Trinity Mirror was contacted but did not provide a response.

Report finds not working together hinders growth "We don't ask the council for help enough"

Collaborate to stem high street decline, says report

by Olivia Gagan

RNreporter@newtrade.co.uk

Retailers and local authorities working together to improve local town centres can breathe life back into the high street, a new report claims.

The report, called High Street UK 2020, found that while online shopping and poor weather are often blamed for shop closures, an inability by local councils and businesses to work together is also hindering growth.

The authors said: "We found that the main reason

high streets are struggling is that local councils and businesses have been slow to adapt to changes – they just don't seem to be able to work and act together."

The research, carried out by Manchester Metropolitan University and the Institute of Place Management, was gathered from 10 UK towns and cities including Ballymena, Bristol and Wrexham.

Mace Ballymena store manager Patrick McCormick told RN: "It's true that we don't ask the council for help enough. However,

I don't think you can deny the impact of online shopping. Our store is 15 minutes from the nearest Tesco, but we see their vans making local deliveries every day."

Local authorities and retailers should work together to establish realistic, long-term strategies for their streets, the authors said. Other ways to stem shop closures include changing store opening hours to reflect local working and living patterns, cleaning up the areas around stores and making customer service a priority.

The research predicted high street footfall will fall 10% by 2020, but the authors said the figure "is much less than many commentators have predicted. Nevertheless, our analysis suggests that out-of-town retailing and losing footfall to other centres still represents a very real threat.

"We predict that people who have the skills to facilitate collaboration and coordinate local action will play a starring role in the next episode of the high street story," they said.

Menzies faces criticism for charges

Menzies Distribution's most senior newstrade executive faced criticism from NFRN national councillors over the wholesaler's refusal to waive carriage charges for non-delivery days during the 'Beast from the East' weather disruptions last month.

Grant Jordan, Menzies general manager for the

newstrade, who had been invited to last week's council meeting to talk about other trade issues, was told by Kent retailer Naresh Purohit, a past president of the federation, that it was "morally wrong" to charge for a delivery that did not occur, and Pembrokeshire member Peter Robinson suggested it was "legally challengeable".

Other national councillors who are Menzies' customers spoke in similar terms, and national president Linda Sood called for retailers to be compensated.

Mr Jordan said: "The exceptionally bad weather has presented huge problems for all sections of the trade, and Menzies has incurred extra costs dealing with them."

He added that the bulk of Menzies' weekly charges to retailers related to fixed costs.

NFRN deputy vice president Stuart Reddish said it was clear many retailers were angry about the charge, and he asked Mr Jordan to make their feelings known to Menzies' board.

Scottish MSPs give support to indies at NFRN reception

Scottish MSPs demonstrated their support of independent retailers at the launch of NFRN's 2018 Independent Retail Report in Scotland. From retail crime to deposit return schemes, MSPs and NFRN representatives gathered to discuss the challenges facing more than 1,500 independents throughout the country. "It's important we lobby the regional parliaments for NFRN members, because it's the legislators who change things," said NFRN president Linda Sood.



NFRN national president Linda Sood (centre) and Scottish president Rory O'Brien (left) launch the NFRN's Independent Retail Report in Scotland with event sponsor Graeme Day MSP

First bottle deposit machine opens in Canary Wharf

The UK's first public deposit return scheme machine, which allows people to recycle their plastic bottles and cans in exchange for vouchers, has been installed in a public space in Canary Wharf, London. The machine could provide a blueprint for retailers following plans to introduce the scheme in Scotland. Discussions are also under way to extend the scheme to the rest of England. Lugano Kapembwa, sustainability manager at Canary Wharf Group, said: "We are proud to be the first in the UK to launch the deposit return scheme."



Poor deliveries factor in closure

A Brighton newsagent is closing after battling months of late newspaper deliveries by wholesaler Smiths News.

Guy Wright, who owns The Kiosk in Kemptown, Brighton, is to close the store after 11 years. He blamed late deliveries of newspapers by Smiths for eroding customers' confidence and forcing him to collect papers from the depot himself.

Store customer and Guardian media commentator Roy Greenslade first reported the closure in The Guardian, where Smiths News' head of brand and marketing Freda Cronk admitted Mr Wright had suffered "a serious problem".

Ms Cronk said Smiths is investigating the issue.

Retailers want better service 'I have seven stores, but I'm switching because availability is poor'

P&H collapse prompts symbol group switches

by Alex Yau

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There has been an acceleration in the number of retailers who have switched symbol groups in the past year, amid investment and supply concerns, senior industry experts have told RN.

Best-one saw the biggest growth, from 1,206 to 3,800 shops. The same period also saw increases from Premier (3,241 to 3,350), Spar (2,429 to 2,600), Today's (461 to 500) and Nisa (994 to 1,300). Symbol groups with declines were Costcutter (2,617 to 2,200) and Lifestyle Express (1,585 to 970).

The figures, collected from both IGD and symbol groups, show growth and decline, but it is unclear how many retailers joined a symbol for the first time or switched group.

However, retail expert David Gilroy told RN: "There's definitely been an acceleration in retailers switching fascias this year.

"It was kicked off by Palmer & Harvey's collapse. Retailers and wholesalers alike suddenly had to offer a much better service and product range in a competitive market filled with supply issues."

Today's Group retail business development manager Graeme Cooper said the company's fascia has received interest for its chilled investment. "We've seen a larger number of retailers switching symbols compared to previous years and we've added a significant amount in the past 12 months.

"Retailers joined us from the likes of Spar and Premier, mainly because of our chilled investment and overall store development," he confirmed.

Filshill retail sales director Craig Brown said the £3.7bn Tesco-Booker merger helped generate

interest in the Keystore fascia. "We've added 15 shops since October from the likes of Premier, Costcutter, Nisa and Spar.

"The feedback from retailers is they either want their independence untouched or don't want to lose their point of difference with product range."

Meanwhile, Seelan Thambirajah told RN his 15 stores will all be Premier-branded by the end of July. "I have seven Costcutter stores, but I'm switching because availability is poor and I've received no communication about how the supply deal with Co-op in June will affect my range."

Spar: c-stores could soon sell cannabis

Independent retailers could soon be stocking cannabis, as social attitudes change and legal barriers fall away, Spar's managing director Debbie Robinson has said.

Speaking at the Association of Convenience Store's summit last week,

Ms Robinson predicted independent stores' status as the "home of responsible retailing" would make them the natural place for licensed selling.

Hers was one of a number of predictions about the future of the trade at the

event. Mark Igoe of Herron Foods – who had pioneered the use of barcodes and EPOS systems in the 1980s and 1990s – predicted that the 'Internet of Things' and artificial intelligence would provide the industry's next area of development.

John Lewis deputy chairman Lord Mark Price, meanwhile, emphasised the importance of investing in staff and prioritising "happiness" in any workforce.

● *Exclusive interview with Debbie Robinson – page 26.*

New prince boosts print sales by 50%

The birth of a baby boy to Prince William and the Duchess of Cambridge has resulted in a 50% increase in newspaper and magazine sales for one retailer.

Chris Ballantine, of Orchard News, in Western-super-Mare, said he sold 10 copies of women's magazine Hello! the morning after the news broke, when normally sales aren't as high.

"We also sold 71 copies of the Daily Mail, out of the 75 we get. Normally, by lunch time, we still have loads of copies left over. Those who don't usually buy supplements have been coming in and buying the papers with the baby's picture," he said.

STORE LOOKBOOK



1

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Baz breaks barriers

Baz Jethwa's new suburban store offers more opportunities for innovation than he first expected.

He tells **Alex Yau** how learning about his customer base has helped him adapt his offer

On paper, Baz Jethwa's new store is a safe bet. Located – like his others – in a suburban area away from the hustle and bustle of the city centre, Spar Crumpsall resembles the three location areas where he has previously found success offering a classic convenience offer to what appears to be a classic convenience demographic.

Yet, before taking on this new site, Baz did his research and discovered that the area was home to a thriving Jewish and Eastern European community. Alongside this, data from the last census shows 26% of Crumpsall's population is of Asian descent.

It is a customer base different to the indigenous working-class English customers Baz has become accustomed to serving at his other stores since he made the switch from financial advisor to convenience store owner more than 12 years ago.

The new 3,000sq ft shop, which was previously a Morrisons Local, opened on 22 March at a cost of more than £100,000 to refit over a six-week period. Like his other three stores, Baz has a range of household goods, snacks, toiletries and magazines to help encourage the average basket spend of £6.55, while food to go is at the centre of Baz's product range.

"There's a tram stop across the road which many of my customers use for a

20-minute commute into Manchester city centre," says Baz. "My other three stores take in £5,000 a week on average in food to go sales and I expect this store to perform similarly."

With a Tesco and fellow independent retailers nearby, however, Baz knew his business would need to offer something different on top if it was to outperform the previous Morrisons operation. This strategy became particularly important, because his research showed the multiple had offered no major point of difference to encourage residents to shop on a regular basis.

And this is where his research came in: for the first time, Baz has taken a risk and added an international food section to his range. At the centre of this is a 12-metre bay consisting of products such as kosher eggs, 1kg bags of jasmine and basmati rice, a range of Asian spices and incense sticks.

"Sales of international products have been performing much better than I initially expected. They make up 4% of overall sales. The kosher eggs have been one of the most popular products. They must have no visible blood spots in order to be suitable for the Jewish community, and I've sold more than 150 boxes of 15 in the last month."

The range was developed with a mixture of customer research and looking at the product mix offered in the nearby Tesco

I read RN because it allows me to find out about the latest products and what forward-thinking retailers are doing **BAZ JETHWA**



3



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STORE TOUR

- 1 Baz benefits from high commuter footfall provided by a nearby main road and tram stop
- 2 Baz has six deliveries of fresh products made to the store on a weekly basis
- 3 Alongside seating, the store's exterior has parking for customers doing a larger grocery shop
- 4 Sales of kosher eggs tailored to the Jewish community average more than 37 boxes per week

INFORMATION

Location
61 Crumpsall Lane,
Manchester, M8 4ED

Size
1,800sq ft shop floor,
1,200sq ft onsite kitchen

Average basket
£6.55

Number of staff
18



STORE LOOKBOOK



store. It has also helped him chart the path for his next big development: international food to go.

"The Tesco already has an ambient section for international products, but I discovered what's really lacking in the area is international food to go," Baz says. He is now planning an offer that includes freshly-prepared international food such as samosas, curries and Jewish pastries in his food to go range.

"The store already gets high commuter footfall every day, and food to go contributes to a fifth of daily sales.

"Customers say they'd buy more food to go if there was a more diverse range available. I'm confident sales of my international products can match my food to go sales if I bring them together like this."

Baz has clearly set some big targets for his new store, but it so far looks as though moving away from his standard store format is paying off. So, is this international foods-led convenience model one he would like to roll out further?

"We'll see how this store does first before I consider expanding elsewhere, but I have confidence I can become the destination for unique food to go in the area." ●



Want to see more of Baz's latest store? Go to betterretailing.com/spar-crumpsall-lane

STORE TOUR

5 More than 150 pastries are sold a day at Spar Crumpsall Lane

6 Hot pastries are prepared at the store's 1,200sq ft kitchen from 6am each day

7 Larger price tags are placed by the spirits behind the till to draw more attention to them



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SYMBOL NEWS

Co-op deal gets Fresh review

Simply Fresh is continuing to review its upcoming supply deal with Co-op as it “places its retailers’ interests at the front of its mind”.

Davinder Jheeta, the company’s creative director, said: “The deal is in its infancy and the Co-op has a great reputation as a grocer, but our retailers are the most important. We’re still learning how the range will work best for them.”

Simply Fresh, of which Costcutter owns a 20% stake, will receive Co-op own label products from 28 May.

However, Sandeep Bains, of Simply Fresh in Faversham, said. “I haven’t had much information about which lines to remove or what products to expect.”

Today’s partners on training

The Today’s Group has partnered with staff training specialist Bolt Learning to offer online education in legislation, health and safety, and management skills to its wholesale members.

Staff will be able to access training modules from May. Topics covered include the general data protection regulation (GDPR), an upcoming law designed to ensure businesses store personal data more securely.

Craig Brown, retail sales director of Today’s Group wholesale member Filshill, said: “Help on complicated areas such as GDPR is useful because it ensures we offer the best and most accurate advice to customers and our Key-store retailers.”



Top and bottom: before and after the refit

Refit boosts sales £1,000 a week by adding food to go and coffee machines

A Premier retailer has boosted his weekly sales by more than £1,000 following a £150,000 refit that added food to go services. Seelan Thambirajah, of Premier Gostwick Road in Bedford, took over as store owner at the start of April. The two-week refit, which was completed this month, added a coffee machine as well as chillers for sandwiches and fresh produce. Mr Thambirajah said: “The shop was run down before I bought it, and it was lacking a range of sandwiches, fruit and vegetables. It’s in a residential area and there’s already been a lot of demand from families and school children for food to go. I expect weekly sales in the category to grow to £2,000 once I do more active marketing.”

