

# RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 13.04.2018



**EXCLUSIVE**

## Bestway MD on Bargain Booze rescue plan

- 'We'll get you on an even keel,' says Martin Race
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Shaping the future  
of independent retail  
since 1889



### Editor

Chris Rolfe  
@ChrisRolfeRN  
020 7689 3362



### Features editor

Tom Gockelen-Kozlowski  
@TomGK\_RN  
020 7689 3361



### News editor

Helena Drakakis  
020 7689 3357



### Reporter

Alex Yau  
@AlexYau\_RN  
020 7689 3358



### Reporter

Priyanka Jethwa  
@priyanka\_RN  
020 7689 3355



### Head of design

Anne-Claire Pickard  
020 7689 3391

### Editor in chief

Louise Banham  
020 7689 3353

### Designer

Emma Langschieid  
020 7689 3380

### Production coordinator

Alex Garton  
020 7689 3368

### Account directors

George McCracken  
020 7689 3364  
Chris Carnevale  
020 7689 3389

### Account manager

Jon Melson  
020 7689 3372

### Sales executives

Khi Johnson  
020 7689 3366

Joe Waxman  
020 7689 3363

### Sales support executive

Michela Marino  
020 7689 3382

### Marketing manager

Tom Mulready  
020 7689 3352

### Marketing executive

Michael Sharp  
020 7689 3356

### Financial controller

Parin Gohil  
020 7689 3375

### Finance executive

Abi Sylvane  
0207 689 3383

### Finance administrator

Anubhuti Shah  
0207 689 3397

### Managing director

Nick Shanagher  
07966 530 001

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

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**To subscribe contact** 020 7689 3384



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

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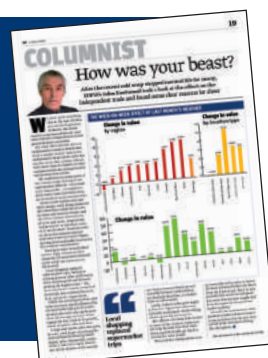
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TRADITIONAL CTN  
CATEGORIES

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WELCOME

The CMA has the  
power to swiftly take  
action to protect print  
sales and profits

Editor

Chris Rolfe

@ChrisRolfeRN

020 7689 3362

Picture the scenario: an independent retailer has a decent turnover in breakfast bakery goods in-store and through deliveries to a few nearby B&Bs. Shoppers' health concerns and an expanding selection of alternative breakfast staples are reducing sales, but trade remains respectable.

But he faces a challenge he can't solve.

Bakery manufacturers set retailers' prices, raising them and cutting terms sporadically, while the only wholesaler he can source supplies from applies above-inflation delivery charges, has the last word on allocation, and often delivers his croissants and pastries so late that his time-sensitive morning trade suffers.

In reality, this scenario does not occur – in this or any other convenience category – except one. It is this daily reality that the NFRN is challenging on behalf of newsagents and HND operators with its call for the CMA to investigate newspaper and magazine distribution this week.

Against a backdrop of regional paper closures and cover price increases with terms cuts – such as Trinity Mirror's 1.7% recent reduction on the Express and Star's former 24.2% weekday margins just weeks after acquisition – retailers' sales are under constant threat from an unregulated wholesale monopoly beset by regular late deliveries, service failures and above-inflation carriage charges.

Print sales may be falling by an average 8% to 9% year by year, but the newstrade remains a near-£3bn industry and a footfall driver for many stores, and the CMA has the power to swiftly take action to protect print sales and profits.

If the NFRN's request for absolute territorial protection to be removed is granted by the CMA, it raises the immediate question of who else retailers could then source newspapers and magazines from instead.

But the indisputable fact is that the current unregulated monopoly is a threat to print sales and the situation needs to be addressed.

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# BREAKING NEWS

## IT glitch cost two hours' lost business

Retailers were left frustrated after an IT glitch prevented them from offering Post Office services for nearly two hours.

The issue happened on the morning of 10 April, but was resolved in the afternoon. Retailers affected couldn't use their Post Office EPoS to process services such as bill payments or print postage labels. According to a Post Office spokeswoman, only a few branches were impacted.

However, Vince Malone, of Tenby Stores & Post Office in Pembrokeshire, was told the majority of 11,500 Post Office branches were affected. "I had an outage between 11am and 1pm. I normally serve 80 customers in that period, but I was unable to offer the regular services."

## Cup ban questions

Waitrose's pledge to remove disposable cups from its stores won't work in areas with high commuter footfall, a retailer has told RN.

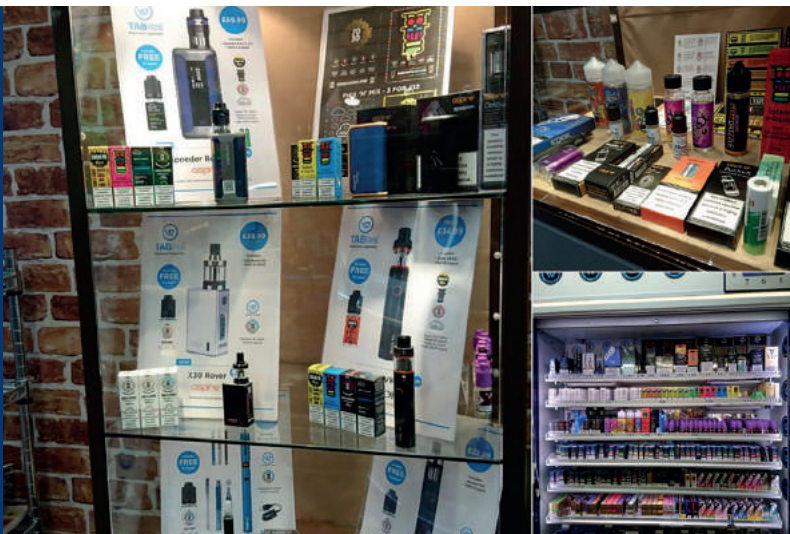
The scheme will be trialled in nine branches from 30 April before being phased across more stores in autumn. Members on Waitrose's loyalty scheme can still get free hot drinks, but will be encouraged to bring reusable cups.

However, Peter Lamb, of Lambs Larder in Tunbridge Wells, cast doubt over whether the scheme would be successful.

"My shop is by a train station, but only two regular customers bring reusable cups. Commuters are busy and don't want to carry dirty cups with them," he said.

## A touch of glass for retailer's vaping display

With the intention of presenting a more professional and stand-out vaping range in store, one retailer has installed a glass cabinet showcasing his vaping range by supplier TABLites. David Lomas, of Lomas News in Manchester, said the cabinet has allowed him to increase his vaping range by 25%. "I'm trying to be more professional in my range and display, and the cabinet lets us showcase expensive items securely in a professional manner," he said.



**Massive increase in intelligence feedback** Retailer's sales rocket after rogue traders shut down

## Imperial app drives reports on illicit trade

by Tom Gockelen-Kozlowski  
tom.gk@newtrade.co.uk

A huge rise in the reporting rates of illicit tobacco trading is being attributed to a new app Imperial Tobacco has produced to speed up intelligence gathering.

The app, SARA, allows reps to hand retailer reports over to its investigative team in less than 60 seconds.

James Hall, anti-illicit manager at Imperial said: "When it was launched we were averaging under 20 pieces of information

a month from across our UK and Ireland sales force. We have 200 reps, so that was one in 10 inputting information every month. In the three months since, we've had 522 reports."

Of that, Mr Hall revealed, 420 reports have focused on illicit tobacco traders (100 reports were of online sellers), which led directly to 12 seizures in 2018.

Last month, the company released the details of one case: Tajinder Singh, of Washington Wine & Convenience in Tyne and

Wear, who was found to be filling his gantry with a mixture of counterfeit and legitimate stock.

10,000 counterfeit cigarettes were seized from his store by authorities while Imperial Tobacco removed Mr Singh's gantry following his conviction.

The increased reporting has, Imperial revealed, also led to 6,500 Facebook posts being taken down this year.

Retailers who have been responsible for reporting nearby illicit traders have also seen dramatic benefits in their own sales

figures, Mr Hall said. "One retailer saw a £500-a-day increase in his turnover for five days until the illicit trader came back - he then passed this information on to trading standards to take action again."

"Another store, whose reporting led to 50,000 cigarettes being seized, has seen an increase of sales of cigarettes of as much as 40% over three months. Every store is different but we are seeing short-term and medium-term spikes in sales for legitimate retailers as a result of successful seizures."

## Post Office bank push is welcomed

Retailers have welcomed a Post Office plan to promote the banking capabilities of its branches in small communities as a way to drive shoppers into stores.

As many small towns across the UK lose bank branches, the Post Office has said it will launch a media campaign to pro-

mote its banking services to customers. It will start with regional campaigns in the north west of England and in East Ayrshire, Dumfries and Galloway later this year.

The Highlands community of Beaulay has lost several high street banks in recent years. Brad Collins,

owner of Cannich Stores & Post Office in the town, told RN: "We're very happy the Post Office is recognising how important in-store banking services are becoming to stores and to the community."

He said retailers can boost profits by spreading the word of their banking

capabilities themselves. "We use our Facebook page and a local community newsletter to tell locals we can essentially do everything a bank can in the shop. Often customers start banking with us simply after we explain to them what our Post Office counter can do."



**Exclusive interview with Martin Race** 'We will be looking at the overall potential of stores'

# Bestway will 'develop and grow' Bargain Booze

by Tom GK and Helena Drakakis  
tom.gk@newtrade.co.uk

Bestway's purchase of Bargain Booze following the collapse of parent-company Conviviality will get retailers "back on an even keel" and bring the scale to generate greater profit.

That is the pledge of Bestway Wholesale's managing director Martin Race. Talking exclusively to RN, he said the Bestway takeover was intended to "develop and grow" the Bargain Booze business.

"In terms of store development, we will be looking

at the overall potential of stores, as many Bargain Booze customers were perhaps too reliant on alcohol and tobacco," he said, adding that the company intended to look at "other categories to drive footfall".

The comments came as RN put to Mr Race reports that retailers were looking to move symbol groups in the weeks following Conviviality's demise.

The company entered administration last week following its failure to raise £125m to settle an outstanding £30m tax debt and pay money owed to creditors.

Speaking more generally, Mr Race added that while the trade hadn't come together in the same way as it had following P&H's crash last November Bestway had "tried its upmost to help affected retailers".

With regards to Bargain Booze, he denied the move to buy the company had been made prior to its seeking administrators. Mr Race also denied rumours that Bestway is poised to buy Blakemore's wholesale division, the sale of which as an ongoing concern was also announced last week.

"If an opportunity comes up that means we can get stronger rather than bigger, then we will look at it," he said, adding that the company did not want to overstretch itself. "When we invest, we invest in the right things," he said.

"The important thing for [Bargain Booze] retailers to recognise is that Bestway has the buying power, scale and logistical expertise to restore a stable supply of stock to these businesses," Mr Race concluded.

● Turn to p24 for the full interview. Next week: Is this the end of an era for consolidation?

## Praise for Camelot sales scheme

An independent retailer has praised a new in-store standards programme for the National Lottery, which Camelot claims can help boost sales by up to £4,200 per year.

The 'Site, Stock, Sell' scheme started its rollout to retailers this month and has been designed to increase sales through a 10-step assessment. Participating retailers will be rated out of 10 on areas such as availability, merchandising and where their National Lottery stands are displayed in the store.

Eugene Diamond, of Diamond's Newsagents in Ballymena, told RN he has seen a difference since taking part in the programme.

"It has made a difference because more customers have become aware of the National Lottery in my store," he said.

"I've added more National Lottery posters in my front windows as a result of the programme. The National Lottery is a huge footfall driver for me and any opportunity to increase sales further is welcome."

Incentives to earn cash bonuses also accompany the scheme, giving retailers the opportunity to earn up to £140 every year. Bonuses will be awarded based on how well they do in the assessment as well as the quality of their National Lottery promotion on social media.

Camelot head of retail James Pearson added: "Better in-store standards could increase a retailer's National Lottery sales by up to 3.5%, the equivalent of £4,200 per year."

