

RN

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THIS WEEK

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28
tips to
make more
money

The advertisement is set against a dark blue background with a subtle grid pattern. On the left, the word 'SUPERKINGS' is written vertically in large, light blue, sans-serif capital letters. In the center, there is a glowing blue sphere with radiating light beams, resembling a capsule or a sun. To the right of the sphere, the text 'NEW' is written in a large, white, sans-serif font. Below it, 'BENSON & HEDGES' is written in a large, white, serif font. Underneath that, 'SUPERKINGS' and 'BLUE DUAL' are written in a smaller, white, sans-serif font. To the right of the sphere, the text 'RRP £8.00*' is written in a large, white, sans-serif font. Below that, 'THE NEW SUPERKINGS CAPSULE' is written in a large, white, serif font. At the bottom, the text 'FROM THE UK'S FASTEST GROWING CIGARETTE BRAND**' is written in a white, sans-serif font. At the very bottom, there is a small line of text: '*You are free to sell JTI products at whatever price you choose, RRP effective from 19th March 2018' and '**Nielsen Market Track Dec 17'.

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My next gen food to go store

Foodservice and meal ingredients chart new path for Stone Group's convenience offer

STORE LOOKBOOK

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The week that changed retail

Kerryfresh and Conviviality collapse, and Blakemore to sell, as 'consolidating market' claims more victims

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Shaping the future
of independent retail
since 1889



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the tobacco category

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relevance as customers want
more than an off licence.”**

Molly Johnson-Jones P5

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sights on
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WELCOME

Contingency planning
is crucial, even if your
wholesaler is strong
and stable

Editor

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The bankruptcy of Kerryfresh and the continued search by Bargain Booze owner Conviviality for administrators has sparked yet more supply chain uncertainty for retailers.

Those supplied by Kerryfresh have been left without credit or with uncollected out-of-date stock. Bargain Booze retailers, meanwhile, have complained of being left in the dark by a lack of communication, in addition to losing £9m in shares.

Like the demise of P&H last year, this raises several pressing questions for store owners. For those affected directly, where will stock come from instead, and will credit owed be recovered? In the wider convenience sector, what impact will this have on retailers' ability to access the stock they need from a more restricted supply chain? Questions also arise about wholesaler and manufacturer contracts, and any effect retailers might see on prices, promotions and margins as a result.

Another Conviviality customer, Wetherspoons, is also waiting to see how this situation develops, but last week, in the Telegraph, it highlighted something all retailers should do immediately to mitigate the effect of supply chain turmoil: make a contingency plan.

Although its supplies continue uninterrupted, and buyers are expected to be found for Conviviality wholesalers Matthew Clark and Bibendum, it has a back-up supply plan nonetheless, it told the paper.

Contingency planning is crucial, even if your wholesaler is strong and stable. It's a point Paul Mather and Anish Panchmatia made to RN last year – both have ensured they have alternative suppliers to use in the event of availability issues. "We always have a back-up supplier ready for when problems happen," Paul said.

Planning ahead for the worse-case scenario is wise at the best of times, but with the full effect of P&H, Kerryfresh and Conviviality's failures still to be felt, it has never been more vital.

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FOOD TO
GO WILL MAKE
25% OF MY
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"My local wholesaler
helps me make
over 25% margins
on sweets"
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BREAKING NEWS

A double whammy of cuts to margins

Publishing giants News UK and Trinity Mirror have dealt newsagents a double blow of newspaper price rises and slashed margins this week.

Retailer margins will be cut on Express and Star newspapers from 24.2% to 22.5% for weekday publications, and to 21% for weekend newspapers.

The price of Monday to Friday copies of the Daily Express will jump 5p to 60p a copy.

The Saturday Express will cost 90p and the Sunday edition rises to £1.50. Monday to Friday editions of the Daily Star will increase by 10p to 40p. Saturday editions will cost 50p and the price of the Daily Star Sunday will go from 90p to £1.

Meanwhile, News UK confirmed to RN that the Saturday Times cover price will rise to £1.90 from 7 April, with the retailer margin falling from 21.5% to 21%.

Eugene Diamond of Diamond's Newsagents in Ballymena said: "This will hit us twice financially – carriage charges will also increase as a result, because they're based on turnover."

NFRN news operations committee chairman John Parkinson said: "I do not, for one moment, believe the money that comes from these rises will be reinvested in the product."

Tree tops

Soft drinks brand Fever-Tree has become the number one mixer brand in the UK off-trade channel by value, according to the brand's 2017 annual report. Tim Warrillow, chief executive, said: "Our 150ml can represents 43% of sales in the off-trade channel."

Chocolate Scotch Eggs prove to be unlikely Easter sales success

Intriguing-sounding Chocolate Scotch Eggs were a big Easter hit for Robert Kirkwood at his Premier Mossgreen Convenience Store in Cowdenbeath this year. Manufactured by local bakery Stuart's, the eggs are made from a Cadbury Creme Egg covered in chocolate truffle and sprinkles and sell for £1.85 each. Available locally for some years, this was the first chance Robert had to benefit from this regional favourite. "We've been selling more than 100 per week, they're really popular," Robert told RN.



Bestway favourite to snap up cash and carries 'AFB has to do what is right for its business'

Shock as Blakemore sells off its wholesale division

by RN team
RNReporter@newtrade.co.uk

Convenience store operator A.F. Blakemore is to sell its wholesale division consisting of 12 cash and carry depots following a strategic review, the company has announced.

In a statement, which was issued as RN went to press, AFB joint managing director Geoff Hallam said the move away from the cash and carry sector would "allow the company to invest further across its wider business".

He added that 320 staff impacted would be

"supported" through the process.

The wholesaler – and Landmark buying group member – supplies 290 Spar stores across Wales, the Midlands and the north east, as well as 970 Lifestyle Express stores, and says the division will be sold as a going concern.

Sources have told RN Bestway is in pole position to clinch a deal. However, Bestway did not respond to RN's request for confirmation.

John Mills, Landmark's managing director said: "We understand that in this consolidating market,

AFB has to do what is right for its business. We will work closely with its management team during this process."

Spar retailer Joe Williams, who runs The Village Shop in Hook Norton, said the news reflected turbulence within the industry. "You've had Palmer & Harvey; mergers of Tesco Booker and Co-op Nisa, alongside issues with Kerryfresh and Conviviality."

However, he believed the sale may be good news. "I welcome it, if it means Blakemore investing more into other areas of their

business. It has already been investing into IT to help support retailers and it'd be good to see this continue."

Ian Lewis, of Spar Minster Lovell in Oxon, said he was shocked. "It's a volatile industry and it's been a shock. I just hope they know what they are doing – I didn't expect this to happen."

Anish Panchmatia, who runs Spar Wyld Green, near Sutton Coldfield, said: "It'll be interesting to see what happens to Landmark's buying power and whether or not this affects prices."

Stores' stock choices bring Easter joy

Retailers made the most of a growing appetite for at-home celebrations this Easter bank holiday weekend – but had to pick stock carefully to maximise sales.

Jai Singh of MJ's Go Local Extra in Sheffield said: "We had a spike in sales over Easter, and it seems

like people are starting to celebrate it more. We sold out of eggs after we matched the supermarkets with a three for £10 offer.

"People seem to be seeing Easter as a reason to stay home and celebrate – our alcohol sales were up, too. We're going to invest more in the weekend next year."

Andy Miles of Dike & Sons, Dorset, said: "We made a couple of thousand pounds more this weekend than last Easter. We sold a lot of Nestlé and Mars-branded eggs at £3 each, and then premium Lindt and local supplier-made eggs at £10 each. The products priced in

the mid-range didn't fare so well. People are either counting their pennies or treating themselves."

Mehmet Guzel of Simply Fresh Bethnal Green also found success with premium products. We listed a few vegan eggs and they were the first to sell out," he said.

High street closures should have been a warning 700 Bargain Booze stores are affected

Conviviality expansion plan was 'overambitious'

by Alex Yau

Alex.Yau@newtrade.co.uk

Ailing drinks wholesaler Conviviality should have heeded high street closures as a warning against "overambitious expansion", industry experts have told RN.

Senior analyst at retail analyst GlobalData, Molly Johnson-Jones, said the Bargain Booze owner's problems are a warning to other businesses choosing not to prioritise product range in their growth strategy.

"Conviviality's ambitions of opening a Bargain Booze a week, alongside the £25m acquisition of more than 100 Central Convenience stores last year, were clear signs of an overambitious expansion plan.

"The company was

pursuing a really aggressive growth policy by trying to expand into areas it had never been in before," Miss Johnson-Jones said. "The closures of many high-street retailers should have been enough of a warning to chase growth with core products rather than in new areas, but Conviviality took its eyes off the ball."

Steve Parfett, AG Parfett & Sons chairman, agreed with Miss Johnson-Jones and said: "Recent events have proven thoughts about Conviviality being overambitious to be correct."

The company announced on 28 March it would appoint administrators within 10 days after failing to raise the £125m necessary to recover from an outstanding £30m tax bill and overdue payments



to creditors. There are currently 350 Bargain Booze franchisees who manage more than 700 stores at risk of being affected, alongside several company-owned stores.

Commenting on a potential buyer for the chain, Miss Johnson-Jones said the business model would most likely be changed. "Bargain Booze

has lost its relevance as customers want stores which offer more than just an off licence."

However, Shore Capital head of research Clive Black disagreed. He said: "Bargain Booze's heritage is in alcohol and, if it tries to replicate what One Stop, McColl's or Co-op is doing, there's a danger it can lose its point of difference."

CONVIVIALITY IN NUMBERS

Source: Conviviality

2,500 Employees at risk of losing their jobs

700 Number of independently-managed Bargain Booze stores

£25m Value of Central Convenience acquisition in December 2017

Results for half year ending 31.10.2017

£836m
annual revenue

£15.1m
pretax profit

£81m
operating costs

Results for full year ending 30.04.2017

£1.56bn
annual revenue

£45.8m
pretax profit

5.8%
annual sales growth

Wholesalers offer to help out retailers

Wholesalers Parfett's, JW Filshill and Bestway have stepped in to offer help to Bargain Booze retailers affected by Conviviality's intention to file for administration.

The announcement, which could impact more than 700 stores, comes as the company failed to raise the £125m necessary to

settle £30m in outstanding tax, alongside overdue payments to creditors.

Steve Parfett, chairman of AG Parfett and Sons, told RN the wholesaler was committed long term to helping affected Bargain Booze retailers. "Supply will be the issue in the short term and we can help Bargain Booze retailers by

offering them access to our cash and carries.

"We can then help a new group of customers once the immediate pressure is over, which might be through the Go Local fascia."

JW Filshill retail director Craig Brown said the wholesaler would assist those in Scotland and the north of England. "We have

relationships with more specialist alcohol suppliers and we remain on standby to help those having difficulties."

