

RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 20.04.2018

'Budgens was a better fit for my customers'

Owen Hughes on switching symbols and refitting with a premium format

STORE LOOKBOOK
Page 6 >>




Consolidation: the inside story

- Revealed: Bestway walked away from Blakemore depot purchases
- Wholesale bosses speak for the first time about deals, mergers and collapses

Page 4, 5 & 26 >>



Darren Goldney
managing director,
Today's



Charles Wilson
former chief executive,
Booker



Debbie Robinson
managing director,
Spar



Martin Race
managing director,
Bestway Wholesale



Robin Brown
chief finance officer,
Nisa



Darcy Willson-Rymer
chief executive,
Costcutter

NEWSTRADER

Express takeover probe launched

CMA to investigate Trinity Mirror's Northern & Shell deal **Page 10 >>**



MERGER

Divide over Tesco own-label rebrand

Indies want quality and point of difference as 30 lines rebranded for Booker stores **Page 9 >>**



SUSTAINABILITY

Glass bottle switch on the up

But stores face challenges in reducing plastic usage **Page 11 >>**

Vol 129 No 16
FOR TRADE USE ONLY



9 771750 226088

CONTENTS

RN

Shaping the future
of independent retail
since 1889



Editor

Chris Rolfe

@ChrisRolfeRN

020 7689 3362



Features editor

Tom Gockelen-Kozlowski

@TomGK_RN

020 7689 3361



News editor

Helena Drakakis

020 7689 3357



Reporter

Alex Yau

@AlexYau_RN

020 7689 3358



Reporter

Priyanka Jethwa

@priyanka_RN

020 7689 3355



Reporter

Marcello Perricone

@Marcello_RN

020 7689 3350



Head of design

Anne-Claire Pickard

020 7689 3391

Editor in chief

Louise Banham
020 7689 3353

Designer

Emma Langschieb
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

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

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

Annual Subscription

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



To subscribe contact 020 7689 3384



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

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

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

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

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

For trade use only

NEXT WEEK >>

Home News Delivery

8 footfall-driving categories and services for your store
Page 30



“Nobody will buy Blakemore’s wholesale business unless it adds something else of value, such as its catering arm”

David Gilroy p4

HEADLINES

- 4 BREAKING NEWS**
Blakemore wholesale ‘lacks value’
- 6 STORE LOOKBOOK**
Owen Hughes’ Dorset Budgens in the spotlight
- 9 SYMBOL NEWS**
Mixed reaction to Tesco’s own-label rebrand
- 10 NEWS & MAGS**
Probe into Express takeover
- 12 PRODUCT TRENDS**
Low-alcohol drinks on the rise
- 13 BRAND SNAPSHOT**
News from nine big brands
- 14 WHAT’S NEW**
11 opportunities for your store
- 16 PRICEWATCH**
Benchmark your mints prices

OPINION

- 11 YOUR NEWS**
Locals and social media join retail crime fight
- 18 YOUR VIEWS**
Your letters, views and tweets

Outdoor and gardening mags get set for spring



Page 34

TALK TO RN



Follow RN on Facebook

facebook.com/ThisisRN
to have your say on the latest news



Follow RN on twitter

@ThisisRN for expert advice to help you grow your sales



Email & phone RN

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



Visit the website

www.betterretailing.com/RN
extensive galleries and news

A NEW LOOK FOR A GENERATIONS-OLD BUSINESS

Page 6



WELCOME

Wholesalers must protect and enhance their offers to retailers who are not direct beneficiaries through symbol groups



Editor

Chris Rolfe

@ChrisRolfeRN

020 7689 3362

If, 18 months ago, RN had predicted that in the following two years, Tesco would buy Booker, Palmer & Harvey would collapse, Costcutter would agree a supply deal with Co-op and Bestway would buy 769 Bargain Booze stores, you would probably have thought we were crazy. Yet all these changes – and more – have come to pass.

The benefits for those who are emerging as winners in this consolidation furore are obvious. From the Tesco-Booker deal, for example, Tesco has gained improved access to the restaurant sector, while Booker now has access to Tesco innovations such as its gluten-free and vegan ranges and a vastly larger suite of delivery vehicles. Greater buying power and market share are other notable benefits.

But what does this mean for you? In this week's special report, symbol leaders including Bestway's Martin Race, Costcutter's Darcy Willson-Rymer and Nisa's Robin Brown point to compelling own-brand offers, resolved supply issues, enhanced ranges and better availability as positive outcomes.

This begs another question, however – what does the future holds for stores unaffiliated to symbol groups? Wholesalers must protect and enhance their offers to retailers who are not direct beneficiaries, through symbol groups, of mergers and buyouts.

The significant consolidation in the newstrade in the early 2000s resulted in increased costs, as well as service and availability problems. Retailers can only hope that this time, consolidation will lead to benefits for all that will ensure a stronger future for our sector.

INSIGHT

26 THE INSIDE STORY

Bringing together interviews with the key players, expert analysis and specialist reporting, we take you behind the scenes of all the recent deals, mergers and collapses in the wholesale sector

30 ANOTHER STEP FORWARD

How to make a success of the services that attract footfall

34 THIS WEEK MAGAZINES

Boutique magazine publishing, Italian interior design and advice from Gardener's World



Premium biscuits are a big hit in our rural community
Page 15

BBC

BREAKING NEWS

Grimsey pleased by response

Bill Grimsey, lead author of a review into the state of the high street, has said he is delighted by the response to a call for evidence ahead of its publication in July.

The second Grimsey Review will look at issues such as technology and business rates and follows on from the first report, published in 2013.

"We're seeing a lot of positive things out there, but there's a lot of red tape clogging progress," he said.

Much of the evidence has been submitted via a LinkedIn group, which now has 116 members.

The report's authors will next week visit the Belgian town of Roeselare, which has implemented many of the first report's findings.

Industry expert warning 'Other wholesalers don't see anything different to what's available'

Blakemore Wholesale 'lacks value' to be sold

by Alex Yau and Tom GK
alex.yau@newtrade.co.uk

Industry experts have warned Blakemore's wholesale arm lacks the value to be sold as a standalone business, amid rumours a deal with Bestway broke down at the last moment.

Several senior industry sources told RN Bestway walked away from talks to buy Blakemore's depots at the same time as it finalised a £7m acquisition of Conviviality Retail this month. The £7m acquisition was announced soon after Blakemore put its 12 cash and carries up for sale.

Wholesale expert David Gilroy said Blakemore risks being unable to find a buyer if it only offers warehousing facilities. "It's another cash and carry business, and other wholesalers don't see anything different to what's already available.

"Nobody will buy Blakemore's wholesale business unless it adds something else of value, such as its catering arm. The fact both announcements were released close to each other suggests Blakemore's sale was announced in distress."

Conviviality's deal with Bestway came as it went

into administration after failing to generate the £125m required to settle outstanding debt.

Mr Gilroy said the deal, which gives Bestway 769 Bargain Booze, Select Convenience and Wine Rack sites, was an "absolute bargain". "Bestway has acquired a business with nearly £400m in yearly revenues and sales," he said.

Meanwhile, Bestway managing director Martin Race made clear in an interview with RN last week that the company would explore all opportunities to "get stronger" – a suggestion that the Blakemore

deal did not meet this requirement.

Bay Bashir, who manages four Lifestyle Express stores in Middlesbrough, said he was frustrated, having been told a Bestway-Blakemore deal was "a sure thing".

"I've been in limbo, with poor availability from Blakemore and a deal with Bestway would have put me at ease. But Blakemore has been struggling with availability and I don't see why anyone would want to inherit those issues," he said.

Blakemore was contacted by RN but declined to comment.

No pay off for mobile payments

Independent retailers are reporting a mixed picture of sales via mobile phones, as a survey revealed using handheld devices to make purchases is on the rise.

According to mobiles.co.uk research, retail sales made on smartphones increased from 36% to 41% between 2016 and 2017.

Kay Patel from Best-one Global Food & Wine, East London, says he has noticed an increase in mobile use, but customers were accessing promotions, coupons and vouchers.

Meanwhile, Eugene Diamond from Diamond Newsagents, County Antrim, said mobile payment methods such as ApplePay had not taken off. "Most of the young generation use [contactless] cards," he said.

NFRN fights threat to retailer's safety

A retailer is waiting to find out the future of her store front and is fearing for her personal security after the removal of her ATM.

Razia Motala, of Copy Nook Newsagents in Manchester, was offered a single metal sheet by ATM supplier Cashzone to cover

the space left by the cash machine.

Ms Motala lives above her store and fears customers will be deterred from shopping and her safety compromised if the window and shutters in place before the machine was installed are not restored.

The NFRN is lobbying Cashzone to rethink its decision. Head of operations Margaret McCloskey told RN: "Razia quite rightly asks that the same principles be afforded to her in terms of reinstalling the window and contributing to the cost of the shutter...

as opposed to Cashzone fixing a metal plate and walking away."

A spokesperson for Cashzone said: "Unfortunately, we cannot discuss individual contracts in public. However, we are speaking to the customer to find a workable solution."

Nisa's annual Wine Festival expected to boost sales

A retailer is expecting a 5% uplift in wine sales with Nisa's latest 'Wine Festival' promotion. The annual promotion, which started in 2016, runs until 6 May and includes discounts on 50 lines, such as Barefoot and Cono Sur. Shelf barkers and PoS displays are available as support. Jack Matthews, of Bradley's Supermarkets in Quorn, Leicestershire, said: "The promotion helps raise awareness and, combined with the hotter weather, normally boosts wine sales by 5%."



'Relentless' pace looks set to continue 'People will continually be looking for efficiencies'

More consolidation likely industry experts predict

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

The "relentless" pace of consolidation in the wholesale market looks set to continue with top industry figures refusing to rule out further moves in the aftermath of Tesco-Booker and Co-op-Nisa deals.

Asked whether Today's Group could, as recently suggested online, merge with another buying group, principally Landmark, Today's managing director Darren Goldney responded: "There's always going to be specula-

tion. What we're focused on is being the group of choice, not by being better than Landmark or Sugro but by being better than our wider competitors. If we do that I think we'll get bigger."

Speaking more generally, Mr Goldney predicted further consolidation across the grocery market, hinting that deals may be struck between non-traditional players.

"If you look at consolidation now it's a bit different. I would almost call it cross-channel consolidation - it could be someone from a totally

different industry which once would have been considered ring-fenced from what we're doing."

He added: "The market isn't as consolidated as it will be.

"If you were to ask me what that means, I can't answer that. Will there be less groups or less nationals? People will continually be looking for efficiencies."

Meanwhile, in an interview to be published in full next week, Spar managing director Debbie Robinson was repeatedly asked if she could imagine a time when Spar was

supplied by a supermarket. She said: "At the moment we're doing a very nicely thank you."

She went on to describe the recent pace of consolidation as "unexpected", but believed Spar had the right plans in place to thrive.

"There had been a lot of talk about Palmer & Harvey going under; we knew that Nisa had been losing money and only recently made a modest profit and Costcutter had also been losing money. The surprise has been the sheer pace of change," she said.

Today's intranet initiative

Today's Group is launching an online system next month to assist its wholesalers - including Hancocks, Savage & Whitten and JW Filshill - to better share ideas, best practice and to collaborate more closely.

Darren Goldney, managing director at Today's said: "We're working on an intranet system where Today's members get far more detail on the capabilities of other wholesalers and that allows members to collaborate and consolidate services."

Mr Goldney added that greater sharing among independent wholesalers was likely to ensure standards met those retailers received from other wholesalers.

MP joins celebrations at new post office

A new village post office in Hampshire drew in locals and an MP to celebrate its opening. Froxfield Stores is now a fully-fledged post office, open seven days a week, after previously offering services just twice a week with a temporary postmaster. Owner and new postmaster Howard Bevis said: "The economic climate for village stores like mine is very tough at the moment due to online shopping and the supermarkets. Having these improved post office facilities is very important for the financial future of the business." Attending the opening was MP for East Hampshire Damian Hinds (centre left).



Red Bull is top for energy

Red Bull has overtaken Lucozade as Britain's best-selling energy drink, figures from retail analyst IRI have revealed.

According to the figures sourced by the Grocer, Lucozade Energy's annual value dropped by £62.6m to £273.6m following its reformulation in line with the sugar tax. Annual sales of standard Red Bull in the same period grew by £20.5m to £279.6m.

Anish Panchmatia, of Spar Wylde Green in Sutton Coldfield, said: "My Red Bull sales grew three-fold over the last five weeks, whereas Lucozade sales remained steady. Customers aren't bothered about sugar and will still buy a full-fat drink if they want to."

Report low-value crime, retailers told

Retailers must make police aware of the scale of retail crime by reporting low-value thefts and incidents of abuse more often, a prominent Spar retailer has told RN after suffering a major theft.

Thieves broke into Susan Connolly's Spar Ludgershall store in Wilt-

shire in the early hours of 7 April, making off with £8,000 of cigarettes and stamps.

Ms Connolly told RN: "Communication between police and retailers needs to improve. The police were great on the night of the burglary, but they've now gone cold. I haven't

heard from them since."