## Nisa and Co-op products meet in the store of the future

Nisa and Co-op products were displayed side by side for the first time in a mock store at the Nisa Retail Exhibition 2018. The mock-up comes ahead of a Competitions and Markets Authority decision on a takeover of the symbol group by the Co-op. Gemma Bell, Nisa's communications manager, said: "At 4,000sq ft, the mock store is the biggest we have put together and features the latest version of the store of the future." She added that retailers had reacted positively to the expo overall. "Retailers have been impressed by what they have seen," she said.



## Nisa gets boost from P&H's collapse

The demise of Palmer & Harvey played a key role in Nisa delivering a positive last quarter trading update, with total sales of £377m, up 26%.

Robin Brown, chief financial officer, said the company grew its members by 1,115 in the 13 weeks to 1 April, aided by its quick

response in picking up stores left without a supply when P&H collapsed at the end of November.

He said the "astonishing growth" was testament to the flexibility of Nisa's business model. "We were able to respond and scale up and down better than anyone else – we demon-

strated it when we took on My Local in 2016 and when we had to wind down after losing Costcutter in 2014," he said.

Arnu Misra, Nisa Retail interim chief executive, praised the opportunities Nisa had converted, but said some of the contracts and business gains can

be viewed as short-term or one-offs. Meanwhile, trading "remains tough, uncertain and very competitive".

Mr Brown confirmed that Nisa is expecting the Competitions and Markets Authority decision on its deal with the Co-op to be processed by 23 April.

## 1



Over the past 27 years, Peter Wagg's News on the Wharf stores have developed and flourished alongside their Canary Wharf home. It's all thanks to hard work and constant evolution, he tells **Ed Chadwick**

"Canary Wharf is often the centre of the ripple effect for new products," he says. "If







# STORE LOOKBOOK



something is going to be big or is in any way seen as an aspirational product, this will be one of the first places it takes off."

One emerging income stream to take off in recent years has been parcel collection. Across UPS, Collect+ and Smiths News' Pass My Parcel service, News on the Wharf stores handle 1,000 packages a week, bringing in revenue and extra footfall. Parcels pose a storage and logistics test for smaller stores like Peter's. He says his staff have risen to the challenge and devised their own "filing system", thanks, in part, to their many years of experience: a third of the 37 employees have been with the business for 15 years or more.

The News on the Wharf portfolio will grow by the end of 2018 when the company takes up the lease on a 650sq ft store at the entrance of Canary Wharf station on the new Elizabeth Line.

And its future as a family business appears secure too. Daughter Janet Donegan-Wagg, is already working as operations director, and grandson Adam Donegan-Wagg joined in 2016.

So whatever they need, the workers of Canary Wharf can rely on the Wagg family for generations to come.

## STORE TOUR

**5** Peter was an early adopter of digital screens to communicate to time-poor customers

**6** Philip Morris has sent merchandisers and promotional teams to Canary Wharf to help establish the IQOS system

**7** Peters wants his business to be as easy and reliable to shop with as any website



Want to see more of Peter's store?  
Go to [betterretailing.com/news-on-the-wharf](http://betterretailing.com/news-on-the-wharf)



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# SYMBOL NEWS

## Aldi & Lidl boost sales of groceries

Discounters Aldi and Lidl drove a 2.5% increase in overall grocery sales for the 12 weeks ending 25 March, but at the cost of symbol groups and multiples losing market share.

Kantar Worldpanel figures showed Lidl and Aldi's market share increased to 5.3% and 7.3% respectively. Meanwhile, symbols and independents' share dropped from 2.0% to 1.7%, while Sainsbury's, Asda, Morrisons, Waitrose and Iceland saw similar declines. Tesco's share remained flat at 27.6%.

The increase was also attributed to customers stockpiling groceries due to heavy snow last month and an earlier Easter holiday.

Manchester-based Spar retailer Baz Jethwa's annual sales grew 8% in those 12 weeks. He said: "Having Easter and Mother's Day closer together has been beneficial."

## Lifestyle helps fight discounters

A Lifestyle Express retailer has welcomed Landmark Wholesale's new own-label promotion as a way to compete with discounters.

The promotion, exclusive to Lifestyle Express retailers, runs until 21 April and promises margins of 40% through a range of priced products such as digestive biscuits and kitchen foil.

Roger Dhillon, of Lifestyle Express in Sunderland, told RN these products normally have a 30% margin outside a promotion. "There's a Heron Foods and B&M Bargains nearby and promotions like these that promote value attract customers away from the competition."

**Agreement will start in May** 'I've heard of many Costcutter retailers joining rival symbol groups'

## Costcutter criticised for Co-op supply deal delay

by Alex Yau

alex.yau@newtrade.co.uk

Independent retailers have criticised Costcutter after it pushed back the start of its exclusive supply deal with Co-op until the end of May.

The wholesale agreement announced in November will see Costcutter's Independent range replaced by Co-op's Own Label selection. It was initially set to start this month.

A Costcutter retailer, who asked not to be named, told RN the lack

of communication around the changes has been disappointing.

"Communication has been bad and we didn't receive much notice. We had problems with Palmer & Harvey and, following Kerryfresh and Conviviality's collapse, further uncertainty about the supply chain is the last thing we want."

David Wyatt, of Costcutter in Crawley, added: "It's unfortunate, but the market has been traumatic over the past few months. It is what it is and you have to be patient."

Another Costcutter retailer, who also asked not to be named, added: "I've been looking forward to Co-op's range because customers know it well and there's a lot of quality behind it."

"It is frustrating, but we just have to wait now. I've heard of many Costcutter retailers joining rival symbol groups because they don't want to compete with nearby Co-ops selling the same products."

Meanwhile, a senior industry source confirmed to RN he has received requests from Costcutter

retailers enquiring about a change of symbol groups.

A Costcutter spokeswoman said the delay was due to upcoming promotional activity. "The new Costcutter Supermarkets Group commercial terms for our retailers will go live on 28 May, which is timed to coincide with the start of a promotional period."

It comes as Co-op announced a £72m profit for the year ending 6 January. A statement in the results said the supply deal with Costcutter stores and takeover of Nisa would help increase its buying power.



### Sales up 25% following refit

A Spar retailer has increased his deli and bakery sales by 25% following a £500,000 refit to his 5,000sq ft shop in Pwllheli, north Wales. Notably, owner Conrad Davies removed shelves from his five-metre deli to create more space. Manager Sion Roberts said the refit has allowed the shop to display more local produce and to expand the deli to stock more meat from the butchery. "Customers have noticed. Combined with the addition of a larger on-site oven, sales across our deli and bakery have grown by 25%," he said.

## New figures reveal wholesale gender pay gap

A divide in the number of wholesalers and symbol groups who pay men more than women has been revealed, as gender pay gap figures have become public for the first time.

Costcutter had one of the biggest pay gaps, with the average female employee being paid 38% less

than males. Nisa Retail had a similar figure of 37%. Others favouring men included Blakemore (9%), McColl's (3%), Bestway (2%) and Costco (1%).

Meanwhile, Parfett's was in the 8% of companies with no pay gap. Booker Wholesale reported a 14% gap favouring wom-

en. However, its retail arm favoured men with a 14% difference.

The gap is calculated by separately lining up all men and women working in a company in salary order. The difference is measured between the males and females in the middle.

The figures are the result of legislation requiring businesses with 250 or more employees to release details of their gender pay gaps. More than 10,000 companies participated, 78% of which had a gap favouring men. The average gap across all companies in favour of men was 10%.



# NEWS & MAGS

**Accusation of anti-competitive behaviour** 'Retailers could be consigned to history'

## NFRN challenges CMA to investigate news supply

by Alex Yau

alex.yau@newtrade.co.uk

The NFRN has warned newsagents could be 'consigned to history', following its submission to the Competition and Markets Authority (CMA) urging it to investigate newspaper and magazine distribution in the UK and remove the duopoly of wholesalers Smiths News and Menzies.

The NFRN's executive committee delivered the 'explosive' 32-page document, explaining why a market investigation is necessary, to the CMA's head offices in London on Wednesday.

The document argues Smiths News and Menzies have no incentive to provide an adequate service to retailers, because of their market domination, and warns retailers may give up on the category as a result.

NFRN national president Linda Sood said the removal of this control would lead to better service and range, enabling retailers to choose who



The NFRN wants an investigation 'before it is too late'

they can do business with.

"We have to contend with spiralling costs and greatly reduced margins, while the service from news wholesalers is frankly a disgrace," she said.

"This is happening at the same time that newspaper and magazine sales are falling, and this is bad news for news retailers and bad news for our customers.

"That's why we need the CMA to take action against the clear anti-competitive behaviour in our industry and establish a level playing field throughout the news supply chain before it is too late."

Mrs Sood added retailers "could be consigned to history if regulatory action is not taken".

The document also outlines how the deaths

of hundreds of local newspapers, the lack of print launches and the closures of news retailers has affected the choice and quality of newspapers and magazines available.

Also included in the document is the case of 17 newsagents who are being expected to pay their carriage charges, despite having no newspaper deliveries during heavy snow last month.

## Switch to tabloid for sales buzz

The editorial director of Scottish Provincial Press (SPP) hopes switching six regional newspapers from broadsheet to tabloid format will "create a buzz" around the titles and drive sales.

David Bourn told RN that going tabloid gave the newspapers a more sustainable model. He said: "I think we now have a package that is more attractive to readers. I hope it will keep existing readers happy, tempt lapsed readers back into the fold, and maybe even attract a few new ones, too."

The Inverness Courier, Northern Scot and Ross-shire Journal switched to the new format in the first week of April, while SPP's other broadsheets – the Caithness Courier, the Northern Times and the John O'Groat Journal – will convert at the beginning of May.

## Future Plc acquires NewBay

British media company Future Plc has acquired NewBay Media, which publishes business titles such as BikeBiz, Music Week and Toynews, in a £9.7m deal.

The deal increases Future's total owned brands to more than 100 across print, events and online.

Steve Palm, president and chief executive of NewBay, said: "This combination will result in new and better opportunities for both NewBay and Future partners."

Zillah Byng-Thorne, chief executive of Future, said: "This deal will drive further organic growth in the revenue and profitability in the first full year."

## Trinity racing special goes national



Trinity Mirror has made its 32-page Grand National souvenir special available nationally for the first time, with the NFRN urging retailers to stock it for "substantial sales".

The £1.50 special includes information on who will be competing in the famous horse racing event at Aintree Racecourse on 14 April, alongside quizzes and news. It was previously only available in Liverpool.

NFRN news business development manager Phil Williams said retailers should increase their efforts in selling racing papers. "You don't have to be local to the event to benefit and, with national interest high, substantial sales are expected across the country.

"Publishers have bought into this phenomenon. Trinity Mirror Regionals has extended its Grand National special

to all areas of England, Wales and Northern Ireland, and all other horse racing media is printing substantial extra copy."

Mark Dudden, of Albany News at the Post Office in Cardiff, said the special would appeal to casual fans of the sport. "I see a good number being sold across Britain."

The supplement is unavailable in Scotland, the Channel Islands and the Republic of Ireland.

# PRODUCT TRENDS

## Ramadan sales tips

As the Muslim holy month of Ramadan approaches, retailers can capitalise on snacks sales by offering shoppers traditional foods, Indian snack brand Cofresh has said.

Debbie King, director of commercial sales and marketing at Cofresh, said: "Ramadan represents an opportunity for retailers to highlight their offering while driving their customers' average spend."

Ravi Raveendran, of Colombo Food & Wine in Hounslow, said dates are a popular product during Ramadan, along with biscuits and tea.

"Retailers need to make sure they are displaying goods like this," he said.

To help retailers increase sales, Cofresh has launched four new products, including two date-based snacks, keeping with the Muslim tradition of breaking a fast with dates.

## Natural sales boost

Foods that contain natural ingredients and are low in sugar content will continue to be a decisive factor when purchasing dairy foods in 2018, Danone has predicted.

Clare Denham, head of market strategy and category management at Danone, said: "On the go dairy options will continue to become increasingly important alongside an increasing desire for 'healthy choices' especially among millennial shoppers. With this in mind, we expect to see more and more category launches of formats adapted to this."