Bestway Wholesale symbols development director James Hall added: "We've had many enquiries from Bargain Booze retailers and welcome any who need help."

RETAILER VIEWS

On Conviviality...

Kiki Sehmbi

Bargain Booze, Bristol

The announcement came as a surprise because they had always been in profit growth until a month ago. We didn't expect anything like this. We've been going to the likes of Booker, Bestway and Costco to help fill our supply gap and we're not worried about any major impact to our business. We can go fully independent until we find another symbol group to join, depending on who offers us the best deals and range.

James McCormick

Bargain Booze, Skelmersdale

It doesn't surprise me because Conviviality was growing at a faster rate than it could handle. It just stinks of corporate greed. The good thing for us being an independent is we can still carry on trading, which has been a relief to all my staff. I've been looking at fascias such as Londis, Select & Save and Premier.

On Blakemore...

Roger Dhillon

Lifestyle Express, Sunderland

I imagine Bestway would be likely to purchase it because there's lots of value in Blakemore's cash and carry business. They'd either add it to their own business or get rid of it entirely to ease the competition. Either way, it's bad because they'd get more power as a wholesaler.

STORE LOOKBOOK



Format for the future

How do you introduce a new store to an area where your main competition is yourself? For Manchester Spar retailer Paul Stone, it's about fresh food to go and taking your offer upmarket.

Chris Rolfe reports

Opening a Spar store within a stone's throw of two other Spars you also own is not a typical move.

But with a different layout, design and specialist sections, plus a huge new customer base on the horizon, Manchester retailer Paul Stone is convinced his eighth store has the right format to make it extremely profitable.

The new store, on Oxford Road in central Manchester, sits directly across the road from the 2,000sq ft Spar Paul opened in 1994 – a 24-hour business which serves office workers and around 18,000 students at two nearby universities.

A quarter of a mile behind the new store, Paul's Princess Street Spar attracts builders and around 16,000 students a week, with a specialist Chinese grocery range one of its big attractions, along with fresh coffee from Paul's Cheeky Coffee brand.

But in between these more traditional formats, Paul's new 1,900sq ft store – which opened on 15 March and cost upwards of £350,000 to develop – centres on foodservice, food to go, and fresh and chilled.

"We've gone for more premium ranging, with wine, food to go and ingredients for evening meals," says Paul. "Foodservice is much more important, and we expect food to go to make up 25% of our takings."

Central to the store is a pilot of Spar wholesaler James Hall & Co's Clayton

Park Deli. Around 40 products, including wraps, sandwiches and salads, are being trialled, with equipment from Merry Chef – the firm used by Subway and Marks & Spencer – allowing staff to serve hot food extremely quickly.

"We can serve fruit toast in 60 seconds – everything can be cooked in under a minute," says Paul.

Other elements of the store which create its premium feel have been inspired by Marks & Spencer too. In an aisle housing a vast array of ingredients for evening meals, 60cm black refrigeration bays similar to those used in the multiple allow Paul to block-merchandise products such as ready meals and fresh produce, alongside fruit and vegetables, cooking ingredients and basic grocery items, facilitating full-basket shopping for customers in a hurry.

And near the entrance, equipment housing food to go items such as sandwiches and snacks allows Paul to set different temperatures for different shelves, thereby chilling sandwiches while also heating cookies and muffins with melting chocolate centres.

The store's unique design also creates much of this premium feel.

"As we've grown, it's given us confidence to try new things, and I love the design of this store," he says, pointing out new design elements "to make the store feel

“My favourite thing about RN is the articles profiling great retailers around the country **PAUL STONE**”



STORE TOUR

- 1 Paul Stone's new store is the first to combine a Spar format and the Clayton Park Deli concept
- 2 Seating, free wi-fi and a modern design combine to create a relaxed atmosphere and premium feel in-store
- 3 Paul's store majors on foodservice and food to go, with food prepared in less than a minute
- 4 Specialist food to go equipment enables Paul to house chilled sandwiches by hot cakes and muffins

INFORMATION

Location

Clayton Park Deli
15 Oxford Road,
Manchester
M1 6FZ

Size

1,900sq ft

Staff numbers

12

Basket spend

£4.80



STORE LOOKBOOK



funkier” such as exposed brick and wooden boards, plus copper mesh in lighting and display stands.

“It looks and feels different. Also, we had no space for seating across the street but were able to add it here, using the copper mesh design to keep it consistent, so this store feels more relaxed,” he says.

While Paul’s offer has been designed to attract a customer base of students and city workers he knows well, he also has his sights set on a huge opportunity ahead.

“Strategically, this is a very important site. A new multi-storey car park and 12 towers are being built, so we will have up to 9,000 people living and working here when the building work is complete,” he says.

To increase the store’s appeal for existing and incoming customers, Paul is already planning improvements to his offer.

“We’re about to refresh our meal deal PoS to simplify it. Customers have also told us our alcohol range is too small, so we’ll expand that, and I want to add made-to-order sandwiches too,” he says.

The success of his new store will boil down to one simple principle, he says.

“It’s about knowing your customers, and building an offer that will attract them.” ●

STORE TOUR

5 Wooden displays throughout the store add to the premium feel and enable Paul to promote his store to his younger clientele

6 Paul is trialling James Hall & Co’s Clayton Park Deli, which features equipment in use in Marks & Spencer and Subway

7 Specialist wines and beers set Paul’s new store apart from his two more traditional Spars nearby. He plans to extend this range



Want to see more of Paul’s store?
Go to betterretailing.com/spar-clayton-park-manchester



“

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ADRIAN THOMPSON, FILBY POST OFFICE, FILBY

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SYMBOL NEWS

RH Amar to offer peanuts

Speciality food wholesaler RH Amar has struck a deal with Kraft Heinz to supply Planters peanuts through wholesale and convenience.

Products available in the deal include 60g bags of Chilli & Lime, Energy Mix and Protein Mix.

Rav Garcha, who runs five Nisa stores in the Midlands, told RN: "I get supplied by RH Amar through Nisa. I'll need to look at what they can offer with these products because I only want to extend my range with healthier options."

RH Amar managing director Rob Amar added: "We have a great opportunity to build recognition of the brand throughout these channels."

CJ Lang adds board members

Scottish Spar wholesaler CJ Lang & Son has added to its board with several major appointments.

Former Scotmid chief executive Colin McLean has joined the company as its new chief executive. Mr McLean has 22 years of experience in retail, with notable roles at WH Smith and Marks & Spencer.

Former Heineken finance director Craig Tedford has joined CJ Lang in the same role, while former United Wholesale head of retail Mike Leonard has joined as sales director.

Commenting on the appointments, CJ Lang & Son chairwoman Joan Scott-Adie said: "The board has completed its mission to strengthen with the focus on delivering further growth."

Company structure too complicated 'The margins it was operating at were unrealistic'

Model meant Kerryfresh collapse was 'inevitable'

by Alex Yau

alex.yau@newtrade.co.uk

An unprofitable business model meant the administration of chilled supplier Kerryfresh was "inevitable", an industry expert has told RN.

Wholesale expert David Gilroy said the company's structure was too complicated to ensure its survival.

"Retail is a tough market and it was inevitable that Kerryfresh would go into administration," he said.

"It's been struggling for a while because of its costly operation. Not only were they delivering stock

with short shelf lives, but van drivers handling their goods were also doing the merchandising.

"All these additional costs meant the margins it was operating at were unrealistic."

The announcement that Kerryfresh was entering administration was made last week, with Duff & Phelps handling the process. According to the administrator, Palmer & Harvey's collapse in November was a major catalyst for Kerryfresh's demise.

More than 300 employees across 19 sales centres will be affected.

Anita Nye, of Premier Eldred Drive Stores in Kent, said she was not surprised about the announcement.

"I have had a feeling they were going to go under since Christmas. They tried to do too much. They branched out into areas such as dairy, but this didn't work because the prices were uncompetitive. They should have stuck to products they were good at like fresh meat."

Jatinder Sahota, of Max's Londis in Sheppey, agreed Kerryfresh's administration was on the cards.

"They didn't move forward with the times. In addition to uncompetitive pricing, availability and service weren't great either. They always tried to offer you stock you didn't want," he said.

Kerryfresh joint administrator Allan Graham added: "The company's management team have been trying to secure additional investment or find a purchaser for the company in recent weeks but, unfortunately, both strategies proved unsuccessful and insolvency became unavoidable."



Blakemore and Roadchef open Spar at Strensham services

Blakemore Trade Partners has launched a Spar store in partnership with Roadchef at the Strensham service station in Worcestershire. The 1,300sq ft store is one of nine Spar stores at motorway service stations, with major features including an ice cream counter, Costa Coffee machine and premium

doughnuts from Dots Original Donuts. Spar UK retail director Ian Taylor said: "The rise of food to go has driven expectations that consumers can buy what they want, when they want. We will continue to develop a strong motorway offer by focusing on the right space and range for these locations."

Today's to offer top promotions in Big Brand Event

National wholesale buying group Today's Group has launched its new 'Big Brand Event' initiative, offering its retail members three-weekly promotions from featured suppliers.

Its first promotion, sponsored by biscuit supplier Pladis, includes exclusive deals, new product details, advice on the biscuit category, and retailer competitions from the supplier, featured over four pages of its national leaflet.

Kuldip Singh, of Today's Local in Lowgate, Hull, said having been a Today's group retailer for more than two years, he regularly benefits from the promotions available through the national

leaflet, as it offers him exclusive deals he cannot find anywhere else.

"I will definitely look into the Big Brand Event promotion. When deals are on, Today's Group normally offers quite good margins for the retailer on big, popular brands," he added.

The deals are also available to members who do not take on national promotions. Currently, promotions are available at all its major core grocery, licence and impulse depots.

The event will be running throughout the year until March 2019, with more than 21 global suppliers taking part.

NEWS & MAGS

Next steps for Deliver My Newspaper in the spotlight Better communication 'a key factor'

Experts discuss how to develop HND initiative

by Chris Rolfe

chris.rolfe@newtrade.co.uk

Deliver My Newspaper can expand with increased customer marketing, accurate mapping of store details and better wholesale data to track shop closures.

That was the view of publishers, HND agents, roundsmen, NFRN officials and wholesalers who met in London last week to discuss the development of the eight-month-old HND initiative.

Mail Newspapers retail sales manager Andy Law reported the Deliver My Newspaper website had 7,500 retailers registered, all of whose postcodes had

been remapped, and the scheme could now reach more than 50 million customers.

Growth should come from new customers, rather than the targeting of existing readers with free-delivery offers, and filling gaps in the scheme's delivery network, the forum agreed.

Ideas to improve customer marketing included Deliver My Newspaper signage on HND agents' vans, delivery bags and vests and more in-paper advertising with a contact phone number for the scheme included.