She said police do not recognise the extent of the industry's crime problem because smaller incidents go unreported. "For verbal abuse and thefts under £200, say, most retailers don't bother telling the authorities. It takes time but it's worth it. The

police need to realise the sheer volume of crimes we deal with."

The theft came less than a month after Ms Connolly spoke at the Association of Convenience Stores 2018 Crime Seminar in London on the need for police to engage more with retailers.

STORE LOOKBOOK



1

2

Quality Street

With a new generation at the helm and customers more demanding than ever, Owen Hughes decided to switch symbol groups, invest in a refit and introduce a more premium range. **Ed Chadwick** reports

The Hughes family has never been afraid to make bold changes. Be it taking one of the country's first Costa Coffee machines in 2012, investing in a suite of new chillers in 2013 or undertaking a refit which completed in February this year, the owners of Damory Garage in Blandford Forum, Dorset, know they can't afford to stand still.

Now under the management of Owen – who has taken over from father Ian – progress at the 1,800sq ft forecourt store has gathered pace in the past two years. Amid stiff competition from a nearby One Stop and Southern Co-op, changes were needed to make the store stand out. And, with an increasingly diverse customer base – which Owen describes as a mixture of the “welly brigade” and residents of a local estate – there remained utmost importance on being all things to all people.

The solution to this conundrum, as Owen saw it, was a switch of symbol group. Operating as a Budgens store since May 2016, he says he hasn't looked back and reports basket spend up 4.5% to £4.63. “We felt Budgens' promotions were a better fit for our customers,” says Owen.

“The chilled and frozen offering was the best of the symbol groups. It wasn't necessarily the biggest, but we were

impressed with the fresh meat and ready meals, for example.”

The biggest revelation in terms of new products has been Cook frozen ready meals, which the store introduced in November 2017. The range is available via Cook's outlets and selected convenience stores, which enjoy enhanced margins of 34%. In just a few months the range is delivering weekly takings of £500.

“I was surprised how popular they have been,” says Owen. “I thought at upwards of £5 for a meal for one, they might have been too expensive, but we have seen most customers happy to trade up for quality.”

Owen has begun advertising the Cook range in local papers and is targeting £1,000 of takings each week within six months.

What's more, shoppers attracted to the frozen meals are spending an additional £200 a week on fresh produce to satisfy the serving suggestions on packaging, says Owen, and have added a similar uptick on wine.

Fresh produce was one area given extra attention as part of the refit, carried out by shopfitter Activ Projects. Wooden crates have helped give a more rustic look to fresh produce, much of which is now being sold loose. Meanwhile, taller chillers have been installed, complete with

“ Every time I read RN it gives me a glimpse of what the best independent retailers in the country are doing **OWEN HUGHES** ”



STORE TOUR

- 1 A recent refit has helped provide a professional and trendy impression to this generations-old business
- 2 Food to go and coffee provide a key footfall driver for the store – particularly at lunchtimes
- 3 Wooden crates showcasing fruit and veg emphasise the focus on fresh
- 4 Introduced in November 2017, Cook meals provide a 34% margin for the business

INFORMATION

Location
Budgens Damory Garage, Blandford Forum, Dorset

Size
1,800sq ft

Last refits
May 2016, Feb 2018

Average basket
£4.63

Number of staff:
Four full-time, 19 part-time



4

3

STORE LOOKBOOK



LED lighting. The impact of the refit on footfall and spend is still being assessed, but Owen is confident it will deliver.

“The extra space has allowed us to focus on products on promotion,” says Owen. “We’ve currently got a lot of that space dedicated to UFIT protein shakes which Budgens is promoting at £1 and they’ve been a huge success with a wide range of customers – everyone from older customers to gym-goers.”

The chillers are also home to locally-sourced meat which comes from Langton Arms Butchery, situated less than four miles away, and contributes about £150 a week to turnover. Promotion of local produce is neatly integrated into the store’s look via bespoke PoS.

Despite recent changes, several mainstays continue to drive revenue. Its in-store bakery contributes £3,000 a week in takings through the sale of snacks and fresh sandwiches.

The store’s Costa coffee machine, meanwhile, dispenses as many as 200 cups a day at up to £2.60.

“We’re working harder than ever to keep our customers coming through the door – whatever the reason for their visit.”



STORE TOUR

- 5 A customer behaviour has developed, categories such as ready meals have become vital
- 6 Specialist confectionery helps the business stand out against nearby competition
- 7 Owen Hughes saw an opportunity to encourage customers to trade up with premium products

 **Want to see more** of Owen's store? Go to betterretailing.com/budgens-blandford-forum

SYMBOL NEWS



(Left to right): Nisa retailer director Nigel Gray, Paul Cheema, Pinda Cheema and Nisa chairman Peter Hartley

Store continues its winning ways

Retailer Paul Cheema picked up the award for Best Store sized between 1,500sq ft and 3,000sq ft at Nisa's annual trade conference. Mr Cheema, who runs Nisa Malcolm's Convenience in Coventry, was given the trophy in Stoneleigh, Warwickshire, at a dinner ceremony on 10 April. More than 900 retailers, wholesalers and suppliers were in attendance and 12 awards were given out in total. Commenting on his achievement, Mr Cheema told RN: "We won the award in 2016 and it was a complete surprise to win it again this year. It's been uplifting and has given my staff a huge morale boost."

Parfett welcomes local MP

Wholesaler AG Parfett & Sons hosted Labour MP Dan Carden at its Aintree depot to raise awareness in government about issues such as the sugar tax and tobacco legislation.

Mr Carden, whose constituency is Liverpool Walton, was taken around the depot by chairman Steve Parfett. Topics raised during the morning visit were the £3.7bn Tesco-Booker merger, and the proposed bottle deposit return and the Alcohol Wholesaler Registration Scheme (AWRS).

Mr Parfett told RN the visit is one of many throughout the year. "We discussed exactly how AWRS and the Tesco-Booker merger, among other issues, affect retailers and wholesalers across convenience.

"These visits are important because we can raise concerns to government directly to the benefit of the convenience industry."

Range of products branded for Booker symbol stores 'I know the quality will be high'

Mixed reaction to Tesco own-label rebrand move

by Alex Yau

alex.yau@newtrade.co.uk

Independent retailers are divided over Tesco's plans to supply 30 rebranded lines of its own-label products into Premier, Londis and Budgens stores by the end of July.

Paul Gardner, of Budgens in Islington, told RN the plans would help boost fresh and chilled categories he has been developing. "This is really good news and I'll know the products will be of high quality if they were originally Tesco

own-brand.

"It's a good decision to rebrand them because I have two Tescos nearby and customers would get confused otherwise."

However, Narendra Singh Jadeja, of Londis in Waltham Forest, said he would prefer Tesco-branded stock instead.

"There's a danger the products will be lost among my existing stock and I think the Tesco brand will be more noticeable on shop shelves.

"We have a Tesco nearby, but 30 lines isn't enough to

confuse customers."

The latest development in Tesco's £3.7bn takeover of Booker, which was completed in March, was confirmed at the company's financial briefing in London last week.

Tesco UK & Ireland head Charles Wilson, who left his role as Booker boss last month, said the lines will comprise of products across fresh, chilled and bakery categories.

He said, "Tesco has got a range of fantastic products, but we don't want to take the brand into Booker

stores. They will be repackaged to suit each independent fascia and retailers can expect them in the next 60 to 90 days." Pricing for the products is to be confirmed.

Tesco chief executive Dave Lewis, who also spoke at the briefing, said: "The team has identified several Tesco products in fresh and chilled which we believe Booker customers will find appealing, such as ready-made mashed potatoes.

"There's definitely a lot we can do and we want to get off to a fast start."

Nisa service makes welcome return

A retailer has welcomed the launch of an online service from Nisa which enables a bulk order of local, regional and specialist products.

The "Direct to Store" service allows members of the symbol group to browse thousands of products from specialist

suppliers otherwise unavailable from Nisa's central distribution centre. These items can be placed in a single basket and delivered directly to stores.

Scott Jell, of Molly's Nisa in Luton, told RN orders of niche products had to be done separately in the past. "It's a really good

service because this will save us so many hours, which we can devote to improving other areas of the business.

"Specialist products is an area we are looking at increasing. We can aim for higher margins because customers are willing to pay more of a

premium due to them not being as widely available as other products," he said.

Nisa has also added six new spirits to its own-label Heritage range. The products include gin, vodka, rum, brandy and whisky. New vintage wine products are also due for launch later this year.

Filshill in early on MUP

JW Filshill has put a Minimum Unit Pricing (MUP) action plan in place ahead of the new legislation north of the border on 1 May.

The Scottish government has set the minimum price for a unit of alcohol at 50p to reduce problem drinking.

The Glasgow-based wholesaler is displaying posters in its cash and carries and sending out information sheets to stores on how to meet the new rules.

Retail sales director Craig Brown said: "The government has warned there will be no 'period of grace' for MUP compliance and retailers can expect inspection visits to begin as soon as the law comes into effect."

NEWS & MAGS

Benbecula air switch welcomed

Retailers on the island of Benbecula in the Outer Hebrides have welcomed news of a switch to air deliveries for their newspapers, after enduring a 'disaster' of papers delivered by ferry.

Ferry deliveries meant newspapers were arriving on the island in the late afternoon – and Sunday papers were arriving on a Monday.

Bill Hogg, owner of Nisa Today's on Benbecula, told RN: "We're hoping it will help sales. Newspaper sales have been a disaster for us for several years because at least three days a week, our papers don't arrive until 6pm. We're left trying to get credits from Menzies, which gives us no information – we found out about the new air deliveries when we read about it in the newspapers."

Claverley buys into Kennedy

A regional newspaper owner has taken a majority stake in the publisher of children's magazines such as Kick, Kraze and the official Mr Men and Hello Kitty magazines.

The Claverley Group, whose portfolio comprises Express & Star, the Shropshire Star and the Jersey Evening Post, bought the stake in Kennedy Enterprises last week.

Dean Barber has been appointed managing director of Kennedy Publishing and will work alongside shareholders Joanne and Paul Kennedy.

Claverley Group's chief executive Phil Inman said: "The deal shows Claverley's commitment to print and will further grow our business's portfolio."

Trinity Mirror deal at risk Industry can submit evidence about the sale before 25 April

Government launches Express takeover probe

by Olivia Gagan
RNreporter@newtrade.co.uk

Trinity Mirror's planned £126.7m takeover of Express Newspapers has been hit with a government probe into the deal.

Government regulator the Competition and Markets Authority (CMA) has said it will investigate whether Trinity Mirror's acquisition of Northern & Shell's newspapers and magazines stable, which include the Express titles and celebrity magazine

OK!, will damage competition in the UK media sector.

The planned purchase has already alarmed retailers, with margins being cut and cover prices bumped up in the wake of the takeover. Weeks after the deal was announced in February, retail margins dropped on Express and Star newspapers from 24.2% to 22.5% for weekday publications and 21% for weekend newspapers.

The CMA has called on the industry to submit

evidence to the investigation before 25 April. It has a 7 June deadline to decide whether to give the merger the go-ahead or to delay it while a deeper investigation is carried out.

The NFRN has welcomed the news and said it will submit evidence. President Linda Sood said: "We will remind the CMA that just a handful of public companies and individuals own the 11 daily newspapers and nine Sunday publications that now exist, and this will

be further reduced by the Mirror buyout.

"Secondly, the worst fears of independent retailers were recognised when cover prices on the daily and weekend copies of both the Express and Star increased but the margins that news stockists received were slashed."

Trinity Mirror can expect further scrutiny, as culture secretary Matt Hancock is going to consider whether the deal raises concerns about 'media plurality' in the UK.

Retailers see struggles for Pilot TV

Retailers have told RN that a new magazine themed around cinematic television may struggle in a challenging market.

Pilot TV, from Empire magazine's Bauer Media, hit shelves this week. However, Matthew Clark from Penylan News, Cardiff, expressed concern about potential sales.

"It's hard to sell magazines nowadays, and I don't get a lot of Empire out."

David Poluck, of HV Kingsley, London, said his customers do buy entertainment titles. However, he had had no pre-orders for Pilot TV, despite much marketing activity from Bauer.

Patrick Horton, managing director of Bauer's entertainment portfolio, said: "It is a challenge launching new magazines in a declining market, but there is such an interest in quality TV, we had to publish this magazine."

The publisher confirmed details of the launch were sent to 1,600 subscribers to

the Menzies Superleague monthly brochure, while 830 Smiths News independents had help with merchandising.

Fifty United News retailers received a counter unit, and stores that placed the magazine in front of fixture and sent Bauer a photo got £1 off their bill.

Canary Wharf retailer wins top PPA award

Peter Wagg, owner of News on the Wharf newsagents, has been named the 2018 Independent Magazine Retailer of the Year at the Professional Publishers Association (PPA) MagSell Awards. Mr Wagg, who owns five stores around Canary Wharf in London, plans to open two more by 2022. His first store opened in 1991. Mr Wagg said: "This was a very gratifying as this was a nomination direct from publishers and I had not nominated myself."