CMA gives deal the okay ‘The approval is fantastic and we’re out of a limbo’

Nisa and Co-op merger unconditionally cleared

by Alex Yau

alex.yau@newtrade.co.uk

Retailers have urged Co-op to increase its level of communication, following the Competition and Markets Authority’s (CMA) clearance of the company’s £138m merger with Nisa.

Harj Dhasee, of Nisa The Village Store in Mickleton, welcomed the decision, which will enable Nisa stores to be supplied with Co-op own label products. Mr Dhasee told RN he would like to know what to do with his products in the next three months.

“The approval is fantastic and we’re out of a limbo where we’ve been wondering about our supply chain.

“I’d now like to find out how the Co-op own label range will fit alongside Nisa Heritage products and whether we need to alter certain lines. I’d like to have everything in place by the end of June.”

Paul Cheema, of Nisa Malcolm’s Stores in Coventry, said: “The CMA has made the right decision. The Co-op definitely needs to increase its level of communication, but we can’t rush things.

“Nisa and Co-op must consider exactly what kind of range, prices and promotions will fit into each store.”

The CMA’s investigation found there is enough competition in the market to prevent either company from increasing prices or reducing overall service quality. The CMA also decided Co-op and Nisa are not direct competitors.

A court hearing on 4 May will legally recognise the merger.

Commenting on the approval, CMA senior director of mergers Sheldon

Mills said: “After careful consideration, we’ve found that there is sufficient competition in both the wholesale and retail sectors to ensure that shoppers are not worse off.”

The unconditional clearance follows a vote in November in which 75% of Nisa members were in favour of the merger.

Nisa chairman Peter Hartley added: “Today’s ruling by the CMA is excellent news and a significant step towards finalising the transaction that our members voted for.”

Wholesale needs to actively recruit women

Wholesale must better reflect the customers it serves by focusing on how it attracts more women into the industry, the organisation behind a new report has said.

At an event held in London, the Women in Wholesale (WiW) initiative revealed that while 57% of

managing directors want better female representation on their boards, 86% say their companies do not actively recruit women for male-dominated roles.

“Food and drink retail is moving at pace and wholesale must align with the diverse customer-base it now serves. Not enough

women are being enticed into the industry and we want to show there are tangible ways it can better market fulfilling careers to them,” said WiW founder Elit Rowland.

Meanwhile, of the HR personnel surveyed by WiW’s research partner HIM, 67% said they

actively recruited women, suggesting a potential disconnect between parts of businesses.

“A successful diversity strategy must run from the top down. Our research shows there’s a will and this report shows there is also a way,” added Ms Rowland.

NEWS & MAGS

Weekday titles achieve small increase Guardian and Observer fail to maintain boost from switch to tabloid format

Relaunched iWeekend soars, despite large price increase

by **Marcello Perricone**

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The i's Saturday edition achieved a year-on-year sales increase against a backdrop of sales falls in March, the latest newspaper sales data has revealed.

Figures from the Audit Bureau of Circulations show sales of Johnston Press's iWeekend, which relaunched and increased in price from 60p to 80p last September, grew by 5.4% year-on-year.

"The ABC performance for iWeekend justified the increased investment, which was used to create a lifestyle newspaper fit for the weekend rather than continuing with the concise daily briefing format, which works well Monday-Friday. With a 33% price increase, iWeekend has proved readers will pay extra if the quality is there," said Paul Bacon, the company's sales and marketing manager.

Weekday titles achieved an overall 0.5% month-on-month increase, buoyed by

rises for five weekday titles. The Daily Star and The Sun were up 1.1% and 1.5%, the Daily Mail was up 0.4%, and the Daily Telegraph and The Times were up 2% and 0.8%.

Yearly figures still paint a bleak picture, however, with The Daily Record and Mirror falling by 14.1% and 12.2%. The Financial Times suffered the biggest fall of all upmarket newspapers, with a 13.7% reduction.

Following their switch to tabloid format in January, The Guardian and Observer failed to maintain the sales boost achieved after the switch, with year-on-year sales of the weekday Guardian falling by 5.3% and by 5.1% on the Saturday edition, while the Observer fell by 1.8%.

Meanwhile, the month-on-month decline in Saturday newspaper sales slowed slightly, with a 2.3% fall compared to last month's 2.5%. Sunday sales took a hit, however, with a 1.4% drop contrasting with last month's 0.8% uptick.

Panini's promo confusion

Retailers have called for greater transparency from publisher Panini after customers were left empty-handed due to confusion over a World Cup sticker promotion.

The promotion offers a voucher with copies of The Sun, which can be exchanged for a six-sticker sheet at Tesco, Sainsbury's, Martin McColl, WH Smith, One Stop and Easons.

However, Naresh Purohit, of Marseans in Kent, said the advert does not make clear which retailers are participating.

"Customers leave disappointed after walking into stores, voucher in hand. This lack of transparency puts independents in an awkward position," he said.

NFRN head of news Brian Murphy said: "This was an own goal for Panini and News UK. However, Panini has been quick to recognise the promotion's shortcomings. Plans are afoot to ensure up to 3,000 independent retailers have the opportunity to take part in a similar promotion."

Panini had not responded to RN for comment by the time of going to press.

March Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	525,468	-0.7%	-12.2%	£84.3	525,468
Daily Record	127,227	-0.4%	-14.1%	£20.4	127,227
Daily Star	398,727	1.1%	-10.0%	£28.9	398,727
The Sun	1,278,208	1.5%	-9.7%	£142.5	1,395,848
Daily Express	334,569	-1.2%	-8.2%	£44.5	334,569
Daily Mail	1,119,953	0.4%	-6.3%	£162.4	1,119,953
Daily Telegraph	344,926	2.0%	-9.6%	£133.5	344,926
Financial Times	29,162	-0.3%	-13.7%	£15.7	58,426
Guardian	120,170	-2.0%	-5.3%	£52.9	120,170
i	190,634	-0.5%	-9.4%	£25.2	249,912
Times	305,707	0.8%	-5.0%	£105.2	395,988
TOTAL	4,774,751	0.5%	-8.9%	£815.6	5,071,214

March Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	657,309	-3.6%	-14.6%	£162.5	657,309
Daily Record	148,156	-2.8%	-15.2%	£33.5	148,156
Daily Star	365,666	-1.2%	-7.6%	£44.2	365,666
The Sun	1,658,762	-3.3%	-10.8%	£248.5	1,776,407
Daily Express	420,223	-3.1%	-9.1%	£72.1	420,223
Daily Mail	1,845,392	-1.5%	-7.1%	£387.5	1,845,392
Daily Telegraph	502,459	-1.3%	-8.7%	£248.7	502,459
Financial Times	67,442	-3.2%	-7.4%	£53.3	95,186
Guardian	271,367	-4.5%	-5.1%	£173.1	271,367
i	209,497	2.2%	5.4%	£36.0	268,775
Times	470,306	-0.8%	-4.0%	£187.7	560,587
TOTAL	6,616,579	-2.3%	-8.7%	£1,647.1	6,911,522

March Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	136,949	-1.9%	-15.0%	£51.8	136,949
Sunday Mirror	458,797	-3.7%	-16.6%	£144.5	458,797
People	179,849	-4.7%	-16.2%	£56.7	179,849
Daily Star Sun.	234,462	-0.5%	-5.2%	£46.6	234,462
The Sun	1,232,705	0.0%	-1.1%	£284.8	1,350,961
Sunday Express	302,442	-1.3%	-7.9%	£89.7	302,442
Sunday Post	119,092	-2.8%	-15.6%	£40.0	119,630
Mail on Sunday	1,019,776	-2.1%	-10.9%	£385.5	1,019,776
Observer	175,904	-1.5%	-1.8%	£129.3	175,904
Sunday Telegraph	287,560	-1.4%	-8.5%	£130.8	287,560
Sunday Times	631,469	-0.6%	-7.2%	£358.0	716,513
TOTAL	4,779,005	-1.4%	-8.3%	£1,717.67	4,982,843

¹ Core sales are newtrade sales and pre-paid subscriptions in the UK and Ireland; ² ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; ³ Total sales includes bulk sales

PRODUCT TRENDS

On-the-go is on the rise

Stocking a range of meals in single-portion sizes can help retailers increase sales as a growing number of people are looking for on-the-go lunch options, Unilever has said.

Lena Portchmouth, founder of snack brand Prep Co and senior brand manager for snacks at Unilever, said within this trend, retailers should stock a range in 'world food' flavours.

"The instant hot snack category is growing at nearly 12% year on year, with consumers looking for foods that reflect the health trend," she said.

Brianna North, of Family Shopper Subway in Cambridgeshire, said because of the warmer weather, John West's Light Lunch French Style Tuna Salad has been a favourite.

"Single meals are popular with business people on their lunch breaks, looking for something they can eat at the office," she said.

Innovative snacking

With the snacking category currently outperforming the rest of the food and drink market in the UK, growing at 3.7% year on year, retailers can offer innovative snack options to further grab the attention of shoppers, Mondelez has said.

Rebecca Prout, senior brand manager at DairyLea, said the brand has launched a sweet and savoury DairyLea snack combo, which includes savoury crackers alongside the option of either Oreos or chocolate cookies.

"New combinations like this will help unlock further sales in savoury snacking, which as a segment grew by 5% in 2017," she said.



American products can increase basket spend

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

As interest in food from around the world grows, independents can capitalise on this trend by offering a range of American products, wholesalers and suppliers have told RN.

Jonathan Summerley, purchasing director at confectionery wholesaler Hancocks, said between 2016 and 2017, Hancocks saw a 32% uplift in sales and a 37% increase in volumes sold for American confectionery,

with this trend expected to continue throughout 2018.

"Reese's and Hershey's brands have dominated, and continue to dominate, the top five products for Hancocks," he said.

Lucy Talbot, founder at The Cookie Dough Co., which sells pots of ready-to-eat cookie dough, said the trend for eating cookie dough has filtered from the US to the UK, and is popular among millennials as an 'Instagram-worthy' treat.

"Offering American des-

serts gives independents a point of difference. It also increases basket spend as it has a premium price, being a novelty food," she said.

Dave Hiscutt, of Londis Westham Road in Weymouth, said he has an ambient bay and soft drinks chiller dedicated to American food and drink.

"We have shoppers coming in especially for American goods because we are the only shop in the area that sells it. Last year, during a warm week, we sold 292 cans of Fanta Berry

Blue. The drink is popular with younger consumers looking for something different," he said.

David Ramsey, of Best-one Byram Park in West Yorkshire, said he stocks Big Jake's American BBQ range from Bestway which includes chicken wings and ribs.

"Today alone, we sold 12 boxes across the range. It has been really popular, and has definitely encouraged me to stock more American foods," he told RN.

Being eco-friendly attracts shoppers

Retailers can attract more shoppers by offering food and drink that has biodegradable and recyclable packaging, as concerns about plastic waste grow, say suppliers.

Adele Ward, Clipper Teas brand controller at Wessanen UK, said Clipper teas plans to launch a

biodegradable tea bag this summer to minimise its impact on the environment, which will also help attract shoppers looking for eco-friendly products.

"The new plastic-free tea bags will also be unbleached and GMO-free [genetically modified

organism]," she said.

Furthermore, in May, Life Water will introduce the UK's first still water in a can rather than a bottle. It is made from 70% recycled aluminium, which is 100% recyclable.

Linda Williams, of Premier Broadway in Edinburgh, said she only stocks

recyclable cutlery and coffee cups.

"When consumers pick up the wooden spoons, you can see they are happy about not using plastic, in the same way they bring their own bags. Introducing biodegradable tea bags would be a step in the right direction," she said.

BRAND SNAPSHOT



Chipping in

Kettle Chips has announced the launch of its biggest TV campaign, to be aired in the run-up to the World Cup and barbecue season.



New premium gin

Aber Falls Whisky Distillery has launched a premium Welsh Dry Gin that has notes of juniper and grapefruit.



Sun's out, buns out

Warburton's has launched new premium Bistro Deli Buns, which are available in two varieties: White and Malted Grains & Seeds.



A WKD new drink

SHS Drinks has added a Mango Crush variant to its WKD portfolio, available in 275ml glass bottles with a 4% ABV.



The berrier the merrier

Lucozade Ribena Suntory has launched a campaign for Ribena for the summer season, called 'more blackcurrantier than a blackcurrant'.



More wine choice

Accolade Wines has launched a range of 50cl bottles to provide consumers with more choice at the wine fixture.



A healthier Marmite

Unilever has launched a new 25% reduced salt variant of Marmite, designed to appeal to the growing number of health-conscious consumers.



Low-calorie delight

Refresco is adding two low-calorie, no-added-sugar drinks to its Sunny D portfolio: NAS Tangy Florida and Juicy Passion.