Paul Reeves, national sales controller at The Daily Telegraph, called for better

communication within the industry to retain existing HND customers. "We have to keep people in the network and communicate when they move house," he said.

To fill gaps in the HND retailer network and understand which stores offer the service, wholesalers were urged to work with publishers to communicate store closures and significant newsbill reductions.

Guy Warner, of Jackie's News, was among several attendees who called for better communication from wholesalers to facilitate the transfer of orders. "There should be a mechanism to spot when stores close, and flags for

wholesalers when retailers change their orders," he said.

Chris Hughes, head of retail marketing at News UK, also called on wholesalers to provide more accurate details on HND operators.

Meanwhile, the group also agreed that support for recruitment of HND retailers and support for those looking to offer HND could be facilitated via letters, emails and visits from NFRN reps.

"HND is increasingly valued by all publishers and is a brilliant service we will continue to support," said Richard Furness, director of publishing at Guardian Media.

'Explosive' supply document

The NFRN is to take "an explosive document" to the Competition and Market's Authority (CMA) on 10 April detailing problems with the newspaper and magazine supply chain which includes its recent dispute with wholesaler Menzies.

The dispute came after bad weather hampered delivery to more than 17 newsagents who must honour payment of carriage charges despite not receiving orders. "Refusing to do so is yet another example of the abuse retailers suffer on a daily basis at the hands of their news suppliers," said NFRN president Linda Sood.

In the NFRN's document, it will urge the CMA to investigate the supply chain, warning that more independent retailers may give up on the category.

● Full column at betterRetailing.com/nfrn-cma



New mag for young Nick Jr fans

Egmont Publishing has launched a new monthly magazine targeted at preschool children aged three-to-six-years-old, starring popular Nick Jr characters Shimmer and Shine. The magazine, based on Nick Jr's animated series, is priced at £3.99, and every issue comes with a free gift, such as sparkly slippers, stickers and a poster.

Online threat to World Cup soccer stickers

Sales of football cards and stickers in the run-up to the World Cup face new competition from cut-price online stores, retailers say.

Shop owners preparing for the kick-off in Russia on 16 June say websites are undercutting newsagents with deals close to the wholesale price.

A box of 100 packs of Panini World Cup 2018 stickers can be found online for as little as £65.

Eugene Diamond at Diamond's Newsagents in Ballymena, Northern Ireland, said: "We're paying a massive carriage charge and we are having to pay

more for football stickers. It's very different from the early years when no-one had them but us."

Rushik Parmar at Kenwins Newsagents in Herne Bay, Kent, said: "It's still selling well, but how much longer have we got left?"

He said the wide range of different card and sticker ranges, with at least eight on offer, also risked oversaturating the market.

Retailers are also seeing a growing nostalgia market for football collectables from shoppers as old as 50. "Older people are buying them by the box," said Mr Diamond.

Closures at five-year high

Local newspaper closures are at their highest level for five years, with 40 titles shutting down in 2017.

Research by Press Gazette found that with 10 titles launching, the net loss to publishing was 30 local papers last year.

Among the closures was the 160-year-old Oldham Evening Chronicle, which published its last printed edition in September before relaunching as a web-only publication. Losses since 2005 have reached a total of 379, with 148 launches over the same period.

Two companies, Newsquest and Trinity Mirror, now own about two-thirds of local newspaper titles, prompting the National Union of Journalists to warn of a 'duopoly'.

PRODUCT TRENDS

A year of sales rises for Barr

AG Barr has reported an 8% increase in sales of Irn-Bru, its best year following reformulation of the recipe, the company's final year results for the year ending January 2018, has revealed.

Roger White, chief executive at AG Barr, said: "Irn-Bru Xtra sold the equivalent of 60 million cans across the UK last year and is now a third of the size of Irn-Bru Sugar Free, while Rubicon Spring has also gained distribution with 17 million bottles sold across 2017 on a national basis."

Meanwhile, Rubicon achieved a sales increase of 5.3%, with Funkin sales up 25%.

"Across our franchise brands Rockstar also had an exceptional year with sales up 14.3%," Mr White added.

Younger appeal

To help independents attract younger consumers, Coca-Cola European Partners (CEP) has launched Oasis Aquashock in Spicy Raspberry and Chilled Cherry flavours.

Simon Harrison, customer marketing director at CEP, said: "Flavoured water is up 4% year on year, and we've noticed an opportunity within the sector among young adults.

"Market research shows this audience is looking for new products and excitement, and with its unique flavours, Oasis Aquashock is designed to help retailers further grow this sector."

The supplier will also unveil a brand refresh across its Oasis portfolio in May.



Pineapple leads the way in healthier sales trend

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

With summer approaching, fresh pineapple and pineapple snacks should form part of retailers' healthy snacks range as more shoppers buy into tropical fruit flavours.

That is the view of Nimi-sha Raja, founder and chief executive at Nim's Fruit Crisps, who said the brand has increased production of its Pineapple Fruit Crisps after a 30%-40% rise in sales over the past few months.

"We have definitely noticed more shoppers purchasing pineapple snacks, tying in with the health agenda where people are more conscious about eating better.

"It's important independents start stocking pineapple snack varieties if they want to be on-trend and increase sales," she said, adding that snacks should be positioned near tills and, if possible, next to healthy cereal bars.

Karen Hammond, marketing director at I Love Snacks, agreed the

trend has been fuelled by more shoppers seeking out natural foods.

Johnny Harris, national account director at Emily Crisps, added: "Our Crunchy Pineapple performs well at the front of the store where consumers can pick up a bag and eat on the go."

Tesco fresh pineapple buyer Morgan Jaquemet said, in the past year, demand for whole pineapples at Tesco has increased by nearly 15%.

"It could soon rival the avocado as a once niche

fruit suddenly gaining mainstream popularity," she said.

Muntazir Dipoti, of Todmorden News Centre in Todmorden, said it is important retailers look into investing in pineapple and pineapple snacks, especially if the multiples have earmarked the trend.

"I'm going to be looking into this and see what I can do in my own store if sales increases are being reported by suppliers. Independents that sell fresh produce should definitely invest in this," he added.

Premium household range 'essential'

Offering shoppers a premium range of household products can encourage bigger basket spend and help retailers attract more footfall in store, retailers and suppliers have told RN.

Atul Sodha, of Peverells Londis in Harefield, said despite having a relatively small 650sq ft store,

having a 'good, better and best' range including premium options is essential for his business.

"A range of premium household products like Unstoppables may not sell in the first instance, but it sows the seed in shoppers' minds that you offer it. So, when they come back a few times,

they are more inclined to buy it.

"The main thing is that the option is available," he said.

Patrick Megarry, home-care brand manager at Procter & Gamble, said the supplier has developed new Flash Ultra Power to help retailers attract shoppers who

are looking for more premium cleaning products.

"Retailers should make sure they position Flash Ultra Power alongside our core selection of surface cleaners. We have also introduced a bold, new dark blue look for the Ultra Power range that ensures it stands out on shelves," he said.

BRAND SNAPSHOT



Duracell's material gain

Duracell has announced a partnership with Disney, Marvel and Hasbro, and launched new PoS material to help retailers grow battery sales.



Snack upgrades

Kettle Chips has added an on-pack promotion to its single-serve packs to encourage consumers to trade up at lunchtime or when snacking on the go.



Sunshine in a bowl

As part of its Better Starts plan, Kellogg's has doubled the vitamin D in its cereal to provide half an adult's daily recommendation in one bowl.



A topping idea

Unilever has added a new Ben & Jerry's flavour to its Topped portfolio. Topped Pretzel Palooza has a pretzel topping and an RRP of £5.49.



Coffee and soda

Artisanal coffee brand Sandows has launched a brand new ready-to-drink sparkling soda that is made using cold-brew coffee.



The Macallan look

Maxxium has unveiled a bold new look across its Macallan range of single malt whiskies. The redesign will be rolled out this month.



Brand loyalty

Yoplait UK is set to launch new Star Wars and Avengers-branded yoghurt pouches, to drive growth in its licensed portfolio.



Latte developments

Jimmy's Iced Coffee has unveiled brand new packaging designed to help the brand stand out and appeal to millennials.



Red Bull's sugar cuts

Red Bull has announced the expansion of its sugar-free range, with the addition of the first Red Bull Sugarfree 473ml can.

WHAT'S NEW



Essential Cuisine concentrated stocks

Designed to boost the flavour of home-cooked meals, Essential Cuisine stocks are versatile, rich in flavour and made to taste like home-made stocks.

RRP £3.45

Contact sophie.higgs@essentialcuisine.com



Cheeky P's chickpeas

Cheeky P's crunchy roasted chickpeas are a low-fat alternative to crisps available in Black Pepper and Curry flavours. The 50g bags contain protein and no carbs.

RRP £1.30

Contact hello@cheekyps.co.uk



Musk's Newmarket Chipolatas

Musk's Newmarket Chipolatas are a gourmet addition to a chilled meats section, made using traditional methods, so appeal to those looking for handmade meat products.

RRP £3.50

Contact office@musks.com



English Drinks Company Pink Gin

Pomegranate and cinchona bark add a natural flavour to this pink gin blend, which provides a new option for retailers whose customers prefer premium spirits.

RRP £35

Contact gcs@englishdrinkscompany.co.uk



Lord Poppington's Sweet & Salty Popcorn

This wholegrain, gluten-free popcorn is suitable for vegetarians and contains no artificial colours or flavours. It could be included in crisps or Big Night In displays.

RRP 90p-£1

Contact hello@savouryandsweet.co.uk



Hawkshead Relish's Black Garlic Ketchup

Hawkshead Relish's Black Garlic Ketchup has won three awards, and can be cross-merchandised with red meats, chicken and scallops. It can also be added to casseroles and risottos.

RRP £4.99

Contact info@hawksheadrelish.com

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



Quibbles nuts

Quibbles' sweet, savoury and spicy nut mixes are gluten-free and vegetarian, with vegan options available, too. They come in single packs or 100g sharing formats.

RRP £2.55-£2.95 (sharing)

Contact nuts@quibblesnibbles.com



Wilding's Duck Crackling

Duck Crackling is high in protein, richer in flavour and lighter in texture than traditional pork snacks. It can be cross-merchandised with wine or beer.

RRP £1.89

Contact hello@wildingsnacks.com

Focus

Soup

Spring may have sprung, but the cold weather has stayed. Offering a hot option is still a good way for you to boost your lunchtime sales



Biona Hearty Lentil Soup

Biona's Hearty Lentil soup is organic and high in fibre, making it a viable alternative for health-conscious customers.

RRP £2.69

Contact salesteam@windmillorganics.com



Amy's Kitchen

Amy's Kitchen's new Hearty Organic Quinoa, Kale & Red Lentil Soup joins the brand's best-selling Organic Lentil flavour as a healthy lunch option.