She added shoppers will also place more value on brands with strong provenance and heritage, with a growth in premium dairy brands.



## Exotic tastes give a 16% boost to ready to drink

by Priyanka Jethwa

[priyanka.jethwa@newtrade.co.uk](mailto:priyanka.jethwa@newtrade.co.uk)

Soft and alcoholic drinks in ready-to-drink (RTD) cans have seen significant growth in the off-trade channel, with RTD cans growing in value by 16.4% in the past year according to a supplier.

Jen Draper, head of marketing at independent drinks supplier Global Brands, said exotic-flavoured RTD cans have been the driving force behind the growth.

"Shoppers are tired of

the same old flavours, which shouldn't be mistaken for fatigue with the category. They want choice and are looking for tastes that go way beyond the norm," she said.

Ms Draper said the variety of flavours available have helped its VK brand, which offers flavours such as Orange and Passion Fruit, outperform the market with a 28% growth in value sales, and 26% growth in volume sales.

"The combination of interesting can designs and drink flavours helps RTD

cans stand out on shelves and encourages shoppers to put them in their basket," she added.

Tim Warrillow, chief executive officer at premium soft drinks brand Fever-Tree, said its Clementine Tonic, which was launched as a limited edition in the off-trade over the Christmas period, became the brand's third most popular product by volume sold in December 2017.

He said: "Our 150ml can format has continued to perform extremely well representing 43% of sales

in the off-trade channel in 2017."

Susan Gadd, of Orford General Stores in Orford, said she stocks the normal and light variants of Fever-Tree, but has customers she orders cases of Aromatic Tonic and Lemon Tonic for.

"Fever-Tree has 50% of the market share for us in the tonic category. Over the past year, premium brands have taken over others like Schweppes as more shoppers look for interesting flavours," she said.

## Big brands key to craft beer growth

As the trend for craft beer continues to grow, independents should invest in big brands that offer premium, craft labels, suppliers and industry experts have advised.

Olly Abotorabi, senior regional insights manager at data analyst IRI, said: "We've seen strong growth in beer as brands

move towards premiumisation by offering drinks with craft credentials."

Katie Hunter, innovation manager at Guinness, said: "Craft and world beers are currently in 15% value growth, performing ahead of the rest of the category."

However, she added that despite interest in

craft, a lot of shoppers are confused over choice, concerned the quality will be poor, and the taste will not match their expectations.

To help retailers capitalise, Guinness has launched Open Gate Citra IPA and Open Gate Pilsner, with the intention of being a 'gateway' into

craft beer.

Ranjit Singh, of Parans Minimart in Leeds, said 50% of his beer sales are of craft varieties, such as Old Golden Hen. "People are now willing to spend a little bit more on premium, craft beers. The trend has trickled down from the pub trade to independents," he said.



# BRAND SNAPSHOT



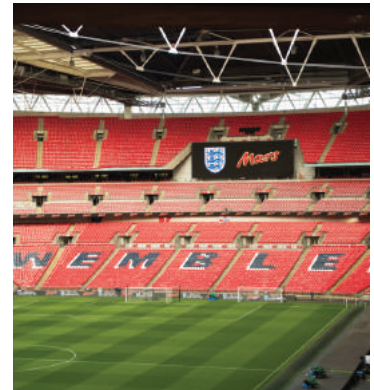
## Two new from Guinness

Diageo has launched two new drinks by Guinness: Open Gate Citra IPA and Open Gate Pilsner, available to the off-trade in cans and bottles.



## Milkybar's Wow factor

Nestlé has launched new Milkybar WowSomes with 30% less sugar than similar chocolate products, and containing no artificial sweeteners.



## Mars FA deal renewed

Mars is renewing its partnership with the FA for a new four-year term, covering England men's, women's and disabled teams.



## New Actimel formula

Danone has reformulated Actimel's 0% range, replacing it nationwide from this month with a no-added sugar variant.



## Bigger Blue range

JTI is extending its Benson & Hedges Blue range with the addition of a new capsule variant available in Superkings size.



## Pricemarked choc bags

Mondelez has introduced a new, 95g size of £1 promotional pricemarked packs within its chocolate bags range providing better value for consumers.



## New Fruit Shoot ad

Britvic has launched its Robinsons 'It's My Thing' advert for Fruit Shoot Hydro, which will run on TV until 28 May.



## Dodgers for summer

In time for the summer season, Burton's Biscuits is launching new Jammie Dodgers Lemon Twist with a RRP of 89p.



## Nestlé's lolly additions

Nestlé's new Ice Lolly range includes Nestlé Rowntree's Watermelon, Nestlé Rowntree's Fruit Pastille Push Up and Nestlé Rowntree's Fruit Blaster.

# WHAT'S NEW



## CanO Water

CanO Water is designed in response to the damaging impact that plastic bottles are having on the environment. Cans are 100% recyclable, in still and sparkling variants.

**RRP** 99p

**Contact** [info@canowater.com](mailto:info@canowater.com)



## Vita vodka

Vita vodka is the first vodka designed to be mixed with water for drinkers keen to enjoy alcohol without the sugar, gluten and additives prevalent in soft drink mixers.

**RRP** £27

**Contact** [info@vitaspirits.com](mailto:info@vitaspirits.com)



## ÜFIT crisps

ÜFIT has extended its range into the high-protein snacking category with protein popped crisps, containing 10g of protein in each 27g bag and 70% less fat than traditional crisps.

**RRP** £1.25

**Contact** [info@theprotein drinksco.co.uk](mailto:info@theprotein drinksco.co.uk)



## Rawr chocolate

Rawr Chocolate has launched a new range of 'thin' 30g bars in five flavours: Lucuma Cacao, 68% Cacao, 80% Cacao and Orange & Mint. The chocolate is vegan, and dairy-free.

**RRP** £1.49

**Contact** [enquire@rawrchoc.com](mailto:enquire@rawrchoc.com)



## ZaraMama popcorn

Pop-a-Cob is a whole popcorn cob that comes with a microwave bag so consumers can watch the popcorn pop off the cob while it is being cooked.

**RRP** £2.70

**Contact** [office@zaramama.com](mailto:office@zaramama.com)



## Creative Nature flapjack

Creative Nature Salted Caramel flapjack is a high-protein snack bar with 22% protein per bar, designed as a post-workout snack. It is also certified vegan.

**RRP** £1.29

**Contact** [polly@creative-nature.uk.com](mailto:polly@creative-nature.uk.com)



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



## T Plus tea

T Plus vitamin teas are designed to evolve the tea market and bridge the gap to the supplement sector. The makers say their intention is to offer health-conscious drinks.

**RRP** £3.69

**Contact** jdawson@tplusdrinks.com



## Miena's nougat

Miena's nougats are all individually wrapped and make an ideal gift. They are certified gluten-free and coeliac friendly, with Almond & Pistachio nougat a bestseller.

**RRP** £2.50

**Contact** info@mienas.ie

## Focus

# Granola

As a versatile food that can be eaten as breakfast with milk or yoghurt, or used to make flapjacks, retailers must stock granola and muesli to appeal to all occasions.

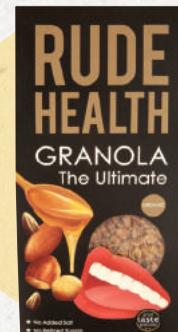


## Lakeland Mues granola

Ranked the 'finest toasted' muesli in the UK at the 2017 Great Taste Awards, this premium muesli is a great addition to retailers' health food offerings.

**RRP** £5.99

**Contact** breakfast@lakelandmues.co.uk



## Rude Health Ultimate Granola

Rude Health's The Ultimate Granola is multigrain, with a mixture of oats, spelt and barley for a more complex flavour. The subtle sweetness comes from a blend of honey and date syrup.

**RRP** £4.15

**Contact** emily@rudehealth.com



## Biona Choco-Coconut granola

Biona's Choco-Coconut granola is a premium, organic breakfast granola with chunky oats. It is designed to give consumers a slow energy release.

**RRP** £3.99

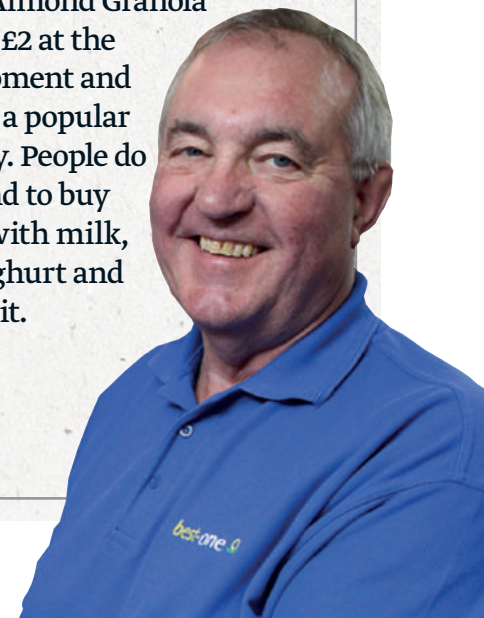
**Contact** info@windmillorganics.com

## David Ramsey

Best-one, Knottingley, West Yorkshire

We have a promotion on Quaker Oats' Honey & Almond Granola

for £2 at the moment and it's a popular buy. People do tend to buy it with milk, yoghurt and fruit.

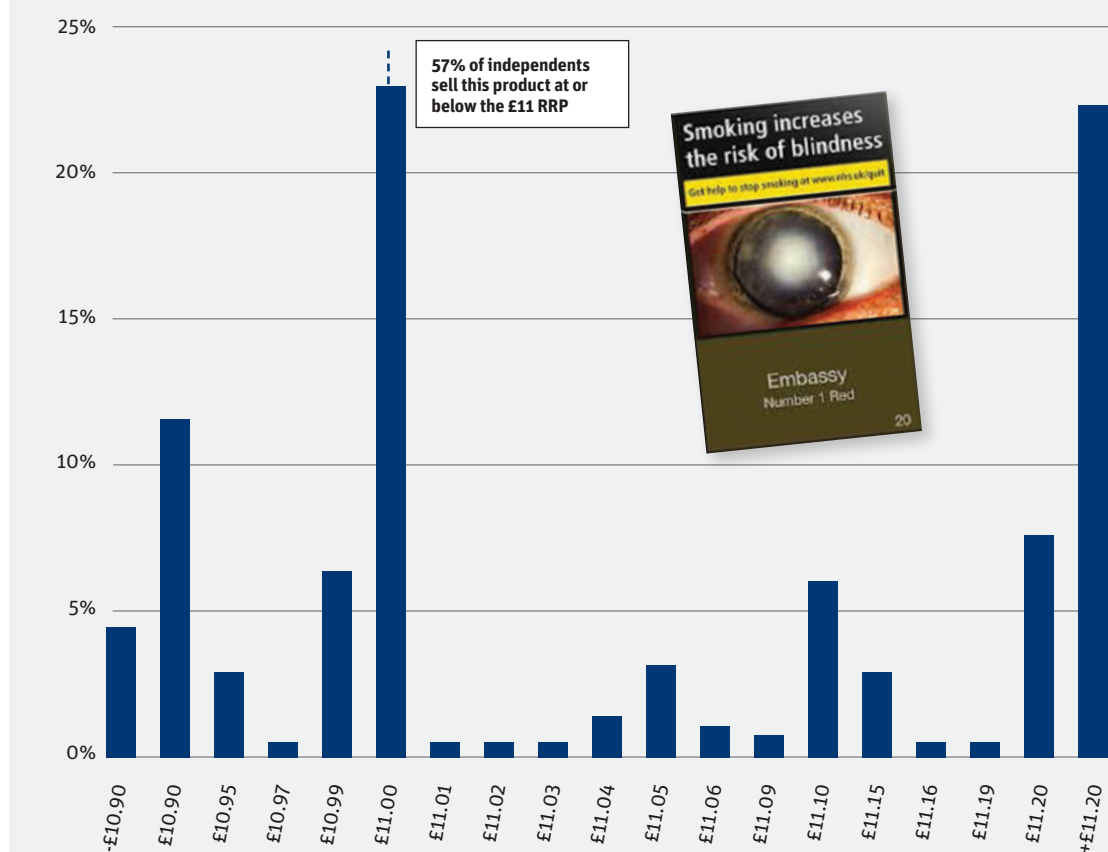


# PRICEWATCH

## Profit checker Premium cigarettes

## Price checker

**EMBASSY NUMBER 1 KINGSIZE** Price distribution %



## Analysis

The introduction of EUTPD II and plain packaging almost one year ago has made it even more difficult for independent retailers to sell premium cigarettes.