YOUR NEWS

Kosher eggs add international focus for store

A retailer boosted his egg sales by £250 in five weeks after stocking products tailored to the nearby Jewish community. Baz Jethwa, of Spar Crumpsall Lane in Manchester, began selling the kosher 15-pack of eggs when the store opened last month. To be suitable for practising Jews, the £1.65 eggs have no visible blood spots alongside a kosher ink stamp. Mr Jethwa said: "I'm having a big international focus in my store and I've sold 150 packs of the eggs since opening."



London stores' rate hike

Retailers in London's West End are battling above-inflation increases to their business rates as the new financial year begins.

Real estate advisers Altus Group said the hike in rates will hit 1,412 businesses across the busy shopping district following a re-rating in 2017. The changes began on 1 April.

Pralav Patel of Marshall News, London, told RN: "Our shop's business rate increase is above inflation, and we haven't received any advice or assistance about how to handle these additional costs. We're having to sell more just to keep our income stable. But we end up having to increase prices in store - which means customers buy less."

The news comes days after a report by the Local Data Company suggested high street store openings are at a seven-year low.

Facebook post raises alarm over fake £20 notes 'We didn't hear anything from the police'

Locals and social media join retail crime fight

by Olivia Gagan

RNreporter@newtrade.co.uk

Retailers are relying on social media and their customers and staff to be alerted to potential retail crime rather than by the local police, Sussex retailers have told RN.

Shop staff in the town of Rye were made aware of an alleged fraud involving fake £20 notes via a Facebook post on 9 April, which received more than 75,000 hits and 1,250 shares.

Retailers said two men in their twenties were distracting staff and paying for items using counterfeit cash.

A spokesperson for local convenience store chain Jempton's told RN: "We were made aware of this particular scam via locals.

"It's actually something that hasn't affected us as much recently, partly because we've increased our security measures and also because card and digital payments like Apple Pay

are becoming the dominant payment methods. It's the older generations using cash to pay now."

Rye Harbour Stores' Lorraine Atkinson Stevens said: "We found out via the Facebook post - we didn't hear anything from the police. We shared the post too.

"Fake £20 notes have always been a problem, but we have a scanner now to detect them. It's acted as a good deterrent - we've seen people in the queue to

pay leave when they see us scanning the notes."

A spokesperson for Sussex Police told RN the force could not comment on individual incidents without a crime number.

However, they advised retailers to research online to make sure they could recognise fake notes. "There is plenty of advice online about counterfeit currency [provided by] the Bank of England and National Crime Agency," it said.

Food to go grants deadline

Retailers in Scotland are reminded they 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 locally sourced food.

John Lee, head of public affairs at the Scottish Grocers Federation, which is handling applications, said there was considerable interest, with dozens sent in so far.

"The more applications we get, the more likely it will be renewed next year," he said. Decisions should be made by 31 May.

Milk in bottles poses new challenges

Newsagents are stocking glass-bottled milk to meet calls to cut plastic use - but bottle returns and higher costs pose a challenge for retailers who embrace the trend.

Abby Greenow, assistant manager at Pugh's Londis in Hay-on-Wye, told RN: "We switched over this week from plastic, after customers kept

asking for glass bottles."

Paul Matthews of supplier Bartonsham Farm, in Hereford, said: "We wouldn't normally supply newsagents with glass bottles, but since the start of the year requests are increasing.

"The main challenge for retailers is educating customers about the need to return the bottles. At

the moment we're trialling charging stores a 20p bottle deposit, which we then refund each week on return."

Ms Greenow said Pugh's passes this cost on to customers. "We've made the first bottle more expensive for customers to encourage them to bring the bottle back.

"The price goes back

down if they return the bottle."

Ms Greenow added that customers are increasingly shunning plastic packaging.

"Customers don't want to buy teabags, for example, because they're sealed with a plastic material. We're looking into stocking loose-leaf tea now too."

PRODUCT TRENDS

Flavoured waters show sales potential

With increasing sales opportunities expected for the 'water plus' category, soft drinks supplier Britvic is urging retailers to expand their ranges of flavour-infused waters.

Trystan Farnworth, commercial director for convenience and impulse at Britvic, said: "As health remains high on the agenda, stocking a range of innovative waters presents retailers with a great way to tap into the health trend and drive sales."

Joel Garnon, of Mace Kiel House Stores in Newport, said flavoured waters sell well, despite having a slightly higher price point compared to other waters.

"We sell the Best-one Sparkling Spring Water and the Strawberry & Lime flavour," he said.

Last week, Britvic announced the launch of a range of sparkling waters called Aqua Libra.

Clean up on outdoors

Unilever is urging retailers to stock a range of cleaning products for the garden and home to help increase sales across the season.

Paul Johnson, head of household care at Unilever, said: "With spring around the corner, Cif is launching its outdoor cleaning range.

"This comprises five new products designed to tap into the growing market of consumers who want to restore their gardens, as well as their homes."

The new collection features lime green packaging to distinguish the Cif Outdoor range from its competitors and the rest of its portfolio.



Shoppers want to enjoy beer without calorie fear

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

As more shoppers become conscious of their calorie intake from alcohol, retailers can increase sales by offering low-calorie and alcohol-free beers as summer approaches.

Toby Lancaster, category and shopper marketing director at Heineken, said 34% of consumers are limiting their calorie intake from alcohol, as part of a wider trend for making healthier choices.

Speaking at the launch of Heineken's category report, he said, "The no- and low-beer and gluten-free alcohol category has grown by 18% in value since last year. It is important retailers highlight how beer and cider can fit in with changing lifestyles. There is a huge potential around Heineken 0% as it contains only 69 calories," he added.

Cider director at Heineken, Emma Sherwood-Smith, said consumers also want alcohol-free variants of big-brand favourites.

"Consumers are looking for fresh ways to socialise with 'zero' options. With a higher RRP than soft drinks, new Old Mout Alcohol Free is a way for retailers to unlock additional sales," she said.

Meanwhile, a third of consumers have tried alcohol-free beer, according to Sharon Palmer, head of trade marketing at AB InBev.

"Younger generations are driving this trend as they are cutting alcohol and calorie consumption

in favour of more balanced lifestyles. In off-trade, beer and cider under 3.5% ABV has grown 37% in volume and 46% in value over the past year," she said.

Elaine Ball, of Bargain Booze in Brentwood, said she stocks alcohol-free lines Becks Blue Alcohol Free Lager, Bavaria 0.0% and Budweiser Prohibition Brew.

"Sales pick up in the summer when people plan barbecues. More people are now looking to enjoy beer without the alcohol," she said.

Stock whites and rosés for 'newbies'

Stocking a strong range of white and rosé wines can help drive sales among 18-24-year-olds, as this age group is likely to buy these varieties as a gateway to other wines, Accolade Wines has said.

Its 2018 UK Wine Report named this demographic 'newbies', because they are taking an interest in buy-

ing wine for the first time. However, despite making up 24% of total wine sales, they contribute the least to off-trade sales.

Andrew Nunney, category, shopper and insights director at Accolade Wines, said retailers must therefore offer a good range of whites and rosés, because they

are the varieties most frequently bought by this demographic.

"Young women are driving entry into the wine market and continue to dominate as their interest grows.

"Overall, 64% of newbies drink white and 64% drink rosé, compared to only 47% drinking red,"

he said.

Nilesh Patel, of PJ & VP Patel Convenience Store in Hainault, said women aged 18 to 24 years old buy rosé the most.

"Echo Falls and Jacob's Creek are two brands every retailer must stock.

They sell really well as they have a lower price point," he said.

BRAND SNAPSHOT



Old Mout for teetotallers

Heineken has launched alcohol-free Old Mout Cider in a Berries & Cherries flavour, in response to more consumers choosing to abstain.



Fruilicious voices

Haribo has included its Fruilicious variant in its 'Kids' Voices' TV advert, which will air for the first time this month.



Surf's up

Unilever is set to add Surf Gems to its fragrance laundry brand Surf, following the success of Persil Powergems last year.



A tonic for Diageo's gin

Diageo is adding Tanqueray Flor de Sevilla to its gin portfolio, so consumers can create a range of new and innovative drinks.



A proper new look

Propercorn is to add new packaging across its range, introducing a new colour pallet and bold illustrations to help products stand out on shelf.



New hot sauces

Unilever is expanding its Hellmann's BBQ and Creamy sauces range with three new flavours: Hot Dog, Honey BBQ and Chilli BBQ.



Devilishly good reserve

Concha y Toro has created a new tier for its Casillero del Diablo wine range, the Reserva Especial, with an RRP of £10.



Famous new styles

The Famous Grouse is to launch a range of everyday premium whiskeys, tapping into an affordable way for customers to enjoy new styles.



Rollover Hot Dogs

Rollover Hot Dogs is partnering with Chessington World of Adventures to offer a 2-for-1 entry voucher for the park with each purchase.

WHAT'S NEW



Gradz Bakery spirulina and pumpkin seed bread

This bread is designed for consumers looking for a premium, healthy loaf, as it contains superfoods and essential amino acids and vitamins.

RRP £4.49 (400g)

Contact hi@gradzbakery.co.uk



Amisa Organic Buckwheat crispbreads

Amisa Organic's Buckwheat Crispbreads are snacks produced in a dedicated gluten-free bakery. They can be cross-merchandised with cheese, hummus and peanut butter.

RRP £2.29

Contact salesteam@windmillorganics.com



Love Corn

Love Corn is a healthy, crunchy, premium roasted savoury corn snack that is popular in the Mediterranean and South America. It can be ranged alongside crisps and nuts.

RRP £1.20

Contact jamie@lovecorn.com



The Great British Biscotti savoury biscuit snacks

The brand is adding English flavours Red Onion Marmalade & Walnut, Stilton & Raisins, Spiced Apple & Chocolate and Sour Cherry & Double Chocolate to its portfolio this month.

RRP outers £2.99 (100g)

Contact paul@greatbritishbiscotti.co.uk



Serious Cheesy Puffs

Serious Cheesy Puffs are made with non-GMO ingredients and real cheese, giving them a more natural flavour than other cheese snacks. They can be ranged next to crisps.

RRP £1.50

Contact sales@cotswold-fayre.co.uk



Fentimans Cherry Cola

Fentimans Cherry Cola is a botanically brewed drink that comes in cans suited to events where glass bottles are not permitted, such as festivals.

RRP £1.19

Contact info@fentimans.com

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



Raw Chocolate Pie snack

This chocolate bar is dairy-free, gluten-free, soya-free and contains no-added refined sugar. It is also suitable for vegans, diabetics, coeliacs or anyone with lactose-intolerance.

RRP £2.45-£2.95

Contact rawchocpie@gmail.com



Joe & Seph's Simply

Joe & Seph's Simply range is designed as a more premium, everyday snack that offers independent retailers a greater margin as well as a point of difference to other brands.

RRP £1

Contact joe@joeandsephs.com

Focus

Premium biscuits

To cater for consumers looking to indulge, retailers should offer a selection of premium biscuits.



Teoni's choc-chip cookies

Teoni's chocolate chip cookies are all handmade and dipped in dark chocolate, appealing to those looking for an indulgent treat.

RRP £3.99

Contact teoni@teoniscookies.co.uk



Island Bakery Lemon Melts

Island Bakery's Lemon Melts are the brand's bestseller, with packaging designed to appeal to consumers looking for artisanal biscuits.

RRP £3.32

Contact joe@islandbakery.co.uk



Biona Blueberry Cookies

These wholegrain cookies are filled with organic blueberries and are designed for snacking on the go or dunking in tea or coffee.