RRP £1.99-£2.00

Contact www.suma.coop



Clearspring Miso Instant Soup

This rich, organic soy-based soup is a mix of two types of miso and two types of sea vegetable. It works as an easy meal or as a premium soup.

RRP £3.99

Contact sales@clearspring.co.uk

David Ramsey

Best-one Byram Park Road,
West Yorkshire

Soup tends to sell better in the colder months, with lots of people buying it, and at the moment it's been popular. We have a wide soup range, from Heinz to Batchelors Cup a Soup

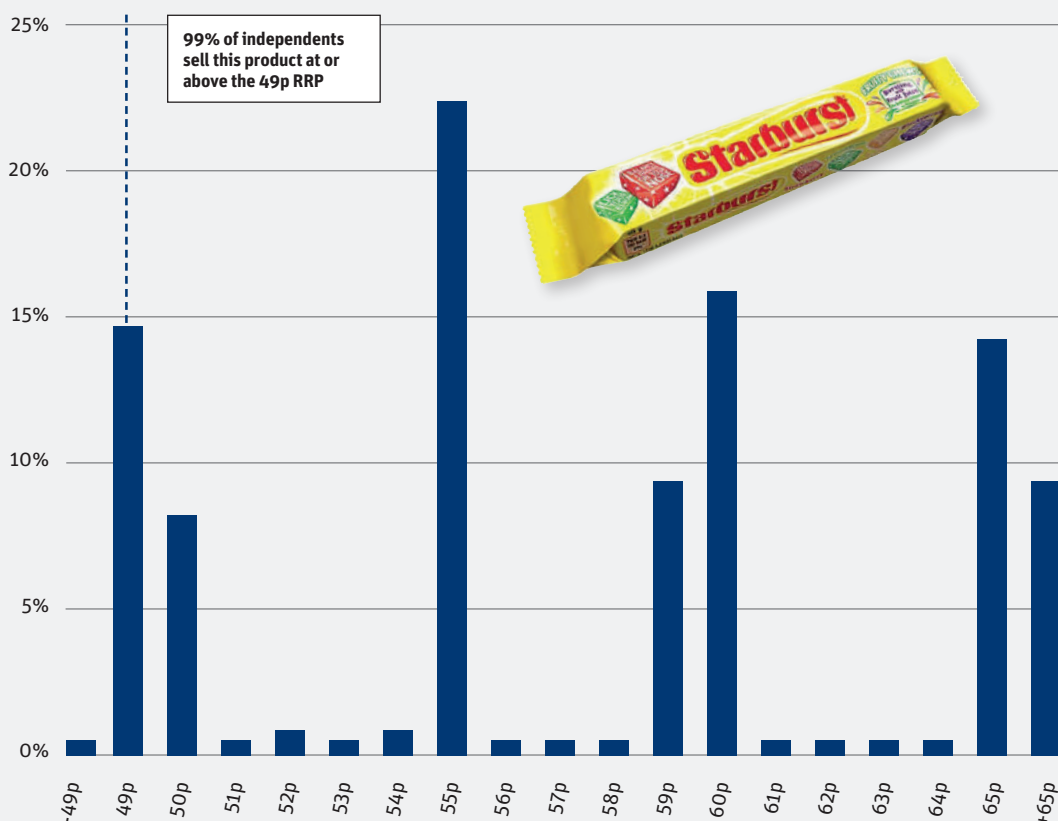


PRICEWATCH

Profit checker Sugar confectionery

Price checker

STARBURST FRUITY CHEWS 45g Price distribution %



Analysis

The vast majority of retailers – 85% – choose to price Starburst above its 49p RRP, according to this week's Profit Checker. This is in keeping with the pattern for the wider category revealed in our Price Checker table,

with the average price for all but two of the 10 products listed higher than RRP. With just 14.4% of retailers selling Starburst at RRP, the most popular alternative is 55p – a price chosen by 22.5% of retailers. While the next

most favoured prices are 59p, 60p and 65p, some stores go as high as 85p. Of the retailers we spoke to, some favour promotions to increase rate of sale, while others use sugar confectionery to achieve higher margins.

PRODUCT

Rowntree's Fruit Pastilles
52g

Rowntree's Fruit Gums
48g

Skittles
55g

Vimto Fizzy Rip Roll
38g

Rowntree's Jellytots
42g

Starburst Fruity Chews
45g

Chewits Strawberry
30g

Fruittella Strawberry
41g

Mr Tom Peanut
40g

Bassetts Cherry Drops
49g

Polo Fruits
37g

Maynards Wine Gums
52g

How we drive our profit

Hitesh Pandya

STORE Toni's News
LOCATION Ramgate
SIZE 900sq ft
TYPE off high street

TOP TIP

Don't pile too much confectionery on the counter – in some shops you can hardly see the shopkeeper



We buy our sugar confectionery from a small independent wholesaler, ES Shaws & Sons. We look to make at least a 24% margin on these products, but because we have a 69p price for most of our sugary snacks that can be more – sometimes more than 30%. We sell most of our sugar confectionery on a “buy three” deal, which means we can still get a decent margin, but customers also feel they are getting a good deal. Rowntree's Jellytots are very popular with parents buying treats for their children, but Skittles is probably our biggest seller.

Carl Pickering

STORE Top Shop Newsagents
LOCATION Hesketh Bank
SIZE 750sq ft
TYPE village

TOP TIP

Increase sales of bestsellers by putting on special offers, but also look for ways to get the highest margin



We buy our confectionery from the local cash and carry, but don't stock Starburst because it wasn't a great seller for us. Our bestsellers are the Fruittella range, then an assortment of others including Mentos, Skittles, Jellytots and Haribo. We sell to kids, of course, but a lot of adults also buy sweets. We look to make a 20%-23% margin from our range and price slightly above RRP to achieve this. If something is doing well we also run special offers – at the moment we have two for £1 on Rowntree's Fruit Pastilles, which have been selling very well.

Alex Yau
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Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 SMALL MAIN ROAD SHOP ON OUTSKIRTS OF LIVERPOOL	RETAILER 2 C-STORE IN CENTRE IN SUBURB OF N. LANCASHIRE TOWN	RETAILER 3 N'HOOD STORE IN RESIDENTIAL WEST BIRMINGHAM SUBURB	RETAILER 4 BEDFORDSHIRE VILLAGE POST OFFICE AND SHOP	RETAILER 5 C-STORE AND PHARMACY IN SUBURBAN CARDIFF	RETAILER 6 HIGH STREET SHOP IN SOUTH WEST SCOTLAND VILLAGE
61p	51p	–	53p	–	–	65p	58p
60p	51p	55p	53p	60p	55p	65p	58p
59p	49p	–	50p	55p	–	65p	56p
49p	49p**	–	–	45p	50p	45p	45p
59p	51p	55p	53p	55p	–	–	51p
58p	49p	55p	50p	–	55p	–	56p
43p	39p	45p	42p	39p	55p	39p	–
55p	55p	–	–	45p	40p	–	–
49p	40p	60p	–	45p	50p	–	–
66p	64p	55p	65p	60p	70p	59p	–
57p	50p	55p	–	–	55p	60p	50p
62p	50p	55p	60p	–	–	69p	58p

* from a sample of 3,500 stores ** Bestway RRP

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Sandeep Bains

Simply Fresh
Faversham, Kent



Local small breweries (Whitstable, Boutilliers, Ramsgate)



Bottles and cans, three for £6 (two for £7)

Where did you discover them?

We have Britain's oldest brewery at the end of the road, Shepherd Neame, so there is a real culture of ale-drinking in this area. This has grown to include craft beers, so we went to local small breweries, too, like Whitstable and Boutilliers.

Who buys them?

Everyone really. We have a reputation for having a big range of interesting beers, so there is no one type of customer. There seems to be a real desire to experiment at the moment, so we get different people trying out our local beers.

Why are they so successful?

The local area has always had a culture of ale-drinking, so we are really well placed. There are about five or six small breweries in the area now, and people like to support the local economy by buying their beers.

Liz Entwistle

STORE St Michael's Post Office & Stores
LOCATION Tenterden
SIZE 950sq ft
TYPE village

TOP TIP

Don't forget sweets are popular with adults too – display them clearly for people travelling to and from work



We are part of Costcutter, so are getting our sweets and confectionery from Nisa, although we have also bought from Sweets Direct, Booker and Bestway since Palmer & Harvey collapsed. We sell at RRP because there is a lot of competition in the village and we need to be competitive. We sell a lot of Fruit Pastilles, Wine Gums and Fruit Gums and try to make at least a 30% margin. Although novelty sweets are popular with children, there is a market among adults for them too. We sell a lot of Wine Gums and Fruit Pastilles to people on their way to work.

Amandeep Singh

STORE Family Shopper
LOCATION Hoyland
SIZE 3,000sq ft
TYPE main street

TOP TIP

If you only have room for a small range of sugar confectionery, make sure the big names are on show



We get our confectionery from Booker. A lot of the products it sells are pricemarked, so we get a margin of about 17% from them. For this reason, we don't often put these products on promotion because that would push the margin down to around 11%, which wouldn't be worth it. Starburst is pricemarked, but this does mean it sells well because we have three schools nearby. Having the price on the packet seems to give kids confidence they are getting a good deal from us. Overall, Skittles and Starburst are our best-selling sweets and we always try to keep them in stock.

YOUR NEWS

Retailers say Zapper is an ineffective loyalty tool Planned store expansions are paused

Flaws halt Zapper's future expansion, say retailers

by **Priyanka Jethwa**

Priyanka.Jewtha@newtrade.co.uk

Retail app Zapper's roll back of expansion plans can be attributed to it being an ineffective loyalty tool and having an outdated method of data collection, retailers have told RN.

According to RN's sister title RE, Zapper made 40 staff redundant last week, and will put plans to introduce the loyalty app to Spar Gillett's stores and Nisa Evolution stores on hold.

Mo Razzaq, of Family Shopper in Glasgow, said the problem with Zapper lies in how data is collected because it isn't directly taken from customers in his store. This means he can not analyse it in-depth and apply the findings.

He said: "We already have our own Privilege loyalty scheme. Plus, only 5% of our customers use Zapper compared to

15% of customers using Privilege – a lot have already moved from Zapper to Privilege. They only used Zapper for a payment option rather than a loyalty scheme."

Rav Garcha, of Nisa Local in Shrewsbury, said he hadn't signed up Zapper from the beginning as he felt it wasn't "convenient".

"It was too much work

for the customer to get rewards. And using a QR code was an outdated method," he added.

Competitor app Uba-market's chief executive Will Broome, said: "Zapper only provided the loyalty element at the point of payment, but didn't provide anything else for the customer for their entire time in a store."

Keystore's local fund

Symbol group KeyStore has launched a community fund and is looking for local charities to support, with grants of up to £300. Applications are made through the symbol group's retailers for £100 cash funding or larger sums if they are matched by the store.