Charging at RRP for a pack of

premium cigarettes is a common strategy among the retailers interviewed and this is reflective of the wider industry.

More than 57% of retailers charged at RRP or below for a pack

of Embassy Number 1, with 23% choosing to stick at Booker's £11 RRP. The market shows retailers are willing to sacrifice higher margins to avoid losing any further sales in a difficult category.

### PRODUCT

**Lambert & Butler  
Kingsize Original Silver**

**Marlboro  
Kingsize Gold**

**Benson & Hedges  
Kingsize Gold**

**Benson & Hedges  
Kingsize Silver**

**Silk Cut  
Kingsize Purple**

**Benson & Hedges  
Kingsize Silver Dual**

**Silk Cut  
Kingsize Silver**

**Regal  
Kingsize Blue**

**Royals  
Kingsize Red**

**Embassy Number 1  
Kingsize**

**Marlboro Kingsize  
Red**

**Superkings  
Original Black**

## How we drive our profit

### Vince Malone

**STORE** Premier Tenby Stores & Post Office

**LOCATION** Pembrokeshire

**SIZE** 900sq ft

**TYPE** seaside store

#### TOP TIP

Education is key. I'm not a smoker, so I make an effort to find out more about products by speaking to customers



**The margins** I make on cigarettes are 5.7% and I choose to stick with the Booker RRP. I have a lot of competition nearby in the form of a Tesco Express, Sainsbury's and other independents. The multiples charge RRP, while independents add quite a premium onto their cigarette prices. I don't want to go above RRP and risk scaring away potential customers. Regular smokers know what the average price of cigarettes is and have an expectation of what to pay. I try to persuade them to spend more by placing lighters, filters and other accessories by the till.

### Stuart Reddish

**STORE** Londis

**LOCATION** Chesterfield

**SIZE** 1,500sq ft

**TYPE** neighbourhood

#### TOP TIP

I don't over-complicate things and just make sure my tobacco gantry is fully stocked at all times



**The tobacco** category has been really tough for us since plain packaging and closed gantries became a legal requirement. Cigarette sales are down and we tend to charge at RRP now. Customers are unable to see the branding and have become less concerned about premium brands as a result. We have some competition nearby and customers who smoke cigarettes will regularly walk away from my shop if I'm charging a premium. They already know what the average price of a packet of cigarettes is. I keep everything simple and just stock the brands I know customers want.



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

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 BUSY SHOP IN KENT COMMUTER TOWN	RETAILER 2 SUBURBAN C-STORE IN READING SUBURB	RETAILER 3 OFF-LICENCE AND SHOP ON MAIN ROAD IN B'HAM SUBURB	RETAILER 4 NEWSAGENT IN CENTRE OF SOUTH MANCHESTER SUBURB	RETAILER 5 NEWSAGENT IN CENTRAL SWANSEA	RETAILER 6 LARGE SHOP IN RESIDENTIAL AREA OF SOUTH YORKSHIRE TOWN
£9.52	£9.30	£10.70	£9.44	–	£9.30	£9.80	£9.00
£11.05	£10.80	£11.60	£10.89	£10.80	£10.80	£11.10	£10.40
£9.55	£11.25	£10.30	£9.45	£9.50	£9.45	£9.70	£10.60
£11.03	£10.25	£11.60	£10.89	£10.99	£10.95	£11.10	£9.60
£11.02	£11.24	£11.70	£10.89	£10.99	£10.95	£11.10	£10.60
£10.11	£10.19	£10.90	£9.98	£9.99	£9.85	£10.10	£9.60
£9.56	£11.24	£10.30	£9.45	£9.50	£9.35	–	£10.60
£11.02	£11.00	£11.70	£10.89	£10.99	£10.95	£11.10	£10.70
£11.05	£10.10	–	–	–	£10.95	£11.10	–
£10.15	£11.00	£10.90	£9.95	£9.99	£9.95	£10.10	£10.90
£11.09	£10.80	£11.80	£10.99	£10.99	£10.95	£11.20	£10.45
£10.14	£11.00	£10.80	£10.39	£9.99	£10.00	£9.55	–

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Paul Stone

Spar Oxford Road, Manchester

Forest Foods  
vegetarian wraps  
(£1.59 to £2.49)



#### Where did you discover them?

Forest Foods is based nearby in Chorlton and I've known about the company for 20 years when it first supplied to nearby restaurants and cafés. It approached us one day and that's how we started working together. The fact the company has been around for so long means it has already established a longstanding reputation as a supplier who residents in and around Manchester trust. This relationship means we have a good knowledge of its products, which definitely helps when selling to customers.

#### Who buys them?

My stores are based in the city centre where there's a large population of university students and office workers. The part of town is quite trendy as well and vegetarianism and veganism are on the rise. There's a large range of products which meet this demand.

#### Why are they so successful?

They are a popular product as we normally sell hundreds of them every week. Food to go is a really popular part of my stores because the majority of my customers are on busy schedules. They can just pick up a Forest Foods wrap or sandwich before they go to their lectures or office, or while on a break. Word of mouth usually helps with their popularity, too.

## Jasdev Jatana

**STORE** Family Shopper Subway  
**LOCATION** Cambridge  
**SIZE** 3,000sq ft  
**TYPE** high street

#### TOP TIP

I always stick to RRP because cigarettes have become such a tough product to sell in a competitive market



**Premium cigarettes** in particular have been a tough sell since plain packaging and closed gantries. Customers can no longer see the packaging and aren't as bothered about the brands they buy anymore because of that. I charge RRP for my cigarettes, which are supplied by Booker and Bestway. My average margins are between 6% and 10%. To boost sales, I'm thinking of starting a multibuy offer where customers can get 50p off if they buy two packets of cigarettes. Smokers are normally repeat customers and the savings will hopefully encourage them to buy more.

## Jimmy Patel

**STORE** Jimmy's Store Premier  
**LOCATION** Northampton  
**SIZE** 800sq ft  
**TYPE** main road

#### TOP TIP

Always look at what your nearest competitors are charging to get an idea of how to set prices in your area



**I purchase** my cigarettes from Booker and aim for 10% margin by adding 30p on top of the RRP. There's no immediate competition in my area. Nicotine is an addictive substance and this means certain customers won't be too bothered about paying a little extra for a packet of cigarettes. Customers are becoming more price-savvy now, however, and I can't afford to add too much to the RRP because I risk scaring them off. There are customers who want more affordable cigarettes as well, which makes it vital for me to stock a range of products across all price points.

# YOUR NEWS

## Sales lift from just desserts

A retailer has boosted his weekly dessert sales by more than £20 following the addition of Spar's new own-label cake range.

The products were made available in Spar stores last month at an introductory price of £2.20, and included Lemon Drizzle, Belgian Chocolate and Victoria Sponge cakes.

Joe Williams, of The Village Shop in Hook Norton, told RN: "Sales from the cakes grew to more than £20, just five days after we began stocking them."

Raj Aggarwal, who runs three Spars across Yorkshire and Leicestershire, said he had seen healthy sales of own-label products. "We've seen good demand for Spar's own-label range. The addition of the cakes alongside a new wine and fresh meat range only helps boost this selection further."

## Food-to-go grants for Scots

Retailers in Scotland have until 30 April to bid for up to £7,500 to equip their stores with food-to-go stations.

A total of £250,000 in grants, which must be matched by each retailer, is being offered by the Scottish government, to encourage healthy eating and sales of locally sourced food.

John Lee, head of public affairs at the Scottish Grocers Federation, which is handling applications, said there had been considerable interest, with dozens of applications sent in so far. "The more applications we get, the more likely it will be renewed next year," he said.

**Agreement wasn't clear:** 'I told him the offer was too good to be true – it turns out it was'

## Investigator upholds photocopier complaint

by **Helena Drakakis**  
helena.drakakis@newtrade.co.uk

A photocopy hire firm has been advised to allow a postmaster to exit her contract without financial penalty, after her claim she had been misold an agreement was upheld by an investigator from the financial ombudsman service.

Susan Edgar, of Guisborough Post Office in North Yorkshire, lodged a complaint in January after she began receiving bills of £80 per month from Ezeecopy.

The company, which rents photocopiers to post

offices and shops, began working with Mrs Edgar last July. She understood her contract allowed her to operate a machine with profits split 50-50 with Ezeecopy, which provided the copier, paper and ink.

However, after Mrs Edgar began receiving large monthly bills, she was told she had been required to meet a minimum target of 43 black and white and six colour copies per day.

"The salesman didn't mention the minimum requirement once. I even told him the offer was too good to be true – it turns out it was," she told RN,

adding that when she tried to terminate her contract, she was ordered to pay a £3,000 fee, which has been subsequently reduced.

Upholding her complaint, investigator Simon Todd said it was likely Ezeecopy's salesman did explain the key points of the agreement. However, he could not find any company instruction to its sales representatives to explain the copies per day required or the link to monthly cost.

In a document seen by RN, Mr Todd also concluded that Ezeecopy's terms were not clearly spelled out in the finance agree-

ment Mrs Edgar signed.

"I would expect a finance agreement to clearly set out how much the monthly charge would be. In this case, I can't see that it displays clearly what Mrs Edgar would have been expected to pay each month," Mr Todd said.

A spokesperson from Ezeecopy said, "This is a first opinion from an investigator and most importantly at this stage it is not legally binding," adding the firm was compiling further documentation for submission.

See [betterretailing.com](http://betterretailing.com) for Ezeecopy's full response.



### Pasty winner helps Marie Curie

In-store bakery Country Choice and Appleby Westward challenged retailers to shake up their pasty ranges in their 2018 Create a Pasty competition, in support of terminal illness charity Marie Curie. The winning pasty, stuffed with a Mexican chicken

fajita filling, was created by Tamzin Grebot of Gilletts Spar Silverton. Her winning recipe is now in production and will be on sale in stores this summer. Every pasty sold at Appleby Westward stores during the first three months will generate 5p for Marie Curie.

## Rural retailers fear rates changes

Retailers in rural areas have expressed fears the government will turn its attention to rural rate relief to plug revenue gaps at cash-strapped councils.

The comments come as around 55,000 retail premises in England face further hikes in their bills following a rise in business rates this month.

Christine Hope, of Hopes of Longtown, Herefordshire, receives 100% rural business rate relief. However, with ministers looking at rates more frequently, she is concerned for the future.

"We do expect this to change, because business rates are one of the only ways that councils can get more income," she said.

Local authorities collect rates for their area for

central government. The money is then redistributed to councils in line with a formula based on population.

Meanwhile, Ash Patel from Wardour News in London, said increasing business rates combined with rising rent will lead him to close in May after 34 years.

He said: "We have had enough sleepless nights trying to keep the shop going. We don't have a magic tree that grows £50 notes – how are we supposed to make up the difference when rates and rent go up?"

Chris Noice, head of communication at the Association of Convenience Stores, said that data wasn't yet available on this year's changes. "I'm sure we will hear more as the changes bed in," he said.



# COLUMNIST



## How was your beast?

After the recent cold snap stopped normal life for many, EDFM's John Eastwood took a look at the effect on the independent trade and found some clear reasons for cheer

**W**e don't need reminding that at the end of February and the beginning of March, the whole country experienced bitterly cold, often sub-zero temperatures accompanied by heavy snowfall.

But what effect did this have on independent retailers? EDFM data from a sample of more than 3,000 independent shops shows sales during the seven days ending 3 March were more than 6% higher in value compared with the average level of the previous four weeks.

The conditions in many parts of the country made driving to the supermarket difficult – or in some cases impossible – so neighbourhood stores came into their own, particularly in rural communities.