RRP £2.25

Contact salesteam@windmillorganics.com

Soban Shanmuganathan

Burgess Stores, Goudhurst, Kent

We stock the small packs of Borders' premium biscuits and the tins sell really well at Christmas. For us, it's definitely worth investing in premium biscuits, especially since we are in a rural area

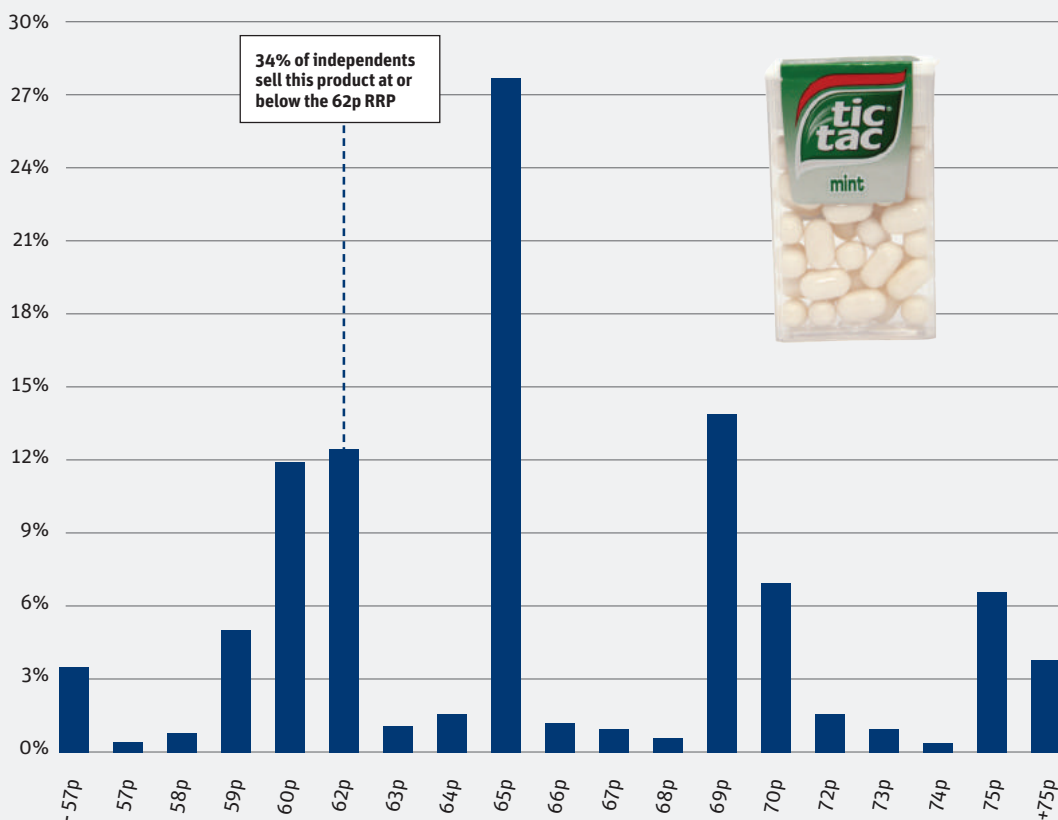


PRICEWATCH

Profit checker Mints

Price checker

TIC TAC MINT 18G Price distribution %



PRODUCT
Polo Mints 37g
Polo Spearmint 37g
Trebor Extra Strong Mints 45g
Trebor Softmints Spearmint 45g
Trebor Softmints Peppermint 45g
Mentos Chewy Mints 38g
Polo Sugar Free 37g
Tic Tac Mint 18g
Fox's Xxx Mints
Trebor Extra Strong Spearmint 45g
Murray Mints 48g
Mint Imperials 43g

Analysis

Mints might be a longstanding part of the confectionery category, but its reputation as a traditional product can mean they can quickly get lost in a sea of novelty sweets and sharing bags.

Of the retailers surveyed this week, 27.7% opted to price their packets of Tic Tac Mint at 65p – three pence above the Booker RRP of 62p. Only 21.5% of those questioned chose to price below RRP and a similar

number (21.1%) priced well above the recommended price at 69p to 70p. One in eight priced their packs between 72p to 95p, suggesting a product that can sell at a wide range of prices and where higher margins can be reaped.

How we drive our profit

Perry Pirapakran

STORE S&M Supermarket
LOCATION London
SIZE 1,500sq ft
TYPE parade

TOP TIP

Position mints by the till – customers will grab a pack when they're buying a newspaper or cigarettes



My Tic Tacs are 62p and I sell at Londis' RRP for all my mints. I find unusual flavours in the category sell well, such as Orange & Lime Tic Tacs or Spearmint, rather than traditional peppermint flavours. I don't think mints are a growth category – sales are steady and tend to come from the over-35s. Elderly customers are the biggest buyers of traditional brands, such as Polos and Murray Mints, and I do well with pricemarked packs of those. In contrast, kids are more interested in novelty chewing gum and bubble gums and sweets rather than mints.

Shaun Marwaha

STORE Shaun's Best for Value & Service
LOCATION Cardonald, Glasgow
SIZE 2,500sq ft
TYPE residential

TOP TIP

Keep your display moving. Shift your products around if they're not performing well in their current location



We sell our Tic Tacs at 59p, which is below RRP. We price them at this figure because mints aren't a big seller for us – in fact, we've moved them away from our tills where we used to place them. They just weren't selling, so we decided to change our strategy and now they sit with all the other confectionery. The Trebor range sells the most out of the mint category, with the extra-strong variety particularly popular. However, chewing gum has overtaken packets of mints as the choice for younger people, so that's where our focus is.

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

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 SMALL NEWSAGENT IN S MANCHESTER SUBURB	RETAILER 2 MAIN STREET C-STORE IN SMALL N SCOTLAND VILLAGE	RETAILER 3 HIGH STREET C-STORE AND POST OFFICE IN LEICESTERSHIRE	RETAILER 4 LARGE NEWSAGENT IN A LONDON BUSINESS AREA	RETAILER 5 HIGH STREET NEWSAGENT IN SWANSEA SUBURB	RETAILER 6 SMALL LOCAL SHOP AND POST OFFICE IN YORK VILLAGE
58p	51p	65p	60p	58p	68p	65p	55p
57p	50p	65p	60p	58p	68p	65p	55p
64p	56p	65p	60p	-	71p	65p	60p
63p	56p	65p	60p	63p	72p	65p	60p
63p	56p	65p	60p	63p	72p	65p	60p
58p	55p	-	-	49p	-	65p	50p
58p	50p	65p	60p	58p	68p	65p	55p
66p	62p	69p	60p	62p	83p	65p	75p
56p	48p	-	-	63p	-	65p	-
62p	56p	65p	60p	63p	71p	65p	60p
67p	70p	65p	-	-	79p	-	-
66p	70p	-	65p	-	-	-	60p

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Baz Jethwa

Spar Crumpsall Lane, Manchester



Carrs Pasties (£1.68)



Where did you discover them?

I discovered them decades ago by getting to know the owner and this relationship has helped me gain quite a thorough knowledge of the range of products available. The company is based nearby in Bolton, so there's very little worry about availability.

Who buys them?

There's a mix of customers who purchase them across all my stores. My Crumpsall Lane store in particular has a good customer base because it's right near a tram stop and the demand I get comes from a mixture of young professionals who want a quick breakfast on their way to and from work, alongside nearby families who need a convenient snack. Elsewhere, it's mainly just locals on the weekend.

Why are they so successful?

Food to go is a really popular category and I've been promoting it heavily over the past few years. Products from Carrs Pasties are particularly popular because customers know them quite well and so I sell more than 150 every week. They're quite prominently displayed at eyelevel in my stores, which helps quite a lot. Another reason for their popularity is their reasonable price.

Harry Goraya

STORE One Stop – Nisa Local
LOCATION Northfleet, Kent
SIZE 3,000sq ft
TYPE main road

TOP TIP

Try siting your mints and chewing gum together. It makes them stand out and customers will often pick up both.



Sales are steady for our mint products. We place them along our queuing barrier with chewing gum, as it's something customers will pick up while they're waiting. We charge below RRP for Tic Tacs, at 59p. Trebor has made an effort and its sales team has visited us and helped with merchandising, which has supported sales of that brand. In general, however, I've noticed sales reps don't really give much guidance for mints, and in terms of new products, there's not really much that comes out to try to encourage sales.

Bob Sykes

STORE Denmore Premier Food & Wine Store
LOCATION Rhyl, Denbighshire
SIZE 1,000sq ft
TYPE main road/residential

TOP TIP

Stock a variety of a popular brand's products – Trebor's Soft Mints, Strong Mints and Extra Strong Mints are all good sellers



Our Tic Tacs are priced just above RRP, at 65p. Mint sales in general are slow but steady in our shop and it is adults rather than children who buy them. We're planning to move our mints up to the sales counter, as they're a good impulse purchase – we just have to find the room. At the moment they're with the rest of our confectionery range but it would be good to try to drive sales by putting them in the eyeline of people at the till. Trebor Strong Mints are the most popular brand, while Polos don't sell as well any more. ●

YOUR VIEWS

YOUR LETTERS

■ Why do I get my papers hours later than my neighbour?

My shop is within arm's length of the independent next to us, and yet Smiths News has decided to put us on a different delivery route, so I get my papers a few hours later than the store next to me, despite us sharing the same postcode.

You would think Smiths would want to save fuel and be economical, but despite me raising this point with Smiths, no-one has got back to me. Not only are my deliveries scheduled at a different time, but I always get them late.

This has been happening for some time and I've noticed my regular customers going to buy newspapers from our competitors now. I'm losing business.

Moreover, when I do get my papers they are delivered by a driver who has not only snapped the key to our lock three times in two years, but he refuses to put the papers in the storage box, and instead throws them onto the floor where they get wet and ruined.

This has been going on for eight years, and despite being told on



I get my papers a few hours later than the store next to me, despite us sharing the same postcode

Bhavesh Parekh



numerous occasions that Smiths' transport manager would ring me, he never has.

I know that another store near us has had the same issues with Smiths regarding the bad postal service and rude drivers, but I feel like at this point Smiths just does not care. I think I deserve some compensation or at least a reply from Smiths.

Bhavesh Parekh
Kwiksave, Bolton

A spokesperson for Smiths said:

"There are a number of factors that determine the routes our customers are placed on. The locations of other stores only plays one part in this. We apologise that Mr Parekh is having issues – the depot will contact him directly to discuss his delivery times and any other outstanding concerns."

■ I need answers from Menzies over delays on credits

I have been having issues with Menzies since Christmas – it has been continually late in issuing credits for magazines, sometimes by as much as three to four days.

I think the cause of the delays is that it has stopped posting credits over the weekend, as result of cut-backs in staff, in my opinion.

From my point of view, this means our bills have been piling up over some weeks – one week the cost will be really high, the next week, less. This pattern has been ongoing for some time and it causes credit issues for us.

I'm on a WhatsApp group with other retailers and it looks like they have been having the same problem.

I have contacted Menzies about this, and all it said was that it was simply "running late".

It's getting to the stage where I need answers to what is going on.

Nilesh Patel

Pl & VP Patel Convenience Store, Hainault

A spokesperson for Menzies said:

"Our local management team has been alerted to Mr Patel's concerns, and will approach him directly to seek a resolution."

YOUR SAY How are increases to business rates and the National Living Wage affecting your business?



Eren Enzel

Eren's Newsagents, London
I, like every other retailer around me, am finding the increases hard. The thing that is most frustrating is there is little consistency in the ratings or in the decision making behind the rates. For example, my store occupies three buildings, all next to each other – I pay three rates, and they're all different. They made the business rates free for one building, then drove the rate up to a high level on another of the store buildings – cancelling out any benefit to me. It felt like they were robbing Peter to pay Paul.

Patel Pralav

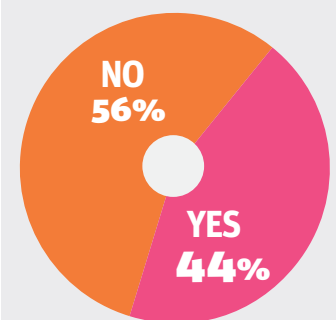
Marshall News, Soho
The issue with business rates and changes to minimum wages

is the amount you need to sell just to make the same amount of money you used to keep rising. For business rates in particular, it's hard to see the justification for the rates they impose. I also question the fairness for retailers, when the rises can be above inflation in some instances.

Scott Graham

McLeish, Inverurie
My issue with business rates is the inconsistencies. We had a double-digit jump last year. The way the rates are calculated can be hard to understand, and are based on things like the shape of your store – so a long, narrow store could pay a completely different rate to one with a wide front, like ours. The government needs to look at these issues before it makes further hikes.

RN READER POLL



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

NEXT WEEK'S QUESTION

How have you begun reducing the amount of plastic packaging in your store?



Vote now at
betterretailing.com

MAKE A DATE FOR A GREAT NIGHT



NFRN London district's next trade event is planned for 26 June and will take place at Sattavis Gaam Function Hall, in Wembley Park, London.

The district has a proud tradition of holding successful regional trade shows and this year supplier Phillip Morris is the

main sponsor while Pladis and Bestway have confirmed attendance.

Up to 350 retailers are expected to attend the show and all are welcome. A free, freshly-prepared curry will be provided and there will be a raffle prize draw. All money

collected will go to the president's chosen charity.

Nilesh Patel
London district NFRN president

100 YEARS AGO

20 April 1918
Retailers in the Midlands and the north were continuing a bitter strike over the wholesale prices of Sunday newspapers. "New adherents are joining the strikers almost daily," it was reported.

VIEW FROM THE COUNTER with Mike Brown



Is Norway the most expensive country in the world? Probably, but who cares because England Women's U17 football team returned triumphant on Easter Sunday having qualified for the Euro finals in Lithuania in May.

After no holidays for four years I am suddenly as well-travelled as Michael Portillo following my daughter's exploits on the pitch.

My last two packets of Fruit Pastilles went out of date so I was contemplating delisting them when I noticed the outer sizes are now smaller (they were 48 and are now 32). This helps my cash flow and rather than rationalising my range I can now afford to stock the whole Nestlé range with less risk of stock going out of date.



As an almoner for NewstrAid (Old Ben) I visited my beneficiaries over Easter. One couple who live in Billingham had a shop next door to a theatre called Billingham Forum.

Ken Dodd, who died recently, performed there regularly and he would visit their shop, notebook in hand, to glean any juicy gossip about local people.

At the show the audience were amazed and delighted how much Ken Dodd knew about them, but never twigged the source - the local newsagent. Mr Dodd was not so popular with the coach drivers as the show often ran over until 2am. Mind you, he always said at the start that he hoped everyone had brought their sandwiches.