Oats with an extra treat

PepsiCo has put new investment behind Quaker Oats. Its 'mix and match' campaign lets shoppers choose the design of their own free mason jar.

WHAT'S NEW



Nairn's oatcakes

Nairn's has introduced new pricemarked packs of its Rough and Fine Milled oatcakes, exclusive to the wholesale and convenience channel.

RRP £1

Contact info@nairns-oatcakes.com



Ember meat snacks

Ember is adding a new 'shot' format to its snacking range, available in two flavours: Original and Chilli. The 16g mini packs contain 10g of protein.

RRP £1.40 (16g)

Contact hello@embersnacks.com



Easy Bean West African pot

Easy Bean West African Palava contains brown bean with free range chicken and is designed as an on-the-go option for consumers looking for a hot meal for lunch.

RRP £3.49

Contact sales@easybean.co.uk



Lizi's granola

Lizi's Low Sugar Granola is a high fibre, toasted cereal made from baked oats, nuts and seeds, for those who find other granola products too sweet or are trying to reduce their sugar intake.

RRP £3.89

Contact nick@good-carb-food.co.uk



Well&Truly snacks

Well&Truly is launching a new look and a new snack flavour: Smokey Paprika. The Sour Cream & Onion variant is now available in a 100g sharing format and 30g single-serve packs.

RRP 99p (30g)

Contact hello@wellandtruly.co.uk



Husk & Honey granola

Husk & Honey's granolas are gluten-free, dairy-free and refined sugar-free, with its Oat & Nut granola and the Quinoa & Buckwheat variants its bestsellers.

RRP £6.50

Contact info@huskandhoney.co.uk


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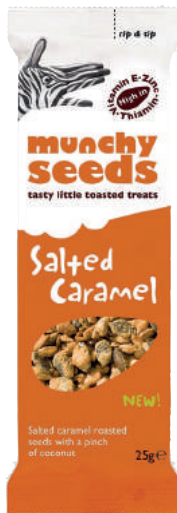


The Fresh Pasta Company Ravioloni

The Fresh Pasta Company's Mattarello Wild Mushroom & Mozzarella Ravioloni is a premium, easy-to-make dish for shoppers looking for convenient dinner options.

RRP £3.99

Contact sole@thefreshpastacompany.co.uk



Munchy Seeds

Tapping into the trend for salted caramel-flavoured products and demand for healthier, nutritious snacks, Munchy Seeds has developed new sunflower and pumpkin seed mixes.

RRP £2.49 (120g)

Contact nibble@munchyseeds.co.uk

FOCUS

Fruit juices & smoothies

Stocking a range of fruit juices and smoothies is one way retailers can attract the attention of parents looking for healthy drinks for their children and increase sales in the category



Bensons Joosed Orange & Apple juice

Bensons Joosed Junior Orange & Apple juice is designed for children, and contains no-added sugars, colourings and preservatives. It also counts as one of your five-a-day.

RRP £1.10

Contact info@bensonstotallyfruity.co.uk



Cawston Press Apple & Mango juice

Cawston Press' Apple & Mango juice for kids contains mangoes blended with apples and water. It also contains Vitamin C, offering a healthier drink option for children.

RRP £1.65 (pack of three)

Contact info@kawstonpress.com



Happy Monkey Fruit & Vegetable smoothie

Available in five flavours, Happy Monkey's smoothies are made using 100% pure fruit and vegetables free from sweeteners and preservatives.

RRP £2.49 (pack of four)

Contact wayne@goodnatured.co.uk

Harry Patel

Kwiksave, Warringtonham

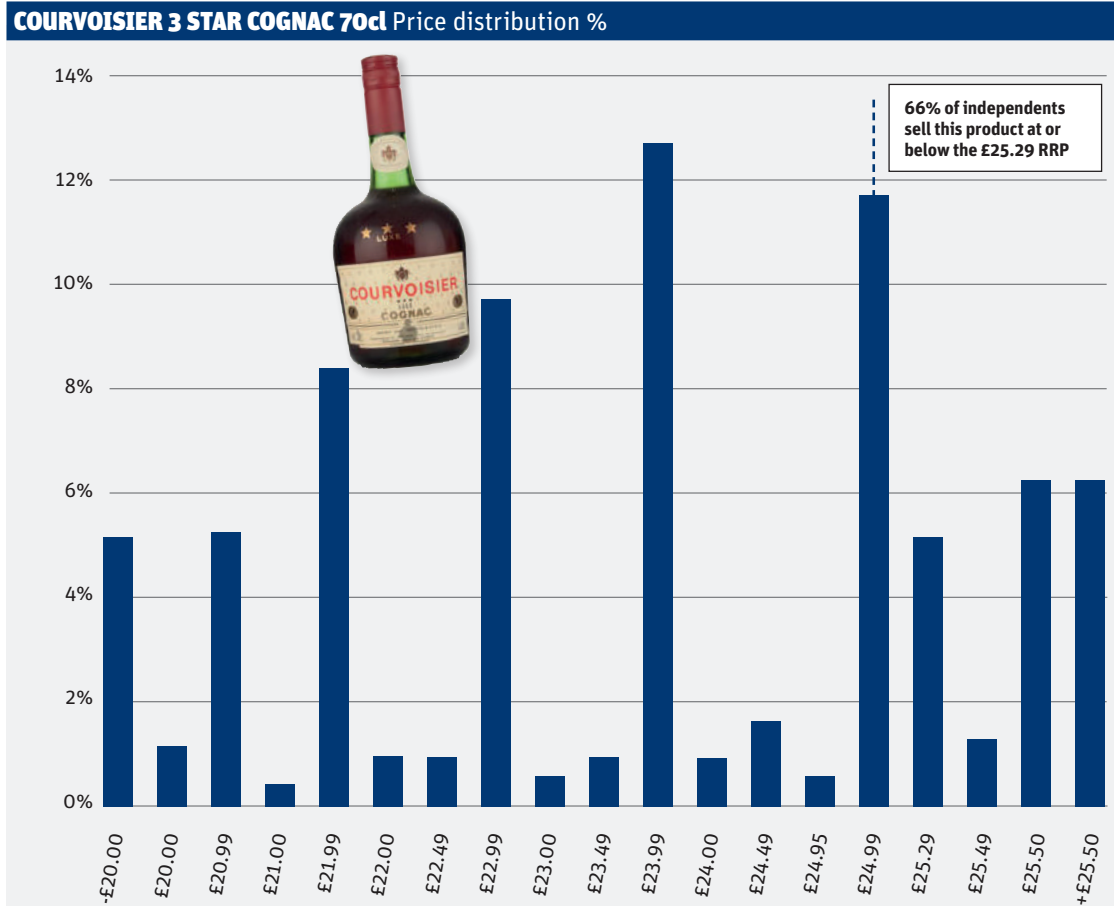
We sell a range of kids' juices like Capri-Sun and Fruit Shoot, and normally parents come in with their children to buy them. These brands are particularly popular in my shop.



PRICEWATCH

Profit checker Premium spirits

Price checker



PRODUCT
Baileys Irish Cream 70cl
Courvoisier 3 Star Cognac 70cl
Absolut Vodka Blue 70cl
Bombay Sapphire Dry Gin 70cl
Ciroc Red Berry Vodka 70cl
Martell VS Cognac 70cl
Three Barrels VSOP Brandy 70cl
Grey Goose Vodka 70cl
Disaronno 70cl
Ciroc Vodka 70cl
Tanqueray London Dry Gin 70cl
Johnnie Walker Black Label Blended 70cl

Analysis

More than 66% of retailers surveyed this week chose to charge at RRP or below for a 70cl bottle of Courvoisier 3 Star Cognac. The most popular price was £23.99.

This was reflected in the wider

market as most retailers on our Pricechecker table chose to go below the RRP when selling premium spirits. The retailers interviewed used a similar strategy as well.

Nearby competition and the income of customers were the major reasons behind this, as the retailers did not want to scare potential trade away by charging higher than anyone else.

How we drive our profit

Anita Nye

STORE Premier Eldred Drive Stores
LOCATION Kent
SIZE 800sq ft
TYPE city outskirts

TOP TIP

Group different bottle sizes together because having uniformity helps the range stand out more



I tend to charge RRP or go for pricemarked promotions on my premium spirits. Residents in the area aren't affluent and they can be put off by the prices if I put them at too much of a premium. All my alcohol is purchased from Booker and I normally make a 10% to 15% margin on products like Courvoisier. My spirits range is behind the till, but I make sure to raise awareness among customers by merchandising with LED lights. It's simple, but I find strategies like this are really useful in raising customer knowledge.

Ken Singh

STORE Love Lane Stores
LOCATION Pontefract
SIZE 1,600sq ft
TYPE council estate

TOP TIP

Customers don't always notice spirits behind the till, so making them visible is vital for increasing sales



The strategy I use the most when pricing my premium spirits range is sticking to RRP, and this normally results in margins of up to 15%. My customers have an expectation of the price of alcohol, and they'll go elsewhere if they find I'm charging above what nearby rivals are offering. My stock is kept behind the till, which makes merchandising a bit more challenging than other categories. To overcome this, I stick visible price labels by the bottles to help them stand out. Customers become more encouraged to buy a bottle if they see good value.

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Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 HIGH STREET OFF-LICENCE IN WEST SUSSEX TOWN	RETAILER 2 NEWSAGENT IN LIVERPOOL SUBURBAN HIGH STREET	RETAILER 3 SHOP IN MANCHESTER STUDENT AREA	RETAILER 4 C-STORE AND OFF-LICENCE IN WEST LONDON	RETAILER 5 C-STORE IN BRADFORD SUBURB	RETAILER 6 OFF-LICENCE AND SHOP IN NEWCASTLE
£14.96	£15.75	£14.50	£16.49	£15.59	£12.99	£16.49	£16.99
£23.51	£25.29	-	-	-	£22.99	-	£29.99
£18.48	£20.25	£18.25	£18.99	-	£16.79	£20.25	£23.99
£23.36	£28.39	£23.00	£22.49	£21.99	£19.99	£28.39	£24.99
£30.95	£31.49	-	£34.99	£30.99	-	£35.49	£39.99
£23.51	£26.59	£25.00	£24.99	£23.99	£23.99	-	-
£19.12	£20.25	-	-	-	-	-	-
£38.96	£41.99	£39.50	-	£39.99	-	£41.99	£44.99
£21.61	£23.69	-	£22.99	-	£19.99	£23.69	£24.99
£30.96	£31.49	-	£34.99	£30.99	-	£35.49	-
£22.69	£25.49	£21.50	-	-	£19.99	-	-
£27.60	£31.39	£33.95	-	£31.99	£24.99	-	£29.99

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Joe Williams

Spar the Village Shop, Banbury

Cotteswold Organic Cream (£1.55)



Where did you discover them?

I discovered them when I turned my store into a Spar last year. One of the big focuses for me at the time was to increase the range of locally-supplied goods and Cotteswold was a supplier which stood out immediately. The availability is really good because it delivers to my shop seven days a week and takes next-day orders up until 10pm the night before, so I don't have to book anything far in advance.

Who buys them?

The milk and the double cream we get from Cotteswold is priced at quite a premium, so they're more popular among the older generation. They have more disposable income and aren't so fussed about spending a little extra for a product which offers more quality. Younger people don't tend to buy them because they'll just come in and purchase the standard Spar own brand eggs or milk.

Why are they so successful?

Customers associate them with quality and they source all their milk, eggs and other products from a dairy within a 25-mile radius. This means customers already know where they come from and they trust them as a result. The availability is really good as well, and customers always see the products in my store. I normally sell more than 30 bottles of their organic milk each week.

Raaj Chandarana

STORE Tara's Londis
LOCATION High Wycombe
SIZE 650sq ft
TYPE neighbourhood

TOP TIP

Keep your spirits display well-lit and make sure all the labels are visible to customers



I go for a mix of pricing strategies. RRP is vital on more well-known brands like Courvoisier, but I also stock more specialist products and I find I can chase higher margins of 30% because customers can't get them elsewhere. There's more of a novelty to them and those customers who do purchase the more niche products don't usually mind paying a bit extra. This helps quite a lot because my sales are decent across the selection of 70cl spirits. I sell more than 50 bottles a week as a result of going for a wide range of pricing.

Narinder Kaur

STORE Premier Narinder's Convenience Store
LOCATION Huddersfield
SIZE 800sq ft
TYPE village

TOP TIP

Always keep spirits stocked near the top shelf so customers can see the products easily



I have quite a few competitors in the form of supermarkets and independent retailers nearby. I keep my pricing competitive at RRP to avoid the risk of chasing away customers. My store is a bit more compact than others, but this provides the advantage of having products closer to each other. I find placing mixers near the till where my spirits are normally encourages customers to up their basket spend. This is particularly true during the weekend where I sell more spirits and soft drinks combined than I do at other times of the week.