Stores in the London area saw little change, with shops inside the M25 showing a slight fall of 1.8% in value. But stores in Wales and the West Country showed rises of 12.3% and 11.8%, respectively. Independents in suburban areas or in 'on the move' locations close to rail or bus stations thrived, and sales soared in rural villages, proving how invaluable local stores are to many communities.

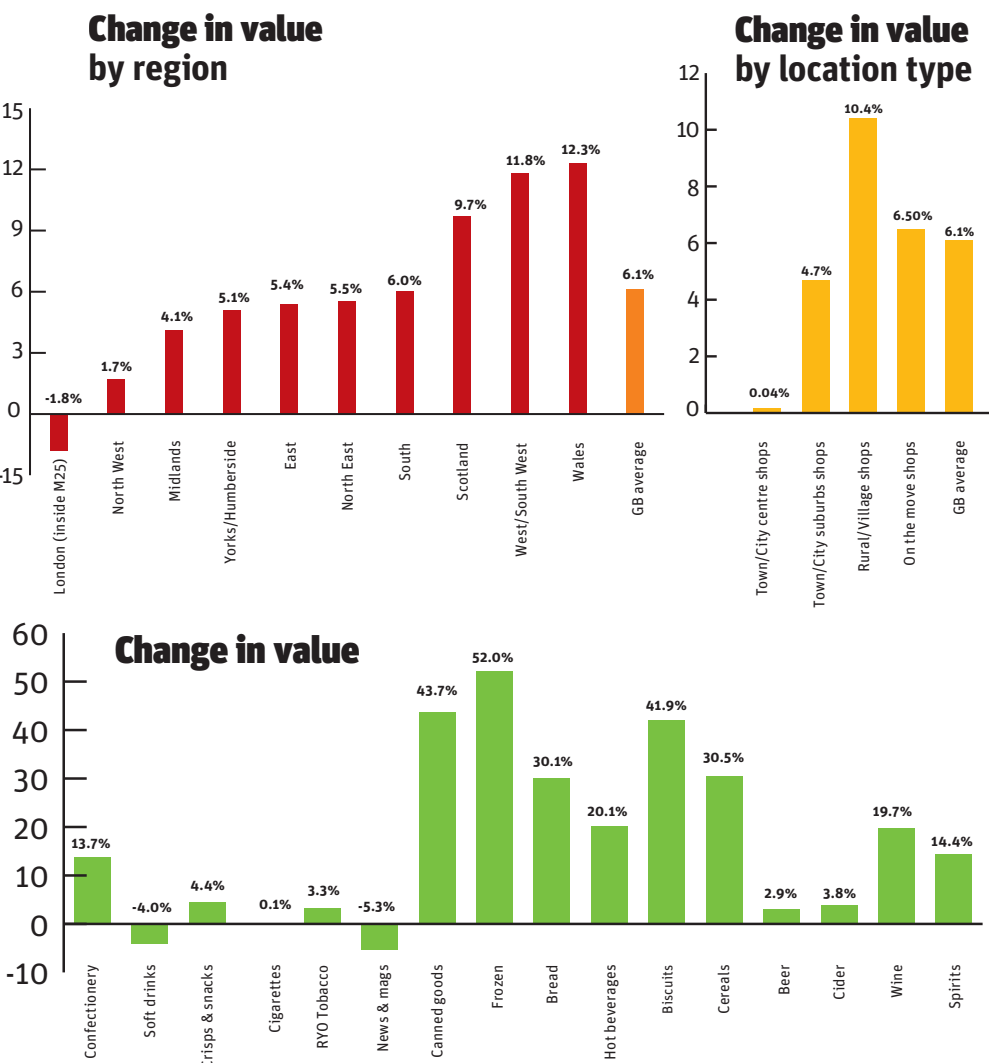
Turning to sales in individual sectors, high-volume product categories all remained relatively stable while the snow was on the ground.

Local shopping replaced supermarket trips, leading to soaring grocery sales, with frozen food, canned goods and biscuits posting the highest rises – 52%, 43.7% and 41.9%. Cereals, bread and hot drinks also rocketed by 30.5%, 30.1% and 20.1%, respectively.

While the overall growth in sales value was very much influenced by exceptionally high grocery sales, alcohol sales were also up by more than the average, at 10.1%. Wine topped the list, with 19.7% growth, ahead of spirits, cider and beer.

Crisps and snacks sales also grew, by 4.4%, with larger sharing packs and multipacks showing much higher sales. Meanwhile, confectionery sales were up by almost 14%, firstly thanks to the normal

### THE WEEK-ON-WEEK EFFECT OF LAST MONTH'S WEATHER



**Local shopping replaced supermarket trips**

pre-Easter seasonal build-up and secondly because confectionery, particularly chocolate, is comfort food in cold weather.

Lastly, tobacco sales grew slightly, by 0.6%. Cigarettes sales were virtually unchanged, while rolling tobacco grew by just over 3%.

By 3 March, the thaw had started in most of the country. Supermarket trips became less of an expedition and life briefly got back to normal for most people.

The result for independents was

an inevitable fall in sales to below the level achieved before the Beast from the East struck. But it is also possible that stocks in independents were low because supply had been disrupted by the previous week's weather.

Overall, my conclusion is independent retailers deserve hearty congratulations for the way they served local customers during this disruption. ●

*John Eastwood is a data analyst for EDFM*

# YOUR VIEWS

## YOUR LETTERS

### ■ Parcel points are putting us at risk

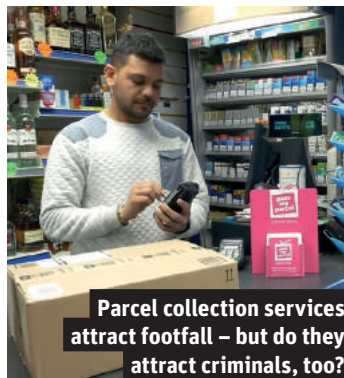
The purpose of a parcel pick-up point is to provide a service to the local community and to those customers coming in the evening to pick up their parcels, because they aren't at home during the day. However, out of this, a new type of crime has evolved that is putting retailers at risk.

I operate a UPS Access Point. Because customers can select which access point they want the parcel to arrive at anywhere in the UK, we have had numerous people come in with fake IDs. Somehow, they have obtained someone else's identity, ordered something online and had it delivered to my store. A lot of these IDs – which are sometimes printed with a fake name or address – don't match the details on the parcel label and some people don't come in with a physical ID, but a picture of the ID on their phone.

I've had gangs of four or five come in demanding parcels. If we say we don't have the package, because we can see the parcel address and ID do not match, they don't believe us



**I wonder how they sleep at night**  
**Graham Doubleday**



and snoop around the store looking for it. This is because they can track the parcel online, so they know we have it.

I have spoken to UPS and, according to them, there is no fraud and they don't see it as a risk to the retailer. UPS also said it's not my job to investigate. But it is my job to check if I'm giving the parcel to the right person. I don't want to give room to criminals to repeat the offence.

**Ravi Raveendran**  
Colombo Food and Wine  
Hounslow

**A UPS spokesperson said:** *"The safety of UPS employees and our associates is of the utmost importance to us. We are concerned to hear of Mr Raveendran's experiences and will investigate the specific reports that he has made. The*

*UPS Access Point network was launched to provide customers with a convenient, secure and flexible way to drop off or collect their packages. A valid UK ID is required to collect a package from a UPS Access Point for the security of the customer and the UPS Access Point."*

### ■ Publishers need to show us respect

Terms have been cut yet again by the publishers. What a surprise. Did anyone expect anything else from these modern-day pirates?

They don't give a tinker's cuss about how we are going to put bread on the table. I wonder how they sleep at night – like new born babies, I should think. Dialogue doesn't work with these people – they don't even pay it lip service.

We need to hit them where it hurts: their bloated bank accounts. Imagine if we all took a day off, didn't sell their products but sent the whole lot back the next day. It would be a holiday for us and a financial nightmare for them.

They don't listen to the federation. They don't care about us. But perhaps then they might show us some respect.

**Graham Doubleday**  
Newsmarket  
Ashton-under-Lyne

## YOUR SAY Do you have a contingency plan in case something unexpected happens to your suppliers?



### Gary Pilsworth

Offley Stores, Hitchin, Hertfordshire

I've just been trying to handle the changes as best I can. Kerryfresh was quite a shock, and I've been struggling ever since to find someone to replace what they sell. It's chilled products we need – bacon, sandwiches, pies. I've been going to Asda to buy products. I can buy a pie from Asda for a £1 that would have cost £1.99 wholesale with Kerryfresh.

### Scott Graham

McLeish, Inverurie

We felt forewarned so we could start making provisions to source elsewhere. Local suppliers really came into their own for us – local butchers and

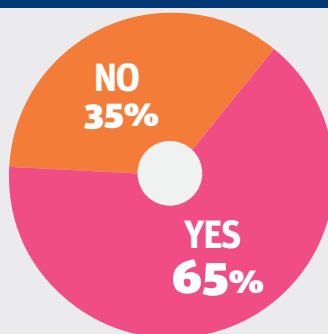
bakers stepped up their orders for us. Even if we were missing some key brands, we replaced them with great quality local products. I've learned the importance of having a diverse list of suppliers.

### Keith Tomes

Costcutter, Swanage

We were with Palmer & Harvey, and when they went bust we had a turbulent few weeks. It's very hard to plan for incidents like that. I actually think it's easier for larger stores like us – I imagine it's a lot tougher for smaller stores with less leverage. We got helped out quite quickly by other suppliers as our orders are large. I had to make a lot of trips to the cash and carry as well.

## RN READER POLL



**Do you use a loyalty scheme in your store to drive more shopper spend?**

### NEXT WEEK'S QUESTION

Have you seen tobacco sales rise after raids on illegal traders in your area?



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



## JOIN NEWSTRAID AT THE RACES



**On 24 May, NewstrAid will be holding its annual race day at Lingfield Park racecourse in Surrey.**

This prestigious event is designed to attract as many members of the newstrade as possible to come and enjoy first-class entertainment in the hospitality suite and

watch British horse racing at its best. We invite all retailers to come along. Tickets cost £150, which includes a gourmet lunch, entry ticket and car parking.

Retailers are more than welcome to bring clients and

employees – a table for 10 costs £1,350.

**Alex van Straubensee,**  
Chief executive, NewstrAid

# 100 YEARS AGO

**13 April 1918**

A new Manpower Bill meant more retailers were likely to be called up for military service. They were advised to 'as far as possible safeguard their businesses and put their affairs in order'.

## AROUND WITH THE ROUNDSMAN Blanche Fairbrother



I can barely believe it but I have now done two days on the run without getting wet. I hope it will continue to be dry for a few days. Then (maybe) the floods that have been about for what seems like an eternity will recede and the farmers will be able to work on the fields. At the rate things are going, the planting of potatoes will be a little late this year. For a start, the ground needs to warm up somewhat otherwise they won't grow very well. Let's hope we have now all seen the back of winter.

There are going to be a few long faces when the folks who buy The Times realise that the price has risen by 20p on Saturdays. I'm expecting some cancellations before too long. The same thing happened with the Telegraph when it went up to £2.20 on Saturdays.

All I hear from customers is, "Why don't they cut out some of the rubbish at weekends? That way the paper would cost less." That does make sense

but I point out to them that because it makes sense, it won't happen.

Another paper that hasn't done itself any good by increasing the price to £1.10 is the Staffordshire Newsletter. When I took this round on 24 years ago, I sold approximately 200 copies per week. But over the years, every time the price went up, some got cancelled. With this last price hike, I have had to cut my supply from Smith's News down to 100 copies per week. So every time publishers tell me how much more money a price rise will generate for me, I know it will mean the opposite because people are getting fed up with what they say are extortionate prices for something that is not a necessity.

Another example is the Daily Express and Daily Star. Once Trinity Mirror got its hands on them, it didn't take long for it to increase the prices. If only we could turn back the hands of time to when it was a nice trade to work in.