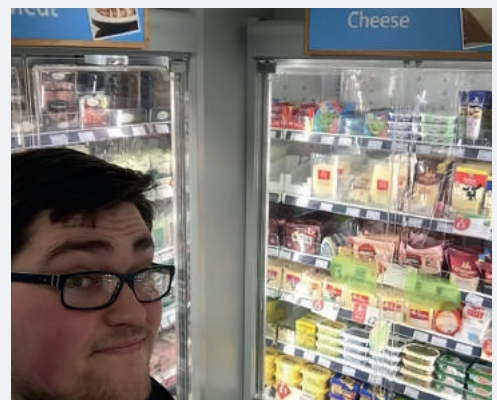
YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Well done to the retail team for their efforts over the past two days at #nisaexpo Great interaction with members and prospects with some great new stores signed. Well done all

Nisa Midlands
@NisaMidlands



Evening all. Happy to be on twitter and proud to represent our store and the fabulous deals we offer to our great community!

Ashley Allen
@AshleyA29401197

Replying to - Raymond Lucas @DrRayLucas @MCCAnctsClaytn what can be done about the construction noise on the site across from @ancoatsgs on Blossom St - it's utterly appalling. Should see the dirt coming into store and on the windows...

ANCOATS GeneralStore
@ancoatsgs

Well done Dan, runner up in the biggest category. Maybe they couldn't handle two Scottish wins in one night

David Bateman
@DBateman
67nisa



ACADEMY IN ACTION



Digital Engagement

In part five of the IAA's 12-week programme, the IAA – and its category partner PayPoint – helps Bhavesh Odedara stand out by looking at digital engagement



Name	Bhavesh Odedara
Shop	Nisa Local Canvey Island
Location	Canvey Island, Essex
Size	2,600 sq ft
Staff	5 full-time, 5 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.



This week, our area of focus is digital engagement, which is about how you use technology to listen, learn and communicate with existing and potential customers both in-store and online. Excelling in digital engagement requires a consistent approach with clear objectives. When successful it can grow every area of a business from basket size to footfall to reputation.

Before completing the benchmarks for your shop on the next page, read about Bhavesh's Academy in Action experience. For Bhavesh, working with PayPoint's Group Marketing Director, Steve O'Neill, to build a new digital strategy could be the answer to improving store performance on a busy street where a café, Co-op, bakery and butchers challenge many of the staple elements of a modern convenience store.

How can the IAA help Bhavesh turn digital opportunities into tangible business benefits?

Want to see more?

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



WHY I TAKE PART

“We used to be more active online but the staff member responsible for maintaining this left and we struggled to keep it going, but I'm keen to pick it back up. Taking part in the IAA and working with PayPoint provides the opportunity to get our online presence back on track, and to look at new ways to understand what the community is looking for before they set foot in store.”

IAA ADVICE

Bhavesh's challenge: Ensuring customers can easily find out about his store online

Bhavesh's Google profile features opening hours and has the correct location, but the images are dated and the shop description does not reflect the wide ranging available. Can better information boost footfall?



Steve says: "Every missing or incorrect piece of information online can result in a shopper not stepping through the door. By taking ownership of his store's Google listing Bhavesh can call the shots on how his business is shown online. Adding photos and information will show those searching for goods or services in his area that his store is the best choice."

Action Take ownership of your shop's online Google listing, update it with photos and describe the categories you sell.

Bhavesh's challenge: Connecting with his customers through social media

Bhavesh is reliant on Nisa's social media posts featuring promotions to drive footfall into his shop, but as the promotions are also featured in-store, he is unaware of their impact. Could a different approach get results?



Steve says: "Leave promotions to the national page, and build a Facebook page that is about you, your team and the products or services you have in-store. Shout about the great work you do and find out about what your customers want by asking questions. If it's not something you feel comfortable doing, ask a staff member to take responsibility for updating it."

Action Ask a staff member to update the shop's Facebook page and post a few images each week, and set engagement targets.

Bhavesh's challenge: Understanding his business and customers with data

Bhavesh uses his EPOS system to track sales, but some categories aren't performing as well as he would like and he would like to grow his average basket spend. Can a more experimental approach be the solution?



Steve says: "Looking at Bhavesh's ketchup range for example, there are eight lines but how many are selling? In soup some lines are triple faced, would losing a facing decrease sales? Experiment, measure the results and be ruthless in delisting lines that don't perform. Facebook polls can be used to identify new product or category demands to utilise the newly made space."

Action Review ranging, facings and prices on a few lines, measure the impact and use the findings to improve your offer.

PARTNER ADVICE

There are interesting local challenges and competition which are impacting Bhavesh's categories. Today we've discussed using free digital tools to get closer to his shoppers, and they will really help him carve his own space in the market.

Steve O'Neill
Group Marketing Director
PayPoint



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 customers can easily find out about you online

- Can your shop name, address, a brief description and your opening hours be found easily online?
- Are there positive reviews of your shop from customers on sites like Google or Trip Advisor?
- Are there recent news articles and high-quality photos of your shop online?

Connecting with customers & suppliers through social media

- Do you post on sites like Facebook, Twitter, Instagram or LinkedIn every day?
- Do you post engaging content and photos in order to start conversations?
- Do you have a strategy of who you want to engage with and how?

Giving customers more options and simpler ways to buy

- Do you have express payment facilities like contactless or Apple pay?
- Can customers buy online or over the phone with you for collection or delivery?
- Do you have an app where customers can view and buy from your range?

Enhancing the shopping experience

- Do you offer free Wi-Fi for your customers and tell them about it?
- Do you use beacons to send targeted messages to mobile phones?
- Do you use interactive technology like screens or electronic badges to showcase offers?

Understanding your business and customers with data

- Do you collect data on your customers?
- Do you analyse the data so you can better understand them?
- Do you use this information to make decisions about the strategy of your shop?

3 Pick one thing to improve

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



CREATE YOUR OWN SHOP REPORT

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

Next week: Availability

CATEGORY ADVICE

In the spirit of sales

RN rejoins two retailers to see the results of Diageo's changes to their spirits fixtures. Have sales increased over the trial period?

In April, RN and Diageo experts Ben Jackman and Benjamin Inwood visited two London retailers as part of the My Store Matters programme, to help them identify opportunities in the category and improve their spirits sales. They gave advice on range, merchandising and display, and made changes to the retailer's offerings. Now the trial period has ended, have our retailers seen their spirits sales rise?

THE RESULT
£2,831

predicted spirits sales increase for Manmohan, per year, based on data from the six week trial



FOCUS ON
MANMOHAN
GHATORA

Barnett's Deli,
Stanmore

CHALLENGES

- **Display:** Manmohan's spirits lines weren't arranged by type, so it wasn't obvious to shoppers which lines he carried.
- **Grab attention:** Premium brands are important to sales, but top-selling lines weren't standing out in Manmohan's fixture.
- **Plan ahead:** Some of the bestsellers were missing from Manmohan's display after a busy period, meaning he could miss out on sales.

CHANGES TO DRIVE SALES

- **Display:** Manmohan's fixture was remerchandised to place products like rums and whiskeys together vertically, making it easier to shop.
- **Grab attention:** Premium spirits brands were packaged in eye-catching gift boxes to draw shoppers' attention.
- **Plan ahead:** A bigger range of bestsellers was kept in Manmohan's stockroom in preparation for peak periods, meaning he's never at risk of losing out.

MANMOHAN SAYS

I have noticed real improvements in my spirit sales since Diageo helped make changes for us. For example, 35cl Captain Morgan has sold about three times as much during the trial period, and I've sold new lines that we've introduced during the visits. Importantly, the display also looks really good and is easy for shoppers to understand, so we'll definitely be keeping Diageo's changes in place.

After



Before



KEY LESSONS

- 1 Make sure spirits of the same type are merchandised together to keep your display clear.
- 2 Draw attention to premium lines with PoS and attractive gift boxes.
- 3 Stock up to make sure you're never leaving gaps in your fixture.

in association with

DIAGEO

FOCUS ON KAMLESH PATEL

Londis Manor
Park, London

CHALLENGES

- **Visibility:** Kamlesh's display didn't highlight his expansive range and competitive pricing.
- **Premium brands:** Some bestsellers weren't as visible in the fixture as possible, meaning a potential loss of higher-value sales.
- **Trends:** Up-and-coming spirits, such as gin, were displayed further from Kamlesh's till out of customers' eyeline.

CHANGES TO DRIVE SALES

- **Visibility:** Clear on-shelf labeling, PoS and shelf strips were introduced to highlight Kamlesh's range.
- **Premium brands:** Premium brands, like Ciroc, were placed higher up and centrally within the fixture to draw shoppers' attention.
- **Trends:** On-trend gin, such as Gordon's Pink, was repositioned closer to the till in customers' eyeline to help Kamlesh cash in on sales.

KAMLESH SAYS

We have seen real improvement in the spirits category during the trial. The reason it's working is because our customers have noticed the change and really appreciate seeing something different – it makes them more likely to buy. I learned a lot from Ben and the changes he made, sales have been steady since Diageo's visit. I think all retailers should take part in similar projects, whether they have a large or small store – it can only benefit them.



THE RESULT
£5,404

predicted spirits sales
increase for Kamlesh, per
year, based on data from
the six week trial



After



Before

KEY LESSONS

- 1 Highlight your spirits range and great prices with PoS and clear labelling.
- 2 Encourage trading up to premium lines by positioning them centrally.
- 3 Bring trending lines closer to your pay point to boost last-minute buys.



DIAGEO'S TIPS

- 1 Premium spirits are driving growth, so make sure they are clearly visible to capitalise on impulse buys
- 2 Fractionals are also growing, so stock bestsellers in 20cl and 35cl bottles
- 3 Group soft-drink mixers with spirits to appeal to occasions like the big night in

EXPERT ADVICE

BEN JACKMAN

Business Development
Executive, Diageo



"I'm pleased with the results - both retailers have seen sales uplifts and managed to maintain sales after Christmas when they usually drop. In convenience it's very important to make the in-store experience easier and lay out fixtures so they're easy to follow. We achieved this by remerchandising and improving product displays, even though both shops were very different."



GET INVOLVED

DRIVE SPIRIT SALES IN YOUR STORE

For more advice and tips, go to

betterRetailing.com/raise-your-spirits



INDEPENDENT
Achievers Academy

#IAA18

UNCOVER YOUR SHOP'S MAXIMUM POTENTIAL

Benchmark your shop today at 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



CONSOLIDATION



The inside story

For months, RN has been following the ups and downs, tos and fros of the symbol and wholesale market. Bringing together interviews with the key players, expert analysis and RN specialist reporting, **Tom Gockelen-Kozłowski** tells the inside story of all the deals, mergers and collapses

Tesco-Booker

This particular period of consolidation began with the uniting of two immense companies: Tesco and Booker. Yet, while the firms involved are huge, there is an intensely personal story behind the merger which stole the headlines in January 2017.

Booker's chief executive Charles Wilson and Tesco's still-new boss Dave Lewis met at a golf club to first discuss and then agree to a merger between the two men's companies.

The two were friends from the latter's days in charge at Unilever and continued to hold a series of secretive meetings while both company's lawyers thrashed out the deal. The James Bond-style secrecy may have seemed over the top but days after the deal was announced, the collapse of Kraft Heinz's £115bn bid to take over Unilever suggested

the cloak and dagger approach had been the right one.

Speaking to journalists days after the deal was made public on 21 February 2017, a visibly relieved Charles Wilson was happy to accept praise for a "text book" merger.

And he argued passionately the deal would be good news for the industry: "Booker has got real wholesaler expertise which we want to preserve and grow. Tesco has retail expertise and bringing some of the benefits to all independents is something that will help them."

Yet the deal still faced controversy and criticism, being loudly denounced by – among others – independent wholesale boss Steve Parfett.

Last August, he told the This Is Money website: 'It will create some tremendous problems for the wholesale market. It will also

“

Tesco should never have been allowed to purchase One Stop, Dillons and Day 'n' Night stores

cause some huge headaches for major grocery suppliers because at the moment they get a much better price for their goods from the wholesalers than they do from multiple retailers."

Others look further back, arguing Tesco has had a malign influence on independent retail for far longer. Bill Grimsey, the former Iceland boss who is currently writing his second report on the future of the high street points back almost two decades.

"There are some of us who said way back in the early noughties that Tesco should never have been allowed to purchase One Stop, Dillons and Day 'n' Night stores," he says of the supermarket's 2001 purchase of what became much of the Tesco Express estate.

Mr Grimsey says the CMA decision to allow the Booker-Tesco merger through will be, in his mind, »

CONSOLIDATION

Consolidation: A timeline

BOOKER
WHOLESALE

TESCO
Every little helps



Jan 2017

- Booker and Tesco announce a merger. Tesco chief executive Dave Lewis tells the London Stock Exchange the move will “help independent retailers, caterers and small businesses by further improving choice, price and service”.



Dave Lewis
chief executive
Tesco

October 2017

- Palmer & Harvey enters rescue talks with private equity firm Carlyle Group.