YOUR NEWS

ACS backs staff legal protection

The Association of Convenience Stores (ACS) has given its support to a campaign launched by a Scottish MSP on plans for the creation of new offences designed to protect shopworkers from violence.

Daniel Johnson, Labour MSP for Edinburgh Southern, launched his proposal for a new law, the Protection of Workers Bill, in January.

The bill is a response to the estimated 13,437 incidents of violence in the convenience sector across the UK over the past year, an estimated 39% of which result in the injury of a retailer or staff member.

In response to an ongoing consultation, ACS chief executive James Lowman said: "We need clarity in legislation to ensure that those who attack, threaten or harass people working in stores are dealt with seriously and consistently."

Grand National sales boost

The Daily Mirror has reported nationwide sales of more than 750,000 for its Saturday Mirror Grand National special edition.

The edition, which saw the popular Liverpool Echo Special Edition of its Grand National magazine extend to England, Wales and Northern Ireland for the first time comprised a 32-page pull out.

Newsagent Matt Lanigan, of Lanigan's News in Liverpool, said: "We are near the race course and our sales of the Mirror doubled."

Head of the Mirror's racing team, Debbie Sartoris, said: "The support we receive from retailers all year round is magnificent, but this day is truly special."



Store extends world foods range to attract international students

To help increase trade from international students, one Spar retailer based in the University of Nottingham's Jubilee Campus has extended his store's world foods section to include American and Oriental foods. Kristian Bennett, of Jubilee Campus SU Spar, said the store underwent a refit to help modernise the look and widen its range. "The university has around 8,000 international students, so we needed to extend our range to better cater to different diets," he said.

Retailer claims minimum copies requirement wasn't made clear 'I felt so ashamed I'd signed'

Retailer's complaint against Ezeecopy upheld

by Helena Drakakis

helena.drakakis@newtrade.co.uk

Pressure is growing against a photocopier hire firm accused of mis-selling services to retailers after another complaint was upheld by investigators at the Financial Ombudsman Service.

The case, lodged against Ezeecopy, came about after the firm allegedly began charging retailers more than they had expected and above the demand for a photocopier service in their stores.

RN has already reported on one other case, which was also upheld in an initial report by the Ombudsman's investigator.

In this recent case, Jegatheswaran Bramila, owner of Widley Express in

Portsmouth, installed the service on the understanding profits from the photocopier would be split 50/50 with Ezeecopy. However, after four months she claims that she began receiving bills of more than £80 per month. When she queried the charge, she says she was told she was required to meet a target of 43 black-and-white copies per day at 10p and six colour copies at 20p, and a termination fee of almost £5,000 would be charged should she wish to exit the contract.

Mrs Bramila said: "I was so distressed. I couldn't sleep and I felt so ashamed I'd signed the contract."

It wasn't until Mrs Bramila found other retailers through a WhatsApp group in the same position that she

raised the complaint with the Ombudsman Service.

In conclusion, investigator Howard Jackson said that, on the balance of probabilities, he was not satisfied Ezeecopy had "done everything it needed to do" for Mrs Bramila to be fully informed of the terms of the contract she was signing. He added that, on the basis of the evidence he had seen, it seemed that the company had not been clear on the requirement for minimum copies per day or how this related to a monthly charge.

Ezeecopy had until the end of last week to provide further evidence in support of its position. During the course of the investigation, Ezeecopy told the investigator that its sales team "talked [Mrs Bramila] through

the terms and conditions over the telephone using the Key Points of Agreement for Sales" and that "the agreement was posted to her first class the very same day for her to read and consider in her own time and ask any questions she may have".

Meanwhile, the NFRN has also confirmed its legal department is looking at a number of similar cases against Ezeecopy.

Head of operations Margaret McCloskey advised retailers that if they wanted to unwind their contract with Ezeecopy citing the Misrepresentation Act 1967 they needed to "timely report the misrepresentation" to Ezeecopy and "keep written records of the same".

Ezeecopy was contacted but declined to comment.

Heatwave sees soft drink sales triple

Soaring temperatures across the UK last weekend saw one Scottish retailer increase his sales of chilled soft drinks by 200%.

Andrew Howell, of Loch Lomond News in Alexandria, said being based in a seasonal area, sales of soft drinks, ice cream and toys

increased due to the influx of tourists.

"There are a lot of holiday-makers around, so they've been buying loads of soft drinks, slushies, ice cream and pocket money toys, such as stickers and trading cards. Last Saturday is when we saw the most sales,

especially for our ice cream. At one point we had people queuing outside," he said.

Ben Dyer, of Debbens News in Hampshire, said he also tripled his sales of soft drinks.

"We don't normally sell much ice cream, so we definitely noticed a rise in

sales of that as well," he said.

Narendra Singh Jadeja, of Londis in Waltham Forest, said he increased his cider sales by 100% last weekend.

"Cider doesn't normally sell much, but over the weekend, sales flew - especially Westons Cider and Old Mout," he said.

COLUMNIST



Neville Rhodes

Change needed for news retailers

With retailers feeling the damaging effects of changes within the newstrade, an independent regulator is needed to protect them



The NFRN's submission to the Competition and Markets Authority (CMA) for a market investigation into the news supply chain understandably has to remain confidential, although the press release announcing it had been delivered provides some clues to the content.

The main thrust of the NFRN's case is that changes within the newspaper and magazine markets since the distribution system was last investigated – by the now-defunct Office of Fair Trading (OFT) in 2012 – have had such a damaging impact on independent retailers that they are no longer able to provide consumers with the standards of service they require.

This has been brought about, the NFRN says, by worsening conditions within the supply chain, including spiralling carriage charges, reduced retail margins, restrictions on the range and quality of titles available to retailers, and deteriorating service

levels from the news wholesalers.

One of the remedies suggested by the NFRN is to encourage a competitive market for supplying retailers by ending the absolute territorial protection (ATP) that underpins the existing wholesalers' monopolies.

ATP is the feature of the newspaper publishers' contracts with wholesalers – given the all-clear by the OFT in 2009 for 'distribution efficiency' – which denies retailers a choice of newspaper supplier, although choice is theoretically still there for some magazine supplies.

Like news retailers everywhere, I deplore the monopolistic practices of today's news wholesalers, but I seriously doubt whether the removal of ATP would bring much change.

The question is whether what's left of the markets are big enough to support two or more wholesalers competing for retailers' business.

I doubt it: without Smiths News' and Menzies Distribution's huge carriage charge incomes, combined



Like news retailers everywhere, I deplore the monopolistic practices of today's news wholesalers

operating losses for their monopoly territories would be more than £50m a year. Distribution costs to shops would be much higher if two or more wholesalers were covering the same area, and it would be retailers who would end up paying for it. So they should be careful what they wish for.

Monopoly areas are not the main problem for news retailers. Far more significant is the absence of an independent regulator with statutory powers, and this has allowed the newspaper publishers and wholesalers to act in their own interests, often at the expense of their retailers.

The OFT repeatedly ducked this issue, relying on the industry to regulate itself, first through the Joint Industry Group (JIG), and latterly the Press Distribution Forum. Independent retailers have never had much confidence in the newstrade's self-regulation system, largely because several of the issues that are critical to them – trade terms, carriage charges, copy allocations – are outside its remit, while those that do make the agenda, such as delivery times and administrative performance, never seem to improve.

Just over 20 years ago, while the JIG was being set up, the then OFT director general said he hoped it would enable the industry "to engage in meaningful negotiations as the best way forward", and urged publishers "to think carefully about the rewards they are offering newsgagents".

The NFRN's submission provides the CMA with the opportunity to consider whether either of those aims have been followed, and if not, to decide what should be done about it.

Neville Rhodes is a freelance journalist and former retailer

* The rising price of support

+ There is something almost unbelievably cynical about sending a letter to retailers announcing a price increase and new trade terms (without mentioning the percentage discount is being reduced), then adding "we look forward to receiving your continued support". Most newspaper price increases today are too big and lead to fewer sales, leaving retailers worse off – even more so when the terms are cut. Here's an example: three years ago, the five Mirror Group titles – the Daily Mirror, Daily Record, Sunday Mirror, Sunday Mail and People – had combined weekly sales of around 7.2 million and a full set cost £11 a week. Today the full set costs £14.60, and combined weekly sales have dropped to around 4.7 million. Partly as a result of this decline, and partly through further terms cuts, the retail trade's gross profits on the titles has fallen from around £1.15m a week to about £950,000 – a drop of almost 18%. That's the price of your support, guys.

YOUR VIEWS

YOUR LETTERS

■ I know better than a computer how many papers I need

I have been having issues with News UK with regards to the number of newspapers I am being allotted.

As my store is located in a small village, my newspaper sales are unpredictable, being dominated by the weather. On warmer days, sales can be high, whereas when the weather is bad, I don't sell as many.

However, because News UK allocates copies based on the amount you sell on the same day the week before, sometimes we are short of copies when we need them. I have asked for more copies to be delivered, but because a computer calculates how many copies I will sell, they won't increase the amount.

What they don't understand is that one week my sales on a Monday might be low because a person who buys that particular paper is out of town, but that doesn't mean on the next Monday they won't be there. So, when that person comes in the week after, I don't have their paper.

I have complained through the NFRN and had someone from News



Only this month, I was attacked again in my own store by a gun-wielding thief

Sajjad Ahmed Chaudhry



UK call me to say they will fix the amount of papers delivered for three weeks and then review the situation. Ultimately, though, I would like to decide the number of copies I need myself - it's a ludicrous system.

Ralph Patel
The Look In
Surrey

A News UK spokesperson said:

"We have listened to Mr Patel's complaint and put a plan in place to review the supply level to ensure he can meet the demand for our newspapers. We understand there can be weather-related variations but are always pleased to see more customers buying our newspapers and increase the supply where possible."

■ Something needs to be done about crime in Sheffield

Retail crime in Sheffield is increasingly getting worse. Only this month, I was attacked again in my own store by a gun-wielding thief who demanded I hand him the money behind the counter, along with the cigarettes.

Luckily, I was able to grab the gun off him, but not before he started to hit me.

However, despite me reporting what had happened to the police, I haven't heard back from them yet - I assume they haven't caught him.

I understand that with budget cuts the police are under pressure and they can't afford to spend so much time fighting retail crime, but something needs to be done to address the situation.

In my opinion, those who get caught should be made to do community service and made to dress in a uniform that shows they were caught stealing.

Sajjad Ahmed Chaudhry
National News
Sheffield Langmaid

RN contacted South Yorkshire Police for a comment. However, it had provided no response at the time of going to press

YOUR SAY IS SELLING TESCO OWN-LABEL PRODUCTS IN BOOKER STORES A GOOD IDEA?



Pratik Patel

Jay's Budgens, London
We're not happy. At a big meeting months ago, Charles Wilson said it wouldn't happen. Then it did and a lot of retailers are unhappy. It lessens the range. Booker allowed us to stock what our customers want - it gave us that freedom. Tesco only listens to accountants and if we have their stock, what makes us different? All Budgens retailers are special - now, that individuality is gone.

Robert Madden

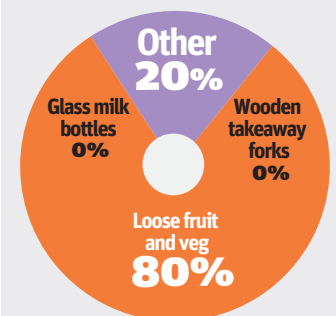
Costcutter R&D Madden, Manchester
I'm not sure. I think they will probably sell and people will like them. Booker stuff is cheap and I don't think it tastes as good - Tesco products

are better, so I think people will buy them. It's a hard thing to predict - I have a similar dilemma, as Costcutter is going to start receiving products from Co-op, and it dilutes the brand. Tesco products will practically be a new brand.

Siva Thievanayagan

Nisa Local, Peterborough
It's a good thing for the market. Consumers will get a better deal and a better product. People want good quality products and Tesco's are better than Booker's. I own five convenience stores and sometimes I buy stuff from the big markets because their brands are good. Putting Tesco stock in Booker stores will give consumers a better product brand in an independent retailer.

RN READER POLL



How have you begun reducing plastic packaging in your store?

NEXT WEEK'S QUESTION

Have you considered switching symbol groups recently?



Vote now at
betterretailing.com

CHECK SMITHS' PAPERWORK



I'm writing this letter to warn other Smiths customers to double-check their paperwork when claiming for missing magazines.

This is because over the past couple of months, I have claimed for numerous missing titles and got my money back for them, but I still appear to be charged double. I am also waiting on weeks' worth of credit because Smiths is

apparently 'very behind' with credit enquiries.

As always, there is never anyone in a senior position I can speak to directly at Smiths, which is ridiculous, seeing as it is such a big organisation. I want some answers as to when I will be reimbursed with all that I am owed.