Among the projects already backed is a café at Todholm Primary School in Paisley, run by the children to develop business and food technology skills.

Chris Watson at Corsford KeyStore in Johnstone, Renfrewshire, said "People see you're in it for the long-term and you get loyalty."



Refit boost

Having not updated his store in 20 years, one Northern Irish retailer has enjoyed a 5% increase in sales after a refit of his Nisa forecourt. James Knox, of Parkgate Service Station in Lurgan, said the new layout was designed to allow more space for food to go and chilled. "We didn't stop trading during the construction period, so it ended up being good advertisement when people came in and saw that we were renovating," he said.



NFRN energy drink ban promoted

Posters promoting Scotland's ban on sales of energy drinks to under-16s are being distributed to participating retailers.

The move follows a unanimous decision by the NFRN's Scottish conference to encourage independent retailers to prevent underage sales of drinks that are labelled "unsuitable for children".

The posters will be distributed to stores observing the voluntary ban, and set out the new policy on highly-caffeinated drinks.

Aberdeen branch member Jim Maitland said: "As responsible retailers, the NFRN should be leading the way in the independent sector by giving clear guidance to its members."

Kent funeral of ex-NFRN President

All NFRN members are welcome at the funeral of former national president and Newtrade board director Terry Pigg on 12 April at Thanet Crematorium from 3.15pm.

A passionate news seller, Mr Pigg launched the Newsforce symbol

group but his year was marred when the Daily Mirror and The Sun cut terms from 28% to 26.5% in October 1990. He battled against wholesaler and publisher margin erosion until the early years of this century, when he retired.

There is a reception after the funeral at Salmestone Grange, Margate. Donations towards a seat at the care home in Dover where he spent his last months should be sent to Mrs Pat Pigg, c/o W J Farrier & Sons, 161 London Road, Dover CT17 0TG.



MAXIMUM TASTE NO SUGAR

STOCK PEPSI MAX, MAX CHERRY AND
GINGER IN 500ML PET AND 330ML CAN



YOUR VIEWS

YOUR LETTERS

■ If these problems continue any longer, I am going to have to shut up shop

I have a card machine with Cardtronics/Cashzone and it has been down for eight days now. A variety of people have been in to see it from BT and the ATM supplier, each of them blaming the other for the problem.

Both companies were supposed to visit and work together to solve the problem, but while the BT engineer came at 9am, the guy from Cashzone didn't show up.

I was told Cashzone would be sending someone called Steve Harrison, but he didn't answer his phone when we rang. When we checked with Cashzone, it said it would have sent someone called Tom, but BT hadn't confirmed so he didn't come out.

Ultimately, the real issue is my takings are down by around one third. My footfall is down, too, and my customers are upset. Last week, my total store takings were down £3,000, because around 200-300 people use the ATM every week and



Last week, my total store takings were down £3,000

Ralph Childs

one third of these buy something while they're in the shop.

If it carries on much longer, I could be shut within a month.

Ralph Childs
Child's Newsagent,
Great Yarmouth

A spokesperson for Cashzone said:

"We'd like to apologise that Mr Childs has not been satisfied with the service, and we will continue to work with him to find a solution for this."

■ Bestway's special deals may not be all they seem to be

I work at an independent retailer and would like to raise a concern about Bestway's retail practice.

When you order items on promotion that are on their own, they are always either out of date or have one or two weeks left on them. Unfortunately, we have been set back by this more than once. It doesn't say anything like 'short date' or 'reduced' on them.

I would like this highlighted, so that other independent retailers are not similarly disappointed.

If an item from Bestway is discounted and seems too good to be true (with a large profit margin), it will always be either out of date or very soon going out of date.

Customers care about dates on products, so it seems only fair that Bestway warns retailers on its website.

As I see it, this is nothing less than bad retail practice.

A concerned retailer
(Name and address supplied)

A spokesman for Bestway said:

"We are extremely concerned if this is the case as Bestway has robust delivery date procedures in place which aim to give customers adequate time to sell product through the supply chain. Product prices shown on the website are managed centrally but depot managers have the ability to change prices to clear short-dated stock if necessary. We will look into flagging up such promotions online to ensure customers are aware they are purchasing reduced-to-clear products that have a limited shelf life. Please pass on our apologies to the retailer and also our thanks for highlighting this issue and if they would like to get in contact with more detail, we will investigate further."

■ Camelot doesn't care about us

I am sitting here on 26 March, at 3.15pm, patiently waiting on Camelot to finish its 'update'. I left my terminal on overnight, as requested, yet here I am, having lost almost a complete day's lottery

YOUR SAY Is it right to tackle confectionery as the next product to be hit with a sugar tax, and how do you think your customers will react?



Michelle Roberts

Nisa Local, Essex

Some customers care about the amount of sugar they consume, some don't. From a health perspective, I think a tax on confectionery would be a positive thing. The pricemarked £1 share bags are popular products for us. Our customers are price-conscious and will ask questions at the till. But I'm open to reformulations of products - I don't think customers will notice.

Kate Clark

Sean's News, Upton-on-Severn, Worcestershire

It's getting to be such a nanny state that it's getting ridiculous. A sugar tax on confectionery will be a bit like cigarettes - it's not go-

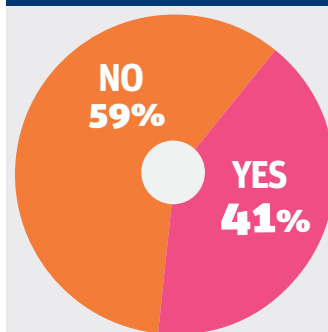
ing to make a difference to people who want to smoke or want some chocolate. They're just going to be spending more money, and people on lower incomes will have less money for healthy food. I can't see them stopping buying confectionery.

Mark Ansell

Liskeard News, Cornwall

Confectionery seems like it's already been hit with a sugar tax, to be honest. We've already seen the changes in size, so you get the feeling that they've already introduced it. It has the opposite effect to what is intended - people are just trading up to a bigger sharing bar for better value. But they're not sharing it or putting half of it away for later.

RN READER POLL



Would you support a water refill scheme in your shop?

NEXT WEEK'S QUESTION

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



Vote now at
betterretailing.com



Jim Moorhead says he lost nearly a day's lottery takings waiting for his terminal to be updated

takings. When I phoned, I was basically told, "You'll just have to wait."

Personally, I'm beginning to think Camelot's customer care policy is: "You're the customer and we don't care."

My anger was not helped when I phoned two other lottery operators – one was half a mile away, the other five miles away – to be told their terminals were operating as normal.

Will Camelot compensate me and any other operators for this?

Can it explain why this should happen? I would have thought all terminals would update simultaneously.

Jim Moorhead
Top Cards
Johnstone

A spokesman for Camelot said:

"Terminals were sent an update overnight from Sunday night to Monday morning. We're sorry to say that, due to a technical issue, the update did not work

properly on a small percentage of terminals. As a result, we organised engineers to urgently visit as many of these stores as possible – although, in some cases, the issue had corrected itself before an engineer arrived, as was the case in Mr Moorhead's store."

100 YEARS AGO

6 April 1918

WH Smith was expecting 'If We Fail...', a 12-page pamphlet featuring a tub-thumping speech by Rudyard Kipling spurring the public on to greater efforts at the end of the war, to be a million copy seller, despite paper shortages.

VIEW FROM THE COUNTER with Mike Brown



I enjoyed the article in RN a couple of weeks ago called 'Big Mistakes – and what you can learn from them'.

After 27 years in retail, I have made plenty of mistakes, but perhaps my biggest was deciding to sell hair accessories.

Instead of trying out a small amount, perhaps on a sale or return basis, my wife and I visited a trade show at the NEC Birmingham and spent over £1,000 on stock.

We refitted the shop to make an impactful display, but unfortunately, the idea flopped and for several years I was a regular seller at car boot sales trying to re-coup our investment.

At our Teesside branch meeting we always devote some time to discussing new ideas and any products or services that have been successful in member's shops. In the last meeting, our secretary Martin Ward said he was

doing very well with £1 bags of crisps. I was sceptical, but my Walker's rep David Tomlin put in a stand to display the £1 bags and they have been flying out ever since. He also spent some time fitting plastic bays to display standard bags and sales have picked up there as well.

My only criticism has been the lack of availability of the £1 bags at my local cash & carries, so I could have sold a lot more.

My youngest daughter, Emma, has been selected to play for England Women's U17 in Stavanger, Norway. It is the next round of UEFA qualifiers and the girls are playing Slovenia, Switzerland and Norway.

Rachel and I are hoping to fly out for a couple of days next week to watch her play, so I will report back on my Norwegian experience in my next piece.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

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



Always makes for a good day when a customer tells me he's able to buy a similar product to one I sell a lot cheaper. Again it's cigarettes – my price £11, smugglers' price £3.60 Does no-one really care what's happening to local businesses because of this criminality?

Eugene Diamond
@EDiamond136

What a store! The meal solutions & fresh bakes here are jaw dropping. All cooked on site, packaged and labelled before going on display. And take a look at the instore #Easter theatre. Just fabulous @MilestoneRath

Nisa Retail
@NisaRetail



I disagree with those that underpay staff wages, but with increases in minimum wages and many changes in legislation making life hard for small businesses, it's also understandable why they would be tempted to take the risk.

Broad Oak PO/Londis
@BroadOakLondis

Really enjoyed the @IAAcademy visit to Vijay Odedara's @NisaLocally store in Canvey Island with @JackCourtnezRE and @samanthagunston today. Looking forward to seeing progress on the action plan. @PayPoint proud to be involved again this year #IAA18

Steve O'Neill
@steveoneill77



ACADEMY IN ACTION



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Customer Service

In the third instalment of the IAA's 12-week in-store programme, category partner Post Office advises Kam and Dalbir Singh Nijjer on delivering top customer service



Name	Kam & Dalbir Singh Nijjer
Shop	Spar Meriden
Location	Meriden, West Midlands
Size	Just under 1,000sq ft
Staff	2 full-time, 3 part-time

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



This week, the IAA's guide to improving your business focuses on customer service. At the heart of every independent shop is its customers and keeping them happy will drive loyalty and footfall.

Before you benchmark your shop this year, find out what customer service advice Peter Johnson, Deputy Director for Network Transformation at the Post Office, had for Kam and Dalbir Singh Nijjer when he visited their shop.

The brothers' family have run Spar Meriden in the West Midlands for more than 20 years and strive to give shoppers great service. At just under 1,000sq ft, they have a standard convenience offer with some well-selected specialist lines, such as a local meat range and locally-made Indian takeaway meals to stand out from the competition.

What can you learn from Kam and Dalbir's IAA customer service action plan?

Want to see more?

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



WHY I TAKE PART

Customer service is important to us – it helps bring people into the store. Our regulars know us and we have a great relationship with them, but you can get too comfortable, and not realise the changes you need to make. We're hoping to get some pointers from the Post Office and the IAA to help us go back to basics and do things better. Little bits of advice can make a big difference.