May 2017

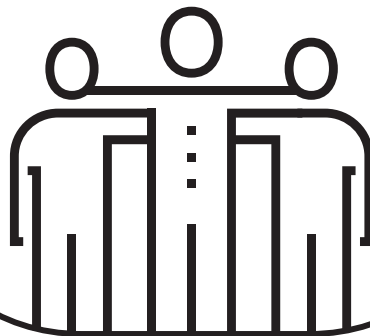
- At its annual tradeshow, Pro-retail, P&H managing director Martyn Ward refuses to answer any questions from journalists about the firm’s troubled financial situation.
- At the end of the month, the Competition and Markets Authority opens its report into the Tesco-Booker deal.



Martyn Ward
managing director
P&H

April 2017

- Palmer & Harvey announces a new refinancing deal with creditors JTI and Imperial. The announcement comes after Tesco agrees to continue its distribution with the firm.



August 2017

- The Co-op emerges as the most likely suitor in a bid to acquire Nisa. Rumours at the time suggest supermarket group Sainsbury’s was also in the running.
- In a further example of supermarkets moving into the wholesale supply chain, Morrisons signs an agreement to supply the entire McColl’s estate. This includes 1,500 convenience stores and 350 newsagents.

similarly negative for the industry. “You have to conclude that Tesco and Booker could do that to control pricing and competition in an unfair way,” he says.

Both Tesco and Booker have repeatedly argued their merger will not adversely affect the competitiveness of the industry. In December, the Competition and Markets Authority cleared the merger and in February the deal was finally concluded.

Last week, one of the first Tesco developments for independent retailers was revealed: 30 Tesco own-brand labels will be re-labelled for Booker brands and trialled in stores.

Palmer & Harvey

“No one wants to say it but I will: it was bad management,” says David Gilroy, former Bestway director,

of the spate of collapses in recent months.

“Palmer & Harvey is the classic example. How can you take a business that has £5bn a year turnover and lose money? As with Conviviality, it is the failure of senior management to steward the business in a responsible way, which has led to job losses and, in P&H’s case, supplier debt.”

Such stinging criticism may be bold, but off the record, suppliers, wholesalers and retailers appear to agree that the company’s collapse was a unique, calamitous event.

In the immediate aftermath wholesalers of all kinds came together to stock retailers’ shelves and at the Federation of Wholesale Distributors’ Gold Award annual gala dinner less than a week later, talk on and off stage was of the pride at the response.

“

No one wants to say it but I will: it was bad management

Comparing industry reaction to recent issues with Conviviality, Blakemore and KerryFresh, Bestway chief executive Martin Race said: “The trade hasn’t come together in the same way because Palmer & Harvey was a much bigger crash.”

Although rumours of difficulties (and a refinancing deal announced seven months previously) meant Palmer & Harvey’s dire situation wasn’t a surprise, the tight-lipped approach of its senior management and sheer scale of the company meant its collapse was shocking to the industry.

Administrators PricewaterhouseCoopers have since revealed that among its more than £700m of debt, the company owed £3.5m to Red Bull, £17.4m to Coca-Cola European Partners and £66m to tobacco firms JTI and Imperial Tobacco.

November 2017

- Palmer & Harvey collapses. In total, 90,000 stores are supplied by the company and distribution is thrown into chaos. The industry – including Bestway, Today's, Landmark and Booker – unite to plug the gap in supply.
- Nisa members, meanwhile, vote by a margin of three to one in favour of a proposed takeover from the Co-op.
- Costcutter also announces a tie-in with the Co-op. Boss Darcy Willson-Rymer says he hopes the supply deal with “put to bed” the availability issues that had occurred due to its reliance on the ailing P&H.

December 2017

- Following a set of seemingly strong financial results, Conviviality purchases P&H chain Central Convenience. It is just the latest in a series of acquisitions by the firm including drinks wholesaler Matthew Clarke and events organisers Peppermint.
- The Tesco-Booker deal is given the ‘final okay’ by the CMA.

**April 2018**

- Bestway Wholesale purchases Bargain Booze, Wine Rack, Select Convenience and WS Retail from Conviviality for £7.5m. One analyst describes the knock-down price as represents the “deal of the century”.

March 2018

- On 14 March, Conviviality announces the surprise decision to cancel its dividends to shareholders as it reveals a surprise £30m tax bill must be paid by the end of the month. An “arithmetic error” had also been blamed for a drop in its profit forecast and six days after the tax bill had been revealed, chief executive Diane Hunter resigns from Conviviality with immediate effect. The company ends the month in search of administrators.
- Blakemore, meanwhile, announces it is putting its wholesale division up for sale, including 12 depots nationwide. As RN goes to print, it remains unsold.

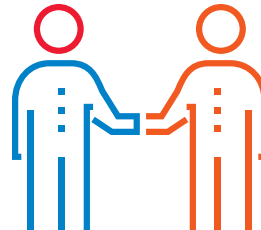
- In a further setback for independent retailers, delivered chilled wholesaler KerryFresh collapses. Highlighting the interlinked nature of the market, one contributing factor in the company's demise is reportedly the delay in its insurance claim for losses following the collapse of P&H.

**January 2018**

- In an update, Palmer & Harvey's administrators PricewaterhouseCoopers reveal the company collapsed with £453m to suppliers. This included £17.4m to Coca-Cola European Partners and nearly £70m to JTI and Imperial.

February 2018

- Tesco-Booker deal is finalised.

**Co-op/Nisa Co-op/ Costcutter**

There is an admission from both Nisa and Costcutter leaderships that there is work to do in regaining trust of the retailers who suffered as availability issues (and then the post-P&H full collapse of supply in some cases) came to define their service.

Co-op became the front-runner – overtaking Sainsbury's – for a deal with Nisa in October 2017. One month later Nisa retailers gave the move the green light while Co-op stepped in to supply Costcutter stores in the aftermath of P&H's collapse.

In 2018, however, there is a sense from both companies that they are looking for a clean slate – even if the market remains volatile.

At this month's Stoneleigh event, Nisa's chief executive Arnu Misra

told RN: “We can't take anything for granted. With everything going on that's not in our control, we've just got to make sure we deliver, come back to the basics day-in day-out. We're fighting on a number of fronts, we've just got to keep it simple.”

Darcy Willson-Rymer, chief executive of Costcutter, said the company was aware that consolidation was on the horizon for a number of years, but that it was the grocer-led nature of it which had taken the business by surprise. An optimist, he believes the links with grocers will help independent retailers “maintain competitiveness” in an otherwise difficult market.

And although the Co-op's supply chain also stabilises the businesses after the difficulties with P&H, Mr Willson-Rymer doesn't believe

“

With everything going on that's not in our control, we've just got to make sure we deliver

the move will be a cure-all for the business:

“As the dust settles, it will quickly become clear that consolidation was never going to guarantee success in itself. Responding to changing shopping behaviour and the impact of regulatory pressure is arguably of far greater importance and is where the future of competition really lies.”

The Co-op-Nisa merger remains subject to CMA approval.

Bestway/Conviviality

As the second biggest wholesaler in the UK, Bestway was always going to react to the Tesco-Booker deal, particularly after the fall of P&H and the moves by the Co-op group made the market, from their perspective, a transformed one. Martin Race says it is a strength of the business that they could do this at their own pace and in their own way:



CONSOLIDATION

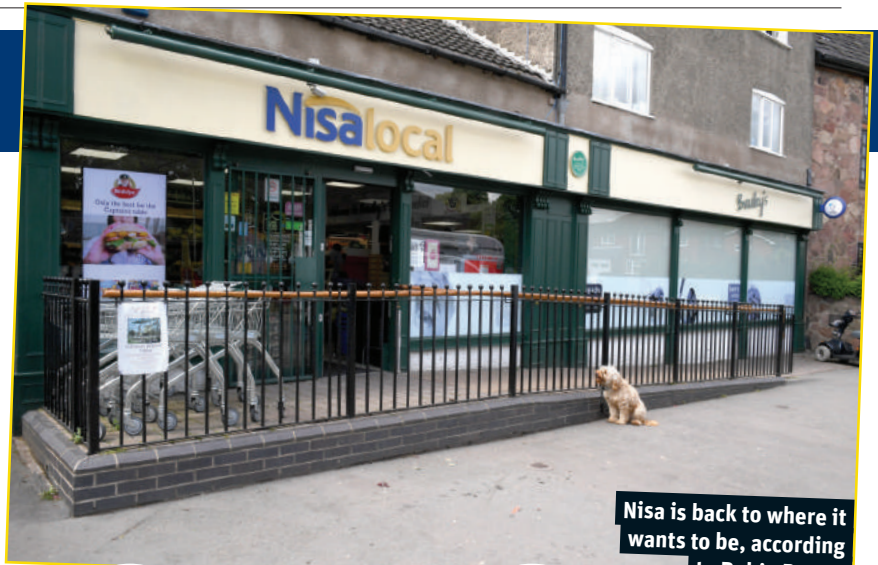
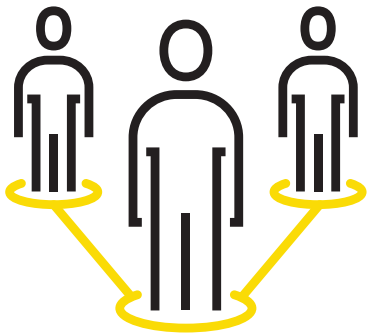
Brighter days ahead? Retail leaders on the future

Martin Race

managing director,
Bestway Wholesale



You only have to look at some of the major successes in retail to know that there are fantastic opportunities in this industry. All the businesses we acquired from Conviviality were profitable businesses. Best-one is growing at almost 17% per year. So, retailers are prospering. You look at the young blood coming through the sector – the future is bright if you are willing to put in the work and the hours.



Nisa is back to where it wants to be, according to Robin Brown

Darcy Willson-Rymer

chief executive,
Costcutter



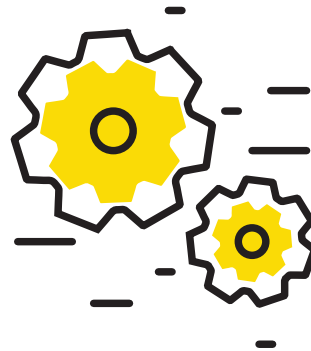
By partnering with the Co-op we have both responded to the sector consolidation issues and provided a compelling own brand and franchise option. It resolves the supply issues we were facing, meaning we can use our retail expertise to deliver on our industry-leading Shopper First Programme. This will enable retailers to respond to the needs of shoppers, drive footfall and grow sales.

Darren Goldney

managing director,
Today's



We have bright times right now. There are some really decent stores out there – one of the first independents I visited in this role was a store which had taken over a failing Sainsbury's Local and was thriving as a local community store. The challenge for Today's helping stores after P&H is to make sure retailers use depots when it's not an emergency.



"As a business we are not beholden to the city or external shareholders so can make decisions which are right for the business and our customers without outside interference. If an opportunity comes up which means we can get stronger – rather than bigger – then we will look at it."

This strategy does not mean the firm is against quick moves, as the company's £7.5m purchase of Conviviality Retail's Bargain Booze, Wine Rack and Select Convenience stores this month highlighted.

The demise of Conviviality is an Icarus-like tale and the story behind it is only gradually emerging. As recently as December the company was taking part in the P&H corpse-picking, acquiring Central Convenience for £25m. The company also trumpeted its 2017 financial figures, but its 85% jump

in turnover, which then looked market-defyingly strong, would only later give credence to those who said the company "grew too fast".

A "forgotten" tax bill of £30m, an inability to find credit and the disappearance of investor confidence led to a swift, ruthless end for the company.

Phil Carroll, an analyst at Shore Capital, told the Financial Times on the day of its collapse that he was "lost for words" at Conviviality's demise.

So, Bestway stepped in and bought the company's retail division for £7.25m, thereby saving 2,000 jobs and adding three new fascias and more than £1.5bn in revenue.

Today's

Independent wholesale has widely been assumed to be the big loser of consolidation. Today's managing



If an opportunity comes up which means we can get stronger – rather than bigger – we will look at it

director Darren Goldney doesn't agree.

"A glass half empty analysis would be 'oh dear, Tesco is getting big and Amazon are here – poor little independent wholesaler. How will they compete?'"

"But from a glass half full approach our supply partners' choice of route to market is going down," he says.

The argument put forward by him and others is that as the grocer-merged symbol and wholesale groups rationalise their ranges in search of efficiencies, suppliers will be looking for access to consumers through new routes. And in the negotiations that follow it will be the wholesalers' buyers whom hold all the best cards.

Darren Goldney, managing director at Today's Group, has coined the term "cross-consolidation"

Robin Brown

chief finance officer,
Nisa



In terms of providing service, I think we've got back to where we want to be. We're close to 96% availability. As we go forward, and subject to the CMA, I think the Co-op will bring a significantly enhanced range, own brand proposition. Maintaining availability alongside an enhanced offer means Nisa will continue to strengthen.