Scott Saunders
Newsklip, Norfolk

RN contacted Smiths for a comment. However, due to time constraints, a spokesperson said a response would be provided in next week's issue

100 YEARS AGO
23 April 1918
The publishers suffered 10 incidents of paper shortage in a week, with some cutting print size while others left subscribers empty-handed. The supply problems had 'a sobering effect' on the reading public

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



I suppose I should say that the Mail's campaign to get rid of plastic is to be commended. But if you think about it, the word 'hypocrisy' comes to mind because when we get down to it, they and other publishers churn out tons of the stuff at weekends and fill magazines with things that people don't want or need. Can we look forward to Saturdays and Sundays with just the television magazines on their own? That would mean the papers will stack a lot better because there will be no shiny plastic bags sliding about inside them.

I read Graham Doubleday's letter to RN last week and I totally agree with what he said: publishers don't care about us at all. The word 'respect' does not seem to be in their vocabulary and they just take us for granted.

At last, the weather has brightened and there has been what seems like

an explosion of colour everywhere, with all the hedgerows bursting into flower with celandines and dandelions in their vivid yellow. There are also camellias, rhododendrons and magnolias in profusion. I also saw the first couple of swallows flying about at Forton last Sunday, so that was a very welcome sight.

Delivering in Woodseaves is difficult at the moment as they are busy connecting water pipes, drains, phones and electricity to the new housing estate. For the various companies to put in the services, three-way traffic lights have been installed. These have been there for a fortnight with no sign of headway being made.

Of course, it would be different if they got there at first light and got on with these jobs a bit quicker. I suppose health and safety probably dictates that is too dangerous.

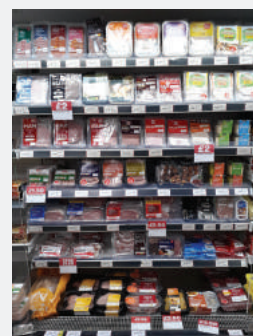
YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



When will News UK learn that we cannot sell what we do not have? We have just had two weeks of holidays and supplies are cut again – totally brainless!

Ralph Patel
@ralphpatel54



We have everything you need at Broadfield for your perfect BBQ weekend @lawrencehunts

Julie Orritt
@rottweilers2009

Sid: 'Pictures tell a better story and are more appealing to customers than just text, which is why we're on Instagram – it's a simple solution' #RetailerHub #ACSexplorers

ACS
@ACS_LocalShops



New range of #Frozen items just in today including a range of #GlutenFree potato products. Pop in and see what we have. #LightBites #ShopLocal

Charminster PO
@CharminsterPO

New to the deli counter this morning – homemade potato salad made using homegrown chives. The perfect accompaniment to your salad in this lovely weather!

St Michaels PO
@entwistles

NATIONAL COUNCIL



NFRN NATIONAL COUNCIL REPORT 17-18.04.2018

Neville Rhodes reports from the NFRN national council meeting

Print needs CMA investigation

Newspapers and magazines could be consigned to history unless regulatory action is taken to end the unacceptable practices of publishers and wholesalers, NFRN national president Linda Sood told the federation's national council.

"We need the Competition and Markets Authority to agree that action against the clear anti-competitive behaviour in our industry is of paramount importance, as is establishing a level playing field throughout the supply chain before it is too late," she said.



Linda Sood

Mrs Sood criticised Trinity Mirror for cutting trade terms on the Express and Star titles so

soon after acquiring them. She contrasted this action with letters she had received from a number of publishers thanking members and their staff for the extra efforts they had made to get papers out despite the huge disruption caused by March's 'Beast from the East' weather conditions.

"It's nice to know these efforts were recognised and not in vain," she said.

Meanwhile, Mrs Sood urged members to nominate themselves for the NFRN's Newsagent of the Month competition, run in conjunction with Mail Newspapers.

The scheme is designed to reward innovation and enthusiasm in newspaper sales, and has brought valuable publicity for previous winners, she said.



Publishers thanked members for continuing to deliver newspapers in March, despite the 'Beast from the East'

Anger over 'Beast' carriage charges

The attendance of senior executives of Menzies Distribution at national council had been eagerly anticipated by members, because of the wholesaler's decision not to waive carriage charges for days when deliveries could not be made because of bad weather. They also wanted reassurance about their future supplies in the light of John Menzies's decision to put its news distribution business up for sale.

The issue of carriage charges aroused strong feelings in members, and some of their comments are reported on page 4. But Menzies argued the weather conditions had caused its own costs to increase.

On the future of Menzies' distribution business, Grant Jordan, the company's newstrade general manager, made clear from the outset that he would not be able to say much about the sales process, because any information about it would be confidential at this stage and price-sensitive.

However, he expected the company's chair-



Hitesh Patel

Your charges are going up and your service levels are going down

James Wilkinson

Newsagent,
Yorkshire

man to provide an update at the AGM.

Mr Jordan said Menzies had a very long relationship with the newstrade and he was confident that the business would not be disposed to put the newstrade at risk in any way.

Mr Jordan and his colleague Steven Dobie, general manager for magazines, also faced criticism over the company's service levels.

Yorkshire member James Wilkinson said the company's staff cuts were having an adverse effect on the wholesaler's performance, because there were not enough staff to do the job properly in some branches.

Late deliveries were the biggest issue, with HND collapsing because retailers could not get their papers on time, he said.

"Your charges are going up and your service levels are going down. Get your house in order," Mr Wilkinson urged.

Mr Jordan said the wholesaler used 25 metrics to measure the performance of each branch every week and the company's most senior managers were

committed to dealing with problems caused by any branch found not to be performing satisfactorily.

Responding to a question from Kent member Hitesh Pandya about whether Menzies was adopting a sufficiently aggressive attitude towards publishers over late inbounds, Mr Jordan said he phoned publishers every week about it, adding the problem was being exacerbated by the consolidation of

printing contracts, with several titles now coming off the same presses.

The session ended with Stuart Reddish, NFRN deputy vice president, asking Mr Jordan to consider what needed to be done to move the relationship forward, and to communicate to the John Menzies board its customers' unhappiness about paying carriage charges for non-delivery and the problems with deliveries.

N3 to merge with Newspro service

N3, the National Newsagent Network, a limited company set up by federation members to operate separately from the NFRN, is to close.

The decision follows a ruling by the federation's auditors that N3 is now considered to be part of the NFRN and any action taken by N3, such as a collective delisting, could be held to be the NFRN's responsibility.

Head of news Brian Murphy said N3 members would continue to be supported by merging the company's activities with the NFRN's Newspro category management service.



Stuart Reddish



Camelot invests £20m in retail

National Lottery operator Camelot had under-invested in retail and its in-store performance had suffered, but this was on course to change with a £20m investment in retail engagement, council was told.

Greg Deacon, the company's head of field operations, admitted under-investment had led to lower sales and footfall for lottery outlets; it had also reduced retailers' confidence in Camelot.

But investment in more reps and store visits, and upgrading the lottery's presence in stores to create greater visibility were set to rebuild retailers' sales and relationship with the company.

Camelot wanted to make sure that all 44,500 lottery outlets, particularly independent retailers, were maximising every opportunity to make sales. Mr Deacon said the company's 120 reps would be visiting every store at least four times a year to make this happen.



Naresh Purohit

He urged retailers to get behind the company's AllStars Site-Stock-Sell programme, which offers

the opportunity to earn bonus payments of up to £25 at every rep visit.

Kent member Hitesh Pandya said Camelot seemed to be going in the right direction, but it must ensure that its sales team listened to retailers.

Past president and Kent retailer Naresh Purohit, who has served on Camelot's retailer panel, said it was vital the company delivered



on its promises if it was to regain the favourable position it used to have among retailers.

Responding to criticism by West Midlands member Narinder Randhawa that Camelot was acting harshly by turning off the shop's lottery terminal when a direct debit payment failed, Mr Deacon said the policy was being reviewed.

He also promised that retailers would not be penalised under the AllStars programme for missing scratchcards, after London retailer Peter Wagg and Western district member Ray Monelle said the company's automatic replenishment system for scratchcards needed to be improved.

Industry surprise at CMA referral

Although the NFRN's intention to ask the CMA for a market investigation into the news supply chain had been signalled well in advance, its submission seemed to have taken some of the industry's leading players by surprise, NFRN head of news Brian Murphy reported.



Everything with the credit union is as safe as houses

Ralph Patel

Director



Narinder Randhawa

"Now we've got our tanks on the lawn, we are looking for a fair hearing and to have some of the injustices changed," he said.

The CMA's decision about whether to launch an investigation would probably depend on two main factors: whether it is a priority for its staff and to what extent consumers are affected by the issues raised in the NFRN's submission.

Mr Murphy outlined two other ongoing NFRN initiatives: a joint venture with Lucid Retail, the news category management specialists, to develop the federation's Newspro magazine range system for members; and a scheme to enable restitution claims to be made online.

He also urged members to support the PPA's Press Pause campaign, which encourages people 'to step off the digital treadmill' and read a magazine instead.

NFRN credit union finances 'strong'

Although the NFRN Credit Union has had to postpone its AGM because the 2017 accounts are not ready, the union remains in a strong financial position, with more than £500,000 in deposits and loans of around £200,000, directors Ralph Patel and John Parkinson assured council.

The hiccup over the accounts was caused by staff changes at Yeoman House that had left an administrative void – one that had proved difficult to fill because of the highly specialist computer software used by the credit union, Mr Patel explained.

He assured members that "everything with

the credit union is as safe as houses," and that its operations were fully regulated by city watchdogs.

The AGM is now likely to be held in May and members will receive full 2017 statements of their accounts after the meeting.



Ralph Patel

Centenary and awards combined

The NFRN's 2019 Centenary Dinner is to be held at the Royal Lancaster hotel in London during the February 2019 national council and be combined with the NFRN awards, chairman of events Mike Mitchelson announced.

The 2019 annual conference will take place in Brighton, with events and delegates' accommodation shared between the Metropole and Grand hotels. The two hotels are only a short distance apart.

It has been provisionally agreed to return to Torquay for the 2020 annual conference.

Leicester has been confirmed as the venue for the September 2018 national council meeting.

Booklet update too expensive

A proposal from the Northern district to update the NFRN booklet Offers Clear Solutions was withdrawn following a discussion about the estimated 85p cost per copy to send it to every member.

Northern district councillors Colin Reed and Jason Birks said members needed to be reminded of all the benefits the federation offered.

NATIONAL COUNCIL



NFRN NATIONAL COUNCIL REPORT 17-18.04.2018

Neville Rhodes reports from the NFRN national council meeting

Illicit trade puts stores at risk

One in every six cigarettes and two in every five roll your own tobaccos smoked in the UK and Ireland are illicit, and the loss of sales through legitimate outlets is putting one in eight CTNs and c-stores at risk of closure, James Hall, Imperial Tobacco's anti-illicit trade manager for the UK and Ireland, told council.

Mr Hall said Imperial was working hard not only with trading standards departments across the country to track down and prosecute dealers in illicit tobacco, but also with



Hitesh Pandya

symbol group reps to educate them about the illegal trade.

However, trading standards departments were under financial constraints and had to prioritise their caseloads. This meant they could only take action in cases where the information they received was backed by firm evidence.

Mr Hall urged members with information about illicit sales to inform their Imperial reps, who would follow it up, but he warned them not to talk openly about it.

"Illicit trade is a dangerous business with links to organised crime. So report it, but don't make a fuss about it," Mr Hall said.

Retailers were also asked to inform Imperial about any prosecutions for dealing in illicit tobacco, because in cases leading to the conviction of a retailer, Imperial's policy was to remove their tobacco gantry from the offender's shop.



Retailers should work with trading standards and sales reps to deal with illegal tobacco

Mr Hall said his department was constantly monitoring the internet for sales of illicit tobacco, and had used online test purchasing to bring prosecutions. It had so far arranged the removal of 7,000 Facebook posts.

Thanking Mr Hall for his presentation, Kent member Hitesh Pandya said: "Millions of pounds are being lost by our members to illicit trade through rogue retailers, and we must turn the heat on them."

Use NFRN Direct to strengthen it

NFRN Direct, the federation's buying group, is now the main vehicle for its business development activities, offering members free and easy access to a wide range of products aimed at boosting their shop sales, department head Graeme Collins told council.

The department's role was to provide "effective, practical and relevant trading support" to members, and it was now under the direct control of the NFRN's management.

Through the NFRN Direct website - www.nfrn-direct.co.uk - members can obtain information about more than 200 suppliers, request contacts,



Millions of pounds are being lost by our members to illicit trade

Hitesh Pandya

Newsagent, Kent

place orders and manage their accounts.

Products listed ranged from everyday staples such as milk and bread, confectionery and soft drinks to greeting cards and toys.

All products are offered at nationally-negotiated prices, with centralised billing and one itemised monthly statement, and payment by direct debit.

Urging members to support NFRN Direct, national president Linda Sood said the group was performing very well, with turnover and the number of active customers increasing every month since the beginning of the year.

Her shop had benefited immediately, with greatly improved milk prices from the supplier she was already using.