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN  
and @ThisisRN



Fantastic team effort @XsemLtd @nisaeventteam to get us ready to open the doors to #NisaExpo. Look forward to seeing everyone in the next 24 hours @NisaRetail @wesaynisa

**Steve Leach Retailer**  
@first4retail

What's your experience of the first day of the soft drinks sugar levy? Are customers changing habits? Are they happy to pay up? @wharfedaleprem @whitstonestores @Onestop\_gospel @costcuttereppsom @sparhooknorton @SPAR\_Parkfoot @MalcolmsCov @handlesnews

**Tom Gk**  
@tomgk\_RN

Sugar tax levy poorly executed. So much confusion today regarding the tax. Consumers are completely unaware and confused by what is covered and what isn't #sugartax #confused

**Susan Connolly**  
@RetailSusan



Today sees the introduction of the sugar levy. The picture including the tin (left) will now include the levy. The one including Lucozade is levy free.

**Eugene Diamond**  
@EDiamond136

Well it's been a crazy couple of weeks but normal service is well and truly resumed! Lots of #opportunity now and things to think about. Thank you to everyone for your continued support!! #shoplocal #Porthcawl #BargainBooze

**BargainBooze Mary St**  
@BargainBoozeM

# ACADEMY IN ACTION



## Effective Ranging

In part four of a 12-week programme, the IAA – and its category partner Coca-Cola European Partners – help retailer David Ramsey improve his in-store ranging.



**Name** David Ramsey  
**Shop** Best-one Byram Park  
**Location** Byram Park, Knottingley  
**Size** 600 sq ft  
**Staff** Two full-time, three 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.



**T**he next part of our weekly guide to improving your business with the IAA focuses on the area of ranging. Stocking a mix of bestselling, core, niche and new products across all categories will attract footfall, keep customers in your shop for longer and can increase their basket spend.

Before you get started with the benchmarks on the next page, find out how Tina Childs from Coca-Cola European Partners helped David Ramsey using an action plan based on IAA benchmarking criteria.

David bought his 600sq ft shop, located in the village of Byram near Leeds, five years ago and converted it from an independent newsagent into a convenience store branded under the Best-one fascia. Categories offered in the shop range from chilled and fresh, to soft drinks and confectionery. How can the IAA help improve his ranging?

### Want to see more?

For more on how to improve your store and to see more of David's shop, go to [betterRetailing.com/Academy-in-Action](http://betterRetailing.com/Academy-in-Action)



### WHY I TAKE PART

“I really value using expert information provided by major suppliers and wholesalers, and working with the IAA alongside Coca-Cola European Partners can help me make the most of my range. Our store has been in the local community for years and we've established a name and fantastic reputation in that time. Having help and advice provided by an expert can give us some fresh ideas and attract our customers into the shop more often.”



## IAA ADVICE

### David's challenge: Ensuring his core range is strong and reviewing it regularly

David has no passing trade, so he relies on families, school children, the elderly and other nearby residents as his main customers. How can he provide a range which caters for all his different shoppers?



**Tina says:** "David's range caters for many different shoppers, but he could strengthen it with zero-calorie drink options to cater for the health-conscious consumer ahead of the impending soft drinks tax. It's also important to group product types together to make them easier to shop as customers can be discouraged from buying if it takes too long to find what they're looking for."

**Action** Add zero-calorie drink options and group product types together to make categories like soft drinks easier to shop.

### David's challenge: Identifying new and niche products to stock

Craft beer and spirits are products David recognises as growing trends. He gets the odd customer asking for craft beer but is unsure of whether it will have a wider appeal. Should he try this new range and where should he start?



**Tina says:** "There are no other nearby shops selling craft alcohol, so David has a chance to take advantage of this gap in the local market. He should create a core range by researching local suppliers. Craft beer and spirit enthusiasts want an experience when buying. A good way of providing this is to work with nearby suppliers to offer tastings or events."

**Action** Research specialist alcohol suppliers and offer tasting and in-store events to raise awareness of the new range.

### David's challenge: Understanding customer preferences

David has plenty of opportunity to maximise food to go sales during peak times during the day. His coffee and pastry section are positioned prominently, but can he increase sales further?



**Tina says:** "Food to go is a huge trend which provides David with a massive opportunity to upsell and increase basket spend. He could ask customers what food-to-go items they would like him to sell, as this will increase the likelihood of purchase. He should then move those products to sit alongside his soft drinks to make purchasing easier for shoppers."

**Action** Ask customers what food-to-go items they'd like you to sell, then reposition products for a better shopping experience.

## PARTNER ADVICE

David is doing a fantastic job, his store is well presented and he's thought about his shopper's needs. However, there are opportunities to add healthier and specialist lines with relevant adjacencies which will help him attract additional spend.

**Tina Childs**  
Category Manager  
Coca-Cola European Partners



## 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



#### Ensuring a strong core range and reviewing it regularly

- ☐ Do you have a list of everything in your core range?
- ☐ Do you review and update your core range at least six times a year?
- ☐ Does your core range give shoppers three choices e.g. value, own brand, known brand?

#### Analysing sales data and deciding when to delist

- ☐ Do you have a way to understand your best and worst sellers?
- ☐ Do you measure the overall margin on best and worst sellers?
- ☐ Do you check why or what is brought with a product before delisting?

#### Identifying new and niche products to stock

- ☐ Do you look for new or niche products to stock in trade magazines?
- ☐ Do you visit other retailers to spot new products to stock?
- ☐ Do you have a minimum percentage margin on a product before deciding to stock it?

#### Understanding customer preferences

- ☐ Do you have a comments box or similar for shoppers to suggest new products?
- ☐ Do you have a process to decide when to introduce a requested product?
- ☐ Do staff ask customers if there is anything you don't sell which they'd like you to?

#### Planning and measuring success

- ☐ Do you encourage your team to upsell on key items to ensure their success?
- ☐ Do you measure the stock turn of the products you sell?
- ☐ Do you have a long-term plan for how you will increase your sales and margins?

### 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](http://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: Digital Engagement

# RN INTERVIEW



## Martin Race

In the latest chapter in the symbol market's era of consolidation, Bestway's rescue plan for the Bargain Booze chain includes clear communication, stable supplies and expanding ranges beyond stores' alcohol and tobacco heartland. Managing director Martin Race gave his first interview on the deal to **Tom Gockelen-Kozlowski**

**I**n these uncertain times for the supply chain, good news is a precious commodity. So when late last week, Bestway stepped in to acquire the stricken group Conviviality Retail – securing the future of 769 stores and 2,300 staff – there was an understandable sigh of relief in many quarters.

Martin Race, managing director of Bestway Wholesale, admits that there hadn't been any plans to acquire Conviviality before its search for an administrator began but de-

scribes the purchase as an “excellent fit” for Bestway.

“Conviviality represents brands who place a strong focus on supporting and servicing the needs of local communities, just like Bestway has done for over 50 years,” he tells RN, making his first public comments since the move.

And with stability now seemingly achieved for the group, Mr Race wants to quickly move on, finding areas where Bargain Booze retailers can improve their model with

Bestway's assistance.

“Uncertainty is never a good place to be. People don't invest when there is uncertainty and stores have to invest just to stay still these days. We will be able to bring stability to retailers and the scale to make them greater profit. Also, in terms of store development we will be looking at the overall potential of stores as many Bargain Booze customers were perhaps too reliant on alcohol and tobacco,” he says.

One common criticism of Conviviality during its period of crisis was that retailers were often left in the dark. Although Mr Race says he understands the reasons for this, he is now focusing on improving communication.

“It's always the same when a company is in trouble. The main aim is to try and keep the business going or find a buyer rather than share what's happening with retailers. To an extent this is understandable, but you should never lose focus of your customers. One of the first things we did was to draft communications to retailers which are being sent out to our new store.

“The main thing is to reassure



**We will be able to bring stability to retailers**



Interview by **Tom Gockelen-Kozlowski**  
 email [tom.gk@newtrade.co.uk](mailto:tom.gk@newtrade.co.uk)  
 tel 020 7689 3361



**Bestway has pledged to offer Bargain Booze stores stability through its supply chain and convenience product portfolio**



**Martin Race says Bestway will use good communication to end retailers' uncertainty**

retailers and you can't do this unless you talk to them. Through field staff at both companies, we will be informing retailers of our plans as and when they are confirmed."

Considering the numerous reports RN has heard of Bargain Booze retailers looking to move away from Conviviality as its troubles grew in recent weeks, this communication can't come quickly enough. So, what is Mr Race's message to those retailers already searching for a new partner?

"Our message is clear – we will get them back on an even keel, get supplies into their stores and work with them to ensure they retain footfall and sales."

Just months after the collapse of P&H, Bestway has once more been a point of stability in a swirling market. Although Mr Race warns against comparisons between the last few weeks' travails and those at the end of last year, the company has nonetheless been ready to assist any store affected by issues at Conviviality and Blakemore and the demise of Kerryfresh.

"The trade hasn't come together in the same way because P&H was a



## Many Bargain Booze customers were perhaps too reliant on alcohol and tobacco

much bigger crash, but we have tried our upmost to help affected retailers.

"The main issue is to keep supply going. Shoppers will give stores some leeway if they know what's happening but not too many chances if shelves are empty. You can't sell fresh air, so the main thing is to get supplies to retailers," Mr Race says.

Yet, while Mr Race describes his business as "a safe pair of hands" the company has also had to be fleet-footed to survive in this era of consolidation, increased costs and low margins.

"The Conviviality deal will give us greater scale and volumes. It is the margin mix that is important rather than single low margins in any particular category [which can put pressure on businesses] and we will work with retailers to make sure they get their margin mix right."

Mr Race will also not comment on the rumours that Bestway will step in and purchase Blakemore's 12 wholesale depots, but the acquisition of Conviviality suggests a new growth strategy for the company as it looks to compete long term with behemoths such as Booker-Tesco and Co-op/Nisa/Costcutter.

Martin Race is adamant that Bestway is not actively seeking opportunities to grow faster, however, and makes some pointed criticism

towards the strategy Conviviality had taken in recent times:

"You only have to look at Conviviality and P&H to know that big is not best. We have been in wholesale for over 40 years and look to be in it for many more. We will follow our own strategy for growth looking to support all customers be they retail, catering, contracts or pet specialists and if an opportunity comes up which means we can get stronger – rather than bigger – then we will look at it."

It has been yet another remarkable few weeks for the wholesale industry and, by association, the future of independent retail. Martin Race is hopeful, however, that the era of consolidation that began when Booker announced its merger with Tesco in January 2017 is now coming to a close.

"I hope it is," he says. "I'm not sure the industry can take too much more and for the sake of shoppers and suppliers we need to stabilise the sector, so we can maintain confidence in the sector. Also, the targets for consolidation are becoming fewer and fewer."

Whether or not this is the end of consolidation, there will be many grateful to Mr Race and his colleagues for the security they have brought to their stores and their jobs. ●





INDEPENDENT  
Achievers Academy

#IAA18

# UNCOVER YOUR SHOP'S MAXIMUM POTENTIAL

Benchmark your shop today at [betterRetailing.com/IAA](https://betterRetailing.com/IAA)

**“The IAA helps you to see your store through your shoppers’ eyes. Get involved - it’s well worth it.”**

**Harj Dhasee**  
Nisa Village Stores, Mickleton

CAMELOT



ShelfHelp  
Build your sales with P&G



MARS WRIGLEY  
confectionery



[betterRetailing.com](https://betterRetailing.com)





# ICE CREAM



## Don't make a mess of it

The promised arrival of warmer weather is surely now only a matter of weeks away. Four top store owners tell **Joseph Lee** how to ensure no ice cream sales opportunities are missed this year



**Facebook is the answer when it comes to getting the word out that the soft ice cream machine is running**



**Bob Sykes**  
Denmore Premier  
Food & Wine Store, Rhyl

**Bob's seaside store sells ice cream to a mix of holidaymakers and local families**

**Mistake to avoid Letting the freezer ice up**

**Solution** You've got to make sure that your freezer is prepared for the summer season – that's very important. It's always got to be clean and clear so that everything is on show. We've got a Wall's freezer with 12 compartments, so it gives the choice of 12 different lines, but you want customers to be able to see them at a glance.