Charles Wilson

former chief executive,
Booker*



Booker is committed to improving choice, prices and service for the independent retailers, caterers and small businesses that we are proud to serve. We believe that joining forces with Tesco offers the potential to bring major benefits to end consumers, our customers, suppliers, colleagues and shareholders.

*Comments made on announcement of Booker-Tesco deal, Jan 2017

Debbie Robinson

managing director,
Spar



There is a huge role for independents, particularly the entrepreneurial ones who are offering something different. That was something that the discounters offered and there's been precious little different between the big four grocers in recent years. I really think there's rewarding careers and great businesses to be had. Who would have thought you would have had butchers in stores again, for example?



Costcutter is focusing on its Shopper First initiative

to describe the nature of these changes.

He says: "Historically, deals such as Booker buying Nurdin & Peacock were a good example of two relatively similar organisations and one squeezes the other out of the market. There's only certain players left but we've now got to a point of cross-channel consolidation. Tesco-Booker is a paradigm shift: a wholesaler with a retailer that wants to get into foodservice. You can argue it's the same with Nisa and Co-op and who's to say that someone doesn't come in and buy Co-op? The buyer could come from a totally different industry or at least one that is considered ring-fenced from what we do. The market is not finished but it's changing."

In response, Today's is investing in a new intranet for wholesalers to share best practice and is looking to

recruit new retailers with a virtual reality store development pitch. But suggestions have been made about Today's and its large rival buying group Landmark.

Darren Goldney bats away the idea: "We're trying to focus on not just being better than Landmark or Sugro but by being better than our wider competitors. If we do that, all I'll say is that I think our group will get bigger."

Blakemore

After months of retailer reports of disinvestment and lack of stock in Blakemore depots, the company put the entire wholesale division up for sale last month.

One industry insider was scathing of the company's management. "They weren't clear on what their business model was. They bought BA Cash & Carry a few



Stand out retailers can protect themselves from an otherwise difficult industry

years ago and they've destroyed them. Previously, they were profitable businesses and making a lot of money. Since Blakemore took them over, sales have substantially reduced. The Blakemore model isn't working - it's losing sales and market share to competition."

As reported this week, RN has since learned that Bestway was close to purchasing the depots but has walked away, putting the depots and the retailers who rely on them at continuing risk. ●

FOOTFALL

Another step forward

From newspapers to the National Lottery, certain services provided by retailers are vital for attracting footfall. Eight retailers tell **Alex Yau** how they have made them a success in their stores



My footfall hero

Lottery

Eugene Diamond

Diamond's Newsagents, Ballymena



The National Lottery and scratch-cards are important products because there are customers who come to my shop just for them. They're then surprised when they realise we also sell liquorice, brandy toffee and similar specialist sweets widely available decades ago. The novelty factor alone is enough to encourage them to add up to £1 on top of their lottery spend. The nearby Co-op sells lottery tickets, but I've remained popular by actively marketing the products well. From the shop window and the till to social media posts on Twitter, I let potential customers know about previous winners who have won anything from £100 to £1,000.

LATEST NEWS

Camelot has launched a new Site, Stock, Sell initiative to improve store standards and reward retailers.

My footfall hero

Payment services

Ken Singh

Love Lane Stores, Pontefract



My sales would drop by 10% without PayPoint. I had my own EPoS 10 years ago, which was slow compared to PayPoint. My shop is near a council estate and houses, and my most popular service is utility top-ups. I'm lucky there's no immediate competition nearby and customers otherwise have to travel two miles into Pontefract town centre for similar services. Siting promotions near the PayPoint system is key to attracting repeat customers. Someone might come in with the sole purpose of topping up their utilities and then leave straight away. However, they'll have noticed the offers displayed and may return.

LATEST NEWS

PayPoint continues to roll out its PayPoint One and PayPoint One EPoS Pro systems.



New developments such as PayPoint One EPoS Pro help keep traditional footfall draws relevant



Retailers report new demographics attracted to convenience stores thanks to parcel services



I take preorders for magazines and confectionery

My footfall hero

Parcel services

Peter Wagg

News on the Wharf, London



The security in the banks and corporate buildings around Canary Wharf, where my five shops are based, prevents office workers from having parcels delivered into their workplace. I've been using Pass My Parcel since Smiths News launched it in 2014 and it's really helped me become a designated parcel collection point for office workers and nearby residents. Thousands of parcels are delivered to my stores every month. I've made Pass My Parcel a success in my store by developing the services around it. I take pre-orders by email for magazines and confectionery from those who have parcels delivered to my shops.

LATEST NEWS

Experts are predicting an increase in parcel deliveries 24 hours a day as the range of services available for customers continues to grow. >>

IS YOUR STORE MATCH-FIT?

With the biggest event in the football calendar just around the corner, Lucozade Sport is helping you make more profit from your sports drinks range. We're investing **£5M** into our Made to Move campaign with **Harry Kane** and **Anthony Joshua** to boost sales in store this summer.

As well as a high-visibility TV ad, the campaign will be backed by an on-pack competition giving your shoppers the chance to win a range of **over 200,000 prizes**. Stock up now to make the most of the limited-edition packs!

SOFT DRINK SALES

↑ **+5%**
DURING MAJOR SPORTING EVENTS¹

LUCOZADE SPORT SALES

↑ **+12%**
DURING MAJOR SPORTING EVENTS²

SCORE MORE SALES THIS SUMMER

1. MAKE MORE ROOM

Lucozade Sport sales spike by as much as +12%³ during major football tournaments, so give extra space in the chiller to this best-selling brand

2. FOCUS ON FLAVOURS

Tempt shoppers in with Lucozade Sport Orange, the UK's no.1 sports drink⁴ and Lucozade Sport Raspberry too – the brand's fastest growing flavour⁵

3. ENGAGE YOUR SHOPPERS

Make the most of the buzz by promoting Lucozade Sport's on-pack competition. Ensure your shelves are full to drive visibility and use POS to ensure the packs are unmissable.



"Lucozade Sport is a best-selling brand and can generate over £1,000⁶ a year, per store. A good range should also include the second biggest functional water brand⁷, Lucozade Sport Fitwater to help retailers drive sales in this area."

- LUCY GROGUT | Lucozade Ribena Suntory

"On-pack promotions with a sport theme undoubtedly drive energy and sports drinks sales. I tend to up my sports drinks stock in the months leading up to a high-profile sporting event in order to best take advantage of the sales boost."

- MARTY UPPAL | Fixby Stores, Huddersfield

¹EXT IRI MarketPlace, GB; average sales uplift across major sporting events from 2014-2017 | ²EXT IRI MarketPlace, GB; average sales uplift across major sporting events from 2014-2017 | ³EXT IRI MarketPlace, GB; average sales uplift across major sporting events from 2014-2017 | ⁴EXT IRI MarketPlace, GB, latest 52 week data ending 28.01.18 | ⁵EXT IRI MarketPlace, GB, latest 52 week data ending 28.01.18 | ⁶EXT IRI Symbols & Independents, GB, latest 52 week data ending 19.11.17 | ⁷EXT IRI MarketPlace, GB, latest 52 week data ending 24.12.17. LUCOZADE SPORT and FITWATER are registered trade marks of Lucozade Ribena Suntory Ltd.

FOOTFALL



Newspapers remain a key reason why many customers visit independent stores

My footfall hero Newspapers

Mike Nicholls

Costcutter,
York



Newspapers are still an important part of my business because weekly sales average more than £2,500. We've got an older demographic who come in the mornings to pick up their newspapers for work or to read at home. Younger people tend not to buy so many papers but I place newspapers around the shop by snacks and the food to go area. We get a lot of young workmen who come in for their lunches. Placing newspapers right by our food to go encourages them to buy a newspaper because they'll have something to read and pass the time during their breaks.

LATEST NEWS

Publishers are encouraging retailers to increase newspaper sales by expanding the industry's Deliver My Newspaper HND initiative.



Soft drinks can represent 18% of my sales during the summer

My footfall hero Food to go

Paul Stone

Spar Oxford Road,
Manchester



Coffee has become a vital product for me because yearly footfall has dropped by 7% since EUTPD and plain packaging came in. I started serving my own branded coffee in 2012 called Cheeky Coffee. I used to have a Costa Coffee machine but I found them quite restrictive. Now I can choose which machines I use, take full control over advertising and branding on social media and store windows. I can also control my own costs. An Americano, which is one of the most popular drinks, costs £1.90. This helps me stand out from the nearby Starbucks because I'm undercutting them.

LATEST NEWS

According to IGD figures, food to go is predicted to be worth £23.5bn by 2022.



My footfall hero Post Office

Vince Malone

Tenby Post Office
& Premier Stores,
Pembrokeshire



I have a post office alongside my Premier and travel services are the most popular. I'm lucky a lot of the banks nearby have closed down. The store is based near the seaside, which means those on holiday come to my store to exchange their foreign currency into pounds. I then use this opportunity to inform customers they can get toiletries, drinks and other holiday essentials from my Premier shop. Since I combined both the post office and the shop together four years ago, business has increased. My Premier is 40% busier, while business for my foreign currency exchange has grown three-fold.

LATEST NEWS

The Post Office is further replacing bank services, offering customers a range of mortgages.

My footfall hero Soft drinks

Raj Aggarwal

Spar Hackenthorpe,
Sheffield



Soft drinks are a huge footfall driver for me and the category makes up 10% of my overall sales during the winter months. This can increase to 15% during summer, however, and one of the most popular brands among customers is Lucozade. I'm changing my range to comply with the sugar levy. The legislation has raised awareness of sugar content and demand for drinks that comply with the tax has increased. I'm grouping zero-to-low sugar soft drinks together and the effort from suppliers to reformulate their products has really helped ease this process.

LATEST NEWS

Get ready for a typical 13% uplift in soft drinks sales from May to September, resulting in £1,500 of additional sales on average.

My footfall hero Sticker books

Paul Patel

Dibden Purlieu News,
Southampton



I have schools near the shop, which provide a good customer base for sticker books. The Match Attack products are the most popular and I find sales of books and packs increases by 20% in the run up to a major event like a World Cup or European football tournament. An essential sales technique I make use of is positioning them at the eye level of parents near other products. Parents are already in the shop and it's just more convenient for them to increase their basket with a snack or drink here rather than make a repeat trip or go elsewhere.

LATEST NEWS

Panini's sticker book for the Russia World Cup is out now. Each starter pack contains at least 31 stickers to get collectors going. ●



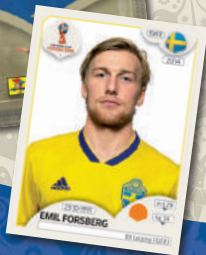
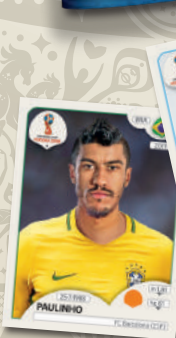
On a hot day soft drinks become the number one footfall driver for many stores

OUT NOW!



STARTER PACK
INCLUDES
ALBUM
+31
STICKERS!

**DON'T
MISS
OUT!**



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

#GotGotNeed
@OfficialPanini



www.paninigroup.com

THIS WEEK IN MAGAZINES



My week in magazines



Tim Murray

Magazines reporter
RNreporter@newtrade.co.uk

HOW YOU CAN BUY INTO BOUTIQUE

I've just come back from a short Easter break, one that involved flying from Stansted airport, meaning I got to spend a while perusing the racks and shelves at a WH Smith. It's not something I do that often - my local branch closed a while back, and I tend to use the specialist magazine stores in the West End of London for my regular buying sprees.

But I noted how, at the airport at any rate, the retailer had bought into boutique magazine publishing in a big way. There, staring out at me, was a copy of Mundial magazine - one of my current favourites, and a must-read publication for any self-respecting football fan.

The magazine represents a bright way forward for publishing - it's essentially pals and style-obsessed football fanatics, writing what they want to and turning it into a career. It's light on ads, a bit steeper on cover price, and its ethos is laid out at the start ("remaining independent, surviving for eight years, going to work with our mates...").

I knew it would be there - I, along with 35,000 other people - follow the publication on Twitter and see its regular mentions of local stockists, along with pictures on its feed showing availability.

Again, it's a way forward - a magazine engaging with retailers to highlight where you can pick it up from.

Magazine of the week

WORLD OF ADVENTURE FOR OUTDOOR LOVERS

Readers can go around the world with the latest edition of this magazine for enthusiasts of the outdoors, and there's a free gear guide included to make sure they step out in style

ONE OF THE outdoor magazine's best-selling issues of the year, the May offer of Trail comes complete with a mammoth 100-page Gear Guide, with everything from boots and clothing to all manner of accessories. The magazine itself takes in a whole range of places around the UK - looking at the 11 best mountain views to be found on these shores - but also ventures as far afield as the Congo, where it looks at what could well be the world's scariest mountain. There are also reviews of more outdoor gear, more walks and routes for keen trail devotees to undertake.



TRAIL
On sale 19 April
Frequency monthly
Price £4.60
Distributor Frontline
Display with Camping Magazine, Country Walking, Walk

Opportunity: boutique mags

If you stock a boutique, less mainstream publication, track it down on Twitter. They'll let their readers know they can pick it up from you - it's free advertising.