INDEPENDENT
Achievers Academy



IAA ADVICE

Kam & Dalbir's challenge: Ensuring the shop and staff are presented professionally

Kam & Dalbir are very welcoming to everyone who walks through the door and the shop is well stocked and presented. What more could they do to make their shoppers feel welcome?



Peter says: "It all starts with physical appearance. Kam has his Spar t-shirt on, but it would help if all staff wore them, even those working for a couple of hours. While a lot of customers know their names, it doesn't hurt to have name badges. Customers feel more able to ask you a question if it's clear someone is a member of staff."

Action Contact Spar to get uniform and name badges for all members of staff so everyone is accessible to customers.

Kam & Dalbir's challenge: Having a consistent approach to customer service

The brothers actively promote new products, such as their local meat range. They tell shoppers about it, take them to the fixture and give them flyers. How can they get the rest of the team on board?



Peter says: "Kam and Dalbir need to set out their vision – what does excellent customer service look like. It can focus on presentation, eye contact with customers and always being helpful. Then show those store standards to staff and regular customers and monitor success. If staff know the store standards they can be challenged on making sure they live up to them."

Action Put a list of four or five store standards in place and share it with your team. Review success quarterly.

Kam & Dalbir's challenge: Monitoring customer complaints and feedback

The shop gets very few customer complaints, but Kam and Dalbir deal with each one quickly to make sure the customer walks away happy. How can they take this a step further to ensure consistency?



Peter says: "If retailers and their staff don't record complaints and suggestions they can't improve on them because they don't know they're there. Keeping records of complaints and feedback might sound like a bit of work, but it means they can better understand how they managed the situation and what good customer service is. Talk to customers, understand what they want and manage their expectations."

Action Actively ask customers for feedback and keep a record of complaints and suggestions so you can spot opportunities.

PARTNER ADVICE

Great customer service is vital for shopper loyalty, and Kam and Dalbir do a great job of keeping customers coming back. Today we've focused on how they can go back to basics and improve on the good work they're already doing.

Peter Johnson
Deputy Director Network Transformation
Post Office



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



Presenting your staff and shop professionally

- ☐ Is your shop floor clean, presentable and well lit?
- ☐ Are you and your staff dressed professionally with easy-to-read name badges?
- ☐ Are your aisles clear of clutter, stock waiting to be put on shelves and rubbish?

Engaging with customers so they feel welcome

- ☐ Do staff greet customers with eye contact and a smile?
- ☐ Do staff manage queues so customers are served quickly?
- ☐ Do staff get to know customers names and engage in conversation with them?

Setting the standard and sticking to it

- ☐ Do you have customer service standards in place?
- ☐ Do you share these with your staff so they know your expectations?
- ☐ Do you check to ensure standards are upheld and staff are going the extra mile?

Handling suggestions and complaints

- ☐ Do staff apologise and try to make things right when a customer complains?
- ☐ Do you have a process to record customer suggestions or complaints including when to escalate them?
- ☐ Do you make changes based on what customers suggest or complain about?

Anticipating and exceeding customer expectations

- ☐ Do staff get to know customers' needs by asking for feedback?
- ☐ Do staff openly offer help to customers with things like packing their bags?
- ☐ Do staff know what you sell so they can advise customers on where something is?

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

Call us on 020 7689 0500 to find out how to create your own shop report or to see how you can take part in a future visit.

Next week: Effective Ranging

CATEGORY ADVICE



Raising your spirits

Are you doing everything you can to grow spirits sales? Here, **RN** joins **Diageo's Ben Jackman** as he advises two retailers on how to boost sales in the category.

Spirits sales in the convenience sector are worth £822m, with premium spirits seeing growth of +9% in the year to July 2017. As part of Diageo's My Store Matters programme, which identifies key merchandising techniques and recommendations to help independents make the most of the opportunities in the category, Diageo's Ben Jackman and Benjamin Inwood visited two London retailers. With their advice on range, merchandising and display, can they boost sales over the next six weeks?

THE EXPERTS



BEN JACKMAN

Business Development Executive, Diageo



BENJAMIN INWOOD

Head of Field Sales, Diageo



FOCUS ON MANMOHAN GHATORA

Barnett's Deli, Stanmore

The biggest challenge for me in the spirits category is that I don't drink alcohol myself – so I don't feel confident about what my shoppers want from a spirits range. For example, are they looking for smaller sizes, premium brands or NPDP at the moment? There are also so many brands out there and a lot of new products coming out. I would really benefit from advice on the category and current trends so I can better cater to my customers.



Ben Jackman says

Manmohan has a limited amount of space in his store, so it's important to stock a core range of the bestselling lines and sizes. At the moment, a few of the biggest sellers are missing, including Gordon's 35cl and Smirnoff 20cl, and there are a few gaps in his display. His spirits lines also aren't arranged by product type in his current fixture, so there is an opportunity to make his display easier to navigate.

BEFORE



ACTION PLAN

- 1 Display:** Merchandise your fixture so that products of the same type are placed together vertically. This will make it easier to shop.
- 2 Grab attention:** Use eye-catching gift boxes to package premium brands, drawing shoppers' attention to them. Use the cocktail ideas on the boxes as talking points for consumers, too.
- 3 Plan ahead:** Make sure you have enough of your bestsellers in your stockroom ready for peak times, so you don't miss out on any sales.

in association with

DIAGEO

DIAGEO'S TIPS FOR YOUR STORE

- 1** Block together sub-categories on shelf, i.e. all vodka together, to help shoppers see what is available more easily
- 2** Make sure premium products are clearly visible for customers to capitalise on impulse buys
- 3** Fractionals are seeing growth across all spirits categories, so stock the bestselling lines in 20cl and 35cl bottles

THE OPPORTUNITY



Spirits sales in the convenience sector are **£822m** growing at **+2%** year on year



Premium spirits are driving growth in the category, with sales up by **+9%**



FOCUS ON KAMLESH PATEL

Londis Manor Park, London

Price and promotions are important to us – there is a Tesco and a petrol station nearby so we have to be competitive. A challenge in the spirits sector is encouraging shoppers to try new products. Our biggest sellers are vodka, particularly Russian Standard, and smaller bottles. There's a trend for fruit flavoured spirits, especially around holidays and festivals. I would like to hear about how to improve the range to get the most out of sales.



Ben Jackman says

Kamlesh has a fantastic range as it is, and he's already stocking the bestselling spirits lines across all the key sizes. At the moment, some of the biggest selling premium lines are displayed below the customer's eye level, so shoppers could be missing them. He is also offering several of his spirits lines at below RRP. He could boost margins instead by encouraging shoppers to trade up to more premium or on-trend products.

BEFORE



ACTION PLAN

- 1 Visibility:** Use clear on-shelf labeling, PoS and shelf strips to clearly highlight your range and competitive pricing.
- 2 Premium brands:** As there is opportunity to boost sales of premium spirits, display lines like Ciroc higher up and centrally in your fixture.
- 3 Trends:** Bring on-trend spirits, such as gin, closer to the till to cash in on up-and-coming lines.

What happens next?

Manmohan and Kamlesh will follow Diageo's advice for six weeks. RN will look at sales data from both stores to see how the changes help boost their sales.

To find out how they got on, look out for RN on...



**20
APRIL**



GET INVOLVED

DRIVE SPIRIT SALES IN YOUR STORE

For more advice and tips, go to

betterRetailing.com/increase-alcohol-sales

HOT DRINKS

Heat up your sales

The hot drinks category is increasingly a sector of two halves. Yet, as **Olivia Gagan** discovers, both sides provide great opportunities to independent retailers

Ambient

For generations, consumers have flocked to their local shop to pick up tea and coffee – yet this market is evolving

Aman Uppal

One Stop Mount Nod,
Coventry



Like any convenience retailer, tea and coffee is a really important category for us, and we're always thinking about how to make our offer as compelling as possible.

One major trend we've noticed is a rise in demand for high-quality coffee, so we've expanded our range of premium products. We now sell the whole Nescafé Azera range, from single-serve sachets to tubs, and we also stock Kenco Millicano and Lavazza Prontissimo Intenso. I think they've all done well, in part because they regularly feature on One Stop promotions. We've also started doing coffee pods and chose to stock the Costa-branded Tassimo and Nescafé Dolce Gusto ranges.

Lower down the price scale, we sell a lot of One Stop Gold Roast,

which is in line with Nescafé Gold Blend. It's an own brand with a premium feel.

Tea has a pretty constant, steady trade, too. PG Tips has always sold well, and Yorkshire Tea has a strong following: people are very loyal to brands in tea, but less so with coffee. People are becoming more health-conscious, with sales of green, white and flavoured teas growing, so we've created a permanent two for £3 offer on Twinings speciality teas to cater for that market.

TOP TIP

Don't be afraid to introduce new coffee lines. Own-brand coffees are improving all the time. The One Stop coffee has been a big success for us.

TOP TIP

Don't be afraid to change positioning. We had hot drinks next to biscuits, but people were searching in the grocery aisles instead – so we moved it all.

TOP TIP

Go premium with coffee. As well as your core lines, try adding premium newcomers. People are more discerning about their coffee now.

TOP TIP

Try to meet different shopper missions. We stock large jars of instant coffee for families and ground filter coffee for young professionals.

TOP TIP

Ask customers what they like. In my area, a lot of people are loyal to Yorkshire Tea, for instance – often regional brands have a lot of customer support.

Products: ambient

Costa Tassimo Vanilla Latte, 16 pods, RRP £5.29

A limited edition which the company says proved a hit with consumers, this flavour has joined Tassimo's permanent line up of pods for at-home coffeemakers.

Tetley Super Fruits Boost Blackberry & Raspberry, 20-pack, RRP £1.79

Tetley is capitalising on the 'wellness' trend by offering a blueberry and raspberry tea blend with added vitamin B6. Other variants in its health-conscious Boost range include Cranberry & Elderflower.

Yorkshire Tea Decaf, PMP £1.89

Taylor's of Harrogate is supporting Yorkshire Tea's Decaf variant with a new £1.89 pricemarked pack after noticing a growing demand for caffeine-free teas.





STIR UP YOUR SALES

WITH **YORKSHIRE TEA DECAF**



All the flavour of a proper brew, without the caffeine -
that's why Yorkshire Tea is driving category growth
and outperforming the sector*

STOCK UP NOW

*Decaf tea sales +7.9%, Yorkshire Tea Decaf sales +10.1% - source IRI 52 w/e 3/2/18
Non priced-marked packs available. Prices are recommended only.

HOT DRINKS

TOP TIP

Show off your coffee-to-go with signage. Advertise that you serve it outside your store to draw in passing trade – coffee is often an impulse buy.

TOP TIP

Keep it simple. We've had success offering just one cup size and one price across the drink types, for example. It makes things quick and easy for customers.