**Mistake to avoid Having a range that doesn't meet every price point**

**Solution** We have Magnums, Cornettos, Twisters and Calippos, but we also do an economy range, so we make sure we have those in

stock as well. If you've got a family with three or four children, it can be £4 or £5 to buy an ice cream, but if we've got the economy range it works out much cheaper – and they come back again.

**Mistake to avoid Not being ready for a spell of good weather, so your customers head to a competitor**

**Solution** A lot depends on the weather. We try – if they get it right – to look at the forecast seven days in advance. That way we can stock up. We don't overstock, though: we get enough to fill the freezer just for a few days because we can get deliveries every two days.





# ICE CREAM



**Ian Lewis**  
Spar Minster Lovell,  
Witney, Oxfordshire

**Ian has the only soft ice cream machine in his area which lies on the edge of the Cotswolds**

**Mistake to avoid Failing to promote your unique selling point in ice cream**

**Solution** Facebook is the answer when it comes to getting the word out that the soft ice cream machine is running. We just create a post and spend £3 to get it out to between 1,500 and 3,000 people. My staff all help by sharing it too. It's much more effective than a sign outside and it's so easy. We have people asking when it's coming back from around April.



**Mistake to avoid Stocking up with more cheap deals than you can sell at the end of the summer**

**Solution** Sometimes we get overloaded with deals – 'buy these cases and get these free'. But then the weather isn't kind and you can't sell them. So unless it's a really good deal we don't go for multibuy offers. There's always a reason that they're offering them cheap, especially if it's the end of the summer.

**Mistake to avoid Not planning where to put your impulse freezer when summer comes around**

**Solution** Ten years ago we refitted in September, but when it came to summer there wasn't anywhere to put the ice cream freezer. This time, we made sure that we had both a summer and a winter plan. At the moment the space has screenwash and winter fuel kits. But in the summer we'll have a prime position by the door for single ice creams.



**John Parkinson**  
Broadway Premier News,  
Penrhyn Bay, north Wales

**John operates near to a school and pupils often buy ice creams at lunchtime or on the way home**

**Mistake to avoid having a freezer that's too small to carry enough stock or so large that it wastes electricity**

**Solution** I've got a small freezer at the moment and I'm considering getting a bigger one. But I've got to check how much the running costs will be. It'll allow us to have three separate display areas. It's all about how much you feel you can sell in your area: if you've got a good population of young people in your area, then go for it. The more space you have, the more you'll sell. But I think the running costs will be quite substantially more.

**Mistake to avoid Letting the freezer get messy so customers can't see if the products they want are in stock**

**Solution** You've got to make sure people can see the products and they're all displayed tidily. If it's

messy, you'll sell less. But it's just like the card section: you have it all arranged neatly, then customers come in and make a mess of it very quickly. So it has to be merchandised frequently. It's got to look good or people won't open up the freezer to make a purchase.

**Mistake to avoid Getting caught out by a sudden spike in demand at the cash and carry when the sun comes out**

**Solution** I have a reserve freezer in the back, so when the weather is better we can store more stock. There can be a problem when we get a good spell of weather and there's so much demand that the wholesalers haven't got any stock left. Because we've got spare capacity, we can stock up in advance so we still have something to sell even if wholesalers run out.



“

**I have a reserve freezer in the back, so when the weather is better we can store more stock**







Customers look forward to the availability of ice cream during summer



**Eddie Poole**  
Poole's Supervalu of Moir,  
Craigavon, Northern Ireland

**The weather in Eddie's area makes ice cream sales very seasonal. When the opportunity comes, however, he's ready to jump**

**Mistake to avoid** Forgetting to clean the soft-serve ice cream machine, so customers looking for a treat get a nasty surprise

**Solution** If you have a soft-serve machine, it needs to be cleaned about once a week. If you don't then it can go sour, and you'll put your customers off. You lose some of the mix, so there's a bit of waste. And it takes a long time – you need to set aside a couple of hours, but cleaning that machine is very important.

**Mistake to avoid** When sales are very seasonal, customers might not know ice cream is back on sale

**Solution** Because it gets so cold this far north, we only bring the soft ice cream machine out

in the summer. We normally have a big sign – it's an ice cream cone that's about six foot high. You really can't miss it. We just put it out the front and it brings people in because they know the soft-serve ice cream is back on sale.

**Mistake to avoid** Putting all your focus on impulse sales while take-home ice cream languishes in the freezer cabinets

**Solution** We use in-store advertising on the freezers to promote take-home ice cream tubs and multipacks. The freezers are back to back and in the middle we have an area where we can put A4 advertising and promote products and deals.

## PRODUCTS

### Wheyhey

With no added sugar and 9g of protein in every 100g, this brand is focused on providing a healthier alternative in the ice cream category. Flavours such as salted caramel mean it is still a treat, however.

### Ben & Jerry's Topped Pretzel Palooza

Pretzel chunks and hazelnut swirls feature in this new tub variant. It comes weeks after the launch of Ben & Jerry's Birthday Cake and each tub comes with a premium-priced RRP of £5.49.



### M&M's Peanut Ice Cream

The new impulse ice cream joins a core range of Mars products which includes Snickers, Maltesers and Mars ice creams. The product has been launched with an RRP of £1.76 and arrives at the same time as a £3 price-marked Mars and Snickers tub format.



### MiRO

The company's dairy-free ice cream comes in a "Magnum-like" format. It is free from soy and refined sugar and is – thanks to its use of coconut milk – suitable for vegans too. Three flavours are available – Chocolate Hazelnut, Peanut Butter and Salted Caramel – and MiRO bars come with a two-year shelf life.

### Nestlé Rowntree's Watermelon

A watermelon-shaped and flavoured lolly that is, according to its maker, designed to sell well in both summer and winter. Chocolate-flavoured seeds and a £1 price-mark (a multi pack is also available) are other plusses which makes Nestlé confident of success. ●





# IN-STORE COUNTERS

## Serving up success

A well-run in-store counter can provide an extra 'wow' factor to **any store**. From butchers to florists, **Olivia Gagan** speaks to four retailers who are getting it right

### ICE CREAM

#### Anish Panchmatia

Spar Wylde Green, Birmingham



I introduced a dedicated ice cream counter a year ago. I'd noticed gelato shops springing up in town centres and realised there was a demand for eat-now, scoop ice cream. It cost a couple of thousand to set up and stock, but it very swiftly paid itself off. I stock 18 flavours, and sales have been

phenomenal. In our peak summer months we can make £2,000-3,000 a week from the counter. Ice cream is something everybody likes, from kids to adults, and increasingly, people are buying it at different times of the day – it's now a late-night dessert option as well as a daytime treat. Be prepared for your packaged cabinet ice creams to take a hit in sales. It's worth it, though – the margin on the counter's scoop ice cream is about 70%, compared to packaged ice cream's 40%.

#### MY ADVICE

**Cleanliness is so important with ice cream.** We clean the counter very carefully every day and don't tolerate any mess, because customers would pick up on it. We won't have any other stock sat on the counter, for example.

#### Prioritise crowd pleasers

like chocolate and vanilla ice cream, but also try stocking novelty and free-from flavours. We sell a lot of

bubblegum flavour ice cream to kids, and people with intolerances really appreciate our dairy-free sorbets and ice creams.

**Commit** to making sure someone is always keeping an eye on the counter. The sales opportunity will be lost if someone approaches it and there's no-one there to serve the ice cream. Our counter is close to the main sales tills for this reason.

### BAKERY

#### Scott Graham

McLeish, Inverurie



We introduced our bakery counter two years ago, after realising we were busy with workmen coming to us for their sandwiches and drinks, but they were then going to a local baker for their desserts and treats. It seemed like a missed sales opportunity, so we took a three-metre bay which had slow sales and created a bakery section there instead.

We struck up a partnership with a local bakery, a model which can work very cost-efficiently – they invested in our bakery cabinets themselves, so there wasn't a big upfront cost for us. We launched with a 'Freebie Friday' on social media, where we gave 10 people bakery product hampers if they liked or commented on our posts.

We think it reached about 28,000 people, and it was a lesson in really pushing new in-store developments. The bakery now generates us around £1,500 a week.

#### MY ADVICE

**Freshness is everything** with chilled and ambient goods. We have the products delivered seven days a week and we have full sale or return. We could've taken a higher margin to accept the waste, but we prefer to have a fast-moving, daily supply of products.

**Constantly review** your product winners and losers. After the first six months we reviewed the bakery and delisted the items that weren't selling. We also keep customers' interest high by offering seasonal, limited-edition items like Valentine's Day cupcakes and Easter treats.

**Keep promoting** your counter. We frequently switch around the bakery items we offer in a two-for-£1 promotion. We also do a meal deal link with our coffee-to-go, advertise with graphics in the store window and run social media offers.



A big investment has provided Anish with even bigger summertime sales



Scott continues to use social media to grow his customer base





## BUTCHERY

### Keith Tomes

Costcutter Swanage



I've had an in-store butchery for many years, but keeping sales consistently high is dependent on continuing to innovate, so I've invested in new products and chillers as and when I've needed to. To keep quality high we use as many local suppliers as possible, but where their pricing becomes an issue, we will source further afield. However, our meat is always 100% British. I've found managing a butchery involves striking a balance between sourcing and pricing to keep customers coming back. Marketing is important, too and we advertise in the local newspaper every two weeks, where we flag up our butchery specials. These are typically things like bundle deals – an offer which works well for us is 'a week of meat for two for £20', where people can buy a good-value mix of our mince, burgers and chicken breasts.

### MY ADVICE

**Change offers** if they don't work. We did bulk mince offer, but cooking habits are evolving – people prefer to buy little and often now. Our 'week of meat' deal used to be for four people, but it's now for two.

**Be aware of trends** – such as popular cuts of meat used by TV chefs or featured in cookery books. Pork belly, for example, is a trend-led cut of meat that sells well. We'll order in whatever our customers request if we don't have it.

**Trust is important.** People like to know they can trust their butchers, and the three I have working in store are all highly experienced. Don't be afraid to show off your skills or training – our butchers have almost 100 years of experience between them.



Trust is a huge part of being a successful butcher



Joe Williams adapts his flower range to the seasons and takes orders from large groups

## FLOWERS

### Joe Williams

The Village Shop, Hook Norton



We've had an in-store florist counter at the back of the store since my Dad started it about 15 years ago, when he bought loose flowers and experimented with making bouquets. That's not too difficult, but there are a lot of other things to think about when starting a flower offer in your store, such as how to look after flowers, colour schemes, and dos and don'ts for funeral bouquets. Sales are very much driven by the seasons, so managing demand depending on the weather and the time of year is key. Flowers that are only available at certain times sell really well – daffodils in the spring, sunflowers in August. Our sales peak is in winter; Christmas actually outsold Valentine's Day this year. At Easter you can sell a lot too.

### MY ADVICE

**Offer plenty of small, affordable bouquets.** People used to occasionally buy a £15 big bouquet, but now they tend to buy little and often, and pick up a small £5 bunch every week. People are also increasingly willing to buy non-traditional flowers.

**Be flexible,** and make it known in your community that you can do special orders or source specific colours or flowers. We will take one-off orders from church groups or will happily provide the flowers for local events or ceremonies.

**Don't go for the obvious choice.** We don't buy a lot of red roses for Valentine's Day – they're expensive and too easy to find elsewhere. After big flower-buying occasions like Valentine's Day we cut our orders right back – the week after, no-one is thinking about flowers. ●





# THIS WEEK IN MAGAZINES



## Launch of the week

# NEW RACING PAPER SET TO BE ANOTHER WINNER

**Savvy publisher Greenways has a reputation for finding a niche in the market and its latest title, primarily aimed at horse racing punters but also taking in other sports, is no exception**

**GREENWAYS** Publishing is nothing if not smart when it comes to spotting a gap in the market and filling it with niche sporting-related products, and the new weekly betting and horse racing newspaper, *The Racing Paper*, follows that tradition. It capitalises on the demise of *Racing Plus* and the 50p price hike in *Racing Post*, coming in at £1 cheaper than its rival. What's more, the timing of the launch around the Grand National will capitalise on the huge surge in interest in horse racing that the event brings with it. As well as racing matters, it also takes in other sports and betting on them.