"The more of us who join NFRN Direct and who use it regularly, the stronger it will become, enabling us to get even better deals," she said.

Always read the small print

Head of operations Margaret McCloskey highlighted the difficulties retailers could face if they do not fully understand the terms and conditions of the firms they deal with.



Margaret McCloskey

The timing of bank transactions could be vital, and members needed to take care over credits and debits, ascertaining whether the latter occur before the former or vice versa, she said.

Mrs McCloskey also warned that transaction fees on Cashzone's free-to-use ATMs could be reduced, and members who might consider their machines to no longer be profitable should be aware that early-termination fees can be considerable. One member recently faced a termination charge of £74,000, in line with the contract terms.

Some members with Ezeecopy photocopiers were being surcharged for failing to hit the transaction targets set out in the contract, and while Mrs McCloskey felt the targets were "undoable", retailers who failed to read the small print were leaving themselves open to mis-selling by reps, she said.

Every claim 'will be considered'

The NFRN charitable funds are set to become the umbrella fund for all NFRN charities, chairman Peter Wagg told council.

East Midlands member and recently appointed national trustee Sunil Patel said members were confused about what they could claim for.

Mr Wagg said there had been some "absurd" claims for serious illness benefit that had to be rejected, but the benefits committee was committed to considering every claim as sympathetically as possible.



Peter Wagg

INDUSTRY PROFILE

Procter & Gamble

With the weather improving, now is a great time to have a look at your household cleaning range, says Sandeep Hegde, director for convenience, wholesale and club channel at Procter & Gamble

RN What are the biggest trends this year in the household category?

SH Retailers should stock smaller pack sizes. With more people living in cities, we're seeing more shoppers purchasing smaller packs. A well-stocked household section can drive growth through this increased frequency. Also, retailers should swap powders for pods because there is an ever-growing demand for wet formats in the laundry sector and retailers can embrace these changes to deliver strong sales. We've seen laundry sales value increases of more than 60% from retailers who have swapped powders for pods. And lastly, offer the best-quality products - we are living busier lifestyles than ever before, and this means the cleaning products shoppers buy need to be easy to use and effective.

RN How can independent retailers stand out against the multiples in this category?

SH Retailers need to ensure the category is more visible in-store and use seasonal events, like spring cleaning, to promote these fixtures. Retailers should stock the right products to meet shopper demand, so stocking the core items is vital. Pricemarked packs are also popular with customers, who can be confident they're getting good value, therefore our Fairy is pricemarked at £1.29.

RN Why is it important to dedicate a space for household goods and beauty and health products?

SH With the average shopper visiting their local store 3.6 times a week and spending £10.90 per trip, a well-

stocked and dedicated household and beauty section can help build customer trust. Retailers who ensure they have well-stocked homecare, beauty and health aisles with leading brands are in a great position to make the most of the growth opportunities available.

RN What is P&G doing to help retailers have the best range in-store?

SH We have invested in the ShelfHelp scheme to hear feedback direct from retailers and pass this knowledge on to other store owners. Through our ShelfHelp website we can provide every convenience retailer with the right size planograms and insights to help them maximise their sales according to the space they have available.

RN What can retailers expect from P&G this year?

SH We started 2018 by launching new



“
Homecare is a big opportunity as it can be a driver of sales if laid out correctly

products, including Bold, Ariel and Fairy 3in1 pods and Fairy Dish Wash reformulation, as well as innovations across the Febreze portfolio and new premium Flash Ultra Power range.

RN What are the two biggest mistakes retailers make when it comes to ranging and merchandising?

SH The homecare category is a big opportunity for retailers as it can be a driver of sales if laid out correctly. Availability is the most important thing for consumers, so retailers should make sure their shelves are fully-stocked with a core range and clearly labelled to avoid lost sales. Shoppers who are looking for household cleaning products are often on an overall cleaning mission, so it is advisable to position homecare near to laundry, as well as merchandising products by room, e.g. bathroom, kitchen.

RN What is the biggest challenge the sector is going to face this year?

SH Convenience is expected to grow in the next three to five years, so now is the time to maximise space in-store to profit from increased footfall. A challenge is driving loyalty with consumers, so when shoppers are in-store, retailers need to make the most of it and get them to buy as much as possible. Fabric and homecare are not always front and centre, so merchandising of these fixtures is particularly pertinent.

** Company CV **

Company Procter & Gamble
Director for convenience, wholesale and club channel at Procter & Gamble Sandeep Hegde

Profile Procter & Gamble is a leading supplier in the household category, home to some of the UK's best-known cleaning and beauty brands, including Head & Shoulders, Gillette, Fairy Liquid and Ariel.

Latest news Aiming to tap into the premium cleaning category, the supplier has launched a new Flash Ultra Power range coming in a variety of formats, including wipes, a handheld spray, a multi-surface cleaner and a Magic Eraser marks and stains remover.

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RN INTERVIEW



Debbie Robinson

Spar's managing director, Debbie Robinson, has lived and breathed retail for her entire career. Despite this experience, these are strange days indeed, she tells **Tom Gockelen-Kozłowski**



“This is definitely the most dynamic and exciting time I've seen in retail. New rules are being written all the time. Tesco products on the shelves in Booker stores would have been unimaginable just a short time ago.”

Debbie Robinson, managing director of Spar, is catching her breath after yet another huge week for the convenience trade, with the Bestway-Conviviality deal just days old.

RN spoke to her one day before the Association of Convenience Store's Summit (where she was due to speak and also lead one of the day's sessions), and with consolidation dominating the thoughts and conversations of everyone involved in convenience it is a topic she knows cannot be skipped over.

“If we're all being honest, the surprise has been the sheer amount of change. There had been a lot of talk about P&H going under; we knew Nisa had been losing money;

we knew Costcutter had been losing a lot of money. Everyone was looking for growth. I think brand and brand positioning is going to be very interesting in the future. How do consumers react to finding other brands in a store, for example? Does it enhance the brand or does it look like that particular fascia needs support? Only time will tell.”

As the consolidation-related stories have piled up in recent months, Spar has been a name relatively rarely mentioned.

“We have not had the service issues you're referring to in some of our key competitors. We haven't had the lack of continuity of supply or really poor service because we have invested in our logistics and our infrastructure and our fleet and warehouse capabilities. Their success is our success.”

In addition, Ms Robinson says the Spar team has also focused on working with suppliers to find efficiencies.

“We're really comfortable with

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



Spar stores across the country have been utilising food to go



Debbie Robinson predicts retailers of the future will sell licensed cannabis as social attitudes change

the decisions we've made. It's a lot about innovation and driving down the costs of goods for consumers and retailers. That has to be about being efficient rather than relying on sheer sale. We're working with suppliers and I urge all of them to look at the most cost-effective route to market so the benefit can be passed on to consumers."

There is a clear pride on Debbie Robinson's part when she talks about the Spar business model and how it has aided the business during a tricky time for retailers and the supply chain.

"My background is working for the Co-op and the big supermarkets, and I have to say Spar's logistics is world class. It is better than anywhere I've looked at. During the bad weather, we were able to maintain service over and above what we were seeing in the multiple competition. That's thanks to our amazing logistic drivers."

In contrast, Ms Robinson raises the issue of priorities among large grocers, in the newly consolidated market: "If there is a shortage of stock, is that going to the retailers' own stores or is it going to an independent store? I think that's going to be quite challenging."

In reality, however, Ms Robinson would far rather discuss Spar's latest developments and in-store innovations, and you can almost sense that the wider supply chain issues have been an irritating distraction from her group's progress.

"Our focus has been on having a really vibrant own brand, just



What we won't do is just jump on a bandwagon

to make sure our national account retailers can compete in the marketplace. With the sugar tax we've reformulated all of our soft drinks so no one has to pay the levy. On our ready meal products we work with specialist suppliers so we can offer an extended product life for consumers while maintaining the integrity of the products. We also make sure our ready meals have at least one, if not two, portions of fruit and vegetables so we're making a positive contribution towards health."

And while other groups have been formally uniting, Spar has also been bringing a whole range of other brands into stores.

"We've forged lots of partnerships with Subway, Costa Coffee, Starbucks, Greggs and Insomnia Coffee. It's been important for us to learn from the best," she says.

The so-called disruptors have also come on board, with Spar stores in both Birmingham and Manchester working with Deliveroo, too. Ms Robinson says such tie-ins say a lot about the business she leads.

"If you look at Apple Pay, Spar were the first retailers to let customers use it - not just the first

convenience retailers, we were way ahead of the multiples. We're now looking at crypto currencies and what that means for us."

The next day, at the ACS Summit, Debbie looks further into her crystal ball and suggests that - despite independent retailers being the "home of responsible retailing" - stores could soon be selling cannabis as laws and social attitudes change.

"What we won't do is just jump on a bandwagon," she tells RN. "Our structure promotes good decision making. We make good long-term decisions rather than short-term decisions to please shareholders."

The future is a place Ms Robinson is clearly most comfortable talking about - getting her business ready so it never feels touched by the chaos other operators have felt.

She refuses to rule out a tie-in with a supermarket group at some point, however ("we're doing very nicely as we are at the moment thank you," is the party line). So is this planning a sign that, deep down, she and her team are scared of Amazon, Tesco and the other giants moving into the sector?

"If I was them I'd be more scared of us," she says without a pause. ●

ACADEMY IN ACTION



Follow
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inspiration

Availability

In part six of our 12-week development programme, the IAA – and its category partner JTI – help forecourt retailer Toby Stokes improve his availability



Name Toby Stokes
Shop Fison Way Esso
Location Thetford
Size 1,000sq ft
Staff 8 full-time, 3 part-time

The Independent Achievers Academy is a learning and development programme that helps to increase sales and profits. Academy in Action shows how retailers like you are working with our partners to use the Academy's advice.



In the sixth week of our guide to improving your business with the IAA, our focus shifts to availability. Maintaining availability means monitoring sales and stock to ensure you can always meet customer demand and expectations, ensuring shoppers can buy what they need and therefore remain loyal to your store.

Before we look at this week's benchmarks, find out how Mark Yexley, head of communications at category partner JTI assisted Toby Stokes to come up with an action plan to improve the store's processes in order to avoid shelf gaps based on the IAA benchmarks.

Toby's shop is a forecourt and is part of a group of three shops around Thetford. It is on a busy A-road so has a lot of passing trade, yet has very small storage which makes him even more vulnerable to availability problems. How can the IAA help Toby improve his availability and keep his customers coming back for more?

Want to see more?

For more on how to improve your store and to see more of Toby's shop, go to betterRetailing.com/Academy-in-Action



WHY I TAKE PART

Availability is not really something we have planned for in the past. It is important and we have considered what we should do but it's not been our primary focus. If we run out of something, a customer might not return. With this visit from the IAA and JTI, I feel we have something concrete we can act on. The checklist system suggested is definitely something we want to implement as soon as possible.

IAA ADVICE

Toby's challenge: Setting targets and monitoring success

Toby uses his EPoS system to auto-order items when they get low but does not record when something has sold out, meaning some items are out of stock for long periods. What can he do to avoid these availability gaps?



Mark says: "Think about setting a target. Although many stores aim for higher, 95% is a good goal to begin with. That means you would, at most, have one product out of 20 unavailable at any one time. By having a target and having a 10-minute team meeting each morning to discuss availability, you'll show your team the importance of spotting gaps and find they are solved faster."

Action Set an availability target and organise 10-minute team meetings each morning to discuss and solve gaps.

Toby's challenge: Managing suppliers and deliveries to maintain availability

Toby sometimes finds deliveries are missing items. If this happens he will speak to his local rep, go to a nearby wholesaler or borrow stock from another store, but it always falls to him to action. How can his team help?



Mark says: "Knowing what you need to do if an issue arises is a great start. Calling your rep can be a quick fix, if they are in the area then they can pop in, but this won't always be possible. By formalising your steps into a written plan, talking through it with your team and displaying it in the office, they'll know what to do, meaning you can react quicker."

Action Create a written plan for when you have stock issues and share it with your team so they can be solved quicker.

Toby's challenge: Managing day-to-day tasks and checks

The shop has three main busy periods, early morning, lunchtime and early evening. Due to the limited space, displays can get messy and gaps appear over the course of the day. What can Toby do to avoid this happening?



Mark says: "You get good footfall, especially during peak times, but that can have its own challenges. Customers may forgive you for some missing items, but for items such as tobacco, many will buy elsewhere if their chosen brand is unavailable, often taking their entire spend with them. Introduce gap checks after each busy period - this will enable you to solve problems before the next one."

Action Introduce gap checks after busy periods so you can spot and deal with availability issues before the next busy period.

PARTNER ADVICE

Maintaining availability is essential for stores like Toby's. He has got some solid plans already in place and by formalising them, introducing a few checks and involving the team more, he will be able to secure customer loyalty and drive spend.