TOP TIP

Read the small print. Read through your contract before you sign so you know how many cups you'll need to sell to break even.

TOP TIP

Choose the right machine size for your store. We recently had the option to scale up, but we don't need to do that yet.

TOP TIP

Get your price right. The RRP may not always be what is best for your local area. Talk to customers and check out price of your local competition first.

Coffee to go

Increasingly, convenience stores are seen as the place to pick up a snack or drink to keep you going. And stores are looking to profit.

Robert Kirkwood

Mossgreen Convenience Store, Fife



It's mostly busy professionals who use it: where I'm situated, there's a lot of passing trade from builders and salespeople. We use an Espresso Essential bean-to-cup machine, which I chose after doing some research with some London-based convenience retailers to learn which brand worked best for them. We sell 8oz cups for a £1, with a choice of seven different drinks including an Americano, Cappuccino and even Flat Whites.

Hot drinks to go work really nicely with food to go, so I've placed the drinks machine on a counter-top next to my food to go display. My food to go is stocked by a local Scottish bakery, so people can quickly pick up a good-quality roll or a pastry with a hot coffee first thing in the morning.

We're in a small village, and I have only had the machine for a few months, so I'm keeping an eye on sales and am ready to adjust my pricing and strategy if I need to. I'm also planning to market the fact we have the machine more in the coming months, to raise awareness with locals. ●

My big sellers

Flat white

We get salespeople coming in for a flat white as they're travelling. One lady comes into the store regularly to get a drink and a one-finger Time Out – each bar is 35p and just 112 calories.

Mocha

Workmen come in for a mocha as they want to get a chocolate fix on their break. On Thursday, we also have four window cleaners who will pick up a latte as well.

Tea

When they're able to park, we get a few lorry drivers in who like to get a cup of tea. They will often leave the tea bag in so it's as strong as possible.

TOBACCO

Sterling

JTI invites store-owners to informal curry socials to see the latest products and hear the latest merchandising advice. An early launch following the introduction of plain packs, Sterling Dual has been high on the agenda.

LIVING IN A POST-EUTPD II WORLD...

Kamal Sisodia

Belvoir News, Coalville

Customers have become more price-sensitive since legislation banned the sale of 10-packs and they are more concerned about how much they can get for their money these days. The socials are useful because I get to learn first-hand about new products such as Sterling Dual Capsules and the best ways to tell customers why they're value for money.

JTI's repositioning of Kensitas Club is one of a number of recent investments by the industry

Silk Cut

How do you sell premium brands in an era of plain packaging? JTI's long-standing JTI Advance website has been a focus for retailers and staff hoping to improve their category knowledge.

LIVING IN A POST-EUTPD II WORLD...

Sarj Patel

Pasture Lane Stores, Loughborough

It can sometimes be difficult to keep up with all the changes in customer education, legislation and illicit trading, especially when you have new staff who aren't as educated about the category. They can learn a lot in just a simple half-hour session and they look more professional when speaking to customers.

What's going on?

After the arrival of plain packaging and EUTPD II last year, tobacco supplier activity seemed to stop. But new brand developments have recently been hitting the headlines. **Alex Yau** takes stock of what the big manufacturers have been up to



Kensitas Club

To help retailers tap into the trend for budget tobacco, JTI has relaunched Scottish brand Kensitas Club King Size and dropped its RRP from £10.65 to £7.65.

LIVING IN A POST-EUTPD II WORLD...

Ferhan Ashiq

Day-Today Ashiqs, Prestonpans

I'm in an area where customers aren't as affluent as those elsewhere and they value affordability more than anything else. Customers are definitely asking for the cheaper packs these days. They already have an expectation of what a packet of kingsize cigarettes will cost and having a lower RRP on these products helps maintain my overall tobacco sales.

John Player & Sons

Earlier this year, Imperial announced its first product developments since plain packaging was introduced. The updates to the John Player & Sons range includes stronger filters that emit less smoke.

LIVING IN A POST-EUTPD II WORLD...

Ken Singh

Mill Hill Stores, Pontefract

Plain-packaging and closed gantries have made it much harder to sell cigarettes over the past year and my sales have decreased. It helps to have products, such as John Player & Sons, that offer different features, as it can be easier to sell a packet of cigarettes if it has distinguishing or unique features.



It can sometimes be difficult to keep up with all the change



Retailers are reporting more customers turning towards lower-priced brands



TOBACCO

Lambert & Butler

Imperial has been using store visits by reps to offer pricing advice about brands such as Lambert & Butler, ensuring retailers maximise their own sales, while helping out with other advice.

LIVING IN A POST-EUTPD II WORLD...

Martin Ward

Cowpen Lane News, Billingham

Customers in the past year have become more price-sensitive. I have rival stores, but illicit trade has increased, too. Whenever the Imperial reps come in, they advise me to stick to RRP on brands such as Lambert & Butler. Customers have an expectation about cigarette prices and I can't afford to lose them by charging above RRP.

Carlton

Plain packaging has increased the time it takes for some retailers to locate cigarettes in the gantry. Carlton-maker Imperial added special labelling to its gentries to help retailers reduce this time.

LIVING IN A POST-EUTPD II WORLD...

Anita Nye

Premier Eldred Drive Stores, Kent

Plain packaging means it can sometimes take me and my staff longer to find a brand customers want. This can lead to frustration during peak times, as my store can get quite packed. Clearer labelling on my gantry and displaying cigarette packs upside down has helped ease this.

Premium brands face extra charges



Marlboro

One of the most recent developments Philip Morris International has made to the Marlboro range is a resealable pack designed to keep cigarettes fresher than traditional foil wraps.

LIVING IN A POST-EUTPD II WORLD...

Anish Parekh

Londis Broadoak & Post Office, Ashton-under-Lyne, Greater Manchester

The most demand since the legislation was introduced has been for the more affordable brands. Customers can't see the packaging of premium brands as clearly, which has caused demand to fall. I still keep premium cigarettes in stock, however, because there are customers who still want them. Having features like the resealable Marlboro packs can sometimes help persuade customers to trade up.



Moments

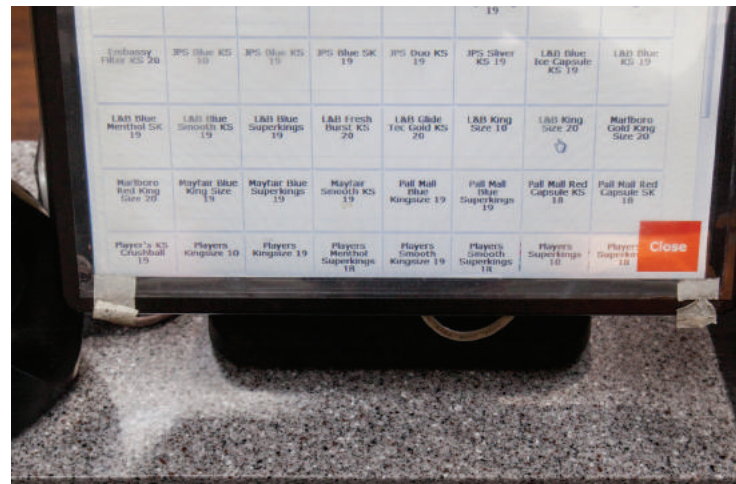
Cigars benefit from the fact they can be sold in 10-packs, while also being exempt from certain branding restrictions. Scandinavian Tobacco Group (STG) is using this to its advantage and its marketing this year will be mainly focused on its Moments Panatella range.

LIVING IN A POST-EUTPD II WORLD...

Kay Patel

Best-one, East London

Miniature cigars are useful in helping minimise shrinking tobacco margins. We can sell them in packs of 10s and the packaging stands out when compared to traditional cigarettes. The margins we make on miniature cigars are 30% when sold at RRP and the investment made by companies such as STG to raise awareness and education in the convenience trade really helps.



Retailers are increasingly needing to focus on the challenges the category presents



Cigars provide additional opportunities for independent retailers



Royal Dutch

Ritmeester's says miniature cigars have traditionally been products that are better known among tobacco enthusiasts. As a result, it is offering samples of its Royal Dutch range to retailers to increase awareness.

LIVING IN A POST-EUTPD II WORLD...

Hitesh Pandya

Toni's News, Ramsgate

I find the curry socials Ritmeester holds with retailers and the trade press very useful. It's a hands-on, but informal way of learning about the latest developments in the cigar market. There isn't as much awareness about cigars as cigarettes. These opportunities give us a chance to learn about how we can upsell to smokers who want value.



Rothmans

British American Tobacco (BAT) has taken steps to help retailers, who now cannot sell rolling tobacco weighing less than 30g. Its most recent product includes Rothmans Fine Tobacco in a resealable pouch at a £10.50 RRP.

LIVING IN A POST-EUTPD II WORLD...

Narinder Kaur

Premier Narinder's Convenience, Huddersfield

Since the legislation came in, the demand for rolling tobacco has definitely outstripped demand for conventional cigarettes. Customers find they get more value because they're getting more tobacco for their money. I find it's also sometimes easier to raise awareness of rolling tobacco because filters and tips don't have the same merchandising restrictions as cigarettes.

B&H BLUE IS BY FAR OUR STRONGEST SELLER



"We maximise our sales of B&H Blue by ensuring we have the full range, priced at JTI's recommended retail price"

"By building a reputation that we're always fully stocked, this is how we get repeat customers"

"We want to continue capitalising on our success with B&H Blue, and use it to increase footfall and maximise every available profit opportunity"

ARJAN MEHR,
Londis Great Hollands, Bracknell

WATCH the full video on JTI Advance



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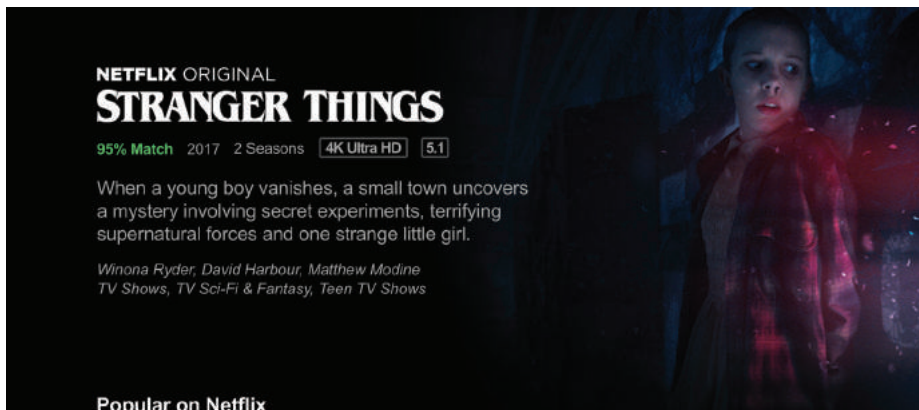
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THIS WEEK IN MAGAZINES




NETFLIX ORIGINAL
STRANGER THINGS

95% Match 2017 2 Seasons 4K Ultra HD 5.1


When a young boy vanishes, a small town uncovers a mystery involving secret experiments, terrifying supernatural forces and one strange little girl.