**THE RACING PAPER**  
On sale 14 April  
Frequency weekly  
Price £1.90  
Distributor Mail Newspapers  
Display with *Racing Post*, *Non League Paper*, *Football League Paper*

## My week in magazines



**Tim Murray**

Magazines reporter  
RNreporter@newtrade.co.uk

## LET'S PREVENT THE PARTWORKS CRASH

Having covered my fair share of NFRN meetings for RN in recent years, I know only too well the problems caused by supply chain issues in this sector.

But a retailer recently raised another issue with me when discussing magazine sales.

"How are partworks doing?" I asked.

"We sell the first issue," the reply came, "but no one wants them when they go up in price."

Fair enough – it's a common problem and one publishers do their best to address, not least with tempting offers for second and third issues. But, the retailer continued, one of their main tools is to offer sweet subs deals to potential customers, wooing them with all kinds of free gifts as an inducement.

"They'll then cut us out all together and get the sales directly," the retailer added.

It's a trend mirrored elsewhere in the magazine world, with publishers making all kinds of free offers to court direct consumer subs.

It's understandable that publishers try to do it, not least in the high-risk world of partworks. But surely there's something that can be done for independents to help cushion the crash between issues one and two or three – or even help prevent it.

With the NFRN and other parties having worked to address supply chain issues with partworks, surely they can look at this, too?

### Opportunity: partworks

**Offer to save partworks for customers and talk up the fact that you'll hold a copy for them for every issue going forward. Don't forget to mention the benefits of guaranteeing their copy from their local independent store...**

**THIS WEEK  
IN MAGAZINES** WE WANT YOUR  
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Which titles fly off your shelves? Have you grown your sales with a great display or promotion?

# RN

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## MOUNTAIN BIKING UK

- Traditionally one of the best-selling issues of the year, MBUK puts 20 of the best trial and endurance bikes through their paces to find its Bike of the Year.
- The issue also comes with a free pair of performance riding socks, available in two different colours.



**On sale 19 April**  
**Frequency monthly**  
**Price £5.50**  
**Distributor Intermedia**  
**Display with Mountain Bike Rider, What Mountain Bike**



## CYCLING PLUS

- The latest issue of Cycling Plus sees the magazine unveiling its Bike of the Year for 2018, always a key issue in the magazine's calendar and one of its best-sellers.
- The magazine is foil-wrapped for extra standout and includes a free pair of tyre levers.



**On sale 19 April**  
**Frequency monthly**  
**Price £5.50**  
**Distributor Frontline**  
**Display with Cycling Weekly, Cyclist**



## PLANET MINDFUL

- Planet Mindful aims to help readers slow down and look after their wellbeing and mental health.
- The spring issue features tips on how to relax through mindfulness, how to sleep properly and why kicking plastic out of the bathroom can help.



**On sale out now**  
**Frequency bi-monthly**  
**Price £5.99**  
**Distributor Marketforce**  
**Display with Breathe, In The Moment, Fit & Well, Women's Health**



## ABSOLUTELY MAMA

- Proudly proclaiming itself to be the magazine for stylish mums, Absolutely Mama offers everything that every yummy mummy needs to know.
- As well as fashion tips, it features aspirational celebrity mums, as well as parenting tips and advice.



**On sale 16 April**  
**Frequency bi-monthly**  
**Price £3.95**  
**Distributor Intermedia**  
**Display with Smallish, Lunch Lady, Milk magazine**



## OKIDO

- Art and craft magazine for little'uns Okido promises to keep the kids away from rampant consumerism normally associated with branded and licensed publications.
- With a keen eye for design, Okido offers all kinds of projects for children and their parents.



**On sale 20 April**  
**Frequency monthly**  
**Price £4.50**  
**Distributor Intermedia**  
**Display with Playtime, CBeebies Art**



## Bestsellers Computers and gaming

Title	On sale date	In stock
1 Computeractive	25.04	<input type="checkbox"/>
2 Webuser	18.04	<input type="checkbox"/>
3 PlayStation Official	08.05	<input type="checkbox"/>
4 Official Xbox	04.05	<input type="checkbox"/>
5 Gamesmaster	19.04	<input type="checkbox"/>
6 PC Gamer DVD	03.05	<input type="checkbox"/>
7 Retro Gamer	19.04	<input type="checkbox"/>
8 Edge	26.04	<input type="checkbox"/>
9 Games TM	19.04	<input type="checkbox"/>
10 Mac Format	08.05	<input type="checkbox"/>
11 PC Advisor DVD	N/A	<input type="checkbox"/>
12 Neo	19.04	<input type="checkbox"/>
13 PC Pro DVD	12.04	<input type="checkbox"/>
14 Computer Shopper DVD	12.04	<input type="checkbox"/>
15 Linux Format	08.05	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

### SYMBOL KEY

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



# 2018

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OFFICIAL LICENSED STICKER COLLECTION



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**#GotGotNeed**  
 @OfficialPanini

# THIS WEEK IN MAGAZINES



## UNITED WE STAND

- The latest issue of long-running Manchester United fan publication United We Stand arrives on newsstands a week in advance of the team's FA Cup semi-final appearance against Spurs.
- The club still boasts the biggest fanbase, not just in England but in the UK and far beyond, too.



**On sale 14 April**  
**Frequency** monthly  
**Price** £2.50  
**Distributor** Intermedia  
**Display with** when Saturday Comes, Inside United, Four Four Two



## HEAVY TORQUE

- Heavy Torque is a quarterly publication looking at the world of haulage and trucking.
- The new issue lands in advance of the first ever live show featuring the big rigs, further widening the appeal of the magazine.



**On sale out now**  
**Frequency** quarterly  
**Price** £5.95  
**Distributor** Intermedia  
**Display with** Truck & Driver, Commercial Motor



## THE AUTOMOBILE

- The Automobile prides itself on being slightly different from other classic car-related magazines on the market.
- This means in-depth research into the cars featured, expansive writing, original photographs and even technical drawings.



**On sale 13 April**  
**Frequency** monthly  
**Price** £5.50  
**Distributor** Intermedia  
**Display with** Classic Sportscar, Classic Car, Practical Classics



## SPECIALIST CHOICE

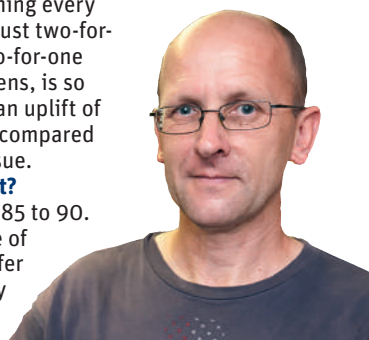
**MARK ANSELL**  
**LISKEARD NEWS, LISKEARD, CORNWALL**  
**BBC GARDENERS' WORLD**

### Who buys it?

Its audience is widening every year. The National Trust two-for-one issue, giving two-for-one entry into their gardens, is so important. We have an uplift of as many as 12 times compared with the previous issue.

### How do you display it?

We're taking around 85 to 90. Customers are aware of the National Trust offer so we make sure they know it's this issue.



**On sale 24 April**  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Frontline

## Expert advice Neil Wooding

Trade marketing manager,  
Greenways Publishing



**A**fter a very successful Cheltenham festival for our monthly magazine, Racing Ahead, all eyes are now firmly focused on the Grand National on Saturday 14 April in more ways than one: Greenways Publishing is launching The Racing Paper on one of the biggest racing days in the sporting calendar.

With recent changes in the market, such as the loss of the independently-produced Racing Plus at the end of January, and the 20% increase in cover price of the daily publication The Racing Post (from £2.40 to £2.90) we trust our launch goes some way towards driving additional sales for independent retailers.

Priced at £1.90, and to be published every Saturday morning throughout England, Scotland and Wales, The Racing Paper previews all Saturday and Sunday horse racing and features a special pull-out section for sports betting across a range of sports.

## Our strategy

### Who buys your titles?

The Racing Paper is aimed at casual and amateur punters focused on the weekend's racing and sporting fixtures.

### How are you investing in independents?

Independents are very important to this launch, as we estimate they will account for approximately 60%-70% of our sales.

We know that, unlike multiples, independents know their customers better than anyone else, allowing them to inform their previous readers of the Racing Plus and that The Racing Paper has been launched.

We are also offering free PoS to retailers – please contact me to secure your PoS pack: [neil.wooding@greenwayspublishing.co.uk](mailto:neil.wooding@greenwayspublishing.co.uk)

## COMING UP IN NEXT WEEK'S RN



## Stop the press: RN investigates the latest chapter in the consolidation story

Plus, making footfall pay – how do retailers ensure the biggest categories drive sales throughout their businesses

# RN



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## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Art Gallery	7	60	<b>8.99</b>
British Steam Railways	7	50	<b>1.99</b>
Build Your Own R2-D2	67	100	<b>8.99</b>
Classic Dinky Toys Collection	9	60	<b>11.99</b>
Enhancing Your Mind, Body, Spirit	67	120	<b>3.99</b>
My Animal Farm	62	60	<b>5.99</b>
Jazz at 33 and Third RPM	69	70	<b>14.99</b>
Star Wars Helmet Coll'n	60	60	<b>9.99</b>
Zippo Collection	68	60	<b>19.99</b>
<b>Eagle Moss</b>			
DC Comics Graphic Novel	70	100	<b>9.99</b>
Game of Thrones	52	60	<b>8.99</b>
My Little Pony			
Colouring Adventures	58	80	<b>3.99</b>
Star Trek Ships	122	130	<b>10.99</b>

Title	No	Pts	£
<b>Hachette</b>			
2000 AD			
The Ultimate Collection	17	80	<b>9.99</b>
Art of Cross Stitch	68	90	<b>2.99</b>
Art of Quilting	120	120	<b>3.99</b>
Art Therapy	161	180	<b>2.99</b>
Assassins Creed: The Official Collection	31	80	<b>9.99</b>
Big & Little Crochet	4	72	<b>0.99</b>
Classic Routemaster	13	130	<b>8.99</b>
Dr Who Complete History	67	80	<b>9.99</b>
Draw The Marvel Way	60	100	<b>4.99</b>
Judge Dredd Mega Collection	85	80	<b>9.99</b>
Marvel's Mightiest Heroes	113	112	<b>9.99</b>
Transformers GN Collection	35	80	<b>9.99</b>
Warhammer	42	80	<b>9.99</b>
<b>Panini</b>			
F1 Collection	53	60	<b>10.99</b>
Marvel Figures	7	84	<b>11.99</b>

## Collectables

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

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

## Newspapers

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

Sun	50p	11.15p	22.3%
Mirror	75p	16.05p	21.4%
Mirror (Scotland)	80p	17.12p	21.4%
Daily Record	75p	16.05p	21.4%
Daily Star	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

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

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 7-8 April

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,300g	435g	140g	6	60g
Sunday Times	915g	345g	90g	5	35g
Times	855g	130g	135g	6	75g
Mail on Sunday	790g	375g	40g	4	20g
FT	720g	430g	0g	0	0g
Sunday Telegraph	720g	240g	35g	4	15g
Guardian	715g	350g	0g	0	0g
Daily Mail	630g	245g	55g	4	30g

### Scale of third-party advertising insert payments

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

### Insertion payment guide

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

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5416822



## Hawthorn Road PO, Ashington, Northumberland

## Freehold £210,000

- Average sales £7,092 + VAT PW
- PO remuneration 2016 of £42,000

T: 0191 222 1740

6410930



## Stoke Village Stores, Somerset

## Freehold £395,000

- Village square location
- Spacious 4 bedroom owners accommodation

T: 01392 285 600

3217061

## Leiston News &amp; Off Licence, Suffolk

## Freehold £199,000

- Total sales Y/E 31/03/17: £192,055 ex VAT
- Ideal family run business with potential

T: 01473 256 588

1418173



## Lyncroft Stores, Greenmeadow

## Freehold £229,950

- Unopposed location in residential area
- Income to y/e 31/3/2017 £268,080

T: 02920 023 123

4710047



## Organic Village Market, Dulwich, London

## Leasehold £300,000

- £19,000 sales per week
- c. 38% gross profit margins

T: 0203 846 0614

2411575

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