Mark Yexley
Head of Communications
JTI



YOUR ACTION PLAN

1 Walk your shop

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



2 Benchmark your shop

Use the checklist below, ticking all you see evidence of



Setting availability targets and monitoring success

- Do you have an availability target?
- Is the target 95% or higher?
- Do you regularly (5 days or more each week) hit or exceed your target?

Day to day management and checks

- Do you have minimum stock levels for items in your core range?
- Do you have a way of identifying your core range in-store to make checks easier?
- Do you do gap checks every four hours to find any out of stocks?

Avoiding overstocking and waste

- Do you have a process for rotating stock so the oldest products sell first?
- Do you analyse data and adjust your orders so perishable items aren't overstocked?
- Do you perform a stock take on every category once a month and check it corresponds with your records?

Managing suppliers and deliveries

- Do you have a calendar of when you need to place orders and deliveries are expected?
- Do you have backup plans in place in case what you order is out of stock or doesn't arrive?
- Do you book everything in and persistently follow up with suppliers to get the items you need?

Planning to ensure new and seasonal items are available in time

- Do you plan ahead so seasonal items are available in good time?
- Do you use previous sales to help plan what you will sell and order accordingly?
- Do you monitor events and the weather so you have the items you need in time?

3 Pick one thing to improve

Write it down, implement it this week and let us know how you get on using #IAA18



CREATE YOUR OWN SHOP REPORT

Go to betterRetailing.com/IAA/benchmark to create your own shop report or call us on 020 7689 0500 to take part in a future visit

Next week: Staff Development

NEWS DELIVERY



Home news delivery remains a vital service for more than 7,000 UK retailers. But to profit from it, operators have to get their prices right, writes **Neville Rhodes**

Optimise your HND

Before most newsagents turned themselves into convenience stores selling a much wider range of products than a traditional CTN, the overwhelming majority of shops with a wholesaler news account offered a delivery service.

It is hard to imagine now, but according to an industry survey conducted 30 years ago – when the market was three times larger than it is today – more than half (54%) of

all national newspapers sold were delivered to homes and businesses.

Home news delivery (HND) was a newsagent's guarantee of sales, the job "that puts the profit in the bag before other shops open their doors", as one contemporary commentator described it.

Today's HND retailers operate in a far less favourable climate than their predecessors, with declining margins, higher costs and inconsistent arrival times. But home delivery



News delivery is the mainstay of my business

continues to provide a hefty slice of their profits for at least some of the 7,500 or so businesses that still provide it, according to the latest research by Deliver My Newspapers.

John Vine, who has run the Newsworld CTN in Church Stretton, Shropshire, for the past 11 years, has no doubts about the continuing importance of HND.

"It's the mainstay of my business," he says, with good reason, as delivered copies account for more than half of his substantial news bill and he handles more than 2,000 vouchers each week.

Mr Vine puts great value on the customer loyalty generated by his delivery service – so much so that during the recent bad weather, when he received a call from his wholesaler saying it would not be able to deliver him his supplies, he picked them up himself. The round trip, which would normally take about an hour, took two and a half hours, but his customers got their papers.

"They really appreciated that," he says.

Over the years, as other shops have dropped their deliveries, Newsworld has become the only business



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NEWS DELIVERY

for 10 miles still offering HND.

The shop rarely loses a delivery customer, but Mr Vine admits that canvassing could bring more business. "It's a matter of finding the time to go out myself to knock on doors and tell people about my service. That's really the only way to get new orders," he says, echoing a point often made by other experienced HND operators.

John Green, whose dedicated CTN in Sawtry, Cambridgeshire, has morphed over the past few years into a convenience store and now trades as a Premier member, has retained his HND operation, although with around 20% fewer delivery customers than five years ago.

Compared with the 30% decline in national newspaper copy sales over the same period, Mr Green's customer retention rate shows the value of HND when circulations are falling.

His main concern is that his HND operation isn't paying for itself. "The costs of delivery are eating into the margins on the papers," he says.

For delivery agents in this position, charges need to rise, but this is easier said than done, particularly at a time when cover prices are also rising sharply, pushing up customers' weekly or monthly newspaper bills.

It is frequently argued that if the service is good enough, delivery customers will pay any reasonable charge. But as every HND operator knows, services are often compromised by the shortcomings of their wholesalers or late inbound times from the publishers.

SETTING THE CORRECT DELIVERY CHARGE

Years ago, when newspaper circulations were healthy, cover prices were low and HND was available nearly everywhere, most newsagents kept their delivery charges as low as possible – so as not to kill the goose that laid the golden egg of 28% trade discounts on national dailies and even higher margins on some regional titles.

In the 1980s, a typical delivery charge for a customer on a 'town' round was 25p a week.

Today, the opposite situation applies. Circulations are plunging, cover prices are rising inexorably, HND operators are few and far between, and most newsagents that still provide the service aim to charge as much for delivery as they can get away with. They need to do so if their service is to remain sustainable in the face of margins now down to an average of 21% on national dailies and even less on many regional titles.

HND delivery charges of £4 a week – 50p a day on weekdays and 75p on Saturdays and Sundays – are not uncommon.

STEP 1: Know how much the service is costing

This is a critical point when setting delivery charges. Weekly cash payments are the easiest to account for, since these are the wages for the staff who prepare rounds and deliver copies, and mileage allowances for deliverers using their own vehicles.

Overhead costs are more difficult to work out. These include: national insurance and pension contributions, where applicable to delivery staff; a share of the business' IT and transport expenses; administration costs for redeeming vouchers, invoicing and reconciling banking; insurances, including personal accident cover for deliverers; canvassing expenses; equipment and consumables, such as news bags and trolleys; and any other costs wholly or partly applicable to the HND operation.

STEP 2: Keep a clear record of costs

Best practice is to set up these cost headings on a spreadsheet, record them weekly or monthly as appropriate and produce a monthly report of the

total cost. Divide this figure by the total number of deliveries during the month to produce an average cost per drop.

STEP 3: Make sure you're breaking even

The figure you arrive at from this calculation is the break-even point. Some customers will pay a higher delivery charge than others, but the average charge per drop, before the profit is added, must at least equate to the average cost per drop. Otherwise, the service will be running at a loss.

STEP 4: Consider your profit

Then there is the vital matter of profit to consider. How much to add to the break-even charge for each customer? Should it be 10%? 20%? 30%? Is it reasonable to charge 40p a day for a delivery that costs 30p? How will customers react? Retailers have to decide this themselves, based on the circumstances of their businesses, but the overriding consideration should be that HND is a valuable service that is never easy – and is sometimes difficult – and those who provide it to a good standard deserve a decent profit. ●



There are more than 7,000 HND operators in the UK

“

Those who provide it to a good standard deserve a decent profit



Bringing the Fun Back to Gum!

The
BIGGEST
Wrigley
Gum launch
in 5 Years

With a £1M
Media spend
and iconic Juice
Goose digital
campaign

Starburst®
brand is set to
TREBLE in size
over the next
3 years!



UNEXPLAINABLY JUICY™

MINTS & GUMS

Test yourself

Mints and gums provide the archetypal opportunity for impulse sales. **Priyanka Jethwa's** test will make sure your knowledge is up-to-date

Having a wide range of mints and gums is essential for any store, and independents can capitalise because shoppers are more likely to come to a convenience store, rather than a multiple, for gum.

John Parkinson, of Broadway Premier News in Penryhn Bay, says it is a category that not only helps increase basket spend, but appeals to all age groups – from schoolchildren to working adults.

“A lot of people come in for gum and end up buying something

else. With gum, it's something you don't want to go to a big store for, you'd rather go to a smaller store you can walk in and out of quickly – and that is where independents come in.”

So, to make sure your selection is up-to-date, and that you are offering consumers a wide range that taps into the current format and flavour trends, take RN's big quiz on the next two pages and put to the test your knowledge of all things mints and gums – from new products and formats, to popping flavours – and see how well you do.

“

A lot of people come in for gum and end up buying something else





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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



MINTS & GUMS

1 What is the latest addition to Perfetti Van Melle's Mentos range?
a) Mentos Orange
b) Mentos Stay Free
c) Mentos Strawberry

ANSWER B)

This year, Perfetti Van Melle is introducing sugar-free Mentos Stay Free to its line of mints and gums in Mint and Menthol Eucalyptus flavours. The range is designed to help retailers capitalise in the sugar-free segment, and the mints will be available from May in fliptop format with an RRP of 75p.



2 What percentage of gum in the market is sugar-free?
a) 55%
b) 75%
c) 95%



ANSWER C)

With more consumers conscious about the amount of sugar they are consuming, stocking sugar-free gum in-store has never been more important. A reflection of this (alongside our national fear of the dentist's chair) is the fact that 95% of all gum in the category is now sugar-free, so shoppers are never short of options.



95% of all gum in the category is now sugar-free

3 Which brand features in four of the five best-selling mint products in the UK?
a) Trebor
b) Smints
c) Fruittella

ANSWER A)

Four out of five of the best-selling mint products in the UK are under Mondelez' Trebor brand, which has sales of over £48m. The best-selling product is Trebor Extra Strong Peppermint, which was first introduced in the 1950s. Trebor Extra Strong and Trebor Softmints also have the highest rate of sale of all mints.

4 Which Trebor product did Mondelez launch in a 100g pot format last year?
a) Trebor Softmints
b) Trebor Extra Strong
c) Trebor Mighties Mint

ANSWER A)

Trebor launched its Softmints in a 100g pot format last summer. The new larger-format pot was created to allow consumers to eat the mints on-the-go. The pot format is now worth £4.5m in the mints category, and launches of mints in more convenient formats aim to help retailers drive further sales in the category.



With more people thinking twice about how much sugar they consume, it's never been more important to stock sugar-free options



TREBOR

GET MINTED

WIN UP TO £5000

STORE WINS WHEN SHOPPER WINS*

RETAILERS MUST DISPLAY THE COMPETITION POS FOR A CHANCE TO WIN

EXCLUSIVE PROMOTION
FOR CONVENIENCE ONLY**

THE UK'S
BEST-SELLING
MINT BRAND*



FOR FREE POS GO TO WWW.DELICIOUSDISPLAY.CO.UK

*Source: Nielsen MAT Value Sales w.e. 30.12.17

**Convenience includes all Independents and Symbols
T&Cs apply, for full T&Cs go to www.promoterms.com/getminted

MINTS & GUMS

5 Which sweet-inspired gum variant did Mars Wrigley Confectionery launch this year?

- a) Skittles
- b) Starburst
- c) M&M's

ANSWER B) Mars Wrigley Confectionery expanded its portfolio in February by introducing a Starburst Chewing Gum, aimed to provide consumers with a sugar-free treat alternative which bridges the gap between gum and sweets. The product is designed to appeal to 15- to 24-year-olds.



Bottle formats provide a further opportunity for independent retailers

6 Which gum format has seen a 13% increase in Mars Wrigley Confectionery's sales over the past year?

- a) Bottle
- b) Single pack
- c) Rolls

ANSWER A) Mars Wrigley Confectionery's bottle formats (in 46- and 60-piece pellets sizes) have seen 13% growth in the past 12 months, and after noticing more people eating gum in the car, the supplier developed a holder which is tailored to conveniently keep bottle formats in easy-to-reach positions for drivers.

7 What brand is celebrating its 100th anniversary this year?

- a) XXX Extra Strong Mints
- b) Fox's Glacier Mints
- c) Smints

ANSWER B) Fox's Glacier mints marks its 100th anniversary this year. To celebrate, the brand has rolled out specially designed anniversary packaging across its entire range of Fox's Glacier Mints, Fruits and Dark. The brand is also launching a new mint variant this May: Glacier Spearmints, which has a milder, sweeter flavour than classic Fox's Glacier Mints.



8 Which flavour is currently popular with younger consumers?

- a) Mixed Berries
- b) Apple
- c) Bubblegum

ANSWER C) Classic flavours such as peppermint and spearmint continue to be popular within the category, but new flavours such as bubblegum are growing in popularity among younger consumers and are helping increase sales and bring innovation to the category. Mentos White Bubble Fresh, by Perfetti Van Melle, for example, aims to help retailers tap into this demographic.

9 What does Mars Wrigley Confectionery recommend retailers cross-merchandise gum with?

- a) On-the-go food
- b) Fizzy drinks
- c) Fresh produce

ANSWER A) A great on-the-go range provides an opportunity for retailers to encourage gum as an additional purchase. Mars Wrigley Confectionery advises retailers to cross-merchandise displays that focus on different meals throughout the day, such as 'a sandwich and pack of chewing gum for £2'. ●



RE-FRESH

your mints and gum range



- Over 47% of singles sales in convenience are from mints and gums.
- However, £18m has been lost from the category in the last year.
- Refresh your range with Perfetti van Melle.
- Our leading mints and gum brands are growing 8.7% YTD and growing share in the market.
- Multi-million pound advertising support for the brands.