THIS WEEK IN MAGAZINES **WE WANT YOUR INSPIRATIONAL IDEAS!**

GET IN TOUCH with your news and mags success stories for a chance to feature



Which titles fly off your shelves? Have you grown your sales with a great display or promotion?



Call 020 7689 3350

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



HORNBY MAGAZINE SKILLS GUIDE

- This latest one shot for the model railway enthusiast goes under a banner of Layout Construction.
- The 132-page bookazine is ideal for fans who want to build their own railways.



On sale out now
Price £6.99
Frequency one shot
Distributor Seymour
Display with Railway Modelling, Hornby, Model Rail



BBC GARDENERS' WORLD

- This is the biggest Gardeners' World issue of the year, with the 2-for-1 entry offer offering a free ticket to more than 424 gardens around the UK.
- The free card is worth up to £3,000 and takes in venues such as Kew Gardens and the Eden Project, lasting for a year.



On sale 24 April
Price £4.99
Frequency monthly
Distributor Frontline
Display with Garden News, Amateur Gardening, House and Garden

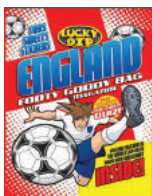


MCN

- This long-running magazine for bikers and motorcycle enthusiasts has undergone a major relaunch after extensive research.
- It features more routes for riders, places to go, tests, a column from TT racer John McGuinness and a search for Britain's best motorcycle cafe.



On sale out now
Frequency weekly
Price £2.50
Distributor Frontline
Display with Classic Bike, Practical Sportsbikes, Back Street Heroes



LUCKY DIP ENGLAND FOOTY GOODY BAG

- Aimed at four- to nine-year-olds, this goody bag arrives in time for the summer feast of football that is the World Cup.
- The package includes a magazine and a World Cup wallchart, alongside confectionery, stickers, toys and games.



On sale 27 April
Frequency one shot
Price £2.99
Distributor Intermedia
Display with Kick, Kickaround, Match Weekly, Match of the Day



CLASSIC TRUCK

- This issue comes with a free events guide, highlighting the forthcoming events and venues for truck-based activity for enthusiasts.
- Independents make up the biggest sector of sellers of this title, with Intermedia reminding retailers about the potential uplift in sales.



On sale 20 April
Frequency monthly
Price £4.25
Distributor Seymour
Display with What Van, Trucking, Truck & Driver, Commercial Truck



Bestsellers Teenage

Title	On sale date	In stock
1 We Love Pop	08.06	<input type="checkbox"/>
2 2000AD	25.04	<input type="checkbox"/>
3 Shout	25.04	<input type="checkbox"/>
4 Princess	n/a	<input type="checkbox"/>
5 Beautiful Mermaid	18.05	<input type="checkbox"/>
6 Magical Unicorns	01.06	<input type="checkbox"/>
7 Craze	n/a	<input type="checkbox"/>
8 I Love	25.05	<input type="checkbox"/>
9 Glitter Fairies	04.05	<input type="checkbox"/>
10 My Princess & Pony	01.06	<input type="checkbox"/>
11 Dream Princess	n/a	<input type="checkbox"/>
12 Astonishing Spider-Man	26.04	<input type="checkbox"/>
13 Princess Colouring Time	25.05	<input type="checkbox"/>
14 Pony World	18.05	<input type="checkbox"/>
15 Wolverine & Deadpool	19.04	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

SYMBOL KEY

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

2018 FIFA WORLD CUP RUSSIA™

OFFICIAL LICENSED STICKER COLLECTION

ON SALE NOW!

PACKETS: 80p ^{RSP}
 STARTER PACK: £3.99 ^{RSP}

#GotGotNeed
 @OfficialPanini

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

THIS WEEK IN MAGAZINES



WANDERLUST

- This magazine is aimed at the kind of traveller who eschews a package deal to Spain and would rather head to somewhere more exotic or unusual.
- It takes in city break-style locations closer to home as well as far-flung destinations from all corners of the globe.



On sale 19 April
Frequency 10 issues/year
Price £4.50
Distributor Intermedia
Display with Lonely Planet, Condé Nast Traveller, Discover Britain



VINTAGE ROADSCENE

- Vintage Roadscene comes complete with an A5 events guide bagged with the publication, offering fans of older vehicles a look at festivals, events and destinations for days out.
- The magazine examines classic vehicles and trucks through the ages, including a look at 1970s tractors and trailer advertising.



On sale 20 April
Frequency monthly
Price £4.50
Distributor Seymour
Display with Buses, Heritage Commercial, Old Glory

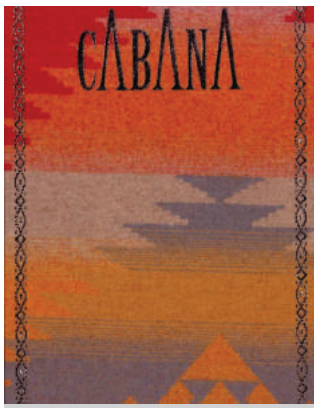


STARBURST

- The summer blockbuster season is now well and truly upon us, and with the onslaught of superhero and effects-friendly films, genre magazine Starburst is covering them all.
- This issue also includes TV fare from Netflix and more, books and magazines, product reviews, and extensive features on sci-fi new and old.



On sale 20 April
Frequency monthly
Price £4.99
Distributor Intermedia
Display with Empire, Total Film, Sci-Fi Now



SPECIALIST CHOICE NAINESH SHAH, MAYHEWS LONDON CABANA

Who buys it?

We've got a lot of customers who change their decor regularly and Cabana, an Italian magazine about interior design, is perfect for them. It started off quietly, we'd sell a few copies, but we've sold about 20 copies of the current issue and put our orders in for the next one. It's an ideas magazine.

How do you display it?

You have to display it prominently. It looks gorgeous: it's got pages made of different materials, some paper and some cloth. It's the kind of magazine you'd leave on a coffee table for people to pick up.



On sale tbc
Frequency bi-annual
Price £18
Distributor Quickmarsh

Expert advice

Dominic Murray

Publishing director,
 BBC Gardeners' World Magazine



Spring is peak season for the UK's 12 million keen gardeners, and sales of gardening magazines will increase threefold compared to winter months.

BBC Gardeners' World Magazine is the category leader, and with a new cover price of £4.99 it presents a high value opportunity. The May issue, on sale from 24 April to 29 May will again feature our free '2for1' Gardens to Visit Guide. It is always our best-selling issue of the year and this year's is the biggest ever, with 424 gardens taking part. Last year, sales of this issue in independent retailers grew by 16% volume and 23% value compared to the year before. We have again increased national copy supply to ensure high levels of availability throughout the on-sale period.

We're expecting very high demand for BBC Gardeners' World Magazine's May issue, so please ensure you have enough stock from your Frontline wholesaler and use any additional or promotional space to support your copy sales.

Our strategy

Who buys your title?

BBC Gardeners' World Magazine is bought by a whole range of gardeners, from beginners to enthusiasts, and everyone in between. Seasonal buyers in spring and summer are a very important customer group.

How should they be promoted in stores?

My top tip is to display prominent full-facings at the front of the fixture - using BBC Gardeners' World as a signpost for the category.

How are you investing in independents?

Newsagents are vital to the success of gardening magazines, and should benefit from the nation's passion for gardening. We're investing in supplying copy to more than 5,000 independent retailers across the UK, and shelf talkers are available to those within the Superleague promotion club.

COMING UP IN NEXT WEEK'S RN



How switching symbols and opening stores helped Baz Jethwa develop an international foods focus

Plus, Neville Rhodes explores the benefit of offering a well-run HND service and how to set the right delivery charge, and get up-to-date with the latest news from the chewing gum market



✉ RNreporter@newtrade.co.uk
 ☎ 020 7689 3350
 @ThisRN
 facebook.com/thisRN

Partworks

Title	No	Pts	£
DeAgostini			
Art Gallery	8	60	8.99
British Steam Railways	8	50	1.99
Build Your Own R2-D2	68	100	8.99
Classic Dinky Toys Collection	9	60	11.99
Enhancing Your Mind, Body, Spirit	68	120	3.99
My Animal Farm	62	60	5.99
Jazz at 33 and Third RPM	60	70	14.99
Star Wars Helmet Coll'n	60	60	9.99
Zippo Collection	69	60	19.99
EagleMoss			
DC Comics Graphic Novel	70	100	9.99
Game of Thrones	52	60	8.99
My Little Pony Colouring Adventures	59	80	3.99
Star Trek Ships	122	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	18	80	9.99
Art of Cross Stitch	69	90	2.99
Art of Quilting	121	120	3.99
Art Therapy	162	180	2.99
Assassins Creed: The Official Collection	31	80	9.99
Big & Little Crochet	4	72	0.99
Classic Routemaster	14	130	8.99
Dr Who Complete History	67	80	9.99
Draw The Marvel Way	61	100	4.99
Judge Dredd Mega Collection	85	80	9.99
Marvel's Mightiest Heroes	113	112	9.99
Transformers GN Collection	35	80	9.99
Warhammer	42	80	9.99
Panini			
F1 Collection	54	60	10.99
Marvel Figures	7	84	11.99

Collectables

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

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

Newspapers

Daily newspapers	price/margin	pence/margin %
Sun	50p	11.15p 22.3%
Mirror	75p	16.05p 21.4%
Mirror (Scotland)	80p	17.12p 21.4%
Daily Record	75p	16.05p 21.4%
Daily Star	40p	7.26p 22.5%
Daily Mail	65p	14.5p 22.31%
Express	60p	13.31p 22.5%
Express (Scotland)	50p	12.10p 22.5%
Telegraph	£1.80	38.7p 21.5%
Times	£1.60	34.4p 21.5%
FT	£2.70	54p 20%
Guardian	£2	44p 22%
i	60p	13.2p 22%
i (N. Ireland)	60p	13.2p 22%
Racing Post	£2.30	54.0p 23.48%
Herald (Scotland)	£1.30	29.90p 23%
Scotsman	£1.60	36.0p 22.5%

Saturday newspapers	price/margin	pence/margin %
Sun	70p	14.98p 21.4%
Mirror	£1.20	24.72p 20.6%
Mirror (Scotland)	£1.20	24.72p 20.6%
Daily Record	£1.10	22.6p 20.6%
Daily Star	50p	12.085p 21%
Daily Mail	£1	21p 21%
Express	80p	17.152p 21%
Express (Scotland)	90p	18p 21%
Telegraph	£2.20	49.5p 22.5%
Times	£1.90	39.9p 21%
FT	£3.50	79.1p 22.6%
Guardian	£2.90	63.8p 22%
i Saturday	80p	17.2p 21.5%
i (N. Ireland)	80p	17.2p 21.5%
Racing Post	£2.60	61p 23.46%
Herald (Scotland)	£1.70	39.1p 23%
Scotsman	£1.95	43.88p 22.5%

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

Weight Watchers 14-15 April

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

Scale of third-party advertising insert payments

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

* By negotiation

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

FINANCE

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

MIN
2
MONTHS

Trading at least two months?

MIN
MONTHLY
SALES
£3,000

Gross at least £3K monthly?

Immediate access to **working capital!**

YOU QUALIFY. It's that simple.

Approval within **24 hours!**

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

CALL US

0800 368 9695

www.gotcapital.co.uk



BUSINESS FINANCING
MADE SIMPLE



RN

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

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

PROPERTY



Selling or buying a business?
...That's our business!



Newsagents
Stoke On Trent
Leasehold £30,000
Takings £408,072 pa Ref:T31224V

Staff/Derbys 01782 711022



Newsagent
Essex
Leasehold £79,950
Takings £7,000 pw Ref:T31432XB

Essex 01908 904555



Village Convenience Store with PO
North Leeds Village
Leasehold £99,500 + SAV
Takings £5,000pw Ref:S32303YK

Yorkshire 01423 502121



Newsagents
Newmarket
Leasehold £89,950
Takings £450,000 pa Ref:T33412E

Suffolk 01603 280873

www.emfgroup.com

Head Office: 01404 813952

EPOS



WE'RE NOT BUYING IT.

What are you doing to help grocery people who feel desperately isolated? Get involved and show that you're not buying loneliness too.
Call 01252 875925 or visit www.groceryaid.org.uk @ f



GroceryAid is the trading name of the National Grocers' Benevolent Fund. A registered Charity. Reg. No. 1036597 (England & Wales) & SC033925 (Scotland). A company limited by guarantee, registered in England & Wales no. 4620683.

NEW!

Nestlé Milkybar® WOWSOMES®



30% LESS SUGAR!*

**White
Chocolate**



**White & Milk
Chocolate**

For Illustrative Purposes Only.

Brand new products to the MILKYBAR range

73% of independent retailers said they would stock a brand new product from Milkybar which had **30%** reduced sugar and a strong launch campaign.**

Reach

48m
PEOPLE

£7m media

ON TV
May - Oct

© Reg. Trademark of Société des Produits Nestlé S.A.

* 30% less sugar than similar chocolate products

** Research carried out by Bolt Learning gathered from 150 retailers through telephone interviews in February 2018