Winona Ryder, David Harbour, Matthew Modine
TV Shows, TV Sci-Fi & Fantasy, Teen TV Shows

Popular on Netflix



Recently Watched



Launch of the week

EMPIRE EXPANDS FROM FILM INTO TELEVISION

The top film title is capitalising on the current golden age of TV with a new magazine about the latest cinema-quality shows

BILLED AS being from the makers of Empire, Pilot TV cashes in on what critics are calling a golden age of television, paying particular attention to programmes produced by the likes of Netflix, Amazon and HBO, as well as more traditional channels. It boldly claims to cover every quality TV show that matters, with its cover featuring Netflix's Luke Cage, as well as Westworld, The Handmaid's Tale and the forthcoming new take on Lost In Space. Empire has started flagging up the launch through its social channels and the next issue is planned for September, after which publication will be more frequent.



PILOT TV
On sale 5 April
Frequency TBC
Price £4.99
Distributor Frontline
Display with Total Film,
Empire, TV magazines

My week in magazines



Tim Murray

Magazines reporter
RNreporter@newtrade.co.uk

THE BIG NIGHT IN HAS A NEW GUIDE

Someone mentioned Pilot TV magazine to me recently, although it was as yet untitled. "It's from the makers of Empire," the PR person said, outlining the thinking behind it.

The new Bauer publication has now been unveiled and hit stores and shelves on 5 April. It's an easy sell in terms of explaining it to customers. Editor-in-chief Terri White said: "Pilot TV is the first magazine of its kind anywhere in the world: a magazine dedicated to the life-consuming world of cinematic TV. These are shows with the budget, scale, scope, production values, filmmaking talent and storytelling chops only previously found on the big screen. It's a whole new world and you're not going to want to navigate it without us."

Empire has its critics in the film world (another market I work in), but its global appeal is huge. When you see that the US, the home of Hollywood, has no regular printed film magazine, but the UK can sustain several that are also respected in the States, you can see how strong Empire's reputation is.

Despite the magazine's attempts to lure readers away from stores, as well as its exclusive cover deals offered to Sainsbury's, its PR materials for the launch stated one thing quite clearly: it is available from newsstands. Now is the time to show how you can get behind a launch and put your full weight behind it.

Opportunity: cinematic TV
Customers will have watched Netflix and be aware of the kind of programmes talked about in Pilot TV. Make sure you rack it alongside TV weeklies as well as alongside film and entertainment magazines.

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

RN

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THIS WEEK IN MAGAZINES

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EATING ON A BUDGET

- Priced at just £2.99, this title is aimed at people looking to save money. It contains tips on reducing waste to help save the planet, too.
- This issue includes more than 50 recipes, including a wealth of options for vegetarians, as well as a special look at cheap Italian eats to make.

On sale out now
Frequency five issues a year
Price £2.99
Distributor Marketforce
Display with BBC Good Food, BBC Easy Cook, Delicious



SPACE SHOTS

- This one shot is a bookazine spin-off from Astronomy Now that proudly claims to feature the 'greatest images in the universe'.
- It features more than 100 images taken of space using super-powerful telescopes, from Mars and Pluto to far away galaxies.

On sale out now
Frequency one shot
Price £9.99
Distributor Intermedia
Display with Astronomy Now, BBC Sky at Night, All About Space



TATLER

- The Royal Wedding is fast approaching and Tatler is gearing up for the society event of the year with its own issue looking at the forthcoming nuptials.
- The magazine includes an eight-page special devoted to the bride-to-be, Meghan Markle, looking at her life and style. She also appears on the cover.

On sale out now
Frequency monthly
Price £4.70
Distributor Frontline
Display with Vogue, Elle, Marie Claire



WORLD AT WAR

- World at War is a US publication that goes into detail about the history of the wars that shaped not just the 20th century, but the 21st, too.
- It breaks down the strategy and tactics of key battles and skirmishes throughout the major conflicts.

On sale out now
Frequency bi-monthly
Price £9.49
Distributor Intermedia
Display with BBC History, WWII History Presents, Military History



YES & NO

- Lavish quarterly Yes & No is publishing its fourth issue and is intended to provide answers to all-important questions in this confusing age.
- The magazine takes in politics, science and technology, arts, and culture.

On sale out now
Frequency quarterly
Price £15
Distributor Intermedia
Display with Monocle, Wallpaper, Huck



Bestsellers Puzzles

Title	On sale date	In stock
1 Puzzler Collection	18.04	<input type="checkbox"/>
2 TAB Take A Crossword	05.04	<input type="checkbox"/>
3 TAB Take A Puzzle	05.04	<input type="checkbox"/>
4 TAB Puzzle Collection	12.04	<input type="checkbox"/>
5 TAB Arrowwords	19.04	<input type="checkbox"/>
6 Puzzler Q Wordsearch	18.04	<input type="checkbox"/>
7 TAB Seasonal Puzzle	04.05	<input type="checkbox"/>
8 TAB Wordsearches Collection	12.04	<input type="checkbox"/>
9 TAB Wordsearch	05.04	<input type="checkbox"/>
10 TAB Hide N Seek Wordsearch	12.04	<input type="checkbox"/>
11 RAB Criss Cross	12.04	<input type="checkbox"/>
12 The Puzzler	18.04	<input type="checkbox"/>
13 TAB Crossword Collection	12.04	<input type="checkbox"/>
14 TAB Codebreakers	05.04	<input type="checkbox"/>
15 Puzzler Q Puzzle Compendium	11.04	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

SYMBOL KEY

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

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@OfficialPanini

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THIS WEEK IN MAGAZINES



HOUSE & GARDEN

- The May issue of House & Garden features the annual Hotels by Design supplement bound in with the magazine.
- The popular supplement looks at the intersection between design in hotels and homes, and covers some of the world's most stylish boutique hotels, showing what can be taken into people's homes.



On sale 5 April
Frequency monthly
Price £4.40
Distributor Frontline
Display with Country Living, Ideal Home, Your Home



WORLD OF INTERIORS

- Interior design magazine World of Interiors continues in its quest to offer its readers ideas and inspiration for how to improve their homes.
- The May issue comes complete with a bound-in supplement featuring a look at kitchens and bathrooms, and advice on how to do them up.



On sale 5 April
Frequency monthly
Price £4.99
Distributor Frontline
Display with 25 Beautiful Homes, Good Homes



ABSOLUTELY HOME

- Absolutely Home is an interior design magazine with a distinct London focus, aimed at people looking to improve their homes in and around the capital.
- The editorial team work closely with designers, influencers and key brands, getting their ideas, hints and tips on refreshing homes.



On sale out now
Frequency monthly
Price £4.99
Distributor Intermedia
Display with House & Garden, World of Interiors, Martha Stewart Living Magazine



SPECIALIST CHOICE ADRIAN RODDA, AR NEWS, HARROGATE THE FLOWER ARRANGER

Who buys it?

People who are into the WI, women's groups and so on. We have a spring flower show in Harrogate and all the spring flowers are now coming into bloom, which means people's minds turn to this kind of thing.

How do you display it?

We make sure we display it prominently and let people know it's there, especially in the run-up to the flower show.



On sale 10 April
Frequency quarterly
Price £4.60
Distributor Seymour

Expert advice Matt Clark

Penylan News,
Cardiff



Outside of women's weeklies, children's magazines is one of the best categories for us.

When it comes to new titles, we get a lot of information from RN and Smiths News and it's all about using the tools that are given to you and reading up about what's new.

I've got a secret weapon, too – my little girl is still in junior school.

With children's magazines, it's a combination. Quite often, the ones with cover-mounted giveaways are more popular, so you have to keep an eye on what the gifts are and what's launching.

It's important to listen, too: we had a request for Hey Duggee a while back; now we're selling three of those a month.

Then there are the regular favourites. CBeebies is always very popular, as is Peppa Pig. And anything with the Lego name – such as Lego Star Wars – always sells well.

Our strategy

Who are your best customers?

We've got a slightly older customer base, so a lot of our sales of kids' magazines come from grandparents coming in to buy them for their grandkids.

Where is your strongest category?

Women's weeklies are always strong sellers for us, but children's titles are also very good. We do a lot of classic bike magazines as well.

What is your sales strategy?

It's a case of talking to customers, which definitely helps. Reading the trade press and the Smiths News update helps us, too. We're not a big shop, but we always offer to keep magazines for customers, even if we don't have room for them on the shelves. We encourage them to ask. And remember, they're all sale or return.

COMING UP IN NEXT WEEK'S RN



How Peter Wagg's evolving offer has kept his Canary Wharf CTNs relevant for 27 years

Plus, how to manage an in-store deli or butchery, and, get your ice cream range ready for the summer

RN

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Partworks

Title	No	Pts	£
DeAgostini			
Art Gallery	6	60	8.99
British Steam Railways	6	50	1.99
Build Your Own R2-D2	66	100	8.99
Classic Dinky Toys Collection	8	60	11.99
Enhancing Your Mind, Body, Spirit	66	120	3.99
My Animal Farm	61	60	5.99
Jazz at 33 and Third RPM	61	70	14.99
Star Wars Helmet Coll'n	59	60	9.99
Zippo Collection	68	60	19.99
Eagle Moss			
DC Comics Graphic Novel	69	100	9.99
Game of Thrones	52	60	8.99
My Little Pony			
Colouring Adventures	57	80	3.99
Star Trek Ships	121	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	17	80	9.99
Art of Cross Stitch	67	90	2.99
Art of Quilting	119	120	3.99
Art Therapy	160	180	2.99
Assassins Creed: The Official Collection	30	80	9.99
Big & Little Crochet	3	72	0.99
Classic Routemaster	12	130	8.99
Dr Who Complete History	69	80	9.99
Draw The Marvel Way	60	100	4.99
Judge Dredd Mega Collection	85	80	9.99
Marvel's Mightiest Heroes	112	112	9.99
Transformers GN Collection	34	80	9.99
Warhammer	42	80	9.99
Panini			
F1 Collection	53	60	10.99
Marvel Figures	6	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
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 cl'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

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

Sunday newspapers

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

Weight Watchers 31 March - 1 April

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	995g	140g	50g	3	40g
Sunday Times	910g	335g	135g	4	75g
Times	720g	125g	70g	3	60g
Daily Mail	615g	205g	75g	4	45g
Mail on Sunday	610g	240g	60g	4	35g
Guardian	590g	325g	0g	0	0g
Observer	515g	135g	0g	0	0g
Sunday Telegraph	485g	110g	0g	0	0g

Scale of third-party advertising insert payments

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

Insertion payment guide

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

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