Source: IRI Key Sector 3rd March 2018

STOCK UP NOW





“

RN helps me keep up to date with stock changes across retail and provides great tips for product placement. It also inspires my staff to try new ideas.

JASDEV JATANA, FAMILY SHOPPER SUBWAY, CAMBRIDGESHIRE

Each week RN is full of easy to use advice that gives you instant value to help grow your profits

RN

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

THIS WEEK IN MAGAZINES



Launch of the week

A GUIDE FOR BUSY PEOPLE WHO WANT TO BE VEGANS

Anthem's new magazine is aimed at helping consumers with busy lives adopt a plant-based lifestyle, and includes features such as recipes and tips on where to source ethical products

ANTHEM PUBLISHING has been tapping into the trend for specialist diets for some time. Its title *Vegan Food & Living* won the Independent Consumer Magazine of the Year 2017 award, and now it has spotted a gap in the market for a more mainstream, lifestyle-focused magazine for people with hectic routines. The result is *Simply Vegan* – a title aimed at making veganism easy. The launch issue includes more than 30 recipes made with simple supermarket ingredients, easy ideas for meals and snacks, and even where to buy lipsticks made by companies that don't test their products on animals.



SIMPLY VEGAN
On sale 2 May
Frequency monthly
Price £2.99
Distributor Marketforce
Display with BBC Good Food, Vegan Food & Living

My week in magazines



Marcello Perricone
 Magazines reporter
 marcello.perricone@newtrade.co.uk

STORIES TO GIVE THE MAGAZINES CATEGORY HOPE

This was my first week at RN, and I spent a lot of time travelling around and meeting newswriters. The weather is finally warm – which is certainly nice – but what made it even more pleasant was meeting retailers such as Nainesh Shah at Mayhew News, in London, who kindly shared his 35 years' experience of the business, before giving me a crash course in his store.

Aside from teaching me a lot about the current strategies for staying ahead of the game in this challenging economic climate, Nainesh showed me a whole host of foreign magazines I had never heard about.

For example, he sells an incredible art and culture magazine called *Canvas* that comes all the way from Dubai. Apparently, his is the only store in Britain that stocks it – it's this kind of thing that helps to explain how he's still got so many loyal customers.

The magazine sector is facing challenges, but stories like this give the category hope. I've always loved niche magazines and part-works, and I look forward to bringing readers ever more valuable advice about how to navigate the market in the future.

Opportunity: spring titles
 Spring is finally here and the soaring temperatures will send a lot of people into their gardens. Display gardening and home interest magazines to catch the eyes of those inspired by the pleasantly warm weather.

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

THIS WEEK IN MAGAZINES

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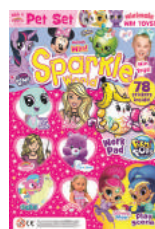


TOTAL FILM

- Total Film is packed with on-set features, including a six-page-long 'Total Film Interview' that analyses the career of an actor or director.
- This issue celebrates 25 years of the Jurassic Park franchise, with a focus on the new movie Jurassic World: Fallen Kingdom. It includes an art-card and e-book about the dinosaur films.



On sale 4 May
Frequency monthly
Price £5.99
Distributor Marketforce
Display with SFX, Empire



SPARKLE WORLD

- The UK's best-selling multi-character magazine for primary girls offers stories and activities from popular characters such as My Little Pony, Care Bears, and Shimmer and Shine.
- This issue comes with 78 activity stickers, a Rainbow Magic Pet playset, JoJo Siwa prizes, a Pikmi Pops 12-page work book and Shopkins finger puppets.



On sale out now
Frequency three-weekly
Price £3.99
Distributor Seymour
Display with Pink, Mixit, Sweet



ENKI MAGAZINE

- Aimed at design-conscious consumers, this architectural magazine focuses on creative design that promotes relaxation.
- This is the only glossy architectural magazine, and this issue features a special look at some of the most beautiful locations around the world.



On sale 2 May
Frequency monthly
Price £4.80
Distributor Marketforce
Display with Ideal Home, House & Garden, Varanda



MODERN GARDENS

- This month's issue is focused on preparing gardens for the summer, complete with a garden makeover to transform a bare patch into a green, sunny area.
- It also features a simple DIY project to upcycle a table into a picnic bench, complete with drinks cooler, trailing plants ideas, a selection of built-in barbecues and more.



On sale out now
Frequency monthly
Price £3.99
Distributor Frontline
Display with Homes & Gardens, Gardens Illustrated, Landscape



RED

- This specialist women's magazine features fashion and beauty advice, inspirational articles and ideas for the home.
- This issue contains a summer style-guide, complete with Greek recipes, and includes a bagged supplement as a free gift, so display it prominently.



On sale 2 May
Frequency monthly
Price £4.50
Distributor Frontline
Display with Vogue, Tatler



Bestsellers Rail

Title	On sale date	In stock
1 Rail	25/04	<input type="checkbox"/>
2 Steam Railway	27/04	<input type="checkbox"/>
3 Railway Magazine	02/05	<input type="checkbox"/>
4 Steam World	20/04	<input type="checkbox"/>
5 Heritage Railway	04/05	<input type="checkbox"/>
6 Backtrack	19/04	<input type="checkbox"/>
7 Steam Days	19/04	<input type="checkbox"/>
8 Rail Express	20/04	<input type="checkbox"/>
9 Modern Railways	26/04	<input type="checkbox"/>
10 Railway Illustrated	05/04	<input type="checkbox"/>
11 Today's Railways UK	10/04	<input type="checkbox"/>
12 British Railways Illustrated	26/04	<input type="checkbox"/>
13 Railway Bylines	26/04	<input type="checkbox"/>
14 Narrow Gauge World	27/04	<input type="checkbox"/>
15 Modern Locomotive Illustrated	22/03	<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

COMING UP IN NEXT WEEK'S RN



Philip Constantine lies between affluent and poorer areas: how does he build the right range?

Plus, win the World Cup with our profit-driving guide to in-store events, and retailers discuss the soft drinks category one month after the tax



THIS WEEK IN MAGAZINES



MILITARY MODEL CRAFT INTERNATIONAL



- This leading publication for modellers covers the serious side of military modelling, instead of the also-popular fantasy element.
- It contains advice and guides for construction, painting, and customisation for anyone interested in modelcraft, be they beginners or amateurs.

On sale out now
Frequency monthly
Price £4.75
Distributor Intermedia
Display with Military Modelling, Fine Scale Modeller, AFV Modeller



LANDSCAPE



- This home interest magazine aims to capture the magic of the British countryside, from pictures of woven willow hedges to sketches of scenery.
- This issue also includes strawberry recipes to capitalise on the approaching summer and tips on how to help camomile thrive in gardens.

On sale out now
Frequency monthly
Price £4.50
Distributor Frontline
Display with National Geographic, Nature, Modern Gardens

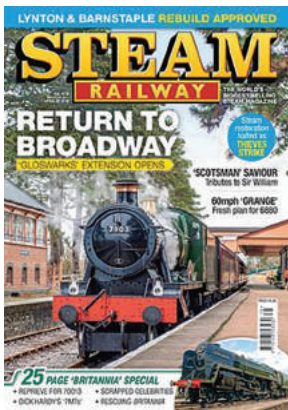


ASTRONOMY NOW



- The UK's biggest astronomy magazine has 132 pages tailored to readers who love all things to do with space.
- Read by astronomers since 1987, Astronomy Now contains features, reviews, news and practical guides for both amateurs and professionals.

On sale out now
Frequency monthly
Price £5.20
Distributor Intermedia
Display with BBC Sky at Night, Sky & Telescope, All About Space, Astronomy



SPECIALIST CHOICE GRAHAM DOUBLEDAY, NEWSMARKET, MOSLEY STEAM RAILWAY

Who buys it?

Middle-aged men and people who grew up with trains usually buy it. They miss the golden days, when you could stand at the bridge and look down at the trains going by underneath.

How do you promote it?

On a magazine rack, with all rail magazines grouped together. It's a very niche subject and people who buy one of these magazines sometimes buy other ones at the same time.



On sale 27 April
Frequency monthly
Price £4.35
Distributor Frontline

Expert advice Tim Mathers



Head of newstrade,
 Future

At Future, we aim to give our readers quality products that offer entertaining, authoritative and unbiased content across our range of specialist and lifestyle magazines. With 19 premium issues running across 12 brands this spring and summer, retailers will have multiple opportunities to get behind them.

Total Film has recorded stellar sales in April, and hot on its heels is the May premium issue, which features a world exclusive on this summer's blockbuster movie, Jurassic World: Fallen Kingdom. The issue will include an exclusive collector's art card and a 36-page A4 anniversary supplement celebrating the 25th anniversary of the release of the original Jurassic Park movie.

Also, look out for issue 203 of Digital Camera magazine on 4 May, as it brings free editing software worth £99 to every reader as part of a 12-gift package.

Our strategy

Who buys your titles?

All of our titles have broad appeal across a wide variety of ages and demographics, but our core target audience is men aged 25-45.

How should your titles be promoted in store?

Total Film should be displayed in the film and entertainment section at the front of shelves, to promote impulse sales. Digital Camera should be placed in the photography section alongside Amateur Photographer and Practical Photography.

How are you investing in independents?

Independents are included throughout our premium issue programmes. During spring/summer 2018, Future is committing additional copy to independents to maximise the sales opportunities that this activity will bring, all of which will be supported with a targeted PoS campaign.

STICKER COLLECTION

BRAND NEW!

Starter Pack: £2.99 RRP

Sticker Packet: 60p RRP

ON SALE NOW

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Partworks

Collectables

Title	No	Pts	£
DeAgostini			
Art Gallery	8	60	8.99
British Steam Railways	9	50	1.99
Build Your Own R2-D2	69	100	8.99
Classic Dinky Toys Collection	10	60	11.99
Enhancing Your Mind, Body, Spirit	69	120	3.99
My Animal Farm	63	60	5.99
Jazz at 33 and Third RPM	60	70	14.99
Star Wars Helmet Coll'n	61	60	9.99
Zippo Collection	69	60	19.99
EagleMoss			
DC Comics Graphic Novel	70	100	9.99
Game of Thrones	53	60	9.99
My Little Pony Colouring Adventures	60	80	4.50
Star Trek Ships	123	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	18	80	9.99
Art of Cross Stitch	70	90	2.99
Art of Quilting	122	120	3.99
Art Therapy	163	180	2.99
Assassins Creed: The Official Collection	32	80	9.99
Big & Little Crochet	5	72	4.99
Classic Routemaster	15	130	8.99
Doctor Who Complete History	70	80	9.99
Draw The Marvel Way	61	100	4.99
Judge Dredd Mega Collection	85	80	9.99
Marvel's Mightiest Heroes	114	112	9.99
Transformers GN Collection	36	80	9.99
Warhammer	44	80	9.99
Panini			
F1 Collection	54	60	10.99
Marvel Figures	8	84	11.99

Title	Starter	Cards
Panini		
Cars 3 sticker collection	2.99	0.60
Fantastic Beasts and Where to Find Them Sticker Collection	2.99	0.50
FIFA 365 Trading Cards	4.99	1.00
Football 2017 collection	2.99	0.50
Guardians of the Galaxy volume 2	2.99	0.50
Invizimals Trading Cards	3.99	1.00
Marvel Avengers: Infinity War Sticker Collection	2.99	0.60
2018 FIFA World Cup Russia Adrenalyn XL Trading Card Game	5.99	1.50
2018 FIFA World Cup Russia Official Sticker Collection	3.99	0.80
UEFA Women's Euro 2017 Stickers	2.99	0.60
Beauty & the Beast Sticker Collection	2.99	0.50
Magic Box		
Zomlings Series 6		0.50
Star Monsters		1.00

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

Newspapers

Daily newspapers	price/margin	pence/margin %
Sun	50p	11.15p 22.3%
Mirror	75p	16.05p 21.4%
Mirror (Scotland)	80p	17.12p 21.4%
Daily Record	75p	16.05p 21.4%
Daily Star	40p	7.26p 22.5%
Daily Mail	65p	14.5p 22.31%
Express	60p	13.31p 22.5%
Express (Scotland)	50p	12.10p 22.5%
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 21%
Daily Mail	£1	21p 21%
Express	80p	17.152p 21%
Express (Scotland)	90p	18p 21%
Telegraph	£2.20	49.5p 22.5%
Times	£1.90	39.9p 21%
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	£1	19.89p 21%
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	£1.50	29.65p 21%
Sunday Post	£1.60	33.6p 21%

Weight Watchers	14-15 April				
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,045g	125g	70g	5	25g
Sunday Times	955g	340g	145g	5	75g
Times	750g	140g	10g	2	5g
Mail on Sunday	745g	240g	145g	5	55g
Guardian	630g	325g	40g	4	15g
Sunday Telegraph	590g	105g	50g	3	35g
Daily Mail	560g	225g	0g	0	0g
Observer	550g	155g	10g	2	5g

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

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